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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABD)



### **Europe Calls for** U. S. Rink Know-How IN OLD MEXICO

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.

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 ou this continent was in the old Madison Square Carden in 1879, built by Thomas L. Rankin.

Industry Booming

Industry Booming

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 fudustry 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 out doors, 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 per spotlight. Hayes Jenkins, 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. NEW YORK -- The predom-

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 rarificd for the potential buyers, he reports.

#### Designed 40 Rinks

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, Urnguay. 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 fow stand in old structures that are no longer adequate (Continued on page 61) Carver has been instrumental in

(Continued on page 61)

### HIGH SPIRITED U.S. TV SHOWS

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

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.

ham.

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

The shows are most often

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. 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 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

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 sprend, 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, ma-

price to the \$5.95 level.

According to John Coveny, mahoff 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 will. the most attractive possible produc-tion to the consumer and was will-ing to expend part of the extra rev-enue received at retail to achieve this. An outstanding example of the new direction in packaging, in-cidentally, is to be found in the new Capitol issue of "The Fire-bird," and "Petrushka." by Stra-vinsky. The Stokowski-conducted reading contains a gold-colored, raised, three-dimensional profile of the conductor, against a black, no-copy cover. copy cover

#### Some Super-De Luxers

Columbia's recent monumental releases of "The Confederacy," and "The Union,"—both single LP package;—were both super de luxe jobs, ager—were both super de laxe 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 (Continued as wages 14)

(Continued on page 14)

### NEWS OF THE WEEK

Video Networks Stand Firm In Opposition to Toll TV...

'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 lust 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.

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#### DEPARTMENTS AND FEATURES

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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: Mercitry, 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 PARRIES, THRUST OVER On Any Sort of Pay TV Trial

#### Say Test Against Public Interest; Even Compromise Try Can Harm

By MILDRED HALL.

WASHINCTON — The netyorks will make no compromise on the subject of pay TV. Heads of the three networks told the House three networks told the House three networks told the House that they are unalterably opposed any form of pay TV trial, that they are unalterably opposed any form of pay TV trial, that the roposed Federal Communications to the public interest."

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 Congress would have to go into pay TV—at the expense of the public interest."

Least popular with the Congress would have to go into pay TV—at the expense of the public interest."

Least popular with the Congressmen was the webs' argument that the advertiser tab of \$1,300,000 on television still left spon
The only alternative to this works 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 tell trial and vote an 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 networks believe pay IV will add insult to injury by going for mass programming, and even commercials, when the chips 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

### Billboard

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that the advertiser tab of \$1,300,000 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,

Prexys Talk
In prepared statements, net presidents Frank Stanton of CBS, Robert Sarnoff of NBC and Leonard Goldenson of ABC stood shoulder to should the shoulder to should the shoulder to should the shoulder to should the s shoulder to shoulder on these ad-

ditional 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 lungs investment in cause 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 has to be voted up or down. Tests markets, by three pay proponent has to be voted up or down. Tests services.) Viewers would even-

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

(Continued on page 6)

#### 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 8:30 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

Den. 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

### **NBC** Weighs Francis Subs

NEW YORK—NBC is consider-tive destine quiz packages as WGN Gen. Mgr. NEW YORK — The live overseas trend gains momentum next month when ABC-TV will telecast "Wednesday Night Fights" from Francis.

The two shows: "Dough Re-INBU is considering two daytime quiz packages as potential replacements, starting are taken by surprise last week when Dan Calibraro, assistant man-INBU is considering two daytime quiz packages as CHICAGO — WGN staffers were taken by surprise last week when Dan Calibraro, assistant man-INBU is considering two daytime quiz packages as CHICAGO — WGN staffers were taken by surprise last week when Dan Calibraro, assistant man-INBU is considering two daytime quiz packages as potential replacements, starting were taken by surprise last week when Dan Calibraro, assistant man-INBU is considering two daytime quiz packages as potential replacements, starting were taken by surprise last week when Dan Calibraro, assistant man-INBU is considering two daytime quiz packages as potential replacements, starting were taken by surprise last week when Dan Calibraro, assistant man-INBU is considering two daytime quiz packages as potential replacements, starting were taken by surprise last week when Dan Calibraro, assistant man-INBU is considering two daytime quiz packages as potential replacements, starting were taken by surprise last week when Dan Calibraro, assistant man-INBU is considering two daytime quiz packages as potential replacements, starting were taken by surprise last week when Dan Calibraro, assistant man-INBU is considering two daytime quiz packages as potential replacements, starting two daytime quiz packages as potential replacements.

three webs mulling Havana originations. The first such event was Steve Allen's January 19 show.

Mennen and Miles Labs have Monday-Tuesday sponsor of the across-the-board Arlene Francis show, the drug firm isn't concerned Calibraro, 36, joined the station Printed by WORLD COLOR PRIG. CO., St. Louis, Ma. renewed their co-sponsorship of in final approval of the replacement show.

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."

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." 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 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."

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.

#### 'GUNSMOKE' AID GIVEN TO 'HUNT'

NEW YORK — There's 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

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

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

ment of the "over-the-horizon scatter system," called the "first step toward world TV" by International Telephone & Telegraph, has all three webs mulling Hayana original transfer of the "over-the-horizon scatter system," called the "first step aged by Barry-Enright Production and a Jack Stanley package called the "two shows: "Dough-Reduction ager of public relations, was lifted to the newly created post of assistant to Ward L. Quall, general manager."

"The Big Game."

Creation of the post had been a expected for some weeks, and various department heads were known

as assistant p.r. head in November,

### 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.

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

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,

NEW YORK—Madison Avenue to 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 not repeats competing with nor repeats competing with nor repeats competing and program exects, who pointed to the 1957 performance of the agency's film shows, "when you have a live show with no repeats on the other two nets."

"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 out the big differences in summertime audience drop-off between his own firm's "Ive Got a Sceret," a live show with no repeats on the horizon, as against Reynolds-sponsors with no repeats on the horizon, as against Reynolds-sponsors with no repeats on the interest of the hardwriting on the walls of their sales departments. "We won't see a mass return to the hiatus 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 to the summer to the summer to the summer to show what many advertisers are pushing for in private meetings with networks and agency brass: A return to the summer to show what many advertisers are pushing for in private meetings with networks and agency brass: A return to the summer to show what has caused this problem.

Summer Vacations

At the time Gray voiced publicly what many advertisers are pushing for in private meetings with networks are aware of the handwrit

capture 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 hotweather months,

"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 "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 dropoffs in TV set usage. These include Easter Sunday, the Sunday following Chirstmas, 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 ear-lier, 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 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 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. time to file.

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 notwork 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 arrunged.

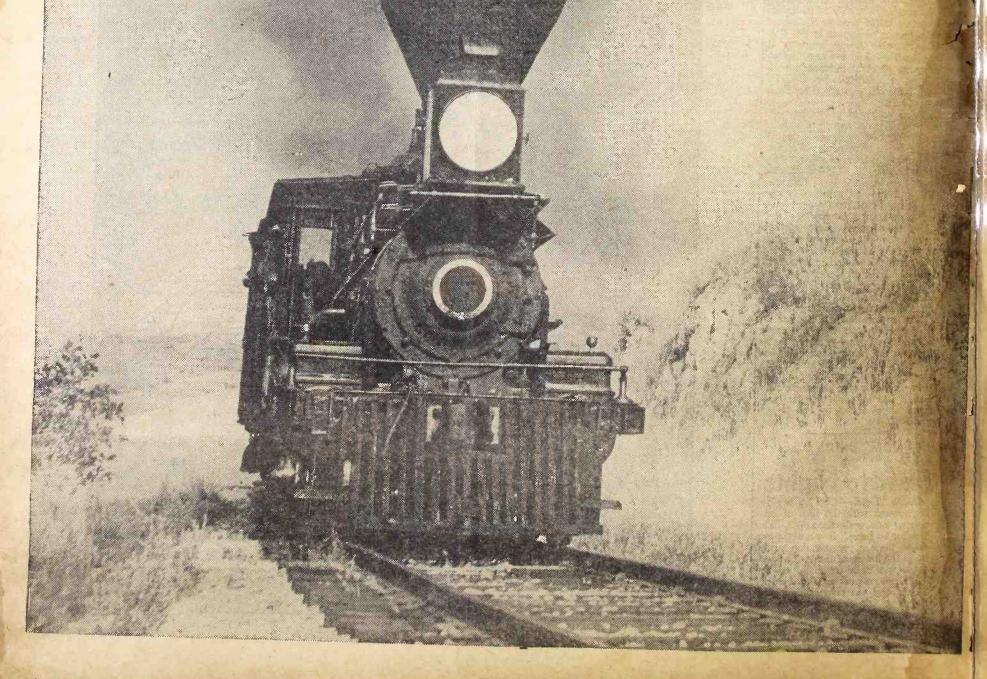
'Verdict' May Shift to Nights

NEW YORK—CBS-TV is play-ing around with the idea of con-peting its new daytime click, "The ring around with the idea of converting its new daytime click, "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.



WATCH OUR SMOKE!



THE SILENT SERVICE, our submarine series, has made such a whale of a splash that 39 additional half-hours are already on the ways.

BOOTS AND SADDLES-The Story of the Fifth Cavalry, our U.S. Army-Arizona Frontier series, is riding high.

And now we're going places by rail—with UNION PACIFIC, our new Enginesand-Injuns series about the railroad's dramatic push through the West. You know it's on the right track!



NBC TELEVISION FILMS - A DIVISION OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

**NBC Claims** 

Rating Victory

NEW YORK—In the 14 Nielsen-measured cities wherein the major networks have direct tele-

vision 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

age audience ratings by 10 per cent and ABC by 37 per cent" for the first Nielsen Multi-Network Area Report in December, the lat-

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

#### MORE VIEWERS, LESS PER

### Increased Line-Up of Stations Give Sponsors Improved CPM Mileage

NEW YORK—With the tight-ditional 58 per cent in terms of 'Dragnet' audience increases 7 per ening consumer economy putting homes not reached by the basic cent in size at a cost increase of increased emphasis on program economy and low cost-per-1,000, advertisers on major networks are moving into longer station line-ups

moving into longer station line-ups this season in an attempt to get maximum show inileage.

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." creasing 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 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 feater." the audience increases even faster.'
General Example

As a general example, NBC uses

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 Nielson 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 hearings. 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

is up an additional 6.1 per cent.

Moving to the outer limit of the network, about 188 stations at Communications Commission.

NBC, in the PEP plan, adds an
No mention was made in

NBC, in the PEP plan, adds another 1.9 per cent in cost but adds an extra 2.9 per cent in audience, NBC coloulates.

No mention was made in last Thursday's (23) announcement of committee action on the question of program actions.

#### 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 emsees 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.



outlets.
"There are some values to increasing network line-ups that are

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 coverge figure—97.3 per cent age figure-97.3 per cent.

"However, in such a jump, the bargain."

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

### Smathers, Bricker Bills Round Called

eign Commerce Committee, which announced Thursday (23) hearings on the Bricker Bill to regulate networks, and on the Smathers Bill to separate broadcasters from all

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 Chair-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 has now been taken by the Federal

Summed up—and weighted properly—the big picture looks like of program ratings. Committee member A. S. Mike Monroney reportedly intends to ask tion of ratings. Magnuson has also For an extra 28 per cent in time and talent (with talent remaining relatively fixed through), advertisers jump from the basic line-up to the maximum network. At the same time, they add an ad-13, 1957).

Bricker, ranking Republican committee member, has been wait-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

The net- mony, CBS reported its net-owned works will go another round with the Senate Interstate and Forcent of Class A time while indie cent of Class A time, while indie producers accounted for 57.7 per cent in April, 1956.

Bricker's report was termed unworks, 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.

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

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

**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 sales when signed 11 ad web salesmen have signed 11 advertisers for a total of some 200 spots on the two shows, with slightly more than half going to

Many of the advertisers are relscene, 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.

the first Nielsen March 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 est at hand, A year previously, in December, the latest at hand, A year previously, 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 and the same lead, 38 per cent, over ABC, the NBC analysis reports. atively new on the national video scene, including Bird & Son (roof-

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 Washington until early December,

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

· Continued from page 2

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 use of any free programming, past limit it as to rates and prohibit or present, on pay service. Some hopefully thought pay TV might just not appeal to the American public, and wouldn't that solve the

ship cut back to where no one in fringe areas, the nets pointed owner could cover more than 25 out that a one-channel community

cent essential to profitable operation of an individual station," said public on all aspects of pay TV Bert and Harry spots went and bought Piel's, the company would Bricker's report (The Billboard, might garner a true property of May 5, 1956). In recent Hill testi-

provide no escape from decision. be admitted as having proper "standing" to test the case in court. In any case, Stanton said the Congress was the proper feet of the congress the Congress was the proper forum, and Congress was the proper forum, and Congressmen were in no "di-lemma" in denying FCC authority because this was a matter of "such vital interest to the public" and because the "danger here is so obvious."

public, and was it free or was it a matter of "hidden costs." Several asked if pay TV was not getting its chance because net program-

Moore Explains Daytime Exit

has mimeographed a letter detailing the reasons for his upcoming departure from daytime TV, to answer thousands of viewers' in-quiries. "The tail is wagging the dog," he writes, referring to the 30 commercials per week which take up "move time there." take up "more time than the en-tertainment portion" in his own working schedule.

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 ensee is mulling CRS.TV plans and of is mulling CBS-TV plans and offers from outside production companies.

ming was in poor repute, with protests rising over commercialism,

vital interest to the public" and because the "danger here is so obvious."

Ad-Sponsored TV

Much of the sharper Congressional questioning went to the subject of whether ad-sponsored TV was in the best interests of the public, and was it free or was it a matter of "hidden costs." Several

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 operadelicious. Buy it. It's nutritious. Buy it. Buy it. Buy it."

Bricker's report (The Billboard, May 5, 1956). In recent Hill testiMay 5, 1956). In recent Hill testi
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.

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 cluding a unit to tape color shows. It will be the only color unit in a non-network facility anywhere in the world.

"Ruppets, shadows, anumation the exec states. "While many still the exec states. "But the exec states. "While many still the exec states. "While many still the exec states. "But the exec states. "While many still the exec states. "But the exec states. "While many still the exec states. "While many still the exec states. "But the exec states. "While many still the exec states. "But the exec states. "But

### BARTER ON WAY DOWN-HEADLEY

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

Economics Disfavor Plan, Says Exec

NEW YORK—Because a successful barter operation demands first-class and/or first-run product, baffer is on the downgrade and will soon vanish from TV, accroding to Frank Headley, president of Station Representatives Association. "Even the apparently successful more than a handful of well-publicized deals. Good time and good programming will always be sold for eash, 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 obtain sufficient Television, debated barter with Headley, calling each unsold minute of station time a wasted asset, which hurt further a station which was so come of these aborted deals include the proposed 116-market when barterers were unable to come up with promised station hists or schedules. Some of these aborted deals include the proposed 116-market with the programs acquired for the proposed 116-market with the programs acquired stations, the Hazel Bishop \$7,000,000 closing with Matty Fox 102,000 markets which was reported but never got off the ground, a report of a McCannErickson barter test for Rival Dog the first theory is the program and the balance received their disenchantment when barterers were unable to come up with a time offer the proposed of the seed of the proposed the proposed stations and times, and the balance received their disenchantment when barterers were unable to come up with promising will always be sold for eash, dictated by that immutable economic principle, the law the programs are dubbed Florming to more than of the top 28 programs and 44 of the top 28 prog

#### **WMBR** Dominates Its Florida Market

JACKSONVILLE, Fla., -- Popualtion increase in this area is pushing WMBR-TV here to dominance in its coverage area dubbed Florgia, made up of 67 counties in

#### 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 here it is participated by the selling season goes for lining up full sponsorships.

ABC this winter here it is participated by the selling season goes for lining up full sponsorships.

ABC this winter has six participation series, "Sugarfoot," "West Point Story," "Country Music Jubilee," "Scotland Yard," "Lone Ranger" and John Daly's newscasts, 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, Luden's, Colgate-Palmolive, Phillips (Van Heusen), Williamson-Dickie, Joe Lowe Corporation and Cracker Jack.

Ranger" and John Daly's newscasts, established a high-class presed anyhow, ABC insists.

Ayer Shoots

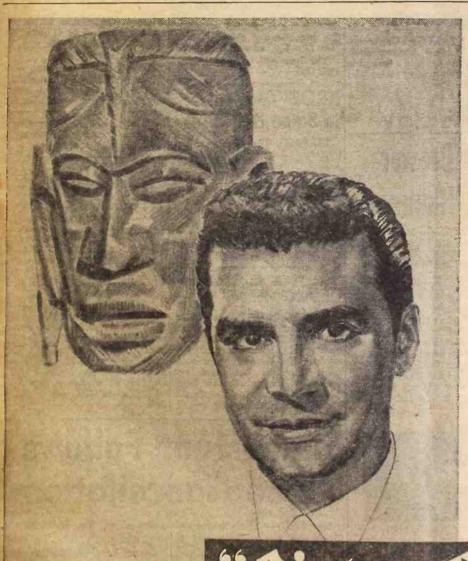
For Complete
Du Pont Acc't

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

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 presedent anyhow, ABC insists.

## Du Pont Acc't



many of the state of the state of the state of

## I Search for Adventure

(NATIONAL SYNDICATION)

(A. B. C. TV NETWORK-MONDAY NIGHTS)



(NATIONAL SYNDICATION)

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

All created by

JACK DOUGLAS

8961 SUNSET BOULEVARD HOLLYWOOD, CALIF.

#### LONG-TIME BUYS POSSIBLE

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

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

### 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 co-operation 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. "Dannie the 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

ing homes than 60 per cent of the prime time shows, "Woody Wood-pecker" 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 in the second December Nielsen

varying segments and the other members of "Fun at Five" taking fourth, sixth, seventh and eighth

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 ham-mered out, which went like this: WAVY-TV put up the \$15,000

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.

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

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 pay-ments without an income being produced by the film. The dis-tributor movements tributor 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

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 with the details and restrictions dictating a shift in thinking on the (Continued on page 59)

#### 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 allstar 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 sixminute 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 eying "San Francisco Beat" for 15 large markets in Michigan, Ohio and

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

#### 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 Adds Space are from sign-on to sign-off, acshare 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, ac-

### Ziv's 'Target' **Departs From** Title Policy

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

department.

Originally, Ziv brass were considering stock names like "Adolphe Menjoy 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. so forth are being readied.

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 dealersalesman 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

NEW YORK 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 con-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 longrun music stanza would reach the end of the road this spring.

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.

### PARA NEARS FAT TV DISTRIB DEAL

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

NEW YORK-Within a month, | dling with NTA's Oliver Unger con-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 tween three groups who represent the leading candidates for the feature bloc, it's reported here.

The deal all single package groups and paying a handsome price on each package, but NTA is having (Continued on page 59)

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 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- Irving.

Texas Brewer Buys 'Hammer'

lane's Mike Hammer," the new MCA-TV vidfilm series, has been sold to Lone Star Beer for six major cities in Texas. Another signifi-cant 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 Darren McGavin, the program is directed by Dick

#### ZIV SETS THE PACE WITH... 3 OUT OF TOP 5 #1 MEN OF ANNAPOLIS 33.3 #3 HIGHWAY PATROL 33.0 SYNDICATED SHOWS IN Time after time #5 SCIENCE FICTION in city after city DAYTON ZIV SHOWS **25.0** THEATRE RATE GREAT Pulse, Sept. '57

ZIV TELEVISION PROGRAMS INC.

### Show Hunt Follows Three Cancellations

New York - Three sponsors of Arden show, Tuesday 8:30-9 in film series last week turned in early spring. their expected cancellations and started their search for new prop- this time period, however, is said erties. American Telephone & to be fast waning, and it may Telegraph canceled its "Telephone return it to the network. Among Time" in the Tuesday 9:30-10 p.m. the shows being considered for the slot on ABC-TV.

Mogen David Wine has moved out of "Dick and the Duchess," its Saturday 8:30-9 entrant on new Jan Murray package, owned CBS-TV, and indications are that by Toni, and which may be inter-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 on ABC.

Lever Bros.' infatuation with Tuesday time slot on CBS is "Rendezvous," the Howard Erskine class anthology, and "Wingo," a

#### FILM EXECS DEVELOP 'INSTANT MOVIES' RASH

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

• 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 talkie: "Why, Miss Brown! Without your glasses . . .

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 wersa, as the volcano starts to grow! in the last Technicolored reel: "To the boat!"
Run! We have angered God Kualahakaila."

• Big newspaper saga, with city editor glancing at copy

Run! We have angered God Kualahakaila."

• Big newspaper saga, with city editor glancing at copy handed him by Lee Tracy and shouting into pitone: "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 Zucco in any old Universal horror picture: "Professor-Look! The murmmy! It's breathing! Good Lord ... It's ALIVE!!"

### Moulder FCC Study May Be General One

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 statuts with reministration, agency status with re-lation to other branches of govern-ment and the question of quasi-legislative and quasi-judicial func-tions of the FCC, Security & Ex-change Commission, etc.

#### Political War?

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.

WASHINGTON—The Moulder Subcommittee on Legislative Oversight, which will look into Federal Communications Commission matters, along with those of other mittee's juggling of intentions. mittee's juggling of intentions.

### SG Takes Avg. 'Jones' Rating

NEW YORK — Screen Cems 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

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 fooney was in charge of publicity for such stars as Edward C. Robinson, Phil Harris, Paul Whiteman and Morton Downey. 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

the final day of the two-webs ings.

Prominent on the pro-toll side were Tom O'Neil, for RKO Teleradio, 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 in University,"

sion University," to be conducted for the benefit of "inilions" of prospective students, at small monthly fees, was suggested by Solomon Sagall, Teleglobe president. The Teleglobe system would

#### **Eells Reports** Coast Activity

NEW YORK-Bruce G Eells, ications Commission trial idea.
They hope pay TV will improve the "outmoded distribution methols" of declining movie revenues.

Milton Shapp said the whole airlink toll fracas could be resolved by one single fact: The scrambling 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

Sells

Agriculture operating chief of United Artists' expanded new telefilm activities, returned here late last week to report to UA brass on vidfilm deals

### Series Bows

CHICAGO — "Cross - Coun-y," the first national agricultural try," 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 col-

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 pro-ducer, predicts a line-up of 150 stations within a year.

### 'Annie' Leads 68% of Marts

NEW YORK-"Annie Oakley" ads its time period in 68 per cent of the markets surveyed, according to both American Research Bureau and Pulse. The four-year-old Westand ruise. The four-year-old West-ern is topping competition in Bos-ton, Chicago, Cleveland, Los An-geles, 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 Scrren Gems as national sales executive. Bagley spent a long tour of duty with MCA and MCA-TV.

WASFINGTON — 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 Teleradio, 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 "inillious" of prospective students, at small monthly fees, was suggested by Science Searth Total and the National Federation. He reminded the committee that news media resented ration.

Search Science Searth TV before the "free" auscrambled video, and its telephone-wired sound, for which with the scrambled video, and its telephone-wired sound, for which with the scrambled video, and its telephone-wired sound, for which with the scrambled video, and its telephone-wired sound, for which with the scrambled video, and its telephone-wired sound, for which with the scrambled video, and its telephone-wired sound, for which with the scrambled video, and its telephone-wired sound, for which with the scrambled video, and its telephone-wired sound, for which with the scrambled video, and its telephone-wired sound, for which with the scrambled viewers must pay.

Wired service, on the other hand, "hurters one," he said. It would expand programing in those "univers need in Boston, among of the Angeles, and one CBS affiliate in Boston, among of the ordering mean wider viewer choice, said Shapp.

Anti-toll spokesmen from ranks of veteran's organizations, labor that and program ideas, a "new lease on life" for traditional cultural programming, meaning symptomy, ballet, etc., now in financial study, which he believes would with viewers must pay.

Wired service, on the other hand, "hurter occurs on one,"

tision. He reminded the committee that news media resented radio, and radio and movies both feared television. O'Neil claimed spay TV was compatible with free and would only supplement present programming. "Talent building" was more likely than "talent siphoning." he claimed, politing to top was more likely than "talent siphoning," he claimed, pointing to top entertainment figures who had moved thru 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.

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 Creen 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, sev-

ventures), "Combat Sergeant, "International Playhouse" and sev eral 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 "Ceorge 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 49 ers."

The silet files of "Public Enemy."

The pilot film of "Public Enemy" being written by Howard

#### 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.

### 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 Produced. ation 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 equip-

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 Morchouse, Lew Rev. Anson Morehouse, Lew ry, Gordon Fraser and Henri

#### '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 in-

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 films to agencies and other film buyers: Bi-lingual screen-

ings.

Using a regular English print and a French-dubbed version, A&F exces arranged simultaneous screenings here interested in reach. for buyers interested in reaching either the English-speaking or French-Canadian maring 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.

#### 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	-p =	3110113	
Order	Show and Distributor		Avg.
1	.Esso Golden Playhouse (Official)		711
16	Boots & Saddles (NRC)	************************	. 11.8
17	Harbor Command (Ziv)		11.7
19	Sky King (Nabisco)		10.8
			10.0

### • Top Film Shows Among Men

Rank Order	Show and Distributor	Men pe
1Martin	Kane (Ziv)	
4 Crusad	front (MCA)	
5Dr. Ch	ler (MCA)	
5Federa	rristian (Ziv)  il Men (MCA)  mooners (CRS)	
5 Honeyr	mooners (CBS)	
8Kingdo	om of the Sea (Guild)	
10Confide	ential File (Guild)	
10ramous	s Playhouse (MCA) Three Lives (Ziv)	8
10 Science	Fiction Theater (Viv)	
10 Soldiers	s of Fortune (MCA)	
16 Champi	ionship Bowling (Walt Schwimmer)	
16Code T	Three (ABC)  Runyon (Screen Genes)	94
16 Examin	Runyon (Screen Gems)	86
16 Harbor	r Doctor (Hollywood TV)	
16 Highwa	Command (Ziv)	
16 Lone V	Volf (MCA	
16 Man Be	ehind the Badge (MCA)	
16 Man Ca	alled X (Ziv)  Ty Playhouse (Grossik raspa)	
16 San Fa-	ry Playhouse (Grossi-Krasne)	86
16 Star Pa	incisco Beat (CBS)	86
16Susie	rformance (Official)	
, , , , , , , , , , , , , , , , , , , ,	TPA)	

### Top Film Shows Among Women

Rank	The state of the s	viiicii
Order	Show & Distributor	Women Per 100 Homes
1	Liberace (Guild)	
2	Liberace (Guild)  Man Behind the Badge (MCA)	91
2	Man Behind the Badge (MCA) Soldiers of Fortune (MCA)	96
4	Soldiers of Fortune (MCA). Crusader (MCA)	96
4	Crusader (MCA) Esso Golden Playhouse (Official)	99
'A	Esso Golden Playhouse (Official) Kingdom of the Sea (Guild)	05
4	Kingdom of the Sea (Guild)	
0	.Martin Kane (Ziv)	0.6
0:	.Dr. Christain (Ziv)Federal Mon (MCA)	04
0	Federal Men (MCA) Frontier Doctor (Hollywood TV)	
9	.Frontier Doctor (Hollywood TV) .Parade of Stars (MCA)	
9	Parade of Stars (MCA). Star Performance (Official).	94
9,	Star Performance (Official), Confidential File (Guild)	94
14	Confidential File (Guild)	94
14.,	Gray Ghost (CBS) Honeymooners (CBS)	93
14	. Honeymooners (CRS)	93
14	Science Eigtion The	93
14	Susie (TPA)	93
19	Susie (TPA)  1 Led Three Lives (Ziv)  Racket Squad (ABC)	93
19	Racket Squad (ABC)	
	Manuel Diduct (MDC)	

### Top Film Shows Among Kids

Rank	,	rainong	EERC	E 3
Order	Show and Distributor			Kids P
1	Popeye (Assoc. Artists)			
3	Looney Tunes (Guild) Kit Carson (MCA)			
4	Little Rascals (Interstate)			
5,	Gene Autry, 1 Hour (NBC) Hoppalong Cassidy, 1 Hour (NBC)			
5	Hoppalong Cassidy, 1 Hour (NBC)			
5	Terry and the Pirates (Official)			
10	Ramar of the Jungle (TPA)			8
11	Brave Eagle (CBS) Cisco Kid (Ziv)	****************		
11	Plash Gordon (Guild)			8
14 1	Rocky Jones, Space Ranger (Official)			8
17	Three Musketeers (ABC) Foreign Legionnaire (TPA)	****************		8
17 1	Ionalone Cassidy 15 Hour Olings			7
17 F	amar of the Tunele CERA			
11	steve Donovan, Western Marshal (NBC)	,		7
-				

### 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 Port of the national sales manager solt and Bob King to local public relations for WOR-TV, New Port of the national sales and programming staff of course, is subject to approval by

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. Talbott from Mr. and Mrs. John H. Battison. The transfer, of course, is subject to approval by

PROGRAMMING—

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, offective immediately.

Jack Barry has been moved up from production manager of WPST-TV, Minami. ... WPIX, New York, has enjury to successful programming 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, offective immediately.

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The controlling interest in May 10 programming 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.

The cont

### PULSE LOCAL RATINGS FOR NOVEMBER

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

BUFFALO

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

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

Markel Stalistics:
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, 218-00-058-00-188-01 up the center of population,

Population—218,800 (106th in U. 5.)

Buying Income—\$372,795,000
(103d)

Retail Sales—\$290,276,000 (90th)
Food Sales—\$58,863,000 (100th)

Drug Sales—\$58,863,000 (100th)

Drug Sales—\$60,122,000 (82d)

Automotive—\$60,122,000 (75th)

Above figures include following counties:

Bernalitto, N. M.

### TOP NETWORK SHOWS 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.

10	. Suspicion, KOB, M	.26.
	TOP MULTI-WEEKLY SHOWS	
Ţ	. K Circle B Time. KOR M E	15
2.	DIE MEGEM MOVIE KOAT	
	MP.	12
3.	News-Sight, Misc. (10 p.m.),	. 13.
	NUB. MF.	
4.	Kit Carson, KOAT, MF.	. 11.
5.	Matinee Theater, KOB, MF.	. 11.3
6.	Queen for a Day, KOB, MF.	, 10.7
7	Channel 13 Movie, KGGM,	. 10.6
	M T E	
7	M., T., F.	. 10.3
- ' '	146 H 31 DOM (0:00 D.M.). KGGM	
0	MF.	.10.3
27	Comedy lime KIIB M E	
IU.	Carloon Camival, KOB, MF.	.9.1
	TOP FEATURE FILMS	
	Once-Weekly	
	OUCE- M GEKIN	

	Once-Weekly
- 1	, Movie, KGGM
	Su11:00-Sign Off8.:
2	. Saturday Movie, KOB,
	S.10:30 Sign Oct
-	S10:30-Sign Off
3	Friday Night Movie, KOB,
	F10:30-Sign Off
4.	Sunday Movle, KOB.
	Su10:15-Sign Off
٠.	Multi-Weekly
	K Clrcle B Time, KOB,
	MF4:00-5:30
2.	Big M-G-M Movie KOAT
	MSuVarious Times
2	Channel 12 14 15
3.	Channel 13 Movie, KGGM,
	M., T., F., S. Various Times 11.3
4.	Lucky 13 Ranch, KGGM
	MF3:30-5:15 7.7
5.	Movie Time, KOB,
	M .Th -10:30 Share Occ
	MTh10:30-Sign Off 5.0
	TOP SYNDICATED FILMS
	TOP STRUCTIED FIEMS
1.	Man Called, X (Zlv), KGGM,
	F9:00 22.7
2.	Twenty-Six Men (ABC), KOB,
	W8:30
2	W8:30
٥,	Stage 7 (TPA), KGGM,
	W9:3021.5
4.	State Trooper (MCA), KCCM
	T8:3021.3
	Roots and South and South

3	Stage 7 (TPA), KGGM, W9:30	
4	. State Trooper (MCA) KCCM	
	1.0:30	21.3
5	Boots and Saddles (NBC), KOE F9:00	Ι,
5.	Men of Annapolis (Ziv), KOA1	
	Su7:30 KGGM,	
8.	Whirlybirds (CBS), KGGM, Su9.00	
9,	Sheriff of Cochise (NTA) KOD	
10.		
11.		
12.		
12.	Su9:30 Badge 714 (NBC), KOB, T.8:30	
14.	T8:30 Decoy (Official), KOB, T9:30	19.2
15.	Dateline Europe (Official)	
16.	KOAT, W8:30 Mr. District Attorney (Ziv),	
	KOAT, M8:00	17.9
10.	Meet Corliss Archer (Ziv), KOAT, F6:00	17 0
18.	LISCO KILL (Ziv) KOAT T C.OO	16.9
	Frontier Dr. (Hollywood TV), KOAT, M7:30	16.4
20.	Silent Service (NBC), KOB,	
		400

## 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 (13th)
Automotive—\$249,254,000 (17th)
Above figures include following countles:
Erie, Niagara.

	TOP NETWORK SHOWS	
1.	Lucy-Desi Show, WREN T	42 1
4.	Danny Inomas, WREN W	43 4
J.	Gunsmoke, WREN C	44 4
	riaynouse 90. WRFN Th	30.
5.	Gourrey's Talent Scouts.	
	WBEN, M.	.38.2
0,	wyatt barb, wisk T	26 6
5.	Lawrence Welk, WGR C	26.0
0,	Durns & Allen WREN M	30.0
10	Alfred Hitchcock, WBEN, Su.	.34.9
10.	What's My Line? WBEN, Su.	. 34.5
	TOP MULTI-WEEKLY SHOWS	
	Vana E B	

9	. Alfred Hitchcock, WBEN, Su	34 0
10	What's My Line? WBEN, Su	24 5
	TOD LANGE MERCHAN	34.3
	TOP MULTI-WEEKLY SHOWS	
1.	Your Esso Reporter (11 p.m.),	
	WBEN, M., T., Th.	
2.	. II o'Clock News, WBEN,	40.3
	W., F.	
3.	Mickey Mouse Club, WGR.	14.2
	MF.	
4.	Sports Review (11:15 p.m.).	12.4
	WBEN, MF.	10.0
5.	News-Poth, Weather (11 p.m.),	19.8
	WGR, MF.	
6.	Search for Tomorrow, WBEN,	8.9
	MF.	7.0
7.	American Bandstand, WGR,	1.2
	MF.	= ^
8.	Guiding Light, WBEN, MF 1	7.0
9	Cisco Kid, WBEN.	8.0
	M., WF.	
10.	Captain Kangaroo, WBEN,	0.0
	MF.	
		0.3
	TOP FEATURE FILMS	
	Once-Weekly	
-1	Studiaha Th.	
4.	Starlight Theater, WGR,	
2	Su9:00-10:00	9.7
4.	DOW 1St Run I heater, WREN	
1	W11:30-Sign Off	7.3
3.	SU FIIM PESTIVAL WREN.	
	Th11:30-Sign Off	5.4

16.4 Friday Film Feature, WBEN, F.-11:30-Sign Off 16.2 Frick Winner Playhouse, WBEN, M.-11:30-Sign Off 13.4

	WBEN, M11:30-Sign Off	13.4	I
-	Multi-Weekly		J
-	1. 11:30 Theater, WBEN,		1
	TSu11:30-Sign Off	11.8	1
			1
	MF12:00-1:45 3. Million \$ Movie, WBUF.	. 6,4	1
	MSuVarious Times		1
	4. Early Bird Playhouse, WGR,	. 5.3	1
	MF8:00-9:00 a.m.	2.2	1
		. 0.3	1
	TOP SYNDICATED FILMS		ı
	1. Sheriff of Cochise (NTA),		1
	WGR, F7:00	. 29.2	1
	. Stient Service (NBC), WRFN		ı
٠,	S10:30	. 28.9	Į
	. rughway Patrol (Zlv), WCR.		-
-	T10:30 Men of Annapolis (Ziv),	. 28.0	ı
	WBEN, M9:30		
	Decoy (Official), WBEN.	. 25.7	ŀ
	T10:30	28.2	
5	. Whirlybirds (CBS), WBEN,	. 23.2	١
	M7:00	25.2	
7	. Annie Oakley (CBS), WREN		
	17:00	21.9	Ĺ
7	. Waterront (MCA), WGR		
	Th7:00	21.9	
9	Gray Ghost (CBS), WGR.		
10	W7:00	19.5	
10	Harbor Command (Ziv), WBEN,		
11	S10:30	18.5	
4.4	Schwimmer), WBEN, Su12:30.		
12.			
	WBEN, W7:00 Cisco Kid (Ziv), WBEN,	172	
13.	Cisco Kid (Ziv), WBEN	17.2	
	141" Ah".L'-0;12	16.6	
14.	†Sky King (Nabisco), WGR	10.0	
	10:00	16.2	
14.	Honeymooners (CRS) WCD		
	Su10:30	16.2	
16.		100	
17	J.D7:UO	15.5	
17.	ODEVE LASSOC. Arristel WEEK		
17.	38:30 a.m.	15.2	
* / .	F-10:30 (ABC), WGR,		
17.	F10:30 The Whistler (CBS), WGR,	15.2	

#### 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)
Refail 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.	70 2
z.	What's My Line? WRRM C.	36 0
3.	Gunsmoke, WBBM, S.	35.7
4.	\$64,000 Question, WBBM, T.	. 33.3
5.	Lucy-Desi Show, WBRM, T	34.3
5.	Danny Thomas, WBBM, M.	14.3
5	I've Got a Secret, WBBM, W.	14. 2
ì	Alfred Hitchcock, WBBM, Su.	. 34.2
	This Is Your Life WHEN, Su.	.31.0
1	This Is Your Life, WNBQ, W.	. 29.7
,	Person to Person, WBBM, F	. 29.5

10.	Person to Person, WBBM, F	29.5
	TOP MULTI-WEEKLY SHOWS	
Į.	Susan's Show, WBBM. MF.	20 6
2.	News Roundup (10:00 p.m.).	
	WBBM, MF.	20.0
3.	Mickey Mouse Club, WBKR.	
	MF.	18.6
4.	in fown Tonight, WBBM.	
	MF.	15.7
3.	Early Show, WBBM, M.F	14 5
7	Edge of Night, WBBM. MF.	13.3
٠,	Bugs Bunny Friends, WGN,	
8	MF.	13.0
8	Art Linkletter, WBBM, MF.	12.9
R.	Brighter Day, WBBM, MF News-Bentley (6:00 p.m.),	12.9
	WBBM, MF.	120
		12.9
	TAR PERSONAL PROPERTY	

#### TOD FEATING FILMS

		. LEWINKE LIFT.	
		Once-Weekly	
1.	Best of	M-G-M, WBBM.	
	S10:00	-Sign Off	23.9
2.	Courtes	y Theater, WGN.	
	Su10:0	0-Slgn Off	15.7
3.	wonday	Feature Playhouse	
	WGN,	M10:00-11:30	13.9
4.	Suttlea	Temple, WBKR.	
	Su2:00	3:30	13.6
4.	Inursda	y Premiere Theater.	
	WGN,	Th10:00-Sign Off	13.6
		Multi-Weekly	
1.	Early S	how, WBBM.	
	MF4:	30-5:45	14.5
2	Mania #	THE COLUMN	

## M.-F.-4;30-5;45 2. Movie 5, WNBQ, M.-F., Su.-Various Times 3. Feature Film, WGN, T., F., Su.-Various Times 4. Movletime U. S. A., WBKB, M., T., Th., F., Su.-Various Times 5. Late Show, WBBM, M.-Th.-11:00-Sign Off

#### TOP SYNDICATED FILMS 1. Silent Service (NBC), WNBQ.

	22.
State Trooper (MCA), WNBQ.	100
W9:30	21.
Men of Annapolis (Ziv),	
WGN, M9:30	17
Sheriff of Cochise (NTA), WNBQ, W10:00	
Public Defender (Interstate)	14.

### WGN, M.-9:00 6. City Detective (MCA), WGN, F.-9:30

#### 7. Annie Oakley (CBS), WGN. F.-6:00 8. Brave Eagle (CBS), WGN, T.-6:00 12.5 9. Kit Carson (MCA), WBBM, Su.-11:30 a.m. 10. Captain David Grief (Gulld), WNBQ, S.-6:00

#### 11. Flash Gordon (Guild), WNBQ, Su,-12:00 12. Honeymooners (CBS), WGN, Th.-9:30 12. Code Three (ABC), WBKB, F.-9:30

# 12. Code Inree (ABC), WBKB, F.-9:30 11.5 12. I Spy (Guild), WBBM, S.-5:30, 11.5 13. Last of the Mohicans (TPA), WBKB, Su.-4:00 11.5 14. 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

This weekly chart covers the latest Pulse ratings in key local markets. It includes network, local live d locally originated film shows. By pointing out leading programs, the chart provides a ready guide 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 originaling 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.

DETROIT

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

Market Statistics:
reported by Sales Management's "Survey
Buyling Power." These figures are not
clustive of entire TV coverage area, but
mbrace Metropolitan County area making
the center of population.

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)
Automotiva—\$1,007,817,000 (4th)
bove figures include following counties:
Macomb, Oakland, Wayne

TOP NETWORK SHOWS

IUP NEIWORK SHOWS
Gunsmoke, WJBK, S.
Perry Como, WWJ, S.
Wyatt Earp, WXYZ, T.
Playhouse 90, WJBK, Th.
Cheyenne, WXYZ, T.
Lucy-Desi Show, WJBK, T.
Climax! WJBK, Th.
Lawrence Welk, WXYZ, S.
Jim Bowie, WXYZ, F.
G.E. Theater, WJBK, Su.

TOP MULTI-WEEKLY SHOWS

Popeye, CKLW, M.-F. 28.4
Mickey Mouse Club, WXYZ,
M.-F. 26.1
News-J. Legoff (11 p.m.),
WJBK, M.-F. 18.6
Santa Claus, WXYZ, M.-F. 18.3
American Bandstand, WXYZ,
M.-F. 14.6

M.-F. 14.5 11 o'Clock News, WWJ, M.-F. 13.9 Verdict Is Yours, WJBK, M.-F. 13.3 Noontime Comics, WJBK, M.-F.

M.-F. 12.9

Weather, Sports Final (11 p.m.),

WJBK, M.-F. 12.7

Do You Trust Your Wife?

WXYZ, M.-F, 12.7

TOP FEATURE FILMS

Once-Weekly

1. Sagebrush Shorty, WJBK,
Su.-11:00-12:00 21.5

2. Shirley Temple, CKLW,
Su.-2:30-4:00 19.0

18.5

8.4

6.1

5.8

28.2

. . . 22.2

2. Shirley Temple, CKLW,
Su.-2:30-4:00
3. Ed McKenzle Sat. Party,
WXYZ, S.-12:00-2:00
4. Mr. Crime, WXYZ,
S.-2:30-4:00
5. Hollywood Showcase, WJBK,
Su.-2:30-3:30

Multi-Weekly
1. Nightwatch Theater, WJBK,
M.-Su.-11:30-Sign Off
2. Big Show, WXYZ,
M.-F.-8;30-9:30 a.m.
3. Premiere Performance, CKLW,
Th., S.-Various Times
4. Fitmland's Finest, WWJ,
S, Su.-11:30-Sign Off
5. Million S Movle, CKLW,
M.-F., Su.-Various Times
100 SYNDICATED FILMS

TOP SYNDICATED FILMS

T.-10:30 28.2 2. Popeye (Assoc. Artists), CKLW, M.-Su.-6:00 28.1 3. Annie Oakley (CBS), WXYZ, T.-6:30 24.2 4. Honeymooners (CBS), WJBK, S.-10:30 23.4

ave Eagle (CBS), CKLW,

10. Dr. Christian (Ziv), WJBK, P.7:00 17.7

11. Silent Service (NBC), WJBK, Th.7:00 17.2

12. †Death Valley Days (U. S. Borax), WWJ, M.-7:00 16.7

13. Studio 57 (MCA), WWJ, W.-10:30 16.3

14. Soldiers of Fortune (MCA), WWJ, S.-7:00 16.2

15. Last of the Mohicans (TPA), CKLW, Th.-7:00 15.9

16. Whirlybirds (CBS), WWJ, F.-6:30 15.5

17. Harbor Command (Ziv), WJBK, F.-10:30

20. Amos 'n' W.-7:00

Topper (Tele Star), WXYZ, W.-6:30

10. Dr. Christian (Ziv), WJBK, F.-7:00

1. Highway Patrol (Ziv), WJBK, T.-10:30

Captain Kangaroo, WJBK, M.-F.

#### CINCINNATI

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

Market Statistics:
reported by Sales Management's "Survey
Buying Power." These figures are not
lusive of entire TV coverage area, but
brace Metropolitan County area making
the center of population.

Population—1,036,700 (17th In U. S.) Buying Income—\$1,989,047,000 (17th)

(17th)
Retail Sales—\$1,331,119,000 (19th)
Retail Sales—\$318,645,000 (17th)
Drug Sales—\$44,444,000 (19th)
Automotive—\$228,841,000 (20th)
bove figures include following counties
Campbell, Kenton, Ky.; Hamilton, C

	TOP NETWORK SHOWS
1.	Wyatt Earp, WCPO, T36
2.	Perry Como, WLW-T, S36
3.	Gunsmoke, WKRC, S35
4.	Dinah Shore, WLW-T Su34
5.	Chevenne, WCPO, T32

### TOP MULTI-WEEKLY SHOWS

50-50 Club, WLW-T, M.-F., ... 22.6 Mickey Mouse Club, WCPO, M.-F. 20.7

News-Grant, Weather (11 p.m.)

