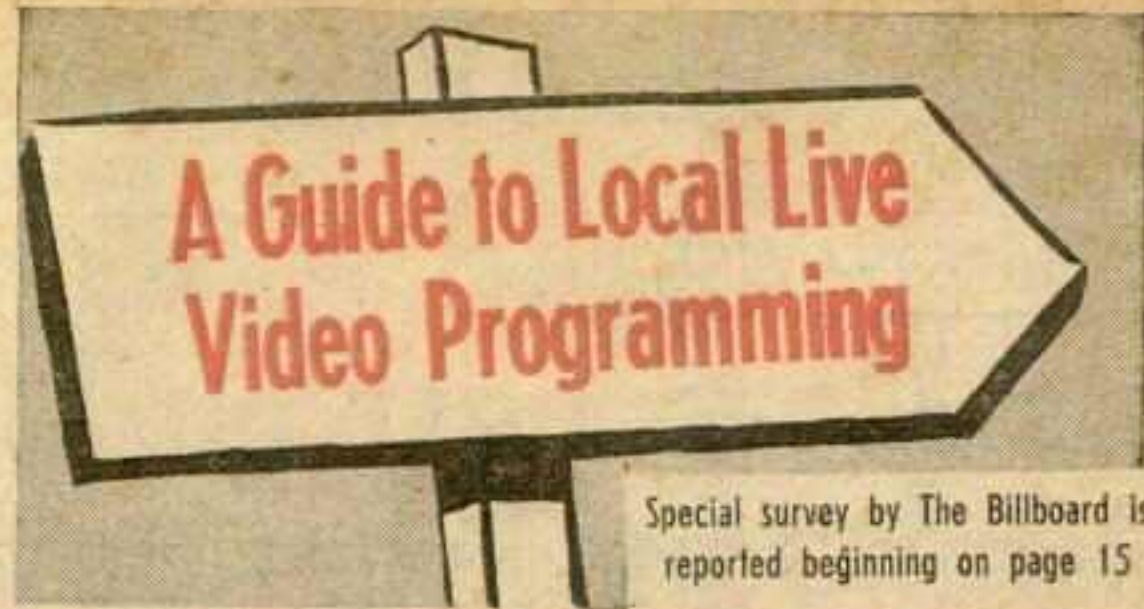


# The Billboard



Special survey by The Billboard is reported beginning on page 15

PRICE:  
**35 CENTS**

NOVEMBER 25, 1957 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Video Touches Off Testimonial Boom

New-Found Values in TV Endorsement Approach Head It for Star Billing

NEW YORK—The testimonial, long in disfavor among advertisers, is booming back with a vengeance, thanks to television. About 8,000 celebrities and uncounted thousands of plain citizens are endorsing products for the current season in various media, after a devastating decline ended the first product endorsement era ten years ago.

Endorsements, Inc., a firm devoted to bringing together advertisers and celebrities, is making a lot of money. "The Big Name," a new book by William M. Freeman on the history and current uses of testimonials, is selling briskly, especially on Madison Avenue. A report by Schwerin Research Corporation has just assessed this kind of ad as highly effective.

### Not Possible in Past

None of this would have been possible a few years back, when endorsements were universally labeled as useless, crooked and comic by ad agency and man in the street alike. Constance Talmadge, early screen star, endorsed 400 products in a single day. Grace Kelly credited Lux Soap for her beauty and then announced soap never touches her face. Men known to be non-smokers praised cigarettes and there was a prevalence of ill-matched ads such as actors endorsing machinery and women cigars.

The growth of TV tightened the ad race within each product category. After exploring the spectacular commercial, the hard sell, the institutional and the live performer, sponsors were hard pressed for novelty. Back came the testimonial in two forms, at first tentatively for cigarettes and razor blades, now triumphantly headed for star billing among types of commercials.

**Indirect Approach**  
One form, the celebrity speaking, was a radio carryover. Baseball players and movie stars were utilized in the return surge on TV. The other form, the simple citizen, has been developed into a new art by video men. Schwerin calls it "the indirect approach, in which the person is specifically identified and shown but the announcer tells the commercial story." Procter & Gamble tried having the average housewife speak but got mostly "monosyllabic answers" and switched to this indirect approach for its Cheer, for example.

P&G, Lever Bros., General Mills and other leading daytime sponsors now rely heavily on this technique, while the spot announcements, day and night, so far tend toward the celebrity. Nighttime network TV still concentrates on dramatic sequences, mostly on film, and speeches by the programs' stars. The latter of course is an endorsement but less effective than unattached celebrity plugs because it's obvious the star is doing the commercial because he's on the show.

Jules Alberti, head of Endorsements, Inc., defines the power of the testimonial as "the normal wish to learn from others and the desire to make sure the product is accepted by others socially and economically." His list of clients today includes Frank Lloyd Wright, Ernest Hemingway, four admirals and two royal families, as well as a host of performers and sports figures. "Dignified persons who clearly want publicity less

(Continued on page 8)

## HIGH FIDELITY MAGAZINES JOIN BILLBOARD FOLD

NEW YORK — A major pooling of publishing and editorial resources in the music-record-equipment field has been consummated with the merger of The Billboard and High Fidelity and Audiocraft Magazines. The deal was set last week by Roger and Bill Littleford, vice-presidents and co-publishers of The Billboard and Audition magazines and Charles Fowler, president and publisher of High Fidelity and Audiocraft.

The Billboard Publishing Company, to conclude the transaction, organized a new company which in turn bought 100 per cent of the stock of Audiocom, Inc., which had been sole owner of High Fidelity and Audiocraft. The Littlefords stated that "the merger represents a major reinforcement in publication services to consumers and dealers in the music and phonograph equipment industries."

"Since the early '30's," said Bill Littleford in describing the objectives of the merged operations, "The Billboard has served music dealers, broadcasters and music operators. During this time, the recorded music and equipment industry has grown from a depression low of less than \$25,000,000 in annual sales to one of more than a billion dollars. Aggressive record and equipment merchandising, unparalleled broadcasting promotion, and the continuing development and marketing of better phonograph equipment have all contributed to this growth. But it is the last factor, the

(Continued on page 25)

## Outdoor Showmen's Annual Prowl to Be Biggest Ever

Bumper Attendance Expected for 4-Day Chicago Trade Meetings

By HERB DOTTE

CHICAGO — The big annual prowl by outdoor showmen for better things promises to be the biggest ever.

The big prowl, for the benefit of the uninitiated, consists of the annual conventions of the International Association of Fairs and Expositions (IAFE) and the National Association of Amusement Parks, Pools and Beaches and the NAAPPB's trade shows.

The fair and amusement park organizations, which are the largest in the outdoor show world, will convene for four days starting Sunday, December 1. Prime object will be to buy new riding devices and/or other amusement equipment and to contract attractions and services for 1958.

On the selling end will be a huge contingent of ride makers, equipment manufacturers, booking agents, attraction representatives, carnival owners and show business suppliers in such diverse fields as insurance and paints.

Secondary object of the conventions will be the social activities. High spot of these will be the annual banquet and ball of the Showmen's League of America, oldest and largest benevolent and fraternal organization in the show field. The Chicago-based league, in addition to its annual banquet, will hold other events, both business and social, including its election of 1958 officers and its President's Party.

The big annual prowl, which will draw about 4,000 show people from all over the U. S. and Canada, looms bigger than ever before because of four reasons.

First, the 1957 season was generally good for amusement parks, kiddielands and carnivals. This provided the wherewithal for investment in new rides and equipment.

Second, awareness has mounted among owners of parks, kid spots and carnivals that they must continue to come up with new attractions in order to sustain or increase their grosses.

Third, fairs, in their quest for grandstand attractions that can exert potent box-office appeal in this TV era, are breaking away from the traditional attraction pattern and are on the hunt for names or powerful attraction units.

Fourth, name attractions, many turned into names by TV, have learned that there's big money to be had playing fair dates. And they'll either be on hand personally or be represented by agents or booking offices in greater numbers than ever before.

Convention stay-aways will be few compared to recent years because owners-operators realize that increases in the prices they charge the public isn't the answer to maintain profit margins. Greater attendance is their prime need, most believe, and to get attendance, they conclude, they've got to strengthen the appeal of their fair, park, Kiddieland or carnival.

## Big Equipment Line Available

CHICAGO—Want to buy an ice rink, a miniature steamboat, a race car, a Western stagecoach, a miniature train or a jet-propelled riding device?

All of these, and a wide range of other outdoor amusement equipment, will be displayed to prospective buyers at the annual trade show of the National Association of Amusement Parks, Pools and Beaches at Hotel Sherman here next week. The show long has been distinguished for the diversity of its exhibits.

Besides the items listed above, the show will offer all of the latest in riding devices, coin-operated shooting galleries, mobile concession stands, coin-operated games, pizza pie ovens, tape music for Merry-Go-Rounds, ticket vendors and scores of other things used in permanent amusement installations and on traveling shows.

## Most Wanted As Endorsers

NEW YORK—Here are the 10 most wanted names for product endorsement in TV, as compiled from Endorsements, Inc.; Bill Freeman, author of "The Big Name"; Schwerin Research Corporation; William Morris Agency; and Music Corporation of America:

Marilyn Monroe, Greta Garbo, Dr. Jonas Salk, Bernard Baruch, Mary Martin, Marlon Brando, Elvis Presley, Rock Hudson, William Holden and Mickey Mantle. President Eisenhower and religious leaders were excluded from consideration because they aren't even possibilities for commercials.

### Webs Plan New Strength With TV Replacements for Jan. . . .

In early moves for January replacements, NBC-TV will strengthen its 7:30 p.m. entries as better lead-ins to nighttime viewing. ABC-TV will drop "O.S.S." and Guy Mitchell, with Frank Sinatra going partly live, while CBS-TV stands almost pat. . . . [Page 2](#)

### Billboard Merges With High Fidelity; Acquisition Pools Large Resources . . .

The Billboard and Audition, and High Fidelity and Audiocraft have merged, bringing together a great concentration of editorial talent at the trade and consumer magazine publishing levels. To consummate the deal, The Billboard organized a new company which in turn bought 100 per cent of the stock of Audiocom, Inc., which had owned High Fidelity and Audiocraft. The full strength of the merged facilities will be aimed at bringing more and better music to the American home. . . . [Page 25](#)

### Careful Buying and Hard Sell Can Protect Against Disk Slump . . .

International tension and a mild recession trend in business are blamed for slowed-down pace of disk industry. "Not a time for fear or panic," say traders, but one for a long look at economic realities. "Order carefully" and "sell hard" are the watchwords at this time at retail level. . . . [Page 20](#)

### DEPARTMENTS AND FEATURES

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## NEWS OF THE WEEK

## NOT COMPLETELY SET

# Nets Move Fast on Plans to Bolster Jan. Programming

NEW YORK—The three networks last week moved rapidly to bolster their programming defenses, but the book on January replacements is not yet closed. CBS-TV is standing almost pat, the only definite move being the entry of "Richard Diamond" Thursdays, 8-8:30 p.m., to replace "Harbourmaster." "Diamond" starts January 2, sustaining if necessary.

NBC-TV, which has had Tuesday and Friday problems, is inserting new 7:30 p.m. shows on those nights to get the schedule off to a better start. "Treasure Hunt," the Jan Murray daytime strip, originally an ABC-TV nighttime stanza, will replace Nat King Cole Tuesdays, also starting as a sustainer, while Sterling Drug will sponsor "Truth or Consequences" Fridays. This gives NBC five audience participation shows in 7:30 p.m. slots to provide stronger lead-ins for

every evening but Wednesday and Sunday.

"Saber of London," now in the Friday spot, switches to Sundays, 6:30-7 p.m., with Sterling said to be retaining alternate week sponsorship. The reruns of "My Friend Flicka," now in at 6:30, will reportedly move to the 7 p.m. slot, with "Amateur Hour" folding.

**ABC Switches**

At ABC, Mennen has dropped "O.S.S." and will sponsor the open half of "Colt .45," which is doing well for Campbell Soups Fridays, 10-10:30 p.m. Max Factor has decided to drop Guy Mitchell and is shopping for a woman's show for any of five time periods it has been offered by the web.

Dick Clark gets a new hour-long variety stanza, untitled, Saturdays,

8-9 p.m., cutting "Country Music" back to a half-hour at 9 and leaving "Keep It in the Family," a sustainer quiz, homeless. Clark's Monday 7:30-8 p.m. deejay show exits, with "West Point Story" moving there from its present Tuesday at 10 p.m. spot. "Point's" sponsors, Carter and Van Heusen, depart in January.

Frank Sinatra will discard all films in which he does not appear (about 14 are made) and start filming both musical and dramatic stanzas with an audience present. He'll also add some live music stanzas to help his ratings. The web is mulling a Thursday-Friday shuffle, held up because of product conflict between Chevrolet (Pat Boone) and Plymouth ("Date With the Angels").

## BIG PLANS AFOOT

# Welles Latest Star In ABC 1958 Sky

NEW YORK—If all of ABC-TV's contracted plans hold, the web has filled next fall's programming schedule with shows to spare. The latest move, a three-year coproduction deal with Orson Welles, will bring drama back to ABC in a Sunday night slot. Welles will be host, director and sometime star, with the film series alternating 30 and 60-minute stanzas.

ABC will co-produce three situation comedies, one each with Screen Gems, William Morris Agency and MCA-TV, and is considering programming two of them in a Thursday night block along with "The Real McCoys." Already announced for next season are two horror shows, "Tales of Frankenstein" and "House of Wax," with a third being sought. The web and various sponsors are committed to the return of "Wyatt Earp," "Cheyenne," "Voice of Firestone," "Disneyland," "Zorro," Frank Sinatra, Sid Caesar, "Broken Arrow" and "Bold Journey." And it's considered a certainty that "Maverick" and "Ozzie and Harriet" will be back.

### Big, Big Names

Programming Vice-President Jim Aubrey and unofficial President Leonard Goldenson have feelers out in a number of high-level places in an attempt to bring Tallulah Bankhead, Marlene Dietrich, Bing Crosby, Gary Cooper, John Wayne, Boris Karloff, Yul Brynner and Kirk Douglas into the fold, as well as scripters Herman

Wouk, Cole Porter and Sam and Bella Spewack. ABC is out to corral as many big, big names as it can with attractive (tax-wise) long-term deals.

More immediately, the cast-off dramas of the Sinatra series will be turned into an anthology series for a spring debut, while "Maggie," the Margaret O'Brien comedy, is penciled in for a March debut.

## CLASSES ON TV WRITING START

NEW YORK — Hailed as "The first concrete effort to offer the know-how of TV writing techniques to gifted professional writers," the initial class session of the Writers Workshop of the Academy of TV Arts & Sciences began last week with Ed Roberts, CBS Eastern story editor, presiding. Many top video writers, from Robert Alan Aurthur to Reginald Rose, are contributing their services as lecturers. Producers Mort Abrahams and Leo Davis have spearheaded the formation of the group.

## Timex Pitched Christmas TV, But Stays Out

NEW YORK—Timex watches is being pitched a number of TV exposures for the Christmas season to replace the canceled Hope show and the Crosby "special" which evaporated, but has decided to stay out of the video medium and concentrate on print campaigns until after January 1, according to execs of Peck Agency, Timex ad counsel.

Several of the show offerings have been on behalf of sponsors seeking "relief" in order to ease budgetary TV strains. These include co-sponsorships in Remington's "Leave It to Beaver," R. J. Reynolds' "Harbourmaster," and Lambert's "Restless Gun." Other offerings have included co-sponsorships of "Life of Riley," "Mr. Adams and Eve," "Colt .45" (the last show incidentally, has just had its alternate weeks picked up by Mennen), "Suspicion," "Wagon Train" and others.

## Calif. Stations Ask Toll Test

HOLLYWOOD — KHJ - TV, here, and KBAY-TV, Oakland, Calif., (Not yet on the air) have applied to the Federal Communications Commission to carry Zenith toll TV in a test next year. Both stations are owned by General Teleradio.

It is not known whether General Teleradio will use other of its stations in such markets as New York and Memphis to test toll TV, or just use its two West Coast outlets.

## 'Gaucho' Goes Into Product'n

MEXICO CITY — Production kicks off here on Wednesday (27) on "The Gaucho," a new vidfilm series being produced by the Odyssey Pictures Corporation in association with N. Peter Rathvon. The series is based on the 1927 movie made by Doug Fairbanks Sr. Odyssey's major stockholders are Doug Fairbanks Jr., and Sol Lesser.

Sale of the series will be handled by William Morris.

## 'McCoys' Cops Trendex Again in Upward Swing

NEW YORK—"The Real McCoys" is still climbing upward, again capturing its Thursday 8:30-9 p.m. slot, according to Trendex. The ABC-TV comedy scored a 21.0 with a 34.1 share of audience last week, topping NBC's "Dragnet" with an 18.1 and CBS's "Climax!" with 18.3.

## INROADS, SURE, BUT

# CBS-TV Still Hogging Aud., Despite Rivals

NEW YORK—CBS-TV is still eating high on the TV audience hog. The Madison Avenue web has been hurt slightly by audience inroads by ABC-TV and NBC-TV so far this season, but it still has plenty of strength left in its entertainment punch according to a study of the second Nielsen report for October.

Here is a general analysis of what's happening to audiences during week nights according to the latest Nielsen.

**SUNDAY:** This is still a CBS night in spite of NBC's 9-10 p.m. resurgence, and ABC and its "Maverick" at 7:30. CBS leads in better than two-thirds of the time periods.

**MONDAY:** NBC's stronger here because of its Westerns 8-9 p.m., but CBS' Danny Thomas is holding up better than expected at 9 p.m. ABC no factor.

**TUESDAY:** This is an ABC evening up to 9 p.m. when CBS takes over. NBC still has its problems here 7:30-9:30 p.m.

### Wed. Scores

**WEDNESDAY:** NBC's "Wagon Train" has given that web the most spectacular gains, but "Kraft Theater" remains a depressed island between "Father Knows Best" and "This Is Your Life." CBS' "Big Record" is playing discordant music.

**THURSDAY:** CBS is hurting plenty here. ABC's strong until 9:30. NBC, however, is the chief

beneficiary of the competition between the other webs.

**FRIDAY:** Far from a definite pattern established, but CBS is holding its own against the failure of the new ABC and NBC shows to cut into its audiences drastically.

**SATURDAY:** Here's the same picture as last season. NBC is the winner until 9 when CBS surges ahead for the rest of the evening. "Have Gun, Will Travel" looks headed for a major click.

## 'Dotto' May Take 'Strike's' Period

NEW YORK — The Colgate-Palmolive choice to replace "Strike It Rich" in the 11:30-12 noon CBS-TV strip will most likely be the Frank Cooper package, "Dotto."

Bob Lamont was used as announcer in the kinescope of the series. Contestants must draw lines to fill out a picture.

## Martha Scott Exits TV

NEW YORK—Martha Scott is withdrawing as hostess on "Modern Romances" on NBC-TV for a Broadway role. Mel Brandt, who has been the announcer on the Stark-Layton daytime strip, will take over as host beginning the week of November 25.

## Affils Cheered By ABC Plans

CHICAGO—Affiliates of ABC-TV left here last week fired with enthusiasm by some up-beat web statements and plans. They're in full support of ABC's blueprint for co-op advertising, with heavy block promotion on the Wednesday and Friday night schedules. And they cheered the statement of web chief Ollie Treyz that ABC would be "the leader in nighttime audiences where ABC competes directly with the other network" by April, 1958. This would make ABC No. 1 "in 85 out of 100 TV homes."

Many affiliates have been urging the network to share a stepped-up advertising program, but hitherto ABC thought the cost prohibitive. The success of the "Maverick" campaign has changed its thinking. "The next big advance in TV audiences and billings may be sparked by the public relations departments, selling products indirectly by expanding the general knowledge of big companies" which are sponsors. Along these lines, Mike Foster, ABC's veepee in charge of press information, has been freed of advertising and promotion chores to implement joint efforts of network and sponsors.

## Home Products In NBC, ABC Buying

NEW YORK—American Home Products has intensified its Christmas selling campaign with NBC-TV and ABC-TV buys for December.

It will sponsor several quarter-hours of the Huntley-Brinkley news strip on NBC and has bought 25 spots in "Sugarfoot," "Country Music Jubilee" and John Daly's news show on ABC.

## WJBK Protects Rates for a Year

DETROIT — WJBK-TV here has departed from the industry's general six-month rate protection policy, converting to a 12-month plan to protect rates on all advertising schedules running uninterrupted.

The station feels advertisers should be able to complete a given schedule without "the psychological and financial obstacle of potential rate increase halfway."

## WBAL Sues Vs. Advertising Tax

BALTIMORE—A suit is being filed in Circuit Court here today (Monday) by WBAL-TV and WBAL, seeking to have declared invalid the two advertising tax ordinances enacted recently.

D. L. (Tony) Provost, radio-TV veepee of the Hearst Corporation, stated that "our counsel are instructed to carry these proceedings thru all legal channels."

## CBS Affils to Meet in D. C. January 13, 14

WASHINGTON — The fourth CBS-TV affiliates conclave takes place here January 13-14, chaired by C. Howard Lane, manager of KOIN-TV, Portland, Ore., and head of the web's affiliate association. The confab will be held earlier this year to keep affiliates abreast of rapidly developing events in TV.

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EMPHATIC NO!

Guide's Poll Denounces Pay Video

PHILADELPHIA—More than nine out of 10 readers of TV Guide, here, in a poll of almost 45,000 readers, have voted "No" to any form of pay TV. The exact figure: 96.6 per cent.

A slightly more favorable—but still damning—attitude toward subscription video exists in larger cities. Returns from 15 of the largest U. S. TV markets show that 77 out of every 1,000 persons favor pay TV, comparing with the national average of 34 out of each 1,000 viewers.

The sourest viewer outlook on pay TV is on the Pacific Coast, even tho the franchises of the Giants and Dodgers have been transferred with every indication of "pay as you look" deals in the offing. Only 17 out of every 1,000 voted "Yes." In Los Angeles, where the city administration has okayed a pay TV franchise, only 3.51 per cent of votes favored pay TV.

The poll figures came to light in tabulations run by Research, Inc., an indie survey firm, on 44,888 ballots snipped from the September 21 issue of TV Guide, filled out, pasted to postcards, and returned by readers. Says TV Guide: "This is believed to be the largest sampling of public opinion on the subject ever taken in this country."

The Billboard

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SOAPERS PALS IN SATURATION

NEW YORK — Saturation campaigns make strange bed-fellows. February 18 will see Colgate-Palmolive and Procter & Gamble on the same show for the first time. ABC-TV's "Sugarfoot." Colgate has bought a weekly participation in the adult Western, beginning January 7, for its lotions. P&G arrives the next month to introduce a new Camay soap. Both sponsors will have spots in the same half-hour of the hour-long show, tho separated by a neutral.

'Verdict' Gives 'Matinee' Woes

NEW YORK—NBC-TV's hour daytime anthology "Matinee" may be in trouble because of the stiff competition it is being given by CBS-TV's "The Verdict Is Yours."

Beginning with the second August Nielsen when the last half hour of "Matinee" was competing against Bob Crosby, the former show's share of audience has steadily declined. The share was 38.1; the first September report saw it go to 35.9, then to a 34.4, down further to 29.1, and the second October report saw the show dip still lower to a 26.7.

All this was happening while "Verdict," which is in the 3:30-4 p.m. strip, was increasing its rating from a 6.1 to an 8.5 and naturally its share along with it. "Verdict's" 8.5 was achieved despite World Series competition on two days of the first week. Its previous rating was 8.7.

Food Clients Continue Spot Spending Lead

NEW YORK—Food and grocery sponsors to set the pace for spot TV spending, which in the third quarter of this year has been running at a level of \$93,094,000 for all sponsor categories combined, according to a list released by Television Bureau of Advertising, the eighth in its continuing series of T-V-Rorabaugh quarterly reports.

Expenditures for the third quarter are running about \$10,000,000 higher than the comparable quarter last year. Station analysis shows a 13 per cent increase in gross dollar spending.

Foods and grocery products (not including non-food items sold in supermarkets) spent \$21,973,000 for spot TV time in the third quarter, topping other categories easily. Household cleaners, cleansers, polishes and waxes, however, showed a notable upward jump — an increase of 85.6 per cent in spending, with other \$1,000,000 diverted to TV time.

Nine advertisers placed, for the first time, in the ranks of the top 100 spenders.

TEMPLE MOVIE DOES IT AGAIN

NEW YORK—The Shirley Temple "Holiday Specials" of National Telefilm Associates beat all competition again in a 13-city Trendex on the second feature of the series. "Holiday" scored an average 14.1 with a 45.2 share of audience, against 17.2 for all opposition combined. The first Temple movie earned a 14.6 Trendex.

MEN, WIVES NOT SO GOOD

New Net Shows Prove Best With Kids on Cost-Per-1,000

By CHARLES SINCLAIR

NEW YORK—The newest crop of network programs are proving themselves most efficient from a dollar standpoint at reaching — of all things—children.

And, even tho many new web shows are fem-slanted with musical formats or handsome Western heroes, they are proving least efficient on the cost-per-1,000 yardstick in reaching women.

With male viewers, the packages are scoring better and more rapidly than with the ladies, but the daddies and big brothers are "out appetited" by the moppets in their taste for new TV shows.

That, in brief, is the picture presented by the latest tabulations of American Research Bureau and The Billboard for the monthly CPM charts appearing elsewhere in this issue.

Here's what the situation looks like in close-ups:

Kid Leaders

CHILDREN: In the upper 25 shows ranked by CPM efficiency

in reaching kids, three new shows—"Zorro," "Sugarfoot" and the one-shot "Pinocchio"—appear in the latest tabulation, in 14th, 16th and 18th place respectively. In the next bracket of 25, a whole posse of newcomers—mostly network outers—have entered. These include "Maverick," "Have Gun, Will Travel," "Wagon Train," "Sally," "The Real McCoys," "Bachelor Father," "Trackdown" and "Perry Mason," with many presumably making the grade because of their action themes or early time slots, or a combination.

Leading scorers with moppet viewers, those in the top 10, are all old-timers like "Disneyland" and the Lawrence Welk series, but a total of 28 new shows—more than one out of four—are now in the top 100 shows in delivering kids at a lower CPM, with 11 shows in the top half of the list.

Fem Faves

WOMEN: Not a single show new on networks this season appears in the upper 25 listing of

shows with low CPM scores in reaching women. It isn't until the 30th spot when one appears—"Meet McGraw," a summertime holdover—at all. Then, there's a blackout in the next segment until the 46th-ranked show, "Wagon Train," appears. That's two for the ladies in the top 50.

"Have Gun, Will Travel" leads the remainder in 51st place, with "Restless Gun" in 56th and Gisele MacKenzie's series in the 57th spot. After that, several more come in during the rest of the top 100, with the score about evenly divided between Westerns and music series. In the first 100 CPM ranks of fem-appeal shows: 21, of which 16 fall below 60th place.

Men's Choice

MEN: The new shows are scoring sooner, and higher, with men than with women. Altho no new programs land in the CPM male ranks of the first 25 shows, "Have Gun, Will Travel" shows up in the 27th slot, with "Maverick" in the 29th position. "Meet McGraw" and "Wagon Train" are also above the first 50 in CPM efficiency in reaching male viewers.

The newcomers occur fairly rapidly after that, with "M-Squad" leading the pack in the lower half with the 52d spot. Oddly, the remainder have no particular pattern, including "Westerns" ("Sugarfoot," "Californians," "Zorro"), musicals (Gisele MacKenzie, Pat Boone, etc.), quizzes, dramas and situation comedies. In the top 100 CPM for men: 23 shows.

OVER-ALL: In the general ranking of "Homes" in the CPM charts, "Meet McGraw" and "Have Gun, Will Travel" were the only two landing in the upper 50. In the top 100 total: 22 shows.

WIRE'S OKAY

After 1st Cost Toll TV Can Be Profitable

HOLLYWOOD — All surveys lead to the conclusion that television would be highly profitable once the problem of the large initial capital cost is surmounted, Richard S. Salant, vice-president of CBS, said here this week.

Altho CBS continues its opposition to over-the-air pay TV (the net has no position on wired television), Salant stated, if the FCC approves television CBS will go into it "with both feet," provided it is deemed economically desirable.

(NBC President Robert Sarnoff made much the same statement several weeks ago.)

In pay TV, Salant said, CBS would become a program supplier, producing both films and live shows, which could be disseminated over network facilities.

On the basis of a number of surveys, he pointed out, it has been determined that a potential 50 per cent of television families would pay \$75 to \$100 per year for pay TV, resulting in a gross revenue of \$2.5 billion. After deducting administrative costs, this would leave enough to pay three or four times the amount for programs than what is presently being spent.

This means that talent would be siphoned into pay TV, Salant contends, and that these families unable to pay would be left with none, or inferior programming. He ridiculed the concept of television and television existing side by side.

Any test of pay TV he said, can only be a test for profits, and not of nationwide acceptability.

SALANT'S MARGIN

Five 'A' Hours All CBS Could Afford to Lose

HOLLYWOOD—CBS-TV could have its network option time reduced by five hours of Class A time per week and still operate as a network, Richard S. Salant, CBS vice-president, said here last week.

The scope of operations, however, would have to be considerably curtailed, Salant stated. Many projects, such as those carried out by the large news and public affairs staff, cultural programs like "The Seven Lively Arts," et al., would either have to be cut down or eliminated entirely.

The five hours per week, according to Salant, are the present profit margin of the network. The statement is noteworthy because it is the first by a net executive delineating just how much web service could be curtailed, yet still be operative. (It is to be emphasized that Salant was speaking hypothetically, and was not in favor of such limitation.)

In the same context, it is interesting to recall that Richard Moore, president of Los Angeles Station KTTV, who originally sparked the web investigations, suggested curtailing network option time in prime time periods by one hour per day (seven hours a week).

Denouncing the Barrow report in general as impractical and ruinous to network operations, the CBS v.-p. maintained that the network in no way hampers competition.

As far as programming is concerned, he indicated, CBS-TV is engaged in production only for the purpose of maintaining a schedule of high quality shows. The network actually loses money on the series it produces, he contended, and, if

a continuous flow of quality programs could be assured, CBS-TV would just as soon go back to being a purveyor of time and facilities exclusively.

Answering a charge of former CBS V.-P. Harry Ackerman that the network concentrates on promoting its own programs but not those of outside packages, Salant said that he had the figure to prove that the net promotion budget is made up without regard to the producer of the show.

Brussels Fair Attracts Pepsi

NEW YORK — Pepsi-Cola is showing interest in half sponsorship of a spectacular based on the United States participation in the Brussels (Belgium) Fair. The advertiser has already contacted CBS-TV to see whether prime time can be had for the Saul Jaffe package for February or March of next year.

To be produced by Jean Dalmryple with the strong support of the State Department, the U. S. Brussels entertainment contribution will feature a choice of any one of three top plays, both musical and straight, and numerous names, longhair and popular. Talent, however, has not been set for the Brussels Fair. Russia's contribution to the Fair is expected to cost \$80,000,000, according to reports.

Globe Trotters to Trot Globe for U. S. Forces

NEW YORK — Drew Pearson and Mike O'Shea have added 18 members of the Harlem Globetrotters to their show unit, which tours U. S. bases in North Africa next month. The Christmas revue, emceed by Lisa Ferriday, will open with a basketball game at each performance.

NBC Makes Day And Night Sales

NEW YORK — NBC-TV last week made two sales, one nighttime and one daytime. Stokely-Van Camp bought alternate quarter hours of two daytime strips, "It Could Be You" and "Queen for a Day."





# ZIV SHOWS PACK THE

# 1-2 PUNCH!

JAMES W. SEILER (Left), Director of ARB and his Station Relations Manager, ROGER N. COOPER, review the facts supporting his statement:

*"In summarizing viewing habits recorded in ARB diaries, we find ZIV shows frequently at the top among TV programs."*

**WATCH ZIV'S  
NEWEST  
CONTENDER  
FOR TOP  
RATINGS!**

Get a Ziv show and you've got what it takes to win top ratings. Look how Ziv shows out-rate all syndicated programs in city after city.

**BALTIMORE** ~~1-2~~

- 1. MEN OF ANNAPOLIS..... 26.3
- 2. HIGHWAY PATROL ..... 19.3

PULSE, Sept. '57

**CLEVELAND** ~~1-2~~

- 1. HIGHWAY PATROL ..... 25.8
- 2. MR. DISTRICT ATTORNEY ..... 18.6

ARB, Sept. '57

**DETROIT** ~~1-2~~

- 1. HIGHWAY PATROL ..... 31.9
- 2. DR. CHRISTIAN ..... 23.1

ARB, Sept. '57

**PHILADELPHIA** ~~1-2~~

- 1. HIGHWAY PATROL ..... 18.9
- 2. I LED 3 LIVES..... 14.0

ARB, Sept. '57

**CINCINNATI** ~~1-2~~

- 1. DR. CHRISTIAN ..... 24.7
- 2. HIGHWAY PATROL ..... 23.1

ARB, Aug. '57

**PITTSBURGH** ~~1-2~~

- 1. HIGHWAY PATROL ..... 43.0
- 2. DR. CHRISTIAN ..... 38.6

ARB, July '57

**BUFFALO** ~~1-2~~

- 1. HIGHWAY PATROL ..... 24.5
- 2. MAN CALLED X..... 21.5

PULSE, Sept. '57

**COLUMBUS** ~~1-2~~

- 1. HIGHWAY PATROL ..... 29.2
- 2. MEN OF ANNAPOLIS..... 22.2

PULSE, July '57

**ODESSA, TEX.** ~~1-2~~

- 1. MAN CALLED X..... 33.5
- 2. HIGHWAY PATROL ..... 33.3
- 3. MEN OF ANNAPOLIS..... 32.0
- 4. MY FAVORITE STORY..... 31.8
- 5. SCIENCE FICTION THEATRE..... 31.3

PULSE, April '57

**PORTLAND** ~~1-2~~

- 1. SCIENCE FICTION THEATRE..... 35.5
- 2. HIGHWAY PATROL ..... 28.9

PULSE, April '57

**NASHVILLE** ~~1-2~~

- 1. HIGHWAY PATROL ..... 28.7
- 2. DR. CHRISTIAN ..... 27.9

PULSE, April '57

**NEW YORK** ~~1-2~~

- 1. HIGHWAY PATROL ..... 15.2
- 2. MEN OF ANNAPOLIS..... 10.6

ARB, July '57

**ATLANTA** ~~1-2~~

- 1. SCIENCE FICTION THEATRE..... 25.3
- 2. DR. CHRISTIAN ..... 23.0
- 3. HIGHWAY PATROL ..... 21.8

ARB, May '57



**Sea Hunt**

Starring

**LLOYD BRIDGES**

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

BOUGHT IN OVER 100 MARKETS TO WIN AUDIENCES AND SALES FOR:

- Standard Oil of California
- Farm Bureau Insurance
- Cott Beverages
- Kroger
- Phillips 66
- Budweiser Beer
- Carling's Beer
- Hope Natural Gas Co.
- Bowman Biscuit Co.
- Edsel Cars
- Safeway Stores
- Mercantile National Bank
- Household Finance
- Bristol-Myers

And other important advertisers and TV stations!



**ZIV SHOWS RATE GREAT**

time after time in city after city!



## THE BIG SQUEEZE?

# Majors and Cost Recovery Plan Pinch Indie Producers

HOLLYWOOD—Is the independent producer being squeezed out of television? And, if he is, will it be an unfortunate development from an industry standpoint?

These are questions which are becoming a growing concern to the Alliance of Television Film Producers, as well as to TV members of the Screen Producers' Guild, many of whom are indie producers. The independent is facing a two-pronged attack: One from the TV majors, the other in the financial field.

The seriousness of the situation is pointed up by the fact that, of the 50-odd programs debuting this year, only eight were produced by

independents. One of the majors, MCA-TV, topped that number by itself.

The latest squeeze on the indie is being conducted by the Internal Revenue Bureau with its proposal to eliminate the cost recovery system (Billboard, September 30). Maurice Morton, president of the Alliance, contends that this is discriminatory because it will work a hardship on the independent producer but not on the larger production firm.