WLW-T, M.-F. 18.6

News, Weather (11 p.m.),

WKRC, M.-F. 16.9

Al Lewis Show, WCPO,

M.-F. M.-F. 15.6
Tic Tac Dough, WLW-T. M.-F. 14.0
Santa Claus, WCPO, M.-F. 13.6
Home Theater, WKRC, M.-F. 12.8
Al-Wanda Lewis, WCPO, M.-F. 12.3
Our Gang Comedy, WCPO,
M.-F. 12.3

#### TAD CLATUDE PHACE

		IN ITHINK HELD
		Once-Weekly
	1.	Shirley Temple, WCPO,
		S6:00-7:30
	2.	Premiere Performance, WKRC,
		Su11:15-Sign Off
	3.	Best of M-G-M, WLW-T,
		SuTwice on Sunday
	4.	Movietime U.S.A., WLW-T
		S1:45-3:15 9.1
-	4	Western Corral, WCPO.
	٠.	Su12:00-1:00
·		Multi-Weekly
	10	Home Theoton WEDC

M.-F.-13:15-3ign Off 12.8
M.-S.-11:15-Sign Off 12.8
M.-S.-11:15-Sign Off 11.6
Headin' West, WLW-T,
M.-F.-5:30-6:30 0.4 M.-F.-5:30-6:30 9.4

4. Million \$ Movie, WCPO,
S., Su.-10:30-Sign Off 8.1

5. Ladies Home Theater, WKRC,
M.-F.-5:00-6:30 8.0

TOP SYNDICATED FILMS

-	T10:30	. 24.1
1.	Sheriff of Cochise (NTA) WKRC, Th7:30	. 24.2
1.	Highway Patrol (Ziv), WKRC, S10:30	. 24.1
4.	Kingdom of the Sea (Guild), WLW-T, W7:00	. 21.2
4.	Dr. Christian (Ziv), WKRC, M7:00	.21.2
4.	S. Donovan, Western Marshal	21.1

7. Harbor Command (Ziv), WLW-T Su.-10:30 Silent Service (NBC), WKRC, F.-7:30 9. Cisco Kid (Ziv), WCPO, Su.-6:00

18.2 9. Twenty-Six Men (ABC), WLW-T, Th.-7:00 .18.2 9. Studio 57 (MCA), WLW-T, W.-10:30

12. †Death Valley Days (U. S. Borax), WKRC, F.-7:00

13. State Trooper (MCA), WKRC, W.-9:00 Mama (CBS), WLW-T, M.-7:00 17.2
Men of Annapolis (ZIv), WCPO,
Su.-6:00 16.2
Annie Oakley (CBS), WCPO,
15.9

Last of the Mohicans (TPA), WCPO, W.-10:00 O. Heary Playhouse (Gross-Krasne), WCPO, W-10:30 Sky King (Nabisco), WCPO, The-6:00 Frontier De-... 15.5 .15.0

Frontier Dr. (Hollywood TV), WCPO, F.-10:30 20.

SHORT SCANNINGS

| has hired two new sales staffers, Jack Alicoate and Ed Owens. Alicoate and Ed Owens. Alicoate and Ed Owens. Alicoate and Ed Owens. Alicoate was formerly with Ziv-TV and Guild Films and Owens was an Associated Artists Productions are Agency, has resigned. He is succeeded by C. M. Rohrabaugh. Leonard H. Goldenson, American Broadcasting - Paramount Theaters, president, was elected a member of the board of Western Union. . . . Herb Rosenthal and Type Tollows and Type Tollows and Stanley, monager of the Board of Western Union. . . . Official Films Type Tollows and Ed Owens. Addrew 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 Sunday (26) in New York.

#### DAYTON, O.

COLUMBUS, O.
3 TV STATIONS—173,600 TV HOMES
orted 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)

(29th)

Retail Sales—\$85,049,000 (30th)
Food Sales—\$188,811,000 (29th)
Drug Sales—\$30,988,000 (30th)
Automotive—\$147,888,000 (28th)
Above figures include following counti

	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
	Ed Sullivan, WBNS, So	
5.	Danny Thomas, WBNS, M	.36.7
6.	Football, WBNS, 17.3;	
	WTVN, 16.9, Su	
	Playhouse 90, WBNS, Th	
	Twenty One, WLW-C, M	
	Lassie, WBNS, Su	
	Big Record, WBNS, W	
	G.E. Theater, WBNS, Su.,	
	What's My Line, WBNS, Su	
10.	Wyatt Earp, WTVN, T	.29.9
	TOP MULTI-WEEKLY SHOWS	
4	TOT PROCESS TO THE	

 Popeye Theater, WBNS, T.-F.. 20.6
 CBS News, WBNS, M.-F. 19.4
 Mickey Mouse Club, WTVN, king Long (7:00 p.m.), Looking Long (7:00 p.m.),
M.-F. 19.0
Santa Show, WTVN, M.-F. 18.7
News-Pepper, Weather (11 p.m.),
WBNS, M.-F. 18.5
Casper Capers, WTVN, M.-F. 17.8
Captain Kangaroo, WBNS,
M.-F. 13.9

10.	Kartoon Korner, WTVN,
	MF12.
	TAR FEATURE FULLE
	TOP FEATURE FILMS
	Once-Weekly
1.	Shirley Temple, WTVN,
	S6:30-8:0028.
2.	Something Different, WTVN,
	S10:30-Sign Off14.
3.	Sun Showboat, WTVN,
	Su12:30-1:30
4.	Theater for Youth, WLW-C,
	Su9:00-10:30 a.m
5.	Lex Mayers Theater, WTVN.
	Su9:00-10:30 9.
	Multi-Weekly
1.	Early Show, WBNS,
	MF5:00-6:0012.
-Z.	Armchair Theater, WBNS,
	MF., Su-Various Times10.
3.	Midday Movie, WTVN,
	MF1:00-2:30 8.
4.	Home Theater, WTVN,
	MF11:00-Sign Off 7.

9. 50-50 Club, WLW-C. M.-F....

MF., Su-Various Times	. 10.5
3. Midday Movie, WTVN.	
MF1:00-2:30	. 8.9
4. Home Theater, WTVN.	
MF11:00-Sign Off	7.6
5. Early Home Theater, WTVN.	
MF2:30-4:00	7.2
TOP SYNDICATED FILMS	
1. Last of the Mohicans (TPA).	
WBNS, S10:30	31.7
2. Highway Patrol (Ziv), WBNS,	,
T10:30	20 5
3. San Francisco Beat (CBS),	
WBNS, Su9:30	25 3
4. Cisco Kid (Ziv), WTVN.	
Su5:30	22.0
5. Captain David Grief (Guild),	. 24.7
WBNS, Th7:30	22.6
6. Honeymooners (CBS), WBNS,	. 22.3
S7:00	22.2
7. Men of Annapolis (Ziv), WBNS	
T 7.20	,

T.-7:30 Annapolis (Ziv), WBNS,
T.-7:30 21.9
8. fSky King (Nabisco), WBNS,
F.-6:30 21.5
8. Sheriif of Cochise (NTA),
WTVN, F.-10:30 21.5
10. Popeye (Assoc. Artists), WBNS,
T.-6:00 20.6
11. O. Henry Playhouse (GrossKrasne), WTVN, F.-7:00 19.9
12. Silent Service (NBC), WTVN,
M.-7:00 19.3 Whirlybirds (CBS), WTVN, Th.-7:00

16. 16. Hari

20. Star Performance (Official), WBNS, Th.-6:30

2 TV STATIONS-149,900 TV HOMES ported by The Pulse in the area survey

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—\$25,525,000 (35th)
Drug Sales—\$25,525,000 (35th)
Automotive—\$139,922,000 (32d)
Above figures include following counties:
Greene, Montgomery Market Stafistics:

TOD NETWOOK CHOWS

	IOF HEIMORN MOND	
1.	Climax! WRIO, 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-Desl 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
	Have Gun, Will Travel, WHIO	
	S	
10.	Loretta Young, WLW-D, Su	39.0
	TAD MILITI WEEKLY CHAWC	

٠.	Lorenta roung, WLW-D, Su	. 37,0
	TOP MULTI-WEEKLY SHOWS	
1.	Front Page News (11:00 p.m.),	
	WHIO, MF	.31.4
2.	Sohio Reporter, Sports (6:30	
	p.m.), WHIO, MF.	30.0
1	Sports Report (6:45 p.m.).	
٥.		
	WHIO, T., W	.29.5
4.	Mickey Mouse Club, WLW-D.	
	MF	23.7
5.	Art Linkletter, WH10, MF.	
		. 10.4
ο.	As the World Turns, WHIO,	
	MF	
6.	Beat the Clock, WHIO, MF.	.17.7
	Dayton Final (11:00 p.m.).	
	WLW-D, MF	17.5
0		
	50-50 Club, WLW-D, MF	· 1/1.5
0.	My Little Margie, WHIO,	
	MF	.106.3

#### TOP FEATURE FILMS

M.-F.-5:00-6:00

4. Movie Matince, WHIO, M.-F.-3:30-5:00

5. M.-G.-M. Theater, WLW-D, M., T., Th.-11:15-Sign Off

TOP SYNDICATED FILMS State Trooper (MCA), T.-7:00 2. Highway Patrol (ZIv), WHIO, T.-8:30 .33.3 Dr. Hudson's Secret Journal (MCA), WHIO, F.-7:00 Whirtybirds (CBS), WHIO,

5. Silent Service (NBC), WHIO, S.-7:00 7. Charlie Chan (TPA) WHIO

S.-7:00 32.3
7. Charlie Chan (TPA), WHIO, Th.-7:00 31.8
7. Badge 714 (NBC), WHIO, S.-10:30 31.8
9. Sheriff of Cochise (NTA), WHIO, T-7:30 29.8
10. †Death Valley Days (U. S. Borax), WLW-D, M.-7:00 29.3
11. Little Rascals (Interstate), WHIO, M.-6:00 27.8
12. Little Rascals (Interstate), WHIO, S.-1:00 27.3
13. Stories of the Century (Hollywood), WHIO, Th.-6:00 26.3
14. Twenty-Six Men (ABC), WLW-D, T.-7:00 24.8
15. Captain David Grief (Gulld), WLW-D, Th.-7:00 24.3
16. Frontier Dr. (Hollywood TV), WLW-D, WLW-D, WLW-D, WLW-D, WLW-D, T.-10:30 23.8
17. Harbor Command (Ziv), WLW-D, T.-10:30 23.3

.23.3 18. Little Rascals (Interstate),

My Little Margie (Official), WHIO, M.-F.-1:00 22. My

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

Market Statistics

Market Statistics:
as reported by Sales Management's "Survey
of Buyling 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—\$458,132,000 (1st)
Drug Sales—\$458,132,000 (1st)
Automotive—\$2,081,442,000 (1st)
Above figures include following countiest
Bronx, Kings, Nassau, New York,
Queens, Richmond, Rockland, Suffolk,
Westchester, N. Y.: Bergen, Essex,
Hudson, Middlesex, Morris, Passalc,
Somerset, Union, N. J.

TAD NETURARY SUMME

#### TOP NETWORK SHOWS

1.	Perry Como, WRCA, S	43.0
2.	Playhouse 90, WCBS, Th	42.0
3.	Lucy-Desi Show, WCBS, T	40.
4.	Gunsmoke, WCBS, S	35.1
	Climax! WCBS, Th	
6.	Person to Person, WCBS, F.	32.
7.	Dinah Shore, WRCA, Su	32.
	Ed Sullivan, WCBS, Su	
	\$64,000 Question, WCBS, T.	
.01	Lassic, WCBS, Su	30.

#### TOP MULTI-WEEKLY SHOWS 1. News, Weather, Sports

		(11 p.m.), WCBS, WF.	21.
- 1	2.	News, Weather (11 p.m.),	
		WRCA, MF.	14.
	3.	7 o'Clock Report, WCBS.	
		MF.	12.
	4.	CBS News, WCBS, MF	12.
		Mickey Mouse Club, WABC.	
		MF	11.
	б.	Looney Tunes, WABD, M.F	
		Late Show, WCBS, MF.	
	8.	Early Show, WCBS, MF.	10.
		Popeye, WPIX, MF.	
		Price Is Right, WRCA, MF	

#### TOP FEATURE FILMS

	Once-Weekly
1.	Shirley Temple, WPIX,
	Su4:00-5:30
2.	Premiere Performance, WPIX,
	F10:00-Sign Off 6.9
3.	Children's Theater, WRCA,
	S9:00-10:00 a.m 6.7
4.	Adventure Playhouse, WPIX.
	S4:00-5:00 2.8
5.	Sunday Movie Premiere, WABC.
	Su3:00-4:30
	Multi-Weekly
1.	Late Show, WCBS.
	MSu11:15-Sign Off
2.	Early Show, WCBS,
	MF5: 70-7:00

## M.-F.-53.00-7100 10.2 3. Movie 4. WRCA, M.-Su.-Various Times 5.5 4. Million 5. Movie, WOR, M.-Su.-Various Times 4.9 5. Night Show, WABC, M.-S.-Various Times 3.1

TOP SYNDICATED FILMS

### 1. Honeymooners (CBS), WRCA, T.-7:00

2. Highway Patrol (Ziv), WRCA, M.-7:00 16.3 3. Code Three (ABC), WRCA, W.-10:30 4. If You Had a Million (CBS), W/BS, S.-7:00 5. Silent Service (NBC), WRCA,

Silent Service (NBC), WRCA, F.7:00
†Death Valley Days (U. S. Borax), WRCA, W.7:00
Looney Tunes (Guild & Assoc. Artists), WABD, M.-S.-6:30
Popeye (Assoc. Artists), WPIX, M.-F., Su.-6:00
Range Rider (CBS), WPIX, Su.-5:30 12.4 .11.3 . 10.9

10. Annie Oakley (CBS), WABC, S.-6:30
11. Popeye (Assoc. Artisits), WPIX, S.-5:00
12. Susie (TPA), WCBS, M.-F.-5:00
13. My Little Margie (Official), WCBS, M.-F.-9:30 a.m. 6.7
14. Twenty-Six Men (ABC), WABC, T.-10:30
14. Mama (CBS), WPIX, F.-7:30 6.4
14. Mama (CBS), WPIX, F.-7:30 6.4
15. Sheriif of Cochise (NTA), WABD, Th.-7:00
17. Sheriif of Cochise (NTA), WABD, Th.-7:00
18. Life With Father (CBS), WPIX, F.-8:00
19. Topper (Tele Star), WCBS, M.-F.-9:00 a.m. 6.0
19. Harbor Command (Ziv), WABC, F.-10:30
6.9 10. Annie Oakley (CBS), WABC, S.-6:30

### The Billboard Scoreboard

#### PROGRAM REVIEWS

#### NETWORK REVIEW

### Du Pont 'Bridge' Wins Hands on All Scores

By BOB BERNSTEIN

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

Du Pont came up with another winner in ist "Show of the Month' series, an exciting production by David Suskind 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 mi-crowave system" than a triumph of showmanship.

Not since Mike Todd's disastrous birthday party on CBS has a com-mercial 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." Young People's 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 Ma-mie 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

for a made - in - Havana to tune out. show, the telecast did absolutely nothing to capture the peculiar frowsy charm that the Cuban capital always has for American tour-ists. There were shots of the interior of the hotel-the Copa Room,

troduction may have had trouble in sensing that the show was any-thing out of the ordinary with the camera work and trouble with the camera work and the camera work a thing out of the ordinary.

his usual smooth job of knitting together the show's ingredients, and in doing the switches to New York for the cut-in film commer-Charles Sinclair.

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

Pont's chatty, institutional commer-

#### Love That Jill (Net)

Stars: Anne Jeffreys, Robert Sterling.
Cast: James Lydon, Barbara Nichols,
Fortunio Bonanova, others. Executive
producer, Hal Roach Jr. Producerwriter-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.

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. successful model agency. So does her handsome Bob Sterling. They spend most of their time trying to

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 Charles Sinclair.

### 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 nonpromising 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

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 triplethreat host was fun to watch both

with the camera work making for action and clarity without distract-As emsee, Steve Allen turned in ing. Close-ups of audience mem-s usual smooth job of knitting bers were too frequent, tho. Bob Bob Bernstein.

### Can. Community NETWORK REVIEW **Antenna Outfits** Cater to Films

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 commerces of the settings were excellent. Du Pont's chatty, institutional commerces of the settings were excellent. Du Pont's chatty, institutional commerces of the settings were excellent. Du Pont's chatty, institutional commerces of the settings were excellent. Du Pont's chatty, institutional commerces of the settings were excellent. Du Pont's chatty, institutional commerces of the settings were excellent. Du Pont's chatty, institutional commerces of the setting were excellent. Du Pont's chatty, institutional commerces of the setting were excellent. Du Pont's chatty, institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatty institutional commerces of the setting were excellent. Du Pont's chatter of the setting were excellent. Du Pont's chatter of the setting were excellent. Du Pont's at Shawinigan Falls, Que., Kimbercials were attention-getters but twice as long as they should have 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., sur-rounded 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

#### 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 The Big Story (Synd.) has a staff strictly for live shows, pretty models gives sponsor Max as well as a camera chain to trans-Factor some fine pegs on which to hang filmed sell for the firm's cos-shows last November, discontinuing 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.

## 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.

"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.

of the "plot" at all times.

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

Charlotte Summers.

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.

### 'High Adventure' Pays Off on Time Investment

By LEON MORSE

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

The first part of the program a comedy. 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

Cast for "Until Proven Guilty": Lin McCarthy, Victor Thorley, Dana Elcor, Katherin Meskill, William Griffis, James Dickery, Jock MacGregor, Nar-ralor: Burgess Meredith. Sponsors

Various. (WABD, New York, Du Mont, 9:30-10 p:m., EST, January 17.)

One of the perennials in the TV asiness, "The Big Story," now business, 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

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 wooders also with the areas 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 wooders also with the areas that the front door was left open and that a little pooch was there and still very much alive. The rest of the show was at the same level. It was charity at its 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 cetentatious.

Some seven half-hours in the series have already been aired in Dallas, and kines of these live indulges in while conducting.

The difficult task of pictorial
Total Republic threat nost was full to water the cabana chatting and conducting. Next time, they'd be wise to cut off his series have already been aired in Dallas, and kines of these live shows will form the first part of Official's package efforts at net
work level.

The difficult task of pictorial
The diffic

Charlotte Summers.

establishes him as a major threat to James Fitzpatrick's "Travel-talk." He has been the subject of criticism for his Cinerama com-mentary, 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
Balley. 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 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.

Onening Weak

Tashovers 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

With silver-haired Art Bakerwho 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 Cohakia, Ill., a St. Louis suburb. On tap was a drawn out version of the control of the drawn-out version of the bit in which a faithful old employee is given a gold watch on his retire-ment. In this case, the recipients were a nice, simple pair of grand-parents, who spent the half-hour in what looked like trauma.

#### Worthy Pair

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 grand-children after a family tragedy. Then the show got down to the 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 compahs of the Cohakia High School Band— into "your new W. G. Best Home." Inside, as they stood awed before what looked like an interior fur-ishing trade which is nishings 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

The rest of the show was at the same level. It was charity at its most unctious, and most digrading. Charles Sinclair. grading.

being shown.

**CPM Names** 

**Durgom Prexy** 

NEW YORK--George (Bullets)

Durgoin 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 out-

fit 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 earn-

ings were in excess of \$110 .-

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 en-

tertainment industry and with art-

ists in general; to foster good relations with the booking agencies that book talent under CPM man-

agement; to promote the exchange of information with particular ref-erence to matters that will assist

### Loot Snared by Small Label Masters Gasses Vet Diskers

#### Astronomical Bids for Hot Stems Cues New Recording Philosophy

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

ing 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 price of the Hamilton record or even the "At the Hop" platter were small compared to "Shorts."

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

### Col. Prepping New R&R Pic

NEW YORK - Columbia 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, (Continued on page 55)

### **London Fetes** Mantovani

NEW YORK -- British maes-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 glant gold record for his sales performance here. formance 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.

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 swying with loot for masters

### **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 al' statements on sheet music, records, foreigns, etc.)—stirred up considerable excitement last week on the part of many publishers.

Miriam Stern, executive director

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 prevent the loss of income to the writer," he said, adding that the service would be a continuous one and would provide safeguards to

### 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 se-

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.

#### ROULETTE CUES LABOR OF LOVE

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

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 late Giuseppe Creatore, was Luigi's father.

Acetates of the new Rou-lette disk (featuring Hugo and Luigt with their brass band and chorus) were in the hands of local deejays last Friday (24) and needless to say, Peretti and Creatore will go all-

### Coast Trek for Epic A&R Exec

preserve the confidential nature of all such information."

Publishers greeted SPA's proposal with mixed enotions—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 (Continued on page 55)

## out or personal promotion of the platters with jocks across the country.

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

The organization's director includes Dick Cabbe, Manny Greenfield and John Greenhut. Rich Green is attorney. and stars with a view to bringing

#### 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 Frederick Dance Company in Long English Decca Company in Lon-

Carlton's deal with 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.

### **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 be with the state of the stereord disk, but at present feel such disks cannot be played satisfactorily on present monaural equipment.

With regard to the Book-of-the-Month and Victor's joint classical according to the stereord disk. 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 his 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 Bullock based his predictions on

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 Bockaway N. I.

present monaural equipment.
With regard to the Book-of-theMonth and Victor's joint classical
record club, the initial response
has been "phenomenal," Bullock
said, and added that B-O-M stated the project brought in the largest response in its history.

### 45-45 Stereo Disk Seen Industry Pick

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

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

Thrusday (23).

It was also learned that altho the 45 degree angle techinque 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

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, Thrusday (23).

It was also learned that althory was attended by top engineering personnel of a number of record companies, an official recommender of a number of record dation 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.

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 (Continued on page 55)

ON '57 CLASSICAL NEW YORK-Becords in

Review, a 340-page book comtaining more than 900 reviews

of classical and armi-classical recordings of 1957, has been

published by the Wieth Press. an affiliate of High Fidelity

Edited by Josu Griffiths the

book contains the reviews of LP's and tapes released be-tween July 1956 and June 1957, by 32 well-known crit-

is also an index of performers. Price of the book is \$4.95.

Works are listed alphahetically by composer and under composers, where neces-sary, by classification. There

#### GROOVINGS RATE HIGH

### Video Earmarks Winter Sked for Unabated Platter Tie-Up Pattern

Canadian TV Fans Go for Country Beat

TORONTO - Greatest attractions on the TV network of the Canadian Broadcasting Corpora-tion 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 captalize 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" de-

pends 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 mambos. "Holiday Ranch" has the longest (Continued on page 32)

### 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 Brus., a large whole-saler of indie labels. The Mercury label will be the only one carried

Herb Silverman will manage the line. He formerly was manager of

#### Kapp Signs Kate Smith

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 "Cold Rush" halled, introducing three new songs

ing an original-cast album on four artists, the original cast album "Aladdin," and Dot is lining up an features baritone Ceorge Hall and ballet, introducing three new songs LP waxing for the Hunter show, the Ray Charles Choir, with ork by "My Fair Lady" composers Lerner and Loewe on CBS-TV's the movie star will introduce four niett Dolan. new sougs by Hugh Martin—
"Hello Springtime," "A Job for Me,"
"Ice" and "Clop, Clop, Clop,

RCA Victor is re-releasing the Coral-Welk Metropolitan Opera version of "La

#### GILDING THE LILY

### **Fancier Clothes** For '58 Albums

Lads on Broadway," and an up-coming Jill Corey release employ aging practice. "We're not stand-the same dual-cover concept, the ing still at all," he said, "every theory being that it's worth sacriyou stand a better chance of dis-

According to Neal Fujita, Coltaste, and directness.

Decca, it was stated that a special packaging job 1) can give basic importance to a new set in the eyes of distributors and sales-men, and 2) in the case of certain merchandise carrying an increased list price, the higher tag justifies higher priced packaging. ample 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 Cold Label series. From time to time there will be other releases of this sort, it was reported. The of this sort, it was reported. whole idea is simply a logical extension of the four-color cover, said a spokesman.
At Victor, the recent Elvis Pres-

the Columbia department of the Zamoski firm.

At Victor, the recent ravis the ley 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 pokesman declared emphatically that officials there are not at all

month we go over a flock of new ficing liner notes in some cases if ideas for packaging, and they are not all limited to the folder, booklet idea either.

Other labels too have their en-

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.

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

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 According to Neal Punta, Corumbia's art director, "The fancy, special package sweep stakes, including Kapp, with its along with suggested script materials depends entirely on the package, current "Cay Nineties" set, and major focus of the promotion will involve an offer from Coral and each set is judged separately Liberty with three recent sets by for packaging requirements. We always try to stress quality and a good, salable idea," says Fujita, with the emphasis on simplicity, taste, and directness."

Liberty with three recent sets by 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 less.

### "every with Valentine's Day Merchandising as well.

In the singles field as well, there is considerable effort being ex(Continued on page 50)

### Hill Will Hear Anti-**ASCAP** Member Beefs

WASHINGTON - Hearings on to schedule them for early Februcomplaints of small music com- ary, he has announced (27). posers 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

Roulette Bids for 'Hot Summer' Pic

All information received at the hearings of the subcommittee will be made available to Rep. Emanel 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

### CRITICS' SPOTL'T DI MENACE

### Chimp Spins A Mean **Platter**

NEW YORK -- Record proper hand men better hand he sharper gaves thing's afout—and the sharper gaves and gats of the profession five al early heard rumors about it.

Briefly, it's KO-KO-MO, talented chimpanzee on the Dave

Garmway show. KO-KO-MO in being trained to plug records. Since RCA Victor issued "Good Morning, Mr. KO-KO-MO" on the Bluebard label, the chunp's hamboire que-tient has risen. tient has risen.

With the coamivance of his trainer Nick Corrado-and at the urging of Victor publicists Thorp and Anne Fulchino - the champ is learning to crank an old-(Continued on page 30)

### Urania Label Signs London Philharmonic

NEW YORK — Urania Records has signed the Loudon Philharhas aggred the Loudon Philhumonic 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 in the contract of the london in the lon Philharmonic during the year.

In addition to signing the orches tra, 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 batum of Sir Eugene Goosens, conducting Mendelssohn's Fourth and Fitth

### Mendelsohn Exits De Luxe For Arrow

NEW YORK - Fred Mendel sohn, a cr. exec recently with De Lune Records, King subsidiary, has left that affiliation to become general manager of Arrow Resords. Mendelsohn has acquired a financial interest in the firm

Mendelsolm will continue to do a.er. in addition to other functions. In several weeks he takes a crosscountry 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 Owends combo and the (Continued on page 32) Chimes, vocal group.

### Four Vet Pubbery Experts Sound Track Rights Shift to New Pastures

NEW YORK — Kate Smithmost recently with Capitol—has figured a recording deal with Kapp Records The deal calls for the veteran canary 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 recurd a group of current pops and standgroup 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 it acheduled for a late March release. Means bounces and prizes, and the singer is sojourning in Niami, where she will originate to price and any serve and put on a West Coast representative.

Sound Track Rights

NEW YORK — Roulette Records the secondary for the babel.

NEW YORK—Bill Rill, sales mouth for the label. Means for least the company's new promotion plans. The label's the fill title first-hand with the new set-up in volving extra quantity discounts, sales...em's bounces and prizes, and for a late March release. Means being a prizes, and the singer is sojourning in Niami, where she will originate to process the will leave the will lick off a new series of international lick, the singer is sojourning in them, where she will originate to prize and any prizes, and the singer is sojourning in the singer is sojourning



THE TWO R'S FOR SPRING SEMESTER SALES!

Rock and Roll on...







SAMMY HAGAN THE BLOSSOMS and the VISCOUNTS with Eddie Beal's Music TAIL LIGHT

LITTLE LOUIE HAVE FAITH IN ME



THE RIO ROCKERS

**MEXICALI BABY** MEXICAN ROCK 'N' ROLL

SNUGGLE BUNNY



JERRY REED TOO YOUNG TO BE BLUE BESSIE BABY

JIM DALE

with Ron Goodwin's Music

BE MY GIRL

YOU SHOULDN'T DO THAT

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 Scope Production "A Forewell To Arms"

DANCE FROM BONJOUR TRISTESSE

RECORD NO. 3887

**SEMPRINI** and His Orchestra

DESTINY THEME INVITATION WALTZ

RECORD NO. 3880

#### MUSIC AS WRITTEN

New York

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 as Jerry Vale, the Glenn Miller ork, and the Lester Lanin ork to

The Rover Boys, Vik artists, opened for six weeks on Thursday (23) at the Versailes in Miami.... Judy Scott now at the Lotus Club in Washington. . . The Four Voices play the Copa Club in Pitts-burgh 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 Star-

day organization.

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

of Plant City, Fla., singing two of his own compositions, "Steady With Betty" and "Spin the Bottle."
Another Dixie artist is Dong Bragg, of Fort Worth, whose initial release, "Red Rover" b.w. "Lovin" on My Mind," is due out February I. Pierce and Daily report that sales of the new label will be made to Margury distributor; through the to Mercury distributors thruout the associate in his European publish-south. Starday will continue to ing firms and Rayven Music here. specialize on country and western

#### 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 jain 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



ary 27.... Teddi King will appear on the Jack Parr show over NBC-

Erroll Garner, back in the United States after his European trek, appeared on the Percy Faith radio show on CBS Sunday (26). He ap-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 publish

Jerry Lieber and Mike Stoller. record producers for Atlantic and RCA Victor, back in New York 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 singerwriter Paul Evans, RCA Victor artist. Previous to his work with Fisher Music, Cooper was with both Barton Music and the Redd Evans publishing firms 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 with the time "Short Shorts" and large quantities of the "Short the name the Royal Teens on it. Shorts" record. He further investigated and ascer-

### '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," 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 vio-lation of Title 17, U. S. Code, Section 104 of the Federal Copyight Law. Conviction could mean penalty of not more than \$1,000. Arraigned Thursday (23) before U Commissioner Earle N. Bishop, Epstein was released in \$500 bail for Grand Jury action.

### Disks Snare 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.

lazz 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 convenient on aircs and the recordings of several old standards along with a few eral 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

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

discovered that the defendants had already advised distributors that they were in a position to supply

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 conversa-

### 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 Músic 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 or-chestras 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, Jones Longs, and Hyg. Dave Terry, Jonah Jones, and Hug and Luigi (see story elsewhere in this issue

Meanwhile, Herb Eisman (vicepresident - general manager of Frank Music and its affiliated firms practically every studio in Hollywood has put in a bid for film rights to the show.

### Merc Putting Celeb Series In Production

CHICACO-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 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": Balph Matterie's "Caraand "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

HOLLY WOOD--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.

"admitted he knew from conversa-tions that they were prepared to bootleg" the disks. Clark further

### Canada's CFRS Ist 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 company of the station. 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 many steady music.

plished the purpose for which it was purchased.

Another aspect of the library unit, is that it eliminates wow 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

### Addison to Bow 43 Harm. LP's

TORONTO--Addison's will release 43 LP's of the Harmony label, the low price Columbia re-leases. 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

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

FROM SWEDEN

The Captivating

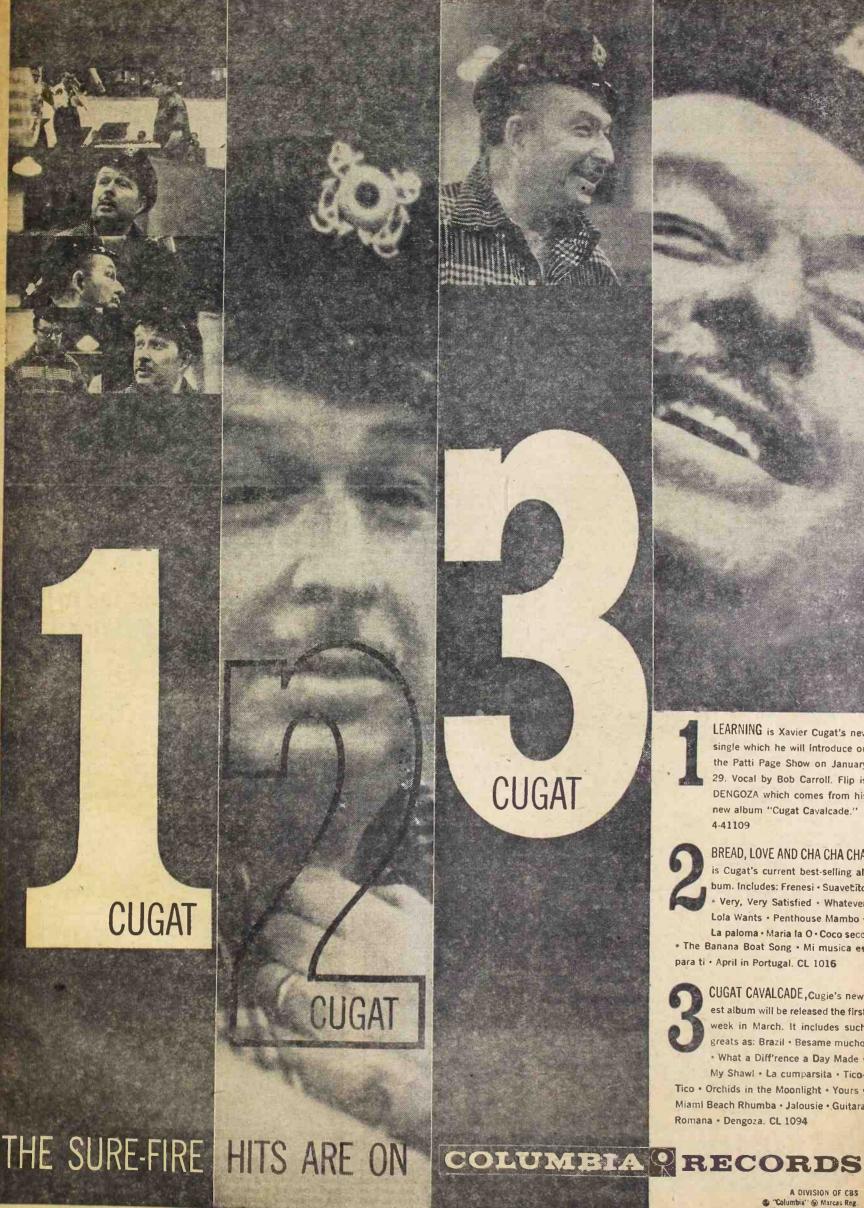
### **SWEDISH** POLKA

• Ron Goodwin on CAPITOL

· Gene Wisniewski on DANA

MILLS MUSIC, INC.





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."

BREAD, LOVE AND CHA CHA CHA is Cugat's current best-selling album. Includes: Frenesi · Suavetito · 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

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

#### 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 tional 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

### **Our Readers** Write Us—

If you're a dealer, distributor, salesman, rack-jobber or manufacturer, send your opinions on present-day retailing practices to The Billboard. Address letters to the Merchandising Editor, The Billboard, 1564 Broadway, New York 36, N. Y.

Rack-jobbing still occupies the thoughts of many dealers. Two have written this week to support the stand taken against rack-jobbers by Tennessee dealer, Gene Julian. Are there any dealers who are in favor of rack-jobbing? Dealers everywhere would like to hear your opinions.

#### 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 manufac-turers and distributors realize this? And don't they realize that the record dealer is the backbone of the industry?

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 side-

"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.
"Part shop."

"But when I go to the food markets, the drugstores-then I find records with everything but

(Continued on page 24)

television division. They have appointed the Peninsular Distributing Company of 3146
East Jefferson Ave. The distributing company is headed by J. H. Ryall, veepee and general manager J. V. Darby is veepee 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 ap-David Mercier. Lawrence Gordon will continue as buyer of albums and kiddie records. The firm now services about 600 legitions. 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 geneval solver. ert T. Oldham is general sales manager. The company has been in business for 32 years and it handles about 600 dealers in the

Sears, Roebuck and Company has bought 50 per cent of the stock of the Warwick Manufacturing Company. The company manufactures electronic equipment including the ronic equipment, including the Sears Silvertone line of television sets, radio, hi-fi equipment and tape recorders. The company will continue as a major course. jor 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. 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.

COMING FEBRUARY 17

#### ANOTHER TAPE SPOTLIGHT ISSUE

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

#### 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, 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 dem-onstrate it effectively?"

These are some of the questions dealers have been asking them-selves for a long time. The num-ber 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 disk-eries into the field. Gordon Freedman's new "Stereo Center" fixture offers a ready solution to their problem.

#### Serves Two Purposes

The Freedman-Arteraft 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 pur-

was designed to serve two purposes; to demonstrate stereo sound and to provide point-ofsale 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 vol-ume control is also right where

the clerk or customer can regulate

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 demon-strated 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"

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 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 broker up into four individual browsers. The entire section holds about 40 boxes.

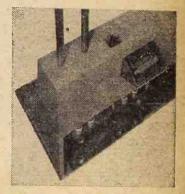
#### Unit Is Flexible

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 - Arteraft (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 cen-ter of the unit. Women are believed to be less keen about tape than the



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. 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. while listening to demo.





VM Model 1260 4-Speed Phono

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

• STYLE

SOUND

• PG VALUE

• IG 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-MI

CALL YOUR V-M DISTRIBUTOR TODAY!





of Music®

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

'Make sure that the cabinet is solidly constructed. Speaker per-formance 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

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

the other major tirms, 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 self only "Canital classics since the pages" 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.

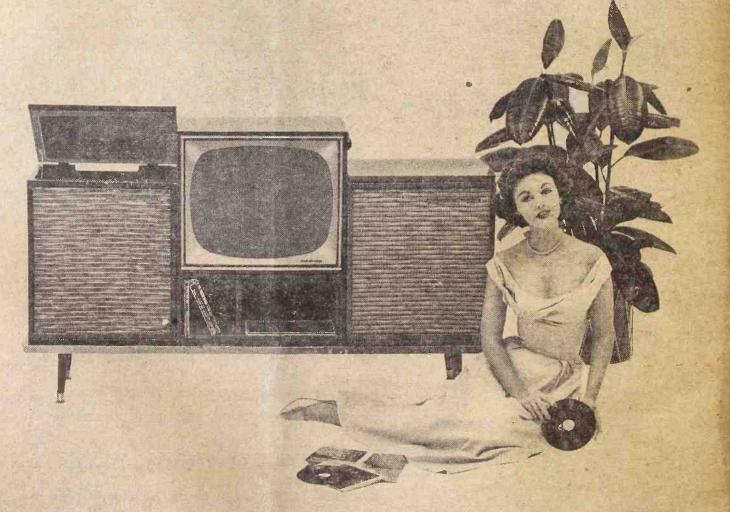
The unit is easy to assemble. Only four screws are needed to set it up. Two small pockets on each side of the catalog hold

classical supplements.

The header board features the FDS symbol which Capitol is pro-(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

Here is matched high fidelity and TV at prices that offer unheard of values. And the pieces can be bought in countless com-, binations 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 ild West Style

By BOB LATIMER

DENVER - Want to triple DENVER — Want to triple the sale of Western records in a single week? Then, stage a "Frontier Days" all your own, ad-vises 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-

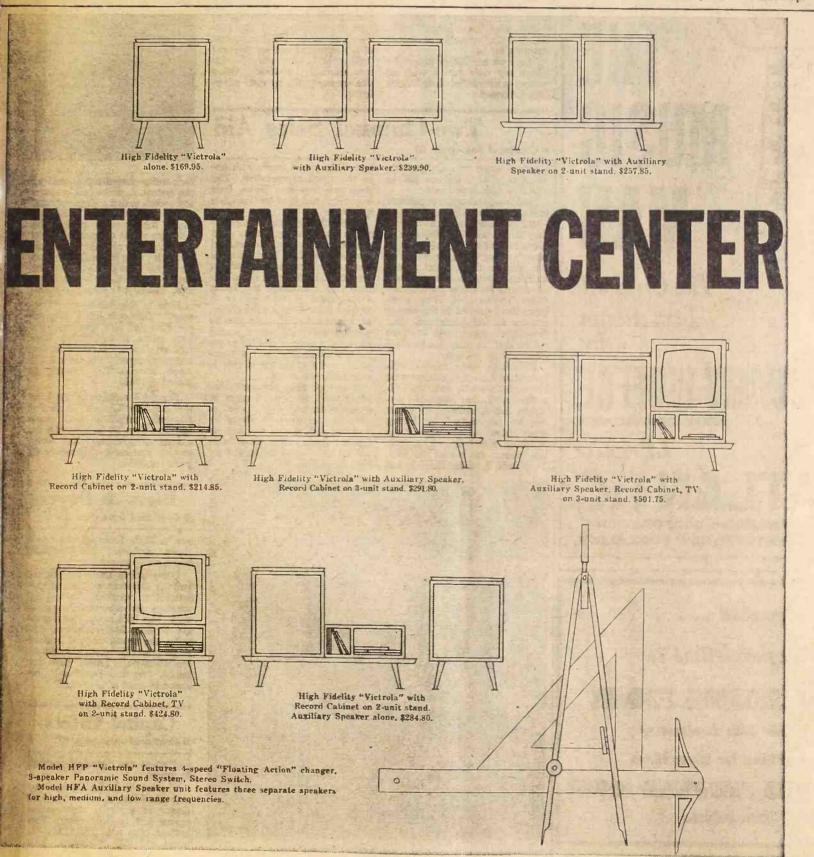
cide with the famous Frontier cide with the famous Frontier Days rodeo roundup in nearby Cheyenne, Wyo., the Denver record dealer uses daily display-type newspaper ads to announce his own Frontier Days, offers a variety of specials on records, players, pre-recorded tape, and other items to insure traffic.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



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 bigticket 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'ly adv'd list prices shown, subject to change. Suggest RCA Victor "New Orthophonic" Bigh Fidelity recordings. RCA trademark for record players. Mahogany or oak—VHF TOHE optional extra), prices slightly higher far West and South.

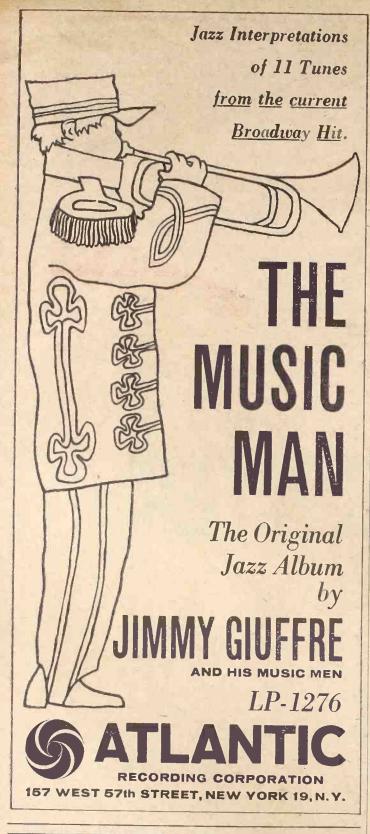
To Hi-Fi Line

A new line of high fidelity in-

struments, featuring Italian Pro-vincial 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 516-inch and 216-

inch mid-range, 51/2-inch and 31/2-



Somebody goofed ...

Congratulations to

### ATLANTIC RECORDING COMPANY

on their 10th Anniversary

Best Wishes for Many More

MONARCH RECORD MANUFACTURING COMPANY

Nate & Nate

## "SYNCOPATED SADIE"

MARK-112

Representation: INDEPENDENT ARTISTS CORP. 1619 Broadway New York 19, N. Y.

### Our Readers Write Us- Admiral Adds

· 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."

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 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

of the year. Many dealers profited from the account of how he promoted disk sales among teen-

agers 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 of our reporters call on you and we'll publish your story in this merchandising section. Other dealers can profit by your exper-

every time we read them will stay with us for a long time."

The Don Marshall story was one of the best-received stories

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 that the state of the 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 cus-tomer, 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

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. 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.

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.

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-out-put 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 162 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. bums.

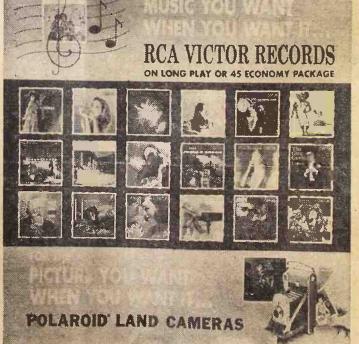
The unit, constructed entirely of wood, is illuminated by two 60-watt fluorescent lamps.

For further information, contact your Capitol distributor,



PAID CHECKLATION PROVES READER INTEREST

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



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.

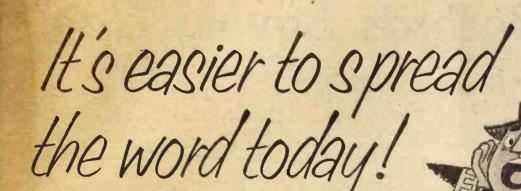


Coming February 17

A SPOTLIGHT TAPE ISSUE ON

TAPE EQUIPMENT

Who makes It What it costs What will If do



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.

0	
AUDITION 2160 Patterson St. Cincinnati 22, Ohio	I want to make sure I receive copies of Audition every month. Please enter my order for:  NUMBER OF MY PROFIT COPIES MY COST (at 15c cover price)
SIONEO	☐ 40\$3.60\$2.40
STORE NAME	☐ 80\$6.40\$5.60 ☐ 100\$7.50\$7.50
ADDRESS	Over 100
CITYZONE_STATE	Copies@7.5c each7.5c on ea.

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	sion and country of the school of Actaining of the Polis Carter	Last Week	Weeks on Chart
1.	Ricky Imperial IMP 9048	1	12
2.	My Fair Lady	2	95
	Pal Joey	8	12
	Around the World in 80 Days	3	44
5.	Pat's Great Hits	4.	15
6.	Warm  Johnny Mathis, Columbia CL 1078	14	6
	The King and I  Sound Track, Capitol W 740	5	81
8.	Hymns	7	57
		10	124
	Songs of the Fabulous Fifties	17	38
11.	Roger Williams, Kapp KXL 5000 Film Encores	6	36
12.		11	15
13.	Harry Belafonte, RCA Victor LPM 1505  The Eddy Duchin Story Sound Track, Decca DL 8289	15	72
	Sound Track, Decca DL 8289  Dukes of Dixieland, Vol. 3	9	15
	Audio Fidelity AFLP 1815	12	6
	Sound Track, Dot DLP 9000	19	7
10.	Charleston City All-Stars, Grand Award GA 33-340	17	
17.	Pardon My Bloopers, Vol. 6 Jubilee JLP 1006	-	1
18.	A Swingin' Affair	16	29
19.	Lawrence Welk Plays Dixieland Coral CRL 57146	-	2
20.		13	28
	Annie Get You Gun	20	4
22.	Love Is the Thing	22	33
23.	The Pajama Game		14
24.	'S Marvelous	18	7
25.	South Pacific		207
	Original Cast, Coldillola OL 4180		

#### MONEY-SAVING SUBSCRIPTION ORDER

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

☐ Payment enclosed	□ Bill me
Name	
Occupation or Title	
Company	REPORTED TO
Address	

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

### 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

RAH VAUCHAN 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 frombonist 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 appoach, this bluesinfused 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 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 no one ever quite heard them before. Good on all counts.

SUPPE OVERTURES (1-12")—Halle Orch. (Barbirolli). Mercury MG 50160
Unusually brilliant recording of equally fine

#### — Album Cover of the Week —

(Continued on page 28)



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.

Johnny Mathis .........Columbia CL 1078

2. 'S MARVELOUS

Ray Coniff ...........Columbia CL 1074

3. JUST ONE OF THOSE THINGS Nat King Cole ............ Capitol W 903

4. LESTER LANIN AT THE TIFFANY

Lester Lanin ..... Epic LN 3010

5. YOUNG IDEAS Ray Anthony Ork ..... Captiol T 866

6. PAL JOEY 

7. NEW GLENN MILLER ORCHESTRA

Ray McKinley ......Victor LPM 1522

8. AROUND THE WORLD IN 80 DAYS

Sound Track ...... Decca DL 9046

Ricky Nelson ......Imperial IMP 9048

10. WHERE ARE YOU? 

10. A SWINGIN' AFFAIR

10. LOVE IS THE THING Nat King Cole ......... Capitol W 824

## Best Selling

FOR SURVEY WEEK ENDING JANUARY 18

The information given in this chart is based on actual 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 agles are under the direct and continuing supervision and control of the School of Retailing of New York University.

1. JAILHOUSE ROCK

Elvis Presley .....RCA Victor EPA 4114

Ricky Nelson ..... Imperial EP 153

3. LOVING YOU

Elvis Presley ..... RCA Victor EPA 1-1515

4. HYMNS

Tennessee Ernie Ford .. Capitol EAP 1-756

5. JUST A CLOSER WALK WITH THEE

Pat Boone ...... Dot DLP 1057

6. SPIRITUALS

Tennessee Ernie Ford... Capitol EAP 1-818

JUST FOR YOU

Elvis Presley ..... RCA Victor EPA 4041

THE EVERLY BROTHERS

Elvis Presley ........ RCA Victor EPA 992

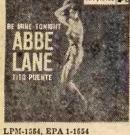
10. JIMMIE RODGERS





### GREAT NEW POP ALBUMS FROM RCA VICTOR!













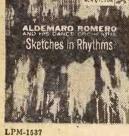


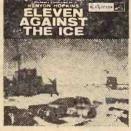
LPM-1570, EPA-5013





LPM-1466



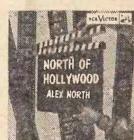


























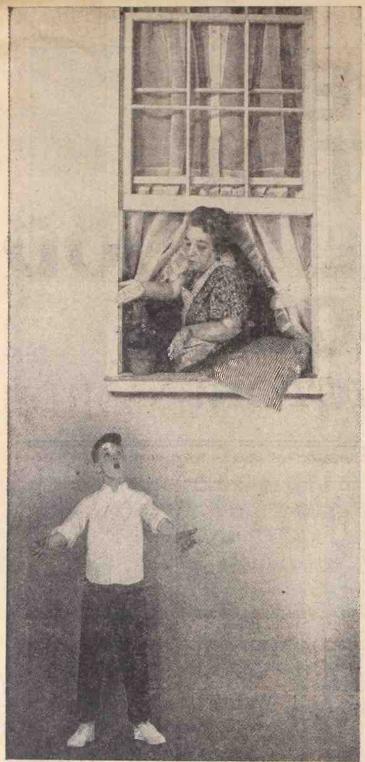
LPM-1551, EPA 1-1551



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 PERRY COMO SHOW, THE GEORGE GOBEL SHOW, THE EDDIE FISHER SHOW, THE PRICE IS RIGHT, TICTAC BOUGH . . all sponsored by . . .





### "SO IF YOU'RE ANDY WILLIAMS, HOW COME ARCHIE DIDN'T PUT YOU ON A CADENCE LP?" The kid may be kid-

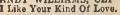
ding, but Andy Williams means business (for you). His Cadence LPs are full of all the rockin' stuff-all the mild-and-mellow fluffthat made him famous. Here they are:

ANDY WILLIAMS, CLP 3002, \$3.98. Canadian Sunset, Baby Doll, I Like Your Kind Of Love, Butterfly, Walk Hand In Hand, High Upon A Mountain, Lips Of Wine, Stop Teasin' Me, Not Anymore, Since I've Found My Baby, It Doesn't Take Very Long, Straight From My Heart.

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'al, Surrey With The Fringe On Top, I Have Dreamed, Hello Young Lovers.

ANDY WILLIAMS SINGS STEVE ALLEN, CLP 1018, \$3.98.

ANDY WILLIAMS, CEP 103, \$1.29, Canadian Sunset, Butterfly, Baby Doll, I Like Your Kind Of Love.









CADENCE 119 WEST 57th STREET NEW YORK



### Review Spotlight on Albums . . .

• Continued from page 26

Barbirolli's forces are led in performances. 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 as its 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 East-man 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 classio and primitive blues. Package has a cover that's 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

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

Dolumbia 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 decamy inch sets. terial for dreamy jock segs.

TODAY IS BARGAIN DAY......78

Mercury MG 36087
Set is composed of sides from pre-viously 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 Göbs. Wide appeal in both pop and

EVERYTHING'S SHAKIN'...... 77

M-G-M E 3606

A charming package. Hyman's keyboard techinque is of a very high
order, and his good taste is unfailing.
Result is an album which cannot fail
to hold listeners if it is exposed.
Choice of tunes is excellent, including
"When You're Smilling," "ThreePenny Tango," "Junglero," etc. A
fine album to demonstrate in stores,
and excellent for unusual deejay programming. gramming.

PARDON MY ENGLISH.

monies, 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 whot of the group can get attention and jocks may well give it a play.

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

pic LN 3440
A swingin' set of arrangements of aome 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 marts. Selections in the control of the cont pop and jazz marts. Selections in-clude "One o'Clock Jump," "Summit Ridge Drive" and "Mood Indigo." Adults, who remember the big band days, may take to this.

ing 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 selh Jocks may find this very suitable for late-hour segs.

BILLY'S BEST: BILLY ECKSTINE .... 75

(1-12") Mercury MG 20333

Eckstine is in fine voice on this album—displaying a techinque 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 craftsman-

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.

(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 overall appeal of the adds to over-all appeal of set.

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

ling 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-balt cover. and jukes with a sock teen-balt cover

MUSIC FOR DANCING......74 Various Bands (1-12") Mercury MG 20167

The label has packaged a number of sides by dance bands, of widely v ing vintage. Sides of disk are voted to "sweet" and "hot." voted to "sweet" and "hot." Under the latter are bands by Marterie, Basie, Morrow, Auld, Red Prysock and Jimmy Palmer, while the sweeter section is carried by Richard Hayman, Eddy Howard, David LeWlinter, David Carroll, Welk and Cugat. Fair enough merchandise for the category indicated by the title.

ROCK & ROLL . . . ALL FLAVORS Freddle Bell & the Bellboys (1-12") Mercury MG 20289 The rock and roll group has a big-

ser 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 rock-ers as "Hound Dog" plus several Bell originals. Moderate spin appeal for deejays with teen-age audiences.

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 west-ern-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.

Manny Albam, more recently associated with the strictly jazz field, deated with the strictly lazz 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 Peaturing Jan August at the Plano (1-12")
Mercury MG 20022

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











Color Our enlarged facilities

Jacket Machines

nake for excellent de Price and quality hav

made us the fastest growing jacket service in the world.





and Lollypops Theme." Quality mood

VIENNESE WALTZES

TOR DANCING ..., 71
Russ Morgan Ork (1-12")
Decca DL 8582
Schmalty, sentimental waitz standards wrapped up in romantic instrumentals by Morgan. Selections, featuring a light, ballroom terp 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.

ARLING. PLEAS.

DARLING, PLEASE FORGIVE ME....71 George Siravo Ork (1-12") Mercury MG 20327

tercury 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."

Tove."

STATION BREAKS
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, Alea Wilder, Dick Hyman and Eddie Safranski, 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.

osed & Conducted by Phil Moore

Odumbia WL 114
Pretentious effort by Phil Moore is actually another "Concerto for Girl and Orchestra." Wordless vocalizing by thrusti is somewhat comparable to Yma Sumac's performances in sound and range, with some resemblence to a sexy Theremin or a musical saw with a sob. This item can have some appeal as a novelty, especially in confunction with purple prose of album's liner notes. From the "Adventure in Sound" series.

Sorcery: 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.

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

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modern jazz begins on PRESTIGE
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SEECO RECORDS, INC.



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

MUSIC FOR SWINGERS

Gus Bivona Ork (1-12")

Mercury MO 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 atrongly as good terp material in the tasteful tradition of the early thirties and forties.

Si Zentner, Trombone & Russ Garcia Ork (1-12")
Liberty LRP 3055
Zentner's frombone does a good job here of emulating the Tominy Dorsey sound on a number of tunes associated with the late Tr 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 as a number of other "Tribute to Dorsey" type packages, now on the

DOLLS DOLLS DOLLS
Jerry Murad's "Electron nic" Harmonicats

(1-12") Mercury MG 20313

treuty MG 20313
The set is built around songs having doll or "toy" included or inplied in the title. The treatments are listenable through. Tempos are nicely varied. Selections include "Paper Doll," "Oh, You Beautiful Doll," and "Parade of the Wooden Soldiers." Limited appeal.

SONGS FOR BASHFUL LOVERS.
Composed & Sung by Carl Eu

Composed & Sting by Carlo (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.

VHEN LOVERS MEET Cary Alan Ork (1-12") M-G-M E 3600

I-G-M E 360b Lovely settings of standards cleffed by J. Fred Coots provides a listenable mood set. A good programming source for jocks seeking new treat-ments of the themes, Selections in-clude "For All We Know," "You Go to My Head" and the title tune.

#### Band

(I-12") London TWB 91185

ondon 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 Glabe, who has a pop following here since his "Lichtensteiner Polka" alngle elicked.

(Continued on page 30)

## BESTOF HOLLYWOOD SON RCA VICTOR RECORDS

RCAVICTOR RCAVICTOR 3(3)007,017

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RCA Victor is making news with an unprecedented series of record releases - six exciting original sound track albums! "Bonjour Tristesse," "Peyton Place," "Raintree County," "Seven Hills of Rome," "Sayonara" and "The Helen Morgan Story."

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  - Radio commercials
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- Powerful point-of-sale four-color counter window display
  - Colorful ad mats
  - Special tie-ins with thousands of disc jockeys

Order "Seven Hills of Rome" and the five other great new movie sound track albums from your RCA Victor distributor today.



### Reviews and Ratings of New Popular Albums

• Continued from page 29

#### International

NEAPOLITAN GOLD

Gianni Monese Ork. (1-12")

Columbia WL 117

This "orchestral fantasy" assembles
20 selections that epitomize Naples—
popular songs like "Luna Rossa,"
atandards like "Core 'Ingrato' and
"A Vuchella," 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.

MOMENT OF LOVE
Trio Los Panchoa (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 MUSETTE . Joss Baselli & His Ensemble (1-12")
Columbia WL 109

Characteristic, bouncy, easygoing eession 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."

(1-12") Columbia WL 110

Unusually varied material offers a Unusually varied material offers a veritable tour of Spain, with examples of Flamenco gultar, 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. here is exceptionally live.

(1-12")
Columbia WL 113
Several Mexican "marlachi" 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
The San Domenico Barbers of Taormina 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

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 liself to display and merchandising. Music comprises songs of the Russian steppes. Repertoire is well known, including "Bublitschki," "Volga Boatman," "Two Guilars," etc. Performances have lush arrangements, fine sound.

EL RODEO
Los Chilenos, Arturo Gatica & Hilda
Sour (1-12")
Columbia WL 104
This group of "Chilean Rodeo Songs"

anis 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 famillar; most are refreshingly new to disks. refreshingly new to disks.

Juan Serrano & His Caribbean Combo (1-12") Columbia WL 103

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.

(1-12")
Columbia WL 102
Collection of well-known Mexican songs that manages to include just shout 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 44.98 "Adventures in Sound" series.

THE SOUNDS OF INDIA Ravi Shankar, Sitar; Chatur Lal, Tabla (1-12")

Rayl Shanker, Siter, Country Law, (4-12")
Columbia WL 119
This recital features the siter, a plucked string instrument, with drum and string drone accompaniment. The performers are expert at their art, which relies largely on improvination.
The idiom will appeal to the advention. 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

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"), "Mils Brown Blues," "Mils and Butter Blues," etc. Instrumentation is in the Kaasas 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 similiar. Displayable cover. Displayable gover.

#### Country & Western

THE IMMORTAL
HANK WILLIAMS
(1-12")
M-G-M E 3605 d-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 another beautiful to the same tragie and another land another barries the same tragie and appealing quality.

A package of great country bits—25 in all. Performances by Dickson Hall and the Wayfarers, comprising Dolly Long, Laurle Sisters, Freddy King, Jimmy Arnould and band are quite polished, altho the authentic country quality is retained. Tracks include "Jolle Bionde," "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 Arthur Lynds Bigelow, Bell Master (1-12")

Columbia WL 115

olumbia WI. 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 musics. this does not focus on religious music but on such secular items as "Lon-donderry Air," "I Dream of Jeannie," etc. Good test for hi-fi rigs.

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 earrousel organ, but the chatter of moppet 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, aitho not for the casual buyer.

#### Spoken Word

missives dispatched by such soulful cats as Franz Liszt, Napoleon, Becknown and Poe to their respective wives or mistresses. Fostini gives the readings a desperately emotional touch, which is likely to enjoy but a small maker. small market.

#### Polka

With the current success of "Leich-tensteiner Polka," the polka field in

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

#### Low - Priced

JAZZ AMERICANA

(1-12")
Tampa TP 11

A sampler exposing a large number of prominent West Coast modern players. With such names as Shorty Rogers, Art Peper 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.

Bob Enevoldsen Quintet (1-12")
Tampa TP 14
Substantial, if not always depthful,
mainstream-modern blowing by West
Coast based Jazz practitioners. Majorthy of titles have good rhythmic
feel, and Marty Psich's pinno and
Larry Bunker's vibe 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-BENNET ...... 62

(1-12")

Dyer-Bonnet 4

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

BURL IVES: SONGS OF IRELAND....82

ecca DL 8444
The style of the famous bearded

balledcor is ideally suited to the lyballadeer is ideally suited to the Ignical, romantic folk songs of Bria. 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-malmed 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 nicety captured in the color cover.

PIER REAL McCOY

Sam Hinton, Vocal with Guitar (1-12")

Docca DL 8579

A fine collection of little-known Trish folk tunes, sung with graceful case by tenor Hinton, who studiously avoids such well-worn Emerald clichea as "Rose of Tratee" 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 bulk with Irish labor). This finite approach, however, may narrow the album's appeal to dedicated folk fans.

Aristophone LGR 502
Spirited presentations of Greek dances, make up one side of the disk. The flip is a collection of ballada 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.

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.

### • Reviews and Ratings of New Jazz Albums

OUT ON A LIMB

Pete Rugolo Ork. (1-12")

Mercury MO 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 sate.

THE COOKER

THE COOKER

Lee Morgan Quintet (1-12")
Blue Note 1578

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

ROLF ERICSON AND HIS AMERICAN
ALL-STARS 73
(1-12")
Mercury MG 36106
Trumpeter Ericsoo, Swedish modera, displays competence, often inveativeness in this Swedish recording, but tends to be overshadowed by his American compatriots. Baritonist C, Payne generates excitement in well organized solo stints, but set is highlighted by lean, decidedly melodic playing and compositions by planist Duke Jordan. A loose, oftimes charging, modern session worth merchandising. Try "Flight to Jordan" as demo track.

BONE & BARI
Cartis Fuller, Trombone; Tate Houston,
Baritone Sax; Sonny Clark, Piano; Paul
Chambers, Bass; Art Taylor, Drums.
(1-12")
Blue Note 1572

Siue 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. Baritonist T. Houston shows raw talent that time should polish; rhythm is excellent with pianist S. Clark and bassist P. Chambers contributing incresting solo moments. Sell as promising new talent.

LOREZ SINGS PREZ...

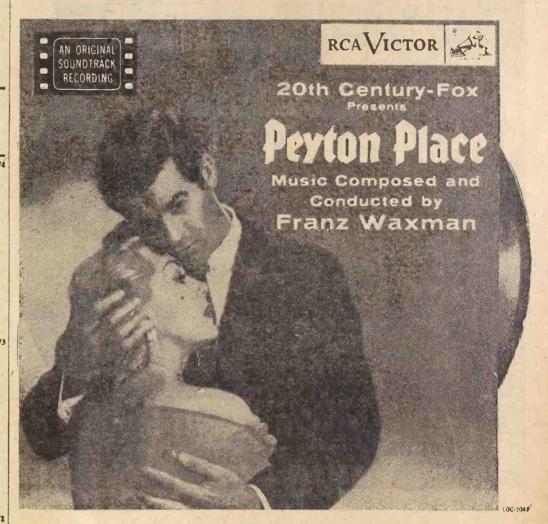
### • Reviews and Ratings of New Classical Albums

PROKOFIEV: "LOVE FOR THREE ORANGES" & UITE: SCYTHIAN SUITE (1-12")—London Symphony Orch (Dorath). Mercury MG 50157.

Prokofiev's massive sonorities and striking orchestral offects 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)

## BESTOF HOLLYWOOD SON RCA VICTOR RECORDS



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Order "Bonjour Tristesse" and the five other great new movie sound track albums from your RCA Victor distributor today.





### • Reviews and Ratings of New Classical Albums

· Continued from page 31

RAVEL: MA MERE L'OYE; CHABRIER: BOURREE FANTASQUE; ROUSSEL: SUITE IN F; BARRAUD: OFFRANDE A UNE OMBRE (1-12")—Detroit Sym-phony 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 ENG-LAND; SYMPHONY NO. 3 (1-12")— Eastman · Rochester Symphony Orch

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

Vital folk music comprising dances, lul-Vital folk music comprising dances, junctional paties, love songs and laments from various regions of Greece. Native performers rely on local instruments and chorus for interesting rhythmical effects and oriental-tinged melodies. Specialized audience will be rewarded by good sound, in additional

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

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

### Hill to Hear Anti-ASCAP Beefs

· Continued from page 14

propriate 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 good and the single and other interest." 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

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 provide the problems of the small-business members of this industry." formation will permit the subcom-mittee to determine "whether these

correct certain conditions found to

to permit the agency "to take ap- 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 re-quire attention" by the Small Busi-

Roosevelt will invite the Hon. Victor R. Hansen, Assistant District Attorney General of the Antirust 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 Sis-ters, who are featured on the Glory

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.

mittee 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 proposition of "Main Street Lamonov the contract of the shows have audiences of nearly 2,500,000."

"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 Lamonov and the rest need direct answering, "occupying my attention for one day and one night each week." "Holiday Ranch" suffers from the opposition of "Main Street Lamonov and the rest need direct answering, "occupying my attention for one day and one night each week." "Holiday Ranch" suffers from the opposition of "Main Street Lamonov and the rest need direct answering, "occupying my attention for one day and one night each week." "Holiday Ranch" suffers from the opposition of "Main Street Lamonov and the rest need direct answering, "occupying my attention for one day and one night each week." "Holiday Ranch" suffers from the opposition of "Main Street Lamonov and the rest need direct answering of the lion's share going to singer Hunter, and another 400 directed to producer Casey. Half of Casey. Half

"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.

#### Coral-Welk

· Continued from page 14

ruary, to submit the name, address, ruary, to submit the name, address, age and hospital of any such child day Ranch" offers no gimmicks, using traight line formula, depending traight line formula depending traight jock committee are Art Ford of WNEW here and Dick Whitting-hill of KMPC and KTTV, Los Angeles.

High straight line to the ling straight line to him, a way in growing a way.

From anything with effect.

Producer Casey is short of country music material. He says he way in the says he way.

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.

Troutact.

try 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.

# 632,000 SHIPPED IN 10 DAYS

Jimmy Rodgers

"OH-OH,
I'M FALLING
IN LOVE
AGAIN"

LONG
HOT
SUMMER"

a sound bet

buy

R-4045

RHULETTE



### 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 Lust Week Week		els eek	Last. Week	on Chart		Last Week	Week
1. AT THE HOP (BMI)— Danny and the Juniors		9. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV. Even Tho' (BMI)—ABC-Paramount 9862	26	9	36. MAYBE (BMI)-Chantels	_	
2. STOOD UP (BMI)—Ricky Nelson 2 WAITIN' IN SCHOOL (BMI)— Imperial 5483	2 5 2	Johnny Mathis THE TWELFTH OF NEVER (ASCAP)-Col 40993	. 17	19	37. JO-ANN (BMI)—Playmates	44	9
3. GREAT BALLS OF FIRE (BMI)— Jerry Lee Lewis	9 2	I. RAUNCHY (BMI)—Ernie Freeman Puddin' (BMI)—Imperial 5474	. 23	11	38. DEDE DINAH (ASCAP)— Frankie Avalon Ooh La La (ASCAP)—Chancellor 1011		1
4. PEGGY SUE (BMI)—Buddy Holly 5 Fveryday (BMI)—Coral 61885	3 12 2	C. LIECHTENSTEINER POLKA (ASCAP)-Will Glahe Schweitzer Polka (BMI)-London 1755	. 29	11	39. I'LL COME RUNNING BACK TO YOU (BM1)—Sam Cooke FOREVER (BMI)—Specialty 619	36	6
8. APRIL LOVE (ASCAP)—Pat Boone 4 WHEN THE SWALLOWS COME BACK TO CAPISTRANO (ASCAP)— Dot 15660	13 2	B. BE-BOP BABY (BMI)-Ricky Nelson. HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)-Imperial 5463	. 24	17	40. THE STORY OF MY LIFE (ASCAP)— Marty Robbins Once-a-Week Date (BMI)—Col 41013	37	9
6. GET A JOB (BMI)—Silhouettes 34  1 Am Lonely (BMI)—Ember 1029	2 2	I. DON'T LET GO (BMI)—Roy Hamilton. The Right to Love (BMI)—Epic 9257	. 43	2	41. I'M AVAILABLE (BMI)—  Margie Rayburn  If You Were (ASCAP)—Liberty 55102	38	12
7. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn	6	S. DON'T (BMI)-Elvis Presley  1 BEG OF YOU (BMI)-Victor 7150		1	42. MAGIC MOMENTS (ASCAP)— Perry Como CATCH A FALLING STAR (ASCAP)—		,
8. THE STROLL (BMI)—Diamonds 12 Land of Beauty (BMI)—Mercury 71242		3. ALL THE WAY (ASCAP)— Frank Sinatra CHICAGO (ASCAP)—Cap 3793	. 25	12	Victor 7128  43. HONEYCOMB (ASCAP)—		
9. SUGARTIME (BMI)—McGuire Sisters 15 Banana Split (BMI)—Coral 61924		V. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers	. 22	18	Jimmie Rodgers  Their Hearts Were Full of Spring (ASCAP)— Roulette 4015	39	24
10. LA DEE DAH (BMI)—Billy and Lillie. 13 The Monster (BMI)—Swan 4002  11. RAUNCHY (BMI)—Bill Justis	28	B. OH, JULIE (BMI)—Crescendos My Little Girl (BMI)—Nasco 6005	. 33	3	44. WILD IS THE WIND (ASCAP)— Johnny Mathis  NO LOVE (BUT YOUR LOVE) (BMI)— Col 41060	3 <b>5</b>	7
The Midnite Man (BMI)—Phillips International 3519  12. BUZZ, BUZZ, BUZZ (BMI)— Hollywood Flames	29	Chuck Berry	. 18	12	45. YOU ARE MY DESTINY (BMI)— Paul Anka When I Stop Loving You (BMI)—		1
Crazy (BMI)—Ebb 119  13. KISSES SWEETER THAN WINE	30	. MY SPECIAL ANGEL (BMI)— Bobby Helms	. 21	15	ABC-Paramount 9880		
(BMI)-Jimmie Rodgers	,	Dec 30423  . ( I LOVE YOU) FOR SENTIMENTAL			46. PUT A LIGHT IN YOUR WINDOW (ASCAP)—Four Lads The Things We Did Last Summer (ASCAP)— Col 41058	40	7
14. OH, BOY! (BMI)—Crickets	9	REASONS (BMI)—Sam Cooke DESIRE ME (BMI)—Keen 4002	. 30	5	47. MARCH FROM THE RIVER KWAI, AND "COLONEL BOGEY"	40	
15. JAILHOUSE ROCK (BMI)— Elvis Presley	16	. 1 WANT YOU TO KNOW (BMI)— Fats Domino THE BIG BEAT (BMI)—Imperial 5477	. 31	6	(ASCAP)—Mitch Miller Hey, Little Baby (BMI)—Col 41066	40	
16. YOU SEND ME (BMI)—Sam Cooke 9 SUMMERTIME (ASCAP)—Keen 34013	14 53	TEARDROPS (BMI)— Lee Andrews and the Hearts Girl Around the Corner (BMI)—Chess 1675	. 32	9	48. A VERY SPECIAL LOVE (ASCAP)— Johnny Nash Won't You Let Me Share My Love (BMI)— ABC-Paramount 9874	45	2
17. SILHOUETTES (BMI)—The Rays 10 DADDY COOL (BMI)—Cameo 117	15 34	. JUSŤ BORN (BMI)-Perry Como IVY ROSE (ASCAP)-Vic 7050	. 27	14	49. MELODIE D'AMOUR (BMI) Ames Brothers So Little Ilme (BMI)—Vic 7046	41	10
18. BONY MORONIE (BMI)—  Larry Williams	12 25	. FASCINATION (ASCAP)—		8 1	50. LITTLE BITTY PRETTY ONE (BMI)-		

### THIS WEEK'S BEST BUYS

Special telephone reports indicate these recent releases have broken out in one or more likey areas and have excellent potential for placing on The Biliboard'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 nick.

SHORT SHORTS (Admiration, BMI)—The Royal Teens—ABC-Paramount 9882—This is a big one. All markets report that sales are heavy. Flip is "Planet Rock" (Brunswick, BMI). A previous Billboard 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 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.

Short	Shorts				•						The	1	Royal	T	eens
							(	Bl	M.	I)	ABC	-P	Paramou	ınt	9882

Twenty-Six Miles . . . . . . . . . . . . . . . . . Four Preps

(BMI) Capitol 3845



Tommy Frederick and the Hi-Notes "Prince of Players." A hot new release by the new Carlton Record Corporation whose president, Joe Carlton, produced 18 gold\* records as top A&R man for major record labels.

<sup>\*</sup> PERRY COMO: ROUND AND ROUND; POPPA LOVES MAMBO; HOT DIGGETY; WANTED VEDDIE 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

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...

containing:

### EQUIPMENT DIRECTO

A rundown on what equipment is on the market (profusely illustrated) Who makes it? What does it cost? What will it do (special features)?

In theory In actual practices used by dealers

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 Communications Center of the

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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 18

SIDES are ranked in order of the greatest number of plays on disk is shows thruout the country. Results are based on The Billboard's we among the nation's disk jockeys. The reverse side of each record is	ekly su	rvey
This Week	Last Week	Weeks
1, AT THE HOP (BMI)—Danny and the Juniors Sometimes (BMI)—ABC-Paramount 9871		Chart
2. APRIL LOVE (ASCAP)—Pat Boone	. 1	14
3. SUGARTIME (BMI)-McGuire Sisters  Banana Split (BMI)-Coral 61924	. 10	4
4. PEGGY SUE (BMI)-Buddy Holly	. 4	11
5. KISSES SWEETER THAN WINE (BMI)- Jimmie Rodgers Better Loved You'll Never Be (ASCAP)-Roulette 4031	. 3	11
6. ALL THE WAY (ASCAP)—Frank Sinatra	. 6	14
7. RAUNCHY (BMI)—Ernie Freeman Puddin' (BMI)—Imperial 5474	. 5	9
8. THE STROLL (BMI)-Diamonds	. 13	3
9. WITCHCRAFT (ASCAP)-Frank Sinatra Tell Her You Love Her (BMI)-Cap 3859	. 19	2
10. MAGIC MOMENTS (ASCAP)—Perry Como  Catch a Falling Star (ASCAP)—Vic 7128	. 14	2
11. WHY DON'T THEY UNDERSTAND? (BMI)— George Hamilton IV. Even Tho' (BMI)—ABC-Paramount 9862	, 11	4
12. RAUNCHY (BMI)—Bill Justis.  The Midnite Man (BMI)—Phillips International 3519	. 8	10
13. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis. You Win Again (BMI)—Sun 281		.8
14. YOU SEND ME (BMI)—Sam Cooke		13
15. STOOD UP (BMI)—Ricky Nelson.  Waltin' in School (BMI)—Imperial 5483  16. DON'T LET GO (BMI)—Roy Hamilton		1
The Right to Love (BMI)—Roy Hammton.  17. GET A JOB (BMI)—Silhouettes.		1
I Am Lonely (BMI)—Ember 1029  18. RAUNCHY (BMI)—Billy Vaughn		. 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 SILVERY MOON (ASCAP)—		
Billy Vaughn. Raunchy (BMI)—Dot 15661  22. OH, BOY! (BMI)—Crickets.		1
Not Fade Away (BMI) Brunswick 55035  23. MARCH FROM THE RIVER KWAI, AND		
"COLONEL BOCEY"-Mitch Miller Hey Little Baby (BMI)-Col 41066		1
24. LA DEE DAH (BMI)—Billy and Lillie		1

25. THE STORY OF MY LIFE (ASCAP)-Marty Robbins -

Once-a-Week Date (BMI)-Col 41013



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.

THE LOVE THEME FROM-A David O. Selznick Cinemascope Production
Released thru 20th Century Fox

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



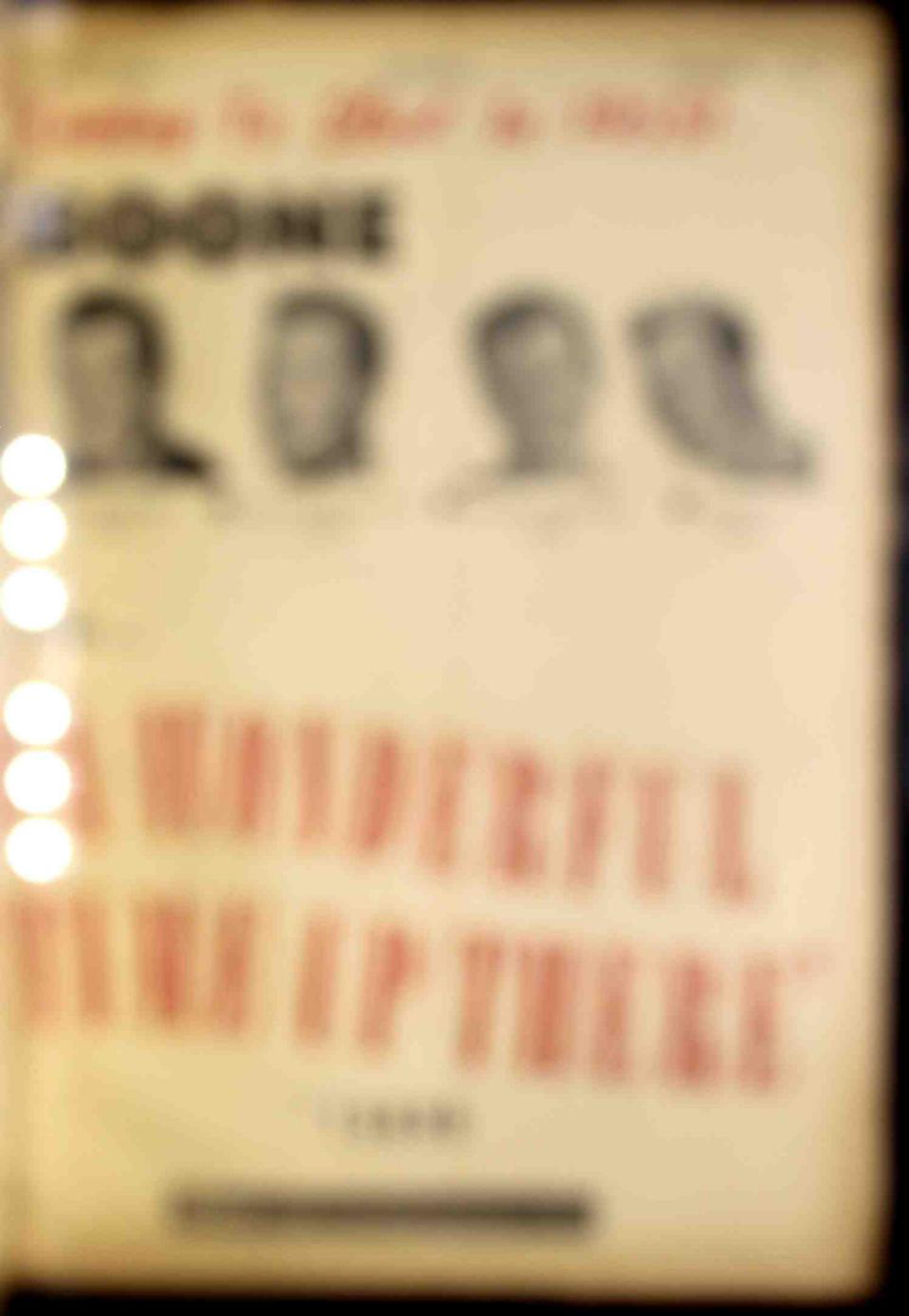
4 Friendly Persuasion— 15490

10'S TOO SOON

NO KNOW

Watch The PAT BOONE
"CHEVY SHOWCASE"

Every Thur. Nite ABC-TV



MUSIC-RADIO

# DOT HAS IT!

THE ORIGINAL MASTER AS RECORDED BY THE COMPOSER

# The Cash Box

"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



Jim Lowe **KEWPIE DOLL** THE LADY FROM **JOHANNESBURG DOT 15693** 



**Kay Cee Jones** JOHNNY, JOHNNY, JOHNNY KINDA LIKE LOVE **DOT 15694** 



**Henry Wilson** 

MY STEADY GIRL | MIGHTY LOW

**DOT 15692** 

#### NEW HIT STANDING AT THE END OF MY WORLD WHEN THE SWALLOWS COME BACK STOANNY AND THE JUNIORS & SAIL ALONG SILVERY MOON. \* EVERLY BROTHERS \* ROCK AND ROLL MUSIC WAKE UP LITTLE SUSIE \* FRANK SINATRA \* \* BOBBY HELMS \* \* THE SILHOUETTES \* MAYBE TOMORROW ! MY SPECIAL ANGEL Bill Board Weekly Juke Box Programming JAILHOUSE ROCK TO CAPISTRANO \* THE RAYS \* THE NICE ALL THE WAY BLUE FEELING AT THE TOP APRIL LOVE DADDY COOL SILHOUTTES SOMETIMES RAUNCHY GET A JOB ABC-Paramount 9871 BCA Victor 7035 Cadence 1337 Ember 1029 Decch 30423 Capital 3893 Chess 1671 Dot 15561 Cameo 117 Dot 15660 POPULAR NEW HIT Have I Told You Lately That I love You BETTER LOVED YOU'LL NEVER BE WHY DON'T THEY UNDERSTAND \* HOLLYWOOD FLAMES \* KISSES SWEETER THAN WINE \* GEORGE HAMILTON \* \* JOHNNY MATHIS \* THE TWELFTH OF NEVER # JIMMIE RODGERS # \* RICKY NELSON \* \* THE DIAMONDS \* \* BILLY & LILLIE \* \* SAM COOKE \* BUZ, BUZZ, BUZZ DON'T \* ELVIS PRESLEY \* THE MIDNITE MAN LAND OF BEAUTY \* BILL JUSTIS \* BE BOD BABY CHANCES ARE YOU SEND ME THE MONSTER SUMMERTIME LA DEE DAH EVEN THO" THE STROLL Phillips International 3519 ABC-Paramount 9862 RCA Victor 7150 Imperial 5463 Morcury 71242 Roulette 4031 Keen 34013 SWON Ebb 119 4002 NEW HIT # THE MCGUIRE SISTERS # \* JERRY LEE LEWIS \* GREAT BALLS OF FIRE \* ROY HAMILTON \* LIECHTENSTEINER POLKA \* LARRY WILLIAMS \* \* ERNIE FREEMAN \* \* THE CRICKETTS \* YOU BUG ME, BABY THE RIGHT TO LOVE WAITIN' IN SCHOOL SCHWEITZER POLKA \* BUDDY HOLLY \* \* WILL GLAHE \* \* THE CRESCENDOS \* MY LITTLE GIRL NOT FADE AWAY BANANA SPLIT BONY MORONIE DON'T LET 60 SUGARTIME 2100D Nb EVERYDAY PEGGY SUE OH, BOY! OH, JULIEI Brunswick 55035 Specialty 615 Imperial 5474 Imperial 5483 Coral 61924 London 1755 Nasco 6005 Caral 61885 Epic 9257 Sun 281 NEW HIT Records climinated if duplicated in Pop List COUNTRY & WESTERN NEW HIT Records eliminated if duplicated in Pop List HOPE YOU DON'T HOLD IT AGAINST ME # LEE ANDREWS & THE HEARTS # I'LL COME RUNNING BACK TO YOU YOU CAN MAKE IT, IF YOU TRY FOUND MY GIRL IN THE U. S. A. GIRL AROUND THE CORNER \* THURSTON HARRIS \* LITTLE BITTY PRETTY OME MY SHOES KEEP WALKING BALLAD OF A TEENAGE QUEEN \* JOHNNY CASH \* BIG RIVER DON'T DO ME THIS WAY HEY, HEY I LOVE YOU \* GENE ALLISON \* THE STORY OF MY LIFE CARROLL COUNTY BLUES \* MARTY ROBBINS \* \* JIMMIE SKINNER \* \* SAM COOKE \* \* HANK LOCKLIN \* COME MY LITTLE BABY ONCE-A-WEEK DATE LIVIN' ALONE TEARDROPS GEISHA GIRL FOREVER Columbia 41013 Columbia 40951 RCA Victor 6984 Mercury 71192 Specialty 619 Vee Joy 713 Chess 1675 End 1005 Sun 283 OPINION OPINION OPINION OPINION OPINION OPINION BEST BUY BEST BUY Guide JIMMY REED .. You're Something Land A String to Your Heart Vee Jay 270 BEST NEW OPERATORS in the opinion of Billboard staff reviewers these RELEASES BEST BUYS **OPERATORS** STORKY SISTERS HILMS ARTH RAY PRICE ... Curtains in the This Little Girl of Mine Should We Tell Him Cadence 1342 PAT BOONE .. We Too Soon to Know A Wonderful Time Up There PRANKIE LYM THE ROYAL TEENS .... Short Shorts H...High Blood Pressure Don't You Just Know It Ace 545 . Bad Motore ABC-Paramount 9882 Sweet Dac Cameo Planet Rock OPINION OPINIO

Records are the same as those listed in POP R&B or C&W review sections.

ENDING SURVEY WEEK

JANUARY 18, 1958

FOR

BEST BUY THE POUR PREPS... I weary-Six Mile It's You

BEST BUY CARL SMITH
You're So Easy to Low
You're So Easy to Low

most likely to be future juke box hits records are the ones released last week that are

FRANK DEROSA	FAT BOONE We Too Soon to Know A. Wonderful Time Up There Dot. 15690
OPINION	OPINION
BOBBY HELMS lost a Little Lobesome Love My Lady Decca 30557	QWEN BRADLEY Bit Gestur Sentimental Dream Decca 30564

N Thumb Thumb Footsteps Roulette 4044	ABig Guitar Frish Rock Dot 15696
OPINION	OPINION
JIMMY McCRACKLIN The Walt I'm to Blame Checker 885	BOBBY HELMS  Just a Little Lohesome  Love My Lady  Decca 30557

	Window Your Pault nbia 41105
N	OPINION
Z JIMATE RONGERS	MARGIE RAYBURNSmoochin' Ocoh, What a Night Liberty 55120

OPIN	ION
	SAM
	THE
	CNAM
M-G-	SAM (THE MAN) TAYLOR
Cheroke M-G-M 1261	Bie Guita

HANK SNOW

I Wish I Was the Moon Whispering Rain RCA Victor 7154

Oh, Oh, I'm Falling is Love Again
The Long Hot Summer
Roulette 4045

# DOT HAS IT!

THE ORIGINAL MASTER AS RECORDED BY THE COMPOSER

# The Cash Box

"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



Jim Lowe **KEWPIE DOLL** THE LADY FROM **JOHANNESBURG DOT 15693** 



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**Henry Wilson** 

MY STEADY GIRL | MIGHTY LOW

**DOT 15692** 

#### NEW HIT STANDING AT THE END OF MY WORLD WHEN THE SWALLOWS COME BACK \*DANNY AND THE JUNIORS \* SAIL ALONG SILVERY MOON. \* EVERLY BROTHERS \* ROCK AND ROLL MUSIC WAKE UP LITTLE SUSIE \* FRANK SINATRA \* \* BOBBY HELMS \* \* THE SILHOUETTES \* MAYBE TOMORROW MY SPECIAL ANGEL Bill Board Weekly Juke Box Programming JAILHOUSE ROCK TO CAPISTRANO TREAT ME NICE \* THE RAYS \* ATT THE WAY BLUE FEELING AT THE TOP DADDY COOL APRIL LOVE SILHOUETTES SHELMES RAUNCHY GET A JOB ABC-Paramount 9871 RCA Victor 7035 Cadence 1337 Ember 1029 Copitol 3893 Decch 30423 Chess 1671 Dot 15561 Cameo 117 Dot 15660 POPULAR NEW HIT Have I Told You Lately That I Love You BETTER LOVED YOU'LL NEVER BE WHY DON'T THEY UNDERSTAND \* HOLLYWOOD FLAMES \* KISSES SWEETER THAN WINE \* GEORGE HAMILTON \* THE TWELFTH OF NEVER \* JIMMIE RODGERS \* \* RICKY NELSON \* \* THE DIAMONDS \* \* BILLY & LILLIE \* BUZ, BUZZ, BUZZ \* SAM COOKE \* \* ELVIS PRESLEY \* LAND OF BEAUTY THE MIDNITE MAN \* BILL JUSTIS \* CHANCES ARE BE BOP BABY THE CHES DO THE MONSTER SUMMERTIME LA DEE DAH EVEN THO" THE STROLL Phillips International 3519 ABC-Paramount 9862 RCA Victor 7150 Imperial 5463 Mercury 71242 Roulette 4031 Keen 34013 Swan 4002 Ebb 119 NEW HIT \* THE MCGUIRE SISTERS \* YOU WIN AGAIN GREAT BALLS OF FIRE \* ROY HAMILTON \* LIECHTENSTEINER POLKA MY LITTLE GIRL \* LARRY WILLIAMS \* \* ERNIE FREEMAN \* \* THE CRICKETTS \* YOU BUG ME, BABY THE RIGHT TO LOVE WAITIN' IN SCHOOL SCHWEITZER POLKA \* BUDDY HOLLY \* \* WILL GLAHE \* NOT FADE AWAY BANANA SPLIT BONY MORONIE DON'T LET 60 SUGARTIME EVERYDAY PEGGY SUE OH, BOY! Brunswick 55035 Imperial 5474 Specialty 615 Imperial 5483 Corol 61924 London 1755 Nasco 6005 Caral 61885 Epic 9257 Sum 281 NEW HIT COUNTRY & WESTERN I HOPE YOU DON'T HOLD IT AGAINST ME NEW HIT cords eliminated if duplicated in Pop List rds climinated if duplicated in Pop \* LEE ANDREWS & THE HEARTS \* I'LL COME RUNNING BACK TO YOU YOU CAN MAKE IT, IF YOU TRY FOUND MY GIRL IN THE U. S. A. MY SHOES KEEP WALKING BACK TO YOU \* RAY PRICE \* DON'T DO ME THIS WAY LITTLE BITTY PRETTY ONE GIRL AROUND THE CORNER \* THURSTON HARRIS \* BALLAD OF A TEENAGE QUEEN \* JOHNNY CASH \* BIG RIVER HEY, HEY I LOVE YOU CARROLL COUNTY BLUES \* GENE ALLISON \* \* MARTY ROBBINS \* THE STORY OF MY LIFE \* JIMMIE SKINNER \* \* SAM COOKE \* \* HANK LOCKLIN \* COME MY LITTLE BABY ONCE-A-WEEK DATE LIVIN' ALONE TEARDROPS FOREVER GEISHA GIRL Columbia 40951 RCA Victor 6984 Mercury 71192 Specialty 619 Vee Joy 713 Chess 1675 End 1005 Sun 283 OPINION OPINION OPINION OPINION OPINION BEST BUY BEST BUY Guide RELEASES BEST NEW OPERATORS In the opinion of Billboard staff reviewers these OPERATORS BEST BUYS STOREY SISTERS JIMMY REED .. You're Some A String to Y. HILLY KAUH RAY PRICE ... Curtains in the V R's All You PAT BOONE ... It's Too Soon to Know A Wonderful Time Up There Dot 15690 Don't You Just .... Bad M records are the ones released last week that are BEST BUY

Records are the same as those listed in POP R&B or C&W review sections.