(A check by Billboard has shown that such companies as Desilu and Four Star Films are not particularly concerned about a change in cost recovery. Dick Powell, president of Four Star, said, however, that if cost recovery had not been permitted previously it might have seriously hampered the firm's start and expansion in television.)

Basically, cost recovery permits writing off the entire production cost of a television series against first-year receipts. If, for instance, a show costs \$1 million to produce and is paid \$1.2 million by the sponsor, the producer would have to pay taxes only on \$200,000 profit.

(The tax would be approximately \$100,000, leaving the producer with \$100,000 profit.)

The IRB, however, is now proposing to limit first-year deprecia-

tion to perhaps 75 per cent of cost (the exact formula has not been worked out yet). Taking the above example, this means that a producer would have to pay taxes on \$450,000 the first year, and would actually have to borrow \$25,000 to do so.

Eventually, over a period of three or four years, these taxes would be returned. Obviously, for a company with large financial resources this would be no problem. For the small producer, who is limited in scope, it can mean the difference between success and failure.

The attrition which has already taken place can be seen by the fact that three years ago, in what was essentially a two-network economy, 35 nighttime programs were independently packaged. Today, even with the addition of ABC, there are only slightly more than half that many.

Morton fears that the loss in creativity is, perhaps, yet to come. "Dragnet," "I Love Lucy," "You Bet Your Life," et al., were all the brainchilds of independent producers. The "sameness" in this season's programming may be partially a result of the fact that too many shows are being produced by the same people (Warner Bros., for instance, is turning out nothing but Westerns).

## Cott Named VP Of NTA Outlets

NEW YORK—Ted Cott, who's been serving as a general exec of National Telefilm Associates since June, has been named veepee in charge of o&o stations, in another NTA step toward network status. NTA's first station purchase, KMGM-TV, Minneapolis, was approved last week by the Federal Communications Commission, while approval of its second buy, WATV, New York-Newark, is pending.

NTA expects to have its full complement of TV outlets within a year, currently eyeing stations in Denver, Seattle, Dallas and Los Angeles. The FCC grant for KMGM is contingent upon the outcome of a government antitrust suit against the film distributor for illegal compulsory clock-bookings in the licensing of TV films, but NTA won't wait before taking over KMGM's programming and policy planning.

## Prod'n Starts On 'Caribbean'

NEW YORK—MCA-TV's new "Caribbean Adventure," which will become available for syndication in January, has begun shooting in Bermuda. The production unit will visit other islands in the Caribbean for background scenes including Nassau, Jamaica, Haiti, Puerto Rico, Antigua and Barbados, as well as Caracas, Venezuela.

The series dramatizes the adventures of two electronic scientists played by John Howard and John Lee. Brewster Morgan and Eugene Solow will produce. Howard was starred in "Dr. Hudson's Secret Journal."

## Keith Kiggins Dies in Miami

MIAMI — Keith Kiggins, 61, vice-president and administrative assistant to the president of the Storer Broadcasting Company, died suddenly in his office at Miami Beach, Friday (22). His death was attributed to a heart attack.

Kiggins returned to his office Monday (18), after suffering an attack of the flu on September 24, which later developed into bronchial pneumonia, resulting in complicating a former heart condition. His widow, Dorothy, survives.

Kiggins entered the broadcasting industry in 1933 with NBC, after several years as an investment banker in Portland, Ore.

## EYES WATCHING

# NTA, AAP Action Tense; Execs Mum

NEW YORK—The film industry hummed with rumors last Friday as the plan by National Telefilm Associates to take over Associated Artists Productions via a 50 per cent-plus stock purchase from individual holders began to take on many of the aspects of the recent power struggle within Loew's, Inc.

Here's how the battle lines were drawn at press time:

NTA: There's nothing but confidence here that the stock purchase will go thru as planned, leading ultimately to a merger of NTA and AAP and a blending of film libraries and staffers.

AAP: Execs were huddling all afternoon in a special board meeting. Off-the-record comments from insiders were summed up by one official who said "the NTA deal with Chesler is far, far from definite."

United Artists: This firm is reportedly "disturbed" by the NTA-Chesler alliance, since UA had held conversations with Eliot Hyman, president of AAP. These talks, however, were at a corporate level and have nothing to do with the NTA-Chesler group talks, which were at an individual level. However, UA has issued summonses on Hyman, et al., with the talk being that of "breach of contract." No suit has been filed by UA, nevertheless, and the summonses move is considered basically a "show of strength."

Wall Street: Traders were eyeing the uptown moves closely, although opinion checked by The Billboard proved sharply divided. One group felt that NTA would get virtually what it wanted thru control of AAP by more than 50 per cent of the stock, even tho it might not be able to round up the two-thirds required for an outright merger. Another faction felt that

the NTA take-over had been blown sky-high by UA's move, predicting that Chesler would back out of the NTA deal fearing that minority stockholder derivative litigation would tie the whole thing in knots for a year or more.

Top brass of the three firms concerned—NTA, AAP and UA—spent most of last week ducking behind "No Comment" smoke screens when queried. But it began to look as tho a major scrap was shaping.

## TESTIMONIAL MOVES INTO STAR TV SLOT

• Continued from page 1

than performers do are becoming more and more available," says Alberti.

Special Research, Inc., of Chicago found in a survey that the public felt a testimonial, especially "one by a doctor," put a product in the "big time of national brands" and guaranteed its believability. It also found that the chief motivation in buying a product endorsed by someone well known was "snob appeal."

Alberti urges nine cardina' rules agencies should observe in order to preserve the new-found values of testimonials: Make them timely. Avoid overworked celebrities. Don't ritz the viewer or look down on him. Seek a local angle. Use the endorser's own words. Use a personality who is or could be an authority on the subject. Be sure the endorsement is true. Be versatile in using testimonial treatments and follow thru to the point of purchase. Understatement scores better than overstatement.

Freeman warns against the days when a noted female star proclaimed "Lydia Pinkham makes me feel like a new man" and Brozoe

## 'HONEYMOONER,' 'GHOST' FILMS HIGH ON ARB

NEW YORK—Two CBS-TV Film Sales shows, "Gray Ghost" and "Honeymooners," are riding high in ratings, according to the American Research Bureau. "Ghost" is second among syndicated shows in Washington with 17.7 rating, third in Los Angeles with a 13.9, fifth in Boston with an 18.8, fifth in Sacramento with a 31.0, and 10th in Philadelphia with a 10.9 rating.

"Honeymooners" is in second spot here with a 19.1 rating and 44.9 share. It ranks third in Boston with a 21.7 rating and 51.1 share; third in Philadelphia with an 18.0 rating, third in San Francisco with a 20.5, fifth in Portland, Ore., with a 20.3, sixth in Chicago with a 12.5, ninth in Washington with an 11.4, ninth in Baltimore with a 13.4 and 10th in Washington with a 9.9. It should be pointed out that in most cases these shows are in time periods which are marginal.

## Brew Buys 4 'Boots' Marts

NEW YORK—Stegmaier Brewing Company, out of film buying for two seasons, returns next month with four-market sponsorship of "Boots and Saddles," in Binghamton, N. Y., and Altoona, Wilkes-Barre and Harrisburg, Pa., the stations to be announced.

The California National Productions series has also picked up brewing sponsors in Las Vegas, Nev. (Burgermeister, KLAS-TV), New Orleans (Budweiser, WWL-TV) and Philadelphia (Piel's, WRCV-TV).

Another CNP beer sponsor, Schoenling, drew a 42.3 Pulse rating last week in Dayton, O., for "The Silent Service," making the CNP show No. 2 of all programs in the market, topping all but "Gunsmoke." Schoenling, which made a small regional buy on "Silent," is mulling a similar "Boots" purchase.

Books used glowing praise from an Indian princess who turned out to be mythical. To reach the goal of "increased distribution of the goods and services that make up a better way of life and living," says the author, advertisers "must clean up this advertising, avoiding sharp operators, using the genuine and sincere only."

"There was a time when all they had to do was link any product with any celebrity," says Freeman. "Today's more sophisticated public derides Clark Gable endorsing Maidenform Bras." More than that, the intimacy of TV brings both an impact to the star's testimonial and a much longer list of taboos than print media ever worried about.

"When I see (a female star) praising shampoo in a newspaper ad, I look at her figure," says an agency veepee. "When I see her praising it on TV, I want to buy the shampoo. And it's out of my agency, too." The exec, incidentally, is bald as an egg. "There's something about a star standing there in view that compels attention to the commercial."

## FLAMINGO CONTROL

# Flamingo in \$1 Mil Deal With RKO

NEW YORK—RKO Television is stepping out of the direct syndication of made-for-TV films (al- tho not out of feature distribution in TV), and has made a deal involving over \$1,000,000 gross with Flamingo Telefilm Sales for the latter firm to take over five vidfilm series controlled by RKO.

The properties include: "Screen Directors Playhouse," a Roach-produced former network series with 35 episodes; the first-run "Sailor of Fortune" and "Aggie" series, of 26 episodes each; "The Big Idea," a showcase for amateur inventors with 30 episodes, and "Animated Fairy Tales," which comprise 13 cartoons.

According to Flamingo President Herman Rush, the acquisitions bring to a total of 340 half hours of vidfilms in the FTS library, not counting features and cartoons.

RKO will continue in distribution of its original Bank of America and other feature packages, and will "concentrate on development and sale of various national network series on which co-production deals have already been set."

## NTA Cuts Pix In 'Champagne' From 74 to 58

NEW YORK — National Telefilm Associates has reduced its new "Champagne Package" again, from 74 to 58 features, but has added "Uncle Harry," "Eve of St. Mark," "Third Man," "Chad Hanna" and "Rebecca" to the list which already includes "High Noon," "The Men" and "Cyrano."

First sales of the package include WNAC-TV, Boston; WRCA-TV, New York; WRAL, Raleigh, N. C.; WKOW, Madison, Wis.; KFJZ, Dallas; WISH-TV, Indianapolis; WANE-TV, Fort Wayne, Ind.; WATE, Knoxville; WTIC, Hartford, Conn.; WKRG, Mobile, Ala., and WKXP, Lexington, Ky.

NTA's initial rating figure on the package comes from KENS, San Antonio, where "High Noon" drew a 37.5 with a 65.0 share of audience, according to American Research Bureau. Opposition in the 10-11:45 p.m. slot included "Gaslight" and "Purple Plain," other features.

## WPIX Prices On Sheen Reruns at 2G

NEW YORK — Indie outlet WPIX here is offering, with a price tag of around \$2,000 a week, the first New York reruns of a selection of kines from telecasts made by Bishop Fulton J. Sheen during his 1952-'55 run on Du Mont.

Sale of the kines to WPIX is the latest scored by one of the most unusual firms in syndication: Society for the Propagation of the Faith, headed by the noted Catholic prelate. Earlier sales of the kine series have been set with outlets in nearly a dozen markets, including Cleveland, Chicago, Miami and Philadelphia, with Boston due to join the list soon.

WPIX is discussing a "double exposure" airing of the series on Tuesdays at 8:30-9 p.m., and again on Sundays in a time not set.



## Applicants May Have to Pay for Govt. Hearings

WASHINGTON—The cost to the government of hearings on toll TV at the Federal Communications Commission, as well as cost of license services to broadcasters, may be shouldered by industry applicants, if the Bureau of the Budget carries thru announced plans for government service fees.

Percival F. Brundage, director of the bureau, last Tuesday (19) ordered all agencies of the executive branch to prepare legislative proposals which would "enable them ultimately to recover full costs for government services which would provide special benefits to individuals or groups . . . the proposed legislation to be submitted to the bureau by February 1, 1958."

Part of the background for the blanket order is a recent report by a Senate Appropriations Subcommittee on FCC fees, which noted the "great monetary" value accruing to the station licensee, plus the possibility of "prospective toll TV revenues estimated to aggregate millions of dollars." In a staff report written by Ray Kiermas, the subcommittee concluded last month that regardless of the possible revenue from pay TV, its approval in itself would multiply the FCC chores considerably, in supervising and administering toll TV requirements.

The Budget Bureau wants agencies to provide for charging of fees, and to draw up legislation to remove any "restrictive" statutes preventing such charges. Significantly, "restrictive" is applied when the agency rules do not permit "full cost recovery by the federal government for federal services . . . which convey to some recipients a special benefit above and beyond that accruing to the public at large."

## Shull Directs Storer Films

NEW YORK—Tom Shull has been named director of film operations for the Storer Broadcasting Company. The former MCA-TV sales executive will be in charge of buying films for the five Storer video stations.

Storer is thus moving to keep its operation competitive with other station groups which function on a mass buying level. Storer, of course, has been buying film on the same basis, but the addition of Shull to its staff gives the station operation the benefit of a film specialist. He will headquarter here.

## 'Holiday Pkg.' By Trans-Lux

NEW YORK—Trans-Lux Television has joined five quarter-hour and two half-hour holiday shows, four of them meant for Christmas play, under the title "Holiday Package," going into syndication sale this week. The new stanzas were produced by Encyclopedia Britannica Films.

The distributor is also preparing a science package of 100 shorts on physics, chemistry, engineering and astronomy, culled from its "Encyclopedia Britannica Library" of 800 films, to answer requests from several dozen stations for a "Sputnik-series."

## Asks Cancel Of FTC Coke, Pepsi Plaint

WASHINGTON—Dismissal of a Federal Trade Commission complaint against Pepsi-Cola and Co-cola bottling for participation in alleged illegal promotional allowances thru broadcast-network intermediaries has been recommended by an FTC examiner for "lack of potential proof."

The soft drink firms were two out of nine major grocery producers cited in July, 1956, for their part in network plans which in-store promotion was given the products in exchange for free broadcast time for certain "favored chains." (The Billboard, October 27.)

An October initial decision against six of the firms participating in the electronic supermarketing gave these amounts allegedly paid in network radio-TV plans: Piel Bros., over \$11,000 in 1953; P. Lorrillard, over \$210,000 in 1955; General Foods, over \$206,000 in 1955; Hudson Pulp and Paper, over \$154,000 in 1954; Sunshine Biscuits, over \$132,000 in 1955, and the Groveton Paper Company, over \$122,000 in 1954.

No complaint was made against the networks themselves.

## Syndicat'n Off For 'Sunrise'

NEW YORK—Plans by CBS-TV Film Sales to syndicate "Sunrise Semester," the darling of the rooster set on WCBS-TV, here, have been canceled. The exceptionally well-received educational program produced in co-operation with New York University cannot be bicycled from station to station, and must be shown in sequence if students are to understand their lessons.

The print costs for the half-hour strip would be astronomical for all but stations in the largest cities.

The show was proposed as a replacement for the early morning Jimmy Dean spot. It will be seen at 7 a.m. instead of 6:30 a.m. on WCBS-TV here when Jimmy Dean decamps.

## Blurbs 'Twixt Shows Unseen

NEW YORK—Only 23 per cent of the audience is available for commercials between programs, according to a Ziv-TV survey comparing commercials within shows and without. Sponsors of break-time spots are getting thru to a fraction of the during-program advertisers, since 28 per cent of the viewers leave the room, 25 per cent read or make phone calls in the room, 10 per cent switch channels, 12 per cent leave the house and 2 per cent do not watch for miscellaneous reasons.

Burke Market Research conducted the survey for Ziv in the Cincinnati market.

## 'Men' Adds 9 For 143 Total

NEW YORK—ABC Film Syndication racked up nine more sales last week for its "26 Men," putting the adult Western in a current total of 143 markets.

New sales are WHBF, Rock Island, Ill., for People's Furniture; WIMA, Lima, O.; KOOK-TV, Billings, Mont.; KOLO-TV, Reno, Nev.; KPRC, Houston; WLVA, Lynchburg, Va., for McKenna, Inc.; WTVH, Peoria, Ill., for Edsel; WTVY, Dothan, Ala., and WBDO, Orlando, Fla.; for Gustafson Diary.

### FOLLOW SHOWS

## Blurbs Move To Shooting On Location

NEW YORK—The trend to location-lensed film shows at the network level is having a parallel effect in commercial filming, according to Producer Bob Klaeger, ex-Transfilm exec who now heads his own commercial filmery.

"Sponsors are finding that the dollar difference is usually minute in shooting commercials out in the field," says Klaeger, "while giving them a commercial which looks as tho it 'belongs' in a location show. Other sponsors are using location shooting just to get extra production values, or to match the efforts of competitors."

Klaeger is currently completing a series of Camel cigarette spots filmed in such diverse locations as the Brooklyn waterfront, the Florida resort of Sarasota, and in the battlegrounds at Valley Forge. For General Motors, he is filming GM commercials related to the locations of sequences in "Wide Wide World," such as the GM Proving

## CBS Films in New Govt. Branch Ties

NEW YORK—CBS-TV Film Sales and various branches of the United States government seem to have a working partnership in TV. Already representing the Navy with "Navy Log," on ABC-TV, the CBS off-shoot has permission from three other branches of the government to proceed with film series on their operations.

The Department of the Interior has okayed "Heritage," which will

offer adventure stories set against the background of vast natural resources controlled by the department.

The Department of Justice has given its consent to "Border Patrol." This program, of course, will concern itself with immigration and smuggling problems. The State Department has also given its consent to "Diplomat." The program will show the department at work and feature Clare Boothe Luce as hostess and narrator.

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**Teen-Age Problems**  
The Senate subcommittee on juvenile delinquency has also got into the act and has given the green light to CBS-TV Film Sales for a series based on teen-age problem children. The files, material and findings of this committee have already been released to the film company, which has writer Allan Sloane preparing the series.

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


# BUFFALO REPORTS!

WGR  
TV 2  
CHANNEL 2

*From the desk of*  
**VAN DE VRIES**

To: Marvin Fraum  
SCREEN GEMS


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



VAN DE VRIES  
Vice President

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

Your city is ready for the "SHOCK treatment"!



SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES  
711 FIFTH AVENUE • NEW YORK 22, N. Y.

NEW YORK
DETROIT
CHICAGO
HOLLYWOOD
NEW ORLEANS

# TV Commercials in Production

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

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No.	Seconds	Type (C-Color)	Commercials Producer
<b>DRUGS AND TOILETRIES</b>				
<b>Toiletries and Toilet Goods</b>				
Helene Curtis, Edward H. Weiss	1 (15)	1 (15)	LA, SE	Hal Roach
Helena Rubinstein, Mascara-matic, Ogilvy, Benson & Mather	1 (60)		LA, SM	MPO
Lever Bros., Dove, Ogilvy, Benson & Mather (Eve Arden, House Party)	1 (10)		LA	
	1 (65)		SE	ATV
Colgate Palmolive, Vel Beauty Bar, Carl S. Brown	1 (60)		FA	Shamus Culhane
Procter & Gamble, Prell, Benton & Bowles (This Is Your Life)	1 (60)	1 (20)	FA	Academy Pictures
Mennen, Men's Deodorant, Marschalk & Pratt	2 (20)		FA	
	1 (60)		LA	Era Productions
Lever Bros., Praise Soap, Kenyon & Eckhardt (Private Secretary)	1 (60)	1 (20)	LA, E	Elliot, Unger & Elliot
Clorox, Foote, Cone & Belding, (Honeymooners)	2 (20)		LA	Guild Films
Helene Curtis, Enden Shampoo, Edward H. Weiss	1 (60)		FA	UFA
Helene Curtis, Dandruff Treatment, Gordon Best	1 (10)		FA	UFA
Warner-Lambert, Bliss, Norman, Craig & Kummel (Restless Gun)	3 (60)	1 (20)	LA, E	Elliot, Unger & Elliot
Procter & Gamble, Prell, Benton & Bowles	1 (10)		SM	TV Graphics
Schick, Electric Shavers, Benton & Bowles	2 (60)		LA	Van Praag
(Giselle MacKenzie, Dragnet)	6 (60)	4 (20)	LA	U-I TV
Procter & Gamble, Camay, Leo Burnett	1 (60)	1 (20)	LA (C)	
	1 (60)	1 (20)	LA	U-I TV
<b>Drugs and Remedies</b>				
Lewis-Howe, Tums, McCann-Erickson	1 (60)	1 (20)	LA	Fred A. Niles
Vick Chemical, Vaporb, Morse	1 (60)		SA	James Love
Vick Chemical, Cold Tablets, Morse	1 (60)		SA	James Love
Fletcher's Castoria, Carl S. Brown	4 (60)		FA	Academy Pictures
Maryland Pharmaceutical Co., Rem. Lawrence Gumbiner	1 (60)	1 (20)	FA	Academy
Lewis-Howe, Tums, McCann-Erickson	1 (40)		FA	UFA
Iso Aspirin, International Latex Corp.	2 (60)		LA	Van Praag
Block Drug, 4-Way Cold Tablets, Harry B. Cohen	2 (60)	3 (20)	LA, SE	Gray-O'Reilly
Block Drug, Nytol, SSC&B	4 (60)		LA, SE	Gray-O'Reilly
<b>HOME BUILDING</b>				
<b>Appliances, Household Equipment, Supplies</b>				
Westinghouse, Micarta, McCann-Erickson (Studio One)	2 (60)	1 (90)	LA	American Film
Armstrong Cork, Cushiontone Cellings, Ogilvy, Benson & Mather (Circle Theater)	1 (60)	1 (90)		
	1 (135)		LA	MPO
Montgomery Ward, Aluminum Doors, TV Sets, Direct	2 (50)		LA	Fred A. Niles
Westinghouse, Range, Refrigerator & Laundry, McCann-Erickson	3 (60)		LA	James Love
Scott Paper Co., Scotties & Towels, J. Walter Thompson (Father Knows Best)	1 (20)		FA	Shamus Culhane
Southern Union Gas, Gas & Gas Ranges, Direct	1 (60)		SA	Keitz & Herndon
Lone Star Gas, Gas, Gas & Gas Ruthrauff & Ryan	1 (60)		SA	Keitz & Herndon
Libby-Owens-Ford, Glass, Fuller, Smith & Ross	1 (90)		FA	Academy Pictures
Sunbeam Corp., Mixmaster, Perrin-Paus	1 (60)		FA (C)	UFA
McGraw Electric Co., Frypan & Toaster, Erwin Wasey	1 (60)	1 (50)		
	1 (20)	1 (8)	FA	UFA
<b>Radio, TV Sets, Phonographs, etc.</b>				
RCA Victor, TV Receivers, Kenyon & Eckhardt (Como, Gobel, Fisher)	1 (90)	1 (60)		
	1 (50)		LA (C)	MPO
RCA Victor, Hi-Fi Sets, Kenyon & Eckhardt (Como, Gobel, Fisher)	2 (90)	2 (60)		
	2 (50)		LA (C)	MPO
RCA Victor, 2-Speed Phonographs, Kenyon & Eckhardt (Como, Gobel, Fisher)	1 (90)	1 (60)		
	1 (50)		LA (C)	MPO
RCA Victor, Test Commercials, Kenyon & Eckhardt	3 (60)		LA	MPO; Audio Prod.
Zenith Radio, TV Receivers, Earle Ludgin	1 (60)	1 (45)		
	1 (20)		FA, LA	Ray Patin
Westinghouse, TV Receivers, McCann-Erickson	1 (50)		SA	Van Praag

# Web Dogs Can't Wag Tails in Syndication

HOLLYWOOD—Telefilm programs which were unsuccessful in their network runs generally have flunked the course in syndication as well. What this means is that a producer with a canceled show, especially if the cancellation takes place during the first year, no longer can look forward to a rerun bonanza.

Altho the trend has been developing for some time, it's come particularly to the forefront this year. Not a single web show that went on the air and was canceled last season is now in syndication.

A primary factor is the history of net programming in syndication. Successful series that went into rerun, e. g., "Badge 714," "Line-Up," "Susie," et al., have duplicated their successes in syndication. Those that failed the net test, e. g., "Halls of Ivy," never got off the ground when programmed locally.

Advertisers cognizant of this have tended to favor subsequent runs of syndicated programs rather than reruns of poor net shows. Other inroads have been made by features.

Generally, a local or regional advertiser buying a telefilm series likes to have 52-week continuity. If a show has only 20 or 26 episodes in the can, therefore, the sales problem is increased many fold. Syndicators have tried combining two fragmented series, e. g., "Life With Father" and "The Brothers," but this has not worked too well.

The one salvation, as far as the producer is concerned, have been the networks themselves. NBC-TV has bought 10 rerun series over the past two years to strip in its "Comedy Time," and ABC-TV is stripping "Buccaneers" and "Sir Lancelot" in a late afternoon time seg.

# Craven Okays Booster TV's For Colorado

DENVER—T. A. M. Craven, a member of the Federal Communications Commission, this week gave Colorado Gov. Steven L. R. McNichols a nod of approval for his authorization for construction of on channel booster stations. This action is the first indication of a truce between the FCC and Colorado governors who have authorized construction of 18 such booster stations for remote portions of Colorado.

Ex-Governor Ed Johnson began the procedure when he authorized construction of the first on frequency station at Steamboat Springs, Colo. The FCC made a munitive gesture against such action, but other inter-State requests were quick to follow and quickly granted by the governor who made each applicant a member of his special advisory staff in order to prevent federal judicial charges.

The latest action by Craven came after he, as an official member of the FCC, conducted hearings here and received testimony from television company officials and others concerning the operation of the booster stations. In a letter to Governor McNichols, Craven said, "Based upon my observations and conferences in Colorado, it is my opinion that the commission's first approach to this problem was precipitate, unduly rigorous, unrealistic and was based upon a narrow interpretation of the Communications Act."

# New TV Spot Campaigns

### Contracts Set in Every Region in Two Weeks Ending November 9

This chart provides live sales leads for TV stations and their reps, and informs advertisers and agencies of TV spot activity by other companies. It summarizes new national spot business actually set during the period listed above, regardless of when the campaigns begin airing. This feature, based on a survey made by The Billboard of all U. S. TV stations, runs on alternate weeks.

Where available, the ad agency placing the business is listed. Types of contracts are indicated, when known, by the following symbols: (Ann.)—Announcements; (ID)—Identifications; (Part.)—Participations; (Prog.)—Program Buy.

## On Eastern Stations

Beeman's Gum, American Chicle (Part.)  
 Camel Cigarettes, R. J. Reynolds (ID)  
 Cavalier Cigarettes, R. J. Reynolds (ID)  
 Cheer, Procter & Gamble thru Young & Rubicam (Part.)  
 Clorets, American Chicle thru Ted Bates (Part.)  
 Colgate-Palmolive Men's Line (Part.)  
 Coty Perfumes thru Heineman, Kleinfeld, Shaw & Joseph (ID)  
 Crest, Procter & Gamble (Ann.)  
 Duz, Procter & Gamble thru Compton (Part.)  
 Ford Cars thru J. W. Thompson (Ann.)  
 Gallo Wine thru Doyle, Dane, Bernbach (Prog.)  
 Gayla Soap, Lever (Part.)  
 Genesee Beer (Prog., ID)  
 Gilbert Toys thru Remsen (Part., Ann.)  
 Imperial Margarine, Lever thru Foote, Cone & Belding (Ann., Part.)  
 Instant Maxwell House Coffee, General Foods thru Benton & Bowles (ID)  
 Ivory Snow, Procter & Gamble thru Compton (Ann., Part.)  
 Lipton's Tea, Lever thru Young & Rubicam (Ann.)  
 Lucky Whip, Lever (Ann., Part.)  
 Mounds & Almond Joy, Peter Paul (Ann.)

Newport Cigarettes, P. Lefflard thru Lennen & Newell (Prog.)  
 Oldsmobile, General Motors thru D. P. Broder (ID)  
 Oxydol, Procter & Gamble thru DF&S (Part.)  
 Pepto Bismol, Norwich Pharmacal thru Benton & Bowles (Ann.)  
 Pertussin, Chesebrough-Ponds (Part.)  
 Pontiac Cars, General Motors thru MacManus, John & Adam (Ann., ID)  
 Prell, Procter & Gamble (Part.)  
 Maxwell House Coffee, General Foods thru Benton & Bowles (ID)  
 Rem Rub, Block Drug thru L. C. Gumbinner (Part.)  
 Roloids, American Chicle thru Ted Bates (Part.)  
 Samsonite Luggage, Shwayder (Part.)  
 Schaper Plastic Games, Highlander Sales thru Mullen Assoc. (Part.)  
 Tea Council (Ann., Part.)  
 Ten Day Press-On, Harrison Labs (Ann., Part.)  
 Texas Gasoline (Ann.)  
 Trailways, Va. Stage Lines thru J. Walter Thompson (Ann., Part.)  
 Ward's Bread & Cake (Ann.)  
 Whirlaway Car Washer, Osoon Prod.  
 Winston Cigarettes, R. J. Reynolds (ID)  
 Winterset, Procter & Gamble (Part.)  
 F. W. Woolworth Retail Mose. (Part.)

## On Southern Stations

Alka-Seltzer, Miles Labs. thru Geoffrey Waide (Ann.)  
 Anacin, Whitehall Pharm. thru Ted Bates (Ann., Part.)  
 Bayer Aspirin thru DF&S (Ann.)  
 Bulova Watches thru McCann-Erickson (Ann.)  
 Bur-Mil Xmas Ribbon, Burlington Mills thru Ben Sackheim (Ann.)  
 Cheer, Procter & Gamble thru Ted Bates (Ann.)  
 Chevrolet Cars, General Motors thru Ketchum, MacLeod & Grove (Ann., ID)  
 Clorox thru Honig-Cooper (Part.)  
 Clo-White, Coastal Chemical thru Ped-core (Ann.)  
 Effisan Sleeping Pills, Carter Prod., thru Ted Bates (Part.)  
 Ford Cars thru J. Walter Thompson (Ann., ID)

Hutchinson Wax thru Henry Senne (Prog.)  
 Ipana, Bristol-Myers thru Benton & Bowles (ID)  
 Joy, Procter & Gamble thru Leo Burnett (Ann.)  
 Lord Calvert's Coffee thru Applestein, Levinstein & Gornick (Prog.)  
 Lucky Whip, Lever thru Ogilvy, Benson & Mather (Ann.)  
 Luzianne Coffee thru Walker-Sausy  
 Minnesota Mining Giftwrap thru MacManus, John & Adam (Ann., Part.)  
 Oxydol, Procter & Gamble thru DF&S (Ann.)  
 Pontiac thru MacManus, John & Adam (Ann., ID, Part.)  
 Salad Mixer, Grant thru Arthur Meyerhoff (Prog.)  
 Texize Chemical thru Henderson (Ann.)  
 Tide, Procter & Gamble thru Benton & Bowles (Ann.)

## On Midwestern Stations

Adorn, Toni thru North Adv. (Part.)  
 Bon Ami thru Ruthrauff & Ryan (Ann.)  
 Brylcreem thru Atherton & Currier (Ann.)  
 Butterball Bread, Interstate Bakeries thru Potts-Woodbury (Ann.)  
 Comet Cleanser, Procter & Gamble thru Compton (Part.)  
 Dr. Caldwell, Sterling Drug thru Carl S. Brown (Ann.)  
 Exquisite Form Bras thru Grey Adv. (Ann.)  
 Robert Curley Hair Products thru McGraw Adv. (Ann.)  
 Ford Cars & Trucks thru J. Walter Thompson (Ann., ID)  
 Gold Medal Flour, General Mills thru DF&S (Ann.)  
 Hunchback of Notre Dame, Movie, Allied Artists thru Donahue & Coe (Ann.)  
 Hutchinson's Wax thru Henry Senne (Prog.)  
 Jailhouse Rock, Movie, MGM thru Donahue & Coe (Ann.)

Joy, Procter & Gamble thru Leo Burnett (Part.)  
 Lipton Tea, Lever thru Young & Rubicam (Ann.)  
 North Woods Coffee thru Clinton E. Frank (Part.)  
 Pontiac Cars, General Motors thru MacManus, John & Adam (Ann., ID)  
 Robert Hall Clothes thru Frank B. London  
 Oral Roberts thru C. E. Miller (Prog.)  
 S. & H. Green Stamps thru SSC&B (Ann.)  
 Schaper Plastic Games, Highlander Sales thru Mullen Assoc. (Ann.)  
 7-Up thru J. Walter Thompson (Ann.)  
 Zoom, Fisher thru Hugh Feltes (Ann., ID)  
 Crisco, Procter & Gamble thru Compton (Ann.)  
 Oxydol, Procter & Gamble thru DF&S (Ann., Part.)  
 Whitehall Preparation "H" thru Ted Bates (Ann.)

## On Rocky Mount & West Coast Stations

Borden's Instant Coffee thru Dohert, Clifford, Steers & Sheffield (Part.)  
 Chop-O-Matic, Grant thru A. Meyerhoff (Prog.)  
 Coca-Cola thru McCann & Erickson (Ann.)  
 Dexter Sewing Machines, Grant thru A. Meyerhoff (Prog.)  
 Ford Trucks thru J. Walter Thompson (Ann.)  
 Miller High-Life Beer thru Mathisson & Assoc. (Prog.)  
 Nalley's Fruit Syrup & Potato Chips thru Pacific National (ID)

Oxydol, Procter & Gamble thru DF&S (Part.)  
 Pontiac Cars, General Motors thru MacManus, John & Adams (Ann., ID)  
 Rocket, Grant thru A. Meyerhoff (Prog.)  
 Salad Mixer, Grant thru A. Meyerhoff (Prog.)  
 10-Day Nail Polish, Harrison Lab. thru Product Services (Ann., Part.)  
 Tuck Tape, Harrison Lab. thru Product Services  
 Union Pacific thru Caples (Ann., Part.)  
 Van Heusen Shirts, Phillips-Jones thru SSC&B (Part.)  
 Wheel-O, Dick Drury Sales thru Carl Christopher (Part.)

**ONE MILLION DOLLARS CASH IN CONFEDERATE MONEY**  
**Yours only \$2.98**

Be a deep south millionaire! Have money to burn! We'll send you exactly one million bucks in honest-to-goodness Confederate money—and all you pay is \$2.98! You can do everything with this money but spend it. Amaze and amuse your cotton-pickin' friends. Win bar bets by the barrel! Light your cigars and cigarettes with \$10,000 bills! Live it up! It's a million dollars' worth of laughs and fun—all for only \$2.98.

You get one million bucks in \$10's, \$20's, \$50's, \$100's, etc., denominations—enough to keep your friends laughing and happy for months—This offer is limited. Only \$4 million to a customer. Our supply of this loot is limited—so rush your order.

One Million dollars only \$2.98. Four Million dollars only \$10.98. If not delighted keep \$100,000 for your trouble and return the rest of the money for a full and prompt refund. Send to—

**BEST VALUES CO.**  
 Dept. M-202, 403 Market St., Newark, N.J.

**'Willie Wonderful' Syndicated Again; ABC's Deal Folds**

NEW YORK—With an ABC-TV sale just fallen thru, Wonderful Productions has resumed syndication sale of its kid cliffhanger, "Willie Wonderful." New buys include KSTP, Minneapolis, and KRNT, Des Moines.

The series of 195 five-minute shows, according to the latest Nielsen report, is outrating, in its eighth run, network opposition in Cincinnati. Its WCPO score averages a 6.4 against 2.8 for "Capt. Kangaroo," its nearest competitor.

**Carnation Okays 'Annapolis' Again**

HOLLYWOOD — The Carnation Company last week renewed "Men of Annapolis," syndicated series produced by Ziv-TV, for regional sponsorship in the 11 Western States.

Pick-up by advertiser is for 20 alternate weeks (over 39-week span), but does not call for Ziv to produce any new half hours in the series.

**'Sphere' to Screencraft**

NEW YORK—Screencraft Pictures has acquired the rights to "The Restless Sphere," science feature narrated by Prince Philip, from British Broadcasting Corporation. Seen in a one-hour version on 31 stations via ABC-TV last month, the much-praised 90-minute film has made a first sale to the University of Michigan, with Screencraft anticipating as many educational sales as station buys.

## SHORT SCANNINGS

Charles Fagan, program service staffer at CBS-TV, has been moved up to assistant to the manager of program services. . . . Larry Lowenstein, CBS press topper, has been named co-chairman with Ed Sullivan, of the public relations committee of the Academy of Television Arts and Sciences' New York chapter. Lowenstein and Sullivan will supervise the publicity and

promotion of the 1957 "Emmy" awards along with Syd Eiges and Mike Foster, vice-presidents and heads of NBC and ABC press respectively.