FOR

JANUARY 18, 1958

ENDING SURVEY WEEK

THE FOUR PREPS... Twenty-Six Miles
It's You
Capitol 3825

ABC-Paramount 9882	HE ROYAL TEENS Short Shorts	
You're So Easy to Love Columbia 41992	CARL SMITH	

most likely to be future juke box hits OPINION 

List.	
	OPINION
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	FRANK DEROSA
	Hish Rock Det 15696
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PRANKIE LYMON Thumb Footsteps Roulette 4044	
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WON Thumb Thumb Footsteps Roulette 4044	JSABig Guitar Frieth Rock Det 15696
OPINION	OPINION
JIMMY McCRACKLIN The Work I'm to Blame Checker 885	BOBBY HELMS Little Loncome Love My Lady Decca 30557

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			MARGIE RAYBURN Smoothin
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	Liberty 55120	2	-
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	2	3	5

fotorcycle et Daddy ameo 126	Pressure Know h Ace 545	thing Elsc our Heart c Jay 270
OPINION	OPINION	OPINION
SAM (THE MAN) TAYLOR  Big Guilar  Cherokee  M-G-M 12813	HANK SNOW  I Was the Moon Whispering Rass RCA Victor 7158	JIMMIE RODGERS Oh, Oh, I'm Falling in Love Again The Long Hot Summer Roulette 4045

# 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

# 

Watch The PAT BOONE

"CHEVY SHOWCASE"

Every Thur. Nite ABC-TV

# Coming To Dot In 1955!

# B(•)(•) E



Don't Forbid Me-15521



6 Love Letters In The Sand- 1 Remember You're Mine-15570



15602



8 April Love-15660

now ...

# WOODBRUIJ AMBUPATARY.

#15690

# 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]
"RISH ROCK" (2:31) [Times BMI—DeRosa, Gevenose]
FRANK DEROSA & DE-MEN (Dot 15696)

# THE BIG GUITAR

Frank DeRosa and His D Men
DOT 15696

IRISH ROCK



Jim Lowe
KEWPIE DOLL
THE LADY FROM
JOHANNESBURG
DOT 15693



JOHNNY, JOHNNY,
JOHNNY
KINDA LIKE LOVE



**Henry Wilson** 

MY STEADY GIRL

MIGHTY LOW

**DOT 15692** 

#### NEW HIT STANDING AT THE END OF MY WORLD WHEN THE SWALLOWS COME BACK TO CAPISTRANO \*DANNY AND THE JUNIORS \* SAIL ALONG SILVERY MOON \* EVERLY BROTHERS \* ROCK AND ROLL MUSIC WAKE UP LITTLE SUSIE \* FRANK SINATRA \* \* CHUCK BERRY \* \* BOBBY HELMS \* I AM LONELY MAYBE TOMORROW MY SPECIAL ANGEL Billiboard Weekly Juke Box Programming JAILHOUSE ROCK TREAT ME NICE \* THE RAYS \* ALL THE WAY BLUE FEELING AT THE TO APRIL LOVE DADDY COOL SILHOUTTES SOMETIMES RAUNCHY GET A JOB ABC-Paramount 9871 RCA Victor 7035 Cadence 1337 Ember 1029 Decch 30423 Copital 3893 Chess 1671 Dot 15561 Cameo 117 Dot 15660 POPULAR Have I Told You Lately That I Love You NEW HIT BETTER LOVED YOU'LL NEVER BE WHY DON'T THEY UNDERSTAND \* HOLLYWOOD FLAMES \* KISSES SWEETER THAN WINE \* GEORGE HAMILTON \* THE TWELFTH OF MEVER \* JOHNNY MATHIS \* \* RICKY NELSON \* \* THE DIAMONDS \* JIMMIE RODGERS \* \* BILLY & LILLIE \* \* SAM COOKE \* BUZ, BUZZ, BUZZ DON'T \* ELVIS PRESLEY \* I BEG OF YOU THE MIDNITE MAN LAND OF BEAUTY \* BILL JUSTIS \* CHANCES ARE BE BOP BABY AN ONES DOL SUMMERTIME THE MONSTER HAD THE DAH EVEN THO" THE STROLL Phillips International 3519 ABC-Paramount 9862 RCA Victor 7150 Imperial 5463 Roulette 4031 Mercury 71242 Keen 34013 Swan 4002 EPP 116 NEW HIT \* THE McGUIRE SISTERS \* YOU WIN AGAIN \* ROY HAMILTON \* GREAT BALLS OF FIRE LIECHTENSTEINER POLKA MY LITTLE GIRL \* LARRY WILLIAMS \* \* ERNIE FREEMAN \* \* THE CRICKETTS \* YOU BUG ME, BABY THE RIGHT TO LOYE WAITIN' IN SCHOOL SCHWEITZER POLKA \* BUDDY HOLLY \* \* WILL GLAHE \* NOT FADE AWAY BANANA SPLIT BONY MORONIE DON'T LET GO SUGARTIME EVERYDAY PEGGY SUE OH, BOY! Brunswick 55035 Imperial 5474 Specialty 615 Imperial 5483 London 1755 Coral 61924 Nasco 6005 Carol 61885 Epic 9257 281 NEW HIT Records eliminated if duplicated in Pop List I HOPE YOU DON'T HOLD IT AGAINST ME COUNTRY & WESTERN NEW HIT ecords eliminated if duplicated in Pop List \* LEE ANDREWS & THE HEARTS \* I'LL COME RUNNING BACK TO YOU YOU CAN MAKE IT, IF YOU TRY FOUND MY GIRL IN THE U. S. A. BACK TO YOU \*\* RAY PRICE \*\* DON'T DO ME THIS WAY LITTLE BITTY PRETTY OME GIRL AROUND THE CORNER \* THURSTON HARRIS \* BALLAD OF A TEENAGE QUEEN \* JOHNNY CASH \* BIG RIVER HEY, HEY I LOVE YOU CARROLL COUNTY BLUES \* GENE ALLISON \* \* MARTY ROBBINS \* THE STORY OF MY LIFE \* JIMMIE SKINNER \* \* SAM COOKE \* \* HANK LOCKLIN \* COME MY LITTLE BABY ONCE-A-WEEK DATE LIVIN' ALONE TEARDROPS GEISHA GIRL FOREVER Columbia 41013 Columbia 40951 RCA Victor 6984 Mercury 71192 Specialty 619 Vee Joy 713 Chess 1675 End 1005 Sun 283 OPINION OPINION OPINION OPINION OPINION OPINION BEST BUY BEST BUY Guide RELEASES BEST NEW BEST BUYS OPERATORS STOREY SISTERS HUEY SMITH JIMMY REED .. You're Something Else A String to Your Heart RAY PRICE ... Curtains in the Window It's All Your Fault PAT BOONE ... It's Too Soon to Know A Wonderful Time Up There Dot 15690 THE EVERLY BROTHERS...... This Little Girl of Mine Should We Tell Him Cadence 1342 PRANKIE LYMON PRANK DEROSA THE ROYAL TEENS ..... Short Shorts Don't You Just Know R Ace 545 ... Bad Motorcycl ABC-Paramount 9882 Columbia 41105 Sweet Daddy Cameo 126 Vec Jay 270

R&B or C&W review sections. Records are the same as those listed in POP

ENDING

SURVEY WEEK

JANUARY 18, 1958

FOR

Planet Rock

BEST BUY

THE POUR PREPS... I wenty-Six Miles

K's You

Capitol 3825

BEST BUY CARL SMITH
Your Name is So Beautiful
You're So Easy to Love
Columbia 41092

OPERATORS 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

...Big Guitar Irish Rock Det 15696 OPINION ROBBY HELMS Just a Little Loncoo Love My La Decca 30

OPINION

OWEN BRADLEY ...... Die Gebie

Decca

Dream 30564

.... Thumb Thumb Roulette 4044 OPINION

JIMMY McCRACKLIN ... The Walt
I'm to Blame
Checker 885

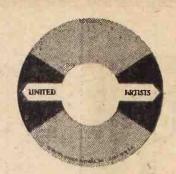
OPINION MARGIE RAYBURN ..... Smoothin' Oooh, What a Night Liberty 55120

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

SAM CHE MAN) TAYLOR

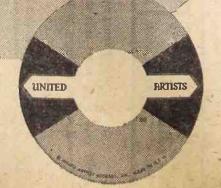
OPINION



# TOOK HE HOLD ADRIBUSIE PIASA SWAS STEE

c/w "THE RIPPLE" **UA 105X** 

**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 -

Danny and the Juniors, ABC-Para, Ger a Job, Silhouettes, Emb. Great Balls of Fire, Jerry Lee Lewis, Sun La Dee Dah, Billy and Lillie, Swap Oh, Boyl Crickets, Brk. The Stroll, Diamonds, Mer.
Waltin' in School/Stood Up
Rickey 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
Licchtensteiner Polka, Will Glahe, Lon.
Oh, Boy! Crickets, Brk.
Peggy Sue, Buddy Holly, Cor.
Sali Along Silvery Moon/Raunchy
Billy Vaughan, Dot
Stood Up/Walin' in School
Ricky Nelson/ Imp.

#### - DETROIT -

DERVII

At the Hop
Danny and the Juniors, ABC-Para.
Don't Let Go, Roy Hamilton, Epic
Get a Joh, Silhouettes, Emb.
Great Balls of Fire, Jerry Leo Lewis, Sun
Maybe, Chantels, End
Oh, Julie, Crescendos, Nsc.
Sall Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Waitin' in School/Stood Up
Ricky Nelson, Imp.

#### EAST TEXAS

At the Hop

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 Klases Sweeter Than Wine

Jimmie Rodgers, Rit.
Love Me Forever, Four Esquires, Prs.
Raunchy, Bijl Justis, Phil. Intl.
Sithouettes, Rays, Cam.
Stood Up, Ricky Nelson, Imp. Lee Andrews and the Hearts, Chs

#### - LOS ANGELES

April Love, Pat Boone, Dot

At the Hop
Danny and the Juniors, ABC-Pair.
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.

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 Liee Lewis, Sun. La Dee Dah, Billy and Lillie, Swan Silhouettes, Rays, Cam. The Stroil, 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 Bells of Fire, Jerry Lee Lewis, Sun Jailhouse Roch, Elvis Presley, Vio. 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,
Re-Bop Baby, Ricky Nelson, Imp.

Great Balls of Fire, Jerry Lee Lewis, Sun Jailhouse Rock, Elvis Presley, Vic. Oh, Boyl Crickets, Brk. Stood Up, Ricky Nelson, Imp. The Story of My Life, Marty Robbins, Col.

#### - HORTHWEST-

At the Hop

Danny and the Juniors, ABC-Pers.
Chances Are/Twelfth of Never
Johnny Mathis, Col.
Great Balls of Fire, Jerry Lee Lewis, Sun
Henrietta, Jimmy Dec, Dot
Raunchy, Ernie Freeman, Imp.
Stood Up, Ricky Nelson, Imp.
Swanee River Rock (Taikint '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-Pers.
Fascination, Jane Morgan, Kapp
Honeycomb, Jimmie Rodgers, Rit.
Jailhouse Rock, Elvis Presley, Vio.
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 Moronle/You Bug Me, Baby
Larry Williams, Spe.
Chances Are/Twelfth of Never

Chances Are Twelfth of Never Johnny Mathis, Col. Klases Sweeter Than Wine Jimmie Rodgers, Rit. Raunchy, Ernie Freeman, Imp. Stood Up, Ricky Nelson, Imp. Teardrops Lee Andrews and the Hearts, Cho. You Send Me, Sam Cooke, Keen

#### - SOUTHERN OHIO -

At the Hop

At the Hop
Danny and the Juniors, ABC-Pars.
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 LY ABC-Pars. George Hamilton IV, ABC-Para,

#### -ST. LOUIS AND KANSAS CITY-

At the Hop
Danny and the Juniors, ABC-Pare,
April Love, Pat Boone, Dot
Great Balls of Fire, Jerry Lee Lewis, Sun
Klasses Sweeter Than Wine
Jimmic Rodgers, Rit.
Perry Sue, Buddy Holly, Cor.
Stood Up/Waltin' in School
Ricky Nelson, Imp.
The Stroll, Diamoncs, Mer.
Teardrops

Teardrops
Lee Andrews and the Hearts, Chs.

- WASHINGTON AND BALTIMORE -

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Buaz, Buzz, Buzz, Hollywood Flames, Etc
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.
Rock and Roll Music, Chuck Berry, Chs.
Sall Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Stood Up/Waltin' in School
Ricky Nelson, Imp.

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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"

ANI

A knocked out version

"STARDUST"

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Dinah Washington's baby

EDDIE CHAMBLEE

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DORISETTA CLARK

"IT WOULD MEAN SO MUCH"

MEDCHOV 71262

"CAN'T STOP ME"
"COME BACK TO ME"

Detroit sensation

GEORGE YOUNG



# Business Builders-

A Smash on Josie

YOUNG DOVES CALLING

The Couplings

JOSIE #831



2 Smashes on Jubilee

THE ORIGINAL

THE SWINGING
SHEPHERD'S BLUES
Moe Koffman

JUBILEE #5311

MADE FOR EACH OTHER Don Rondo

JUBILEE #5313





# Top 100 Sides

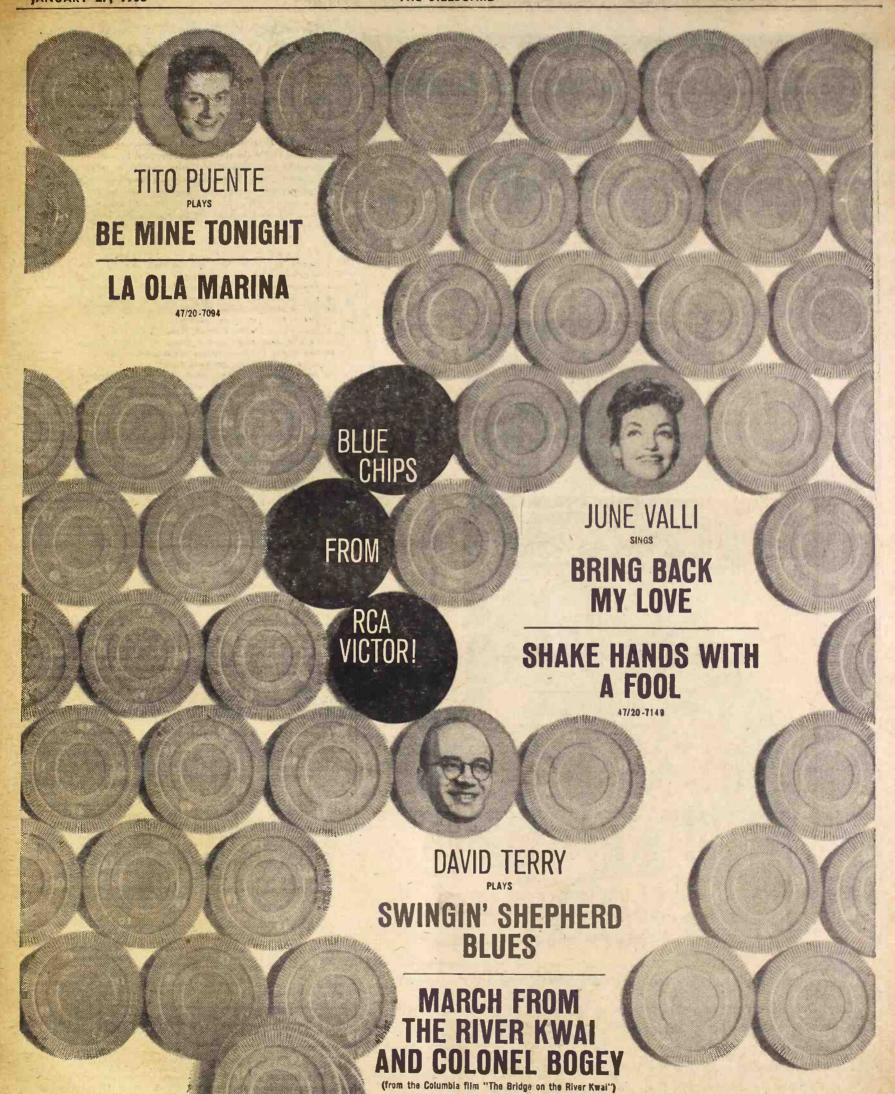
POR SURVEY WEEK ENDING JANUARY SE

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	Mech
1. AT THE HOP, Danny and the Juniors, ABC-Paramount	1
2. GREAT BALLS OF FIRE, Jerry Les Lewis, Sun	3
3. PEGGY SUE, Buddy Holly, Coral.	4
4. APRIL LOVE, Pat Boone, Dot.	2
S. STOOD UP, Ricky Nelson, Imperial	
6. GET A JOB, Silhouettes, Ember.	
7. THE STROLL, Diamonds, Mercury.	
L SUGARTIME, McGuiro Sisters, Coral.	
9. LA DEE DAH, Billy and Lillie, Swan	
10. RAUNCHY, Bill Justis. Phillips International	
11. BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	
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	41
17. WHY DON'T THEY UNDERSTAND? George Hamilton IV,	
ABC-Paramount  19. BONY MORONIE, Larry Williams, Specialty	23
20. RAUNCHY, Ernie Freeman, Imperial.	
21. WAITIN' IN SCHOOL, Ricky Nelson, Imperial	
22. LIECHTENSTEINER POLKA, Will Glahe, London	
23. BE-BOP BABY, Ricky Nelson, Imperial	
23. DON'T LET GO, Roy Hamilton, Epic.	43
25. CHANCES ARE. Johnny Mathis, Columbia.	20
26. OH. JULIE, Crescendos, Nasco.	
28. ROCK AND ROLL MUSIC, Chuck Berry, Chess	16
28. MN SPECIAL ANGEL, Bobby Helms, Decca.	18
39. ALL THE WAY, Frank Sinatra, Capitol. 31. TEARDROPS, Lee Andrews and the Hearts, Chess.	24
32. FASCINATION, Jane Morgan, Kapp.	22
32. MAYBE, Chantels, End.	
34. JO ANN, Playmates, Roulette	
35. DEDE DINAH, Frankie Avalon, Chancellor	65
36. THE STORY OF MY LIFE, Marty Robbins, Columbia	33
37. I'M AVAILABLE, Margie Rayburn, Liberty	34
38. HONEYCOMB, Jimmie Rodgers, Roulptte.  39. I'LL COME RUNNING BACK TO YOU, Sam Cooke, Specialty	97
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	.8, 36
44. (I LOVE YOU) FOR SENTIMENTAL REASONS, Sam Cooke, Keen 45. JUST BORN, Perry Como. Victor.	44
46 MARCH FROM "THE RIVER KWAI," AND "COLONEL BOGEY,"	38
Mitch Miller, Columbia.	47
47. A VERY SPECIAL LOVE, Johnny Nash, ABC-Paramount	46
48. I WANT YOU TO KNOW, Fats Domino, Impegial	82
48. MELODIE D'AMOUR, Ames Brothers, Victor	39

This chart is now a compilation of dealer unit sales by record sides for the same survey period that is reflected in the Best Selfers in Stores chart. This chart, therefore, is now reflecting each week the Top 100 sides not records as sold in stores through the nation.

	the Top 100 sides not records as sold in stores thruout the nation.
	50. LITTLE BITTY PRETTY ONE, Thurston Harris, Aladdin 40
	51. THE BIG BEAT, Fats Dorpino, Imperial. 42 52. PRETEND YOU DON'T SEE HER, Jerry Vale, Columbia. 59
	52. PRETEND YOU DON'T SEE HER, Jerry Vale, Columbia
	53. DESIRE ME, Sam Cooke, Keen
	54. HEY! LITTLE GIRL, Techniques, Roulette. 70
	55, WILD IS THE WIND, Johnny Mathis, Columbia
	56. 1 BEG OF YOU, Elvis Presley, Victor.
	57. MAGIC MOMENTS, Perry Como, Victor
	58. HEY! SCHOOLGIRL, Tom and Jerry, Rig
	60. CATCH A FALLING STAR, Petry Como, Victor
	61. WALKIN' WITH MR. LEE, Lee Allen, Ember
	62. THE JOKER, Hilltoppers, Dot. 49
	of Could fill be MAGIC? Dubs. Gone
	64. DO WHAT YOU DID, Thurston Harris, Aladdin,
	64. TWENTY-SIX MILES, Four Preps, Capitol
	66. HENRIETTA, Jimmie Dec, Dot
	66. SHORT SHORTS, Royal Teens, ABC-Paramount
	68. DANCE TO THE BOP, Gene Vincent, Capitol
	69. TAMMY, Debbie Reynolds, Coral
	70. TILL, Roger Williams, Kapp
	70. YOU CAN MAKE IT IF YOU TRY, Gene Allison, Yes Jay
	72. IVY ROSE, Perry Como. Victor
	73. HARD TIMES (THE SLOP), Noble (Thin Man) Watta, Baton
	74. ROCK-A-CHICKA, Warner Mack, Decca
	76. GEISHA GIRL, Hank Locklin, Victor
	76. YOU'RE THE GREATEST, Billy Scott, Cameo
	78. JINGLE BELL ROCK, Bobby Helms, Decca
	78. THIS IS THE NIGHT, Valiants, Keen
	78. LOVE BUG CRAWL, Jimmy Edwards, Mercury
	81. THE TWELFTH OF NEVER, Johnny Mathis, Colombia
	BL SWINGING SHEPHERD BLUES, Johnny Page Quinter, Federal
	81, YOU SEND ME, Teresa Brewer, Coral
	84. KEEP A' KNOCKIN', Little Richard, Specialty. 48 84. SHE'S NEAT, Dale Wright, Fraternity. 55
	86. PENNY LOAFERS AND BOBBY SOCKS, Joe Bennett and The
	Sparkletones, ABC-Paramount
	86. SOFT, Bill Doggett, King
0	88. BERTHA LOU, Clint Miller, ABC-Paramount
	89. YELLOW DOG BLUES, Joe Darensbourg and the Dixie Flyers, Lark
	89, FARTHER UP THE ROAD, Bobby Blue Bland, Duke
	91. SWANEE RIVER ROCK (TALKIN' BOUT THAT RIVER),
	91. SWANEE RIVER ROCK (TALKIN' BOUT THAT RIVER),
	Ray Charles, Atlantic
	93. YELLOW DOG BLUES, Johnny Maddox, Dol
	93. MR. LEE, Bobbettes, Atlantic
	95. A VERY SPECIAL LOVE, Debbie Reynolds, Coral 95. PLI, REMEMBER TODAY, Patti Page, Mercury
	97. LITTLE PIGEON SAL Mines Frie
	97. LITTLE PIGEON, Sal Minco, Epic 97. DIANA, Paul Anka, ABC-Paramount 92.
	77. HULA LUNE, Buddy know Rouleste
	97, THAT'S-ALL RIGHT, Little Jr. Parker, Duke



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 ...

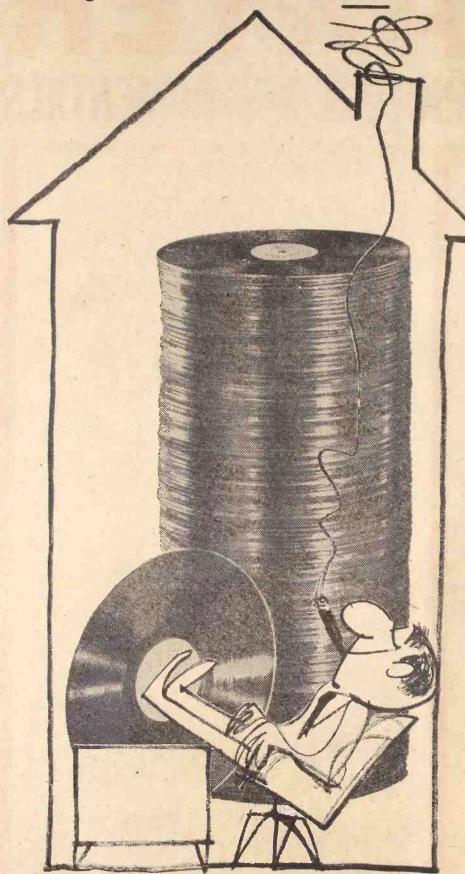
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#### Best Selling Sheet Music In U. S.

Tunes are ranked in order of their current national selling importance at the aheat 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)	. 8	8
4. SUGARTIME (Nor-Va-Jak)	. 8	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)  12. PRETEND YOU DON'T SEE HER (Rosemeadow)		1
12. PEGGY SUE (Nor-Va-Jak)	7	4
14. A VERY SPECIAL LOVE (April)		i
15. SILHOUETTES (Regent)	. 10	12

#### Best Selling Pop Records in Britain

(For week ending January 18)

	This Printed thru the courtesy of the "New Musical Express,"	Last
	Week Britain's Foremost Musical Publication.	Week
	1. JAILHOUSE ROCK—Elvis Presley (RCA)	
	2. MA, HE'S MAKING EYES AT ME-Johnny Otis Show/Marie Adams (Capitol)	2
i	2. ALL THE WAY—Frank Sinatra (Capitol)	. 1
1	4. GREAT BALLS OF FIRE—Jerry Lee Lewis (London)	
	5. OH BOY!-Crickets (Coral)	
1	6. MY SPECIAL ANGEL—Malcolm Vaughan (HMV)	2
ı	7. PEGGY SUE-Buddy Holly (Coral)	7
J	8. THE STORY OF MY LIFE—Michael Holliday (Columbia)	17
ł	9. KISSES SWEETER THAN WINE—Jimmie Rodgers (Columbia)	17
į	10. REET PETITE—Jackie Wilson (Coral)	0
ì	11 ADDIN LOVE By Dans (Colai)	11
Į	11. APRIL LOVE—Pat Boone (London)	12
1	12. KISSES SWEETER THAN WINE—Frankie Vaughan (Philips)	8
ı	13. I LOVE YOU BABY—Paul Anka (Columbia)	10
1	14. BONY MORONIE—Larry Williams (London)	
ı	15. WAKE UP LITTLE SUSIE—Everly Brothers (London)	9
١	16. AT THE HOP—Danny and the Juniors (HMV)	
i	17. LOVE ME FOREVER—Marion Ryan (Pve-Nixa)	
I	18. THE STORY OF MY LIFE—Gary Miller (Pve-Niva)	1.9
1	19. THE STORY OF MY LIFE—Dave King (Decca)	-
J	20. JACK O' DIAMONDS-Lonnie Donegan (Pye-Nixa)	. 14
Ì		A. Jan

#### • 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

Kisses Sweeter Than Wine (R)-Folkways-BMI

Las Vegas (R) (F)—Peer—BMI
Last Song and Dance (R)—Bregman, Vocco
& Conn—ASCAP
Licenstensteiner Polka (R)—Burlington—

Liechstensteiner Polka (R)—Burlington—ASCAP
Love Me Forever (R)—Greta—BMI
Magic Moments (R)—Famous—ASCAP
March From the River Kwal—Colonel
Bogey (R) (F)—Columbia Pictures—
Boosey & Hawkes—ASCAP
Melodie D'Amour (R)—Rayven—BMI
Pretend You Don't See Her (R)—Rosemeadow—ASCAP
Put a Light in the Window (R)—Planetary
—ASCAP
Sayonara (R) (F)—Berlin—ASCAP
Seventy-Six Trombones (R)—Frank—
ASCAP
Sugartime (R)—Nor-Va-Jak—BMI

ASCAP
Sugartime (R)—Nor-Va-Jak—BMI
Swedish Polka (R)—Mills—ASCAP
Swinging Shepherd Blues (R)—Benell—BMI
Tell Her You Love Her (R)—Mr. Music—

Thirteen Men (R)-Danby-BMI Till There Was You (R)—Frank—ASCAP Walk a Chalk Line (R)—Meridian—BMI Why Don't They Understand? (R)—Hollis— Witchcraft (R)-Morris-ASCAP

A Very Special Love (R)—Korwin—ASCAP
All the Way (R) (F)—Maraville—ASCAP
April Love (R) (F)—Felst—ASCAP
Belonging to Someone (R)—Lear—ASCAP
Ca C'Est L'Amour (R) (F)—Buxton Hil—
ASCAP
Catch a Falling Star (R)—Marvin—BMI
Come to Me (R)—Korwin—ASCAP
Gift of Love (R)—Robbins—ASCAP
Katsumi Love Theme (R) (F)—Witmark—
ASCAP
Kisses Sweeter Than Wine (R)—Felst—ASCAP

Kisses Sweeter Than Wine (R)—Felst—ASCAP
ASCAP

Katsumi Love Theme (R) (F)—Witmark—
ASCAP

Kisses Sweeter Than Wine (R)—Felst—ASCAP
ASCAP

Catch a Falling Star (R)-Marvin-BMI Click-Clack (R)-Grant & Doo-BMI Dede Dinah (R)-Debmar-ASCAP Get a Job (R)—Ulysses-Bagby, Wildcat—BMI

I Don't Hurt Anymore (R)—Hill & Range—BMI

I'm Available (R)-Golden West-BMI In Love (R)-Planetary-ASCAP La Dee Dah (R)-Conley-BMI

La Dee Dah (R)—Conley—BMI
Little Gypsy (R)—Winneton—ASCAP
Little Pigeon (R)—Nash—BMI
Magic Mirror (R)—Central—BMI
Melodie D'Amour (R)—Rayven—BMI
Seventy-Six Trombones (R)—Frank—
ASCAP
Short Shorts (R)—Admiration—BMI
Stood Up (R)—Commodore—BMI
The Stroll (R)—Meridian—BMI
Till There Was You (R)—Frank—ASCAP
Waitin' in School (R)—Reeve—BMI
Walkin' With Mr. Lee (R)—Angel—BMI
What's the Use of Crying (R)—Mellin—
BMI

BMI
Why Don't They Understand? (R)—Hollis—
BMI

Winter Warm (R)—Famous—ASCAP
You Are My Destiny (R)—Pamco—BMI
You're the Greatest (R)—Lowe—ASCAP

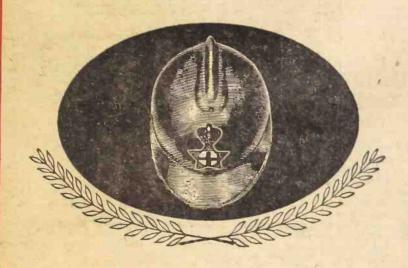
# Loot Snared by Small Labels

• Continued from page 13

the 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.

have taken on some of the charac-As astronomical as some of the prices may seem, they are not out more interested in the release and 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.

2 SMASH HIT MOTION PICTURE INSTRUMENTALS



# Love Theme From A FAREWELL TO ARMS

From the David O. Selznick
CinemaScope Production
"A FAREWELL TO ARMS"



# DANCE FROM "BONJOUR TRISTESSE"

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CAMEO RECORDS

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 shorts. 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

#### YESTERYEAR'S TOPS-

The nation's top tunes on records as reported in The Sillboard

JANUARY 31, 1948

- 1. Ballerina
  2. How Soo
- How Soon

- Serenade of the Bells
  Golden Earrings
  I'll Dance at Your Wedding
  Too Fat Polka
- 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
- Why Don't You Believe Me? Till I Waltz Again With You
- Oh Happy Day Keep It a Secret Glow Worm

- Tell Me You're Mine Have You Heard
- Because You're Mine
- Hold Me, Thrill Me, Kiss Me

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, 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 locks in their respective cities. 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 day-timer, WEEP. . . Jay Mi-chael, 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 Sheri-dan, program manager of WAVY, Portsmouth, Va., has been appointed general man-

## Fancier Clothes for '58 Albums

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 ley, Jerry Lee Lewis, Ricky Nelson, Fats Domino, Bill Haley, Johnny Mathis, Little Richard and Man-

Altho he had no beef at the trend in the singles field, Abner Levin, mahoff of the Sam Goody 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

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.

pended via color sleeves, to get 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 printed sleeves, usually with a photo of the artist. Included in the tally were disks by Elvis Preslev Jerry Lee Lewis, Ricky Nelson, 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 fa-vor 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 rec-

That's not all. Whenever, a record artist comes to the Carroway show, KO-KO-MO is planning to present him with his own kiddle 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 litres in

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 lone-

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 propor-tion of the label's kiddie sales are

KO-KO-MO has not yet asked to be cut in on tunes.



BASED ON SALES

# IN STORES & RACKS

#### MONOPHONIC CLASSICAL ALBUMS

1. LANZA SINGS CARUSO—Caruso Favoriles

Marlo Lanza-Enrico Caruso, RCA Victor LM 2393

2. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN

Minneapolis Symphony Orchestra (Dorafi), Mercury MG 50054

3. GROFE: GRAND CANYON SUITE ...... Morton Gould, RCA Victor LM 2433

4. RODGERS: VICTORY AT SEA, VOL. 1

RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779

5. TCHAIKOVSKY: PIANO CONCERTO NO. 1

Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252

6. SIXTY YEARS OF MUSIC AMERICA LOVES BEST

Assorted Artists, RCA Victor LM 6074

7. SCHUMANN: CONCERTO IN A MINOR..... Van Cliburn, RCA Victor LM 2455

8. RODGERS: VICTORY AT SEA, VOL. 2

RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2226

9. RACHMANINOFF: PIANO CONCERTO NO. 3

Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

10. THE LORD'S PRAYER. . The Mormon Tabernacle Choir (Condie), Columbia ML 5386

#### STEREOPHONIC CLASSICAL ALBUMS

1. LANZA SINGS CARUSO—Caruso FavorHes

Mario Lanza-Enrico Caruso, RCA Victor LSC 2393

2. GROFE GRAND CANYON SUITE........Morton Gould, RCA Victor LSC 2433

3. GROFE: GRAND CANYON SUITE

The Philadelphia Orchestra (Ormandy), Columbia MS 6003

4. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN

Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054

5. TCHAIKOVSKY: PIANO CONCERTO NO. 1

Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252

6. RODGERS: VICTORY AT SEA, VOL. 1

RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335

7. RODGERS: VICTORY AT SEA, VOL. 2

RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

8. SCHUMANN: CONCERTO IN A MINOR ..... Van Cliburn, RCA Victor LSC 2455

9. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO

Morton Gould Orchestra, RCA Victor LSC 2345

10. RACHMANINOFF: PIANO CONCERTO NO. 3

Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355

#### BEST SELLING LOW PRICE LP'S (List price \$2.98 or loss)

(MONOPHONIC)

4. Perry Como Sings Just for You RCA Camden CAL 440

S. Soul of Spain, Vol. 2 101 Strings .......Somerset P 9900

8. Huckleberry Hound
Daws Butler and Don Messick .....
Colpix CP 202

9. You Do Something to Me Mario Lanza .. RCA Camden CAL 450

(STEREOPHONIC)

1. Soul of Spain, Vol. 1

101 Strings .... Stereo Fidelity SF 6600 2. Ebb Tide

Frank Chacksfield . . Richmond S 30078

6. The Music Man
Various Artists ..... Lion SL 70091

7. Quiet Hours
101 Strings ... Stereo Fidelity SF 10200
8. Silver Screen
101 Strings ... Stereo Fidelity SF 7000
9. Soul of Spain, Vol. 2
101 Strings ... Stereo Fidelity SF 9900
10. East of Succession Stereo Fidelity SF 9900

10. East of Suez 101 Strings .... Steroo Fidelity SF 11200

#### BEST SELLING POP EP'S

1. More Songs by Ricky
Ricky Nelson ... Imperial EP 1-9122
3. He'll Have to Go
Jim Reeves ... RCA Victor EPA 4357
3. Because They're Young
Duane Eddy ... Jamie J-304
4. Sing Alone With Milesh Beach

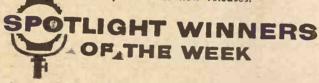
4. Sing Along With Mitch
Mitch Miller .... Columbia EPB 11601

6. Nearer the Cross
Tennessee Ernie Ford
Capitol BAP 1-1005 7. For the First Time Mario Lanza .. RCA Victor EPA 4344

9. Faithfully Johnny Mathis ....Columbia EPB 14221

# Reviews of THIS WEEK'S LP'S

The pick of the new releases:



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 Broadway, New York 36.

- Pop -

WE PLAY-YOU SING
Don Costa. United Artists UAS 6104



ing do-it-yourself sing-along pastrong appeal to young currently No. 31 on hit songs—"Pape etc.—while his the lead vocal melody, via a spare duplicated.

WILD IS LOV 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 -

W. C. FIELDS & MAE WEST



ANYONE CAN PLAY THE

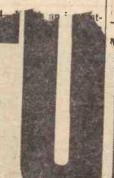
Alan Schackner
this instruction

Hohner harmon, a menuded and visible thru a transparent
window in the
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.

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.





SIBELIUS: CONCERTO IN D

\_ Classical \_



CONCERTO IN D
David Oistrakh, violin; Philadelphia Orchestra (Ormandy).
Columbia MS 6157 (Stereo & Monaural)—The combination 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 performer name value and performance plus the attractive cover, make this a standout disk.



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 considerable 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.

MEET ME IN CHICAGO



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 Molvin Sokolsky.



W. C. FIELDS AND MAR 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.

That Arena **Twins Columbia** ® Records

roaring!!

Checker 961

The VIBRATIONS

up the charts!

"DEAREST DARLING"-ETTA JAN

Argo 5368

b/w "OH BABY "I HEAR MY BABY"

LARRY WILLIAMS

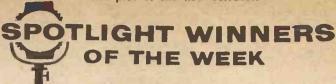
Chess 1764

2120 S. MICHIGAN

CHICAGO 16

PHONE: CA 5-2770

when answering ads . . . Say You Saw It in The Billboard The pick of the new releases:



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.



standing 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 Haskil, 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 lgor Markevitch, accompanies her most satisfactorilly and the recording itself in first rate. 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, out-

SONG Frum \* \*

(Theme from the United Artists Acc.
"The Quiet American" ES POTENTIAL

(Stay with SICAL \*\*\*

BEETHOVEN: SYMPHONY

York Philharmonic (Bernstein), Co-ms 6112—A bright and winning Seance. The mood is light-hearted and goording is excellent. A strong album are large group of Bernstein fans, continues to grow larger every month tours and TV appearances. Attrac-werer will aid sales.

\*\*\*\*

(Lockjan) Davis & Shirley Scott.
llie MVLP 4—Certainly a very tasteof performances, with Davis con-(Continued on page 59)

hit HALLOWE'EN LP ALBUM



A Hallowe'en hit that puts life in the party — profit in your cash register! This 12" LP "Spooktacula" Album gives you a "haunting" 40 minutes of scary; spooky stories-in-sound. These includes: "Witches Rehearse for Hallowe'en," "Hobgoblins and Space Ships;" "A Cemetery at Midnight;" and many others. In addition to these, you get a sensational series of mad, spine-chilling sounds, weird groams, moaning winds, clanking chains, creaking stairs, witches' mumbo jumbo . . . all kinds of spooky sounds for special effects and party fun. "Spook Stuff" also provides a unique

"Spook Stuff" also provides a unique series of unusual dramatic sound effects of superb reproduction quality for professional and semi-professional use.

List price \$4.98. Counter Cards, other selling aids with each order. Cash in on this timely Hallowe'en special. For complete dealer information and name of your nearest distributor, contact MP.TV SERVICES, (Dept. Bl, 7000 Santa Monica Blvd., Hollywood 38, Calif.

#### NEW! NEW! NEW!



CLOCK RECORDS, INC. CLP 1619 Broadway, N. Y. C. 331



The World's First Stereo-Scored Orchestra

DOCTORED FOR DISCOUNT!

Pungent, Novel Albums of Quality and Taste OHI DOCTOR (COMEDY) CR-306
APHRODITE VOLS. 1 & 2
LADY CHATTERLEY'S LOYER VOLS. 1 & 2
\$4.98 List Price . . . Quantily buyers,
write. CHAMPAGNE RECORDS
215 W. 92 St., N.Y.C. 25

on Roulette

C/W THE GRAPE

STOMPERS

(Fingers) Carl and the 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 Shanytown," "Hey, Mr. Banjo," "There's A-Plenty" and "Somebody Stole My Gal." Good fun in these attractive arrangements. ments.

\*\*\*\*\* 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.



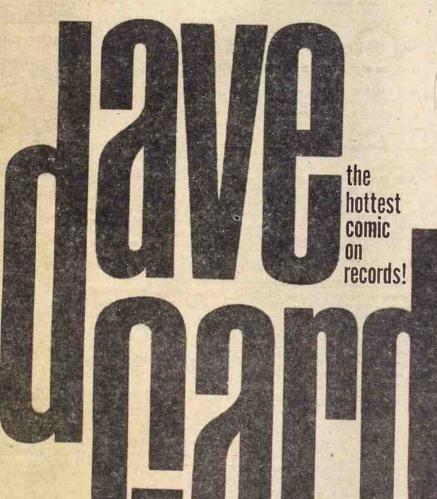


RCAVICTOR LPM-2083



... two albums that'll warm the cockles of your cash register! Brother Dave's fiery "sermons"—and blazing sales — prove that comics are hotter than ever. Gardner's the hottest of all! Stoke up, dear hearts!

RCAVICTOR (\*)



# 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.

		The Billboard's weekly nationwide surveys.
This Week	Las	
1	1	By Hank Ballard—Published by Armo-Jay & Cee Music (BMI)
2	2	IT'S NOW OR NEVER
3	4	WALK, DON'T RUN
1	3	MY HEART HAS A MIND OF ITS OWN
5	8	MR, CUSTER
6	7	THEME FROM THE APARTMENT 6  By Charles Williams—Published by Mills (ASCAP)
1	6	VOLARE (NEL BLU DI PINTO DI BLU)
8	9	CHAIN GANG
9	10	A MILLION TO ONE
10	13	By Jacobson-Stallman-Kottelman—Published by Saxon (BMI)
11)	12	IN MY LITTLE CORNER OF THE WORLD
(12)	15	KIDDIO
13)	5	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI
14)	17	DREAMIN'  By DeVorzon-Eilis—Published by Sherman-DeVorzon (BMI)
(15)	18	MISSION BELL
18	25	By Don Everly—Published by Acuff-Rose (BMI)
17	20	HOT ROD LINCOLN
18	11	I'M SORRY
19	24	DEVIL OR ANGEL
20	14	FINGER POPPIN' TIME
21)	27	PINEAPPLE PRINCESS
22	21	OVER THE RAINBOW
23	22	YOU MEAN EVERYTHING TO ME
24	23	THE SAME ONE
25	-	SAVE THE LAST DANCE FOR ME
26	29	(YOU WERE MADE FOR) ALL MY LOVE
27)	28	HELLO, YOUNG LOVERS
28	-	THREE NIGHTS A. WEEEK
29	19	By Orbison-Nelson—Published by Acuff-Rose (BMI)
30	-	NEVER ON SUNDAY

#### RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- 1. TWIST—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.
- 2. IT'S NOW OR NEVER—ENIS Presley, Vic 7777.
- 3. WALK, DON'T RUN Ventures, Dolton 25.
- 4. MY HEART HAS A MIND OF ITS OWN—Counte Francis, M-G-M 12723.
- 5. MR. CUSTER-Larry Verne, Era 3024.
- 6. THEME FROM THE APARTMENT
  —Ferrante and Teicher, United
  Artists 231; Jack Lommon, Epic 9399.
- 7. VOLARE (NEL BLU DI PINTO DI BLU) Pier Angeli, Roulette 4104; Pat Boone, Coral 62021; Dalida, 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.
- 8. CHAIN GANG Sam Cooke, Vic 7783,
- 9. A MILLION TO ONE Jimmy Charles, Promo 1002,
- YOGI—Ivy Three, Shell 720; Paul Ackerman Ork, Scarlet 4003; Sylvia Saynt, Wynne 127.
- 11. IN MY LITTLE CORNER OF THE WORLD—Anita Bryant, Cariton 530,
- 12. KIDDIO-Brook Benton, Mer 71652
- 14. DREAMIN'-Johnny Burnette, Liberty 55258.
- 15. MISSION BELL Donnie Brooks, Era 3018.
- 16. 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
- 19. DEVIL OR ANGEL—Bobby Vee, Liberty 55270.
- FINGER POPPIN' TIME Hank Ballard and the Midnighters, King 5341; Stanley Brothers, King 5384.
- 21. PINEAPPLE PRINCESS Annette, Vista 362.
- 22. OVER THE RAINBOW Valarlo Carr, Roulette 4038; Perry Como, Vic 0107; Demensions, Mohawk 116; Echos, Speciatty 601; Judy Garland, Dec 25493; Dizzy Gillespie / A. Cromer, Verve 89193; Georgo Shearing Quintet, M-G-M 12309; Big Dave Washington, Vic 7628.
- 23. YOU MEAN EVERYTHING TO ME-Neil Sedaka, Vic 7781.
- 24. THE SAME ONE—Brook Benton Mer 71652.
- 25. SAVE THE LAST DANCE FOR ME—Drifters, Atlantic 2071.
- 26. (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.
- 28. THREE NIGHTS A WEEEK-Fats
  Domino, Imperial 5687.
- 29. ONLY THE LONELY—Roy Orbison, Monument 421; Johnny Western, Col 41500.
- 30. 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 applecation, 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.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

pull, nouse upine on surjusty bach. (Ludiow, RA(I)

in screen, fixed in the Midnight form, ... 64
Lobursty poce marks this felt-gauge-ing neverty which may reap initial fooling play because of title, (Full-way, BME)

The following records, also reviewed by The Billboard mode 1957, were raised 6d or 1956:

SQR ALEXANDERS, I Got the Mesquest

BILL CECERO: Day After Day Judges. Heart-Anchor 143

PACE COSTELLOR Goess Go and See My Rally Place Sale, One Broken Heart M.