Bernie Brillstein, public relations director of the William Morris Agency weds client actress Marilyn Cole this week. . . . Charles L. Rothchild, executive vice-president of Emil Mogul, is on a two-week business trip to Cuba, Jamaica,

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

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

Mary Kelly, a globe-trotting reporter with NBC-TV's "Today" show, has been promoted to asso-

ciate producer. In her new position, Miss Kelly will work closely with producer Jac Hein with special attention to entertainment type features, out-of-town originations and long range programming. . . . Entries for Ohio State University's 1958 American Exhibition of Educational Radio and TV Programs will close January 2, 1958. Popularly known as the "Ohio State Awards," entry blanks and additional information may be secured by writing to Dr. I. Keith Tyler, Ohio State University, Columbus, O.

Miss Lynn Trammell, film director for WBAP-TV, Fort Worth, Tex., has been appointed to the 1957-'58 film committee of the National Association of Radio & Television Broadcasters. . . . Marcel Bleustein-Blanchet, president of Publicis, France's largest advertising agency, has arrived in New York to complete arrangements for establishing offices here.

The new office is scheduled to open at the beginning of the year and will be headed by Bernard Musnik as president of the American affiliate. Musnik is resigning his account executive slot at Ziv Television Programs.

Robert L. Stone, ABC vice-president and general manager of WABC-TV, recently welcomed his fourth child, a daughter. . . . The annual Radio and Television Executives Society Christmas party will be held on December 18 at the Hotel Roosevelt in New York City. A luncheon, a show and a raft of fabulous door prizes will all be included in the \$10,000 tab. . . . S. Robert Roe has returned to Goodson-Todman as a production executive. He had previously been with the company as an associate producer in 1950-'51. . . . Sam W. Steele Jr., Southern account executive of Official Films has been moved up to head of the entire Southeast sales area.

## STATION SIGNALS

Last week the WJW-TV (Cleveland) promotion-publicity department was divided into two operations, incorporating sales promotion-merchandising and audience promotion-publicity. In line with this division Ted Anthony was appointed sales promotion director and Joseph (Bud) Mertens, audience promotion director. . . . Station KING-TV, Seattle, will be the first TV station to receive a production model of the Ampex Videotape Recorder in late November. The second station to receive the "push button" recording and playback device will be KGW-TV, Portland, Ore.

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

Harold C. Lund, vice-president of Westinghouse Broadcasting, in charge of KDKA-TV, Pittsburgh, has been named Chief Barker of Variety Club Tent No. 1 for 1958. . . . Jane Day, WBZ-TV's regular Monday thru Friday weather girl, became the mother of a girl last week. . . . Jack Carew, former staff director of WFCA-TV, has been promoted to production-public service co-ordinator at the Jacksonville, Fla., station.

John P. Dillon, promotion manager for WBTV, Charlotte, N. C., recently welcomed his second child, William Jerry. . . . Tom M. Percer has been promoted to sales manager of TV station WABT, Birmingham. . . . Reg Miller, who has been public service and public relations manager for KOMO-TV, Seattle, has been moved up to national sales manager for the Seattle NBC-TV affiliate effective immediately. . . . Irish McCalla, star of ABC Film Syndication's "Sheena, Queen of the Jungle," has been signed for a personal appearance in San Jose, Calif., on December 14. "Sheena" is seen on KNTV, San Jose, sponsored by the General Appliance Company.

WFBM-TV, Indianapolis, has begun installation of the latest type of projection equipment available today. The new equipment will provide additional facilities for the projection of both color and black and white programs with increased clarity. . . . John M. Baldwin, vice-president and business manager of KDYL-KTVI, Salt Lake City, has moved to WTCN-AM-TV, Minneapolis-St. Paul, as operations manager. . . . William H. McGaw, producer of industrial films for Wilding Pictures and formerly NBC-TV staffer, has joined the staff of KDKA-TV, Pittsburgh, as executive producer.

James D. Eddins has been moved up from film editor to TV director at WHTN-TV, Huntington, W. Va. . . . James A. Yergin, former manager of presentations, has been upped to the advertising manager slot for WOR-TV, New York. . . . Kenneth E. Chernin has been named to the newly created post of promotion director for the

Radio-TV division of Triangle Publications. He was formerly supervisor of Triangle's headquarters promotion department.

# A Good Time to Say--- Many Thanks

TO OUR NBC NETWORK SPONSOR

**LEVER BROS.**

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

**Wm. Bendix**

in

# "THE LIFE OF RILEY"

(Now In Its 6th Year)



Produced by

**Tom McKnight**

PULSE FILM RATINGS for September

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

Top 20 Film Shows

Table with 3 columns: Rank Order, Show and Distributor, Avg. Rating. Lists top 20 film shows for September.

Top Film Shows Among Men

Table with 3 columns: Rank Order, Show and Distributor, Men Per 100 Homes. Lists top film shows among men.

Top Film Shows Among Women

Table with 3 columns: Rank Order, Show and Distributor, Women Per 100 Homes. Lists top film shows among women.

Top Film Shows Among Kids

Table with 3 columns: Rank Order, Show and Distributor, Kids Per 100 Homes. Lists top film shows among kids.

COMMERCIAL CUES

Should you turn on your TV set to a picture of a woman walking down a street, split in half, with both halves walking, don't be alarmed—it's not another "horror" picture just a commercial produced by Cine-effects, Inc., of New York City, claims to be the oldest film

service organization in the city. Established in 1939 by President Nathan Sobel, it has departments devoted to animation, lettering and backgrounds, camera technique and optical effects. The studio also boasts a time and labor-saving method for use with Oxberry animation equipment. This method provides the

PULSE LOCAL RATINGS FOR OCTOBER

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

BOSTON 2 TV STATIONS—873,200 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.

Table with 2 columns: Program Name, Rating. Lists top network shows for Boston.

Table with 2 columns: Program Name, Rating. Lists top multi-weekly shows for Boston.

Table with 2 columns: Program Name, Rating. Lists top feature films for Boston.

Table with 2 columns: Program Name, Rating. Lists top syndicated films for Boston.

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

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

Table with 2 columns: Program Name, Rating. Lists top network shows for Buffalo.

Table with 2 columns: Program Name, Rating. Lists top multi-weekly shows for Buffalo.

Table with 2 columns: Program Name, Rating. Lists top feature films for Buffalo.

Table with 2 columns: Program Name, Rating. Lists top syndicated films for Buffalo.

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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.

Table with 2 columns: Program Name, Rating. Lists top network shows for Chicago.

Table with 2 columns: Program Name, Rating. Lists top multi-weekly shows for Chicago.

Table with 2 columns: Program Name, Rating. Lists top feature films for Chicago.

Table with 2 columns: Program Name, Rating. Lists top syndicated films for Chicago.

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effects of products floating thru the air without support, lines or shadows.

Can cartoon characters, created for product identification, be acceptable in the classroom or on public service TV? The answer is "yes," according to Association Films if the character

is as charming and appealing as "Chiquita Banana." Chiquita, star of the United Fruit Company public relations movie, "Bananas? Si, Senor!" has appeared 316 times on women's service programs, children's shows, etc. She has also been seen 10,505 times in high

schools, colleges and elementary schools as well as in clubs, churches, industrial plants and other community meeting places. More than 26,000,000 viewers have accompanied Chiquita on this tour of banana plantations and have learned about the people, the progress and the econ-

# Status Report On LOCAL LIVE TV SHOWS

**HIGHLIGHT:**  
*Exclusive Survey  
Of U. S. TV  
Live Programming*

## LIVE SYNDIE IDEAS CLICK; MORE DUE

'Romper Room,' 'Dance Party' Blazing  
Trail in Ratings and Sponsor Lists

By **BOB BERNSTEIN**

The provocative figure of live syndication looms on TV's horizon with increasing breadth and scope. The two shows that have pioneered this field still stand almost alone, but their wide success has gone far from unnoticed. "It's just a year away," says one ad agency veepee, "before our clients will be really interested in regional buys of live shows."

Some advertisers are already more than interested, judging from the sponsor list for "Romper Room" and "Top 10 Dance Party," which boast a half dozen regional buys each. And National Telefilm Associates, mulling live syndicated programming for its 134 affiliated stations, reports lively reactions both from the outlets and from potential sponsors.

"Top 10 Dance Party" is a variety stanza slanted at teenagers, packaged by Victor & Richards, Inc. Young couples are guests in the studio and participate not only in dancing to the latest pop hit records but in contests, games, community projects, celebrity interviews and commercials.

"Party" was launched on three stations in September, 1955, now servicing 15 markets, with two stations carrying it as a five-a-week strip. Produced and written by Alau Sands, the show has numerous soft drink and bottling advertisers, ice cream being the second largest group. Both products fit neatly into the party format and get the advantageous exposure of being consumed with genuine relish by the "cast."

American Research Bureau ratings give "Party" solid support. Latest figures make it the first locally-produced show in Memphis ever to crack ARB's top 15 list, its 30.1 besting most network shows. A 25.4 in Chattanooga, 23.5 in Syracuse and 19.7 in Portland, Me., are typical fall ratings. Across the board in Detroit, it is averaging a daytime 8.6 opposite "Mickey Mouse Club."

Sand's delivers slightly flexible scripts, personal appearances of big names and prizes to subscribing stations, with a staffer visiting each market to co-produce the opening telecasts and check at later dates. The hour-long show is selling quarter hours briskly, while 20-second spots are mostly sold out at prices ranging from \$24 to \$120.

After trial runs in Detroit and Memphis, a new Victor & Richards' package, "If I Had One Wish," is now being offered for live syndication as a weekly half hour. Other properties are in the works. V&R pays the local co-ordinator and emcee who run the show, choosing them from the market, for one price, or will sell the script-prize-merchandising service at a lower price to the station which wants to staff the show itself.

"Romper Room," a Bert Claster creation, is a kindergarten strip featuring a local teacher and alternating on-camera youngsters. Numerous nursery school activities are spelled out in the scripts, with all stations required to maintain almost uniform adherence. Among the regional buyers in its current 57-station line-up are J. J. New-

berry, American Character Doll, Coco-Marsh and Alpha Bits.

Claster Productions has gathered 140 advertisers in total, many of long standing in the five-year history of the show, and is currently going after national sponsorships. Claster stresses the combination of local appeal with network-like uniformity of time, content and cost-per-thousand. Daily directives reach the local femsees with strong civic and philanthropic overtones to the special contests and promotions. Cities tend to get behind "Romper" more quickly and thoroughly because city affairs are stressed. A typical month includes campaigns for fire prevention, U. N. information, help for crippled children and channeling of Halloween pranks.

With over a million records sold and 100 items on the current merchandising list, "Romper" is crowded with milk mugs, plastic clocks, Tiny Tears dolls, drums,

*(Continued on page 16)*

## 10% OF TOTAL TIME

# Local Live Shows Are Key Segments, TV Stations Report

Local live shows are on a strong upbeat. In a special national survey of TV stations, the broadcasters told The Billboard:

- Better than one out of every 10 hours on the average U. S. station today is housing a local live program. One station reported as much as 35 per cent.
- Locally produced shows are more than holding their own against national fare, both network and film. More than six out of every 10 stations report they are airing the "same," or "more" local live fare than last year.
- The average number of local live shows—children's, women's appeal, news, weather, and so on—aired on the average U. S. station now stands at just under 10 shows. The majority of these, however, make use of some form of film—news clips, cartoons, fashion clips, or whatever.
- Unlike the average network pattern or syndicated show, local live

shows go in for "stripping" in a big way. For every moppet-appeal show aired on a weekly local live basis, for example, there were three aired on a multiple exposure basis. Multi-weekly shows in the women's field outranked the once-weekly shows by six to one. Stations also reported more than five times as many multi-weekly news shows as against weekly news roundups.

These are highlights of a special study of U. S. television outlets conducted by The Billboard which drew a near-record response for a programming survey. Nearly two out of every 10 stations replied, affording a cross-section which included everything from major network affiliates and o&os in the biggest markets to UHF-ers in the smallest markets. (See charts, elsewhere in this section, for fuller details of survey findings.)

Stations themselves put a spotlight on the key trends at work today in the local live programming field.

"The demise of the 'kitchen show' is evident, but one area in which local live programming can excel is in informational services, such as news, sports and weather shows," reported Ned Jay of WTVT, Tampa, Fla.

"As long as a program, whether it be live or film, fills a local need, it will be successful," said B. Calvin Jones, the program manager of Pittsburgh's KDKA-TV. "The tendency, however, is to take the line of least resistance these days—because of costs and intra-station creative support—and program 'pre-sold' film packages or strips."

The vital need for local live shows wasn't overlooked. "They become increasingly important, on a low-budget basis, to UHF stations," said Lee Ward Allerton, program manager of small-market WLBC-TV, Muncie, Ind. "They form the one basis on which a UHF station can compete against the VHF stations coming into their market, because they are localized programs not available on any other TV station."

New program ideas in the local live field, of course, are a steady problem for stations, the study showed.

"We have not found formats for local live shows which will compete rating-wise at budgets comparable to cost of films. We are very interested in finding such formats," said Ves Box, program director of KRLD-TV, Dallas. Added the program manager of a Denver outlet, "Program costs are such that the entertainment value does not equal that of syndicated film."

But such worries seemed to be in the minority. Most stations were already at work mapping out further local shows for live production, usually centering around strong local personalities.

"From a revenue and local interest viewpoint there is a great future for live participating programs," reported Ted McDowell, program chief of WMAL-TV in the nation's capital. "Our live programming has recently expanded and we look forward to other live additions to our broadcast schedule."

"Local live participating shows are now in the planning stages for starting dates in 1958," said Operations Manager Lee Peer of KSHO-TV, Las Vegas, Nev.

"Additional local live participating shows are in the works," said Boyd Porter Jr., program director of KTRE-TV, Lufkin, Tex. "The future is bright."

The upbeat station view was pretty well summed up by WKRC-TV, Cincinnati, which stated: "WKRC-TV intends to increase live programming in 1958, feeling that good live shows in non-prime time will increase both local and national spot business."

This general feeling was more than borne out by the special study by The Billboard.

Nearly nine out of 10 stations checked—87 per cent—said they expected to have the "same," or "more" local TV shows airing on their channels in the fall of 1958.

Only 13 per cent figured they would have "less."

## Stations Whoop Up Audiences for Live Fare With Varied Gimmicks

Audience promotion of local live shows has taken a sharp upswing this fall, benefiting many a sponsor after a period of general de-emphasis of local programming.

"We aired the minimum required by the FCC in local live 1956 programming," one station exec admits typically, "but now there's a new surge of interest in developing new formats, new stars, new concepts, all drawn from our special market needs and materials. But, they must be promoted to be successful."

Hardly a station exists, therefore, which doesn't employ the basics of promotion; listings logs; on-the-air slides, films and teasers; advertising and publicity, and special effort to secure highlight status in newspapers and local versions of TV Guide. But in the exploitation field, "the men are separated from the boys," according to an Illinois station manager. "What gives the show its real chance to score is a campaign of stunts, contests, gimmicks and community work."

Apart from sales promotion, an-

other area changing markedly this year, an upbeat in spot advertising is credited chiefly to audience promotion by many station execs. "It's a huge plus for sponsors and after each successful campaign there's an immediate increase in business on local shows," says a Norfolk station head.

Small budgets don't stop outlets from pursuing the green pastures of exploitation; they substitute ingenuity or tie-ins. The minority report, surprisingly enough, comes

*(Continued on page 19)*

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**IN DELAWARE VALLEY**

**CHANNEL 12**

**has come ALIVE**

- ★ NEW POWER
- ★ NEW PROGRAMS
- ★ NEW PROMOTIONS
- ★ NEW PERSONALITIES

and 5,360,000 more viewers than ever before. WVUE-TV has new life... new pulling power... and the most attractive rates in the nation's 4th market.

ON **WVUE**

**3 P.M. MON THRU FRI**

**Petticoat Partyline**

Everyday is ladies-day with popular Bob Marshall. There's music, laughs, and prizes galore. Ladies groups and organizations are greeted and seated in the studio for the afternoon's fun.

ON **WVUE**

**4:30 P.M.**

**MONDAY THRU FRIDAY**

**UNCLE PETE BOYLE**

Uncle Pete has been the favorite of the kids 'round these parts for many years now. Prizes and surprises go along with top films and cartoons.

ON **WVUE**

**5 P.M. on SATURDAY**

**GRADY and HURST**

Two hours of top records, guest stars, interviews and comments by the big two from studios jumping with teen age prancing.

**J. ROBERT KERNS**  
Managing Director

**LEWIS P. JOHNSON**  
Sales Manager

WVUE TV 12  
WILMINGTON - PHILADELPHIA

**SALES OFFICES**

Philadelphia—Suburban Sta. Bldg., Locust 8-2262  
 New York—625 Madison Ave., Plaza 1-3940  
 Chicago—230 N. Michigan Ave., Franklin 2-6498  
 San Francisco—111 Sutter Street, Sutter 1-8689  
 Represented Nationally by THE KATZ AGENCY, INC.

# TV Station Symposium:

## WHAT NATIONAL ADVERTISERS SHOULD KNOW ABOUT LOCAL LIVE SHOWS

**(STATION SYMPOSIUM)**

Few national level spot TV clients ever get a chance to discuss local-level programming with TV station men, much less explore its potential in major campaigns.

The Billboard, therefore, invited station executives participating in its special survey of local live shows to sound off with comments on the value of this brand of TV selling to national advertisers.

From the replies received, a dozen representative statements were selected and appear below. In general, they point up the value of selling with personalities with strong local followings, the values of ad lib commercials, the "plus" factors of merchandising and special displays—all TV values not immediately apparent in a quick review of local rating reports.

Here are the individual comments:

**On-Air Recommendation**  
**WMUR-TV, MANCHESTER, N. H.**  
**Warren S. Park Jr., Program Manager:**  
 "We believe that the local live program offers a flexibility to the advertiser unequalled by any other type of programming. We also feel that product recommendation by a well-loved local personality carries additional benefit to the advertiser."

**Local News Important**  
**KRGV-TV, WESLACO, TEX.**  
**Dallas Wales, Program Director:**  
 "At this time, the national advertiser seems to be wary of something he has not personally seen, so is reluctant to advertise on locally produced shows. He is forgetting the value of people enjoying their friends

and neighbors on the air, of local news as opposed to national news, and important local events. All these have a tremendous local interest and can be used to a definite advantage by the advertiser."

**All Selling Is Local**  
**KTTV, LOS ANGELES**  
**Robert W. Breckner, V.P. in Charge of Programming:**  
 "Inasmuch as all selling is local, strong local TV personalities, plus film in some cases, will, in our opinion, continue to do a great job for both local and national advertisers."

**"Drop-Ins" Ineffective**  
**WBTW-TV, FLORENCE, S. C.**  
**George Burnette, Program-Production Manager:**  
 "From the standpoint of fitting entertainment and service to the community, local live shows are great! They can sell if product and copy line fits the show; 'drop-in' spots may be ineffective. I feel that live copy is best—if props and slides are furnished for talent to use."

**Build Local Allegiance**  
**WCHS-TV, CHARLESTON, W. VA.**  
**Mori Cohn, Program Manager:**  
 "Local live shows give the national advertiser a chance to build local allegiance—but it must be a good show, with a top personality, kept fresh and vigorous day after day."

**Bonus for TV Clients**  
**WFAA-TV, DALLAS**  
**Robert King, Program Manager:**  
 "Certainly, a local live show, intelligently produced and designed for maximum audience, gives a national advertiser a

bonus buy, because of the loyalty of the viewer to the show's personality and the flexibility of handling commercials. Local live shows, however, are hard-pressed to compete with large network and film budgets—and consequently have difficulty gaining large audiences."

**More Attention on Local Live**  
**WSTV-TV, STEUBENVILLE, O.**  
**Clyde E. Higgins, Production Manager:**  
 "Advertisers get more attention on local live shows, such as additional mentions, displays during program, etc., in addition to straight commercials."

**"Wrap-Around" Films**  
**WDIX-TV, JACKSON, TENN.**  
**Jim Hoppers, Program Director:**  
 "Local personalities, with 'wrap-around' cartoons, Westerns, feature film, have large followings in this market. Local 'sell', based on national advertiser copy, can do the job better in most instances."

**Best Way to Sell**  
**WKRG-TV, MOBILE, ALA.**  
**George Layne, Program Director:**  
 "I think local live participating shows are the best way to acquaint a local audience with a national product."

**Equal to Film Shows**  
**KIMA-TV, YAKIMA, WASH.**  
**James W. Nolan Jr., Program Director:**  
 "The value of local live shows as program material is directly related to the amount of effort and money a station wishes to spend. But the value to national advertisers is equal to, or better

than film vehicles at the same cost."

**No Strict Time Lengths**  
**KLFY-TV, LAFAYETTE, ALA.**  
**Jerry Christopher, Program Director:**  
 "The formats of several of our local live participating shows are so flexible and ad lib that any sponsor, local or national, is bound to receive continuing mention throughout the show, rather than a strict time allotment. We also feel that local personalities, in their daily contacts with viewers on and off camera, are so associated with their sponsors' products that they serve as '24-hour endorsements.'"

**Effective Local Sell**  
**WHCT-TV, HARTFORD, CONN.**  
**John O. Downey, Program Director:**  
 "Local live participating shows are most effective selling, but most national campaigns are geared to cost-per-1,000, and local shows don't pull ratings."

**Syndie Ideas**  
 • Continued from page 15

license plates, hobby horses and live pets, but miraculously retains an educational air and avoids commercialism in its format. Merchandising, actually is a chief asset both in "Romper" and "Party," many advertisers buying in for those possibilities.

The other obvious virtues of live syndication are the saving of time and effort on the station's part in airing what seems like a local creation which has been prepared with much thought by an outside source and the flexibility of the live operation which can make use of topical news events the next day. Attempts to barter such shows haven't met with great success so far.

**AVAILABLE FOR ONE-MINUTE PARTICIPATIONS**

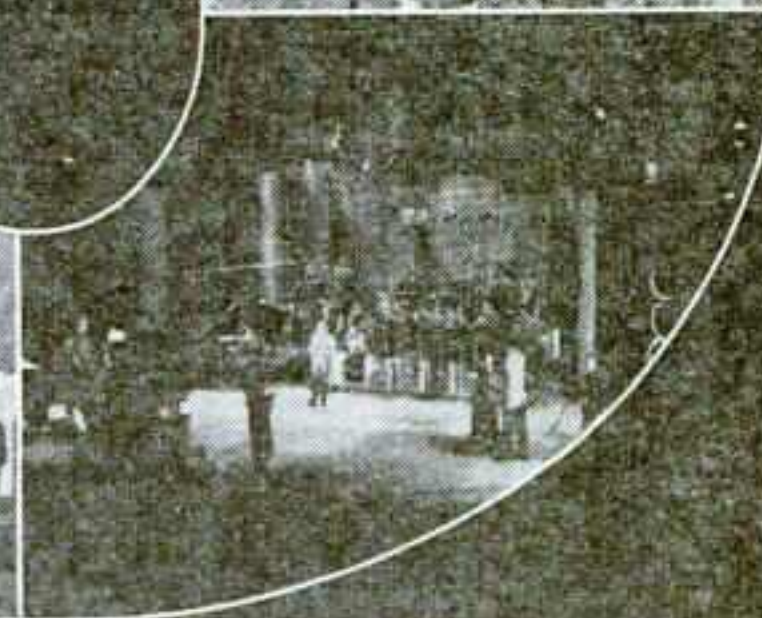
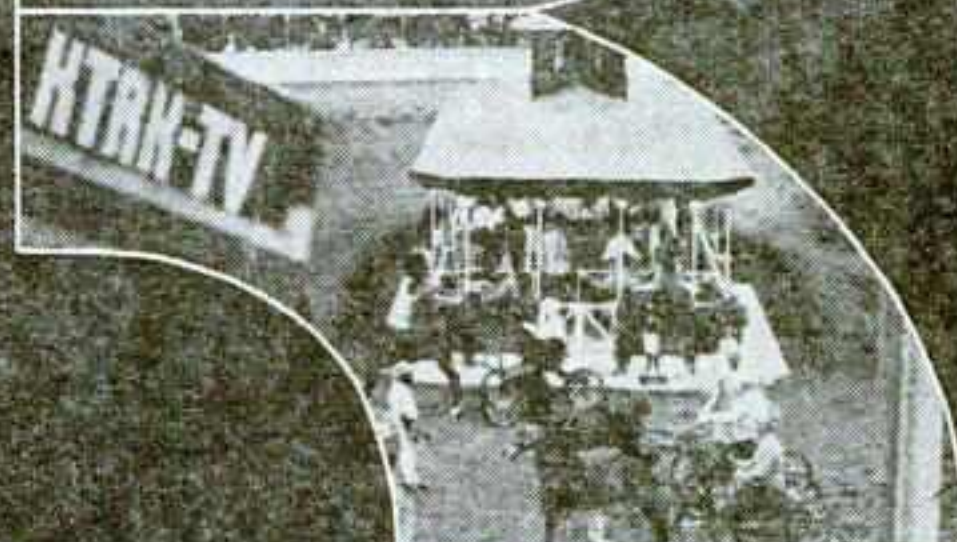
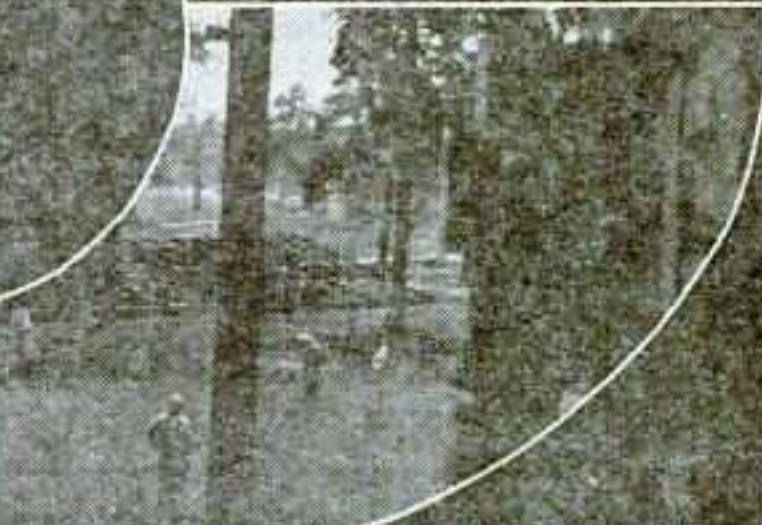
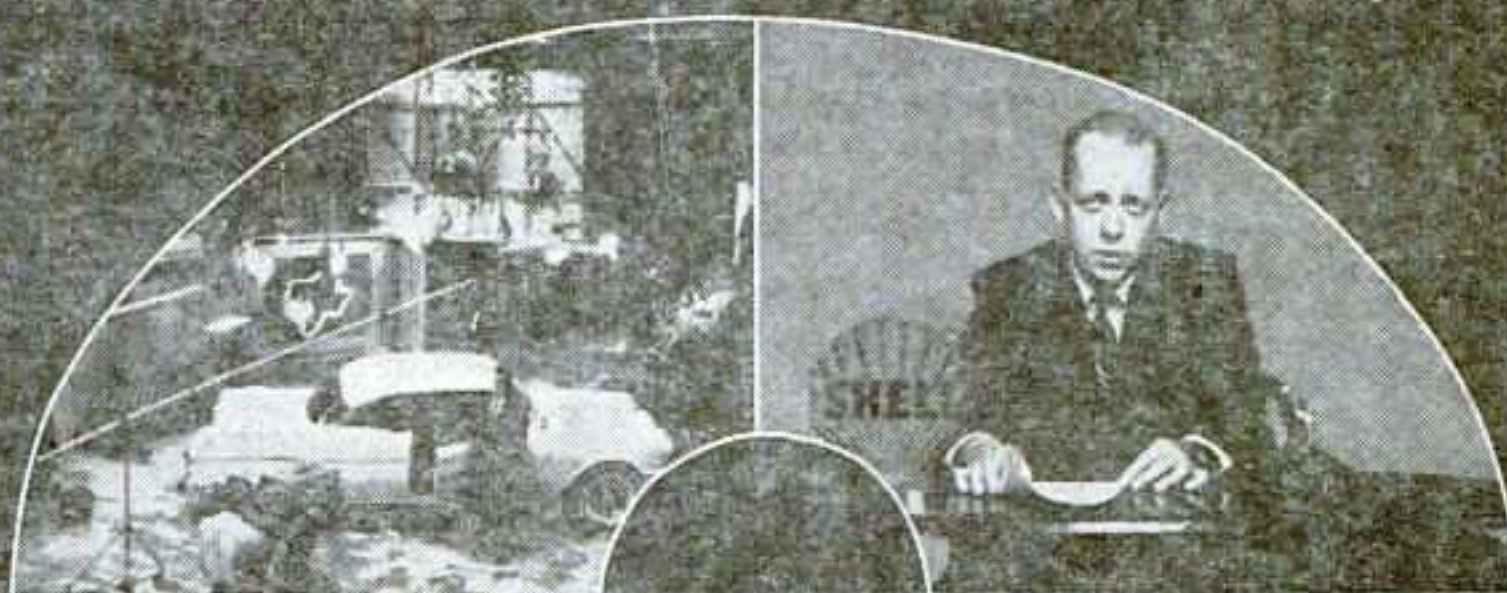
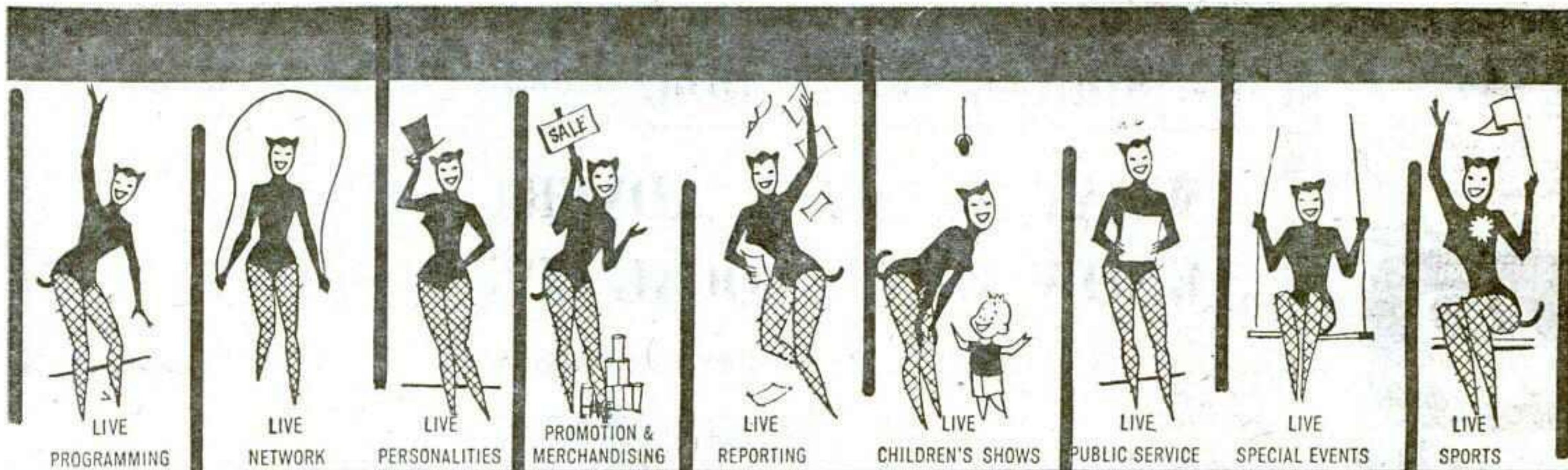
# PATCHES HATCHES

Our man "Patches" is one of Maryland's best loved personalities... as proved by his complete control of time periods he's on the air. He shows Laurel & Hardy films on week-ends... and believe you us he does commercials and snappy comments to a turn. Cash in on the sales "Patches" hatches!

**AVAILABLE FOR ONE-MINUTE PARTICIPATIONS**  
**SATURDAYS—3:00 TO 4:00 P. M.**  
**SUNDAYS—10:00 TO 12:00 NOON**

Your Petyman or WBAL-TV Sales will gladly supply complete data.

**WBAL-TV CHANNEL 11... BALTIMORE**  
 Nationally represented by Edward Pety & Co., Inc.



THE STATION WITH NINE LIVES

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

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



P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC  
 HOUSTON CONSOLIDATED TELEVISION CO.  
 General Manager, Willard E. Walbridge  
 Commercial Manager, Bill Bennett  
 NATIONAL REPRESENTATIVES:  
 Geo. P. Hollingbery Co.  
 500 Fifth Avenue, New York 36, New York

# Sports Stanzas Potent In Local Programming

Still an important form of local-level live programming is the local sports show, geared around athletic events of community or regional interest, stations report. And a good rating usually spells sponsor revenue for the outlet airing one.

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

The wrestling card for the telecasts is packaged for WSIX by a local promoter, Nick Gulas, one of the top men in this field in the Southeast. Gil Greene, the station's chief announcer, is emcee and ring announcer, with WSIX's Jack Simpson handling ringside commentary.

A healthy list of local advertisers buy time in the wrestling show, which originates in the studios, but many national advertisers have signed as well. These include Rise, Toni, Rayco Seat Covers and Preparation H. Spot rate in the sports series is regular Class A participation price, plus \$15 talent fees.

Originally, the series started in 1955 as a 90-minute telecast. However, the show was soon completely sold to participation advertisers. Result: Station officials stretched the show—something that can seldom be done in nationally syndicated films—to a longer length, two hours. Again it filled up with advertisers, plus a waiting list. To accommodate the demand, the show was subsequently extended to its present two-and-a-half-hour length.

Far from hurting the gate re-

ceipts on local wrestling matches, according to WSIX-TV, the series has been a key point in promoter Gulas' success in building his weekly wrestling shows at the local Hippodrome into big-time draws and in extending wrestling interest throughout the WSIX-TV coverage area.

The usual card for the show includes a one-fall preliminary match, a semi-final and a main event. Novelty features, like tag teams or midgets, are occasionally used.

# Kitchen Segs Pack Power

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

A typical example of this loyalty emerged last Thanksgiving in connection with a Charleston, W. Va., video homemaker named Katie Doonan, star of "Katie's Kitchen," whose show is aired daily at 1 p.m. on WCBS-TV.

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

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

# Highlights of Special B.B. Study Reveal 'Local Live' TV Strength

The charts below detail the highlight findings of The Billboard's special survey of local live TV programming—a survey which pulled an unusually high return from TV stations in all parts of the country.

A total of 72 responses were received, representing more than 15 per cent of all TV outlets and affording a representative cross-section of local show activity.

## 1. WEEKDAY LIVE SHOWS

*In what time periods, Monday-through-Friday, do most stations air local live participating programs?*

Time Period (All Times Local)	% Stations Indicating 1 or More Local Shows
Before 10 a.m.	44.3%
Between 10 a.m. and noon	28.5%
Between noon and 5 p.m.	71.5%
Between 5 and 7:30 p.m.	73.0%
Between 7:30 and 10:30 p.m.	27.2%
After 10:30 p.m.	45.7%

## 2. WEEKEND LIVE SHOWS

*In what weekend time periods, Saturday and Sunday, do most stations air local live participating programs?*

Time Period (All Times Local)	% Stations Indicating 1 or More Local Shows
Before 2 p.m.	34.4%
Between 2 p.m. and 6 p.m.	25.8%
Between 6 p.m. and 10:30 p.m.	24.4%
After 10:30 p.m.	24.4%

## 3. PRESENT STATUS

*How does this compare with last year at this time?*

Stations Reporting "More"	27%
Stations Reporting "Same"	36%
Stations Reporting "Less"	37%

## 4. FUTURE OUTLOOK

*How would you estimate your local live schedule for the fall of 1958, as it relates to the present?*

Stations Reporting "More"	40%
Stations Reporting "Same"	47%
Stations Reporting "Less"	13%

## 5. REVENUE PRODUCERS

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

	All-Station Average	Individual High	Individual Low
--	---------------------	-----------------	----------------

Local Live Shows Airing Spots	30%	90%	2%
Syndicated Films Airing Spots	38%	90%	0%
Feature Films Airing Spots	32%	75%	5%

## 6. SPOT TV USE

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

Type of Local Live Show	% Stations Listing Type as "Best" Draw
News-Weather	34%
Children's	26%
Women's Appeal	18%
Sports	9%
Musical	3%
All Other Types	10%

## 7. BREAKDOWN BY TYPES

*What percentage of stations air local live shows of the main, basic types on a weekly or multi-weekly basis?*

Type	Weekly	Multi-Weekly
Children's	23%	70%
Women's Appeal	10%	62%
News-Weather	14%	77%
Sports	20%	50%
Musical	19%	27%
Farm	6%	7%
Other	16%	21%

## 8. LOCAL LIVE SHARE

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

All-Station Average	12%
Highest Percentage Reported	35%
Lowest Percentage Reported	1%

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

**FACE FAMILIAR?** Should be. It's Godfrey. **KATHY GODFREY.** She comes naturally by the Godfrey infectious wit and sales-ability. Result: her "Connecticut Life" show on WHCT is not only Hartford's only program devoted especially to the ladies, but Hartford's highest-rated local live daytime show as well!