CUS CORDON & THE DANNELS In the Valley of the Roses My Little Hombs' Pures—Dana 525

MADDY BROTHERS Her Linte Gattel/

#### Children's

THE PRAIRIE CRIEFS
Jim Bustic-Advanceds Vas
RCA VICTOR WHY 13—The Prairie
Chiefs hing the theme of the popular
"Jim Bustic" TV cerips. Should be a
natural for hisble asken to the agrey
of fans in the six and ever set.
The One Chebales Vitil ... 78
The Prairie Chiefs sing the saga of
the adventures along the Chiebalin
Trail, with pleasing of "Rivis-Yub-Yipb-Yaya." Has a failuin quality
which will appeal to hisb, the title
of the firm will get it the first spins.

BEANNON
Televisher Jingle Dingle
Bain, or Shine Songs

RCA VICTOR WHY 75—A cuse collection of little listers composed to
the delivery. He interpects upones
into with TV character "Imple
Dingle," which makes fee a nice production. From blottle merchandine ag
the 48-cent tag, with colorful sieuve
to match. For gin to 10 proup.

normy others

Beca VECTOR WHY 72—Sect and

oreany voiced then often delivers attractive version of the traditional
hillsby, Color sleeve shouthy mother
and yawning they is srong attention
potter for the good therehandles, A

big decent value, for the leve to

type.

fve's. Geodenicht...?8
This is brahess' "Lulistev" and it's most appealingly hamiled by the thrush, A strong coupling for the kiddie market.

#### Polka

STAN ANTONE K

MARK 109-Assomily sings the son-

Opinnis some off Mary, Marry Me.

DANA 3263—Trumper bears the unit on this merry polla interpure stall, Books band has a felt queuels sound. Other lake face. dispres-AL EFRACE

WALLY limits Posts of the posts

Mappy-wounding treatment on a beigni-three-quarter indicals. A good fake box sale. (Peer, Bill)

#### Jazz

Fund's Came, Ports, I & 3

Fund's Came, Ports, I & 3

EULE NOVEE 1677 — Furthy organs
incommunity by Smith on his library has
a toronal Wast came gos well in this
a toronal Wast came gos well in this
a toronal Wast came gos well in this
a toronal Wast came gos well in the came and the came gos well as the came of the

ART HE ARRY

BLUE NOTE 1679 - Francis drain sound in hy Blakey on a base Bust

support, Josh sides are from Blake. "Orgy in Rhythm" silnim, (Greece AMI)

CURTIS FULLER

## THE MUSIC BOX

THE PARSEST SELECTION OF 45" -- EP" --LP'S FOR IMMEDIATE DELIVERY ORDER SHIPPED SAME DAY RECEIVED



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AMERICA'S MOST COMPLETE "ONE-STOP"

Very record secessory needles—golysthylana slaeves,
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of and best in singlest and LP's ask to be put on as maxima list.

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Zone State

when answering ads . . . Say You Saw It in The Billboard

# 45-45 Stereo Industry Pick

· Continued from page 13

were referred to as "the tone arm people" associated with the Electronies Industry Association, At this season, preliminary acceptance of the "45-45" assican was arrived at. The only thing they have not vet 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 even in the beautiff of the control of the two most prominent experimental stereo systems would even in the appearance, but it was remarked that the only other well known as the particular in time to meet the analytic that the only other well known as a sample pressing available at the "Theolay EIA meeting. Rummer has the only other well known as a campleyed.

No Obsolevence Fear

was employed.

Aleaswhile, a gaskesman for Wentrea and that about 10 new enters had been received here by additional engineering talent in the field, both here and in London, week. "Delivery on all standing orders from this area will be made early next week," the spokesman and list week by RCA Victor was substantially correct. Notther the London part week, the spokesman and Or another front, Audio Playity, which issued the first commercially present stereo disk less than two months ago, has set the release of four additional stereo packages for February. The release technics and litting "Radround Sounds," and Johnny Poleo and His Harmonica Cang. "According to Sh! Prey, maked of the carry a feeting.

## SPA Collection Plan Stirs Pubs

· Cynthwed from page 13

his relationship with a writer as stajority of the membership is insisting to a possible. He pays them in full for everything to no middle the project will be developed party in needed. It is SPA's function to decide which publishers mitted to the membership. in full for everything as no middle party is needed. It is SPA's func-tion to decide within publishers aren't giving writers a space count and then make every elfort to investigate and find out why Howaver, that doesn't jostify 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 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 reintursed for any advances given a writer, before royalties are paid to the writer.

In line with Richmond's statenent, some confusion exists as to whether SPA proposes to collect only at the publisher level, or if mly at the publisher level, or if hey contemplate going to indi-richal royalty sources. Miss Stern said no definite course of action had been decided upon, pending the outcome of the poll. If the

## Col Prepping

· Continued from page 13

will be thred for the film's national release during Easter vaca-

Most of the times will be ser, 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 in the picture.

Hop, in the picture.

Columbia is mapping an extensive deejay compaign (to plug the movie and the flock of new record releases by the above artists on the shows 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. safe exposure-wise.

Publishers agent Marry For opined & was highly doubtful if publishers would go for the plan. Lack of information, used For. "makes them (SPA) try them things, SPA is not set up to ad quickter such an operation

## Groovings High

. Continued from page 14

mbes" presentation (which will adhere closely to the Met Opera vor on) of the operate next Sunday (26). Victor, in co-operation with "Omnibus" sponsor Union Carbiele, hat distributed special wind streamers (plugging the album and the TV program) to 8,300 classical record shops across the country

"Swing Into Spring" (April 9, 9-10 p.sa.) will be built around Benny Coodman's band and will feature a number of top performer music names, many of whom re-ceived their first break from Coodman. The show will re-create the music, moods and dances of the swing era-1935-1945, thereby cue ing the re-release of many of the "Benny Coodman Story" puck-ages, which resulted when Goodman's life story was filmed a couple of years ago.

The De Mille ballet, "Cold

Rush" (with dancer adapted in Rush" (with dances adapted in part from the Broadway musical "Pain Your Wagon") will introduce three new Lerner-Loewe songa-"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 Rittmen and lyries by Oscar Brand.

Arthur Hamilton, who permed "Cry Me a River," wrote the new tune "Buyamo," which will be kicked off on the Lucille Ball show February 3, 8-9 p.m., via vocal

February 3, 8-9 p.m., via vocal and instrumental showcasing by Betty Grable, Harry James and the

#### BEST SELLERS!

JOHNNIE PATE Quintet

#### SWINGING SHEPHERD BLUES

Federal 12312

JOHNNIE PATE Orchostra WALKIN' WITH MR. LEE Federal 12314

BILL DOCCETT LEAPS AND BOUNDS Paris 1 and 2 King 5101

OTIS WILLIAMS and HIS CHARMS OH JULIE

DeLune 6150 BARL 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

THY BRADSHAW SHORT SHORTS King 5114

## NEW RELEASES!!

BILL DOGGETT FLYING HOME

Hippy Dippy King 5096

LITTLE WILLIE JOHN TALK TO ME, TALK TO ME

Sparms King 5108 TINY TOPSY

WATERPROOF EYES

You Shocked Me Federal 12315



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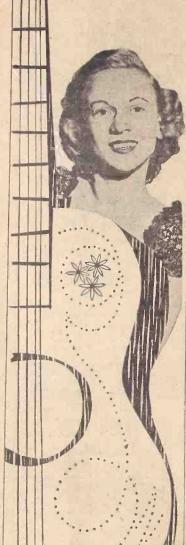
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# BALLAL



# YOU'RE JUST THE KIND

I USED TO LOVE YOU



RECORD NO. 3881

# 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

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.

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**

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

- Great Balls of Fire
   Jerry Lee Lewis, Sun
   My Special Angel, Bobby Helms, Dec.
   Kisses Sweeter Than Wine
- Jimmie Rodgers, Rlt.
- Jimmie Rodgers, Rit.

  4. The Story of My Life
  Marty Robbins, Col.

  5. Uh Huh, Sonny James, Cap.

  6. Jailhouse Rock, Elvis Presley, Vic.

#### Dallas-Fort Worth

- Jalias-Fort Worth

  I. 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. Jalihouse 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.

- Jimmy Skinner, Mer.

  9. Big River, Johnny Cash, Sun
  10. Raunchy, Bill Justis, Phil. Intl.

- Houston

  1. Wake Up Little Susle
  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

- Jerry Lee Lewis, Sun
  4. The Story of My Life
  Marty Robbins, Col.
  5. This Little Girl of Mine

- Everly Brothers, Coc.
  Is It Wrong? Warner Mack, Dot
  My Special Angel, Bobby Helms, Dec.

#### Memphis

1. The Story of My Life Marty Robbins, Col.

#### 2. Ballad of a Teen-Age Queen

- Johnny Cash, Sun

  My Special Angel, Bobby Helms, Dec.

  The Story of My Life
  Marty Robbins, Col.

  Rock-a-Chicka, Warner Mack, Dec.

#### Nashville

- Johnny Cash, Sun

  The Story of My Life
  Marty Robbins, Col.

  Great Balls of Fire
  Jerry Lee Lewis, Sun

  Geisha Girl, Hank Locklin, Vic.

  Lifent the Bluebirds, Sing
- Jim Edward, Maxine and Bonnie Brown, Vic.

  6. I Found My Girl in the U. S. A.
- Jimmy Skinner, Mer. 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
  Jailhouse Rock, Elvis Presley, Vlc.
  My Special Angel, Bobby Helms, Dec.
  Wake Up Little Suste
  Everly Brothers, Cdc.
  Geisha Girl, Hank Locklin, Vic.
  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. Waltin' in School, Ricky Nelson, Imp.
  4. Raunchy, Bill Justis, Phil. Ind.
  5. Uh-Huh, Sonny James, Cap.
  6. My Special Angel, Bobby Helms, Dec.

# FOLK TALENT & TUNES

#### 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 Osear Parter Worgers. 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 disking 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. vorking the Gulf Coast area, recently signed with the All-star diskery and has "Rock Moon Rock" b/w "A Perfect Love" slated for March re-

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 Muteryear.". sic Center, Nashville, had its of-ficial opening last Friday (24). Snow increased air time to one

Newest featured performer on "Midwestern Hayride," WLW-T, Cincinnati, is Lorta Thompson, 16-year-older 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

port, Ky., will make a February 8 appearance on "Hay-ride." 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 Belew, Tony Douglas, Mallie Am

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, New-

and Slim, Johnny Mathis, the Four

B's, Martha Lynn, Linda Brannon

and Jerry Kennedy.

## • 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 thruout 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 Weeks

This case, both sides are listed in bold type, the leading side Last on on top. Week 1. THE STORY OF MY LIFE (ASCAP)-Marty Robbins
Once-a-Week Date (BMD)—Col 41013

2. MY SPECIAL ANGEL (BMI)—Bobby Helms
Standing at the End of My World (BMI)—Dec 30423

3. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis
YOU WIN AGAIN (BMI)—Sun 281

4. GEISHA GIRL (BMI)—Hank Locklin
Livin' Alone (BMI)—Vic 6984

5. IAL HOUSE BOOK (BMI) Elvis Deckley

4. Contact the contact of 10 5. JAILHOUSE ROCK (BMI)-Elvis Presley..... 6. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers... 7. KISSES SWEETER THAN WINE (BMI)-Jimmie Rodgers
Better Loved You'll Never Be (ASCAP)—Roulette 4031

8. BALLAD OF A TEENAGE QUEEN (BMI)— Johnny Cash
Big River (BMI)—Sun 283

9. RAUNCHY (BMI)—Bill Justis
The Midnite Man (BMI)—Phillips International 3519

10. FRAULEIN (BMI)—Bobby Helms
Heartsick Feeling (BMI)—Dec 30194 11. MY SHOES KEEP WALKING BACK TO YOU-12. I FOUND MY GIRL IN THE U. S. A. (BMI)-12. I FOUND MY GIRL IN THE U.S. A. (BMI)—

Jimmie Skinner . 9

Carroll County Blues (BMI)—Mercury 71192

13. WAITIN' IN SCHOOL (BMI)—Ricky Nelson . 12

STOOD UP (BMI)—Imperial 5483

14. HOME OF THE BLUES (BMI)—Johnny Cash . 13

GIVE MY LOVE TO ROSE (BMI)—Sun 279

15. IS IT WRONG? (BMI)—Warner Mack . 14

Baby Squeeze Me (BMI)—Dec 30301 10

# 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. Week Chart 1. THE STORY OF MY LIFE-Marty Robbins..... 1 2. MY SPECIAL ANGEL-Bobby Helms..... 2 3. BALLAD OF A TEEN-AGE QUEEN-Johnny Cash. 5 4. GREAT BALLS OF FIRE-Jerry Lee Lewis..... 10 I FOUND MY GIRL IN THE U.S.A.-8. WAKE UP LITTLE SUSIE-Everly Brothers ..... 4 9. JAILHOUSE ROCK-Elvis Presley...... 14 11. IS IT WRONG?-Warner Mack..... Col 40984—BMI

13. LOVE BUG CRAWL—Jimmy Edwards..... 14. YOU WIN AGAIN-Jerry Lee Lewis..... 

> NOW ON HICKORY! Hickory 1073 If It's Country Music It's Bound To Be Good!

> > SENSATIONAL

"GREAT BALLS OF FIRE"

JERRY LEE LEWIS

Sun \$281

#### Reviews of New R&B Records

BARL BOSTIC ORK

ARL BOSTIC ORK

No Name live

King 5105—Driving instrumental featuring Earl Bostic's fine alto. (Plymouth, ASCAP)

Bouthern Fried...78

Slower in tempo than the filp is this
instrumental, which catches a mood
and features solid alto work. (Leeds,
ASCAP)

RICKIE AT THE KEYS 

> NEW RELEASES Vee Jay 264 "CRAZEE BABEF'

The Spaniels

Vee Jay 268 BIG TWO FOUR"

Noble "Thin Man" Watts

Falcon 1008 "SUGAR DADDY"

"DON'T YOU COME IN HERE"

Priscilla Bowman

VEE JAY-FALCON

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b/w "Ain't I Cried Enough" Flash #127-B

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BLUE-SATIONAL

Little Junior Parker THAT'S ALRIGHT

PRETTY BABY

DUKE RECORDS 2809 Ernstus St., Houston 26, Tonas is Rickie Aquary who chants and plays plano on this medium rocker, Good southern type sound could make an impression. (Planemar, BMI)

Can't You See....78

A slow pleader that's full of the agony sound. Good performance by Rickie Aquary on fair material. Flip rates an edge. (Planemar, BMI)

Mambolino . . . . 68

A tuneful, modified mambo which also could go for jocks and jukes. Flip is more on the teen terp kick, however. (Brandom, ASCAP)

Waterproof Eyes....71
Blues with a gospel beat is chanted by a gravel-voiced singer. Lyric has some novelty appeal. (Hennessy, BMI)

#### • Reviews of New **C&W** Records

TEX WILLIAMS

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

î	Label	Pop	RAB	CAN
ì	ALMA	1		
	BANANA	1		
i	BRUNSWICK	4		
î	CADENCE	1		
ı	CHALLENGE	3		
ı	CHECKER		1 .	
ı	COLUMBIA			
١	CORAL	7		
ĕ	DECCA			
i	DOT			
ı	FEDERAL		. 1.	
ì	GLORY	2		
1	IMPERIAL	3		
ŝ	KING	1		
	LIBERTY	2		
1	MARK	1		
E	MERCURY			
	M-G-M	1		!!! <u> </u>
	PARIS	1		
	RCA VICTOR			
	RENOWN			
î	REV	1		
	ROULETTE	1		
	SAVOY		1 .	
	SPECIALTY		1 .	
1	TREND	1		

UNITED ARTISTS .. 1 ... - ... - VIK ......

TOTALS ..... 62 .... 7 .... 6

#### FOLK TALENT AND TUNES

With the Jockeys

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 Monoe. I place no restrictions on my shows, programming everything from Elvis to Acuff, just so it's considered country and western." Winners of Mack's 1957 c.&w. artist popularity contest, conducted Winners of Mack's 1957 c. &w. artist popularity contest, conducted via mail, were as follows, in order: Johnny Cash, Hank Williams, Ray Price, the Everly Brothers and Webb Pierce and Hank Snow (tie).

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

to his all-country-music airings via XEG, Cleburne, Tex. Hank is also handling some of the talent on "Cowtown Hoedown," Fort Worth, and currently has Lawton Williams set on a number of shows in the

#### Pay-Later Idea

• Continued from page 8

part of distributors in the size of 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

"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

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.

film properties.

In any event, station film buyers can look forward to sales pitches on the package no later than summer.

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# **VOX JOX**

THIS 'N' THAT: Sherm Feller, WEZE. Boston, reports Johnny Nash has recorded his (Feller's) new song, "My Pledge to You" on the ABC-Paramount .. Thruston Moore, Verona Lake Ranch, Verona, Ky., is offering free copies of his "Rock 'n' Roll Scrapbook" to deejays across the country. The book is sold primarily thru radio stations, with buyers receiving free copies of local deejays' pictures which are printed up

KWK BANS THE ROCK: Local St. Louis station KWK (erroneously identified with a New York dateline last week 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. However, after several "record-breaking" days, it was decided rather than destroy any more wax, the records, and more wax, the records, and others being removed from the station's library in an overall music modernization, would be donated to organizations and institutions requesting

WDOK'S ALBUM MERRY-GO-ROUND: Effective February 3, WDOK, Cleveland, will revamp its programming policies and henceforth will concentrate ou 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." Chatter will be kept to a minimum. In a typical broadcasting day (6 a.m. to will be kept to a minimum. In a typical broadcasting day (6 a.m. to 6 p.m.) listeners will hear excerpts from three different pop albums. During each hour, one 15-minute seg (tagged "Spotlight on Singles") will feature pop single records. WDOK's "Album Merry-Go-Round will spotlight Broadway show tunes and movie music segs at 11 a.m. and 2 p.m. The new programming policy is modeled after similar stapolicy is modeled after similar station operations in New York, New Jersey, Boston and Los Angeles, says Wain, adding: "We've studied all of the various formats in use and fused them into something different."





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Polack Circus Opens

To Flint Turnaway

First Stand May Equal 1957 Gross

Despite Snow, Slump; Clowns Late

# Top Midwest Fairs To Buy as Circuit

Defer Action Until February On Barnes Grandstand Proposal

CHICAGO — Seven top Mid-western and Southern fairs will their night show on that basis. Continue to book their night grand-The fair reps met with Sam J. stand shows on a circuit basis.

# Kenfucky 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)

# **Beatty Signs** Hawaii Date

HOLLYWOOD-Clyde Beatty was signed here last week as the feature attraction of the circus to stake races. be sponsored by the Hawaiian Covernment Employees' Association in Honolulu February 28 thru March 15. Earl Finch is here booking acts

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 anaterial. 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 docu-

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

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. Levy Sr., president of the Barnes-Kansas City.

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; 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.

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.

# Vote to Push Pari-Mutuels In No. Dakota

State Association To Initiate Bill; Mellon New Prexy

FARCO, 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

# Maine Elects Heald, Gets News of Stipend

PORTLAND, Me. -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 paidout premiums from the State stipend. - Robert

There was a school held Tuesday (22) for harness race officials by Don Miller, U. S. Trotting Associa-tion official, and films of the Ham-bletonian and Little Brown Jug

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.

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, Evic and Everto, Eddie Morgan, Buster West, Lucille Page and Buster West Jr., Dorothy Rankin's Marionettes and Sam and Andy.

# **Ernie Young Pacts**

Plans now are to open the museum in 1959, according to Clark Wilkinson, secretary of the museum corporation. The corporation of the convention of the conven

Amusement and supply who registered included 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 Mar-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.

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 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.

# no changes were made in the sequence of acts. Only disappointment was the delayed arrival of the Bizzarro Brothers, musical clowns, Hetzer's Spec Is Signed by Nashville Fair

that, contrary to the usual practice,

State Fair here has contracted

# NASHVILLE-The Tennessee

Also E. B. Henderson, Regalia

# Sagendorph Elected Mass. Assn. Prexy

BOSTON-Nearly 300 persons for fairs in their long history. 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 over New England.

Richard S. Sagendorph, of Spen-cer Agricultural Society, was elect-ed president replacing Edward M. Dwyer, Marshfield. Paul Corson, Topsfield, was re-elected secretarytreasurer. Others elected were: Harry Storin, Barrington, first vice-president; Daniel Reidy, Wéy-mouth, second vice-president; Au-gust G. Means, Topsfield, third vice-president Ex-President Dwyer was named chairman of the Execuwas named chaintain 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.
Charles J. Thayer and A. W.
Lombard exafficité

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.

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) afterneon had a turnaway estimated at 2,500, and crowd that hight was near connective Rusiness.

#### 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 foitial performance. Mike Meany **Elected Pres.** Of Ala. Assn. noothly at the initial performance

MONTGOMERY, Ala. -- Mike Meany, Tuscalossa, was elected president of the Association of Alabama Fairs at the group's annu-al 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 Lyan, Martgomer, and Lyan liam Lynn, Montgomery, and J. B. Johnson, Cullman, directors, Christie Summers, Jasper, secretary-treasures; George B. Flint, Barnes-Carruthers Theatrical Enterprises checkles terprises, chaplain.

Ecprises, chaplain.
Convention speakers included
E. L. Tucker, editor of the Thomasville Times; Joe E. Pruett, secretary of the Ceorgia Association of Fairs, and A. W. Todd, Alabama Commissioner of Agriculture.
Show people in attendance in

Show people in attendance included Jack Lindahl, Lee Slade, Boyle Woolfolk Agency; Eddio Zacchini, Jack Norman, Olympia Theatrical Enterprises; Wilson Storey, Storey Theatrical Enterprises; Ceorge 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, Cem City Shows; Al Kunz, Heh Shows; Mr. and Mrs. John Portemont, Jimmy Bush, Johnny's United Shows; Mr. and Mrs. N. L. Cresca, Tommy Thompson, Bill Dollor, 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 d Southern fair dates has been se by Eastern officials of CAC-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

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, They are th seum 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.

fairs. They are the fairs at Fargo, take a new look at the county fair to try to bring it up to modern to try to bring it up to modern to basic and Wirginia, Harrisonburg, Southern spots and Wirginia, Harrisonburg, Southern solutions and Virginia, Harrisonburg, Southern solutions 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 said 1957 had been the best year to the said and with little notice. The case is separate from one filed and Virginia, Harrisonburg, Southern spots are pending.



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# 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.

way about continuing the daily automobile giveaway, which cost the fair \$19,000.

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

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 fol-lowing the death of H. H. Mc-

Elroy.

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.

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, 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

## 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 star closery than the same properties of the same properties as the closery of the same properties as the closery of the same properties as the closery of the same properties as the same pro cording 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 building, said he could handle 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.

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 comparitive departments
amounted to \$55,000.
Last year's CCE produced rec-

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 Clorks and Victoria

ton and Clarke, and Vice-Presi-dents Don Reid and Clarke Mans-field. Named to the influential adfield. 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. Argue, 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

What the mushrooming ice skating craze has produced in the U.S. is an abundance of capable young-sters vieing for a limited number of professional positions with ice shows. In that business, dominated by Europeans and Canadians for 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 litt have treadily recorded. 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.

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 knowhow to an industry which was born abroad, but perfected here. born abroad, but perfected here.

New, Novel with proven profits . . THE ALLEN HERSCHELL RODEO RIDE

> "After operating the new Atlant Herschell Rodeo on the road last season, I am more than pleased with its performance," Billy Lynch, veteran railroad show operator, of Halifax, has written to Allan Herschell. "Ride appeal, extreme portability and low operating expense sold me on the Rodeo'Ride when I saw it set up at your factory. As far as I am concerned the proof of the ride is in the profit; the Rodeo Is a proven profit maker."

> In the Allan Herschell Rodeo Ride the all-aluminum horses with western saddles gollop around the center and the young buckgroos shoot at the "bad men" in the center. Lights in villoins' guns blink to simulate a realistic "shaot-back." Adult size horses . . . no horsepipe, cranks or platforms . . . extreme portability.

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ARENAS & AUDITORIUMS

Indianapolis

Coliseum Plans

Indoor Racing

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 whiching in October

to start whirling in October.
Ross stated they planned it last

year, but they weren't able to get

Ross added that he was prepared to conduct races during the hockey

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DAYTON T, OHIO

# Louisiana Date 'Ice Capades' Big for Steiner, Signs Another

LAFAYETTE, La.—Three sell-outs at the 5,000-seat Blackham Coliseum, plus an estimated turnaway of 10,000, were scored by the Tommy Steiner Championship Rodeo in a four-day stand sponsored by the Mid-Winter Fair.

the Mid-Winter Fair.
Featured name was Gail (Annie ligious groups. Matinees especially were heavily attended and at the

Oakley) Davis.

Ticket office didn't even open on final Saturday matinee even the e final day, Sunday (19) because seats in back of the band were the final day, Sunday (19) because seats the advance sale had taken all filled. 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.

#### COST 61 CENTS FOR CONCORD TO PARK A CAR

RALEIGH, N. C.—During 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."

# Long Beach Showing **Financial Progress**

By TOM PARKINSON

T THE LONG BEACH Municipal Auditorium, Win Hansson, A 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.

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

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 book-keeping 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 Hanssen appears to be winning. Any way it's figured, the financial picture at Long Beach is improving.

Draws Biggest

Heavy promotions in TV, radio

and newspapers helped. Strong

emphasis was placed on attracting organizations such as the Boy.

zation magazines. He said a cam-

Capades at Spokane SPOKANE-Ice Capades drew

formances in the Spokane Coliseum

covered the Christmas - to - New

A year ago 'Capades attracted 50,561 paid admissions in 11 performances, which was a 12 per

cent increase over the previous

well in view of business conditions

in the Spokane area. The region is

considerable unemployment.

Kellogg said he felt it did very

Year's engagement.

**Boston Gross** 

# Readying the Coliseum for the speedsters would mean a loss of only 2,000 of its 8,000 seats, Ross said.

drivers or dates.

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 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 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.

opening show.

Baier was booked into the Forum from December 26 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 a round town. Baier's billed lightly and sold tickets only at the Forum and one BOSTON — An advertising budget up 60 per cent and con-centration on block sales gave Ice Capades' 17-day stand at the Bos-ton Garden its biggest gross in the history of the Boston engagement.

Baier's billed lightly and sold ucaets 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 shead of the criminal Treasurer Edward Powers be-lieves that a great deal of the business came from ads in organipaign which hit a record for the recent Gene Autry Rodeo Show had been followed closely. Favorable weather brought patrons from all over New England. (12), a week ahead of the original schedule. "Holiday" was rolling strongly. It sold 70,000 tickets prior to Christmas, when it played

#### 38,636 paid admissions in 12 per-ATOMIC BALLOON GAME according to George H. Kellogg, recorder of the Shrine Temple which sponsored the show for the 10th year. His recent report

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# Ga. Turnout Big; Schedules May Workshop

ATLANTA — Doug Strobehm, 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, Hiawassee, 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.

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 mual workshop will be held May 19-20 at Rock Eagle State Park near Eatonton, with the board and officers to work up the program.

the board and officers to work up the program.

Registrants Listed
Fairs represented were Albany,
Athens, Augusta, Barnesville,
Brunswick, Carrollton, Columbus,
Dalton, Decatur, Hartwell, Hiawassee, 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 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

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.

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 AllAmerican Auto Rodeo. Last year it
toured Europe as the Hollywood
Auto Rodeo. 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.

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.

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.

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

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.

FREE BUS RIDE

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 fourthing and criticisms. ing 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.

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 ance; Andre and Renee, novelty dance, and Bruce Stevens, comedy

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## ANCHOR



# 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."

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 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.

Free bus transportation from the hotel will be supplied by the Allentown association for all events scheduled at the fairgrounds.

Other association officers are: Vice-presidents, John Giles, Reading; A. J. Richards, Butler, and Dwight Hower, Port Royal, and secretary, Charles Swoyer, Reading.

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#### Carnival Routes

American Midway: (Citrus Fiesta) Mission, Tex., 27-Feb. 2. Blue Grass: (Fair) Palmetto, Fla. Clades Am. Co.: (Fair) Clewiston,

#### 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 &

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.

Syracuse, N. Y., 28-Feb. 2: To-

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 I. Creene, Dr. Morton, Hypnotist: Grand Prairie, Tex., 27; Garland 28; Jasper 29; Paris 30; Windwood 31.

Matchstick City: Miant. Fla. 27

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; Sweet-water 28; Big Spring 29; Odes-sa 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.

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** Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 27-Feb. 25.

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 stageshow featuring top names in the entertainment field. A fiesta parade and a mammoth public coro-nation 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, fire-works displays, concerts and con-tests 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 Lenawnee 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 De-

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.

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.

cago 27-Feb. 1.

No Time for Sergeants: Boston 27-

Porto Fino: Philadelphia 27-Feb. 1. Separate Tables (Eric Portman, Geraldine Page): Chicago 27-

This Is Goggle (Kim Hunter):
Washinton 27-Feb. 1.
Tunnel of Love (Russell Nype):

San Francisco 27-Feb. 1.
Waltz of the Toreadors (Melvyn Douglas, Betty Fields): Philadel-phia 27-Feb. 1. Winesburg, Ohio (Dorothy Mo-Guire): 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 Water-

MERRICK-A. N.,

82, former circus bandsman, at Middletown, O., Tuesday (Jan-uary 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

## FAIR MEETINGS

cultural 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,

Nebraska Association of Fair

Nebraska Association of Fair Managers, Hotel Cornhusker, Lin-coln, January 27-28. H. C. Mc-Clellan, Arlington, secretary. Western Canada Fairs Associa-tion, Bessborough Hotel, Saska-toon, Sask., January 27-28. George K. Ross, Prince Albert, Sask., sec-retary-treasurer. South Dakota Fair & Exposition Association. Pierre January 29.

Association, Pierre, January 29. Kenneth E. Johnson, Colome, sec-

retary-treasurer.

Pennsylvania State Association of 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, presi-dent.

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, secre-

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, secre-

Association of Connecticut Fairs, Berlin High School, Berlin, Conn., April 12. J. C. Bartlett, North Haven, Conn., secretary.

#### Do-It Show Set My Fair Lady (Brian Aherne): Chl. In Los Angeles

LOS ANCELES - 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.

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 Middle town. Burial at Zanesville.

RITTER-Edward,

81, for many years an official of the Miami County Fair, Troy, O., January 8 at Troy. Until his o., January 8 at 176y. 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 Cometery, Troy, O.

TARVER-Jim,

72, circus giant who trouped 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, 72, circus giant who trouped for west Memphis, and John, Tur-rell; as well as a half-brother, half-sister and step-son.

#### MARRIAGES

MOORE-AYRES-

Benjamin C. Moore, manager of the Spokane Coliseum and Mem-orial Stadium, and Miss Char-lotte Ayres, former dancer with New York musicals produced by Ziegfeld, Schubert and Roxy. They were married January 7.

#### BIRTHS

SHOEMAKER-

a son, William F. Ir., December 29 in New Oxford, Pa., to Mr. and Mrs. William F. Shoemaker. Parents are former show owners now operating independent back-

A son, James Patrick, January 9 in Manitowoc, Wis., to Mr. and Mrs. Herman McKenna, coowners 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. 28-Feb.
1. D. C. Pearcy.
De Land—Volusia Co. Fair, March 3-9. Lee
Maxwell.
Eustic—Lake Co. Fair & Flower Show,
March 10-18. Karl Lehmann.
Fannin Springs—Suwanne 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 Fia. Fair, Feb. 38. Robert Hippelheuser.
Kissimmee — Kissimmee Valley Liveatock
Show, Feb. 19-23. C. L. Partin.
LaBelle—Hendry Co. Fair, Jan. 28-Feb. 1.
Frank Pohlill.
Largo—Pinellas Co. Fair & Horse Show,
Feb. 24-March I. J. H. Logan.
Madison—North Fia. Liveatock Show &
Sale, Feb. 24-March I. J. H. Logan.
Madison—North Fia. Liveatock Show &
Sale, Feb. 24-March I. J. H. Logan.
Machine Central Fia. Fair, Feb. 24-March
1. C. T. Bickford.
Plant City—Fia. Strawberry Festival, Feb.
17-22, Fred W. Nulter.
Sarasota—Sarasoto Co. Agri. Fair, March
10-15. K. A. Clerk.
Sebring—Highlands Co. Fair, Feb. 14March I. B. J. Harris Jr.
Tampa—Fia. State Fair, Feb. 4-16. J. C.
Huskisson.
West Palm Beach—Palm Beach Co. Fair,
Jan. 24-Feb. 1. Lamar Alien.
Winter Haven—Fia. Cibrus Expo., Feb. 1422. Robert J. Eastman.

## ROLLER RUMBLINGS

The Operator Vs. Patron Personal Injury Suits . . .

CINCINNATI -- Reports of mounting numbers of personal inmounting numbers of personal in-fury 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 when-ever 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

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.

eign substances and debris.

During the trial the rink manager festified 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 uneveness in ft. 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.

gerous 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 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. 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

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the fact that the patron was drunk 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. vided patrons.

#### Woman Wins Suit

Also, see William vs. Essex Amusement Company, 48 Atl. (2d) 828, where an aged woman was 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 and Townell use Key 150

Sets Conclave

duct 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.

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

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 controled. Defendant (proprietor) must have known that failure to exercise control involved an unreasonable risk of injury."

Court Appropries Bule

Court Announces Rule

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 lia-

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

CHICACO — 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 committee of the

dieland 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 featuers 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

Special and standing committees

are: Finance-A. B. McSwigan, chair-wice-chairman;

Finance—A. B. McSwigan, chairman; Don Dazey, vice-chairman; Harry Batt, A. B. Curtler, 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,

# Sports Group **Sets Conclave**

FEASTERVILLE, Pa. 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 associa-tion 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.

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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#### FOR SALE OR LEASE

J. L. CULUMBER
152 Westdale St. Decatur.

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 Jf., Irving Rosenthal and J. W. (Patty) Conklin.

Location and Exhibits—Lawrence Canfield, chairman, H. Tarrill

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, Shairman, Julian Marton, vice

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-

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

Horses from one of the three original CING DERBIES ever built and one the biggest money making rides in a world. These overslzed, hand carved ood horses are stored and in very good ndition together with other parts that in be used to rebuild this ride. Pictures 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...AMUSEMENT PARK

Established major park in Ohio, large industrial area of 700,000. Coaster, Major Rides, Kiddieland, Roller Rink-Dance Hall, picnic areas and lake front. Only responsible parties need reply-not interested in information seekers.

First Listing.

WRITE BOX D-30 c/o The Billboard, Cincinnati 22, O.

#### WANT TO BUY

Cash for quick deal on large park type 3 or 4 abreast Merry-Go-Round or Carousel.

Prefer Detzel or Philadelphia Toboggan make, in good shape. BOX D-31, BILLBOARD, CINCINNATI 22, OHIO



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	Zone State
O	

**CIRCUSES** 

# 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-

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.

J. F. SHAFER

Day: Lincoln 5-8481 Night: Lincoln 2-2299

4031/2 S. Main St., Royal Oak, Mich.

No advances or collects

# **Ringling Vote Due Tuesday** On Train Sale

Directors to Meet. 5 Votes Needed; Shreveport Okay

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; Robertt Troupe (6), tumbling, pyramids and ballet numbers; Shirley Warren, vocalist for production numbers; Lydia and Linda, double traps, hanging perchand 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 Ped-

rolas, wire, trapeze and iron jaw;

unsupported ladders; Dondo, tra-

# Possibility of an important change in the show's staff has been Another Miler, Calvin, Joins board meeting. Meanwhile, the show has completed its stand in Shreveport's Youth Center coliseum to adequate Kely-Miler

used in his big animal act, along with nine elephants, camels, horses,

ponies and other circus parapher-

nalia, will leave this week for a two

Circus has hired Col. Calvin (Cury) 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

Adding another Miller to the show staff means that besides coowners D. R. and Kelly Miller and General Manager Obert Miller, who are related, there will be Gen-eral Agent Art Miller and Eques-

J. Jarmes are working on press ma-terial for the new year. Legal adjuster Frank Ellis will be at Houston and Fort Worth fat stock

Superintendent Pete Smith has a crew of 31 men in quarters. Head cook Clarence Hano is feeding 43 people at the quarters cookhouse.

#### PHONEMEN

Strong deal, top sponsor. This is a repeat for the past 3 years. Deal just starting. Plenty taps, book and tickets, 25%, pay dally.

**EDWARDS** Call Amhurst 67286-67521 Chattanooga, Tenn.

Attention, Promoters

# WILLARD-MAGICIAN

Available. Two hours' Illusion Show. Thirty years' experience, two years promotion work. Address: WILLARD, Magician, R. D. 3, Allentown, Pa. Phones Ex 52573.

#### PHONEMAN

L. ALLEN

Prince Edward Hotel Windsor, Ont., Canada

#### 10—PHONEMEN—10

To sell advertisement on V.F.W. Annual Ball-Banefit for the veterans in Veteran Houpital—also on Duval County Courthouse Guide. Both deals start Feb. 3. No collect calls. Contact

M. GOLDMAN 806 Main St. Jacksonville, Florida Phone: Eigin 4-7793

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 alenhants canvals heres.

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. the vacation of George Werner.
Clayton Walls, gun boy in Beatty's
act has arrived from the West
Coast. Joe Brace, boss carpenter. 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. has returned from a trip to Hot Springs, Ark. Louis Schmideke, 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.

Springs, Ark. Louis Schmideke, boss mechanic, has arrived from his home in Rolla, Mo., and opened up his department. Willie Williams, head stewart in the cook house, is back in winter quarters after a vacation in Mexico City.

Bernie Mendelson of O. Hamiltonian in Mexico City.

was awarded the contract for a 140foot 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.

#### CIRCUS ACTS WANTED

Aerial, Wire, Novelty and Small Animal Acts for Hawaiian Gavt. Employee

CIRCUS Honolulu, T. H. February 28-March 15

Earl Finch Hollywood Knickerbocker Hotel
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Must be of highest celiber. Capable of dealing with business executives. Ability to close contracts for circus telephone promotion. THIS IS THE HIGHEST PAYING COMMISSION PROPOSITION OP ANY PROMOTIONAL SHOW. If you can meet the above qualifications, have automobile and typewriter and can START WORK NOW. Write, wire, phone. JACK MILLS

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FOR ONE OF LARGEST LONG ESTABLISHED INDOOR CIRCUS DATES OF SEASON

FULL ROUTE OF 36 WEEKS TO FOLLOW. ED MARSH, WRITE IMMEDIATELY, OFFICE NOW OPEN, WRITE

WALT STEBBS

# THE REPORT OF THE PARTY OF THE Used and in good condition, Circus Wagon and two Cages to house 2 Mountain Llons. Write CHARLIE REID 7300 W. Randolph, Forest Park, Ill., or Phone: Forest 6-3840 collect.

#### PHONEMEN

Labor Convention Book

No drunks-no collect calls. Indianapolis, Milrose 4-8208. Ask for TED

# WANTED 2 PHONEMEN Must write \$200 a day minimum to stay. This deal will support it. Strongest sponsor you can get. Call

RAY LANIER 9 a.m. to \$ p.m., 4-1190 or 4-1198, Elkhort, Ind.

Acts Listed

More new acts include Les Ped-

Harry Stern, comedy tumbling and

(24) and there was no indication that this would come up at the

peze 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.

Tack Mills said he expects this Jack Mills said he expects this about 3,000. Coliseum seats about (Continued on page 75) 9,000.

# UNDER THE MARQUEE

Woodcock's Elephants have signed with Rudy Bros. Circus for the 1958 season, Bill Wood-cock writes from Hugo, Okla., where he is working another ele-phant into the act. His son, Buckles Woodcock, is entering the Army.

George W. Paige, concessions manager with Polack Bros.' Cir-cus, has been elected to the Cali-fornia 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 sum-

#### 2-PHONEMEN-2

For repeat deal that grossed \$19,000 here last year. UPC's, book and banners, for top country music above. 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

#### PHONEMEN

42311, Springfield, Iil., Reynolds. 30511, Dubuque, lows, Floyd. 82314, Sloux City, O'Bryan. Iil. Ja., Wis., Minn. towns booked. Chicago nien. call Floyd. Jack Polk, call Reynolds. Henry Brunk, Steve Lawis, others, call

E. J. FLOYD

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 Bres.' Circus has prepared a 12-page promotional booklet.

Trombonist Ray Cassel. They visceral Agent Art Miller and Equestival Merice Evans, Phil Doto, Skinglited Merle Evans, Phil Doto, 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.

Houston and Fort Wo shows working press.

Superintendent Peter or 31 men in que cook Clarence Hano is people at the quarter.

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. . . AI Avalon (Continued on page 73)

# Conleys

BURLINGTON, N. Y. - Big Visiting in Florida recently was bandleader Mickey Sullivan, acbandleader Mickey Sullivan, ac-companied by his mother, and by (9), Harry Hunt announced.

Also reported is the return of George Foster to handle banners. Bob Dickman and Johnny Ful-ghum 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.

# Cimse's Scottish Collies

P. O. Box 986 Currently Dec. 20-Feb. 15 Circo Atayde Mexico City, Mexico

#### JIM MILLER CALL ME.

SHIRLEY SNOOKS BRING YOUR PARTNER. Jaycees deal, 413 Realty Building. Phone: HA 56893. No collects, Bessemer, Ala,

#### PHONEMAN Silver Anniversary Edition-

Good co-operation. JACK ROBINSON

## Flat Iron Bldg. Norfolk 1, Va. MA 2-5511

to work under top sponsors all season. Clyde Beatty Circus. Banners and U.P.C. Pald daily; must be sober and reliable; no winos or collects. Montell, Sims and Harry Walters, answer.

PHONEMEN WANTED

Beaver Falls, Pa., 8702-A.

#### CONTRACTING AGENT NOW

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., line, and the Tenn. Firefighters, Inc. Year-round work for the right party with above-average compensation potential. Address: TER-RELL'S ACENCY, P. O. Box 1044, Nashville, Tenn., or phone Canal 8-3623.

# To Form Publicity Group Strong Grid

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-organ.

Establishment of a well-organized State-wide publicity committee to function the year around in an institutional manner was another recommendation by Mrs. Mulroo-

The business session which closed 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. only after serious study

#### Sherman Read Elected

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 - treaslucer.

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

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. Rehmeyer were named to fill vacancies caused by the deaths of Edward S. Brooks and Arthur E. Deardorff.

Speakers, Panel
Additional speakers included G.
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

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. facturing Company

facturing 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

Sam J. Levy, Barnes-Carruthers Theatrical Enterprises, was master of ceremonies for a variety program following.

# George Carney Renamed at Brockton, Mass.

BROCKTON, Mass. BROCKTON, Mass. — George L. Carney Jr. and his slate of of-ficers survived the second proxy battle in as many years to retain the presidency of the Brockton Agri-cultural Society at the recent meet-ing. The cleaning ing. The election was unanimous with only minor changes in the of-

Carney was elected last 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.

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.

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.

# Schedule

DALLAS -- The 1958 State Fair of Texas, October 4-19, will have its strongest line-up of foot-

have its strongest line-up of foot-ball 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 aft-ernoon, October 4; Texas vs. Okla-homa, Saturday afternoon, October 11, and Rice Institute vs. Southern Methodist. Saturday night. Octo-Methodist, Saturday night, Octo-

ber 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 reelected 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. Watson, Duval County agricul-

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 ap-proved for the 1958 fair and dates were set at November 13-22.

#### Lloydminister, 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.

# Mich. Association Urged Dallas Sets 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 every constant of the carry in the proposition. The convention was a constant of the convention was an output of the convention was a constant of the convention was an output of the convention was an output of the convention was a constant of the convention was a constan

The convention was an over-The convention was an over-whelming 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 rinch was re-elected and other new officers include five vice-presidents: J. C. Brickert, Farm-ville; J. A. Mitchell, Richmond; A. C. Walker, Roanoke; C. W. Wampler Jr., Harrisonburg, and Barksdale Lawson, South Boston.

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

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

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

cal 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.

as an annual state ation.

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 only handicraft work but also 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. local fair.

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 need for better agricultural re-search and educational services of

Virginia.
C. T. Sydenstricker, manager of the West Virginia State Fair, led a round - table discussion on suba round table discussion on sub-jects of a general nature, submit-ted by members. The affair con-cluded Monday night with the banquet, featuring talent provided by GAC-Hamid and Cooke &



## 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.

Dancing, Eats and Entertainment-ALL FREE.



# Strates Herd Gets 3 More Elephants

Polack Bulls Augment Ex-King Group; 10 Steel Wagons Developing in Fla.