To put Hartford's Godfrey to work for you at low local rates, call CBS Television Spot Sales or **WHCT** CBS Owned, Channel 18 in Hartford



\*Telepulse, October 1957

WGR-TV SELLS BUFFALO!

ABC AFFILIATE CHANNEL 2  
A TRANSCONTINENT STATION

Get

# LOW, LOW, COST/M

from Peters, Griffin, Woodward, Inc.

On

# EARLY BIRD PLAYHOUSE

First Run Hollywood Movies

**8:00-9:00 A.M. MON. thru FRI.**



# Stations Whoop Up Audiences

• Continued from page 15

from large cities, where some stations leave the promotion to sponsors and agencies or even performers. WABC-TV, New York, for example, allots little money for promotion, tho it provides \$750,000 of newspaper advertising of local shows annually, via trade deals.

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

WREX-TV, Rockford, Ill., pays for inserts on local programming in the CBS-TV monthly magazine, circulates it to merchants, city officials, local organizations and hotels, as well as station personnel and viewers who request it.

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

WSIX-TV, Nashville, premiered "The Show Without a Name," a daytime variety strip, last month, with terrific mileage out of a viewer contest to name the program. The contest is still running, thousands of post cards later, with a second competition begun among advertisers and agency men to guess how many entries there will be before the Christmas wind-up.

WXIX, Milwaukee, is touting its five-minute weather strip with direct mailings to national press, travel bureaus and local viewers, aiming for tourist interest, national publicity and more sales via higher local ratings.

WSOC-TV, Charlotte, N. C., gave away 15,000 megaphones one day last month, garnering more space in news sections of newspapers than all of TV in that

market drew for the first nine months of the year. Souvenirs and giveaways are a big staple at this station.

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

WNBQ, Chicago, maintains a heavy schedule of personal appearances for the married newscasters, Clifton and Frayn Utley. Their nightly colorcasts have climbed thru strong institutional publicity and promotion, endless hours lecturing, debating, officiating and espousing of worthy causes.

KWTV, Oklahoma City, topped The Billboard local promotion competition last May with a public service project which sent newsmen Bruce Palmer to 92 European installations to interview Oklahomans in the Armed Forces. Palmer made 13 shows out of the footage, with relatives and newspapers notified weekly.

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

WCBS-TV, New York, supported Vincent Lopez's dance stanza with outdoor electric signs and a saturation spot campaign carrying out the neon motif.

WSM-TV, Nashville, has girls making daily phone calls to remind viewers of its "Noon" variety strip. After weeks of on-the-air teasers and big ads for the premiere, the station took only a short respite and renewed its promotion with

the calls, costume parties and giveaways.

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

WJW-TV, Cleveland, plans a repeat of its 35-unit military parade, complete with jet planes, proclamations, recruiting tie-ins and newspaper contests for its anniversary, after last season's debut success. Local shows are being advertised in local restaurant menus.

KBTU, Denver, is racking up towering ratings for "Romper Room" with visits of clowns to schools and charity functions, wide giveaways of hats and candy and semi-annual parties for tots and their parents.

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

WBZ-TV, Boston, drew 250,000 entries in a baseball contest in support of the Red Sox home games, is duplicating campaign for each of its local sportscasts.

WRCV-TV, Philadelphia, scores often with special sections in newspapers, magazines and Sunday supplements for weather girl Judy Lee, sportscaster Norman Brooks and newsmen Tom Field, stressing service aspects of its local programming in its publicity and aid to educational and organizational groups.

KMBC, Kansas City, has moved from contests for its feature film packages to live-stanza contests backed by frequent newspaper ads, direct mail invitations to the studio and lavish prizes. (KING-TV, Seattle, also noted for its mammoth movie contests, is making the same transition.)

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

(Continued on page 24)

A Special Note to

## TV STATIONS

About an

## EFFECTIVE, LOW-COST TV PROGRAM IDEA

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

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

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

Harold Schmidt

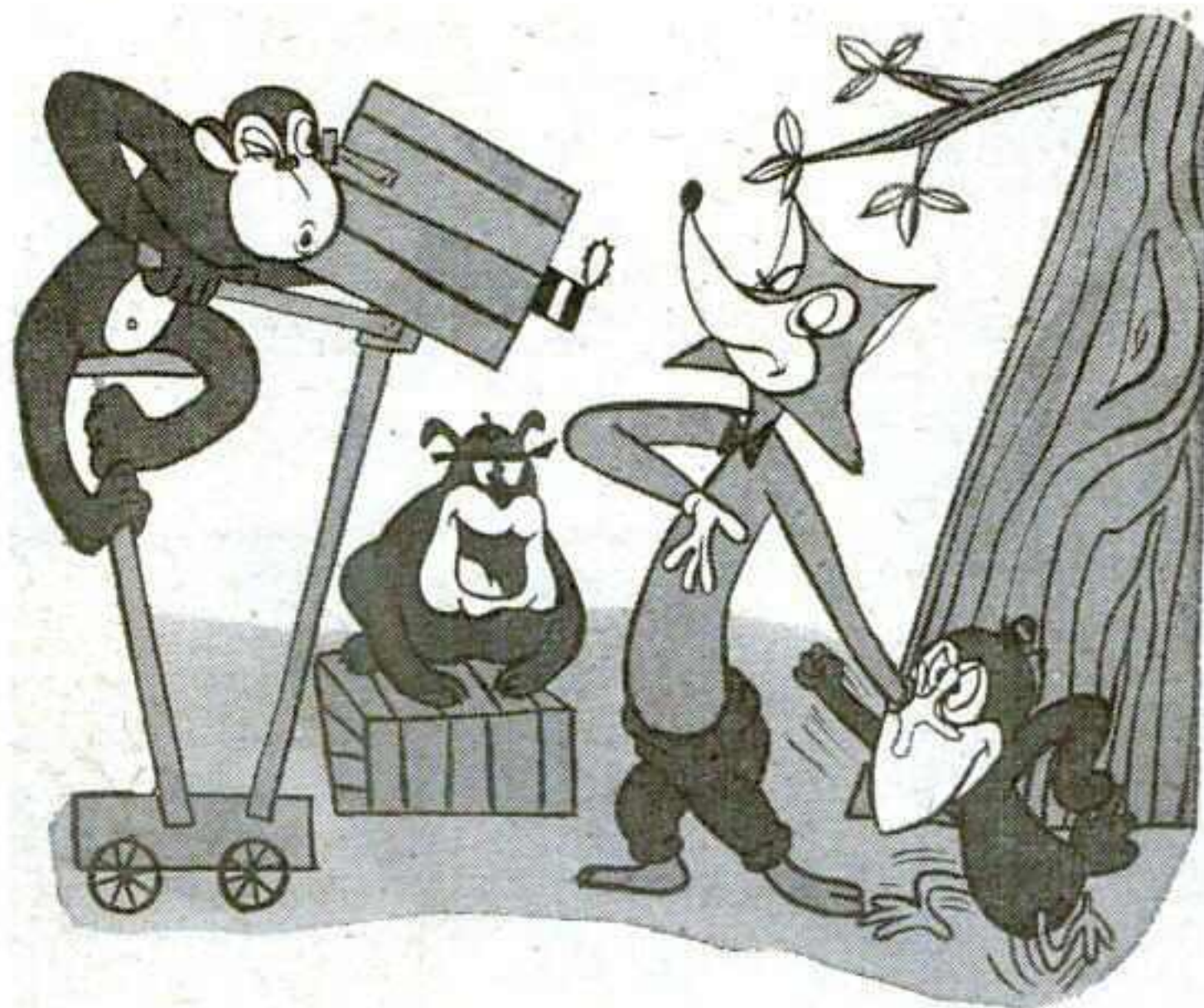
A. E. Schmidt Co., Inc.

112 Sidney St., St. Louis 4, Mo.

Phone: Prospect 3-8686

# PUT LIFE IN YOUR LOCAL SHOWS!

## with more than 300 CARTOONS!



Delighting the small fry in more than 90 markets!

**SCREEN GEMS**  
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

NEW YORK

DETROIT

CHICAGO

HOLLYWOOD

NEW ORLEANS

TORONTO

including such fun-filled favorites as 52 "Pow-Wow", 52 "Phantasies" and "Fables", 156 "Scrappy" and "Krazy Kat".

### 'COUNTERPOINT' LOCAL SHOWS COMPETE WITH NET RIVALS

Many local live shows have their best rating foot forward when they compete with network shows on a "counterpoint," rather than direct, basis. A good example of this is the WRC-TV, Washington "Quiz Club" which is aimed squarely at women viewers while the rival stations in town are airing "Kartoon Klub" and "Captain Kangaroo" for the youngsters.

The 9:30-10 a.m. strip, emceed by Carl Caudill, uses a panel of 10 selected from a studio audience of about 60. Questions revolve around personality names, with the game set up so that studio audiences and home viewers can play.

The show has done well in the rating lists and as a spot carrier for many national and regional sponsors. "Quiz Club" is produced by Brent Gunts, and has been aired in Washington since last September.

Altho new in the nation's capital, "Quiz" Club is no stranger to viewers in the area. It ran in Baltimore for five years prior to a shift to Washington this fall.

## Checkup Cites Over 200 Top Video Clients Buying Local Live Slots

Attracted by the impact of locally produced live shows, more than 200 leading national and large regional advertisers are today cashing in on the flexibility, loyalty, merchandising and other plus factors of a wide variety of programs produced by local TV outlets, a check-up by The Billboard reveals.

Not surprisingly, the heaviest buyers of local live shows include in their ranks most of the leading broadcast buyers in the country—Procter & Gamble, Colgate-Palmolive, General Foods, Kraft Foods, Pillsbury, Swift & Company, Carnation, General Electric, National Biscuit Company, Carter Products, Sterling Drug and Toni, to name

just a few. (See chart in this section for more complete list.)

From the stations' viewpoint, local live shows aired as spot carriers rank high as commercial TV attractions. Stations quizzed by The Billboard in a special national study reported that local live shows contributed almost one-third—30 per cent—of the combined revenue of various local spot carriers such as live shows, syndicated films and feature films.

News and weather packages—shown by rating studies to be one of the key local-level program types—are the most sought after by national spot buyers shopping for local live availabilities, the study

also showed. A total of 34 per cent of the stations surveyed cited them as "most successful" in luring major clients.

Children's shows are a strong second-place winner in the sponsor sweepstakes, with 26 per cent of stations listing this type as being the primary draw for national spot business, with women's shows also strongly represented with a score of 18 per cent.

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


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

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

In replying to The Billboard's survey, stations generally expressed their bullish feelings toward their local shows as vehicles for national sponsors, but also urged the blue-chip clients to take full advantage of the shows' basic appeal by making full use of local sales personalities.

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

# WAVY-TV CHANNEL 10



**Top Rated Live Personalities?  
YOU BET!**

**Dig our crazy Dancin' Party  
with Kurt Webster & Jim Burke.**

**\*27.0 Rate with a 60% share  
of audience—3 times the share  
of station B. C-o-o-l Daddio!**

\*ARB, Oct. 5


**316,000 WATTS  
1,050 FT. TOWER**

801 Middle St.  
Portsmouth, Va.  
Tel. EX 3-7331

709 Boush St.  
Norfolk, Va.  
Tel. MA 7-3245

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Carl J. Burkland,  
Ex. V.P. and Gen. Mgr.

REPRESENTED NATIONALLY BY H.R.



Serving NORFOLK, PORTSMOUTH, NEWPORT NEWS and 42 COUNTIES in VA. and N. C.

## PUT LIFE IN YOUR LOCAL SHOWS!

# FEED 'EM SERIALS!



**Perfect  
Strip Programming**

**406**

**Episodes**

**of 31**

**Serials**

**from Universal**

Now successfully programmed in **Chicago, Los Angeles, Philadelphia, Ft. Worth-Dallas, Boston** and 60 other markets!

**SCREEN GEMS**  
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

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**BEST BUYS** in *Local Live*

PROGRAMS AND PROGRAM PERSONALITIES

An advertising service featuring top participation opportunities in leading TV markets

CALIFORNIA, Los Angeles  
KNXT, Ch. 2, L.A. & CBS Tele. Pac.  
Net. (CBS Television Spot Sales)

**TOM MOORE**  
Host of  
**PANORAMA PACIFIC**  
7-9 A.M., Mon.-Fri.



Now in its fifth year, early-morning series stars Tom Moore (right) with audience participation features and colorful home viewer contests, Red Rowe as Emcee, Helen Parrish and News Editor Grand Holcomb. With ten hours programming a week, show presents remarkable kaleidoscope of interesting persons and places covered via remotes. Success stories of participating sponsors include surprising mail pull. **Panorama Pacific** airs on eight stations in CBS Television Pacific Network.

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

**CLETE ROBERTS**  
Host of  
**CLETE ROBERTS' SPECIAL REPORT**  
4:30 P.M. Sun.



Globe-trotting newsmen Clete Roberts analyses week's most important news developments with aid of dramatic newfilm. Reaches well over half a million viewers each Sunday afternoon. Myriad sources report this to be the finest job of news analysis being done anywhere on a local station. News-analysis-in-depth at its best, events of international and local significance are seen through the clear eye of a man who has traveled 16 times around the earth to be where the news is happening. One of the best buys available in Los Angeles television.

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

**BILL STOUT**  
Host of  
**THE BIG NEWS**  
10:30-11 P.M., Mon. thru Fri.



Southern California's most popular local evening news show, the only half-hour series presenting four newsmen, each a specialist in his field. Widely traveled Clete Roberts kicks off with international news; Bill Stout (right) digs for facts behind local headline stories. Gil Stratton reports sports. Harry Geise analyzes the weather, including long-range forecasts via Krick Weather Service. Unprecedented number of awards garnered by show for excellence in news coverage. Roberts, Stout and Stratton also present "Six o'Clock Report" Mon. through Fri. on KNXT.

CALIFORNIA, Santa Barbara  
KEY-T, Ch. 3 (Hollingbery)

**BILL HUDDY**  
Editor of  
**"FIVE STAR FINAL" NEWS**  
6-6:30 P.M., Mon. thru Fri.



Top-notch half hour newscast each week-day evening presenting the up-to-the-minute news on the local, regional and national scenes, with a tremendous audience following built up over a period of two and one-half years with the same news reporters, Bill Huddy, Mary Ann Casey and Joe Costantino. Weekly average rating of 15.2 insures national accounts such as Culligan Soft Water, American Chicle, Seaside Oil, Mobile Gas, Shearson Hammill Stock Brokers, Ford, Mercury and Pontiac associations of sales-winning power and results! Certain segments are on a waiting list on this highest rated Monday through Friday "live" program.

COLORADO, Denver  
KOA-TV, Ch. 4 (NBC Spot)

**PETE SMYTHE**  
Proprietor of  
**PETE SMYTHE'S GENERAL STORE**  
3-3:30 P.M., Mon. thru Fri.



Pete Smythe, Denver's most popular TV personality, rules afternoon television from Smythe General Store. As mayor of East Tincup, Colorado, Pete visits with interesting people, plays recorded music from the Tincup hi-fi, sings and plays the "African Queen" (his old player piano) and engages in a bit of homespun philosophy. Advertisers on the show get more than just a participation. Pete considers each new sponsorship as a full-time sales job for that product. It is always on display, and Pete makes the commercials an integral part of the program. On the air at the time of day when homemakers are planning shopping trips, the Pete Smythe Show does an outstanding job for advertisers. There's no better air salesman, or a more respected performer, anywhere. Pete Smythe sells an advertiser's product from the shelves of the General Store right into thousands of homes in the 42-county KOA-TV area.

**BILLIARD TV TOURS NOVEL LOCAL FORMAT**

NEW YORK — One of the more novel sports shows available for local station use is "Beat the Champ," a program which has already been seen on several Middle West stations. Format has Don Tozer, a veteran pocket and three-cushion billiard professional, appear against top local talent, with prizes going to the winner. This, of course, is in the tradition of the championship boxing tours of bygone years. Stations can naturally use local professional billiard players to emulate Tozer as well as local amateurs.

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

un'a·vail'a·bil'i·ties

Very important...

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

Sometimes they're pointless bragging. You know the kind...

"Continually sold out since 1948. Sorry ho...ho...ho..."

Who cares?

You.

Unavailabilities tell you about a station's programming, your potential rating, the calibre of the station itself—like KTTV's News and News Feature programming.

Award-winning superb local remote coverage, fast-breaking film to supplement the national and international news... with the news features to round out the news in depth.

Personalities...

Putnam... Coates... Joy... Welsh. Four shows you can't buy.

It's top-quality programming like this that gives your sales message a running start... that builds the audience, the atmosphere and first class availabilities.

Oh yes, your KTTV sales rep has availabilities, too.

**KTTV**  
Los Angeles Times-MGM  
Television  
Represented nationally by BLAIR-TV

**BEST BUYS** in *Local Live*

PROGRAMS AND PROGRAM PERSONALITIES

An advertising service featuring top participation opportunities in leading TV markets

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

**JERRY DUNPHY**  
Sportscaster on  
**CBS SPORTS**  
5:45-6 P.M., Mon. thru Fri.



Combining business with pleasure, handsome Jerry Dunphy brings the world of sport to his hundreds of thousands of viewers every evening. Jerry Dunphy's main interest, on and off camera, is the nation's sports scene. And because he's so vitally concerned with his subject matter, Jerry conveys his enthusiasm to his audience in a forceful, dynamic manner. Besides giving the scores and sports news, Jerry conducts a sparkling interview every night. Many a real news story has come out of Jerry Dunphy's interviews on TV. No new name to television, Jerry has done numerous network sports narrations, always with a flair and assurance that means great television every time.

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

**IRV KUPCINET**  
Host of  
**THE IRV KUPCINET SHOW**  
10:50-11 P.M., Mon. thru Fri.



"Mr. Chicago" to millions, famous for years as the writer of Kup's Column in the Chicago Sun-Times, Kup is the city's unofficial meeter and greeter. If a celebrity's in town, Kup is the man to see. His WBBM-TV program is a must for Chicagoans who want to know what's doing in the world of show business, politics and the like. Chicagoans respect him for his unselfish contributions to such civic functions as The Chicago Boys Club, United Cerebral Palsy Association and the Off-the-Street Club. Whatever Kup gets behind goes... including a sponsor's product.

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

**LEE PHILLIP**  
Star of  
**SHOPPING WITH MISS LEE**  
12:15-12:30 P.M., Mon. thru Fri.



With over 4,000 television shows to her credit, vivacious, charming Lee Phillip is recognized as one of Chicago's top performers. Lee is the winner of the Top Award in the 1956 McCall's Magazine national competition for women in radio and television. She's won awards from TV Guide and the Chicago Federated Advertising Club too, and has done commercials on the CBS-TV Network for clients like Maytag and Swans Down. Women insist on watching her fascinating show as Lee presents the latest fashion guides, shopping hints and beauty tips. Interviews with important visitors are also an integral part of the show. Year after year her participating sponsors come back for more of Lee's most important quality... the personalized sell.

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

**FRANK REYNOLDS**  
Commentator on  
**NEWS AT NOON**  
12 Noon-12:15 P.M., Mon. thru Fri.



Utilizing the incomparable facilities of "the best news operation among the CBS O&O's," according to Broadcasting, Frank Reynolds reports local, national and international news. It's an amazingly powerful news program, run by a dedicated man. The show boasts an impressive list of advertisers who find, in Frank Reynolds, a prestige advertising medium. Backing up Frank are two full-time WBBM-TV camera crews, plus the world-wide facilities of the CBS-TV News Department. It's Chicago's top daytime quarter-hour news program on television!

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

**SUSAN'S SHOW**  
4-4:30 P.M., Mon. thru Fri.



"Chicago's most popular locally originated TV show" according to Time, is Susan's Show. Life and Look agree. She's something special... she's a youngster selling youngsters. For an entire half-hour Susan is the only live person on the Channel 2 screen, performing with the assurance of an adult veteran. 13-year-old Susan takes her small-fry audience to Wonderville every weekday. There she visits with Mr. Pegasus, the talking table, and members of the Foolish Forest Orchestra. Between verbal jibes with Mr. Pegasus, and musical antics with the Orchestra, Susan delivers commercials for a host of advertisers. As one of the nation's leading salesmen with her poised confident style and easy identification with her young audience, this show has become nationally famous in less than a year!

MORE ON PAGE 22

## BEST BUYS in Local Live

PROGRAMS AND PROGRAM PERSONALITIES

An advertising service featuring top participation opportunities in leading TV markets

ILLINOIS, Chicago  
WGN-TV, Ch. 9 (Petry)

**DICK COUGHLAN** (and Bugs Bunny)

Emcee and Announcer on  
**BUGS BUNNY AND FRIENDS**  
6:30-7 P.M., Mon. thru Fri.

**Bugs Bunny and Friends** represents one of the greatest audience success stories in Chicago television. In a period of strong network competition, **Bugs Bunny and Friends** came on WGN-TV's schedule coincidental with rating week in September. It was an immediate success, and in two months, against competition which is completely network—**Bugs Bunny and Friends** garnered 1st place with a quarter hour average of 13.9 in the October ARB. Dick Coughlan, top WGN-TV announcer, uses puppets, props and persuasion in introducing commercials, giving commercials and leading into the great AAP cartoons. **Bugs Bunny and Friends** is one of the strongest advertising guys available in Chicago.



ILLINOIS, Chicago  
WGN-TV, Ch. 9 (Petry)

**FR. FRANCES HORWICH**  
Star, Host and Educator on  
**DING DONG SCHOOL**  
9-9:30 A.M., Mon. thru Fri.

One of the finest, most successful children-parent programs ever scheduled on television. Formerly on the NBC Network, **Ding Dong School** returned to the airwaves in Chicago over WGN-TV in August. During this short time, the multiple award winning program has garnered the highest audiences ever seen in Chicago (4.8 average, October ARB). Critics, columnists and audiences have acclaimed its return to the air. In addition, the program is seen in color and is one of the most powerful sales and merchandising vehicles available in the Chicago area. The reputation and power of Miss Frances goes without saying.



ILLINOIS, Chicago  
WGN-TV, Ch. 9 (Petry)

**WALLY PHILLIPS**  
Emcee, Host and Comedian of  
**THE TEEN CLUB**  
4-5:30 P.M., Mon. thru Fri.

WGN-TV has had a record of success with audiences and advertisers for years in the 4-5:30 P.M. time slot with teenage programming. A strong adult audience, in addition to teens, has resulted, to some extent from the competing children appeal programming. But, the combination of live and recorded music, top comedian, lovely teen-age singer, dancing and participating teen-age guests, top star talent and down-to-earth discussion has made **The Teen Club** a potent afternoon program on Chicago television. If you want to reach mama and papa—plus the influential teens—**The Teen Club** on WGN-TV is a must buy in Chicago.



LOUISIANA, Monroe  
KNOE-TV, Ch. 8 (H-R)

**BID CAUSEY (CAP'N)**  
Host of  
**SHOWBOAT '57**  
4-5:15 P.M., Mon., & Fri.  
4-5:45 P.M., Tues., Wed., Thurs.

Using Warner Brothers Feature films, **Showboat '57** is a complete package for participants, offering billboard opening and close, plus a 1½ min. commercial (live, film, slides, as desired). Host is the Showboat Cap'n and entire program carried out with idea of Old River Showboat bringing the greatest in entertainment. Thus far, **Showboat** has proved a tremendously successful vehicle, being used by such outstanding advertisers as Sears, Roebuck; Procter & Gamble, 21 Top Hits, Foremost Dairies, and others.



MAINE, Portland  
WCSH-TV, Ch. 6 (Weed)

**AGNES GIBBS**  
Hostess of  
**VISIT WITH AGNES GIBBS**  
2-2:30 P.M., Mon. thru Fri.

Agnes Gibbs is the most widely recognized food authority in the public eye of the area. In radio some 8 years before WCSH-TV was inaugurated in 1953, Mrs. Gibbs has been advertising, testing and demonstrating food preparation and food preservation for thousands of hours and thousands of listeners and viewers. On **Visit with Agnes Gibbs**, Mrs. Gibbs also demonstrates making drapes, furniture coverings, clothing, developing fashion ideas and other useful activities. Numerous clients renew participation contracts for Agnes Gibbs' show with regularity, including Del Monte, Bumblebee Salmon, Vanity Fair Tissues and Blue Ribbon paper products, Grandma's Molasses, and local food producers.



## KTTV's Local Newscasts Are 250G Affair

By BOB SPIELMAN

HOLLYWOOD — How important is a local news operation to a station?

In the opinion of Richard Moore, president of KTTV, Los Angeles, it's worth \$250,000 of special equipment, plus readiness to move out on a story at any time of day or night.

KTTV has been averaging between 35 and 40 live news remotes over the past several years. These have ranged from forest fires to plane crashes. The cost including pre-emption of sponsors, is difficult to figure, but from the first remote seven years ago, ranges in the millions of dollars.

One problem the station has not had, however, is that of sponsorship. In a unique arrangement, the channel has a standing agreement with General Petroleum Corporation to sponsor all remote news telecasts, no matter what time of night or day. This stems from 1952 when KTTV went on the air from a flood location. The station called up the advertising manager of the oil company, he looked at the picture and agreed to sponsor. Success of that venture resulted in what might be called the only floating sponsorship on TV today.

### Relay Problem

The most difficult problem in telecasting remotes, especially in hilly terrain such as exists in Los Angeles, is that of getting a clear signal to the transmitter. Sometimes a triple hop—two relays—have been necessary to accomplish this.

Setting up such relays obviously eats up time, and getting on the air quickly is of paramount importance in a market with seven-station competition. KTTV engineers have licked the problem to a considerable extent by mapping out the entire Los Angeles basin, so that once the area where a news story is breaking has been pinpointed, they can tell immediately what kind of a link will be needed for the signal.

The station has three camera trucks, with two and sometimes three cameras permanently assigned to each truck. It usually takes five minutes to roll a truck off the lot, and 15 to 20 minutes to get on the air after arrival on location (cameras are warned up while the truck is rolling).

### News Sources Varied

Tips on stories come from police and fire department radio bulletins, from the station's own news operation and from viewers. Any one of several execs can give the okay to move on a story. In an emergency the engineers—two of whom are always on call for remotes—have gone on the mike themselves before the arrival of a regular newscaster.

Sometimes a story will fold up before the arrival of the cameras; at other times crowds and traffic attracted to the scene will make passage nearly impossible. There is at least one such false alarm for every remote that gets on the air.

KTTV also holds the distance record for a newscast for an independent station, having micro-waved the announcement of the Salk polio vaccine from Ann Arbor, Mich., a distance of 2,200 miles, two years ago.

How has all this benefited the station? "Aside from the immeasurable good will," says Program Director Robert Breckner, "it has made people aware of the station. When we did our first remote in 1949, the Kathy Fiscus tragedy, there were three sets tuned in, and all of them were at the station."

(At that time, another independent station, KTLA, dominated the Los Angeles market completely, and received nationwide publicity

(Continued on page 24)

## BEST BUYS in Local Live

PROGRAMS AND PROGRAM PERSONALITIES

An advertising service featuring top participation opportunities in leading TV markets

MAINE, Portland  
WCSH-TV, Ch. 6 (Weed)

**PHIL JOHNSON**

Host of

**NEWS ON 6**

6:30-6:45 P.M., Mon. thru Fri.

11:00-11:10 P.M., Mon. thru Sat.

**News on 6** has the highest rating of any news show, local or network, in the WCSH-TV market area. The title designates all of the 14 newscasts per day except NBC-News at 6:45 p.m. Phil Johnson is news director and personally voices the 6:30 show, which features newfilm and narration of local, state and regional news, plus area sports supervised by Don MacWilliams, and complete weather report handled by Ellis O'Brien. The 11 p.m. show, handled by Larry Geraghty, brings the later news together with further development of stories featured at 6:30. The 6:30 **News on 6** is sold on participating basis. The 11 o'clock news carries single sponsorship Mon. thru Fri. and participating sponsorship Sat. only.



MICHIGAN, Cadillac  
WWTU, Ch. 13 (Hollingbery)

**CYNTHIA HARLAN**

Hostess of

**PARTY LINE**

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

**Party Line** is a lively demonstration and interview show with continuing interest for WWTU-land homemakers. Cynthia Harlan introduces a variety of guests to her viewers each week, yet finds adequate time to keep them informed on basic homemaking techniques. Unusual, thought-stimulating programs on child care, art appreciation, literature, etc., supplement regular appearances by home economists, sewing experts and WWTU-land homemakers with their own recipes and favorite ideas. Miss Harlan is well known to her viewers and handles both show and commercials in a comfortable, pleasing manner. Kitchen and living room sets are utilized.



MICHIGAN, Cadillac  
WWTU, Ch. 13 (Hollingbery)

**KENNY ROBERTS**

Star of

**THE KENNY ROBERTS SHOW**

5-5:30 P.M., Mon. thru Fri.

The magic of the Kenny Roberts name—a name that the "Jumping Cowboy" has made famous through hit country music and children's recordings, through appearances on Arthur Godfrey, Grand Ole Opry and *Midwestern Hayride*, and in thousands of personal appearances—is the key to the success of this fine show. Kenny performs daily before a studio audience of children, but his songs, his yodeling and his whole performances attract teen-agers and adults in large numbers, too. Let Kenny introduce your product to WWTU-land from his "commercial corral." You'll agree that Kenny clicks in sales as well as songs.



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

**MIKE DANGER**

Host of

**MISTER DANGER**

6-6:30 P.M., Mon. thru Fri.

Adventurer, soldier-of-fortune and big game hunter Mike Danger hosts a series of well-known, well-accepted, half-hour syndicated shows that are rapidly capturing a lion's share of the early evening audience. Industrial Detroit is ready for strong family entertainment early in the evening. That's why we program **Mister Danger** from 6:00-6:30 p.m., Monday through Friday. This series is loaded with exciting adventure from the jungle of Africa, the battlegrounds of World War II, frontiers of the old West and other locales of intrigue around the world.



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

**JUDGE STUART SPENCER**

Star of

**NIGHT COURT**

11:30-12 P.M., Mon. thru Fri.

An outstanding, new, live, local show that vividly portrays police and court action "after dark." Judge Stuart Spencer presides over **Night Court**, a show with simulated cases from the country's real night courts. Assault, robberies, drunkenness, soliciting, traffic mishaps, domestic troubles, street corner brawls, con games—these are all cases that come before Judge Spencer where preliminary action must be taken in a quick, efficient and judicious manner. Only recently making its debut on Channel 7, **Night Court** is the most talked about new show in the Detroit area.



**BEST BUYS** in *Local Live*  
PROGRAMS AND PROGRAM PERSONALITIES

An advertising service featuring top participation opportunities in leading tv markets

MISSOURI, Kansas City  
KMBC-TV, Ch. 9 (PGW)

**MISS VIRGINIA**  
Teacher and Host of  
**ROMPER ROOM**  
9-9:30 A.M., Mon. thru Fri.



Miss Virginia proves that education is fun for Kansas City's pre-school youngsters with her winning ways on KMBC-TV's Romper Room. Romper Room is the show that earned a full-scale feature in TV Guide . . . that offers unmatched merchandising tie-ins . . . that provides fun and real learning for the youngsters both at home and in the studio . . . and that supplies a unique opportunity for local public service. Add to that Miss Virginia's own brand of commercial delivery and you have just a few of the reasons why Romper Room sports scores of sales success stories that can work equally well for your products or services.

MISSOURI, St. Louis  
KSD-TV, Ch. 5 (NBC Spot Sales)

**HARRY "Texas Bruce" GIBBS**  
Host of  
**WRANGLERS CARTOON CLUB**  
5-5:45 P.M., Mon. thru Fri.  
5-5:30 P.M., Sat.



St. Louis' favorite afternoon children's program (ARB & Pulse) plus a year's backlog of Cub and Brownie requests to join his studio audience adds up to sales for his advertisers. Harry Gibbs as "Texas Bruce," 8-year veteran of KSD-TV, is known, too, for his personal appearances. His format is simple but effective. He knows what children like; gives them, and his live commercials, personal attention, and shows top quality cartoons. Gibbs has impressive background in network radio and theater—a professional performer with a strong selling personality.

MISSOURI, St. Louis  
KSD-TV, Ch. 5 (NBC Spot Sales)

**CHARLOTTE PETERS**  
Star of  
**THE CHARLOTTE PETERS SHOW**  
12 Noon-1:00 P.M., Mon. thru Fri.



St. Louis' most effervescent personality in St. Louis' top-rated (ARB) noon-day show . . . a fast-moving, high-spirited participation production. Besides singing popular and novelty tunes, the "atomic" emcee interviews famous guests; offers big prizes for her laugh-provoking stunt and quiz sessions; and delivers commercials with real "sell." Constantly proves mail-pull ability! Continual backlog of studio audience requests! Miss Peters is ably assisted by her not-so-straight men—announcer George Abel and organist Stan Kann.

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

**"CAPTAIN X"**  
Host of  
**CAPTAIN X AND POPEYE**  
5:30 P.M., Mon. thru Fri.



The hottest news in television around Lincoln Land is KOLN-TV's new CAPTAIN X! For advertisers wanting to reach a huge audience of both kids and adults, Captain X and Popeye is the best buy ever. America's favorite cartoon character, Popeye, commands the highest ratings ever known in this area and now the mysterious, adventurous Captain X adds intrigue to make KOLN-TV audiences even better. Who is he? That's Channel 10's closely guarded secret. He has a wistful, rugged charm and a quiet, easy-going manner the kids just can't resist. An expert fencer, he's crossed swords with some of the world's masters. New sponsors are discovering the unusual appeal this new personality holds for a huge audience. Captain X will give you more viewers for your advertising dollar.

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

**MRS. RAMONA DEITEMEYER**  
Hostess of  
**RIGHT AROUND HOME**  
11:30 A.M., Mon. thru Fri.



Ramona Deitemeyer, former Mrs. America, continues to build ever-increasing audiences for Right Around Home. Your sales story is in the hands of an expert with Mrs. Deitemeyer, whose show consistently outrates all other competition including network programs and movies. This program is beamed to over 200,000 homes in a 69 county area of Nebraska and Kansas and has won the respect AND RESPONSE of its huge audience. In all of Lincoln Land this is the only show designed to keep pace with today's living and to give educational information to the modern homemaker. Ramona's warmth and friendliness make her a welcome guest in any home. And who could give more credibility to your advertising message than America's Top Home-Maker?

**Film Aids in Scoring Top News Ratings**

One out of every three U. S. TV stations considers video news shows "most successful" among local programs in attracting national spot TV advertisers. The Billboard's special study of local live shows reveals—and with good reason.

News shows produced locally, relying on the stations' own news-gathering facilities amplified by top-notch national newsfilm services, deliver the audience for sponsor commercials.

One of the outstanding blends of local-national news techniques has been developed and maintained by CBS Television Film Sales, distributor of the CBS Newsfilm service, now in its fifth year, and currently airing in 73 markets.

"Good local news shows have a habit of out-rating the highly publicized national news shows. The best combination is a popular local news personality plus a national newsfilm service," is how Howard Kany, manager of CBS Newsfilm, puts it.