NEW YORK—The three ele-phants carried for years by Polack Bros. Eastern Circus have been off season. Part of the property sold to the James E. Strates Shows, has been cleared of woods for the 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 decrease of the strate of the strates has gone heavily into the menagerie field in recent seasons and this winter began work on a decrease of the strates of the strategy of the str and this winter began work on a doors. 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 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 un-der 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 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 Cherniak, Hannah Forman and Mary Lou Callbeck.

Ways and means—Ethel Wadoz, Mae Smith, Kitty Doolan, Frances Berger, Mary Frestel, Phoebe Car-sky, Lillian Freeman, Monica Bar-ess, Mrs. Fred Potenza, Geraldine Padden, Dolly Voyng and Sarking ess, Mrs. Fred Potenza, Geraldine Padden, Dolly Young and Sophia Carlos. Membership—Bella Lazar, Mrs. Fred Burrows, Lucille Anthony, Monica Baress, 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 an and Hannah Forman. Greeters—Mrs. L. M. Brumleve, Lee Gluskin and Mary Lou Callbeck. Sentinels -Alda McCue, Jeanette Martindale

lian Clock, Frieda Rosen, Carmel-ita 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 Mc-Beath, Hannah Forman and Sharon

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.

# 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 igan, 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.

# carried three elephants in 1957 and will take a herd of six on ook to Northeast

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

Membership-Joe Blash, chair-man; Lloyd Hilligoss, co-chairman; Dick Scearce, H. G. Farmer, Al Rodin, Joe P. Williams, Bill Davis, Roy Shepherd, Sam Steffin, Harry Shreve, Wally O'Connor, Jack Lee, 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 Welfare, Man Glock, Frieda Rosen, Carmelita Horan Welfare, John O'Kelley, Newton Stone, Ed Butler, John O'Kelley, Tom Condron, Lee Smith. subject was "Let's Live."

Sam Landesman, Lonis 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 Scearce. Public Relations—E. W. Coe, Al Blake, Ed Hellwig, O. N. Crafts, Frank Rob-Hellwig, O. N. Crafts, Frank Rob-Gontinued on page 71)

subject was "Let's Live."

Carol Aaroe sang "Just for To-day, "Interpretation of Carol Ander Salm," 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.

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

L. I. Thomas Shows, with three dates pending prior to the Richmond sessions, claimed the following: Leaksville, Concord, Kinston, Lexington, Roxboro and Jacksonville, N. C., and Chase City, Va.

The Penn Premier Shows and Beam's Attractions, the latter represented by Steve Decker, accounted for the bulk of what fairs have gone unmentioned in the last two weeks. Also on the scene was Bernie Spain.

Major fairs played in North Carolina by the James E. Strates and vice-pres unchanged, and Cetlin & Wilson Shows are returning to Fayette-ville, its only fair in the Tarheel that are state.

## 125 Attend Show Folks Services

SAN FRANCISCO - Tribute was paid the deceased members of Show Folks of America at the annual Memorial Services held Sun-day (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. Abbott, of The Billboard in Hollywood, was the principal speaker for the fourth consecutive year. His subject was "Let's Live."

# Lawrence-Wade Reid Gets Rutland, **Essex Junction**

ESE, 3 Canadian Spots Also Signed; Hot Rod Tracks, Paving in Prospect

MANCHESTER, Vt. -Two ma- set is extension of the kiddleland jor fairs in Vermont and another in Maine have been awarded again to the King Reid Shows it is announced. Reid has signed contracts ment with the fair. with Harris Drury for Essex Junetion, Vt.; with George Smith and A. B. Porter for Rutland, Vt., and with Roy Symons for Skowhegan,

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. Home Week Celebration.

At Essex Junction and Rutland, the plan is for Reid to construct 70 by 160-foot macadamed hot rod tracks as he did at Eastern States. The ride would be a 15-car with operated by Rilly Kahoe, Also unit operated by Billy Kehoe. Also

# Midwest Fems Name Officers, 58 Committees

MINNEAPOLIS—Mickey Col-lins, president of the Ladies' Aux-iliary 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

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 bership: Gladys Erickson, Lillian Ray, Kathleen O'Neil, Verna Wink-ley, Jean Wells, Betty Carroll, Geneva Hazen, Peggy Junkin, Blanche Moore and Katherine Little. Entertainment: Blake Lambert, (Continued on page 71)

# Eight Wis. Fairs

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, Musio Corporation of America; C. F. Walter, Sound over the county of the ter, sound systems; Bud Jenne, Cadillac Starting Gates; Dean Rich-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 Franks.

and Mrs. John Enright, Lee Frantz, Hal Eifort, Bob Cashner and Joe president; Betty Carroll, second vice-president; Barbara Hoff, secretary-treasurer; Belle Signor, chaplain, and Evelyn Spence, sergeant of arms (Continued on page 71)

Pan-Am Sells

# Imperial, Calif., Space to C. & L.

SUN VALLEY, Calif.-Cecchini SUN VALLEY, Calif.—Cecchini & Levaggi, carnival game concessionaires, has purchased outright the midway concession space of the Pan American Amusement Corporation at the California MidWinter Fair in Imperial for 10 days starting March 1, Louis Cecchini, co-partner of C.&L., said here last week. 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.

& L. will also handle the WILLERNIE, Minn. — W. C. (Bill) Dobson, manager of Dobson's United Shows, announced that he had signed Wisconsin fairs at Clan.

WILLERNIE, Minn. — W. C. (Bill) Dobson, manager of Dobson's Bernardino, April 10 thru 20. Frank W. Babcock United Shows will be a strong to the control of the con 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.

## Robinson Buys Grand Pacific; Adds Ride to Western Shows

remaining share owned by Frank Kirsch last December. Grand Pacific will be expanded,

Robinson said, by the purchase of

#### MICKEY MANSION'S BIG SIDE SHOW

FOR SALE

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, Fruchauf; rubber like new. Large posum bellies, 16 ft. long, made out of steel, \$2,500.00 with show. Come to Cibsonton, Fla., during the fair and see me.

MICKEY MANSION, 317, Gibsonton, Fla.

#### Reid's Golden Star Shows

Booking for 1958 Season
Want Hanky Panks of all kinds, Diggers,
Glass Pitch and Jewelry. Buckets. Six
Cats, Pin Store, Skillo, Roll Down. Want
Girl Show. Ride Help, must be able to
two major Rides. Want Man and Wife
to run Cookhouse on 50 per cent. Also
want two Agents for Nail Joint and Pea
Pool. Want Agent who knows Ve.,
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 6098. Greeneville.

#### GEORGIA AMUSE. CO.

Round, 36 ft., with 24 Borses, Have one 212 14-passenger Allan Herschell Train. Can be seen here any time.

At. 4, Toccos, Ga. Phone: Tucker 6-5748

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 Western Shows will be known two major and three kid rides. For Goulds Date

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 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.

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

#### 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.

erate 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.

Seven years.

The Miami unit playing lots in this area has been doing satisfactory business, it is reported.

Don Crawn is rebuilding and painting the show's front gate, which will be used at the South Florida Mardi-Gras and Home Show.

# Vivonas Hype Advance Work

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 Crawn is rebuilding and presenting the show's front gate.

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 filoyd 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.

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.

# Detroit Fem Club Installs Officers

sented 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;

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 Tarry Wilson has been buy Wedger, Marion Fodal, Pat Crognale, Leona Bennett and Rose Morrison.

DETROIT—The Ladies' Auxiliary of the Michigan, Showmen's Assn.; Esther Underwood, Miami Showmen's Assn.; Esther Underwood Showmen's Assn.; Esther Underwood Showmen's Assn.; Esther Wanted for Fair & Celebrations in 1958.

RIDES: Tilt, Octopus, Kiddle 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-Till-You-Win, Glass Pitch, Hoop-La, Snow Cone, Popeora, Shooding Gallery or any legitl-mate 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 Chairpane. Ride Help in all departments who Flots. Opening in South Georgia on Saturday, March 1. All replies:

MANAGER, Peach State Amsement Co.
Box 127, Lake Park, Georgia.

#### RIDES FOR SALE

METRY-Go-Round, Parker, 36 ft., two-abreast, new top and side walls, \$3,000.00 CTOPUS, 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 Makit 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 \$fr., Phone MA 2-6467, Chafranooga, Tenn.

## WORLD'S GREATEST MIDWAY

# OFFERING SHOWMEN AND CONCESSIONAIRES THE TOP MONEY-MAKING ROUTE OF

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.

## WANT

## WANT

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 Kortes, 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.

This Show Carries

FULL INSURANCE COVERAGE

by

CLEMENS F. SCHMITZ

30 Rockefeller Plaza

New York City

All replies to

# PAUL OLSON

1061 THIRD AVE., RIVIERA BEACH, FLA.

P. S.: Will be at the Tampa Terrace Hotel, Tampa, Feb. 8 to 11

30 CAR RAILROAD SHOW . . . motorized!!

#### PRESENTING OUR STELLAR ROUTE OF 16 OUTSTANDING FAIRS

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, Carroliton ■ 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, Itl. . 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, Sne Cones, Bird Pitch, Jewelry Pitch, Penny Arcade, Ice Cream or Custard, Novelties and Mats open, all Hunky Panks.

HELP-Winter Quarters will not open until April 1. Wish to contract with Foremen for Merry-Ge-Round, Wheels, Caterpillar, Sky Fighter and Auto Kiddie Ride. Ora Lay, answer. Searchlight and Tower Man. Joe Dawson, reply.

AL KUNZ, Owner and Manager

P. O. BOX 5515

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

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.

Fred Fritz, Asst. Mgr. Tel. GL 20803 Roland E. Champagne, Mgr., Tel. GL 36594 3 Courtney Lane, Lowell, Mass

#### **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,

WANT PENNY ARCADE

Winterquarters Open Early March ALL REPLIES: L. I. THOMAS, MGR. 1701 N. W. 83rd St. Miaml 47, Florida

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.

11138 Penrose St. Sun Valley, California

CECCHINI & LEVAGGI

P. O. Box 637 Sun Valley, California

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 Fl.

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

mar was installed as president of the Missouri Show Women's Club at ceremonies here Thursday (16) in the York Hotel. She succeeds Mrs. Sally Prevost, who was lauded for her administration.

attended the installation with Verna Schantz as toastmistress. Inna 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 memebrs 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 Guiliani, Arthur Guiliani, Arthur Charles Guiliani, Elizabeth Riebe, Mr. and Mrs. Frank Hanasaki, Constance Hanasaki, Mary Burke, Mrs. Rowena Russom, Mrs. William Labrary 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, Caoura Klinghammer, Bessie Kling. George Klinghammer, Bessie Kling-hammer, Ed Bowman, Vaughan Bowman, Mel Horstmeier, Fred 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. I. hue, 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 Bevfoden, Eugene Franklin, Hur-bert A. Herde, Donald P. Donnelly, Alberta Linton, Vernon Koch,

## 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 Carsky.

ST. LOUIS—Marguerite Lohnar was installed as president of
the Missourl Show Women's Club
the Ceremonies here Thursday (16)
the York Hotel. She succeeds
are Sally Prevost, who was lauded
or her administration.

Over 250 members and guests
ttended the installation with Vertended the installation with VerSchutz are teastwijstees.

LohFay 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, Martin
Ruby Porter, Dorothy M. Shallow,
Alonzo Shallow, Dee Mueller, Duke Alonzo Shallow, Dee Mueller, Duke Mueller, Edith Meyer, Ann Mig-nerone, Fred Meyer, Jill Grimm, Brenda McGinley, Ann Kahle, Mr. and Mrs. Ted Burger, John Thompson, Lennia Thompson, Bud and and Mrs. 1ed 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. 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 Brehren, Elsie Wear, Barbara McGinley, Gertrude Donnelly, Mary Thomason nelly, Mary Thompson.

FOR SALE at a tremendous saving:
Devil's Bowling Alleys, refinished in
our factory. Complete with wooden
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At Half Price, \$175.00.

Wooden Balls .... 3.00 per 100.
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We have four of these alleys on
hand that are being completely overhauled, and wa 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
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8 Bl9 Days—V.F.W. Celebration, Downtown, Bastrop, La., March 1-8.
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#### 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 Snedecker, Jim Woody, Dick Griley, Powelson Amusements; Dan Fleenor, 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;

C. Lee, Fair Publishing
Robinson, Buckeye Horse Punns
Association.

Bob Otto, racing and wrestling;
Jim Curry and Stony Roberts, AllAmerican 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. Dolly 10.

shows, Hill's Side Show gand
to p money. The show has six more
Florida annuals to play, closing
with the Fort Myers Colored Industrial Fair.

During the local fair OwnerManager 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.

ment Co.

Mrs. Margaret Klein, Peggy and Bob Kaltenbach and Joe Smiley, Klein Attractions; Bill Atterbury and Darrell Hornbeck, Atterbury-Hornbeck; John Anderson and Mr. and Mrs. Earl Coburn, Enquirer Printing; Rodger Work, Plavland 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 Kochman, 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.

Richmond, but Mrs. Agnes Sade mire, treasurer, was active, end taining patients from the cour mental hospital on the midway.

Gooding Contracts

Nine Fairs. Three

Celes in Michigan

DETROIT — The Coodin Amusement Company has sign contracts to play nine fairs a three celebrations in Michiga Floyd E. Gooding announced the close of the Michigan Association of Fairs convention he Fairs include: Saginaw County, Caginaw; St. Joseph County, Cerunna; Kalamaz County, Kalamaz county, Adrian; and Jackson. Celebrations

#### PCSA Names

Continued from page 68

continued from page 68

inson, Matt Herman, E. S. Fitzyerald, Dick Havins, Jack Shaffer,
steve Vaughn, Ed Hellwig. Legisative—Joe Glacy, chairman; Harry
ink, Moe Levine, Frank Warren,
vilke Krekos, William Meyer, Ed
Iellwig. Ways and Means—Dick
icearce, chairman; Joe Dauer,
fatt Herman, H. G. Farmer, Sam
Dolman, Arthur Andersen, Sam
Steffin, Jack Lee, Clarence Morton,
Jick Havins, Ted LeFors, Joe
ilash, Joe Steinberg, Ed Hellwig,
teve Vaughn, Joe Williams, Al
Johen. Good Will Ambassadors—
Eddie Brown, chairman; Matt Herman, Joe Steinberg, W. R. Siemand, Harry Seber, Harry Myers,
harles Goss. Tiler—Lee Smith.
Chaplain — Harry Seber. Counpalors—Kenneth Beatson, William
herwin. Physician—Dr. Ralph E.
mith. Custodian—Ben Beno.
Greeter—Bob Chaplin. Sergeant at
Irms—Louis Bacigalupi.



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The Tampa Terrace Hotel

The Florida State Fair,

SPORTLAND ARCADE, February 4-13 For the latest in Arcade Equipment.

#### FOR SALE

# **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.

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.

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, Cerunna; Kalamazoo County, Kala mazoo; Lenawee County, Adrian; and Jackson County, Jackson. Celebrations include two Fourth of July events—the Adrian Celebration and the American Legion Annual at Hillsdale.

#### **Detroit Fems**

• Continued from page 69

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.; Maggarett Stepleton Papific Coast 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 emseed the floor

Ben Morrison emseed 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 U. S. HIGHWAY NO. 1, GOULDS, FLA. 10 BIG DAYS FEBRUARY 7 thru 16 10 BIG DAYS

FIRST BIG SHOW IN THIS TERRITORY THIS YEAR

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CONCESSIONS: Cookhouse, Grab, Hanky Panks of all kinds, Basket Ball, Ball Games. No exclusives.

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Concessions contact
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For opening April 19—5 weeks of choice still dates—then into 12 weeks of established Eastern Seashore locations, Surfside, Myrtle Beach, S. C. (large white sand beach and fishing pier, also pavilion). Show has exclusive on all entertainment and concessions, followed after Labor Day with 10 top Southern Fairs.

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, Novellies, Bingo, Jewelry, Ball Games of all kinds, Fish and Duck Pond, High-Striker, String, Short Range, Basket Ball, Huckly Buck, Custard, Ice Creom Bars—all Hanky Panks open.

Panks open.

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FOR SALE—Motordrome complete with new top, walls, cycles, front, etc. (oil A-1 condition), \$1,500.00 takes all.

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RIDES: Coaster, Scooter, Rock-o-Plane, Kiddie Auto, Sky Fighter or any Kid Rides except Train and Airplane.

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Want Concessions, Grind Shows. Also need "Hot Rod." (Bill Kehoe, contact.)

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Place set Kiddle Rides above spots and balance of season. Want White and Colored
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Snake or any Grind Show, own equipment. Want First and Second Men for Ferris
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Popcorn, Candy Apples, Hanky Panks, Six Cats, Buckets, Swinger. Also place Agents
for office-owned Fish Pond, Pitch Win, Ball Games, other Stores. Man and Wife
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RALPH DECKER, RICHMOND HOTEL, AUGUSTA, GA.

P.S.: Johnny Wilson, Harry Weston, Blackle Mead or anyone that can handle two
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#### FOR SALE 1957 ALLAN HERSCHELL RODEO

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\$13950 VALUE NEW PRICE 6 Asst. Men's \$42.95 with expansion bends, (Ladies' with cord bands) Gruen—Waltham—Benrus —Bulova—Elgin

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# MERCHANDISE TOPICS

Flatbush Avenue, Brooklyn 34, is 1% inches and the firm says it is stand which it claims sells on sight.

50 cents each, postage prepaid, or two dozen for \$10.80. 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 hed for \$7 per dozen. 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 14 by sule. The capsule measures 1¼ by 13s 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.

National Premiums, 2204-BB model. The size is 11/8 by offering a brand new item consist- a guaranteed \$2.95 value. These ing of four ball-point pens and desk are being offered to the trade at

> 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 lear step incide. 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 & Ben-

Cook Bros., 1020 West Raidolph Street, Chicago 7, has been an-nouncing to the trade for several weeks its new address on Randolph Street as listed above.

Pan-Coast Bags, Inc., 30 North-east 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 Peo Core by General R. & S. F. Company, 26-inch, \$1.25, and 30-inch, \$2. 919 West Giard Avenue, Philadelphia, is featuring a chrome plated lighter which has a built-in stand or may be used as a pocket

# PIPES FOR PITCHMEN

- By BILL BAKER -

THE DREWS . . .

John and Norma, who in the past from Madaline E. Ragan, West worked foot remedies, scopes and Hollywood, Fla.: Have my trailer 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 Riverside, Calif., they have more or less lost contact with the trade and are looking for connections. In the next they have used in the contact with the rest they have used in the next the next then have used in the next then have used in the next the next the next the next then have used in the next then have used in the next the next then have used in the next the next the next the next then have used in the next the ne and are looking for connections. In the past they have worked in out-

Kennedy that it's a tough proposi-tion to make money at fairs because of the high cost of space and the many concessionaires and pitch-men permitted on the grounds," writes Jack Scharding from Long Beach, Calif. "I made one fair last 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

S. D. (DUKE) FLORENTS . . . who has been out of 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 .

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. 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 lake money at fairs because the statement of the lake money at fairs because the statement of the lake money at fairs because the statement of the lake money at fairs because the statement of the lake money at fairs because the statement of the lake money at fairs because the statement of the lake money at fairs because the statement of the lake the lake the statement of the lake the 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. year and quit. I have accepted a 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' repthe pitch tile 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

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20" Rabbit \$12.60 dz.
12" Rabbit \$ 7.50 dz.
Hat'l Ducks \$ 4.00 dz.
Chenille Fluffy
Chicks . . . \$ .40 dz.

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45 Pieces—\$24.95 (Includes three 37", 27" and 20" Begging Rabbits & one doz. each of 32" Rabbit, Ducks & Chicks.)

F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. FREE Brochures of over 400 plush and carnival items.

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8" Valentine Doll, dozen 8.00
52-Pc. Valentine Decorating Kit 5.00
Valentine Crepe Flat Party Hats, gr. 5,40
9" Valentine Balloons, gross 1.7,50

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# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to he office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

#### MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Ahereambie, James
Ackley, James
Ackley, James
Ackley, James
Johnson, Dr. D. R.
Johnson, Mike
Johnson, Mike
Johnson, Mike
Johnson, Mike
Johnson, Mike
Johnson, Mike
Johnson, Odia W.
Kaje, Paul
Kaje, Robert
Kindr, Gladys
Kindr, Gladys
Kindr, Gladys
Kindr, Gladys
Kindr, Gladys
Kindre, Gladys
Kindre, Gladys
Kindre, Gladys
Kozee, Robert
Kindello, Mrs.
Lillian

Andrews, Guy M.
Large, Mr.
Lagester, Lonie M.
Lagester, Lonie M.
Lee, T. Tona
Levin, Sonny
Lewis, Everett E.
Llivy, George W.
Lloyd, William
Loveloy, Frank A.
Level, Frank A.
Level, Frank A.
Lovel, Frank A. Bays, Dick
Beyl, William
Rennett, Elbert &
Bennett, Elbert &
Bennett, Harry E.
Bennett, Victor J.
Esshop, Brownie
(Jack)

Elirabeth c o Cyde
Phillips
McCabe, Ruth
McDaniela, Mrs.
Hertha
McDaniela, E. J.
McCary, K. C.
McGill, Rosa
McKeown, Clark
McLam, Charles O.
McLane, Francis J.
McLean or McLeon,
Albert & Mrs.
McNecce, Mrs.
Gladys
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Ristony, Leo
Ristony, Leo
Rizek, B. H.
Blankenship, T. J.
Thom.
Boulilion, Frenchy
Erroeffle, H. J.
Rrooks, Persy
Rrown, Chester W.
Brown, Chester W.
Brown, Chester W.
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Bulbeck, R. T.
Bulbeck, R. T.
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Burke, Gapt. Jims
Burne, Williams
Burne, Williams
Burne, Williams
Burne, Williams
Burne, Williams
Burne, Williams
Burnel, Chapt. Jims
Burnel, Chapt. Jims
Burnel, Chapt.
Sampbell, Chapt.
Campbell, Chapt.
Campbell, Chapter
Campbell, Chapter
Carewan, C. L. &
Carey, Lee.
Care, Days
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Care, C

Cole, Joe

Conley, Yvonne Conley, Yvonne Conn, Andre Alan Cooper, Quey Copeland, Carl Costello, James Jose

Eggers, M. H.
Eicher, Jimmle
Emond, George
Exline, Ed
Asan, Margaret
Playine, Benny
fexrest, Wilfred A.
(Boston

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Merce, (Jackie, Mitchell, Lee Mitchell, Lee Mitchell, Pete & Mrs. Mitchell, Tennis Monteilo, James Morgan, Clayton W. Morgan, Joseph Quins Casey, Lee Case, Dave Chapman, E. A. Chauncina, Whitehorse Clark, Harold L. Cobuccio Jr., Joseph

Morrison, Harry Mueller, Paul M. Murphy, R. F. Myers, Bob Myers, P. & Mrs. (Paul) Jim (Ridin Naramore, Mrs Neland, Walter Nelson, Glenn O'Connell, Robert E. O'Donald, Chicki

Costello, James
Cox Loftin G.
Cosne, Thomas J.
Criswell, John
Crowe Jr., Clyde
Barling, Cris & Al
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Davidson, J. E.
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Del Grosso, Danlei
Peland, W. M.
Dell, M. E.
Delawater, John W.
Delgrosse, Louis

Delock, David Dittermelmen Philipson, Doe Phillips, Clyde & Phillips, C., Mrs. & Mr

Dalock, David
Ditterheimer, Betty
Doherty, William
Porner, Louise, M.
Pougherty, Charles
Doyle, Henry M.
Driggers, John
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Duham, Robert J.
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Lberly, Bob or Ray
Lowards, William Phipps, William S, Porter, Florence Porter, J. R. Posey, Floyd R. Powers, Mrs. Nellic

A Brite, George Marie
Ramseyer, Carl
Ramseyer, Carl
Ray, William
Ray or Roy, Neill A.
Reed, Earl
Reed, Juanita
Regan, Joe
Reichert, F.
A. Revolt, Paul C.
Ston)
Rich, Kathryn
Richmond. Edward

Fexreti, Wilfred A.

Coster, Al. (Boston)
Foster, Mrs. Marte
Darinda
Freeman, Frank
Frank
Gramen, Mrs.
Godreau, Mrs. Ruth
Gramen, Walle
Gramen, Frank
Gramen

Islaman, Elaine
Luise
Iligins, Jerry
Iligh, William A.
Ill Rajph E.
Sockenberry, Robert
Sondenbersen, Charles
Isoughland, Charles
Isoyte, Don Zertia
Isoyte, Don Zert

Templeton, Ralph E. Timberlake, Billy Tobell, Allen Todd, Doc Tolley, Virgil

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Valle, John L.
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Kobb, Fred
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MicLobghlan, Edward
Mooney, Hat
Mooney, Hat
Mooney, Hat
Mooney, Hat
Montan, Phl
Presson, H.
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Reese, Leonard
Shayne, Larry
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Davis, J. W.
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Dedurans, James
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Eddington, C.
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Fester, Charles G.
Flemming, Blaine
(Specks)
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Gamble, Mrs.
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Gilbert, Mr. & Bra.
Gospodarski, Larry
Gruyen, B. H.
Hagan-Wallace Circus
Hall, Edward L.
Hampton, Dundley
Hall, Edward L.
Hampton, Dundley
Harris, Allen
Hoffman, Donald
Humphrey, Charles
Humphrey, Charles
Humphrey, Charles
Humphrey, Charles
Humphrey, Charles
Haller, Alper
Herschell
Haller, Raymond
Humphrey, Charles
Humphrey, Charles
Haller, Raymond
Humphrey, Charles
Humphrey, Charles
Haller, Raymond
Halle

Murphy, Joe Humphrey, Charles Humphrey, Charles

# UNDER THE MARQUEE

· Continued from page 66

John Herriott has trained a combination sheep and police dog act at the Gil Gray Circus quarters in Dallas. GeeGee Powell has her dogs, GeeGee's Alaskans, in Dallas. Milt Herriott and Edward R. Monson, 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 Polack 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 clowned holiday

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 Herriott has trained a combination sheep and police dog act at the Gil Gray Circus quarters in Dallas. . . GeeGee Powell

Russell Long, stilt walker, worked about seven weeks in the Pitts-burgh 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, Plan, 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 under-went another spiral operation in Mexico City, where she is a pa-(Continued on page 75)

Cincinnail—Trj-State Garden & Modern Living Expo. (Music Hall), Feb, 8-16. Earle DeLaitre.
Cleveland — Cleveland Mid-America Boat Show (Public Hall), Jan. 25-Feb. 2. Irving Gray.
Cleveland—American & Canadian Sportamen's Vacation & Boat Show (Audidrum), March 14-23. A. W. Newman.
Cleveland — Cleveland Home & Flower Show, March 1-9.
Columbus—Columbus Dispatch—Journal Show, March 1-9.
Columbus — Celumbus Dispatch—Journal Sports, Vacation, Travel & Boat Show, (Fairgrounds), March 22-30, Ben Cowall.
Columbus — Garden Show (Fairgrounds Coliseum), Feb. 22-March 2, Ben Oowall.
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 Sport Toledo—Toledo Home & Travel Show (Civic Aud.), March 8-16, Milt H. Tarloff.
Toledo—Northwest Ohlo Garden & Flower

Toledo-Northwest Ohlo Garden & Flower Show, March 25-30.

#### Oklahoma

Oklahoma City — Midwest Boat, Sports Travel & Vacation Show (Municipal Aud.), March 9-16, Jack Wright,

#### Pennsylvania

Pennsylvania

Harrisburg—Central Pa. Builders' Show.
March 3-8.
Harrisburg — Pennsylvania Recreation & Sportsmen's Show (Farm Show Bidg.),
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 & Clinton W. Smullen.
Reading—Greater Reading Home & Building Show, March 22-29.

#### Tennessee

Nashville-Great Lakes of the South Out-doors Show (Fairgrounds Collseum), March 11-16. Amon C. Evans.

Texas

Texas

Fort Worth—Fort Worth Rodeo, Jan. 24Feb. 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 (Collseum), Feb. 3-9. Chamber of Commerce.
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 24-Feb. 2. Wm. R.
Watt.
Fort Worth—Port Worth Boat Show (Will Rogers Annex), Feb. 19-23. Fort Worth—Marine Trades Assn.

Houston—Houston—Automobile Show, Jan. 25-Feb. 2.

Marine Trades Assn.

Houston—Houston Automobile Show, Jan.
25-Feb. 2.

Houston—Houston Fat Stock Show, Feb.
19-March 2. Herman Engle.
Houston—Houston Boat, Sporta & Vacation Show (Collseum), March 15-22.
Variety Club of Houston,
Laredo—Washington, Birthday Celebration,
Feb. 18-March 2. J. George Loos, Box
455.

Misson—Texas Citrus Fiests, Jan. 25-Feb.
2. Dan Breshear Box 1471.

455. Misson—Texas Citrus Fiesta, Jan. 25-Feb. 2. Don M. Brashear, Box 1471. San Antonio—Livestock Expo. & Rodeo,

Feb. 7-16.

San Antonio—San Antonio Sporis & Boat
Show (Bexar Co. Collseum), March (-9.
Charles Coffin

Uvalde—Uvalde Co. Jr. Stock Show & Sale,
Jan. 31-Feb. 1. W. B. Sherrill.

Virginia
tichmond—Virginia Motor Boat & Sportsmen's Show (Arena), March 18-23. John
E. Raine.

Washington

Spokane-Spokane Sports Show (Colliseum)
March 18-23. Tom O'Loughlin.

Wisconsin
Milwaukee-Milwaukee Auto Show Feb

8-16.
Milwaukee Home Show, March
8-16. s-16. filwaukee—Milwaukee Sentinel Sports & Vacation Show and Great Lakes Boat Show (Arena), March 22-30, Charles D. Collins.

Wyoming

Cheyenne—Cheyenne Auto Show (Prontier Pavillion), Feb. 21-23. CANADA

Ontario
Oronto-Canadian National Sportamen's
Show (Collseum), March 14-22. Loyal M.
Kelly.

#### Quebec

Montreal — Montreal Sportsmen's Show (Show Mart Bldg.), March 21-30, Ted Glendening.

St. Paul-Land-O-Lakes Boat. Marine & Tackle Show (Auditorium), March 14-23.



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# COMING EVENTS

#### Arizona

Arizona
Ohandler,—Chandler Rodeo, Feb. 16-16.
Phoenix—Phoenix Rodeo, March 23.
Phoenix—Phoenix Rodeo, March 13-16.
Phoenix—Phoenix Rodeo, March 13-16.
Phoenix—Parada Del Sol, Jan. 31-Feb. 2.
Soottsdale Jr. Chamber of Commerce.
Phoenix—All-Western Stampede, Feb. 210. Western Saddle Club,
Phoenix—Arizona Sports, Vacation & Boat
Show (State Fairgrounds), Feb. 16-23.
Phoenix World Champlonship Rodeo
(Fairgrounds), March 13-16. Jaycees.
Tueson—Tueson Rodeo, March 29-30.
Tueson—Tueson Rodeo, March 29-30.
Yuma—Silver Spur Rodeo, Feb. 8-9.

California

Los Angeles-Do-II-Yourself Show (Pan Pacific Aud.), March 20-30. Ted Bentley.

San Francisco-San Francisco Natl. Sports & Boat Show (Cow Palacer; Pebril 28-March 9.

Stockton-Do-It-Yourself and Hi-Fl Stereo Show (Civic Aud.), March 7-9. George Westcott.

Colorado
Denver-Denver Automobile Show (Coll-seum), Feb. 10-15.

Connecticut

Hartford—8th Annual National Autorama
Expo., Feb. 19-23 (Conn. State Armory).
Joe Klis.

Hartford—Greater Hartford Fair (Armory),
March 15-22.
New Haven — Connecticut Boat Show
(Arena), March 20-23. Milton Cottler.

District of Columbia ashington-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 Bidg.
Goulds-S. Fla. Mardi Gras & Home Show. Feb. 7-16. 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 Bidg., Mami.
Jacksonville Jacksonville Boat Show (Gator Bowl), March 6-9. John Graham.
Miaml-Charity Horse Show, Jan. 20-Feb. 2.

Ceorgia
Atlanta—Southeast Boat & Vacation Show
(Aud.), Peb. 28-March 7. Atlanta Marine
Trades Assn.

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

Indiana

Indiana

Indianapolis Sports Show
(Fairgrounds Conseum), March 7-16. Melvin T. Ross.

Des Moines—Des Moines Home & Plower 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-Northeast Ia. Sports, Vacation
- & Travel Show (Hippodrome Aud.),
March 13-16. Jaycees:

Kansas Wishita Kansas Sports, Boat & Travel Show (Forum), Feb. 12-16. R. G. Lang-

Kentucky
outsyille — Louisville Automobile Show
(Fairgrounds), Feb. 1-9.
outsyille—Central America Sports, Vacation, Outdoor & Boat Show (Fairgrounds), March 2-9. W. Arthur Sorrell.

Louisiana

Eaton Rouge—E. Baton Rouge Parlsh Park,
Feb. 22-25, C. L. Flowers.
Baton Rouge—Baton Rouge Rodeo, March
1-8
St. Francisville—West Felicianna Parish
Fair, Feb. 23-24, W. D. Magee.

Show (Mechanics Bidg.), 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 3-16.

March 8-16.

Michigan

Bay City—Better Homes Show, March 1418. Jack Davis, Box 12.
Detroit — Detroit Boat Show (Artillery) (Armory), Feb. 22-March 2. Frank Jenkins.
Detroit — Detroit Builders Show, March 5-16.
Detroit—Michigan Flower & Home Show, March 12-30.
Grand Rapids—Greater Mich. Home Show, March 10-16.
Grand Rapids—West Mich. Sports & Boat Show (Civic Aud.), March 24-29. J. D. Loeks.

Missouri

Missou

#### Nebraska

Omaha—Omaha Sports, Vacation & Boat Show (Civic Aud.), March 4-9. F. W. Kahler.

#### New York

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. Bidg.), Feb. 8-16.
Jamaica—Long Island Boat & Sportsmen's
Show (Armory), March 8-16. Albert J.
Ohase.

New York—New York Outdoor Exposition
(Collacum), Feb. 22-March 2. New York
Mirror.

Ohase.

New York—New York Outdoor Exposition (Collacum), Feb. 22-March 2. New York Mirror.

New York—National Photographic Show (Colliscum), Feb. 17-29.

New York—World Wide Travel Show (Colliscum), March 8-16.

New York—International Flower Show (Colliscum), March 8-16.

Rochester — Rochester Automobile Show (Wer Memorial Hall), Feb. 1-8.

Byracuse—Syracuse Auto Show, Feb. 16-22.

Massachusetts

Boston—New England Sportsmen's & Boat
Show (Mechanics Bidg.), Feb. 1-9. Albert

Minnesota
Minneapolis — Northwest Builders' Show
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#### Missouri





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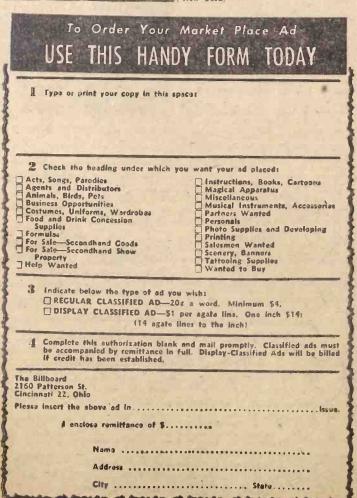
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#### NAAPPB Names

• Continued from page 65

man; G. P. Price, vice-chairman; Robert Plarr, 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.

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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. 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 Activi-

Kiddieland Program and Activi-

ties-Arthur Fritz, chairman; members to be named.
Beach and Pool-James H. Dickson, chairman; members to be

#### Mills Contracts

• Continued from page 66

wanted for Unborn Show; also one of nation's top Jambore and Inside for Unborn Show; also one of nation's top Jambore and Inside for Unborn Show; also one of nation's top Jambore and St. Montreal, Can. feel of the St. And the St. Montreal, Can. feel of the St. Montreal feel of the St. Mon

# UNDER THE MARQUEE

· Continued from page 73

tient at Hospital de Jesus. She was injured in 1955 and under-went 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

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 (Smokey) 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. Auskings 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 File. 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 seawas ahead of a carnival last sea-son. Leonard Farley, Hertz-berg 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 Biros, 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 timere.



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States that inpose licensing fees on bulk yending 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 ware 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,

# J. Schoenbach May Move to **New Quarters**

The new headquarters will oc-cupy 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 in the remaining States having and 25-cent capsule vending in supermarkets and other high-traffie retail establishments.

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 af-feeting any business in a particular State were not included in the survey

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 annual tox 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. NEW YORK—Jack Schoen-bach, 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 ma-

operator specified above could be taxed as much as \$900 in Delaware and \$500 in South Carolina. Fees in the remaining States having

# **Shorter Life** For New Items. Says Texas Op

ABICENE, 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 prodconvinced that the value of a prod-uct depends a great deal upon some type of change in the prod-uct, 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 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 ma-chines. It must be the center of attention until the customer has a good view of the merchandise.

# 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, altho 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 insurance business, he ar-

SID BLOOM



went full circle

însurance business, he arrived with his wife in San Diego in 1929. They moved to Los Angeles late in the year, and Bloom on-tered 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

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 busi-

ness 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)

# 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 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 lations bulk vender, is planning to call on Cleveland distributors and make an

# 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, Bowe Manufacturing Company, Inc., New York City.

FTC Cites Automatic Canteen Litigation .

Federal Trade Commission cited case charging Automatic Canteen Company with "unlawfuly 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 interests of several thousand thus interests and those competition." 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. 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 management. confidential manner.

Prices of Instant Coffee Raised by Processors . . .

Major processors of instant coffee reinstated prices at 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. 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.

# 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 summa-rized last week. The remaining 24 are summarized below. Responses were received directly from the appropriate State

NEBRASKA-No licensing regu-

NEVADA-Operators must file list of machines with State tax com-

NEW HAMPSHIRE-No licensing regulations

NEW MEXICO - No licensing

regulations.

NEW YORK-No licensing regu-

oast.

A plea for a constant public on nickel or less; \$150 license re- is taxed \$7.50. Under this regula-(Continued on page 77) quired 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 regula-

PENNSYLVANIA-No licensing regulations.

RHODE ISLAND - State requires operator to procure single permit covering all machines oper-ated, and each machine must carry

identifying sticker.
SOUTH CAROLINA-State reg-ulations read that no tax is levied on "any machine vending food products." Gum, nuts and confoctions 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 NEW JERSEY – No licensing less than 5 cents. Identifying sticker required on each machine.

SOUTH DAKOTA-No licensing regulations.

TENNESSEE - State has two north carolina - License which an operator may elect. Un-Cleveland distributors and make an required of operators having five der first regulation, each penny extended sales trip to the West of more machines. A \$25 license machine is taxed \$1, and each ma-

(Continued on page 77)



10c and 25c Capsule Vending Gives You Greater Profits. Holds 200 of the New 11/2" x 11/2" V1 Capsules

Be first in your territory with this tested and proven out-standing Money-Maker.



See Your Victor Distributor

#### VICTOR VENDING CORP.

\$701-13 W. Grand Ave., Chicago 39, III. Mfrs. of Famous Line of TOPPER Vendors

# J. SCHOENBACH

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> VACUUM PLATED **SKULL** RING



MILLER-NEWMARK DIST.

42 Fairbanks, N.W. Grand Rapids, Mich.



PACKED IN SEALED 210-170-140 BALL GUM

-Also Cramer's "KING"-7/8" SIZE SOLID

BALL Ask your distributor to stock Cramer's "Stan-Brite" for you

Beats All Others "ALL HOLLOW" CRAMER GUWCO.INC.

150 Orleans Street
East Boston 28, Massachusetts
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#### LIVE DISTRIBUTORS WANTED

For the greatest money maker in its field, Coin Machine Operators in all parts of the country are adding Swami and Madam X napkin machines to their routes. Swami and Madam X has more location potential than any other coin machine, because yau can place from 10 to 40 or more units in each restaurant location. A natural far juke box operators.

Swami and Madam X is the only machine of its kind in the world, no competition.

Our Los Angeles distributor sold approximately 50,000 units in three and a half

Write today for proof and free information and demonstration.

F. E. ERICKSON CO., INC.

N. SACRAMENTO, CALIFORNIA

# 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 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 when toys were imported from Japan. Ball gum and charms hit their stride when American manu-facturers took over and used their ingenuity.

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 Antwesp. Belgium, the first of several over-

#### 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 1½ 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 be-cause of special nature of its law.)

TEXAS - No licensing regula-

UTAH-each machine must carry identifying sticker.

VERMONT-No dicensing regu-

VIRGINIA—License of \$20 required. In addition, penny machines are taxed \$1, machines vending for nickel or more 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.) and 28.)

WASHINGTON-Each machine requires a

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-gam-

WYOMING-No licensing reg-

#### **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. relations program is made by Max

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 hairstreaked 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 manufactures."

factured."

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 unequivocable: "As long as there is merchandise that can be used to put into a penny machine the demand with the second wit be used to put into a penny me chine, the demand will be there

#### 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.

#### J. SCHOENBACH Distributor For

oak Manufacturing Co., Inc. 1645 BEDFORD AVE., BROOKLYN 25, N. Y. PResident 2-2900 PHONE or WRITE FOR PRICES

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RUSS THOMAS AMCO, VICTOR, OAK, NORTHWEST-ERN, LEAF GUM, CHARMS. Member Nat, Vand. Mich. Dist., Inc. Write for NEW catalogs



#### BUBBLE . CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 27c ib.

210 ct. 27c ib.

Chicle Ball Gum, 100 ct, 35c ib.

Cloro-Vend Ball Gum 40c ib.

Cloro-Vend Chicks, 370 ct, 40c ib.

Cloro-Vend Chicks, 370 a 30 ct, 26c ib.

Bubble Chicks, 370 a 300 ct, 27c ib.

Bubble Chicks, 370 a 300 ct, 35c ib.

25c ib.

25c

AMERICAN CHEWING PRODUCTS 34 YEARS OF MANUFACTURING EXPERIENCE 4th G Mt, Pleasant + Newark 4, N. J.



Your Net Profit On Each Filling is \$15.30 VICTOR'S NEW BASKETBALL

#### & FOOTBALL BALL GUM **VENDOR**

Packaged and sold 2 per case. \$19.75 Holds 12 lbs. 210 bell gum ea.

Write for Lowest Prices, Com-plete line of Charms, Ball Gum.

Order Now From Victor's South-

# H. B. HUTCHINSON, JR.

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Phone: DRake 7-4300



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Experienced Operators Say:

"YOU MAKE MORE

# Continuestern

#### **VENDING EQUIPMENT**

PROVE IT TO YOUR-SELF



Just try a model 49 all - product vender on your route and see for yourself how you can make more money.

It's available in 1s, 5s or 10s play.

Write for complete details of this and other Northwestern money makers to-

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Morris, III.

#### MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe Is & 5s Comb 12.00 N.W. #39 Is Porc 7.95 N.W. Model #33, 16 Porc. Con-	ļ
verted for 100 ct. B.G. 6.50 Silver King 1¢ B.G. or Mdse. 8.00 ABT Guns 30.00 Acorn, 1¢ or 5¢ 9.50	
MERCHANDISE & SUPPLIES	1

# Almonds, 5-lb. pack ...... 8 .85

ì	Pistachio Nuts, Jumbo Queen	.69
1	Pistachio Nuts, Large Tulip	-66
ı	Pistachio Nuts, Vendor's Mix	.57
ĺ	Pistachio Nuts, Sheik	.43
Į	Cashew Whole	.66
1	Cashew Butts	.59
ı	Peanuts, Jumbo	.42
ŝ	Spanish	.32
ı	Mixed Nuts	.57
ı	Tabby-Lets, 520 ct.	.30
ı	Rainbow Peanuts	.32
ı	Boston Baked Beans	32
	Jelly Beans	.28
	Licorice Gems	.28
	Leaflets, 650 ct.	.40
	M & M, 550 ct.	.50
ı	Marchayate	.47
į	Hershey-ets	37
ŀ	Rain-Blo Gum, 60 ct \$	
ĺ	Rain Blo Ball Gum, 140 ct., 170 ct.,	.28
ı	210 cf	20
ĺ	Rain Bio Ball Gum, 100 ct.	.30
ı	200 lb. minimum, prepaid on all	.32
ŧ	Rain Blo Ball Gum.	
ľ	Adams Gum, all flavors, 100 ct	
ŀ	Welglavis Gum all flavors, 100 Cf.	.45
ŀ	Wrigley's Gum, all flavors, 100 ct.	.45
ŀ	Beech-Nut, 100 ct. Hershey's Chocolate, 200 ct.	.45
ì	Minimum Coder of D. C.	1.40
ı	Minimum Order, 25 Boxes Assorted	
ŧ		
ı	Complete line of Parts, Supplies, Stan	ds,
ı	Globes, Brackets, Charms. Everyth	ing
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ı	1/3 Deposit, Balance C.O.D.	
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# NORTHWESTERN

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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. They also have a three-year-old son, Neil.... Bill O'Donnell, Bally sales manager, and wife, headed for the Caribbean on the Grace Line's Santa Rosa for a winter vacation. Nice time to leave the Windy (and snowbound) City.

AMI sales head Ed Rata-jack escaped the Chicago snow storm only to come in for more of the same during a recent trip to Grand Rapids
... Ditto for Kurt Kluever of
Rock - Ola, only in reverse.
Kurt came back after a hectic trip to Detroit for the opening of the Fabiano Distributorship only to be greeted by the blizzard.

Ben Coven, head of the Wurlitz-er 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 Kies, Apex Amusement Company head, and president pro tem of Recorded Music Service Association, returned to town after a brief trip South with his son for a week's vacation.

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

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Victor Vending Sales and Service

Put Muttnick with Sputnik and profits go Upnick. Order today.