In the rating lists, this is certainly borne out. Shows using the CBS Newsfilm service, which operates on a 24-hour, world-wide basis, are currently the top-rated (by American Research Bureau) shows in New York, Chicago, Philadelphia and Des Moines.

In New York City's highly competitive seven-channel situation, the use of CBS Newsfilm has helped boost the locally aired (on WCBS-TV) late-night news show into a 17.9 ARB rating, topping such syndicated favorites as "Highway Patrol" with a 12.6 and "Silent Service" with a 9.8. It even tops "Late Show" feature films' score of 11.5, in September ARB listings.

In the same set of rating reports, WBBM's 10 p.m. news strip, using CBS Newsfilm heavily, scored as the most popular news program, network or local, airing in Chicago, and lost out as the most popular local show of any kind only to the Saturday night feature films on the same station. The news strip's rating: a 23.0.

Philadelphia's ARB's show that the CBS Newsfilm-using show there is the most popular local program of any type, and the most-viewed news program, network or local, with its 19.0 score.

In Des Moines, where KRNT's 10 p.m. Sunday news show is a user of the nationally distributed CBS Newsfilm service, the series rates as the top-scoring local show in ARB. In the same time slot, on a Monday-thru-Friday basis, the news show, produced locally, is one of the top five shows in the entire market.

Secret of success for the operation, according to CBS newsman Kany, is the fact that the CBS film service delivers top-quality, newsworthy film which can be blended with locally shot film, live news bulletins, remote pickups and so on.

"Viewers look to us for international news beats of the stature of interviews with Khrushchev, Tio and Cuban Rebel Castor," says Kany. "Aggressive journalism and creative reporting have highlighted the last year with Newsfilm specials, exclusive to subscriber stations, on the Hungarian Revolt, Little Rock incidents and the Clinton, Tenn., trial of segregationist John Kasper."

Incidentally, CBS Newsfilm has copped first place, four years running, in the annual Billboard Program & Talent awards as the "top syndicated news service."

**BEST BUYS** in *Local Live*  
PROGRAMS AND PROGRAM PERSONALITIES

An advertising service featuring top participation opportunities in leading tv markets

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

**SHERIFF BILL**  
Host for Autry/Rogers Movies on  
**"SHERIFF BILL"**  
4-5 P.M., Mon. thru Fri.



Sheriff Bill's got an audience lassoed that you'll really be interested in! And he has the mail to prove it! By actual count, 96,000 kids in Lincoln Land have signed up by mail to become deputies or members of the Sheriff's posse. And with his Western movies, the Sheriff puts his branding iron on a huge adult audience . . . alert active people who have money to spend. Their purchases can include your products, and Bill, who's been a commercial announcer for some eight years, does a really "bang-up" job of entertaining his audience with clever, convincing commercials. Top Western Movies daily stampede the television screen along with the Sheriff, making a winning combination for such long-time sponsors as Post Cereals, Peter Pan Bread and Coco-Wheat.

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

**BILL BRITTEN AS "Johnny Jellybean"**  
Comedy Star of  
**TIME FOR FUN**  
12-12:30 P.M., Mon. thru Fri.



These top-rated children's performers—D. J. Faye as Penelope the Rabbit, and Bill Britten—sell sponsor identification. In the 10 months on the air, we have captured the hearts of the children in this vibrant metropolitan market with our Jellybean songs, Jellybean salutes and Jellybean fan clubs. In one afternoon, over 20,000 children attended one of our personal appearances. As authorities on children's TV programs, we bring to children healthful entertainment and education in an amusing fashion. Over 90% national advertiser sponsorship is indicative of our success. We are also puppeteers, ventriloquists, magicians, musicians and comedy writers, utilizing all of these talents on the show. Also available for personal appearances. A Jules Power Production.

OHIO, Youngstown  
WFMJ-TV Ch. 21 (Mitch Stanley)

**CAP'N HALL**  
Emcee of  
**POPEYE**  
5:45-6:30 P.M., Mon. thru Thur.  
5:30-6 P.M., Fri.



This top rated local children's show, links the magic name of Popeye with the personable emcee, Cap'n Hal, who spins yarns about the sea. Both local and national sponsors have found that Cap'n Hal speaks a special language which not only captivates the small fry but intrigues and influences grown-ups. One sponsor cancelled his full-page newspaper ad after just one participation. It's a fact! Supper time in Youngstown is 6:30 p.m. . . . after the Popeye show!

OHIO, Youngstown  
WFMJ-TV Ch. 21 (Mitch Stanley)

**MARJORIE MARINER**  
Star and Hostess of  
**KITCHEN CORNER**  
1:15-2 P.M., Mon. thru Fri.



A three time winner of the TV Guide Award, Kitchen Corner has proven itself one of the nation's top cooking shows. Local and National sponsor participation has forced this program, now in its fifth year, to lengthen its format to 45 min. daily. Sixty seconds purchased on this show usually gets an added sixty second personal endorsement from Marjorie Mariner, whose word in this field is law among her viewers.

Mother of two teenagers, Marjorie has 20 years' experience as a nutritionist and Home economics teacher in the Public Schools. She writes a daily column in the Youngstown Vindicator and has been featured in Ladies Home Journal, TV Mirror and other national magazines.

OHIO, Youngstown  
WFMJ-TV Ch. 21 (Mitch Stanley)

**ADELAIDE SNYDER**  
Hostess of  
**THE ADELAIDE SNYDER SHOW**  
9-10 A.M., Mon. thru Fri.



Miss Snyder's basic appeal is to the homemaker's varied interests, and to this end the program is slanted. By scheduling interviews and demonstrations with authorities in all fields related to the home, the viewer gets professional insight into solutions for problems she faces daily: health, children, decorating, food, furnishings, leisure time, etc. Through demonstration by company representatives, all kinds of products—old and new—are presented to the viewer.

The program's hostess is a former Pres. of the League of Women Voters and teaches English at Youngstown University. Local and national sponsors have found an extra plus on this program which has kept it successful 5 days per week well into its fourth year.

MORE ON PAGE 24

## BEST BUYS in Local Live

PROGRAMS AND PROGRAM PERSONALITIES

An advertising service featuring top participation opportunities in leading tv markets

PENNSYLVANIA, Lancaster-Harrisburg-York  
WGAL-TV, Ch. 8 (Meeker)

**JOAN KLEIN**  
Star of  
**JOAN KLEIN SHOW**  
1:15-1:30 P.M., Mon. thru Fri.



The accent is on guests as Joan Klein visits with the ladies IN COLOR. From fashion shows to exhibits of vases to chats with visiting dignitaries, the Joan Klein Show is beamed primarily to women. Joan Klein is not only pretty and vivacious to uphold the video end of her color program, but she is also well-versed on a variety of topics so that the audio never bogs down either. A talented pianist, she injects occasional musical variety into the show with a piano selection. Just the program for a message which needs the authority of a personable woman.

PENNSYLVANIA, Lancaster-Harrisburg-York  
WGAL-TV, Ch. 8 (Meeker)

**MARIJANE LANDIS**  
Co-Star of  
**PERCY PLATYPUS AND HIS FRIENDS**  
9:45-10 A.M. Mon. thru Fri.  
10-10:30 A.M. Sat.



Ask any kid in Channel 8-land to name his favorite shows and you'll find Percy Platypus and His Friends right up there with the best liked of network shows. Jim Freed works behind the scenes manipulating four puppets and providing four different voices, while Marijane Landis chats to them on camera. Freed also writes the daily scripts which usually manage to bring home a point about manners, behavior, safety, etc. Saturday mornings are usually devoted to the long birthday rollcall, complete with cake. One of the secrets of the great appeal of this kid show is that Marijane and Freed are parents themselves of moppets.

PENNSYLVANIA, Philadelphia  
DELAWARE, Wilmington  
WVUE, Ch. 12 (Katz)

**BOB MARSHALL**  
Emcee of  
**PETTICOAT PARTYLINE**  
3-4 P.M., Mon. thru Fri.



Bob Marshall salutes a different women's club each day, with 30 to 50 members participating in games and stunts for valuable prizes, from washing machines to mink coats. The gals at home vie for prizes, too, when Bob places calls several times during the show. A proven success in other Storer markets, now available in the nation's 4th market with WVUE's "TOP 12" promotion plan, including demonstrations, sampling, interviews, contests and in-store promotion with displays, flyers and streamers! Call Lew Johnson in Philadelphia at LOcust 8-2262 or your nearest Katz Agency Office for announcement and program feature availabilities in Delaware Valley's newest ladies prize show—Petticoat Partyline!

SOUTH DAKOTA, Sioux Falls and satellites  
KELO-TV, Ch. 11; KDLO-TV, Ch. 3;

**DAVE DEDRICK**  
Host of  
**CAPTAIN ELEVEN**  
4:30-5 P.M., Mon. thru Fri.



Talk about mass audience. Pulse gives this popular children's program an average weekday rating of 47.5. Its mail pull is equally amazing—just two "send for" announcements produced an avalanche of more than 3,000 replies, all signed by both parent and child. Captain Eleven, with its lively style, its big package of cartoons, comedy films, Little Rascals, etc., delivers you all the kids in Kel-O-Land. And Kel-O-Land is that big triple-station market that Joe Floyd puts you in at a single-station buy.

TEXAS, El Paso  
KTSM-TV, Ch. 9. (Hollingbery)

**JOHN PHELAN**  
Host of  
**SPORTS WITH JOHN PHELAN**  
5:45-5:55 P.M., Mon. thru Fri.



No matter how you figure it, John Phelan is by far El Paso's top sportscaster, and when John talks sports, people listen, because John speaks with the authority of years of sports reporting. John is also past president of the El Paso Touchdown Club and past commissioner of Little League Baseball. He was, for 2 years, general manager of the El Paso Texans professional baseball club and, for 11 years, play-by-play announcer for football and baseball. "The Old Irishman," as he is affectionately known throughout the Southwest, was for the past three years a member of the specially selected staff of sports announcers who broadcast the top Southwest Conference and Border Conference football games for the Humble Oil Co. In 1952 he won the coveted Distinguished Service Award as El Paso's Outstanding Young Man.

## Bluest Chips Plentiful In Sponsor List

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

A check-up among the questionnaires returned to The Billboard in its special study of local live spot carriers revealed just about any blue-chip name you can mention, from Procter & Gamble and Colgate to General Foods and Pillsbury, with everything from cigarettes to Glass Wax thrown in for good measure.

Following is a list of top concerns (or products, in cases where the firm name is generally unfamiliar) now using live or filmed participations in local live TV shows in this country:

- Miles Laboratories (Bactine, One-A-Day)
- Ward Baking Co.
- Procter & Gamble (Tide, Gleen, Crisco, Cheer, other products)
- Peter Pan Peanut Butter
- U. S. Rubber Co. (Keds)
- Poll Parrot Shoes
- Lever Bros. (Imperial Margarine, soaps, detergents)
- Colgate-Palmolive (Fah, etc.)
- Coco-Wheat
- Post Div. of Gen'l Foods
- Remington Arms Co.
- Hires Root Beer
- Cocoa Marsh
- Cocoa-Cola
- Kraft Foods Co.
- Glanorene Rug Cleaner
- Luzianne Coffee
- Robert Hall Clothes
- Wander Co. (Ovaltine)
- Quality Bakers of America
- Englander Mattress Co.
- Gillette Safety Razor
- Marlboro Cigarettes
- Exquisite Form Bras
- Pillsbury Mills
- Swift & Co. (Meats, shortening)
- Pepsi-Cola
- Alemite Lubricants
- Nestle Instant Cocoa
- Greyhound Bus Lines
- Rath Packing Co.
- Standard Brands
- Clorox Bleach
- Carter Products (Arrid, etc.)
- Avon Cosmetics
- Green Floor Wax
- Adell Chemical Co. (Lestol detergent)
- Proctor Appliances
- Hollywood Candy Co.
- American Remco Toys
- Malt-O-Meal Cereal
- Montgomery-Ward & Co.
- Brown & Williamson (Raleigh, Kools)
- Max Factor Cosmetics
- International Shoe Co.
- Sterling Drug
- Big Smith Overalls
- American Crystal Sugar
- White Owl Cigars
- National Biscuit Co.
- Cities Service Co.
- Duncan Hines Mbses
- M&M Candies
- Maxwell House Coffee
- Beechnut Packing Co.
- American Crayon
- Heublein Products
- Sealtest Products
- Profile Bread
- St. Joseph Asprin
- Niagara Starch
- McCall's Magazine
- Anheuser-Busch Brewing
- McKesson & Robbins
- Toni Co.
- Stokely-Van Camp Foods
- Shell Oil Co.
- Morton Frozen Foods
- Oscar Mayer Meats
- American Chicle Co. (Roloids, Dentyne, etc.)
- Gold Seal Glass Wax
- Keystone Wire Fences
- Hunt Club Dog Food
- Parker Pen Co.
- Bond Clothing Stores
- American Character Doll
- Frito Co. (Fritos, Cheetos, etc.)
- Norge Appliances
- Sylvania TV Sets
- State Farm Mutual Insurance

## BEST BUYS in Local Live

PROGRAMS AND PROGRAM PERSONALITIES

An advertising service featuring top participation opportunities in leading tv markets

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

**CHARLES HARRISON**  
Host of  
**MOVIE TIME U. S. A.**  
10:10 P.M., Mon. thru Sat.  
10 P.M. Sun.



The finest in full-length movies is presented on *Movietime, U. S. A.*, every week-day night at 10:10, and Sunday nights at 10:00 p.m. At last, television viewers don't have to sit up until 1:00 or 2:00 a.m. to see the outcome of a film. This early time period is proving popular for thousands upon thousands of Gulf Coast viewers. Charles Harrison is the congenial host on the program and his charming personality and easy-going manner has gained him countless viewers. The finest movies in Channel 13's "million-dollar" R.K.O. film library are presented. There is a double feature every week night. The nighttime viewing audience is making *Movietime U.S.A.* a must. Take advantage of it now!

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

**KITIRIK**  
Hostess of  
**KITIRIK'S PARTY**  
4-5 P.M., Mon. thru Fri.



The spectacular story of KTRK-TV's pert black cat mascot, *KITIRIK*, can only be explained by the fact that she seems to have magical powers with her young viewers. Seen every weekday on Channel 13 from 4:00 to 5:00 p.m., *Kitirik's Party* is one of the most popular programs in the entire Gulf Coast Area. Amid a gaily decorated party setting, *KITIRIK* entertains more than 200 youngsters and their mothers in her studio audience every afternoon. Backed by a production team which adds polish to the program, *KITIRIK* features fresh film material, including top cartoons and featurettes. Also on hand for the fun each day is Nod, the mischievous clown. Youngsters regard *KITIRIK* with love and affection, and sponsors regard her as their top good-will ambassador. There's no doubt about it... *KITIRIK* is Houston's Top TV personality.

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

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



*Soundtrack's* steady rise in popularity since it originated less than a year ago, cannot be called anything but amazing! It proves that people like a new visual dimension to the tired and true "news and music" formula. It's a brand-new idea in telecasting, a program for "busy" people, featuring *MAXIMUM MUSIC—MINIMUM TALK*. Ted Nabors, one of Houston's long-time favorite radio personalities, does the honors with the disks. Channel 13's pert and pretty Kitty Watkins adds sparkle to the program, and Jim Hilburn reports the latest news every half hour. Seen and heard every weekday morning from 7:00 until 10:00, and from 7:00 until 9:00 on Saturday's, this new concept in broadcasting is becoming the "talk of the town." *Soundtrack* originated one year ago on this December 1, on KTRK-TV, Channel 13, in Houston, Texas. This program is designed to entertain the whole family, so time buyers should take advantage of this fine opportunity to see their client's sales soar.

TEXAS, Lufkin  
KTRE, Ch. 9 (Venard, Rintoul & McConnell)

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



*Kay-Tree Jamboree* show is sold on a participating sponsorship basis, and has had the same sponsors for over 18 months. Hank ad libs most of the commercials with a folksy, homespun style. Although it is primarily a C. W. Gospel-type show, the show gets in enough R.&R. and Pop music to hold a highly varied audience. Mail pull is very good, and Hank and Juanita acknowledge a great deal of it personally. The group includes Hank Huggins (emcee, and plays electric guitar and piano), Juanita Huggins (bass fiddle and sings), Bill Lenderman (fiddler), Bobby Byrd (R&R and ballad vocals) and Don Manley (steel guitar). All in all, it's a show with real winning ways, and it has room for a couple more advertisers who are looking for winning sales in a big-time sales market.

## Stations Whoop Up Audiences

Continued from page 19

before and after "Quiz Club," daytime strip which features Brent Gunts, former local radio star who has grown into a matinee idol.

WABD, New York, has tied in with sponsor Block Drug to promote "Art Ford's Greenwich Village Party" via merchandise displays, direct mail to the drug trade and outdoor stunts in the Green-

which Village section, while prepping a series of "Block Parties" in Lower Manhattan streets.

"There's constant pressure from networks and syndicators to work on their products," says a Texas station owner. "They make it easy for you, too, with a flow of ideas and material. I think we all got a little lazy about our local shows, but there's a renaissance in flower."

## KTTV Newcasts

Continued from page 22

in covering the Fiscus case.)

"Today," continues Breckner, "people know immediately that if a news event is happening, we'll be there. This not only brings them dialing in for the story, but makes them more conscious of all of the station's programming."

## Victor to Boost Classical LP Tag

Return to \$4.98 Price Expected After New Year; Trade May Welcome More

By BILL SIMON

NEW YORK — Sometime in January, or three years after cutting the price of its classical LP disks from \$4.98 to \$3.98, RCA Victor is expected to return to the higher tag.

On being queried, Victor's only official comment was "No comment," but informed traders believe the die has been cast, and only the announcement date is still hanging.

Many of the companies which were forced to \$3.98 after Victor's move, would welcome the chance to climb back up, it is believed. Some already have made bids to enter the \$4.98 level. Capitol's Full-Dimensional Sound line goes to \$4.98 on January 1. Decca recently inaugurated a new "9400" series of special packages at \$4.98. London raised an important section of its catalog to \$4.98. Elsewhere, there have been smaller raises. Columbia recently announced the elimination next year of its various price promotions—a move considered very significant.

The raising of major line class-

ical prices, some traders feel, will definitely establish the classical area as a two-price market. Some of the low-priced indies, now selling at \$1.49 and working on a slim profit margin, may be able to stabilize their positions at \$1.98. Certain of the large-catalog indies, now priced at \$3.98, have been competitive with the majors mainly because of their willingness to make discount deals, which particularly have benefited price-cutting retailers. It's likely that, if the majors go to \$4.98, these indies will have to make up their minds whether to join them at \$4.98, or cut all the way to \$1.98.

Indie mail order clubs, with list prices of \$2.98 to \$3.59, will regain a competitive position which has been threatened seriously by the entry of major-label clubs with \$3.98 units (and free bonus disks).

Last year, many of the jazz specialty labels raised their prices to \$4.98, with no appreciable drop-off in unit sales. Some traders now opine that any drop in classical unit sales will be more than compensated for by the increase in dollar volume.

## Indies Get Singles Gravy; Majors LP's

NYU-Billboard October Sales Survey Accurate Breakdown by Speeds & \$\$

By RALPH FREAS and BUD FOSKETT

NEW YORK — Independent record companies are snaring a major portion of the singles disk business, but the biggest share of the high profit album business goes to four majors. This is one finding of the continuing study of disk sales at the retail level conducted jointly by New York University School of Retailing and The Billboard. The portion of the study reported on here concerns disk sales made during the month of October which were checked in stores from coast to coast by NYU representatives.

### Singles Sales

This specifically is how the four majors stack up against the other labels. In sales of 78 r.p.m. singles (5.3 per cent of the over-all industry dollar volume), the majors with their subsidiaries did only 26.6 per cent of the sales. This leaves 73.4 per cent for the indies.

In sales of 45 r.p.m. singles (33.2

per cent of the over-all industry dollar volume), the four majors did somewhat better. They racked up 37.5 per cent of 45 singles sales, leaving 62.5 per cent for the indies.

### Album Sales Ratio

The scales tip entirely in the other direction with regard to album sales. EP-45 disks (represent-

(Continued on page 32)

## NOT A BERLIN COPYRIGHT

NEW YORK — Atlantic Records exec Miriam Bienstock (Hill & Range exec Freddy Bienstock's new frau) was both amused and bemused at the result of a call she made last week to clear some tunes with Irving Berlin Music.

After listing the songs, she added "Please send them to me. My name is Bienstock." When the Berlin material arrived it was addressed simply to Atlantic Records, and accompanied by a note reading "My Name Is Bienstock, does not belong to us."

## High Fidelity & Audiocraft Mags Merge With Billboard

• Continued from page 1

### Sets Major Publishing Combine

continuing development and marketing of better music reproducing equipment, that makes High Fidelity Magazine and its sister publication, Audiocraft, key forces in increasing the enjoyment of recorded music in more and more American homes.

"And that, of course, is our overall aim—the bringing of more and better music to the home," Littleford commented.

Fowler and the Littlefords stated that personnel and basic policies would be unaffected. High Fidelity and Audiocraft will continue to be published from Great Barrington, Mass.; The Billboard and Audition from New York.

Bill Littleford added that editorial and circulation policies would be balanced and co-ordinated, yet completely independent. "The trend in magazine publishing," he continued, "is toward increasingly specialized editing. We intend to develop and improve this same kind of pin-pointed editorial service for both sides of the music industry—consumers and dealers."

Disk sales in 1956 reached a retail dollar volume of approximately \$320,000,000, according to U. S. Treasury Department Excise Tax Reports. The Billboard estimates that the 1957 dollar volume for records will be in the neighborhood of \$400,000,000. Playing equipment sales in 1957, as estimated by industry leaders, will amount to \$400,000,000 for packaged machines and \$250,000,000 for hi-fi component parts.

### FULL COVERAGE ON ALL FACETS OF BUSINESS

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

1. **The Billboard:** Leading trade paper and communications center of the industry. Edited as a buying and programming guide for music dealers and broadcasters, and as a source of merchandising information. The current print order is 60,000.

2. **High Fidelity:** Leading consumer monthly, edited for those who want detailed information about the latest and best in recorded music and equipment—is the backbone of the recorded music and high fidelity equipment consumer market. The current print order is 105,000.

3. **Audiocraft:** The monthly magazine for the hi-fi hobbyist and sound perfectionist. This is written for those who want to know how their equipment operates and how to build and expand their hi-fi systems. The current print order is 60,000.

4. **Audition:** The monthly music shopping guide for the impulse buyer. This is specially printed and edited to showcase the latest LP and EP releases. Audition is distributed only thru dealers and is printed in brilliant color to attract the buyer who shops before he decides on a purchase. The current print order is 100,000.

### Concentration Of Top Staff Personnel

NEW YORK — The world's largest and most experienced staff of music editors, reporters and reviewers are now in one organization, as a result of conclusion of negotiations between The Billboard and High Fidelity magazines (see separate story).

Key personnel on the various publications now under one management are as follows:

Paul Ackerman, Music Editor—Joined The Billboard in 1935; has covered all fields; moved into the Music department when it was formed in the late 1930's; became editor in 1949.

Bill Sachs: Executive News Editor — With The Billboard 33 years; specializes in spotting trends and covering the Country and Western field; has covered all branches of entertainment.

Bill Simon, Associate Editor—With The Billboard since 1952; has managed retail music stores; handled talent and was in the publishing business; supervises record review staff.

R. D. (Ren) Grevatt—Five years with The Billboard; formerly advertising and promotion writer for business and consumer publications; sings with vocal groups.

June Bundy — Nine years with The Billboard; formerly associate editor for various business papers; extensive experience in show business publicity; free-lance TV and radio script writer.

Ralph Freas, Associate Editor—Joined The Billboard in 1956 to supervise new Merchandising Section of the Music department; former disk jockey; for six years was Associate Editor of Record Retailing.

Bob Francis — Fourteen years with The Billboard, started as drama editor; had extensive experience in daily field.

Joel Friedman (West Coast)—Covers all phases of music-radio; with The Billboard since 1953; formerly editor and reporter on business papers.

Tom Noonan, research reporter—Eight years with The Billboard; supervises weekly Music Popularity Charts.

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

## Storz Chain Sets 1st Meet For Pop Disk Spinners

3-Day Seminar to Focus Spotlight On DeeJay Platter Programming

By JUNE BUNDY

NEW YORK—The first annual Pop Music Disk Jockey Convention and Seminar will be held at the Muehlebach Hotel in Kansas City, Mo., March 7, 8 and 9, 1958, under the sponsorship of the Storz Stations.

The Storz chain (WDCY, Minneapolis; WHB, Kansas City; WTLX, New Orleans; WOAM, Miami) has already enlisted the participation of 30 top deejays and program directors, and in the event, according to chain prexy Todd Storz, the general reaction among station men and record company execs to the idea is a "someone should have done it a long time ago" feeling.

The convention will be patterned after Nashville's annual country and western disk jockey confabs. Invites will be extended to deejays, program managers and record librarians across the country, as well as to record company

execs, music publishers, and recording artists.

Heretofore disk jockey programming has been something of a side issue at the annual meetings of the National Association of Radio and TV Broadcasters; whereas the Storz plan calls for platter programming to take over the discussion spotlight completely.

Bill Stewart, programming chief for the Storz chain, and supervisor of the forthcoming convention, said he hopes to line up ex-President Harry Truman as keynote speaker next March. Truman recently performed a similar chore for the NARTB's regional meeting in the Midwest.

Tentatively lined up for discussion at the pop jock convention are the following subjects: "Will Top 40 Programming Last?" "How a Disk Jockey Can Best Promote His Station and Himself," "Is Today's Top 40 Beamed Only at Teen-Ager?" "How Can Ameri-

ca's DeeJay Best Guide Future Trends to Better Quality Music?" "How the Disk Jockey's Treatment of a Commercial Contributes Sales Impact."

A series of awards to deejays are also in the works, including awards honoring "The Most Public Service Minded Disk Jockey," "The Most Effective Sales Promotion by a Disk Jockey," "The Most Effective Personal Promotion by a Disk Jockey," and "The DeeJay Who Has Contributed the Most to the Music World."

The convention will open Friday, March 7, with registration and a welcoming cocktail party. Discussion sessions are scheduled for Saturday Afternoon, March 8, while a grand banquet and show is planned for that night, with top-flight disk artists flying in to Kansas City for the occasion. The event will wind up Sunday, March

(Continued on page 32)

## Cap Skeds 3 New LP Pic Sound Tracks

HOLLYWOOD—Capitol Records will substantially add to its slate of motion picture sound-track albums, with the release of three such sets shortly after the first of the year.

Label garnered rights to "A Farewell to Arms"; "Sing, Boy, Sing," and "The Girl Most Likely." "Farewell" is the musical score to the Ernest Hemingway film, Tommy Sands stars in "Sing" and Jane Powell is featured in the latter picture.

Heavy sales and promotional campaigns are planned on each of the three albums, with tie-ins between the studios involved and the diskery.

# Hard Selling, Common Sense Can Lick Disk Sales Slump

## Situation Calls for Economy Thinking; Careful Stocking

By REN GREVATT

NEW YORK—"It's not a time for fear or panic, because there's no reason for that. It is the time for harder selling and more careful and thoughtful stocking of merchandise." That's how one successful dealer sums up the current state of the record business in light of widespread reports of the "continuing eight-month slump."

According to indications reaching here, many dealers are "moaning and groaning" about the tough

times. Some record companies, too, are echoing the sentiments. In fact, one diskery official just this week was heard to say: "I'd certainly hate to be a dealer right now."

At least one leading indie distributor here says that collections have been poor lately. "We get dated checks, partial payments and evidences of other ways of putting off the day of reckoning. Those are all good indications of the tenor of business," he averred. "The highly selective, cream merchandise is selling, but some dealers may have loaded up too much on the big fall release programs. We'll know for sure the effect of the multi-release programs when we see what the dealers will be sending back after Christmas," he added.

Others were more emphatic on the point of too much merchandise. "A lot of record companies had tre-

mendous releases. They came out to the dealers with extended dating plans and extra discounts. Many can't resist buying up under such conditions. Now when the due dates for paying the bills are rolling around, some of them are finding themselves loaded up with stuff they can't sell and not enough cash to meet the bills. It means trouble for everybody right down the line," averred one dealer who says he ordered very carefully this fall.

Cooler heads who make it their business to study the economy, have the picture well pieced out. One of these observers explains it this way: "The record business has had some great years, with each year showing a tremendous improvement over the last. Somewhere, maybe, things have to level out and after years of boom, we

(Continued on page 77)

## Seeco Label Adds New Pop Album Series

NEW YORK—Seeco Records, a predominantly Latin-American diskery, has formed a new line, the "International Series," which is aimed at the pop market, and includes at the outset, 27 albums.

A special catalog is in the works, and a major publicity, promotion and merchandising campaign is being set up by newly appointed sales manager Harold Friedman, and public relations consultant Dick Gersh.

Jock will receive the disks in special sleeves, via distributors, and salesman's aids will be available within the month.

Completing the Seeco reorganization under President Sidney Siegel, Howard Roseff has been named general manager of the diskery, which includes the subsidiary Dawn jazz line. Chuck Darwin continues as artists and repertoire chief for Dawn.

## Heyton Signs For Roulette Album Chores

NEW YORK—Roulette Records has signed Lennie Heyton to an exclusive contract as an album artist and as an arranger and conductor.

In addition to cutting albums as a pianist-conductor, Heyton will work with other Roulette artists on albums, handling everything from initial inception and arrangements, to the actual recording.

Roulette prexy Morris Levy has given Heyton his choice of the label's artist roster, and initially he plans to cut LP's with Pearl Bailey, Jeri Southern and Frankie Lymon.

Meanwhile, Don Carter, Roulette's national sales manager, left here last week on his first Western trek since he moved into his new post. On the new trip, Carter will visit distributors and dealers in Los Angeles, San Francisco, Houston, Dallas, Seattle, Minnesota, New Orleans and St. Louis.

## Miller Sets 3d R&R Bash

CHICAGO—For the third time in a year deejay Howard Miller is sponsoring a rock-and-roll bash at the Opera House, two shows the night of Friday, December 6. Talent line-up includes Sam Cooke, the Rays, Jerry Lee Lewis, Bonnie Guitar, Four Lads and Pat Boone's kid brother, Nick Todd. Danny Belloc's ork will back. Miller is pricing tickets at \$4.50, \$3.50 and \$2.50, enabling about a \$25,000 gross.

## HOUR-LONG SIDES

### 16 $\frac{2}{3}$ Speed Poses Program Challenge

The first five 16 $\frac{2}{3}$  r.p.m. records have been released by Vox, and it would seem that they have a future.

The principle challenge the new longer-playing speed poses is one of programming, and it's likely, as the 16 $\frac{2}{3}$  repertoire expands, that recording producers will have to alter their presently held ideas about filling up a disk.

The Vox "XL" (for "Extra Long") series makes an intelligent effort to sustain interest thru each of its hour-long sides, selecting for this vanguard release the type of material which a certain large group of buyers will accept en masse . . . which also happens to include the basic library works. One disk, for example, is an all-Tschaikowsky program, including the Piano Concerto No. 1, The Symphony No. 6, and "Romeo and Juliet" Overture. Few would quarrel with this programming, which duplicates that given frequently in concert halls.

## Cleffer Sues Over Rights To 'Marianne'

NEW YORK—A suit alleging that the song "Marianne," (one of last year's best selling tunes) was copied from his own tune "Maryann" was filed by Raphael De Leon in New York Federal Court last week against songwriters Terry Gilkyson (who recorded the song for Columbia), Frank Miller and Richard Dehr; Montclare Music, Sinatra Songs, Inc., Keys-Hansen, Inc., Decca, Columbia, RCA Victor and Dot.

In his complaint, De Leon (also known as Hubert R. Charles and the Lion) charges that the words and music of "Marianne" were copied from his song "Maryann," which he claims to have written prior to 1943. The complaint also charges that De Leon obtained an unpublished copyright on the tune in the name of Hubert R. Charles in 1947, and a copyright in Trinidad, B. W. I. the same year.

The suit seeks an injunction, damages sustained and an accounting of all moneys derived from record and sheet music sales.

It's unfortunate that, in this musically satisfying order, it is necessary to turn over the disk at the end of the symphony's second movement. Such breaking in the middle of a work occurs only on this one disk, however.

Cutting of the 16 $\frac{2}{3}$  masters by engineer Rudy Van Gelder has produced sonics which, to this ear, are identical with those of the 33 $\frac{1}{3}$  diskings of the same performances.

(Continued on page 77)

## Decca Goes All-Out On Christmas Display

NEW YORK—Decca Records is going all out on the merchandising front for the Christmas selling season, with a 30 inch by 40 inch full-color display, called the Decca-Dex. This is in addition to other special promotion centering on upcoming full page ad in Life magazine.

The Decca-Dex is actually an album index, which illustrates in full color, 72 different albums. The sets are broken down into nine classifications—"Mood," "Country," "Gold Label," "Movies," etc.

Called the "Guide to Hi-Fi Listening and Gift Giving," the mounted display contains more information and illustrations than anything yet attempted in the industry, according to a spokesman.

## Harms Sues Cavenish

HOLLYWOOD—Harms, Inc., followed up its action against Tops Records last week with another suit against that firm's manufacturing subsidiary, Cavendish Record Company.

Action filed in U. S. District Court (21) is also based on the alleged infringement of "You and the Night and the Music," tho filed against Cavendish and Carl Doshay. Suit seeks damages totaling \$30,000 as reasonable value for the use of the name of the composition, the authors' names and the Harms name.

## ELVIS BANNED, FANS PICKET

CHICAGO—Chicago Federation of Labor's own radio station, WCFL, was surrounded with pickets last week.

But the NLRB will probably stay out of the case because the pickets were members of an Elvis Presley fan club, protesting the station's ban on Elvis wax. Stunt was apparently arranged by the press agent for Presley's film, "Jailhouse Rock," that opened here last week. But Marty Hogan, station manager, didn't mind too much. In fact, his own advertising agency sent out a press release about it, to make sure nobody missed the point.

## Vanguard Aims To Break Into Singles Field

NEW YORK—Vanguard Records, an indie which has specialized in classical and jazz LP's, will break into the singles field on January 10.

According to Vanguard exec Manny Solomon, the label will cover, in its first singles release straight pop, country and western, and rhythm and blues material. Artists will include the Weavers, who have two recent big LP's on the label; Jimmy Rushing, the ex-Basie band shouter; and Brother John Sellers, folk and blues artist.

Last week, Vanguard signed an exclusive pact with Candy Reed, rock and roll singer currently at Roberts Show Lounge in Chicago.

Vanguard already has 40 new sides in the can by the Weavers, who were a hot singles act on Decca several years ago.

The company is in the process of setting up its own music publishing firm, and has begun soliciting material for all of its singles acts.

## Double-Header Jazz Concert At Carnegie

NEW YORK—Concert promoter Kenneth Lee Karpe has scheduled a double-header jazz promotion for next Friday night (29) at Carnegie Hall. A portion of the profits have been earmarked for the Morningside Community Center's summer camp program, designed to aid over 1,000 Harlem children.

With separate concerts planned for 8:30 and midnight, the following artists will be featured: Billie Holiday, Dizzy Gillespie's big band, Sonny Rollins, Chet Baker, Zoot Sims, the Thelonious Monk Quartet with John Coltrane, and as a special guest star, pianist-blues warbler Ray Charles.

This will be Charles' first concert appearance as a jazz artist. Willis Conover of Voice of America will be emcee, and the Voice will rebroadcast the happenings all over the world.

## Gaylord Group Back Together

NEW YORK—Ronnie Gaylord has joined forces once again with the Gaylords. (Bert Bonaldi and Don Reed.) The boys split up a few years ago when Ronnie Gaylord went into the Army, with Bonaldi and Reed recording together as the Gaylords and Gaylord himself recording solo after he received his discharge from the Service.

The group, which sliced Mercury's best selling "From the Vine Came the Grape" during their initial partnership, are making their reunion platters for the same label. Their first release, out this week, is "Magic Song" backed by "O Mari."

A recent report that the Gaylords had signed with Roulette Records was ruled erroneous by Mercury's veepee Art Talmadge, who says the boys have a long-term contract with his label.

## Herold Corp. Pacts Fowler

NEW YORK—Veteran record exec Bill Fowler, C-G Clubs, Inc., prexy, has been named executive staff adviser and chairman of a newly formed expansion and diversification committee of the Herold Radio & Electronics Corporation.

Herold (parent company of Steelman Phonograph & Radio Corporation and Roland Radio) has commissioned Fowler to be its adviser on "a study of plant expansion needs and the building or leasing of a plant to consolidate the widely scattered manufacturing and warehousing facilities now in use." The firm which currently manufactures in six plants in the Mount Vernon, N. Y., area, is expected to locate its new plant in or about the Westchester area.

Fowler will continue to act as headman for the Crowell-Collier Record Club operations.

## Atlantic Sets Foreign Distribution Deals

NEW YORK—Atlantic Records, sensing a restless swell of overseas demand, has wrapped up several important deals for foreign distribution of its product. Arrangements concluded this week cover Japan, Korea, Okinawa, Cuba, Venezuela, France and Belgium.

Kenneth Cole, prexy of Cosdel, Inc., of Tokyo, was here this week to cement an arrangement to press

and distribute Atlantic rock and roll and jazz material on the Atlantic label in Japan and Korea as well as in the islands of Okinawa and Nationalist Chinese-held Formosa. On this deal, Cole will select the material to be released except that in the case of a number of the Atlantic artists, certain minimum releases will be required yearly. Cosdel, which also

(Continued on page 77)



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# Pic Industry in Wholesale Climb on Indie Bandwagon

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

NEW YORK—The motion picture industry is apparently moving into the record business on a wholesale scale, with Columbia Pictures, Warner Bros. and 20th Century-Fox the latest major studios to evince interest in buying out an indie label.

Columbia Pictures exec Jonie Taps on the West Coast told The Billboard that Columbia is interested in acquiring a record company and that the firm has held a number of meetings with several labels. In line with this, Columbia exec Paul Lazarus last week said Columbia is currently holding "conversations" with Roulette Records' prexy, Morris Levy, here.

However, Lazarus said no deal has been negotiated as yet, while Levy declined to comment at all on the talks. Roulette, (including Rama, Tico, and Gee) of course, is one of the most successful new indies in the field today, with three disks currently listed on The Billboard's best selling retail chart.

Meanwhile, reliable reports on the West Coast have it that Jack Warner has commissioned Herman Starr (prexy of Music Publishers' Holding Corporation, a Warner subsidiary) to go out and buy the studio a record company. When asked to comment on this report, the Starr said: "We are not interested in getting into the record business, definitely not."

Altho United Artists recently set up its own record label, the studio reportedly is still eying established indies, with a view toward purchasing one of them to build up its catalog.

Paramount, of course, now owns Dot; M-G-M has M-G-M Records; Universal - International, Decca-Coral (Decca is parent company); RKO, RKO-Unique; Disney, Disneyland Records; leaving only 20th Century-Fox, Warners and Columbia among the majors without a record company of their own.

It is known that M-G-M—both Loew's Inc., and Loew's Theaters—have looked at books of various firms, reportedly including Liberty, Imperial, and Mercury. 20th Cen-

tury-Fox is also looking over labels for a possible purchase, and among others—has reportedly conferred with Si Waronker, Liberty prexy and ex-music contractor for the studio. Liberty has been rumored to be considering a public stock issue, but nothing has been done of a concrete nature in this sphere.

In addition to the above activities in the music field by the major studios, more and more indie producers are forming their own music firms—Otto Preminger, Hecht-Hill & Lancaster, Joe Pasternak, Jack Webb, etc.

Among the majors, Columbia, of course, has Columbia Pictures Music (with Shapiro - Bernstein)

M-G-M, 80 per cent in the Big Three; Decca, Northern Music; 20th Century-Fox, 20 per cent of the Big Three; Paramount, Famous-Paramount Music; Warners, MPHC; United Artists, U. A. Music, Disney, Walt Disney Music and Wonderland Music; RKO, RKO Music.

Prime lure offered the indies to sell out is usually the tax advantages to the studios in purchasing a thriving indie record operation. Others multi-fold in today's music-conscious era are acquisition of promising disk talent as film box-office draws (Presley, Sands, Boone, etc.); promotion bonanzas via tie-ups; potential dollar volume, etc.

# Col-Audioscope Deal Cues Custom Profit

HOLLYWOOD — Columbia Records is currently adding to its custom pressing business to the tune of approximately 250,000 LP units annually as the result of a unique promotion with Audioscope Recording Company of America.

The latter firm operates a newspaper circulation promotion it calls the Hi Fi Library of the World's Greatest Music, offering newspaper readers brand name LP's at a \$1.79 price. Readers are asked to collect a series of six coupons over a period of six weeks and in return they have their choice of one LP at the bargain price from a lengthy list of selections. A spokesman for Audioscope revealed that volume has been running approximately 250,000 units annually, with the expectations that it will increase.

Both Audioscope and Columbia have been leasing masters from other labels, guaranteeing them royalty rates in some cases and a flat "rental" fee in others. While names of the labels were not divulged, it is known that they do represent a number of top classical and popular diskeries.

Primary purpose of the promotion is aimed at increasing and holding newspaper circulation. Promotions have been running in papers in Honolulu, Texas, California, Washington and Oregon, with the firm recently concluding one with the Los Angeles Examiner. Approximately 20 papers have thus far been used.

Audioscope furnishes complete

# BBA to Meet In December

ROCHESTER, N. Y. — The third annual meeting of the Band Betterment Associates will be held here December 4, 5, 6 and 7, in conjunction with the New York State Music Association Meeting at the Eastman School of Music.

B. B. A., headed by Clifford Carter, vice-president of Carl Fischer, Inc., and Fred Fox, president of Sam Fox Publishing Company, now is composed of 12 publishers, all dedicated to development of the concert band. Its ranks include, besides Fox and Fischer, Edwin H. Morris, Leeds Music, Clayton F. Summy, Shawnee Press, Theodore Presser, David Gornston, Boosey and Hawkes, Edward B. Marks, Mercury Music and Stargen Music.

Outfit will bring to this city several top high school and college bands for demonstrations.

ad mats to the papers, with Columbia handling pressing and shipping to the coupon holders. Thus far, only the Columbia plant on the West Coast has been utilized in the promotion.

For the newspaper, the promotion in effect becomes a self-liquidating premium while at the same time substantially increasing its circulation.

Firm has been in operation since 1955, and has increased its volume annually.

# TEEN-AGE HOPS BEST DISK TALENT PAY-OFF

NEW YORK — New trend in the disk artist personal appearance field today is away from the big stage show units and towards the teen-age hop, according to Ed McLemore, personal manager for Sonny James, Gene Vincent, Buddy Knox, Jimmy Bowen and other rockabilly artists.

In recent months, says McLemore, more and more of the packaged stage shows have chalked up disappointing grosses. Consequently, McLemore is now booking his talent for "a smaller guarantee, but a bigger percentage of the gate" at teen-age hops (usually sponsored by local deejays in ballrooms or clubs where only non-alcoholic beverages are allowed), which are currently doing a thriving business across the country.

Vincent and his group have played approximately 150 hops in the last three months — drawing

# Stinson Heads Para Music

HOLLYWOOD — William R. Stinson, vet employee with Paramount Pictures for the last 16 years, has been named head of the firm's music department to succeed the late Roy Fjastad, who died last week following a heart attack.

Stinson had been assistant head of the music department since last February, first starting with the studio in the mail room.

Fjastad had served with the company for 28 years and had been head of the music department since 1954. His death came suddenly, with no previous heart ailment known. He leaves his widow; a son, Roy Jr., and two grandchildren.

# MONTILLA WINS DISK HONOR

NEW YORK — Montilla Records has been awarded the Special Extraordinary Grand National Prize for the best disk recorded and produced in Spain during 1957.

The "Oscar" presented to Montilla November 14 in Barcelona, Spain, was awarded to the label for its waxing of "Fantasia Espanola" with the Orquesta de Camara de Madrid and conductor Jose Luis Lloret. Musical supervisor on the date was Daniel Montorio.

The Spanish "Oscar," is awarded every year by a jury of top-flight music personalities of Spain.

# ASCAP Skeds Board Meet

NEW YORK — The Board of Directors of the American Society of Composers, Authors and Publishers will meet this afternoon (25) with one of the prominent topics of discussion believed to be the matter of a replacement on the board for the late Saul Bourne.

Sources close to the Board indicated that Bourne's widow, Mrs. Bonnie Bourne, was considered to be a leading candidate for the vacant seat. One Board member, reached Friday (22) described Mrs. Bourne as "a personable and intelligent lady, well acquainted with our industry, who would make a fine addition to the Board." Other possible candidates would be Arthur Israel and George Joy, according to another source.

The Publishers Classification Committee will hold its meeting, just prior to the Board session.

# Camden Rides High With New Big Names

NEW YORK — With RCA's \$1.98 Camden LP line riding at its six-year crest, a new group of big-name artists have been made available to the Victor subsidiary.

Heading the list, for disks to be released within the next few months, are such Victor staples as the late Ezio Pinza and John McCormack, Lionel Hampton, Andre Previn, Perez Prado, Tony Martin, the Sons of the Pioneers and Alexander Kipnis.

Spearheading Camden's current surge is the first Perry Como release on the label, the "Dream Along With Me" LP, which has become the line's biggest seller, moving 150,000 sets in the first three weeks it was available. Also moving are the several Al Goodman sets, which have totaled more than 100,000 units, and the new "Hi-Fi Christmas Party," which reportedly did 40,000 in two weeks.

# Huddles on Club Project By Cap Brass

HOLLYWOOD — John Stevenson, consultant to Capitol Records in the firm's test record club project, arrived here last week for a series of meetings with company brass.

The initial results of the label's direct mail test have not yet been tabulated, label is proceeding with future plans on a contingent basis. Ad schedules, repertoire and printed matter were subjects of discussion at the meetings.

Lloyd Dunn, vice-president in charge of merchandising and sales, helmed the conferences, attended by Lou Schurrer, director of creative services; Bud Fraser, director of merchandising; Mike Maitland, director of sales, and other department heads.

# New TV Seg For Clark

NEW YORK — ABC-TV is readying an hour Saturday night show, featuring Dick Clark, who currently emcees the web's top-rated daily afternoon "American Bandstand," a record-hop show.

The new Clark show will be spotted from 7:30 to 8:30 p.m. on Saturday nights, thereby knocking a half hour off "Country Music Jubilee," which now runs from 8 to 9 p.m. on that night.

Altho Clark's Saturday show will not be tagged "American Bandstand," it's format will be styled along the same teen-age record hop groove. Clark will continue his daily afternoon program, but his Monday night show will be discontinued when he begins the Saturday ainer, starting time of which is still not set.

# Vocal Group R&R Team-Up

NEW YORK — Mercury Records veepee, artist and repertoire chief Art Talmadge thinks the label has come up with something new in group vocal gimmicks for the rock and roll set.

Morty Craft, Mercury's new Eastern a.&r. staffer, is teaming the Diamonds up with the Shepherd Sisters, who have a big hit currently riding for them with "Alone" on Lance, signed with Mercury last week. Craft — then co-owner of Lance — recorded "Alone" before he joined Mercury.

# Jazz Ace Signed By RCA-Victor

NEW YORK — Urbie Green, jazz trombonist who is fronting the new Benny Goodman ork, has been signed to an exclusive by RCA Victor. Altho the Goodman ork is unattached disk-wise, it's believed that Green will record with a big band, composed largely of Goodman regulars. The artist formerly was pacted to ABC-Paramount.

Signing was handled for Victor by Ed Welker, chief of artists and repertoire for the pop albums division.

# MAREK SET FOR TV 'HOT SEAT'

NEW YORK — George Marek, vice-president and manager of RCA Victor's Records division, was scheduled for the "hot seat" on NBC-TV's "Youth Wants to Know" show Sunday (24).

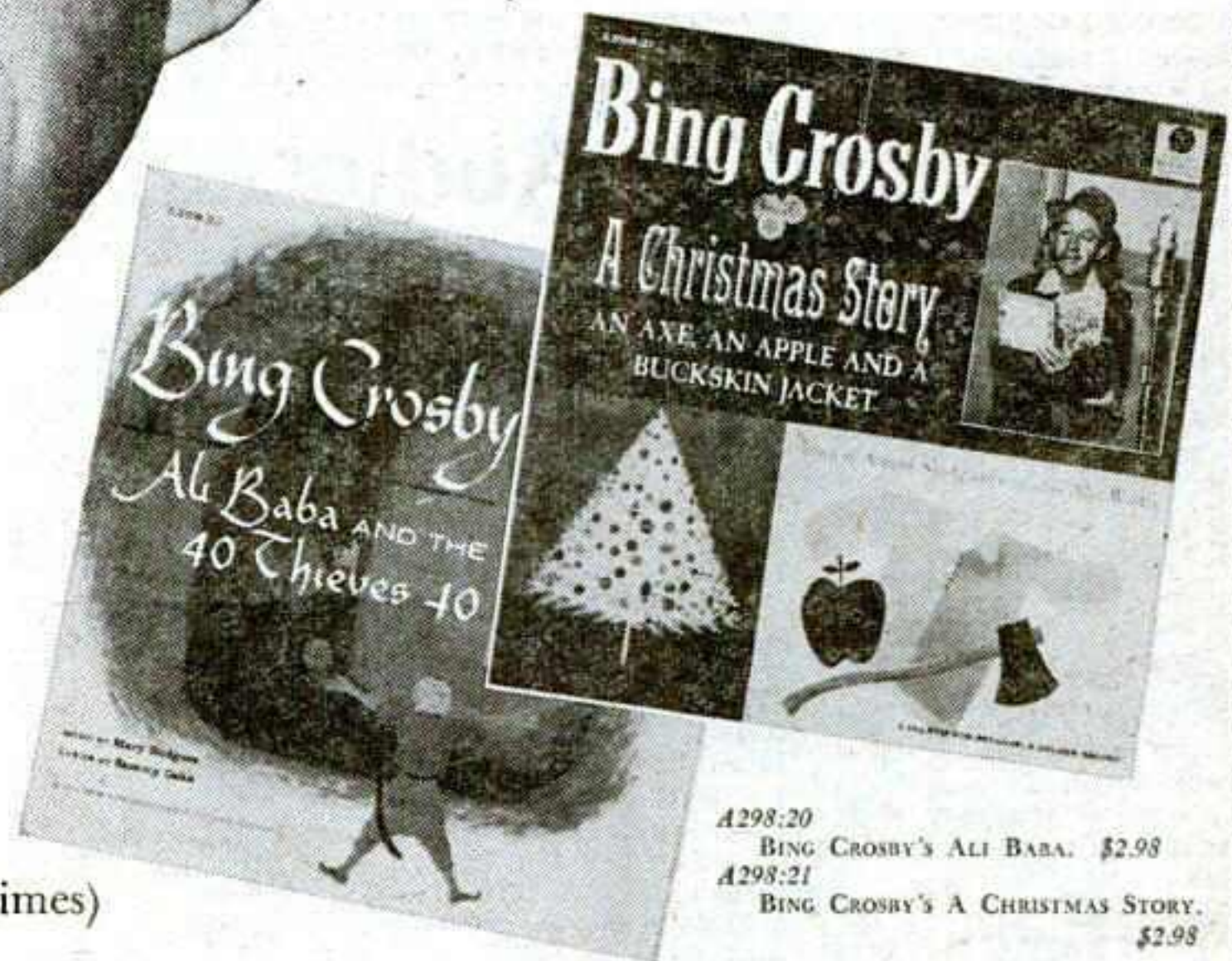
The issue to be placed before the teen-age interrogators was "Rock and Roll vs. the Classics." Arguing the pop point of view was thrush Terri Stevens. Operatic star Rise Stevens (no relation) was to take the part of the classics.



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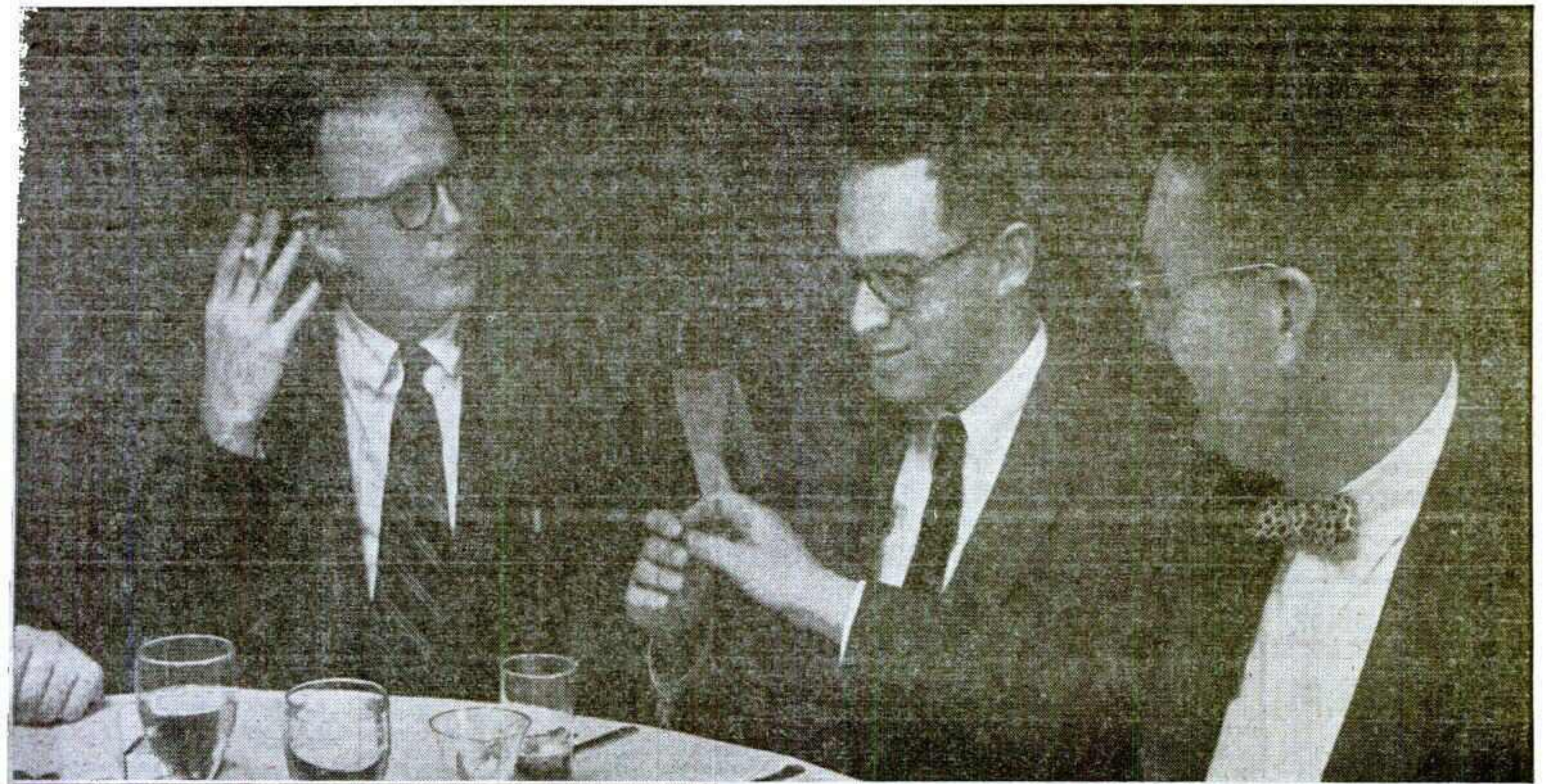
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Morten Gould RCA Victor  
Percy Faith Columbia  
Leroy Holmes MGM  
Frank Chacksfield London

M. WITMARK & SONS

# Indies Get Singles Gravy

Continued from page 25

ing only 4.1 per cent of the total industry dollar volume) are almost a monopoly of the four majors. The four firms scored 78.7 per cent of total EP-45 sales.

But the most important category dollar-wise is the 12-inch LP. This category, during the month of October, maintained its steady position of 56.5 per cent of the total industry dollar volume. Here the four majors made their most solid showing by registering a healthy 64.1 per cent of the 12-inch LP business.

From this and from the month-to-month reports of the continuing NYU-Billboard study, the album business stands out as a sign of stability. Regardless of the quickly changing tastes in pop music, the majors maintain their pre-eminent position. The fortunes of the indies are reflected on the "per cent of total business" chart maintained by NYU. This chart shows the relative positions of all companies and the positions are quite unstable at the lower end. A single hit by an indie label will put that label among the top 20 money companies in the industry. Lack of a hit either removes them from the chart entirely or moves them rapidly downward.

Since the top 10 pop singles maintain around 13 per cent of the total dollar volume of the record business consistently, it's easy to see how one or two positions in the top 10 chart affect a company's fortunes. An individual record in that top 10 bracket will, according to the NYU-Billboard continuing study, account for between one-half of 1 per cent and 2 per cent of the total industry dollar volume.

An all-time high for a single was registered recently by Presley's "Jailhouse Rock." The reports showed that, in one week, the disk did 2 to 3 per cent of the total dollar volume, the highest level reached since the inauguration of the NYU system in The Billboard.

Here, in summary, is the breakdown by speed of actual disk sales during October: by the four major

companies (and their subsidiaries):

78 r.p.m.	26.6%
45's	37.5%
EP's	78.7%
LP's	64.1%

The following summarizes the breakdown of dollar volume done by the industry in the various speed categories:

78's	5.3%
45's	33.2%
EP's	4.1%
LP's	56.5%

The remaining 1.9% represents sales of recorded tape, 10-inch LP's, and 16 $\frac{2}{3}$  r.p.m. disks.

## MOA Requests Juke Hearing Postponement

WASHINGTON — The Music Operators of America have asked for a 30 to 60-day postponement of hearings on the Juke Exemption Bill, now set for December 11-12 by the O'Mahoney Judiciary Subcommittee on Patents, Royalties and Copyrights.

Reasons given for the request by MOA proxy George Miller include the need for additional time to prepare its case, due to the recent death of MOA's long-time counsel, Sidney Levine. Miller added that due to the imminence of the holiday season, it would be difficult to get witnesses to drop their affairs in favor of hearings in the Capitol.

The proposed bill seeks to end the performance royalty exemption for juke boxes in the copyright statute and to classify coin-operated music as "public performance for profit." (For other details, see Coin Machine section.)

## DG May Add Indie Labels To Roster

HOLLYWOOD — Deutsche Gramophone, disk distributors in Western Germany, is currently interested in adding to the roster of independent labels the firm is presently handling.

Dr. Helmut Haertel and M. Richter arrived here last week for discussions with Coast diskeries. While no firm deals were closed, Haertel and Richter have held meetings with Liberty, Dot, Imperial, Specialty and other indie labels here.

## N. Y. Depot for Col. Disk Club

HOLLYWOOD — The Columbia Record Club will establish its third shipping and warehousing facility shortly after the first of the year. Norman Adler, general manager of the club, revealed that the firm will occupy approximately 40,000 square feet of space in the Bush Terminal Buildings in Brooklyn, the third such depot to be set up by the firm.

New facility will handle the shipment of club records for the East Coast, eliminating considerable cost of freight transportation. Henceforth, club records will be pressed in the firm's Bridgeport, Conn.; Terre Haute, Ind., and Los Angeles plants, with shipping centers in Brooklyn, Terre Haute and Santa Barbara servicing the East Coast, Midwest and West Coast respectively.

Fulfillment details and orders will continue to be handled out of Terre Haute, according to Adler. It's conceivable that additional centers, possibly five or six such points, will be added in the future, he said. Adler, along with the club's administrative manager, Bill Wardlow, arrived here last week from a visit to the Terre Haute installation, and will also trek to the club's warehouse operation in Santa Barbara before returning to their New York headquarters.

## LP Prices Cut For December

NEW YORK — A special low-price deal, plus four new releases, highlights a December-only Kapp Records promotion on its "Opera Without Words" package series.

During the month of December, all sets in the group, which now numbers eight, will go for \$2.98. Dealers will get their usual mark-ups. The newly released group includes Verdi's "Otello," Ponchielli's "La Gioconda," Gounod's "Faust," Puccini's "Madame Butterfly," Puccini's "La Boheme," and a set which includes music from both "Gianni Schicchi," and "Manon Lescaut," by Puccini. Standing items in the series are Puccini's "Turandot," Verdi's "La Forza Del Destino," Mascagni's "Cavalleria Rusticana," and a set comprising Leoncavallo's "Pagliacci," and Giordano's "Andrea Chier."

After January 1, these packages will all revert to the standard \$3.98 tag. The label will also release two other LP's in December, which are not part of the pricing deal. These are by British chanter Russ Hamilton and a set titled "24 All-Time Great Country Hits," by Dickson Hall and the Country All-Stars. Hall is now country a.&r. director of Roulette Records.

## Rolf Named to New Dot Post

HOLLYWOOD — Dot Records named Rocky Rolf to head up that firm's company-owned branch in New Orleans last week, replacing E. E. (Bubber) Johnson who resigned.

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

Johnson resigned to return to his career as a golf pro in Nashville.

The Label for The Basso Profundo, the Silver-Throated Tenor, the Barbershop Quartet was incorrectly listed among last week's Album's Spotlights. The correct label and number are Epic LN 3396.

## String Group Highlights Gold Label Release

NEW YORK — The Concert Masters of New York, a unique string group of former soloists and first desk men with a number of major symphonies, highlights the Decca December Gold Label release, with their first recording. The disk contains Bach's "Chaconne" and "3d Brandenburg Concerto," as well as Paganini works.

In another set, David and Igor Oistrakh appear together on the label for the first time in works by Bach, Vivaldi and Tartini. Reginald Kell, Szalowski and Vaughan Williams. Bruckner's Symphonies Number 4 and 7 are performed by the Bavarian Radio and Berlin Philharmonic orchestras under Eugen Jochum in a de luxe three-LP set. "Songs of the Don Cossacks" rounds out the December Gold Label release.

## The Crest of Good Living in New York City



## HOTEL New Yorker

34th Street at 8th Avenue  
Manhattan's largest and most conveniently located hotel. 2500 outside rooms, all with bath and free radio, television in many. Direct tunnel connection to Pennsylvania Station. All transportation facilities at door. Three air-conditioned restaurants  
LAMP POST CORNER... COFFEE HOUSE  
GOLDEN THREAD CAFE

Singles from \$7	Doubles from \$11	Suites from \$23
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JOSEPH MASSAGLIA, JR., President  
CHARLES W. COLE, Gen. Mgr.  
**Other MASSAGLIA HOTELS**  
SANTA MONICA, CAL. Hotel Miramar  
SAN JOSE, CALIF. Hotel Sainte Claire  
LONG BEACH, CALIF. Hotel Wilton  
GALLUP, N.M. Hotel El Rancho  
ALBUQUERQUE, Hotel Franciscan  
DENVER, COLO. Hotel Park Lane  
WASHINGTON, D.C. Hotel Raleigh  
HARTFORD, CONN. Hotel Bond  
PITTSBURGH, PA. Hotel Sherwyn  
CINCINNATI, O. Hotel Sinton  
NEW YORK CITY Hotel New Yorker  
HONOLULU HOTEL Waikiki Billmore  
CHICAGO MIDWEST HEADQUARTERS  
BOOKING OFFICE 200 E. WASHINGTON DE 7-4344  
BOSTON OFFICE 80 BOYLSTON ST. HU 2-6050  
World-famed hotels  
Teletype service—Family Plan

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

BOURNE — ABC MUSIC  
136 W. 52 Street, N. Y.

## ELVIS PRESLEY

Sings  
"Blue Christmas"

In Elvis' Christmas Album

CHOICE MUSIC 9109 Sunset Blvd.  
Hollywood



## Record Debut of the Exciting Continental Movie Star LONNY KELLNER (SINGING WITH WERNER MUELLER'S ORCHESTRA)

## "THAT'S THE WAY IT GOES"

B/W

## "I TOLD YOU SO"

a DECCA-ration!

(Lyrics: AL STILLMAN—Music: HEINO GAZE)

Symphony House Music Publishers Corp. (Paul Siegel)  
507 Fifth Ave., Suite 303, New York, N. Y.

A DECCA RECORD No. 9-30508

## "THAT'S THE WAY IT GOES"

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

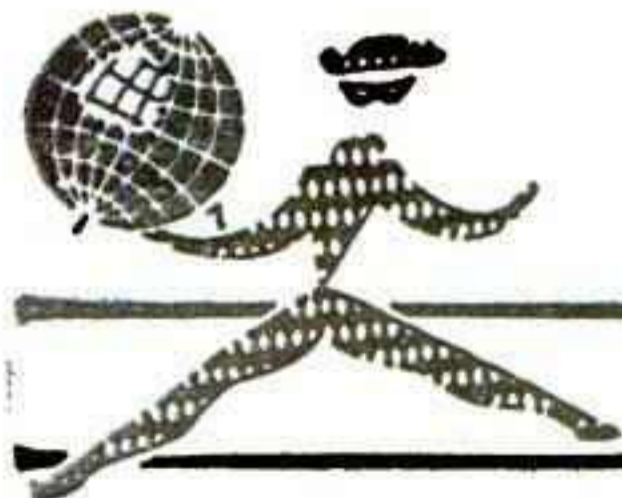
LIKE WHO?  
LIKE TONI ARDEN!



LIKE WHAT?  
"LIKE YOU!"

LIKE WHERE?  
LIKE DECCA 9-30507

LIKE WOW, MAN?  
LIKE IT'S A SMASH!



PUBLISHED BY E. B. MARKS MUSIC CORP.

A NEW WORLD OF SOUND



## ON THE BEAT

By REN GREVATT

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

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

Danny Taylor, cleffer of "Run Joe," has changed his

name to Little Danny. He's exclusively on the King label now and new sides are expected soon. . . . Cleffer, warbler Laverne Ray and his Raytones are now on the Okeh label. . . . Sister Rosetta Thorpe is about to embark on an extended tour of England. While there, she'll tour with the Chris Barber ork. . . . The McGuire Sisters have returned to the Godfrey morning CBS-TV show. The gals also appeared on the Frank Sinatra show November 15 and are slated as guests on the Perry Como show, December 21, and the Dinah Shore show, January 26. On February 10 they open a four-week slotting at the Waldorf-Astoria. . . . Cab Calloway, king of hi-de-ho, has cut his first sessions for George Goldner's Gone label. Calloway will appear again this winter in Miami's Cotton Club revue.

A couple of weeks ago, we commented on the addition of swinging bassoons and oboes to the rock and roll field. Latest "class" addition to the idiom is the use of a motet passage to introduce a new ABC-Paramount disk by Danny and the Junior. . . . Al Jones, a Shreveport chanter find, has been signed by Lou Krefetz for his Poplar label. Krefetz reports that the country cat, who sounds like Fats Domino imitating Frankie Laine, was signed on the spot by Irving Feld for his big January touring show. Krefetz's current Poplar disk by the Do Ray Sisters of Montreal is reportedly going well. . . . Billy (The Joker) Myles has been signed by Shaw Artists. . . . Mahalia Jackson will appear November 25 in a concert at the Judson Me-

morial Church, Greenwich Village, New York. Music Master for the concert will be long-time friend and follower, Marshall Stearns.

**DISTRIB DOINGS:** Coral Records has awarded distributor prizes on its "World's Finest Music" contest, which was based on sales of the firm's fall LP and EP product, theme of which was "The World's Finest Music," taken from the title of the Lawrence Welk album. First, second and third place winners were Mutual Distributing of Boston; Tell Music Company, Madison, Wis., and Melody Sales, San Francisco. Fourth and fifth spots were taken by distributors in Buffalo and Indianapolis. The label also announces that Huffine Distributing Company of Seattle has won the Coral Gold Record award for sales performance.

Joe Konas, of Boyd Distributors, Denver, helps push the Capitol line via heavy movie tie-ins. Konas held a screening of "Pal Joey" for local dealers and provided them with window and point-of-sale displays. Sound track displays were also set up in the lobby of the Denver Theater. A dozen jocks were given free copies of the pocket-book editions of "Pal Joey" to provide them with data to plug the pic and its music.

**Art Freeman, of Benart Distributors, Cleveland,** has opened a new firm, Concord Distributing. Freeman's former assistant, Dorothy Gooch, will head up the new outfit. . . . Peaslee-Gaubert, Decca Indianapolis distrib, has won the "Designed for 1957 Silver Record Award" for October sales performance. Marvin Taylor heads the operation.

Genial Tim Gale, colorful mahoff of the Gale Agency, one of the top

(Continued on page 77)

## MUSIC AS WRITTEN

**Alexander Office to Book Tom and Jerry Team . . .**

Tom (Graph) and Jerry (Landis) two Forest Hills, N. Y. high school students who recorded "Hey Schoolgirl" for Sid Prosen's Big label, have been signed by the Willard Alexander booking office. Virginia Wicks has been retained to handle their publicity and promotion.

**Lila Wolf Promoting Johnny Jay Disk . . .**

Lila Wolf, now operating the disk promotion firm started by her late husband, Leonard Wolf, has added Johnny Jay to her list of accounts. She's working on his Mercury disk, "Sugar Face." In addition, Mrs. Wolf has Woody Herman ("The One I Love" on Verve), Jane Morgan ("I'm New at the Game of Romance" on Kapp), and Bing Crosby ("Never Be Afraid" also on Kapp).

**New Satellite Label Tees-Off 1st Release . . .**

Satellite Record Co., a new label, headed by Skip Stanley with offices at 344 West 88th Street, has released its first pressing, "Satellite Baby" and "Planets." Skip Stanley, a night club and TV comic, has worked the Casa Seville at Hempstead, L. I., Cafe-of-Tomorrow in Chicago, Lake Club in Springfield, Ill., Larry Potter's Supper Club in Hollywood. Ralph Stein, formerly a.&r. man for Flair-X Records, did the arranging on the first Satellite release, and will continue in that capacity.

**Caedmon Adds Six New Distributors . . .**

Caedmon Records, spoken word specialists, have added six new distributors. These are Record Distributing Company, Pittsburgh;

Sneed Distributing, Denver; Acousta-Sound, Seattle; Leslie Distributors, Hartford, Conn.; Sandel Company, Minneapolis, and Custom Dstributing, Cleveland.

**Knopf to Publish Brand Song Book . . .**

Folk-singer Oscar Brand has completed a song book entitled "Singing Holidays," which will be published this week by Alfred A. Knopf. It includes 90 folk songs dealing with 30 American holidays. It's Knopf's first music book in 15 years. Brand is a BMI writer.

**Pubber Acquires Piece Of Janice Harper Slicing . . .**

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

**Morris Gets U. S. Rights To 'Tamborin Mexicaine' . . .**

E. H. Morris has acquired U. S. publishing rights to the tune "Le Tamborin Mexicaine" from Carrousel Music, Paris, France. The song, penned by Maurice Mery in Baion rhythm, was lined up for Morris by his European representative Bobby Weiss. According to Morris' general professional manager, Sidney Kornheiser, the tune is currently spotlighted on 25 different record versions in France alone.

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



DESTINED FOR  
STARDOM WITH  
HIS FIRST  
RELEASE

I GET ALONG  
WITHOUT YOU  
VERY WELL

and

TELL ME, TELL ME

Empress Music, Inc.