TIME PAYMENT PLAN WRITE FOR FREE 40-PAGE CATALOG TODAY

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The Way Our New Ideas Have Caught On! \* TEXAS SPUR Action \* HORSE'S WHOSIT Just for Laughs!

\* FOUNTAIN PEN \* BABY BOTTLE New!

\* CRAZY PIN Color Plated!

SURE-LOCK, the perfect capsule. Outstanding Items. Send \$2.50 receive 100 high quality filled capsules. Contains our complete line.



"World's Largest Selection of Miniature Charms"



NATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES

PENNY KING COMPANY

2538 MISSION ST. PITTSBURGH 3, PA. 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. . . Baker, who said he preferred the music operating business, bought Jefferson Music Company at Pine Bluff from H. H. Hays.

sold out his route to give full time to operation of a restaurant he owns in the Cotton Belt Railroad center at Pine

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. . . . Chancellor, who owned Jeff's Music Company, had about a dozen pieces of equipment and had been company. pieces of equipment and had only recently started in the business Price was not disclosed.

#### Milwaukee

By BENN OLLMAN

Operators in the Cudahy section have been running afoul of the local rulings which ban bingo-type

By C pinball games. Orders were issued this week to coinmen to remove these units from Cudahy locations.

Distributors report a heavy demand from operators all over the

territory for used game equipment. Woody Johnson, United, Inc., general manager, claims it is hard to keep up with the requests for used pool tables for recreation room

Flu bug has hit the Kendou, Inc., organization, keeping both the boss Doug Opitz and cigarette routeman Bob Gramz on the sick list. Filling in on the route is another of the bosses, Ken Kulow. . . According to Joe Beck, Mitchell Novelty Company, the juke box "stimulator" his firm is getting ready to market should come out before long.

Harry Jacobs Jr., and Reid Whipple, Wurlitzer field engineer, have just returned from a brief sales and servive trip thru Central Wisconsin. Royce Garris was another Wurlitzer factory visitor here this week at the United, Inc., headquarters.
He is the assistant to the credit manager. Trade showing of the new Würlitzer Console model is set for the entire week beginning Monday, January 27. Showroom will be over to operators from 0 will be open to operators from 9 a.m. to 9 p.m.

"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."... Milwaukee Amusement Company routeman Kenneth Zastrow was accepting congratulations last week on the birth of his first child, a son.

Carl Millman, Automatic Merchandising Corporation, has been named one of the "captains" in the Jewish Community Center's Golden Key Fund Campaign. . . . Operator trade at the Music Mart one-stop continues strong, according to Joe Jarmusz. Stopins early this week included Oberdieck Music, Beaver Dam; Mel's Coin Ma-chine Service, Green Bay; Hi Turnmeyer, Soldier's Grove and Miller Music, Menasha.

Mel Goldman has been put in charge of the premium goods department at Paster Distributing Company, according to Sam Cooper. Jerry Groll is being shifted back to the music and games department to aid Cooper in that bustling section. Stopins at the Paster stronghold last week; Elmer Schmitz, Hilbert; L. & S. Novelty Company, Port-age, and Val Andreas, Oshkosh.

By CAMERON DEWAR

Al Ravreby, music and games operator, back on the rounds again after a long illness. . . Chris Caragianis, Newport, R. I., stopping in town for the day. Chris just returned from his honeymoon which he and his bride spent in New York. . . Gilbert Lawrence, Trimount Automatic Sales Corporation the proud fother of ration, the proud father of a son after three daughters.

Bob Jones, Redd Distributors, busy getting things in shape for the Wurlitzer showing set for Sunday, January 26, at the Hotel Beaconsfield, Brookline. Business in all lines, he says, is moving out of all proportion to the time of year, which is usually very quiet.

Salesman John Hawkins of Redd's took his 6-year-old daughter, Linda, to Children's Hospital for treatment. Tot will be in traction for about a month. . . . Ben Palestrant, Fedem Company, enjoying the sun in Florida with his wife, reports the weather is won-derful.

Associated's general man-ager Dick Mandell is still bracing the elements in his plane. This week he made a trip to Plymouth and Taunton in 55 minutes. It would take all afternoon by automobile.

Louis Blatt, of Atlas Distributors (AMI), has been making some weekend trips to

(Continued on page 79)

# Liboan

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Enter a Money-Saving Subscription Now!

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Yos Please send me The Billboard for one year at \$15	
(Foreign rate, one year, \$15) 70	-
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Bring 7-Way Profits!

- New Keeney "22" Riviera Electric Cigarette Vender
- Coffee Soup
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Write for Full Details, Prices and Easy Payment Terms

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With qualified sales organiza-tions to handte LOW-PRICED LINE OF CIGARETTE VENDORS 3 SIZES.

None finer quality-none lower in cost! We also manufacture vendors for candy, cookies,



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THIS WEEK'S SPECIAL

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NATIONAL 9ML

Only \$135.00 **Limited Quantity** 

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SAME AS NEW Write, wire or phone

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Here is a durable, re-flable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

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Accommodates flat packages up to \(\sigma^\*\) y 3\(\sigma^\*\). has separate cash box. Advance coin defector with automatic coin return when machine is empty. protected against break-in. Available for 1\(\sigma^\*\), 5\(\sigma^\*\), 10\(\sigma^\*\) or 25\(\sigma^\*\) operation.

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VACUUM PLATED

#### WESTERN MIX

Includes all western Items: Arrow Head, Gun and Holster, Cowboy Boot, Horse Shoe, Cowboy Hat, Bullet, etc.

Lots of 1,000.....\$8.50 M Lots of 5,000 ..... 7.60 M

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Emma

SLEEPY MACHINES ARE WAKING UP DURING COLD WINTER MONTHS

#### by using our MUTTNICK!



\$7.50 per 500 Pieces



## WANTED #118 MILLS TABS **GUM VENDOR**

State Quantity, Price and Condition Will Trade or Sell

Standard Metal Typer	\$225.00
Space Ranger	200.00
Super Jet	200.00
Pinta Pony Ride	200.00
Pony Express	125.00
Space Ships	100.00
Crane, Williams	150.00
Goalee	65.00
Auto Ride	200.00
Challenger Pistols	39.95
Drive-In Movie	250.00
See-Saw	125.00
Sportland Rifle	110.00
Star Rifle	75.00
Merry-Go-Round Lane	300.00
Terms: 25% deposit with	order,
balance C.O.D.	

#### CAROUSEL INDUSTRIES, INC.

# CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices onywhere-compare.

STONER, 8-COLUMN CANDY, STONER 6-COLUMN CANDY,

STONER 6-COLUMN CANDY,
102 capacity, prewar model. 80.00
STONER 8-COLUMN CANDY,
160 cap., postwar changemaker. 175.00
STONER 8-COLUMN CANDY,
postwar, 5-10-20. 165.00
MATIONAL CANDY, 9-column. 90.00
ROWE CRUSADER (IGARETTE,
8-column, 25c & 30c comb. 85.00
EASTERN ELECTRIC (IGARETTE,
10-col., all coln, 25c & 30c. 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL

VENDING SERVICE CO. 308 Furman St. Brooklyn, N. Y. TRiangle 5-1857

# 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

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,

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 di-rector, 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 ex-

# 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 ciga-

manufacturer of the crette machine.

Guye, who has just completed his factory training at the Firm's Westbury, L. I. N. Y., plant, will cover Wisconsin, Minnesota and

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

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-

PLASTIC PROCESSES INC.



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, semimonthly 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, Scattle, Wash.
February 5—Music Operators' Association of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

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

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.

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 form page 78

his summer camp in New Found Lake, N. H. Brother Barney is still confined to his home and would like some

David J. Baker, president of Music Operators' Association of Massachusetts and operator of Melo-Tone Vending Company, 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 Redd Distributors, Ridgeway, president Massachusetts Music Guild.

Operators are braving the snowstorm these days to shop for music and games. Among those seen around town this those seen around town this week were Tom Libby, Haver-hill; Lawrence Bettincourt, Danvers; Hal March, Brattle-boro, 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 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 husiness, with pont-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 phono-(Continued on page 86)

WATLING Manufacturing Company 4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

\$25

DOWN

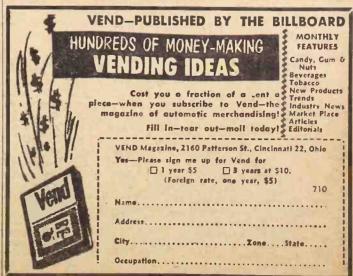
**Balance \$10 Monthly** ALL WEATHER SCALE

COMPLETE CABINET AND BASE, CAST IRON POR-CELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES. Invented and Made Only by

CANCER FUND





DUAL SOUND IN '58?

# Juke Mfrs. Like Stereo Idea, But Not This Year

box will soon be playing the bi-naural 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

# Chi Op Group To Elect New Officers Jan. 30

CHICAGO - Recorded Music Service Association, the Chicago operator group, will hold a gen-eral membership meeting primarily for the destrict of the control of the co for the election of officers at the Bismarck Hotel January 30 at 8:30

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

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. Levin is reportedly back on the feet after a brief hospital stay. his feet after a brief hospital stay, and has resumed his duties at his operating firm, Caryl Music, Inc.,

ers Hotel and has begun an organ-

boxes and the latter covering

Officers in the newly-formed

current pop hits in either stereo-

phonic tape or disks.

As one leading Juke box manuas 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 alie into a place."

that would slip into a player-mechanism receptacle and take the

#### No Cartridges

The cartridges, of course, didn't come, and even speculation has died down. While tape is available 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 nonwith both monaural and binaural

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 disk that they claim is a couple of years away—if then.

No Pop Hits

Possibly the biggest and most obvious drawback for juke box obvious drawback for juke box has been judged excellent, there is question in many quarters of the standpoint, put the introduction 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 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 place of so-called cumbersome recolicken and egg dilemma. What will come first—a stereophonic disk will come first—a stereophonic clisk 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 causely of record players are equally that such meetings are usually optimistic of the eventual arrival of stereo disks, but they'd like to tributors with plans for a new (Continued on page 87) model.

# 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 Phila-delphia 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 Amuse-ment Machines.)

# **AMI** Holds Distrib Meet

CHICAGO -- A nationwide dis-

of title strips and the letter and

number selection system being the

Both Consoles feature a new sound system with three 12-inch

bass woofers and a four-inch treble

Cabinet

conform to console-type angular lines. Title strips are all displayed

at eye level behind a convex curved

glass dome. Cabinet is blond ma-

inches high, 351/2 inches wide and

2712 inches deep. Weight: Model (Continued on page 88)

Cabinet has been redesigned to

tweeter and crossover networks.

only distinguishing features.

# 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

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.sano 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

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

#### Distinguished Guests

Guests were Irv Kempner, Run-yon Sales; Meyer Parkoff, Atlantic-New York; Dave Baker, president of the Massachusetts Music Opera-(Continued on page 88)

# Wurlitzer Distribs Show Three New Juke Models Jan. 26-27

NORTH TONAWANDA, N. Y. zer 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 104selection model are being shown in Wurlitzer's new de luxe line, called but is not expected to resume any official post with the association. the Console Model 2200 and Console Model 2204.

N. Y. Ops Form New

Juke, Game Group

Sign Pact With Local 19; Plan Recruitment of Gotham Operators

NORTH TONAWANDA, N. Y. A third model, the 2250, is a selection Console models are simi--Showings of three new Wurlit- 200-selection machine in a "stand- lar in appearance with the number ard" line.

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

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 hogany wood grain with white and gold trim, black base and stainless control. Dual pricing is optional on steel trim. Dimensions are 531/2 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-

# **MOA Names Committee** For May 6-8 Conclave

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.

Ads in the souvenir program will cost \$250 a page, \$150 per half page and \$100 for a quarter page. tion committee and the mailing of

Named to the committee for the SEATTLE—A local juke box operator, charged with making threats against his competitors, was ordered to post a \$5,000.

OAKLAND — Music Operators the price for the package will be America kicked off preparations \$300. Each extra booth will be to their forthcoming convention \$200, with exhibitors limited to four booths.

Accommodations

Martin Britz, Les Montooth, William Hullinger, James Tolisano, Howard Ellis and John Wallace.

Banquet

Banquet

Barty Martin Convention headquirter than April 1. In the meantime, all correspondence is being handled out of MOA's Oakland office at 128 respondence is being handled out of MOA's Oakland office at 128 East 14th Street.

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 Gulden, treasurer.

40 Members

Koondel and Bert Jacob are board members of AAMONY, and

Continued on page 90)

Koondel and Bert Jacob are board members of AAMONY, and

Continued on page 90)

Continued on page 90)

Continued on page 90)

Continued on page 90

#### By AARON STERNFIELD Wurtzel is sergeant-at-arms of the NEW YORK—Formation of a group. According to Koondel, the organization has 40 members, most new coin machine association for the New York area was announced today (27) by Al Koondel of Empire Automatic Amusement Corporation association for of whom are also members of either MONY or AAMONY. To date, the members of the new association have not accurate the control of the new association between the control of the new association and the control of the new association association as a second of the new association for the new association for the new association as a second of the new associat ciation have not severed their connections with the other two groups, but they are expected to do so shortly. The United Coin Machine Operators of New York has set up headquarters in the Great North-

Koondel said that UCMONY has izational drive. The new group comes into direct conflict with the two existing operator associations—the Music Operators of New York and the Associated Amuse. York and the Associated Amusement Machine Operators of New mer officer of a Retail Clerks York, the former covering juke International Association local.

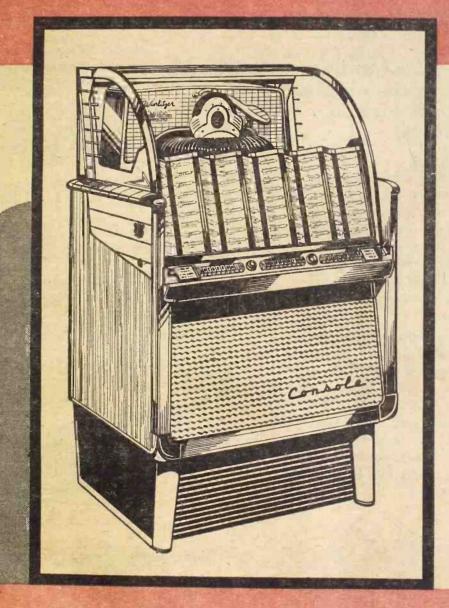
Davis Markowitz, who represented the association in the negotiations, is the UCMONY counsel. A

Juke Box Op For 'Threats'

ordered to post a \$5,000 peace bond by a Seattle Justice of the Peace. However, the operator, Peace. However, the operator, Frank Colacuracio, immediately turned around and filed a \$300,000

# Cite Seattle

# WURLITZER Onnounces





A NEW
ALL-LOCATION

LINE

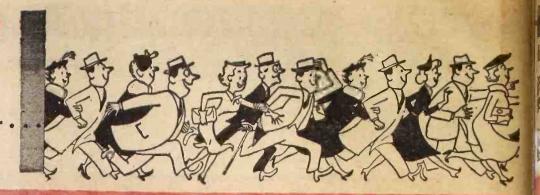
featuring

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 BELECTIONS

Here is the new Wurlitzer Console silhouette cabinet adapted to 104 selections. Its "Io-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



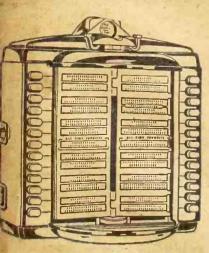
THE NEW ALL-FEATURE, ALL-TIME

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.

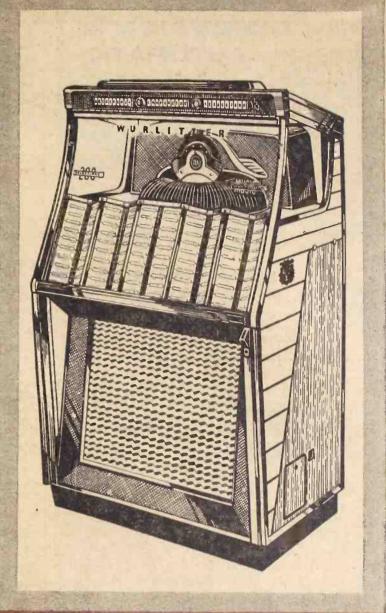


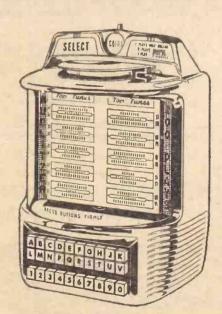


#### MODEL 5207 104 SELECTIONS 5-10-25c PLAY

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 bottam. Four-in-one magnetic slug rejector permits 10c play with Scoins. Chrome-plated, die-cast case retains beauty for years.

THE WURLITZER CO., N. TONAWANDA, N. Y.
Established 1858







when answering ads . .

Say You Saw It in The Billboard

#### 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,

 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.

 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 tax-payer 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 pur-chased 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.

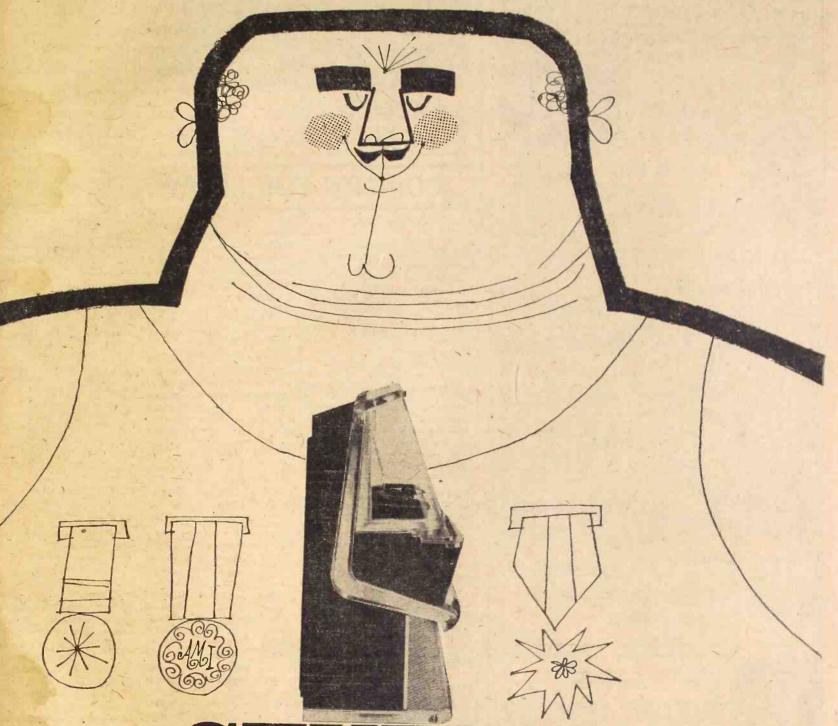
In view of the fact that phonograph equipment represents the largest single capital investment item to the operator and because of that, depreciation represents the most significant operating cost of doing business, it behooves the businessman to take advantage of the fast depreciation methods cited 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 minimimized, resulting in a heavy "cash inflo" into the business to be used either for paying off prior equipment purchase obligations or investing in the newer models entering the market annually.

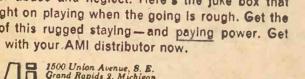
Specific dollar analyses of the various depreciation methods is the subject of our second article on depreciation. Here, the operator will be able to see how these will affect his checkbook and, thereby, be the forerunner of some enlightened business decisions.



been audited and certified by the Audit Bureau of Circulations. It also means advertisers know what they pay for . . . before they spend the money.



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.



Incorporated

known by operators for coin-operated music instruments of unrivalled dependability since 1909. Ahead then . . . ahead now.







when answering ads . . .

Say You Saw It in The Billboard



THOUSANDS OF NEW YORKERS cranked out pictures on four turnof-the-century Biograph Mutoscope machines during the last two weeks. The machines were loaned to the R. H. Macy Corporation by Mike Munves, Arcade equipment pioneer, to celebrate Macy's 100th anniversary. The machines were placed on the street in front of the show windows (above).

# COINMEN YOU KNOW

• Continued from page 79

repairing a typewriter or an elec-trically-operated adding machine, and from repair work, it was a natural step to progress to sales. It seems that I must forever be adding new departments in order to take care of seasonal slacks and dips, but I enjoy all of it.

#### Detroit

#### By HAL REVES

John C. Koutoulakis, 23, and just out of the Navy, is following his father's path into the coin machine business with the C. K. Music Company, a juke box route. He is the son of Chris Koutoulakis, who has operated a cigarette ma-chine route here for years. Headquarters for both operations are at the downtown Victory Lunch, operated by Chris Koutoulakis—a name, incidentally, derived from the Victory Annex, longtime popu-lar theatrical hotel.

Ben Rosen, manager of Confection Cabinet Corporation, received a special "Citation of Joy" from Detroit Variety Club for his support of two holiday parties for underprivileged and hospitalized youngsters... Tony Siracuse, Circle Music Company in Dearborn, is convalescing from Dearborn, is convalescing from a major operation in Harper Hospital, Detroit.

#### New York

#### By AARON STERNFIELD

John Bilotta, Newark, N. J., Wurlitzer distributor, holds open house from Monday (27) 'bru Friday (31)

### Seattle Op

• Continued from page 80

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#### Threats

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#### **Grand Jury**

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1,567 Record Manufacturers

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directory of dis-

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#### JUKE BOX **OPERATORS**

Get The Billboard's Music Record Programming and Buying Guide

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Save time, effort and money. Send in coupon today.

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My Name	** * * * * * * * * * *
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# Juke Mfrs. Like Stereo Idea

Continued from page 80

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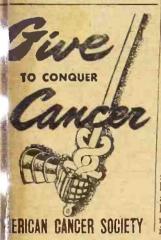
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"I, for one, would like to see the system developed more. We've not lost sight of developments and are always looking toward the future," he added, "but we have no immediate plans to incorporate stereo into our phonographs."



COME IN AND SEE THE SHAPE OF TOMORROW

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 lacksonville, Florida

It also means advertisers know what they pay for . . . before they spend the money. . . . means the paid circulation of this business paper has



#### LING SPEAKER

inch Super Perma-Magnetic speaker easily recessed by removing standard ceiling tile.



# UNITED'S UPA 100

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



bass-reflex enclosure with

step-switch volume control.

least servicing, in least time.



8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.





UNITED MUSIC CORPORATION 3401 N. CALIFORNIA AVE. CHICAGO 18, ILL. CABLE ADDRESS: UMCORP







when answering ads . . .

Say You Saw It in The Billboard



THOUSANDS OF NEW YORKERS cranked out pictures on four turnof-the-century Biograph Mutoscope machines during the last two weeks. The machines were loaned to the R. H. Macy Corporation by Mike Munves, Arcade equipment pioneer, to celebrate Macy's 100th anniversary. The machines were placed on the street in front of the show windows (above).

# COINMEN YOU KNOW

· Continued from page 79

repairing a typewriter or an electrically-operated adding machine, and from repair work, it was a natural step to progress to sales. It seems that I must forever be adding new departments in order to take care of seasonal slacks and dips, but I enjoy all of it.

#### Detroit

#### By HAL REVES

John C. Koutoulakis, 23, and just out of the Navy, is following his father's path into the coin machine business with the C. K. Music Company, a juke box route. He is the son of Chris Koutoulakis, who has operated a cigarette machine route here for years. Headquarters for both operations are at the downtown Victory Lunch, operated by Chris Koutoulakis—a name, incidentally, derived from the Victory Annex, longtime popu-lar theatrical hotel.

Ben Rosen, manager of Confection Cabinet Corporation, received a special "Citation of Joy" from Detroit Variety Club for his support of two holiday parties for underprivileged and hospitalized youngsters... Tony Siracuse, Circle Music Company in Dearborn, is convalescing from a major operation in Harper a major operation in Harper Hospital, Detroit.

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He commented, "We're a little perturbed over constantly being investigated for records — whe repeatedly nothing is wrong with our association. It's becoming day (23).

PFC Bernard Rubenstein, son of Charlie Rubenstein, local Arcade operator, has been named president of a little theater group of his Army Special Services detailed. It's become embarrassing to be constantly subpoenaed and have our names an pear in the daily papers in connection with unfounded and unproved the services.

> Lists 55 years of Song Hits. Direc-

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#### **JUKE BOX OPERATORS**

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Cincinnati 22, Ohia
Yes I want (
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and Buying Guide at
81 each. My remittance is enclosed.
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# Juke Mfrs. Like Stereo Idea

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COME IN AND SEE THE SHAPE OF TOMORROW

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

they spend the money.

It also means advertisers know what they pay for . . . before been audited and rentified by the Audit Bureau of Circulations. . . . means the paid circulation of this business paper has



#### HLING SPEAKER

8-inch Super Perma-Magnetic speaker easily recessed by removing standard ceiling tile.



# 

UNITED'S UPA 100

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.



step-switch volume control.

WALL SPEAKER

8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.





MUSIC CORPORATION 3401 N. CALIFORNIA AVE. CHICAGO 18, ILL WRITE FOR DETAILS

CABLE ADDRESS: UMCORP

UNITED

# Gotham Ops Watch Housing Projects

Slum Clearance Means Fewer, But More Profitable Stops; New Centers Aid Trade

housing projects springing up in been constructed.

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

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

All factors considered, the program has helped the coin machine industry. Many developments re-placed shanty areas—particularly in Queens—where few locations existed and where the population was

#### Fewer Locations

In other areas, particularly Man-hattan and Brooklyn slums, the new housing developments are less populated than they were before. And the number of locations has decreased substantially.

erably higher than it did on the get these two locations.

Last year, some 7,500 apartment units were opened by the city. An-

HERE TODAY

0,129

Models 2200 and 2204

A NEW DIMENSION IN

AUTOMATIC MUSIC

NEW HIGH EARNINGS

Solma, California

predominated in the old slum loca-

One of the heaviest areas of concentration for new housing devel-opment is slum-ridden East Har-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 NEW YORK—Gotham juke box other 4,530 will probably be and amusement machine operators are becoming more and more aware of the thousands of municipal some 96,000 family units have been constructed.

Is finished, there will be a lot tewer juke boxes in the area, but the averages will be increased considerably. Of course, that's little consolidation to the operator who is pushed out of the picture.

On the other hand, a 1,500 apartment developemnt 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 These sections now have shopping centers with restaurants, taverns and luncheonettes.

Another developments and one tavern will be part of the project. And some lucky operator will get two good stops.

Another developments

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 stone do not the learning the section of the year.

Restaurant stops do relatively better than tavern locations in the new development. In the older slum areas, the tavern is the neigh-borhood 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

#### Moore Sets Party At Town & Country

NEW YORK - The Sandy Moore Distributing Company cele-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

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 head-

# 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

zation's annual dinner dance to be held at the Hotel Statler here Feburary 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 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

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 approximately. shipped annually, with the bulk of them going to Holland, West Ger-many 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-

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line in regular 5 pt.

RATE: 20¢ a word-Minimum \$4.00.

CASH WITH ORDER

ter and a European office in Bra sels, Belgium.
President Al Wertheimer

butes the demand for juke b Europe to the influence of Ame can soldiers stationed there duri and after World War II.



# WEELING STOVERTING

DISPLAY CLASSIFIED ADS

The National Exchange for Col

Service and Opportunities.

Set in larger type (up to 14 pt.) and played to best advantage. No illustrator cuts permitted,
RAYES; \$1.00 a line—\$14.00 per inc

CASH WITH ORDER Unless credit has been astablish

In determining cost of regular Classified Ads be sure to count your name and add when computing cost of ad. When using a Box Number in Care of The Billboard a for 6 additional words. On 8ox Number Ads a special service charge of 25g per insert is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO

THE BILLBOARD PUBLISHING CO., 2160 Patterson St., Cincinnati 22,

#### \*\*\*\*\*\*\*\*\*\*\*\*\*\*\* **Business Opportunities**

DISTRIBUTORS WANTED — MANUFAC-turer wants Distributor for quality stands. For details write. Toledo Stand Co., 1639 Gilbert Rd., Toledo 14, O.

#### Routes for Sale

\*\*\*\*\*\*\*\*\*\*\*\* LAS VEGAS ROUTE FOR SALE—SEVEN Bingos, ten Slots, two Keeney Consoles, one Phonograph, three Pool Games. Weil seasoned and steady, \$12,800. Write: Capilinger, 1032 Tonopah Hiway, Las Vegas, Nevada.

#### Used Coin-Operated Equipment

ANYTHING IN VENDING MACHINES— Every type machine made, new or used; under the market prices. Established 30 years. Mack H. Postel, 2952B Milwaukea Ave., Chicago, III.

POKERINO 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, Strafford, N. J.

SHIPMAN DUPLEX STAMP MACHI \$10; Triplex, \$29.50 each, like Folders, direct factory prices. USP 100-Grand, Waterbury 5, Conn.

4 COLUMBUS BALL GUM; 1 PENNY M ter; 10 penny Silver Kings; ten 5r Nut; two 5r Almonds one 1r Pellet; two Advance; seven 1r or 5r Northwesteria tab gum; 3r candy bar vendors, 48,95 et 20 U. S. postage stamp or fifteen 25r te machines, 37,95 each; 10 Exhibit or 10 Viccard, 59,95 each. Al Hoff, 1920 Ross Baltimore 13, Md. \*\*\*\*\*\*\*\*\*\*\*

#### Wanted to Buy

ALI. TYPES USED VENDING MACH wanted: 49's, Acorns, Toppers, S Kings, Counter Games, send us your Rake, 609C Spring Garden St., Philade 23, Pa.

USED VENDING MACHINES WANTE We're headquarters for all Bulk Ven Merchandise. Will pay top price for sused Victor Troopers, Baby Grands, A or Northwestern Gum and Capsule Marsh Write or call. Also send for our Price-Graff Vending Supply Co., 2817 W. Davis Dallas 2, Tex.

14 POKERINOS, STATE MAKE AND C dition. Will pick up. W. B. Reyno Mapleton Beach, Geneva On The Lake

# USE THIS HANDY FORM TODAY

Forms close Wadnesday for the following week's Issue Please use pencil when filling in this form

Clip your ad to this form. Check classification you want your ad to appear under.

Business Opportunities Help Wanted

Parts, Supplies & Services Positions Wanted

Roules For Sale

Used Coin-Operated Equipment Wanted To Buy

Display Classified, If Display is wanted Indicate on your ad the words you w emphasized. Rates above. Sorry, n. 3. Check whether you want Regular e Illustrations or cuts.

> Regular ☐ Display

4. Count all words, then enclose check as money order. Insufficient remittancy will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard Coin Market Place 2160 Patterson St. Cincinnati 22, Ohio

Address

Please insert my ad in "Market Place" and run as indicated below:

Mext 6 Issues Mext 4 Issues Next 3 Issues Next Issue of a S\_\_\_\_\_ Payment enclosed

\_Zone \_\_\_ State.

when answering ads . . . Say You Saw It in The Billboard

# 200 AND 104 SELECTIONS NOW ON

DISPLAY

GEORGE YOUNG

Phone: Twin Oaks 6-2602

1917 West Pront Street

THE SHAPE OF TOWN

THE NEW WURLITZER Console HAVE INTRODUCING A NEW DIMENSION

AUTOMATIC

MUSIC

200 AND 104

SELECTION MODELS

PEACH STATE MUSIC CO.

Macon, Ceorgia

130 Boulevard, N.E. Atlanta, Georgia

911 Cervais Street Columbia, South Carolina

#### 20-YEAR VET

# **Program Expert's** Tip on Standards

By BOB LATIMER

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
fornula for increasing revenue in
every one of his stops over the past

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. important job.

#### Storage

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."

of the year, and they represent our chief programming problem."

#### Standards

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.

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

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 contacts with poper. servicing it, close contact with popularity trends and Billboard listings.

ularity 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

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 axperience. 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

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

Find out every

Billboard



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 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 acros sthe street from the Colorado capitol building.

Record Package

#### Record Package

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.

months when there is heavy competition from other forms of amusement, particularly outdoors.

Out in front of the showroom is a table on which discarded records from the routes are sold off at bargain prices. Perhaps the best indication of the success which Bell Music Company has with its standards inventory is the fact that there are seldom any standards whatsoever on the table, the choice being made up entirely of waning top 40 tunes.

Madded \$5 to \$15 for each com 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)

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

A NEW DIMENSION IN AUTOMATIC MUSIC NEW HEIGHTS IN **EARNING POWER** WURLITZER CONSOLE 200 AND 104 SELECTION MODELS SEE IT HERE COVEN MUSIC CORPORATION HEAR IT-HERE # 3181 North Elston Avenue Chicago, Illinois

WHAT'S NEW IN COIN MACHINES! WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOINGS

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Biliboard, 2160 Patterson St., Cincinnati 22, Ohio Yes | Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15)

# New Gotham Coin Group Formed; UCMO Signs Pact With Local 19

Jacob, Koondel, Wurtzel, Gulden Officers; Conflict With MONY, AAMONY Seen

Games Lead Export

Amusement Machines Notch Second-Highest

Mark of '57 Year; Month Tops \$2,400,000

Surge in October

• Continued from page 80

to two operator associations, and jurisdiction in the coin machine union, and virtually all the games in the area are not serviced by with one legitimate union." He Local 266 representatives atadded that UCMONY would be able to provide "better service" Officials of MONY and

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

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

tempted to gain admittance to an AAMONY meeting a couple weeks Officials of MONY and AAMONY said they would withhold comment on the new group for the time being.

AMONY said they would with men voted to begin negotiations with Local 202.

AMONY said they would with men voted to begin negotiations with Local 202.

AMONY said they would with men voted to begin negotiations with Local 202.

All that is known of Local

Monday (3) the case of the game association had voted to negotiate with Local 202 and wit

Belgium Tops Market

units valued at \$546,878. Other leading markets, under \$400,000, but over \$200,000, were West Germany, Canada, Venezuela and

Local 266 representatives at members of any game union.

In fact, the only union which covers any substantial number of employees here is Local 1690, AFL

# 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 establish-WASHINGTON — Game ex-ports posted their second highest monthly run of 1957 in October, this section.) \$2,410,928 total was made on ports posted their second highest monthly run of 1957 in October, this section.) session of the License Committee.

Councilman Charles M. Carroll, Begium retained its perch atop the world markets for U. S. coin machines in October, taking 2,760 units valued at \$546,878. Other 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)

# ports broke the \$2,000,000 barrier in one month, and the fourth fattest 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 venders at \$152,371 (below average). The 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

EDITORIAL

# Gambling Gimmicks

How long will it take before the amusement game business realizes incorporating gambling gimnicks 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

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 ginnnicks 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

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.

# 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 The purchase will increase house which specializes in coin manancial Corporation, a factoring chine paper, has acquired control of the Factors Corporation of America from the Bankers Securities Corporation and other stock-

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 financial

ing 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 as-signed paper to Standard. Expanded Volume

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.

in the same period.

FCA has two wholly owned subsidiaries, Factors Credit Corporation and Factors Credit Corporation

tion and Factors Credit Corpora-tion 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)

# Abe Witsen to Operate Arcades at World Fair

PHILADELPHIA - The In- matique, ISC's representative in ternational Scott-Crosse Company Antwerp. had been granted the Arcade con-cession for the 1958 Brussels World's Fair, which begins its six-month run in the Belgian capital

According to Abe Witsen, ISC the fair. president, the firm will operate two Arcades of 5,000 to 6,000 square feet each, with a total of 200 coinoperated 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 Tim-merman, head of Kentiver Auto-

The contract for the Arcade concession was negotiated between Witsen and the Belgian govern-ment. An estimated 50 to 60 milment. An estimated 50 to 60 mil-lion persons are expected to visit machines could not be prohibited

# Georgia Bill Sees Pin Legality Up to Counties

Georgia House v buld give the in-dividual counties the right to decide legality of pinballs.

could not be prohibited (Continued on page 94) Reed, sponsor of the bill, said that

ATLANTA — A bill before the he and fellow representatives feel eorgia House v buld give the inibility 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 pin-

# **Bally Ships** Match Model, Super Bowler

CHICAGO - Super Bowler, 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)

# COIN MACHINE EXPORTS

OCTOBER, 1957

	Phone	ographs	Amusement Games		Venders		Totals	
Country	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	576	\$ 300,679	1,684	\$242,449	500	3 3,750	2,760	\$ 546,878
West Germany	393	296,078	547	97,017	-		940	393,095
Canada	3521	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	10 40		442	209,526
Italy	113	86,782	269	36,704		1000	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

#### 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.

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.

(For 10-week period ending with issue of January 20, 1958)

MEAN AVERACE. 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" on "distressed" equipment.

1	(For 10-week period endin						
1	MUSIC MACHINES						
į	High	Low	Mean Avg.				
1	AMI						
I	Model C-40\$ 95.00 Model D-80 (51) 40 sel.,	\$ 95.00	\$ 95.00				
ì	78 RPM 225.00 Model E-40 (53) 40 sel.,	225.00	225.00				
į	78 RPM 275.00 Model E-80 (53) 80 sel.,	225.00	225.00				
ı	45 RPM 350.00 Model E-120 (53) 120 sel.	325.00	325.00				
į	45 RPM 425.00 Model F-80 (54) 80 sel.,	275.00	350.00				
į	65 RPM	485.00	485.00				
Į	45 RPM 595.00	150.00	525.00				
	ROCK-OLA 1428 (48) 20 sel.,						
N	78 RPM\$ 75.00 1432 (50-51) 50 sel.,	\$ 30.00	\$ 75.00				
į	78 RPM 95.00 1432 Rocket 100.00	95.00 95.00	95.00				
Colonia	1434 (50-51) 50 sel., 78 RPM	95.00	145.00				
5	1434 Fireball	139.00	139.00				
ì	1436 A- (53) 120 sel., 45 RPM		145.00				
0	1438 (54) 120 set.,	229.00	229.00				
1	45 RPM	389.00 395.00	395.00 395.00				
ly.	45 RPM 445.00	445.00	445.00				
Ì	SEEBURG						
ŀ	HM-100-Hideaway (9/49) .\$149.50 M-100-A (9/49) 100 sel.,	149.50	149.50				
	78 RPM	69.00	189.00				
1	45 RPM	300.00	385.00				
H	45 RPM 525.00 HF-100-G (9/53) 100 sel.,	65.00	485.00				
1 di	45 RPM 575.00 HF-100-R 675.00	575.00 650.00	575.00 665.00				
1	00-W (9/53) 575.00	575.00	575.00				
	WURLITZER 1015 (46) 24 sel.,						
R	78 RPM\$ 35.00	\$ 35.00	\$ 35.00				
·	78 RPM	35.00	35.00				
	78 RPM 50.00	50.00	50.00				
1	250 (50) 48 sel	89.00	89.00				
	45 or 78 RPM 115.00	54.00	99.00				
I	45 or 78 RPM 195.00	149.00	155.00				
i	45 or 78 RPM 175.00	150.00	150.00				
ì	45-78 RPM Mix 495.00 550-A (53) 104 sel.,	149.00	180.00				
ı	45-78 RPM Mix 225.00	175.00	175.00				
	45 or 78 RPM 275.00 600-A (54) 48 sel.	239.00	239.00				
-	45 or 78 RPM 275.00 650 (53) 48 sel.,	239.00	239.00				
į	45 RPM	239.00	325,00				
į	45 RPM	225.00	239.00				
l	45 RPM	445.00	495.00				
	PINBALL GAME	65.00	595.00				
	ALLY						
No.	tlantic City (5/52) \$ 65.00 each Beauty (1/55) 195.00	\$ 55.00 30.00	\$ 55.00				
	each Club (2/53) 75.00	45.00	175.00 55.00				
	Ig Time (1/55) 245.00	55.00 95.00	65.00 125.00				
	right Spot (11/51) 65.00	45.00 45.00	45.00 45.00				
	oney Island (9/52) 55.00	175.00 45.00	225.00 45.00				
	folic (10/52) 80.00	45.00 65.00	<b>5</b> 5.00 <b>6</b> 5.00				
	aytime (6/55) 145.00	55.00 65.00	65.00				
	14F1 (6/54) 75.00 • Frolics (1/54) 65.00	60.00 45.00	65.00 65.00				
	llami Beach (9/55) 145.00 ite Club (3/56) 425.00	120.00 205.00	125.00 245.00				

ith issue of January 20, 1990	"		
	NE A		Mean
	High	Low	Avg.
Palm Beach (7/52)	\$ 85.00	\$ 40.00	\$ 40.00
Palm Springs (11/52) Spot Lite (1/52)	65.00 65.00	55.00 45.00	60.00 45.00
Surf Club (3/54)	65.00	40.00	60.00
Variety (9/54)	95.00 55.00	65.00	75.00 55.00
CHICAGO COIN	22.00	30.00	33.00
Basket Ball Champ			
(10/49)	\$195.00	\$195.00	\$195.00
Tahíti (10/49)	75.00	75.00	75.00
EVANS		1 3 F	
Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00
GENCO	4 05.00	Ψ 05.00	Ψ 05.00
Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00
COTTLIEB		7 55.00	4 33.00
Arabian Knights (11/53)	\$125.00	\$ 95.00	\$100.00
Auto Race (9/56)	270.00	235.00	245.00
Basketball (10/49) Chinatown (10/52)	200.00 65.00	200.00 35.00	200.00 50.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56) College Daze (8/49)	245.00 135.00	215.00 135.00	225.00 135.00
Coronation (11/52)	45.00	35.00	35.00
Crossroads (5/52) Cyclone (4/51)	65.00 25.00	45.00 25.00	65.00 25.00
Daisy Mae (7/54)	145.00	125.00	125.00
Derby Day (4/56) Diamond Lill (12/54)	210.00	145.00	195.00
Dragonette (6/54)	140.00	110.00	125.00
Duette (3/55)	195.00	150.00	175.00
Flying High (2/53) Four Belles (10/54)	65.00 1 <b>2</b> 5.00	45.00 125.00	45.00 125.00
Four Stars (6/52)	65.00	50.00	65.00
Frontiersman (11/55) Gold Star (8/54)	185.00	115.00	165.00
Grand Slam (4/53)	60.00	35.00	50.00
Green Pastures (1/54) Guys & Dolls (5/53)	100.00	75.00	75.00
Gypsy Ougen (2/55)	175.00	45.00 125.00	65.00 150.00
Happy Days (7/52) Harbor Lites (2/56)	65.00	65.00	65.00
Hawaiian Reauty (5/54)	195.00	175.00 120.00	185.00 125.00
Hit 'n' Run (3/52)	65.00	45.00	65.00
Jockey Club (4/54) Jubilee (5/55)	130.00 275.00	85.00 210.00	110.00
Jubilee (5/55) Jumbo (10/54)	235.00	225.00	225.00
Marathon (10/55) Lady Luck (9/54) Lovely Lucy (2/54)	245.00 150.00	215.00 105.00	245.00 145.00
Lovely Lucy (2/54)	110.00	60.00	110.00
Mystic Marvel (3/54)	85.00 255.00	55.00 95.00	55.00 120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53) Poker Face (8/53)	100.00 85.00	60.00	100.00
Quartette (2/52)	95.00	95.00	75.00 95.00
Queen of Hearts (12/52) Quinette (3/53)	65.00 75:00	60.00	60.00
Rose Bowl (10/51)	50.00	35.00	75.00 50.00
Score-Board (3/56) Sea-Belles (8/56)	275.00 295.00	185.00 275.00	195.00
Shindig (9/53)	110.00	60.00	295.00 100.00
Skill Pool (8/52)	70.00	35.00	65.00
Sluggin' Champ Deluve	180.00	125.00	165.00
(4/55)	180.00	180.00	180.00
Spot bowler (10/50)	170.00 30.00	165.00 30.00	170.00
Stage Coach (11/54) Sweet Add-A-Line (7/55).	150.00	120.00	150.00
Loreador (6/56)	175.00 386.00	135.00 <b>2</b> 75.00	155.00 275.00
Tournament (8/55) Twin Bill (1/55)	225.00	210.00	225.00
Wishing Well (9/55)	150.00 185.00	145.00	150.00 1 <b>65</b> .00
UNITED		. , 5,00	, 03.00
ABC (2/52)	\$545.00	\$545.00	\$545.00
(arayan ()/56)	225.00	50.00	135.00
Circus (8/52)	35.00 80.00	25.00 80.00	25.00 80.00
Hawaii (6/54)	120.00	120.00	120.00
Manhattan (4/55) Nevada (8/54)	80.00 55.00	55.00 55.00	60.00 55.00
Pixie (9/55)	145.00	70.00	70.00
Rio (11/53) Singapore (10/54)	55.00 65.00	25.00	25.00
Stardust (4/56)	225.00	65.00 125.00	65.00 155.00
Triple Play (8/55)	225.00	50.00	125.00
Starlet (11/55) Triple Play (8/55) Troplcana (1/55)	85.00 75.00	65.00 75.00	75.00 75.00
Army & Navy (10/55)	145.00 35.00	55.00	55.00
big ben (9/54)	125.00	35.00 <b>5</b> 5.00	35.00 85.00
WILLIAMS C. O. D. (9/53)	3.5		
	75.00	75.00	75.00