Orchestra  
Conducted by  
VIC SCHOEN

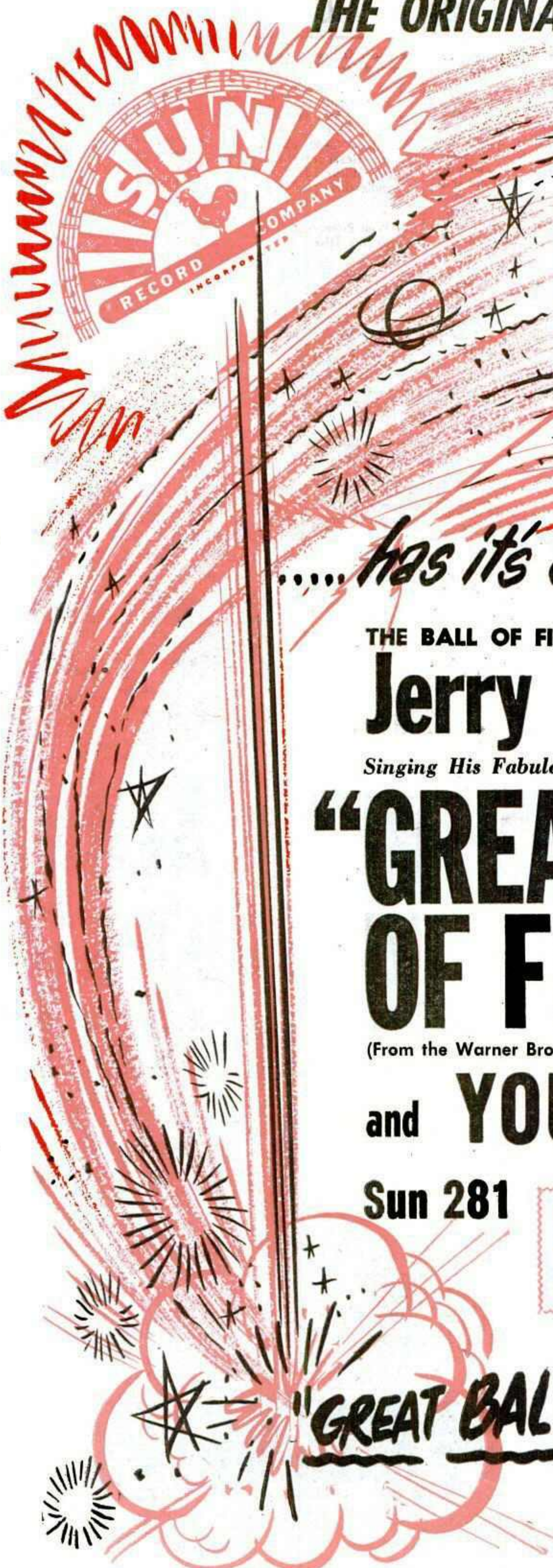
LIBERTY  
F-55110

**LIBERTY**  
RECORDS

**TONY  
MITCHELL**



**THE ORIGINAL!**



..... *has its own SATELITE*

THE BALL OF FIRE

**Jerry Lee Lewis**

*Singing His Fabulous New — SUN RELEASE*

**"GREAT BALLS OF FIRE"**

(From the Warner Bros. picture "Jamboree")

and **YOU WIN AGAIN**

**Sun 281**

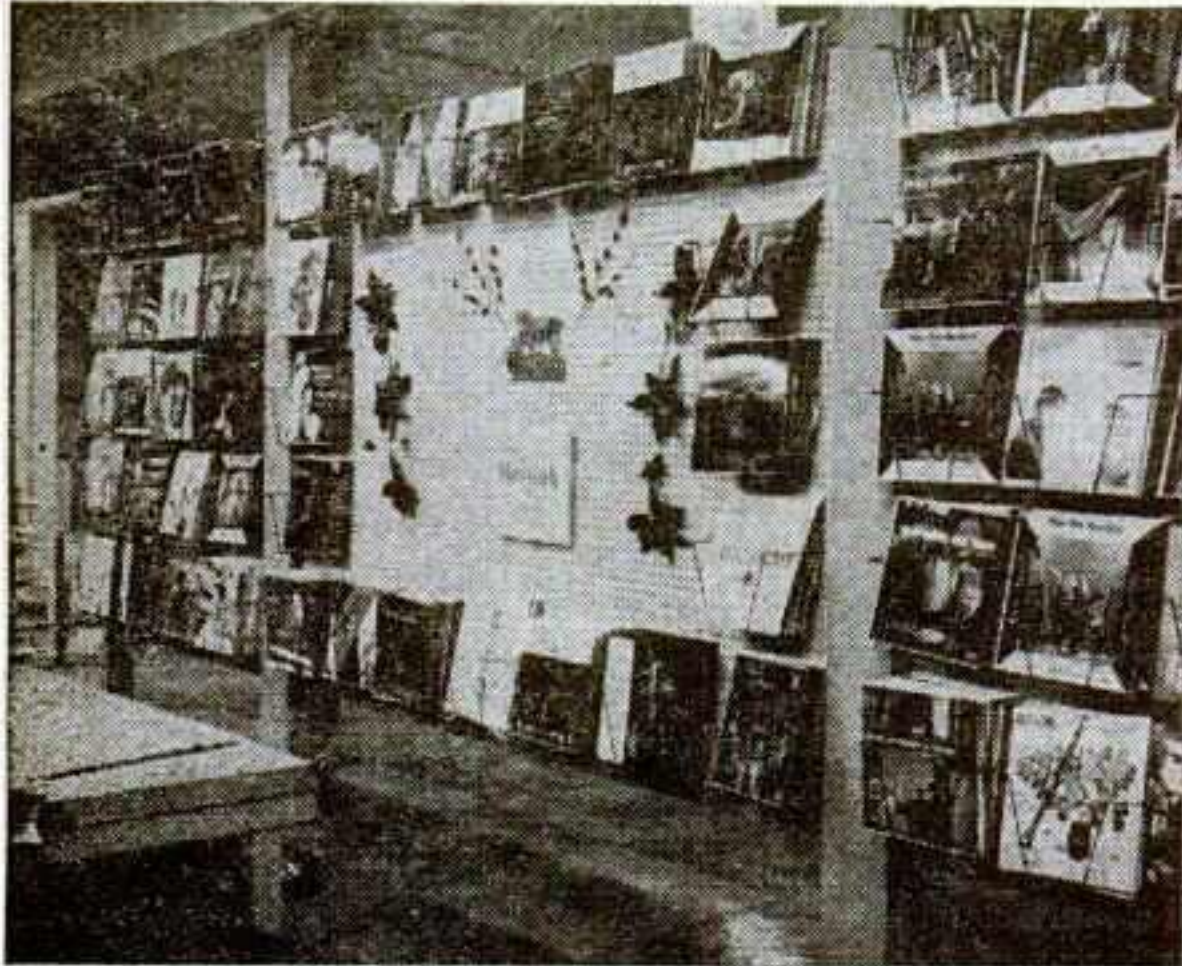
*D.J.'s—Thanks for Your Spins. The copies of my new record are on their way to you now.*

**"GREAT BALLS OF FIRE!"**

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

**THE BILLBOARD'S WEEKLY**

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



**CHRISTMAS REMINDER.** Allied Distributors, East Hartford, Conn., reminds dealers who use its self-service facilities that Christmas isn't far away. Allied topper, Phil Katzenstein, has arranged this attractive display in which the focal point is Westminster's de luxe "Messiah" package.

**Study Shows Best  
Disk Traffic Days**

By RALPH FREAS

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

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

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

1. Sat. ....	\$83.71	(19.5%)
2. Mon. ....	78.70	(18.4%)
3. Fri. ....	77.49	(17.6%)
4. Wed. ....	68.27	(15.8%)
5. Tues. ....	66.98	(15.2%)
6. Thurs. ....	58.90	(13.5%)

Total .... \$434.05 (100.0%)

From the above schedule therefore it appears that no one particular day is so bad that a dealer could afford to close shop. It would mean a sacrifice of least 13 per cent of his weekly gross.

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

record sold on Saturday was \$1.58.

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

1. Monday .....	\$1.89
2. Tuesday .....	1.80
3. Friday .....	1.71
4. Thursday .....	1.69
5. Wednesday .....	1.66
6. Saturday .....	1.58

Why should Monday be the day on which higher priced disks are sold? Two reasons. First of all, this is the first day after pay-day adult collectors have a chance to shop. Saturday's shopping is confined to the purchase of household necessities. Purchases of leisure-time items such as records must wait until the other shopping is completed.

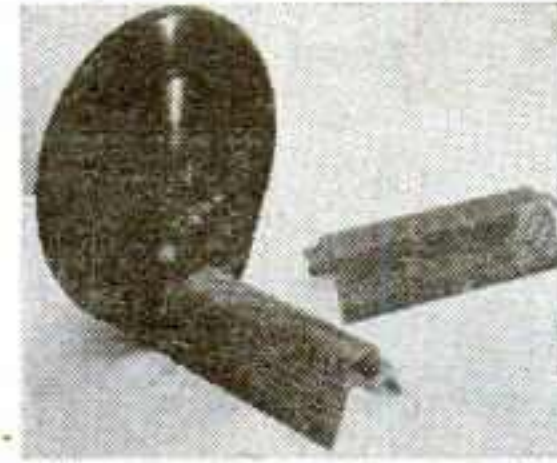
The second, and by no means the lesser reason, is the advertising and editorial coverage of the recorded entertainment that appears in Sunday newspapers and weekly magazines. The disk collector reads this advertising and feature material at leisure on Sunday. He is stimulated to buy and the first chance he has to buy is on Monday.

Dealers can draw important conclusions from this NYU-Billboard study. First, gear business for the adult customer on Monday. Cater to adult traffic in display and in the approach of sales help. If the dealer advertises merchandise aimed at the adult audience, this advertising will pay off more in Sunday papers. Similarly, advertising aimed at the younger audience should be placed in Friday's paper or on Friday's radio schedule.

Dalers can also profit by spot-checking magazines and newspapers to see what merchandise is getting the biggest editorial and advertising play. This is a valuable means of knowing what disks to have on hand for that heavy merchandise push that will come on Monday.

**PLASTIC RACK  
ONLY 69 CENTS . . .**

A new record rack, produced by the Eagle Roll Leaf Stamping Company, Brooklyn, has made its debut, priced at only 69 cents. The rack, similar in design to the



popular wire-type racks, is made entirely of plastic and holds up to 50 disks of any size. Four colors are available—black, bronze, pink and turquoise. Slots for records are numbered along the base from 1 to 50 and a free record index is included with each unit. The Model DK-220 caddy doubles as a letter, paper or memo holder. The units are packed in cartons of two dozen assorted colors or in a display dump unit of nine dozen assorted colors. The shipping weight is three and a half pounds per dozen.

**KNIGHT INTROS LOW-  
PRICE AM-FM TUNER . . .**

Allied Radio Corporation, Chicago, has announced its new low-cost Knight KN-100 Bantam FM-AM tuner. The unit is housed in a Plexitone metal case with a



white panel and brass trim. The Bantam has two controls, function selector and tuning, and may be used with any amplifier equipped with volume and tone controls. A special feature is the automatic frequency control for locking in a station on the FM band. The Bantam has an eight-tube circuit and is priced at \$74.50.

**SYLVANIA TV CABINET  
10 INCHES DEEP . . .**

A 21-inch TV console with a cabinet depth of only 10 inches

**SALES ANGLES  
ON V-M FILM**

The V-M Corporation has introduced a stereo sound-slide sales training film to instruct dealers in tape recorder sales techniques.

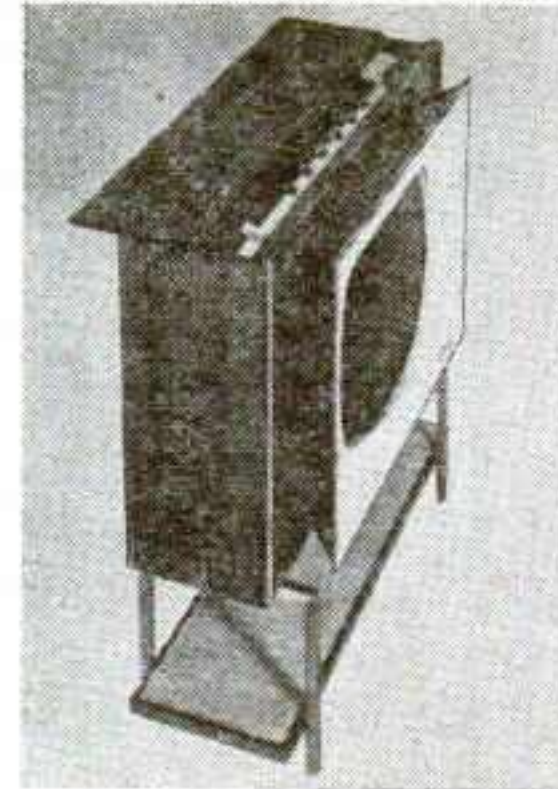
Three voices are used on the stereo sound track, which also includes musical excerpts from V-M's stereo demo tape. Speakers are placed on opposite sides of the screen and the actors who visualize actual sales situations appear to converse in a amazingly life-like manner. The voice of one comes from the left hand side of the screen and the other comes from the right side.

The film goes beyond the usual how-to-sell-it pitch and involves a discussion of the market, the factors affecting it and merchandising methods. In general, the film's message is that at least one function of the V-M tape recorder will appeal to everyone.

The film will be used by V-M's field representatives who conduct sales meetings for dealers and their sales people.

**NEW PRODUCTS**

has been introduced by Sylvania Electric Products. The unit design, called the Sylouette, is achieved by projecting the picture tube and its surrounding lighting mask out of the cabinet. Most designs incorporate the tube right in the cabinet proper. The floating picture design of the Sylouette permits the front mounting of three speakers around the pic-



ture tube. Another feature is the dashboard-type control panel concealed beneath the top section of the cabinet. It slides back to reveal the straight line controls. The Sylouette is added to the Sylvania line as a prestige model with an open list price.

**EKOTAPE RECORDER  
HAS STEREO PLAYBACK . . .**

The Webster Electric Company expects heavy sales in the months



ahead for its new Model 290, a stereo reproducer model. The

unit also records and plays back monaurally. According to Webster, the unit has gotten more than its share of attention already because of the stereo playback feature. A matching speaker is available, but the 290 can be used with any available radio or hi-fi speaker. Each unit contains 600 feet of stereo demonstration tape.

**IRISH TAPE ADDS  
SPLICER TO LINE . . .**

A professional-type splicer has been added to the line of Irish Brand products. The unit is designed for fast splicing. It is easy to handle and makes a good splice in seconds. The unit may be removed from its base and mounted



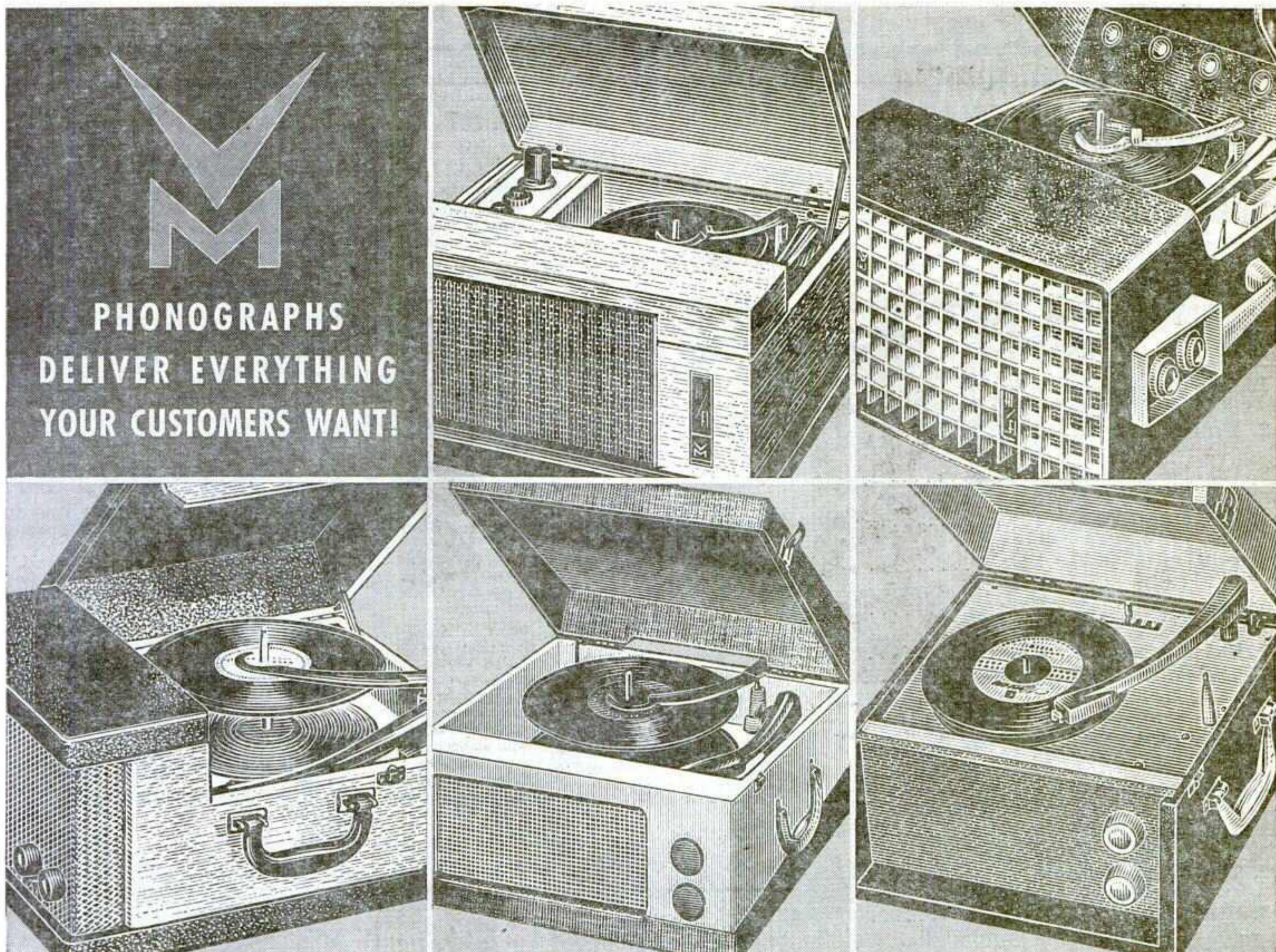
directly to a recorder. Dealers will be interested to know that it is packaged in a colorful box on which the cover folds back to make a self-display package. Inside the box the splicer is covered with a plastic hood for protection from dust. The new Irish splicer will list for \$8.85.

**VICTOR TRANSISTOR SET  
HAS GIFT EXTRAS . . .**

A new RCA Victor transistor radio gift package designed especially for the Christmas selling season has been announced by the firm. The package, which features the Stetson Model SBT8, comes complete with battery, earphone and cord set and a scuff-resistant simulated leather carrying case equipped with over-the-shoulder carrying strap. The complete package, in a choice of red, gold, black and white, carries a suggested list price of \$49.95. A similar package for the Winsom transistor radio (Model SBT7) includes a battery and carrying case, but no earphones. Has a suggested list price of \$39.95.



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



BRAND-NAME  
APPEAL!

HIGHEST-QUALITY  
MANUFACTURE!

SUPERB  
PERFORMANCE!

CONTEMPORARY  
STYLING!

THE  
MOST VERSATILE  
FEATURES!

It pays you to stock and sell V-M because more and more people are becoming aware of the popularity of Voice of Music phonographs. Today's market demands quality, performance and styling. V-M has them all—and more! That's why you profit when you sell one, sell all and sell up with V-M—"Pleasure's New Sound"!

**V-M/Model 562—'Fidelis' Hi-Fi Table Model Phonograph**

- New 4-way speaker system • Exclusive Acoustic Contour Control† • Brilliance, Bass, tone-o-matic™, Volume Controls • Stereophonic Input Jack • External Speaker Jack • 'Super-Fidelis' 4-speed record changer • Blonde or Mahogany • Walnut or Ebony just a bit more. List \$159.95\*

**V-M/Model 557—'Ultra-Deluxe' Hi-Fi Portable Phonograph**

- A "Show-Stopper" in design and appearance • Amazing new handle controls • Stereophonic Input Jack • External Speaker Jack • 'Super-Fidelis' 4-speed record changer • Exclusive Acoustic Contour Control† • In striking marbled blue-gray. List \$139.95\*

**V-M/Model 1280—Hi-Fi Portable Phonograph**

- Big 6" x 9" speaker with concentric tweeter cone • Stereophonic Input Jack • External Speaker Jack • 'Super-Fidelis' 4-speed record changer • 5-watts audio output • Push-pull amplifier • Two-tone brown and tan. List \$94.95\*

**V-M/Model 1260—Hi-Fi Portable Phonograph**

- Big, powerful speaker • 4-speed record changer • Extremely light and easy to carry • High quality features with a low price tag • Attractive reddish-buff and white. List \$54.95\*

**V-M/Model 215—'Songfest' Portable Phonograph**

- Bright and breezy for the younger set • Aluminum tone arm • Rubber Turntable Mat • Superb tone • Plays all record sizes—all 4 speeds • Red/White—Green/White—Blue/White. List \$32.50\*

\*Slightly higher in the West

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

Move the mass market to your store!

Stock and sell V-M!

Call your V-M distributor today!



WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide



## BEST SELLING

### POP LP'S

FOR SURVEY WEEK ENDING NOVEMBER 16

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

This Week	Last Week	Weeks on Chart
1. <b>Around the World in 80 Days</b> . . . . .	2	35
Sound Track, Decca DL 9046		
2. <b>My Fair Lady</b> . . . . .	1	86
Original Cast, Columbia OL 5090		
3. <b>Pal Joey</b> . . . . .	5	3
Sound Track, Capitol W 912		
4. <b>Where Are You?</b> . . . . .	4	10
Frank Sinatra, Capitol W 855		
5. <b>Pat's Great Hits</b> . . . . .	3	11
Pat Boone, Dot DLP 3071		
6. <b>Loving You</b> . . . . .	8	19
Elvis Presley, RCA Victor LPM 1515		
7. <b>Ricky</b> . . . . .	5	3
Ricky Nelson, Imperial IMP 9048		
8. <b>The King and I</b> . . . . .	9	72
Sound Track, Capitol W 740		
9. <b>Songs of the Fabulous Fifties</b> . . . . .	12	34
Roger Williams, Kapp KXL 5000		
10. <b>Oklahoma!</b> . . . . .	21	115
Sound Track, Capitol SAO 595		
11. <b>The Eddy Duchin Story</b> . . . . .	14	68
Sound Track, Decca DL 8289		
12. <b>The Pajama Game</b> . . . . .	11	10
Sound Track, Columbia OL 5210		
13. <b>Hymns</b> . . . . .	7	48
Tennessee Ernie Ford, Capitol T 756		
14. <b>Wonderful, Wonderful</b> . . . . .	10	12
Johnny Mathis, Columbia CL 1028		
15. <b>Around the World in 80 Days</b> . . . . .	22	4
Somerset P 2500		
16. <b>Other Voices</b> . . . . .	—	1
Erroll Garner, Columbia CL 1014		
17. <b>Film Encores</b> . . . . .	15	27
Mantovani, London LL 1700		
18. <b>Carousel</b> . . . . .	—	54
Sound Track, Capitol W 694		
19. <b>Victory at Sea</b> . . . . .	—	1
NBC Symphony Orch. (Bennett) RCA Victor LM 1779		
20. <b>A Swingin' Affair</b> . . . . .	—	24
Frank Sinatra, Capitol W 803		
21. <b>Belafonte Sings of the Caribbean</b> . . . . .	13	11
Harry Belafonte, RCA Victor LPM 1515		
22. <b>Dukes of Dixieland, Vol. 3</b> . . . . .	17	9
Audio Fidelity AFLP 1851		
23. <b>Sixty All Time Hits</b> . . . . .	—	1
Dick Hyman, M-G-M E 3537		
24. <b>Love Is the Thing</b> . . . . .	16	27
Nat King Cole, Capitol W 824		
25. <b>We Get Letters</b> . . . . .	—	10
Perry Como, RCA Victor LPM 1463		

## • 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 Albums

**LIKE SOMEONE IN LOVE (1-12)**—Ella Fitzgerald, Frank DeVol Ork. Verve MGV-4004  
Miss Fitzgerald is at her velvety best in these quietly wonderful arrangements. There are 15 songs, all of the slow-paced, torchy school ("What's New," "Then I'll Be Tired of You," etc.) and the deeply sensitive thrushing, plus Stan Getz' weaving background sax, plus DeVol's use of string and woodwind accompaniments add up to strong merchandise. Content, the tasteful cover shot and past performances of the thrush should bring maximum action.

**WARM (1-12)**—Johnny Mathis with Percy Faith Ork. Columbia CL 1078  
Highly attractive presentations in the smooth Mathis manner should add up to a hot item. "Wonderful, Wonderful," his previous LP, is still moving strongly, and this figures to go as well. Excellent orking by Faith. Selections include "My One and Only Love," "While We're Young" and the pretty new album title tune.

**'S MARVELOUS (1-12)**—Ray Conniff Ork. Columbia CL 1074  
The orkster's previous set, "'S Wonderful," is still selling well, and it's still a big favorite with jocks. This package of ork and chorus arrangements is in a similar dance groove, and could also be a winner. Nicely handled tunes

include "The Way You Look Tonight," "As Time Goes By" and "I Love You." Tempos range from fox trots to beguines.

**LESTER LANIN AT THE TIFFANY BALL (1-12)**—Epic LN 3410  
"Dance to the Music of Lester Lanin" continues to place on the best selling chart. This set of over 40 "society" dance arrangements should go as well. The widely varied selection of tunes is pegged to one of the country's best publicized social events.

### Special Merit Classical Albums

**CORELLI: CHURCH & CHAMBER TRIO SONATAS, OPUS 1 & 2 (3-12)**—Musicorum Arcadia. Vox DL 263  
Magnificent is the word for this limited-edition set; Corelli could hardly have asked for a more sensitive reading of his pristine line, sculptured melodies and exquisite harmonies. An encore to Vox's earlier Opus 3 and 4 by same group and a prestige gift item comparable to rare Napoleon brandy. Recording and pressing are superb and packaging is lavish. Admittedly specialized in sales appeal but a real credit to Vox efforts in Baroque field.

(Continued on page 40)

### — Album Cover of the Week —

SELECTION THIS WEEK.

For Reviews and Ratings of New Albums See Page 40

## • Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 16

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.

- PAL JOEY**  
Sound Track . . . . .Capitol W 912
- WHERE ARE YOU?**  
Frank Sinatra . . . . .Capitol W 855
- A SWINGIN' AFFAIR**  
Frank Sinatra . . . . .Capitol W 803
- WE GET LETTERS**  
Perry Como . . . . .RCA Victor 1463
- DANCE TO THE MUSIC OF LESTER LANIN** . . . . .Epic LN 3340
- YOUNG IDEAS**  
Ray Anthony Orch. . . . .Capitol T 866
- LOVE IS THE THING**  
Nat King Cole . . . . .Capitol W 824
- WONDERFUL, WONDERFUL**  
Johnny Mathis . . . . .Columbia CL-1028
- NOW HEAR THIS**  
Hi-Lo's . . . . .Columbia CL 1023
- AROUND THE WORLD IN 80 DAYS**  
Sound Track . . . . .Decca DL 9046



## Best Selling Pop EP's

FOR SURVEY WEEK ENDING NOVEMBER 16

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.

- JAILHOUSE ROCK**  
Elvis Presley . . . . .RCA Victor EPA 4114
- LOVING YOU**  
Elvis Presley . . . . .RCA Victor EPA 1-1515
- FOUR BY PAT**  
Pat Boone . . . . .Dot DEP 1057
- JUST FOR YOU**  
Elvis Presley . . . . .RCA Victor EPA 4041
- AROUND THE WORLD**  
Nat King Cole . . . . .Capitol EAP 1-813
- LOVE IS THE THING**  
Nat King Cole . . . . .Capitol EAP 1-824
- PEACE IN THE VALLEY**  
Elvis Presley . . . . .RCA Victor EPA 4054
- RICKY**  
Ricky Nelson . . . . .Imperial EP 153
- HYMNS**  
Tennessee Ernie Ford . . . . .Capitol EAP 1-756
- JUST A CLOSER WALK WITH THEE**  
Pat Boone . . . . .Dot DEP 1056

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

**Walt Disney**

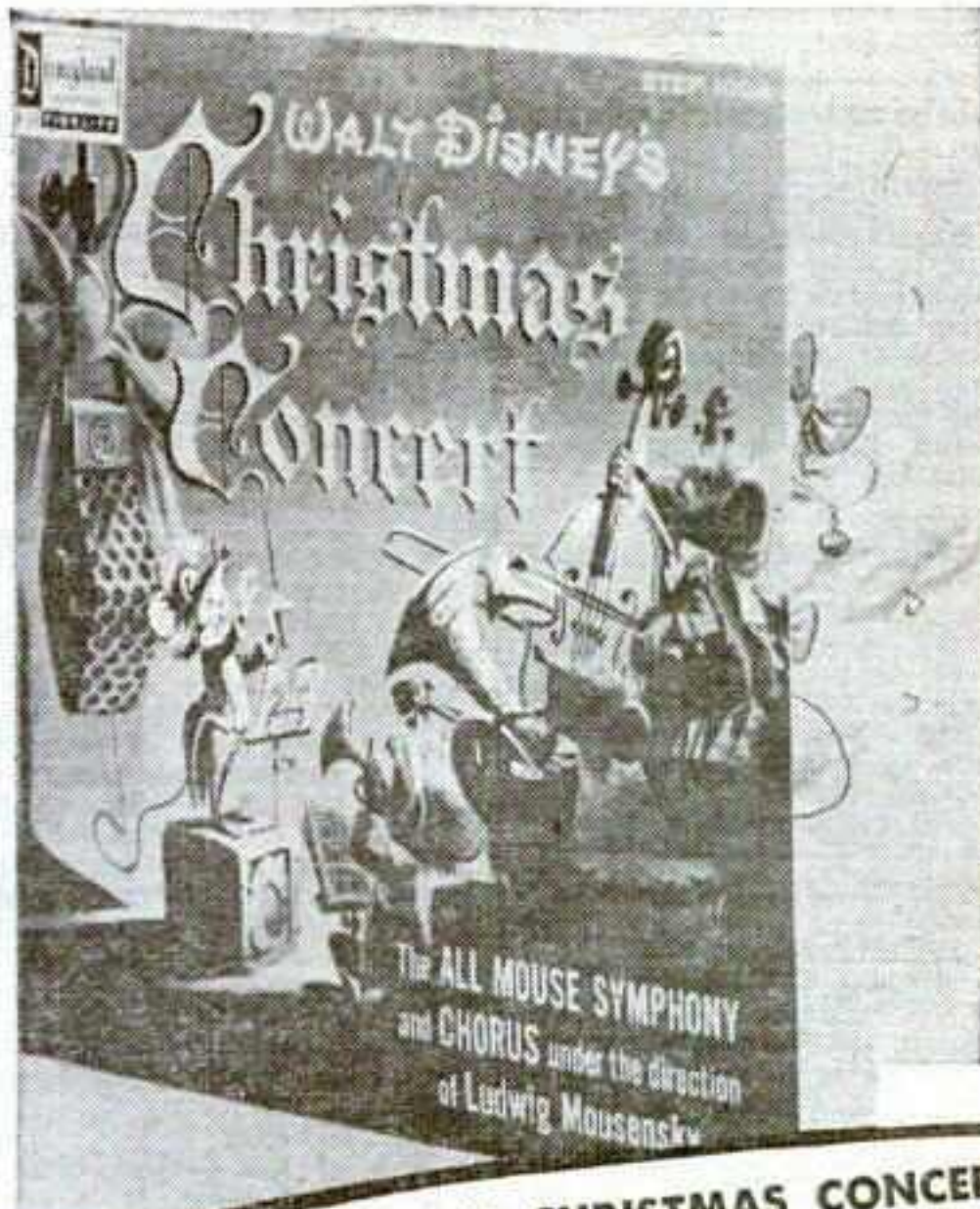
Presents

**THE ALL-MOUSE SYMPHONY and CHORUS**

Conducted by Ludwig Mousensky In A

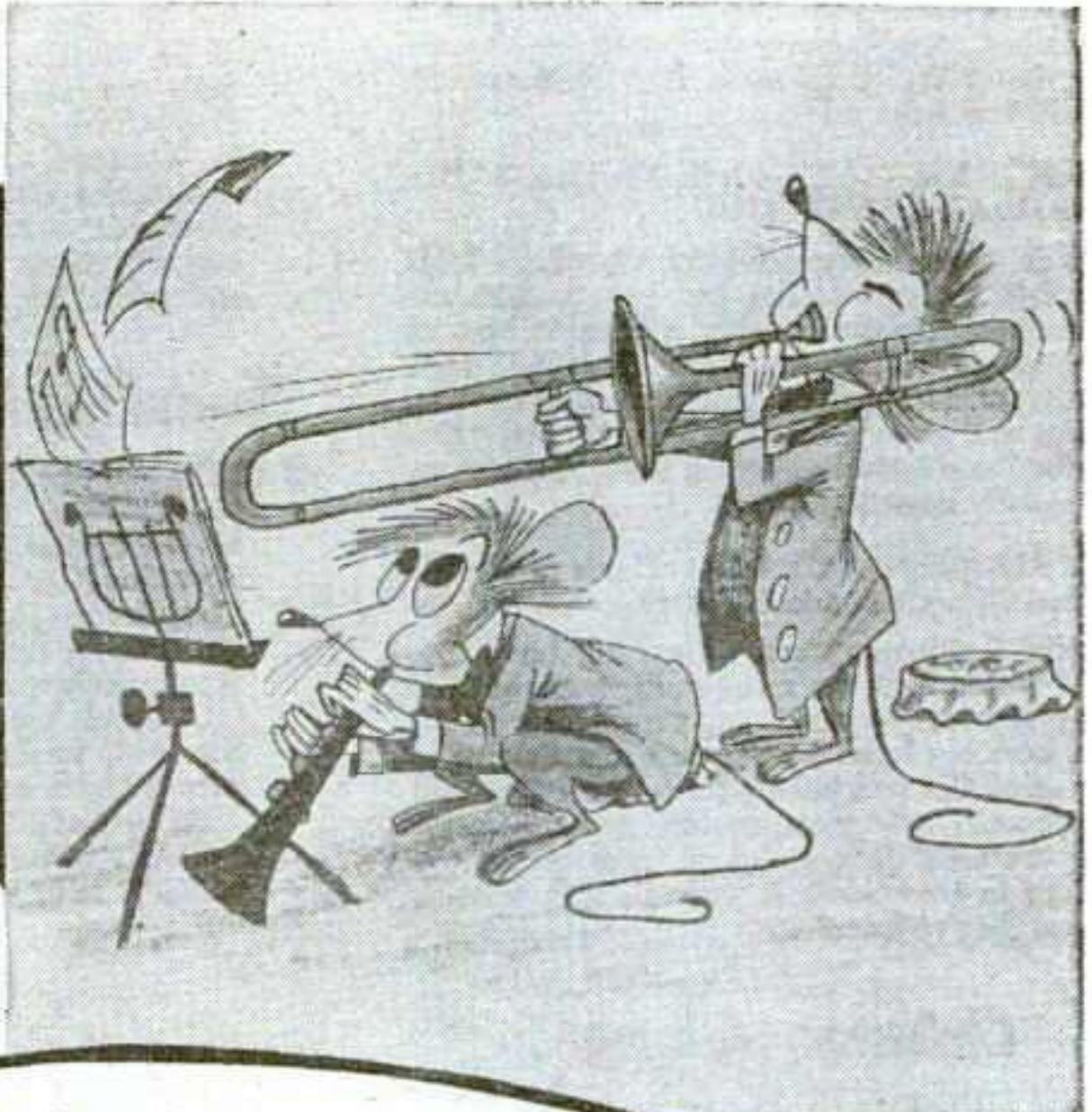
**Christmas Concert**

RECORD AND A PICTURE BOOK



Step-1003 LP

**12 PAGE BOOK**  
of  
**COLORFUL ILLUSTRATIONS**



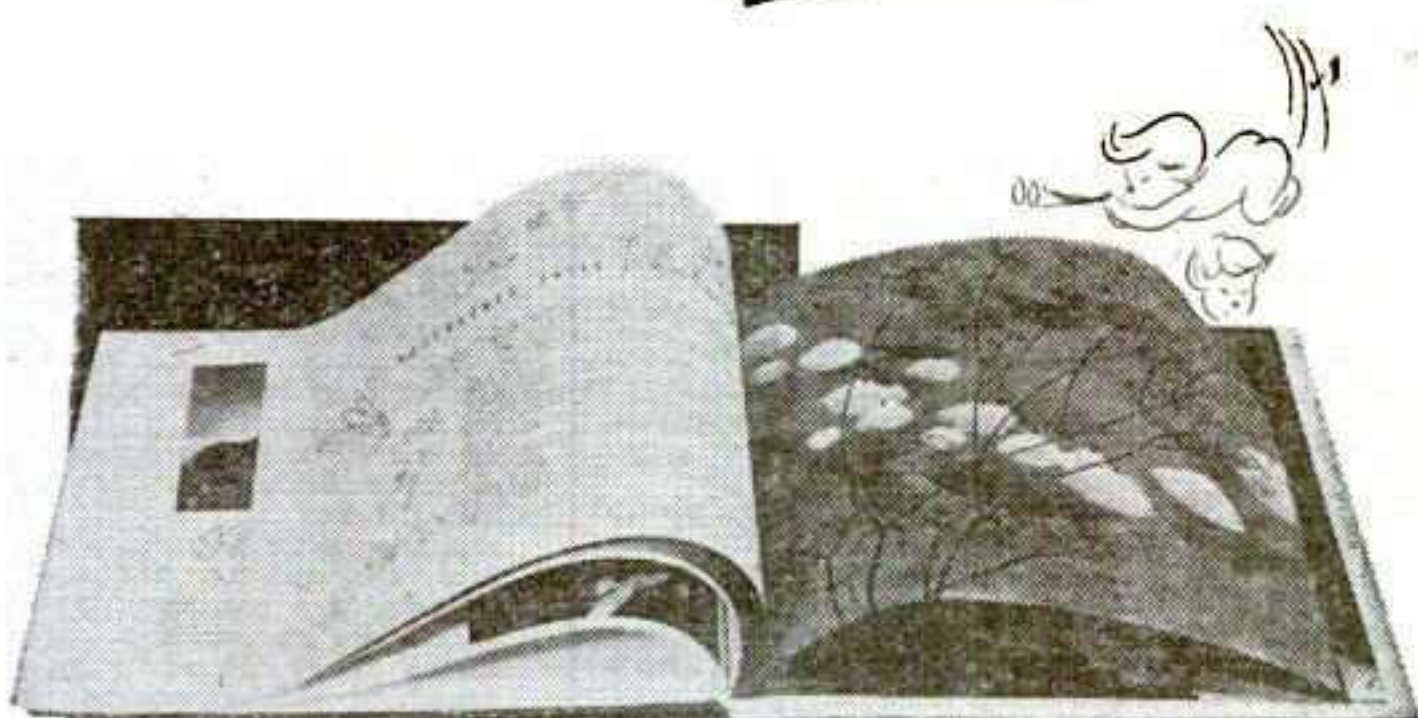
**"WALT DISNEY'S CHRISTMAS CONCERT"**  
Ludwig Mousensky and his All-Mouse Symphony Orchestra were discovered by an alert Disney sound engineer. By tracing the sound of their playing and then pecking through a knothole, he found them holding forth under the stairs at the Disney Studio. Thus was born the "Symphony Under the Stairs." After a few weeks of bargaining, Ludwig and his mousicians signed a contract and recorded their unique Christmas Concert. Selections: "Winter Wonderland," "Jingle Bells," "Hark the Herald Angels Sing," "Little Town of Bethlehem," "Come All Ye Faithful."