	II . II .		Mean
Colors (11/54)	High	Low	Avg.
Dealer '21' (2/54)	\$ 95.00 55.00	\$ 95.00 35.00	\$ 95.00 <b>5</b> 5.00
Deluxe Baseball	195.00	49.00	125.00
Eight Ball (1/52)	35.00	40.00 35.00	40.00
Grand Champion (8/53)	40.00	40.00	40.00
Gun Club (11/53)	80.00 40.00	35.00 40.00	80.00 40.00
Hayburner (6/51) Hong Kong (10/52)	75.00	50.00	50.00
lalopy (8/51)	55.00 55.00	50.00 40.00	50.00 40.00
King of Swat. Lazy Q (2/54)	225.00	215.00	225.00
Lu Lu (12/54)	35.00 135.00	35.00 55.00	35.00 135.00
Nifty (12/50) Nine Sisters (1/54)	20.00	2.0.00	20.00
Peter Pan (4/55)	50.00	50.00 135.00	50.00 1 <b>3</b> 5.00
Quarterback (10/49)	195.00	195.00	195.00
Race the Clock (1/55) Rainbow 5 Ball (11/48)	200.00 275.00	100.00 245.00	190.00 <b>26</b> 5.00
Regatta (10/55)	135.00	110.00	125.00
Screamo (4/54) Silver Skates (2/53)	75.00 50.00	75.00 50.00	75.00 50.00
Sky Way (9/54)	85.00	60.00	65.00
Spark Plug (10/51)	30.00	30.00	30.00
Star Pool (10/54)	110.00	75.00 75.00	110.00 75.00
Struggle Buggie (12/53) Slugfest (3/52)	55.00 45.00	45.00	45.00
Twenty Grand (12/52)	50.00	45.00 50.00	45.00 50.00
Times Square (4/53) Thunderbird (5/54)		35.00	70.00
Three Deuces (8/55)	125.00	115.00 145.00	115.00
Super World Series (4/51).	60.00	60.00	60.00
	135.00	110.00	130.00
SHUFFLE	GAME	S	
Ace Bowler (CC)	1705.00	£ 05 00	410500
Advance Bowler (CC)	\$295.00	\$ 95.00	\$195.00
(5/53)	95.00	95.00	95.00
(American Shuffleboard)			
(5/52) Arrow (CC)	250.00	225.00	225.00
Banner (U) (8/54)	375.00 325.00	250.00 155.00	315.00 240.00
Bikini (K) (6/54)	195.00	125.00	150.00
Bonus Bowler (K) (3/54) . Bonus Score Bowler (CC)	190.00	75.00	125.00
(4/55)	395.00	275.00	345.00
Bowlette (G) (7/50) Broadway Alley (U)	40.00	40.00	40.00
Capital Deluxe Shuffle			
Capitol (U) (6/55)	435.00 225.00	<b>22</b> 5.00 225.00	365.00 - 2 <b>2</b> 5.00
Carnival (K) (5/53)	125.00	45.00	85.00
Cascade (U) (2/53) Century (K) (6/54)	50.00 295.00	50.00 175.00	50.00 210.00
Champion (B) (5/54)	300.00	125.00	195.00
Chief (U) (11/53) Classic (U) (6/53)	115.00	115.00 50.00	115.00 80.50
Clipper (U) (5/56)	385.00	315.00	295.00
Clipper Deluxe (U) (5/55)	425.00	225.00	
Clover Shuffle (U)			325.00
Club (K) (4/53)	125.00 75.00	39.50 50.00	75.00 65.00
Comet Targette (U)			
Comet Deluxe (U)	125.00	125.00	125.00
(11/54)	345.00	125.00	245.00
Criss-Cross (CC) (11/53)	95.00	95.00	95.00
Criss-Cross Targette			
Deluxe (CC) (1/55) Criss-Cross Targette	110.00	110.00	110.00
Regular (CC) (1/55) .	75.00	75.00	75.00
Crown (CC) (4/53) Diamond (K) (5/53)	50.00 <b>2</b> 35.00	100.00	50.00 175.00
Diamond (K) (5/53) Domino (K) (5/53) Double Score (CC)	50.00	50.00	50.00
	95.00	49.50	75.00
Feature (CC) (7/54)	275.00	125.00	185.00
Fifth Inning Deluxe (U) (6/55)	125.00	110.00	115.00
5 Player (U) (1/51)	40.00	40.00	40.00
Fireball (CC) (11/54) Flash (CC) (9/54)	150.00 335.00	150.00	150.00
Gold Cup (CC) (7/53)	155.00	75.00	115.00
Gold Medal (B) (3/55)	85.00 <b>42</b> 5.00	50.00 275.00	50.00 300.00
HI Speed Triple Score			
(CC) (8/53) Holiday Match Bowler	60.00	60.00	60.00
(CĆ) (9/53) Hollywood (CC) (5/55)	450.00 175.00	225.00	350.00
Imperial (U) (9/53)	95.00	175.00 <b>9</b> 5.00	95.00
	(Conti	nued on p	age 92)

#### • Continued from page 91 Leader Shuffle Alley (U) (11/53) (11/53) ......\$195.00 \$125.00 \$165.00 165.00 100.00 145.00 275.00 155.00 275.00 45.00 45.00 75.00 165.00 355.00 235.00 50.00 60.00 50.00 75.00 70.00 50.00 50.00 55.00 75.00 70.00 175.00 275.00 75.00 110.00 \$\(\frac{\(\)\}}}}}}}}}} \) \right)} \right)} \right.} \right.} \right.} \right.} \\ \) \\ \\ \etitimed{\ifta\{\ifta\{\initita\{\ifta\circ{\(\frac{\(\frac{\(\frac{\(\frac{\(\frac{\(\frac{\(\frac{\(\frac{\(\frac{\(\)\}\)}}}}}} \\ \eta\{\ifin\{\ifta\{\ifin\{\ifta\{\ifta\{\ifin\{\ifin\{\ifta\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ii\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ifin\{\ 225.00 225.00 55.00 60.00 45.00 50.00 150.00 195.00 255.00 85.00 45.00 45.00 45.00 70.00 39.50 45.00 40.00 55.00 \$peedlane Bowler (K) .... 275.00 \$peedly (U) (8/54) .... 135.00 \$tar, 5 Player (U) (7/52) 95.00 275.00 275.00 135.00 135.00 45.00 Star, 10th Frame (U) 29.50 60.00 145.00 195.00 345.00 275.00 Super Frame (CC) (5/54) . 295.00 165.00 Super Match Bowler (CC) 50.00 55.00 29.50 75.00 Targetté (U) ...... 100.00 Targette Deluxe (U) ...... 320.00 Team Bowler (U) (1/54) 295.00 100.00 100.00 95.00 195.00 100.00 1,65.00 Team Bowler (K) (10/52) 75.00 49.50 50.00 Tenth Frame (K) ..... 75.00 Tenth Frame Bowler (CC) 95.00 60.00 40.00 60.00 Thunderbolt (CC) ..... 395.00 265.00 295.00 65.00 175.00 175.00 Vanus Defuxe (U) (3/55) 350.00 225.00 275.00 Victory Bowler (B) (5/54) 295.00 145.00 195.00 Venue Bowler ...... 285.00 325.00

#### ARCADE EQUIPMENT

Code: AP-Auto Photo; B-Bally; CC-Chicago Cola; Ev-Evane; Ez-Exhibit; G-Genco; Gb-Gottlieb; K-Keeney; M-Iut'l Mutoscope; K-Roovers; S-Seeburg; Sc-Scientific; Sh-Shipman; T-Telecolo; U-United; W-Williams; Wa-Wat-line

	High	Low	Mean Avg.
AA Gun (K) ('48)	.\$ 99.50	\$ 99.50	\$ 99.50
Abi Challenger (5/46)	30.00	25.00	25.00
Advance Shockers	. 22.50	22.50	22.50
Air Football		195.00	225.00
Air Hockey	. 325.00	250.00	325.00
All Star Baseball (W)	. 125.00	125.00	125.00
Anti Aircraft	00 50	99.50	175.00 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) Baseball, 2 Player (G)	79.50	79.50	79.50
Baskethall ((,)	105 00	125.00	145.00
Basketball (CC) Basketball Champ (CC) Bat-A-Score (Ev) (8/48)	. 195.00	195.00 195.00	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)Bert Lane Merry-Go-Round.	145.00	145.00	145.00
Big Broncho (1/51)	. 275.00 . 345.00	275.00 <b>32</b> 5.00	275.00
Big Inning (B) (47)	125.00	125.00	325.00 125.00
Big League Baseball	25.00	123.00	123.00
(3/51) (W)	145.00	145.00	145.00
Big League Baseball (W)			- 50 (33-)
(2/54) Big Top (G) (6/54)	145.00	145.00	145.00
Big Top (G) (6/54)	250.00	250.00	250.00
Bingo Roll Bonus Deluxe (U)	, 150.00 , 350.00	125.00 300.00	150.00
Bonus Gun (U) (1/55)	210.00	210.00	<b>325.00</b> 210.00
Broncho Horse (Ex)		210.00	210.00
(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) Champion Hockey ('46)	215.00	175.00	185.00
Coon Gun (S)	100.00	100.00	100.00
Coon Gun (S)	85.00 150.00	85.00 95.00	85.00 150.00
Dale Gun (Ex)	65.00	50.00	65.00
Defender (B) ('40)	150.00	125.00	125.00
Derby, 4 Player (CC)	1000000	. 23.00	125.00
(3/52)	195.00	95.00	135.00
Drivemobile (M) (7/54).	195.00	150.00	150.00
500-Shooting Gallery (Ex)	THE STREET		
(3/55)	1.75.00	85.00	95.00
(9/46)	99,50	75.00	00.50
(9/46)	350.00	95.00	99.50 125.00
Football (M)	275,00	275.00	275.00
Goalee (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) Hockey (CC)	95:00	75.00	75.00
Home Run, 6 Player (CC)	75.00	75.00	75.00
(3/54)	200:00	175.00	195.00
Jet (B)	110.00	110.00	
let Fighter (W) (10/54)	225:00	110.00	110.00
Jet Gun (Ex) (12/51)	75.00	75.00	75.00
Jumping lack (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 Lite League (W) (2/54).	<b>395.00</b> 95.00	<b>3</b> 45.00 75.00	350.00 75.00
	73.00	15.00	13.00

		High	Low	Avg.
A	Lord's Prayer (M) (6/56) Lovemeter (Ex)	.\$395.00	\$395.00	\$395.00
	Mauser Pistol (Ex)	. 25.00 . 89.50	25.00 89.50	25:00
	Mercury Counter Gripper	25.00	25.00	89.50 25.00
	Midget Movies (CC) Midget Skeeball (CC)	145 00	125.00	125.00
	Mill Scales	. 175.00	145.00 35.00	145.00
	Panoram (Mille)	205.00	325.00	395.00
	Pennant Baseball (W) Periscope (CC) Photomatic (M) (1/50)	. 100.00	95.00	95.00
1	Photomatic (M) \$1/50)	100.00	95.00	95.00
1	Photomatic Deliva (M)		245.00	275.00
	(2/36) Pistol (CC) (1/49)	. 245.00	245.00	245.00
	Pistol Pete (CC)	. 75.00	75.00 45.00	75.00
	Pistol Target Skill	. 15.00	15.00	<b>7</b> 5.00
1	Pitch'm G Bat'm (S) Polar Hunt (W)	. 195.00	125.00	195.00
	Pop Up	. 395.00	325.00	345.00
	Quarterbacks (G) (9/55)	. 195.00	20.00	195.00
	Ranger (K)	. 295.00	250.00	295.00
	Ranger (K)	. 125.00	110.00	110.00
	Round the World Trainer	. 175.00	150.00	165.00
	(CC) (10/53)	375.00	325.00	325.00
1	Royal Mustang Horse	375.00	375.00	375.00
	Safari (W) (2/54) Set Shot Basketball	365.00	224.00	313.00
1	(Munves) (6/52)	295.00	225.00	275.00
1	Shoe Brush Up	95.00	95.00	95.00
1	Shooting Gallery (Ex)	, 195.00	65.00	125.00
1	(6•54)	225.00	95.00	150.00
1	Sidewalk Engineer (W) (5/55)	195.00	00.00	150.00
1	Silver Bullets (Ex) (11/49)	125.00	99.00 125.00	150.00
1	Silver Gloves (M)	195.00	125.00	175.00
1	Six Shooter (Ex)	75.00	75.00	75.00
1	S K Grip Vue Sky Fighter (M) (9/53). Sky Gunner (G) (9/53)	125.00	125.00	20.00 125.00
	Sky Gunner (G) (9/53) .	125.00	125.00	125.00
	Sky Gunner (C) (9/33) Sky Gunner (CC) Sky Rocket (G) (5/55) Smiley (Pioneer) (8/46) Space Gun (Ex)	125.00 195.00	175.00	125.00 185.00
	Smiley (Pioneer) (8/46) .	525.00	495.00	495.00
1	Space Gun (Ex)	125.00	85.00	95.00
	Space Ranger (Deco)	295.00 275.00	224.50 125.00	295.00 135.00
	Space Ship Speed Boat (B) (7/53)	325.00	275.00	325.00
F	Sportsman (K) (11/51) .	140.00	140.00	140.00
1	Standard Metal Typer F S.	185.00	175.00 275.00	175.00 275.00
	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 Submarine (K) (1/42)	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) Super Pennant (W)	295.00 175.00	295.00	295.00 175.00
	Super Slugger (U) (7/55)	395.00	145.00 295.00	350.00
V	Telequiz (1/49) (T)	65.00	65.00	65.00
	Ten Strike (E) (46) 3-D Theater (M) (12/53)	85.00 150.00	75.00	85.00
	Territoria de la companya del la companya de la com	20.00	150.00	150.00
	Three Way Gripper (Gb).,	25.00	25.00	25.00
	Treasure Cove (Ex) (6/55) Trigger Horse (E) (7/53)	225.00 395.00	225.00 395.00	225.00 395.00
-	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) . Wizard 5c	65.00 20.00	65.00 19.50	65.00 19.50
	Wizzard Whiz	25.00	18.00	20.00
	World Series (W) (4/51). Zingo (1/51) (U)	50.00 65.00	50.00 <b>65.00</b>	50.00
H			03.00	65.00



when answering ads . . .

Say You Saw It in The Billboard

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.



ADVERTISEES to our cractly what THE BULLDOARD

delivers because The Billboard is a member of the Audit Bureau of Circulations,



when answering ads . . . Say You Saw It in The Billboard

# FOLK TALENT & TUNES

• Continued from page 56

Tennessee Two, Don Deal, Hank Vestern Jamboree Band recently netrained the inmates of San Quentin Prison. The band, fronted y vocalist Cal Smith, featured miley Davis, steel guitar; Norma IcCall, Dale Owens and Louis teeks, vocalists; Johnny Cash, the

# band is currently playing dates thru the Midwest. . . . Gene Ray has an EP out on the Cowtown I a be l, 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.

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 Waugh, spent the fore part of last week in New York, mixing business with pleasure. George Jones, "Grand Ole Opry" regular, Jones, "Grand Ole Opry" regular, has been signed for 12 appearances a month with the new Ernest Tubb package show. Jones' new Mercury-Starday release, "Eskimo Pie." 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 I 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 emsee 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

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 revery co-operation and incentive, company car, real compensation an unexcelled opportunity to build your own future, to a salesman

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

BOX 136 The Billboard, 1564 Broadway, New York 36, N. Y.



#### CRUZE DISTRIBUTING COMPANY, INC.

1101 West Washington Street Charleston, West Virginia

#### Guaranteed DAVIS 6-POINT Phonographs

#### SEFRUDG

\$850.00
669.00
569.00
550.00
425.00
469.00
189.00
54.50
46.50

#### WURLITZER

The state of the s				
2150 (200	Selections) W	/rite   1650		\$239
2000 (200	Selections).\$	69911600		239
900 (104	Selections).	64911400		140
800		569 1250		99
700		469 1217	(Hideaway)	. 89
1			The state of the s	

AMI	ROCK-OLA
5200 (like new) 649	1442 (50 Selections) \$395 1436 (45 rpm) 229 1434 (45 rpm) 139

Terms: Deposit Required.

Davis



CABLE ADDRESS: "DAVDIS"

# NEED IMMEDIATELY!!

PHONE-WIRE-WRITE
Gabe Forman-240 E. Merrick Rd.
Freeport, N. Y.
Phone: MAyfair 3-2472

# SANDY MOORE

DISTRIBUTORS CORP. Export Specialists Merrick Rd., Freeport, N. Y. Mayfair 3-2472

Showroom: 599 Tenth Ave., N. Y. 19, N. CHickering 4-5050



## Contact JOE MUNVES

The Tampa Terrace Hotel

The Florida State Fair,

Sportland Arcade, February 4-13 For the latest in Arcade Equipment.

#### WANTED

ANY QUANTITY OF 1956 AND 1957

# GOTTLIEB GAMES

HIGHEST PRICES PAID

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin and International Mutoscope Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT!

0 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480





THE FABULOUS

MUSIC

WURLITZER

MODELS 2200-2204

AND

J. H. RUTTER, INC.

917 South State Street Salt Lake City, Utah

We Wish To Express Our Thanks to the

BELGIAN GOVERNMENT

and

# L'AUTOMATE

of Brussels

for inviting us to place our equipment in the Arcade Exhibit, Amusement Center

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:

## BALLY . WILLIAMS . GENCO

Mr. Armand Timmermans of Kentiver Automatic, Antwerp, Belgium, and sales representatives from International Scott Crosse Co., U.S.A., will be on hand during he entire show to afford you hospitality

> 1958 Brussels World's Fair Opening day: April 17th, 1958

International Scott Crosse Company

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.

Rittenhouse 6-7712

Exclusive Dist, for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

# NEW ENGLAND is THRILLED

with this

NEW DIMENSION IN AUTOMATIC MUSIC

• Small Physical Size • Big Profit Producer

CONSOLE MODELS 2200 AND 2204

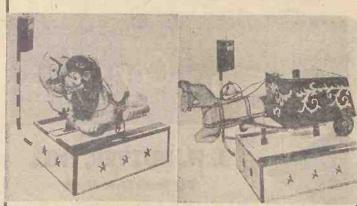
offering

200 AND 104 SELECTIONS

DISTRIBUTING CO., 298 LINCOLN ST. ALLSTON 34, MASS-AL 4 4040 GENCO



# **NEW KIDDIE RIDES**



ANIMAL RIDE

PONY CART RIDE

Other MONEY MAKING RIDES in our line FIRE ENGINE • KIDDIE TRAIN • TUGBOAT AUTO

All rides use identical bases and can be quickly interchanged on location.

FOR DESCRIPTIVE FOLDER AND PRICES-WRITE

#### KING-PIN EQUIPMENT COMPANY

826 Mills Street Kalamazoo 21, Mich. Phone: Fireside 5-1151

7624 Fenkell Street Detroit 38, Mich. Phone: UNiversity 3-4770

THE NEW HAVE INTRODUCING A NEW DIMENSION AUTOMATIC MUSIC 200 AND 104 SELECTION MODELS

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 accounts and the columbus and the c Court. The ordinance was re-cently 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 pin-ball machines and similar machines involving chance or skill or reward encourages gaming and the gen-eral disorder incident thereto, and is a threat or menace to the peace

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. 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 Tole-

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.



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 control and table sion, 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 no more than \$500, or imprisioned not more than six months, or both."

Sec. 2. That for the reasons stated in the preamble hereto, this ordinance is hereby declared to

Passed December 6, 1954, O. J. Fillinger, President of Council. Approved December 7, 1954, M. E. Sensenbrenner, Mayor.

#### PINBALLCULTURE 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

alcoholic.
The contestant was Jo Spigelman on Jack Barry's 21 Quiz, on NBC. He successfully answered this and two

other questions to beat outrival Ed Bailey.

For those less erudite than contestant Spigelman, the play is "Time of Your Life" by William Saroyan.

# MIKE MUNVES CORP TO TENTH AVER NO 18

OPERATORS! Here's Some Terrific Location

Pieces! BASEBALL

BASEBALL

Hi-Fly Baseball, Genco \$225.00

Star Slugger, Chi Coin 225.00

Bat-A-Score, Evans 125.00

Heavy Hitter, Bally 50.00

FOOTBALL

Quarterback, Genco \$150.00

FICH TWO BASE TWO Midget Skee Ball, Chi Coin

BASKETBALL

Basketball, Chi Coin

GUNS

Atomic Bomber, Mutoscope

Air Raider, Keeney

Jet Fighter, Wms.

Sky Fighter, Mutoscope

Ace Bomber, Mutoscope \$125.00

Ace Bomber, Mutoscope 125.00

NEW MACHINES!
"Squoits," Water Polo ... 5695.00
"Tusco," Elephant Ride ... 995.00
"Burp Gun," Cops 'N' Robbers \$55.00

PARTS & SUPPLIES FOR POOL

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WE EXPORT ALL TYPES OF COIN EQUIPMENT.

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WE NEED THESE NOW!

MAJESTIC SUPER JUMBO **JUBILEE** FLAGSHIP SILVER

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COIN MACHINE EXCHANGE 1411-13 Diversey, Chicago 14, 411.

MANAGER DE LA COMPANSION DE LA COMPANSIO

BUckingham 1-6466

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FOR SALE F.O.B. Chicago and

L.A	. CI	190. Type of Ride	Price
	×	Lane Merry-Go-Round	\$250.00
×		Joy Merry-Go-Round	1
		(No Canopy)	125.00
	X	Texas Merry-Go-Round	225.00
×		"Miss America" Boat	225.00
	×	Exhibit Sea Skate	225.00
	X	Bally Boat	175.00
	×	Meteor P.T. Boat	175.00
×	X	Bally Space Ship	150.00
×	×	Space Ranger	200.00
×		Atomic Jet	100.00
×		Exhibit Space Patrol	100.00
4	×	Super Jet	175.00
X		Royal Rocket	100.00
X	II F	Flying Saucer	150,00
X	Page -	Dopey Duck	100.00
×		Gym Cycle	100.00
×	X	Exhibit Western Gun	1
	0.0	(Pistol)	50.00
×		Exhibit "500" Rifle	120.00

in operating condition. All parts complete Terms: Va Certified Deposit, Balance



	NAMES AND ADDRESS OF	
	FINEST RECONDITION EQUIPMENT	DNED
	MUSIC	
И	AMI-E120	\$375
	AMI-G200	/
	SEEBURG-C	465
4	SEEBURG-B	360
	SEEBURG-R	675
Я	WURLITZER, 104 Selection	
1	WALL BOX	50
1	GAMES	

GOTTLIEB FLAGSHIP .... \$310 EASY ACES ............ 190 REGISTER ..... 295 MUTOSCOPE BOXER ..... 275 GENCO 2-PLAYER BASKETBALL

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SOMEWHERE IN THE WORLD . . .

There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$5 — 1

#### 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

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.

enforce it.

The new plan, now in the works, would adjust the ordinance to provide a \$50 fee for skill games. \$10 for jukes, and \$10 for cigarette machines. But it would continue the seemingly exorbitant fee of \$2,500 for an operator's license.

cense.

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 pre-

category, coin pool games pre-viously excepted from the li-cense fees.





MUSIC DISTRIBUTING COMPANY

1945 Fifth Avenue

Pittsburgh, Pennsylvania

# **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

cago 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 were attended as a few seconds.

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.

#### Games Work Complicated

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 tions for years). We felt the schooling would be very good for

"I feel it was very successful. he said in summarizing results. Auton himself attended some of the sessions as did members of his staff.

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. Anton 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.

#### Std. Financial

• Continued from page 90

its subsidiaries will become a subits financial and will expand its financial operations in the Phila-delphia, Pittsburgh, Delaware, Maryland, Ohio and West Virginia

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 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.

# WANTED BINGO MECHANICS!

STEADY WORK! GOOD PAY! NO DRIFTERS! GIVE QUALIFI-CATIONS AND REFERENCE IN YOUR FIRST LETTER.

Write to Box 916

THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1. ILLINOIS



#### 45 RPM PHONO CONVERSIONS for all 78 RPM models

Wurlitzer 1015--1100 9 #M-117--BB . . . \$13.75 Wurlitzer 1250-1400-1600 #M-118-BB \$13.75 Rock-Ola 1422-26-28 =M-119-BB \$1 Rock-Ola 1432—1434 #M-120—8B \$15.00 with 78 RPM turntable met

\$eeburg M-100A-45 RPM #M-122-BB . . \$69.50 Seeburg M-100A-331/3 RPM #M-123-BB . . \$24.50 Seeburg 146-47-48 #M-227--BB \$16.95

AMI A-B-C-D #M-121-BB

Nashville, Tennessee

WICO CORPORATION, 2907-13 N. PULASKI, CHICÁGO, ILLINOIS

# "QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN" BINGOS Big Show \$29 Beach Beauty ... 17 Big Time ... 13

VENDORS Cigarette
12 brand new, 6 slightly used, Electros, 12 col.
Sweepstyle, Ea. \$175.00 25 Keeney Electric, 9 col. Ea 95.00 Eastern, 22 col.
new 320.00 Mercury, 11 col., 30¢
National 930 110,00 National 950 125,00 Lehigh, 12 col 200,00
Lehigh, 8 col 85.00 Lehigh, 10 col 125.00

Labrah Care	200.00
Lehigh, 8 col Lehigh, 10 col.	85.00
Lehigh, 10 col	125.00
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CANDY C MI	
CANDY & MI	M.
Mills, & col	65,00
U-Select	35.00
Vendall, 8 col	95.00
DuGrenier, 8 col.,	23.00
DAW	Write
National 9 col	
Chin 2	95.00
National, 9 col. Ship. 2 col. Gum.	18.00
	74.50
U.S., 2 col	35.00
Ship, 3 col. Stamp	39.50
& leeney	20.00
Harmon Comb	17.95
Harmon Kotex	25.00
Harmon General	35.00
Frigid Fruit	33.00
4 col Files Manager	240.00
6 col. Film Vendors	
Andico Coffee, cup	325.00
Colespa Coffee, cup	
Keeney Coffee, cup	295.00
Spacarb, 3 flavor	
Cup. 3 Tlavor	
Cup	
Mills Coca-Cola	725.00
Mills Chocolate	148.00
	143.00
Craig Ice Cream	
Bar	150.00

Revco Cup

	Cavalu 75.00
	Gayety 75.00
	Key West 345.00
00	Nife Club 245.00
0-0	RIDES
ю	
	Donald Duck \$275.00
00	Elsle 275.00
	Lancer Horse 495.00
90	Space Ship 295.00
96	Palomino Horse 295.00
0.0	Sec-Saw 250.00
0	Miss America 250.00
0	2 Horse Carouset. 325.00
00	
0	Crusader Horse 295.00
	Big Bronco 350.00
	Moonride 225.00
	Leaping Lens 165.00
	Dopey Duck 240.00
0	Reindeer 240.00
	Pluto the Pup 240.00
	FIGIO INE PUB 240.00
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ю	5 BALL PIN GAMES
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80	5 BALL PIN GAMES Fair Lady
0	5 BALL PIN GAMES Fair Lady \$325.00 World Champ 295.00 Gladiator 250.00
800	5 BALL PIN GAMES Fair Lady \$325.00 World Champ 295.00 Gladiator 250.00 Royal Flush 300.00
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0 800 000000000	S BALL PIN GAMES   Fair Lady   \$325.00   World Champ   295.00   Gladiator   295.00   Gladiator   205.00   Royal Flush   300.00   South   300.00   South   205.00   South   205.00   Continental   340.00   Mystic Marvel   120.00   Mystic Marvel   120.00   Race the Clock   190.00   Roscofeboard   195.00   Spif Fire   110.00   Spif Fire   110.00   Stage Coach   150.00   Stage Coach   150.00   Stage Coach   150.00   Stage Coach   150.00   Signif Stage Coach   150.00   Signif Significant   295.00   Stage Coach   150.00   Stage Coach   150.00   Stage Coach   150.00   Significant   295.00   Stage Coach   150.00   Stage Coach   150.00   Stage Coach   150.00   Significant   295.00   Stage Coach   150.00   Stage

5.00		
5.00	ABT 6 Gun Rifle	
15.00	ABI & GUN KITIE	
15,00	Range	\$575.00
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5.00	Genco Basketball	195.00
5.00	Genco Champion	193.00
0.00	B. Ball	195.00
0.00	Canaa Quantanhanhanh	
0.00	Genco Quarterback	195.00
	Hi-Fly B. Ball	225.00
ES	Keeney Air Raider	125.00
5,00	Lite-A-League	75.00
5.00	Cap. Panorams	395.00
0.00	Atomic Bomber	125.00
	Orive Mobile	150.00
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0.00	Photomatic	350,00
0.00	Silver Gloves	175.00
5.00	Voiceograph Drive Yourself	325.00
0.00	Orive Yourself	425.00
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0.00	Pitchem & Battem	195.00
5.00	Bear Gun	150.00
0.00	Coon Munt	150.00
5.00	Jet Fiter Sidewalk Engineer	225.00
0.00	Sidewalk Engineer	195.00
0.00	Love Tester	125.00
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5.00	Three D Shoe Shine	150.00
5.00	Zodiac Venders	95 00
		- 57

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#### 150 BALLY HOLLY CRANES LATE BINGOS

Write, wire or call for special prices.



BARGAINS! F120 .....\$495 AMI PHONOS G120 ..... 595 14-Foot Bowlers



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# INTRODUCING A NEW DIMENSION IN AUTOMATIC MUSIC THE FABULOUS

HEAR IT TODAY

#### SANDLER DISTRIBUTING COMPANY

MODELS 2200-2204

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LARGEST STOCK AND SELECTION IN U.S.A.

Sigaili	cleaned—Unconditionally	Guaranteed
UNITED UPA-100	HF100C,\$550 M100W 550	E-120\$375
Typical Values	V200 695	F-120 550 G-120 650 G-200 (New) 725
SEEBURG	1800\$595	H-100 750
M100A \$145 M100C 475	1900 675	ROCK-OLA Comet 120\$435
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NEW DESIGN-NEW TARGETS

Williams TEN STRIKE Williams JIG SAW Bally ALL STAR BOWLER

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#### USED EQUIPMENT SPECIALS

United 11' Bowling Alleys \$475.00 | Genco 6-PI Skill Ball ....\$199.50 United 14' Bowling Alleys. 445.00 Wms. 6-Pl Roll-A-Ball.... 199.50 Chicoln 6-Pl Skl Bowl.....\$199.50

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when answering ads . . . Say You Saw It in The Billboard

# 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 Jam-boree," 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 Am Smith, of Shreveport.

Lawton Williams, writer of

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 lockeys

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 Cun-ningham, new KWFT program director and a vet at the coun-try 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

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 KRYR Anchorage. larity 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



PAID CIRCULATION PROVES READER MIRET

WHEN YOU SEE "ABC." NE'S PROOF OF WHO AND HOW MANY READERS BUY TRUS BUSINESS PAPER

Jamboree," as is Hank Harral's River, Mass., new music and news "Fabulous Oklahoma," Capitol rock in roller. . . Joseph (Little Joe) Ferri Jr., is spinning them on "New England Hayride," a Saturday evening show on WSAR, Fall says he needs records.





1 PLAYTIME . \$475.00 2 CARAVANS. . 105.00 2 BROADWAYS. 175.00 4 DOUBLE-3 STAR DUST. 150.00 HEADERS. . . 195.00 2 PIXIES 75.00 2 GAYTIME ... 105.00 ATLANTIC CITY FROLICS AND BEAUTIES AVAILABLE

ASK FOR BEN MACKIE or HAROLD HOFFMAN 3726 Kessen Ave., Cincinnati, O., Montana 1-5004



# IOE 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, Dei. and E. Penna. ble Address: COMAC, Philadelphia, Penna

ON ACTIVE ALL WAYS

AMUSEMENT MACHINES CO. 666 N. Broad St., Phile. 30, Pa. . POplar 9-4495

#### 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 Exclusive AMI Dist. Ea. Pa. N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

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• SHAFFER GUARANTEED SHAFFER RECONDITIONED

SEEBURG V-200 \$849.50

> AMI G-200 \$695.00

WURLITZER Model "2000" ......\$695.00

SEEBURG HE100R .....\$695.00 ..... 595.00 ..... 495.00 

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

INCINNATI, OHIO, 1889 Central Pkwy. MA 1-6310

ME 4-3571

#### Bilotta Launches **Bowling Leagues**

NEWARK, N. J.—John Bilotta, head of the Bilotta Distributing Company, has organized 18 bowling leagues in Gentral 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.

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.



HARRISBURG, ILLINOIS

#### **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 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

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 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 harrass Local 1690 and to push MONY members from their locations. It seeks to enjoin Local 19 from interferring 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

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.



United Distributors, Inc.

902 W. Second Street

Wichita 12, Kansas

Mid-West Distributors

709 Linwood Blvd.

Kansas City, Mo.



YOU CAN PUT A PUNCH IN YOUR OPERATING with HARD-HITTING GAMES

from WORLD WIDE!

# BINGO GAMES

BIG SHOW5295	BRAZIL
NITE CLUB 235	MONACO
BROADWAY 195	SOUTH SEAS 185
BEACH BEAUTY 175	STADDUCT 185
BIG TIME 125	STARDUST 155
VARIETY 75	STARLET 125
SAYETY 65	PIXIES 85
41.61	SINGAPORE
(I-F)	TROPICS 55
CE FROLICS 55	RIO 55
	- Charles Na Programme Ma

#### 5-BALL GAMES-Multiple Players

4-PI. REGISTER 310 4-PI. SCOREBOARD 195	2-PI. FLAGSHIP \$310 2-PI. SEA BELLES 265 2-PI. FAIR LAOY 295 2-PI. TOREADOR 265 

#### 5-BALL GAMES

TUUSEPO	PAMOND LIL PRAGONETTE NAFU REGATTA PETER PAN	AUTY	115 125 115 135 110 95 135	WORLD CHAMP ROYAL FLUSH ACE HIGH AUTO RACES CLASSY BOWLER DERBY DAY EASY ACES FRONTIERSMAN SOUTHERN BELLE		285 265 235 215 195 165
					1,40	

#### SHUFFLE GAMES

73	celly CONGRESS C.C. CHAMPIONSHIP Inited REGULATION Inited CAPITOL Inited CAPITOL Inited I	25 Wms. ROLL-A-BALL 225 25 Genco SKILL BALL 185 25 United DeLUXE VENUS 115
----	--	--

FISCHER'S

6-POCKET 4-POCKET	POOL					 .\$1	55
A-T CONDIT	ION! IN	MED	LATE	SHIP	MENT	 	-







GOLISH 6 POCKET POOL TABLES FOR 1958 Priced Right For The Operator Thoroughly Tested-Service Free Contact your distributor or phone our plant

GOLISH MANUFACTURING COMPANY

DIMENSION IN AUTOMATIC MUSIC

424-26 SOUTH GRANGER STREET
Phone: Clearbrook 3-7153

MPLAY NOW

# CULP DISTRIBUTING COMPANY

614 West Grand Avenue Oklahoma City, Oklahoma

IVE TO DAMON RUNYON CANCER FUND



#### 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.

\$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

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.



THE FABULOUS WURTHER

MODELS 2200-2204

AND HEAR TT TODÁY

F. A. B. DISTRIBUTING COMPANY, Inc.

1019 Baronne Street

New Orleans, Louisiana

NOW DELIVERING

BALLY STRIKE BOWLING LANES ALL STAR BOWLERS TARGET ROLL—MISS AMERICA
BALLY CIRCUS, THE BIKE, THE CHAMPION, MODEL I and

TOONERVILLE TROLLEY
ROCK-OLA PHONOS-50-120-200 SELECTION

WRITE OR CALL FOR PRICES

WRITE OR CALL FOR PRICES

\*\*\* SPECIAL \*\*\*

1438 Rock-Ola, 120 Selection ... \$395.00

1432 Rock-Ola, 50 Selection ... 475.00

1432 Rock-Ola, 50 Selection ... 475.00

1434 Rock-Ola, 50 Selection ... 475.00

1434 Rock-Ola, 50 Selection ... 475.00

145 R.P.M. ... 145.00

146 H. ... 495.00

14 H. ... 495.00

All machines have been checked, cleaned and ready for location.

5 BALLS

Snafu ... \$125.00

Capri ... 125.00

Capri ... 125.00

Balls-a-Poppin' ... 245.00

Balls-a-Poppin' ... 245.00

Cottlieb Duette ... 165.00

Cenco Showboat ... Write Bally Carnival ... Write Bally Carnival ... Write Bally Circus ... Write ... 485.00

Cenco Motorama ... 475.00

Sun Valley ... Sun Valley ... Showtime ... Sun Valley ... Showtime ... Beauty ... Showtime ... 78 or 45 R.P.M. 95.00
1434 Rock-Ola, 50 Selection.
45 R.P.M. 145.00
Like new A.B.C. Bally Bowling Lanes,
11 ft. 495.00
14 ft. 545.00
ChiCoin Ske Bowl 245.00
All machines have been checked,
cleaned and ready for location.

Write Write Cenco Motorama

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: MElrose 4-8468 Indianapolis, Indiana



CONSOLE MODELS

2200 AND 2204 offering

200 AND 104 SELECTIONS

THE



OM DIEPLAY MOW

MANUFACTURING

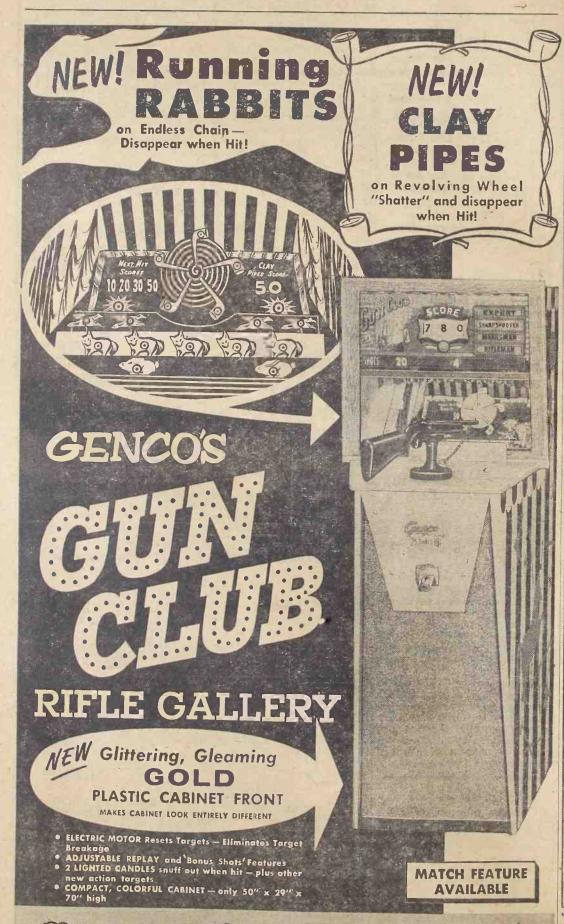
Div. of Chicago Dynamic Industries Inc.

2621 N. ASHLAND AVE. . CHICAGO 14. ILL.

ANGOIT DISTRIBUTING COMPANY, Inc.

2616 Puritan Avenue Detroit, Michigan

Your ticket to RESULTS-SALES the advertising columns of BILLBOARD!



# SHOOTING GALLERY

Excellent condition 6-gun A.B.T. Shooting Gallery complete. Includes 6 guns plus one spare, tent, compressor, signs, fargels, loading equipment, B.B.'s, carridge, spare hoses, spare parts, etc. Can be seen in operation.

\$550 takes the complete set-up

				- 4	
	AD.	CAL	\E 0	HVC	
	AK	LAL	/ E	UYS	
Midge	t Mo	vies w	/ extra	film S	

Midger Movies w/ extra film	75
Wms. Jet Fighter	100
Wms. Sidewalk Engineer	100
Exhibit "500" Rifle	100
Silver Bullets	
Basketball Champ	
Six Shooter	

lition.

WALTER GREEN
2108 Davidson Ave., Bronx Sa, N. Y.
CYpress 5-6553

hen answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

# FOR SALE 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 Click, 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

The Commando is being mar-keted thru direct sales and thru lease arrangements.

Navy Polaris

IS SENSATIONAL!!

**BUT WAIT 'TIL YOU SEE** 

chicago coin's



TO BAG THE BIG GAMES, LET YOUR GUIDE BE

We're Shipping Chicago Coln's

LATEST and GREATEST MONEY MAKER IN BOWLERS!

Exclusive RE-PLAY Flash-O-Matic Star Feature for More Excitement—More Multiple Play! Giant Balls! Glant Pins! Realistic Action! No Roll-Over Switches on Playfield! ABC Scoring! Super Quiet!

Now Delivering NEW GAMES

Wms. JIG SAW Wms. TEN STRIKE Wms. TEN PIN Bally ALL STAR BOWLER

Genco MOTORAMA Genco GUN CLUB Genco SHOW BOAT 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** 

BALL .... BALL \$173
Keeney CROSS COUNTRY 210
Genco Mi-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 Dealt



Cobles "FIRSTCOIN"-Chicago

2 1 4

201

FRANK

COIN MACHINE EXCHANGE

#### 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 S333
Wms. JET FIGHTER 150
Exh. SPORTLAND GUN 140
Exh. STAR SHOOTING
GALLERY 120
Exh. STAR SHOOTING
GALLERY 110
Seeburg COON HUNT 150

56-PAGE CATALOG for IMPORTERS



.....

1 9 3

30 >

20

S LOW PRICE BIG APPEAL SMALL SIZE HIGH PROFITS NOW YOU CAN EQUIP EVERY LOCATION

Williams REPLAY AND SINGLE NUMBER MATCH FEATURE ONLY 59" LONG X 22" WIDE

Williams BRAND NEW WINNER

Twin National Slug Rejectors with adjustment to 3-4-5 or 6 plays for 25¢

or 2 CAN PLAY

BALL ACTUALLY HITS PINS! 10 ROLLOVERS

illiams NOVELTY No Match • No Replays

Williams

Single National Rejector Adjustable to 5¢ or 10¢ play 2 players for 25¢

**AUTOMATIC** PIN RESET

TO AIM

"KLEER-VUE" 1-piece HOOD "STRONGER THAN GLASS"

FORMICA Playfield and Rails

CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.

PUSH TO BOW

SEE IT AT YOUR DISTRIBUTOR

#### 



when answering ads . . .

Say You Saw It in The Billboard

Amusement Pinballs as American as Baseball and Hot. Dogs!

# 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.

# (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
Goftlieb DUETT 175.00
Gottlieb LADY LUCK 145.00
Gottlieb GYPSY QUEEN 150.00
Williams DECATTA 425.00

(6) UNITED COUNTY FAIR \$95.00

Williams REGATTA

UNIVERSITY Machine Exchange 858 No. High St. Columbus 8, OHIO Tel: AXminster 4:3529

CIVE TO DAMON RUNYON

# BINGO SPECIALS .....

CLEAN GAMES\_READY FOR LOCATION

	200.00
MIAMI BEACH	55.00
GAYETY 75.00 SURF CLUB	50.00

Immediate Delivery. 1/2 Deposit.
FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO. 7855 Stony Island Ave. Chicago Bayport 1-1616



THE FABULOUS
WURLITZER
Console

MODELS 2200-2204

SEE AND HEAR IT TODAY

LEW JONES DISTRIBUTING CO., INC.

1301 North Capitol Avenue Indianapolis, Indiana

Now! Gottlieb's

# STRAIGHT FLUSH

combines hew wide-open rolo-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!



ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Now!!

GET EVEN BIGGER PROFITS WITH

chicago coin's SENSATIONAL NEW BOWLER...

Chicago Chicag

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!

Entire Ball Resolution
 Playfield Sound-Proofed with Cork Backing!

Playfield Sound-Proofed with Cork!
 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

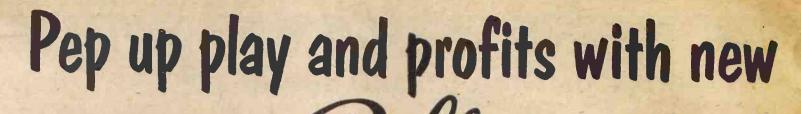
2 Games for 25c

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.

\*\*\*



Bally.

MISS AMERICA

Rally Miss America Scores WHEN LIT



(EXTRA BALLS) (T) (EXTRA) BALL) (2 XEXTRA) BALL

... plus 4 sets of Advancing Scores ... Corner Scores ... 2 Extra Time Rollovers . . . up to 3 Extra Balls . . all add up to profit-packed playappeal that boosts collections quick. Get Miss America at your

Bally Distributor now.

# CASH IN ON THE BIG SWITCH TO NO SWITCHES!

EQUIP EVERY LOCATION WITH UNITED'S NEW



REALISTIC BOWLING
REGULATION SCORING

BALL HITS PINS JUST AS IN REGULATION BOWLING NO PLAYBOARD SWITCHES ON SMOOTH ALLEY

BIG 41/2 INCH BALL EXTRA QUIET ... EXTRA FAST 1 TO 6 CAN PLAY

BIG, DURABLE

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 104 PLAY

曲

DROP CHUTE MECHANISM

UNITED MANUFACTURING COMPANY 3401 H. CALIFORNIA AVENUE, CHICAGO 18, IIIINOIS

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

17 FT. LONG ... 20 FT. LONG



... PROGRAM SINGLES AT ONE PRICE

... PROGRAM ALBUMS AT A PROPORTIONATELY HIGHER PRICE

# album record programming

# with Seeburg

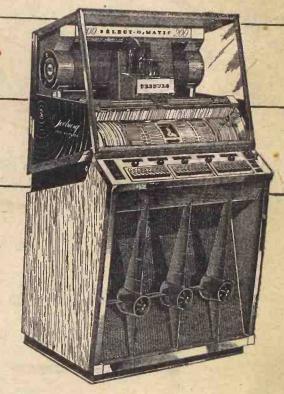
dual pricing

is the

surest way

to increase

earnings

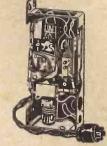


- Today, much of the fine music the public wants to hear-standards, show tunes, jazz and classics-is available principally on albums. This type of music is as essential to proper programming as current hit tunes on singles.
- Dual pricing permits taking full advantage of album music because the operator 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