**This is the first time mice** have ever been recorded! Playing, singing and narrating an all-mice version of well-known Christmas songs. The fascinating book of illustrations of the mice in musical action will delight Children everywhere. 4,500 D.J.'s will soon be airing the mice music, making it the most played Christmas album in many years.

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  - THE NUTCRACKER SUITE
  - THE SORCERER'S APPRENTICE
  - RITE OF SPRING
  - THE PASTORAL SYMPHONY
  - DANCE OF THE HOURS
  - NIGHT ON BALD MOUNTAIN
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WDX-101

© WALT DISNEY PRODUCTIONS

**DISNEYLAND RECORDS**  
BURBANK, CALIFORNIA

# Review Spotlight on Albums . . .

Continued from page 38

### TURINA: CANTO A SEVILLA (1-12")—Victoria De Los Angeles. Angel 35440

This is one of those rare instances of an ideal conjunction of artist, selection and recording. Turina's atmospheric music is played with great refinement by Fistoulari and the London Symphony. Highlight, of course, is Victoria De Los Angeles' superb vocalism. Attractive shot of soprano adorns cover. All this and good sales potential, too.

## Jazz Albums

### DUKES OF DIXIELAND VOL. 4 (1-12")—Audio Fidelity AFLP 1860

Since this Dixie combo already has three best-selling LP's to its credit, it's reasonably safe to assume that this similarly constituted package will follow suit. Repertoire once again is standard New Orleans stuff, and the recording is up to label's usual high standard. At \$5.95 tag, sales add up.

### SWINGIN' EASY (1-12")—Sarah Vaughan & Her Trio. Em Arcy MG 36109

Set is commentary on Miss Vaughan's high level of professionalism and ease in jazz environment. Relaxed quality is keynote here as the singer makes the difficult sound easy. Strongest and most communicative on ballads, lyrics are given their due. "Words Can't Describe," a relatively obscure tune, is given an especially cogent reading.

### MILES AHEAD (1-12")—Miles Davis with Gil Evans Ork. Columbia CL 1041

Davis' first appearance with a big band is a gas! Not only is the artist at his best, but the arrangements by Gil Evans represent some of the best big band writing in some time. The blend of the two talents forms a set that will flip even Davis' most devoted fans. Supporting the artist is a group of some of the top names in jazz today. Most buffs will want it, when they've heard it.

## Christmas Albums

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

Here's a packaging job that can hardly miss. It's a de luxe folder set with a Christmasy red cover, and inside there are eight pages of photos of the chanter, most of them in color, which teen-age chicks will find hard to resist. The disk itself has great Presley treatments of Christmas songs and carols, including "White Christmas" and "Silent Night." A standout display item for every dealer.

### CHRISTMAS HYMNS & CAROLS (1-12")—Robert Shaw Chorale. RCA Victor LM 2139

One of the best-selling Christmas sets of all time has been re-recorded in new hi-fi, making the a cappella chorus readings more attractive than ever. Here are the most familiar carols, arranged and recorded to sound like Christmas as most buyers like to think it should sound. Certain to be one of the top sellers this year and next.

### JINGLE BELLS (1-12")—Lawrence Welk Ork. Coral CRL 57186

Christmas songs, both new and old, in the Welk manner should click with the maestro's legion of fans. Vocals are by the Lennon Sisters and The Sparklers, members of the orkster's TV crew. Selections include a medley of carols, "The Christmas Song" and "Silver Bells."

### THE MORMON TABERNACLE CHOIR SINGS CHRISTMAS CAROLS (1-12")—Columbia ML 5222

One of the season's "naturals." Well-known choir, with appropriate organ support, in a recording that captures the big "cathedral" sound. Program includes some of the more familiar carols, plus a number of lesser known, no-less attractive items. Will sell on sight.

### THE BEST OF CHRISTMAS (1-12")—Paul Mickelson Ork & Choir. RCA Victor LPM 1517

Show this and you'll sell it. Billy Graham's musical director has done a beautiful job of programming this disk, which includes varied renditions of familiar carols and sleigh-bell standards. There are a couple of medleys and individual tunes utilizing in turns woodwinds, brass choir, symphonic strings, chamber style, male voices, fem voices, mixed choir, soloists, etc. Some tunes you'd expect to be vocals turn out to be delightfully colorful instrumentals. Sound is tops.

## Special Merit Christmas Album

### ELISABETH SCHWARZKOPF IN MORE SONGS YOU LOVE (1-12")—Angel 35530

Title of album and cover photo of comely artist conceal predominant Christmas programming which could make for good sales right now. Selections are beautifully sung, mainly in German and in English, with orchestral backing imaginatively arranged. Feature of disk is rarely-performed original version of "Silent Night."

## Religious Album

### HYMNS THAT LIVE (1-12")—George Wright at the Pipe Organ. Hi Fi Record R 714

Wright's musical theatrics are set aside here for an appealing and sensitive interpretation of 14 Protestant hymns. Wright dwells lovingly on such songs as "Sweet Hour of Prayer," whips up a firm, rousing march tempo in "Onward Christian Soldiers." Fine audio work gives Wurlitzer and carillon a spacious, somewhat distant perspective. Geared to the current vogue in religious ballads in style and packaging.

## Special Merit Children's Album

### ALICE'S ADVENTURES IN WONDERLAND (4-12")—Read & Sung by Cyril Ritchard; Played by the New York Woodwind Quintet. Riverside SDP 22

This de luxe (\$25) package should be a prize gift item for the carriage trade this Christmas. Handsomely packaged, it spotlights a tasteful, lucid reading by famed legit actor Ritchard, enchanting background music by Alec Wilder and a facsimile volume of the 1865 first edition of the Lewis Carroll classic. Children will be delighted and many adults will buy it as a nostalgic collector's item.

## Sound

### VERLYE MILLS HARP WITH A BILLY MAY BEAT (1-12")—Hi Fi Record R 606

An outstanding audio job, with a built-in musical double-take. Glittering, effortless harp of Verlye Mills is showcased by—of all things—the big, reedy drive, piledriver brass, leopard-like rhythm section of what sounds just like Billy May's ork. It should; May did the arrangements. Recording is absolutely first-rate, wide and clean. Disk is an ideal demonstration piece for hi-fi and should register with big-band jazz fanciers.

### JAZZ'N RAZZ MA TAZZ (1-12")—Georgie's Variety 5. Hi Fi Record R 805

Another winner in the sound department from High Fidelity Records. Music is descriptive of twenties; jazz only in the periphery definition of the word. Set happily veers to the "corny" side and should beguile many latter-day fans of soundings of three decades ago. George Wright's pianola-like piano solos get to core of feeling of the time. Could sell well, if shown.

### THE END ON BONGOS (1-12")—Jack (Bongo) Burger. Hi Fi Record R 804

"Hi-Fi," in the real sense of the word, best defines the basic appeal of this set. Variety of percussion sounds, which dominate and ring true, should be strongly appealing to hi-fi addicts. All of material treated is in Latin vein and is compelling for its authenticity, often for its danceability. Combination of appeals—to hi-fi buyer and Latin buyer—could make this an excellent seller.

### JAZZ EROTICA (1-12")—Hi Fi Record R 604

Most notable for excellent sound and balance, this octet date, headed by Young-derived tenorist Richie Kamuca, is equally impressive for latter's blowing and the flowing, rich-sounding Bill Holman arrangements. Excellent rhythm and solo stints of pianist Vince Guaraldi, trumpeter C. Candoli and trombonist Frank Rosolino add appeal. Modern buyers will find this an interesting item.

## EP Album

### POLKA HITS (1-EP)—Will Glahe Ork. London BEP 6331

Two of the four tunes here are the current hit "Lichtensteiner Polka" and Glahe's all-timer "Beer Barrel Polka." Two more polkas round out a platter that should click readily with polka terpssters. Jukes can certainly use it, and prominence of the titles should insure good rack action.

# Reviews and Ratings of New Popular Albums

### CARMEN CAVALLARO REMEMBERS

EDDY DUCHIN.....85 (1-12") Decca DL 8661

Cavallaro's sound track recording from "The Eddy Duchin Story" has been on the best selling list for many weeks. This set of standards is similarly styled. The former package had the advantage of a big promotional push from a hit film, however, this attractive item could move well on its own merit. Strong potential.

### LONDON AFTER DARK.....84

Norrie Paramor Ork (1-12") Capitol T 10052

Paramor's previous set, "In London, In Love," was a good seller and a hit with jocks. This similarly-styled package with the emphasis on lush string settings could be a repeat. Vocals are by Patricia Clarke. Attractive cover.

### THE GENIUS OF GEORGE WRIGHT.....83

(1-12") Hi Fi Record R 713

Another heavily romantic helping of Wright's technique on "movie palace" type of big, gimmicked-up organ. Should do nicely with Wright's growing fans who now own over a million of his platters. Intriguing and original "Hernando's Hideaway" gives impression of whole orchestra at work. Sound is vast, echoey, well-handled.

### WONDERFUL SARAH.....80

Sarah Vaughan (1-12") Mercury MG 20219

A collection of numbers formerly released as singles. Most of the tunes were fair sellers. Attractive grouping should go well with the singer's many fans. Selections include "Mr. Wonderful," "Idle Gossip" and "Whatever Lola Wants."

### GARY CROSBY.....78

(1-12") World Pacific P 2006

This is young Crosby's first effort since Uncle Sam took him out of circulation, and it's quite likely that it will serve to focus the spotlight on him again. It's also one of the few bits of wax that Crosby has cut minus any gimmicks—he sells a song solely on his own ability. His voice has a sureness previously absent, the fabric is full-bodied and mellow, while the music backing by Bud Shank is admirable. Excellent sales potential on all levels here.

### MISS SMITH GOES TO PARIS.....77

Ethel Smith at the Organ (1-12") Decca DL 8640

A fine package of organ music by a noted virtuoso. The tunes are Gallic in derivation and/or flavor, and include "Pigalle," "Mademoiselle De Parez," "Under Paris Skies," etc. Despite heavy competition—there are so many organ albums being released—this one has enough name power and good sound to sell quite well.

### THE WILDEST SHOW AT TAHOE.....77

Louis Prima, Keely Smith & Sam Butera (1-12") Capitol T 908

Wonderfully wild, uninhibited and typical Prima fare that should be sold to those who like but don't take too seriously their jazz or rock & roll. Behind all of this zaniness is excellent musicianship and a lot of rocking dance music. An audience—real or simulated—is on hand to yock it up with the gang. Prima faves are re-made here: "Angelina," "Robin Hood," etc., plus some fine "straight" chirping by Keely Smith, Duet on "Don't Worry About Me" is a panic.

### IT'S ALL OVER BUT THE SWINGIN'.....76

Sammy Davis Jr., Jack Piles Ork & Morty Stevens Ork (1-12") Decca DL 8641

An unusually tasty collection of Sammy Davis offerings. Jack Piles and Morty Stevens alternate in batoning some smart, smooth backing as Davis sings "It Never Entered My Mind," "Better Luck Next Time" and other sharp and sophisticated tunes from another day. Cover painting of Davis sitting on a park bench leaves a lot to be desired, but dealers who take the trouble to push can sell it.

### SONGS OF LOVE: SYLVIA SYMS.....76

Ralph Burns Ork (1-12") Decca DL 8639

Fine thrashing efforts by Miss Syms on the pretty mood themes are backed by excellent Ralph Burns arrangements. Set could score with jocks. Unique phrasing and sultry voice are especially listenable on "I'll Be Seeing You," "What's the Use of Wonderin'" and "Alone Too Long." Primary appeal will be for those who dig the Syms sound.

### DANCE TIME.....75

Chauncey Gray Ork (1-12") Judson L 3001

A dance album by the well-known society orkster features 20 of Gershwin's great show tunes, as "Of Thee I Sing," "Embraceable You," etc. Style is smooth—and the material flows in uninterrupted progression, as is the manner of dance packages today. There's a lot of this material on the market now, indicating moderate to good potential.

### DAVID ROSE PLAYS MUSIC FROM JAMAICA.....75

(1-12") M-G-M E 3612

Lush instrumental treatments of the Arlen-Harburg score from the hit Broadway show makes tasty fare. Tho the original cast album will win top coin, this set might attract buys if pushed. Good material for deejays.

### THE COASTERS.....74

(1-12") Atco 33-101

This is a Jerry Leiber-Mike Stoller special, with all but one of the tunes ("Brazil") penned by the "Hound Dog" team. The Coasters' relaxed, swingin' r.&r. style is spotlighted on a collection of their past singles, including their big hit "Searchin'," "Young Blood," "Down in Mexico," etc. Solid programming item for r.&b. jocks and pop deejays with young followings.

### KISS THEM FOR ME—SOUNDTRACK.....74

Lionel Newman Ork (1-12") Coral CRL 57160

Unlike soundtrack scores for non-musical films, "Kiss Them for Me" spotlights a group of swingily nostalgic standards from World War II days—the movie's time period—"Kalamazoo," "Don't Get Around Much Anymore," "Serenade in Blue," etc. It's a big picture (Cary Grant, Jayne Mansfield, etc.) which gives package strong fan-appeal.

### MUSICAL COCKTAILS FOR DANCING.....73

Jergen Ingman, Guitar & Charles Norman Ork (1-12") Regent MG 6033

Title of this package connotes a society-type sound. It is not that at all; rather, it is jazz-oriented instrumentation, with spirited and creative arrangements. There are boogies, old blues, Dixieland material, Latin rhythms, etc. Material includes "Alexander's Ragtime Band," "Royal Garden Blues," "Muskrat Ramble," "Bright and varied fare. Can be sold if shown.

### DREAMS.....73

David Carroll Ork (1-12") Mercury MG 20301

Another commercial package of lush mood music, suitable for listening or dreamy deejay segs, Carroll provides rich instrumental versions of poignant film themes—many associated with Grace Kelly—"Mogambo," theme from "The Swan," "Green Fire," etc.

### SONGS FOR THE MOOD YOU'RE IN.....72

(1-12") Mercury MG 20161

Collection of 12 sides by different artists. The waxings range in age from the recent past to a number of years. For instance, billed as "for the ladies" are offerings by Tony Martin, Rusty Draper, Vic Damone, Eddy Howard, Nick Noble and Billy Daniels. For the men, it's Pat Page, Sarah Vaughan, Helen Merrill, Miyoshi Umeki, Georgia Gibbs and Kitty White. Unfortunately, the names were left off the front cover, which will be a handicap. Moderate indications only for these reissues.

### MUSIC FOR PLAYBOYS TO PLAY BY.....72

Hollywood Playboys Ork (Merrick) & Russ Taylor (1-12") Urania UR 9012

Jack Benny's TV orchestra, baritone Russ Taylor and Benny's Sportsmen Quartette play and sing a group of romantic standards and originals—"Top Hat," "Please," "Morning After," etc. Title and selections give jocks a provocative chatter spring-board. LP will be kicked off on Benny's show.

### SMOKE RINGS.....72

Glen Gray Ork (1-12") Decca DL 8570

A conversion of an earlier 10-inch, this comprises a group of Glen Gray mementoes from out of the distant past. Some action can result from the name on the cover, but since many of the same items have been issued in modern, hi-fi form on another label, limited action would seem a fair prediction. Tunes include "No Name Jive," "Casa Loma Stomp," etc.

(Continued on page 44)



# Coral Christmas



**TERESA BREWER**  
**At Christmas Time**  
CRL 57144



**LAWRENCE WELK**  
**Jingle Bells**  
CRL 57186  
EC 82037



**LAWRENCE WELK**  
**Merry Christmas**  
CRL 57093  
EC 82032



**VINCENT LOPEZ**  
**Christmas Music**  
CRL 57189



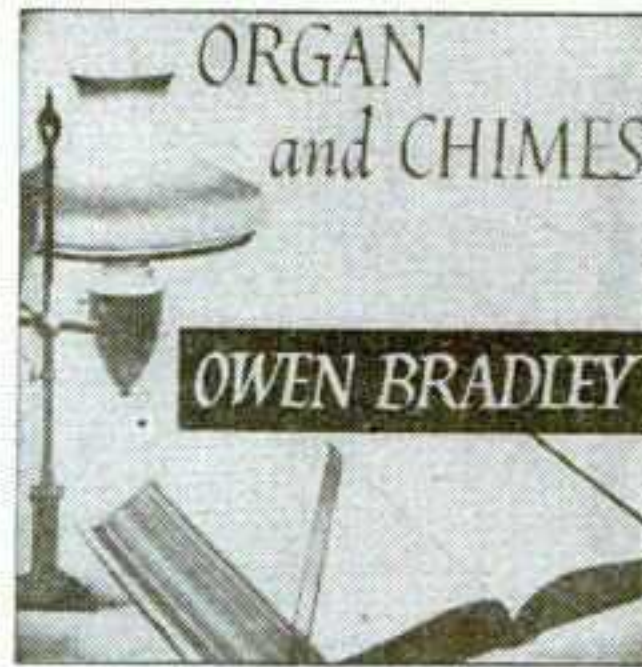
**AMES BROTHERS**  
**Sounds of Christmas Harmony**  
CRL 57166  
EC 81041



**LAWRENCE WELK**  
**Songs of Faith**  
CRL 57191  
EC 82036  
EC 81166



**JOSIE CAREY FRED ROGERS**  
**Around the Children's Corner**  
CRL 57193



**OWEN BRADLEY**  
**Organ and Chimes**  
CRL 57069  
EC 82015





CAL 100 Also on 45 EP



CAL 101



CAL 116



CAL 125 Also on 45 EP

# RCA CAMDEN marks



CAL 304 Also on 45 EP



CAL 307 Also on 45 EP



CAL 309



CAL 321 Also on 45 EP

# milestone with a gigantic



CAL 366 Also on 45 EP



CAL 379 Also on 45 EP



CAL 380 Also on 45 EP



CAL 381 Also on 45 EP



CAL 403 Also on 45 EP

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CAL 149 Also on 45 EP



CAL 255 Also on 45 EP



CAL 264 Also on 45 EP

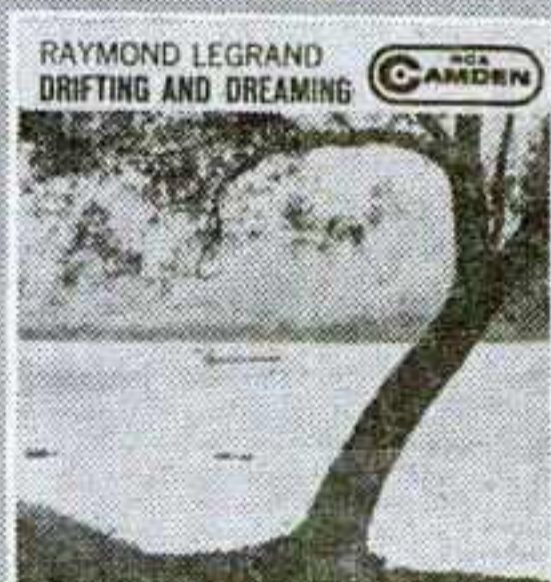


CAL 277 Also on 45 EP

# ts 6,000,000-record



CAL 352



CAL 356 Also on 45 EP



CAL 361 Also on 45 EP



CAL 362 Also on 45 EP

# SELL-EBRATION for you!



CAL 382



CAL 384 Also on 45 EP



CAL 392 Also on 45 EP



CAL 394 Also on 45 EP

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



"WE'RE ALL DRESSED UP WITH EVERYWHERE TO GO!"

# Reviews and Ratings of New Popular Albums

Continued from page 40

**PARADISE ISLE**.....72  
Eddy Howard With Carl Kalani & His Paradise Islanders (1-12")  
Mercury MG 20312

This one captures the feeling of the Islands. The Hawaiian trend has not yet proven itself; but considerable product on this theme is being released. Package by Howard is well-done, with a dreamy sound, not overly produced. Tunes include "Tani," "Sweet Leilani," "Aloha," etc. Package has an eye-catching cover.

**OLD TIME PIANO**.....72  
Frankie Froba & His Boys (1-12")  
Decca DL 8593

Back room piano stylings in converted package. Froba's keyboard work is steeped in the old tin pan sound. Tunes are a dozen great standards, including "Ain't We Got Fun," "After the Ball," "I Wonder What's Become of Sally." Much material like this on the market, but this is a good package of its type, and exceptionally good for parties.

**COCKTAILS & CONVERSATION**.....72  
Jan August, piano (1-12")  
Mercury MG 20272

Mood music featuring August's piano stylings. Technique is flashy, loaded with schmaltz, and plenty effective. First side has a Latin orientation, with "Babalu," "Dominique," etc., and flip is oriented to show tunes—"Make Believe," etc. Good sound.

**JAMAICA**.....71  
With Cy Coleman (1-12")  
Jubilee JLP 1062

Several LP's of the score from the hit Broadway show are available—all of which probably will run poor seconds to the original cast album. Coleman's piano stylings and vocals with small group support are in a pop-jazz vein.

**A HAROLD ARLEN SHOWCASE**.....71  
(1-12")  
Judson L 3005

**A HARRY WARREN SHOWCASE**.....70  
Kenny Drew at the piano (1-12")  
Judson L 3004

Drew plays a rather typical cocktail style piano on this pair of new packages in what might be called a "hats off to the cleffers" series. In both sets, Drew is assisted by Wilbur Ware on bass. Both writers have a good share of standards in their repertoire and the tops from both books have been selected. Strictly background music, both have advantages of tasty fem charms on the cover, and entirely satisfactory sound. Both can do profitable business if pushed.

**SEVEN WINDS**.....70  
Mahlon Merrick Ork (1-12")  
Urania UR 9013

Jack Benny's TV orchestra, a co-op group headed by Merrick, serves up pleasantly paced, richly scored mood music for listening and dreamy deejay segs. "Element" theme spotlights "wind" songs—"The Breeze and I," "Gone With the Wind," etc. Tie-up promotion with Richard Hudnut on new "Seven Winds" perfume may help sales.

**HAVANA IN HI-FL**.....70  
Richard Hayman Ork (1-12")  
Mercury MG 20296

Better-than-average "armchair tour" item, with Bernie Wayne's opener, "Rhapsodero," providing Gershwin-esque portrait of Cuba's colorful capital. Rest is a collection of familiar tunes by Lecuona and others, from lazy bolero to hopped-up merengue in tempo, done in Hayman's usual romantic treatment. Audio fans will like neat use of bongo-guitar-marimba effects.

**VENETIAN SERENADE**.....70  
Steve Allen, piano & Neal Hefti Ork (1-12")  
Coral CRL 57181

Pretty mood themes, composed by Allen, provide a listenable package. Tempos vary from waltzes and beguines to rhythm ballads. All of the melodies have an Italian sound. Several mood sets of a similar type are available, but this could move, because of artist's TV popularity.

**MUSIC DESIGNED STRICTLY FOR DANCING**.....70  
Jimmy Palmer Ork (1-12")  
Mercury MG 20268

Crisp performances and bright arrangements mark this package of dance sides. Made for dancing, this album includes vocals. There are 12 tracks—not the plethora of continuous playing some dance albums affect. Songs are great standards, as "Hindustan," "Canadian Capers," "I'm in a Dancing Mood." Moderate potential, best in Midwest.

**IT'S TIME FOR TINA**.....69  
The Songs of Tina Louise (1-12")  
Concert Hall H 1521

The cover photo of the "L'il Abner" thrash is without doubt one of the most inviting yet in this era of sex-angled album covers. Inside, the sex is whispered rather than shouted, and in hot, moist, unmistakable tones. On records, at least, Tina gets tiresome, and, while the program—with song titles spelling out an evening of amour in play-by-play detail—has its points, one would wish to make them sooner. Jazzman Coleman Hawkins and friends are here, but rarely emerge. The cover will greatly reduce turn-downs.

**VELVET VIOLINS**.....69  
Russ Morgan Ork (1-12")  
Decca DL 8642

Maestro Morgan takes a handful of standard tunes and gives them the string treatment. His own familiar trombone trademark is absent, as is any sort of consistent beat. This is strictly mood fare and altho the idea is nothing new, the selections are listenable enough. The buttoner-cleffer's name is well enough known to bring a measure of sales.

**DANCE PARTY!**.....69  
Lenny Herman Ork (1-12")  
Riverside RLP 12-809

Herman's breezy brand of bouncy, light "society music" is showcased on a group of terprob standards—"Just One of Those Things," "Linger Awhile," etc. Nostalgic wax with a solid dance beat. Moderate sales potential.

**THE PUMP ROOM**.....68  
David Le Winter Ork (1-12")  
Mercury MG 20280

As a society band maestro, Le Winter is well known in the Chicago area. For that reason, this set, which is another in a growing series of society packages, can do a brisk business there with the expectancy of but minor action elsewhere. Current competitors outdo this in both quantity of tunes and liveness of sound. A doubtful addition to inventory.

**SOUVENIR OF ITALY**.....64  
Len Mercer Ork (1-12")  
Mercury MG 20295

Fairly routine mood music entry. Lots of strings, mandolins and sunny Italian tunes, but Mercer's arrangements are weak versions of patterns used by Michael Legrand in Columbia's "Holiday in Rome." Cover is pretty, but a cliché. Sound is badly balanced, having an exceptionally thin and screechy treble. Summed up: Chances are slim.

## Low-Priced

**101 STRINGS PLAY THE WORLD'S GREAT STANDARDS**.....88  
(1-12")  
Somerset P 4300

**101 STRINGS IN A SYMPHONY FOR LOVERS**.....82  
(1-12")  
Somerset P 4500

**101 STRINGS: A NIGHT IN THE TROPICS**.....80  
(1-12")  
Somerset P 4400

The first three of 24 scheduled packages by the bargain-priced label to feature an ork of close to 150 pieces. The emphasis is on the 101 strings on each of the three, which were made in Germany. Sound quality in all cases, measures up with the best of current standard merchandise, and the gimmick of the tremendous ork, pictured on the cover of each, can rouse interest in rack displays. First set features 10 pop standards; the second light versions of seven well-known classical themes, while the third is given over to nine numbers of Latin derivation. Each can attract the impulse buyers.

**BIJOU**.....85  
Woody Herman (1-12")  
Harmony HL 7013

To jazz buyers and big band fans, this \$1.98 special may be the buy of the year. Herman's hottest Herd, the one that made "Bijou," "Northwest Passage" and "Wild Root," is the one represented. Also there's Francis Wayne's "Happiness Is Just a Thing Called Joe." For every type of disk outlet, rack or conventional retailer.

**PURE DELIGHT**.....85  
With Danny Kaye (1-12")  
Harmony HL 7012

LP conversion of one-time best selling Kaye album, plus a couple of old singles sides. For the generation now patronizing the racks, this will be a strong, steady attraction, especially at the \$1.98 tag. Every dealer can use this one. Includes "Anatole of Paris" and the other well-remembered gems.

(Continued on page 46)

# A HIT FROM CINERAMA ON 45 EP!

**ROBERT MERRILL**  
SINGS  
**SEARCH FOR PARADISE**  
**DAVID TERRY**  
and His Orch.

RCA VICTOR



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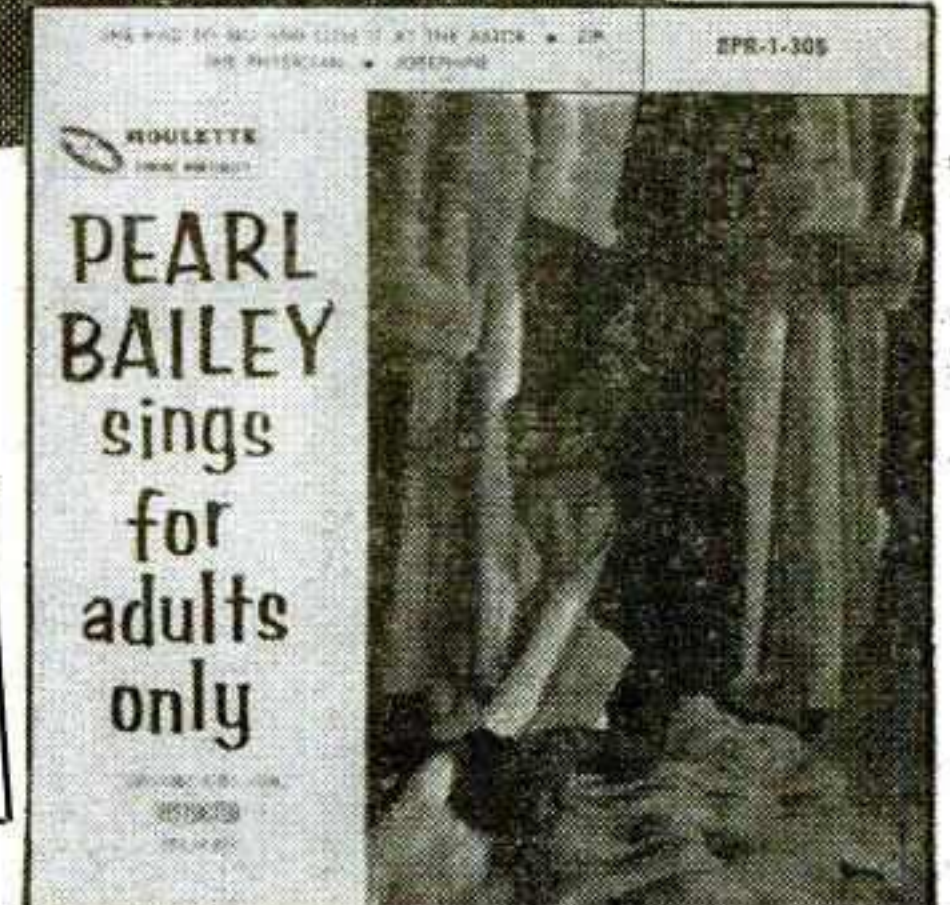


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HEY LITTLE BABY • WATER BOY  
EPR-1-303 List Price \$1.29



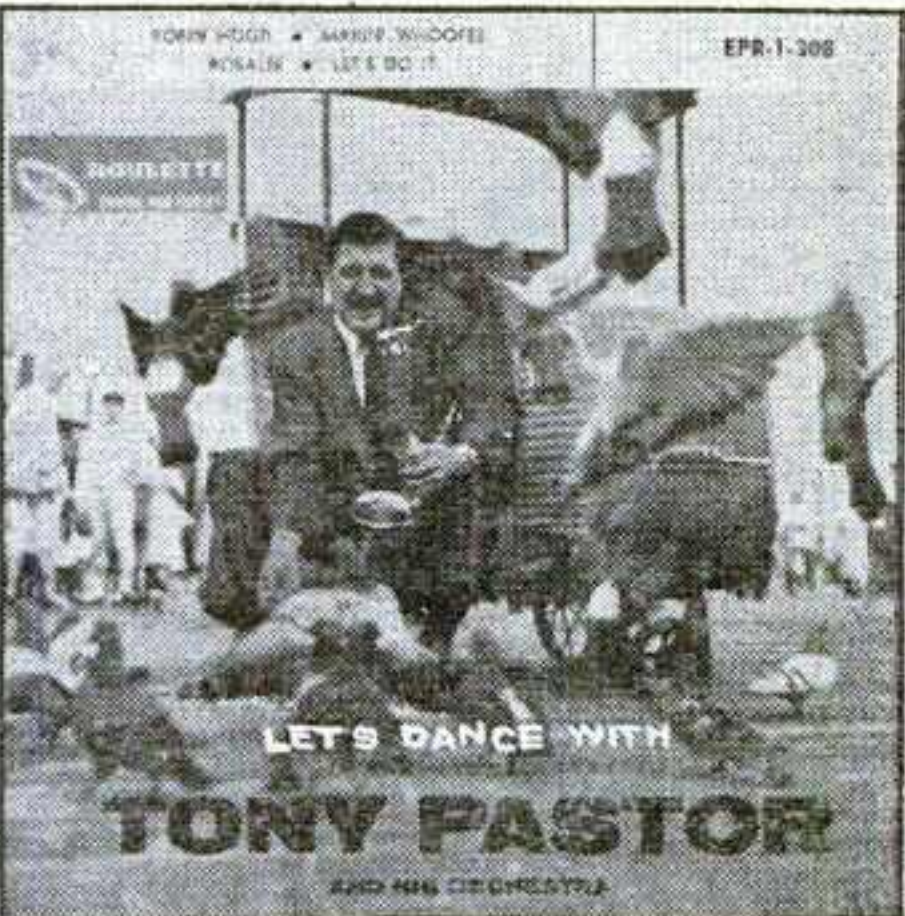
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HEART OF STONE • WHEN THE SUMMER IS GONE  
EPR-1-307 List Price \$1.29

# A SOUND BET... BUY ROULETTE

• **Reviews and Ratings of New Popular Albums**

• *Continued from page 44*

**PIANO ROLL PARTY IN HI-FI.....84**  
J. Lawrence Cook (1-12")  
Harmony HL 7031

A terrific buy for the money (\$1.98). There are 36 tunes—standards and public domain material, taken from piano roll recordings. The sound is good, and the performances are full of interest. Included are "Little Brown Jug," "Maple Leaf Rag," "Casey Jones," etc. Packaging is comparable to \$3.98 product. Buyers of honky-tonk piano albums, barroom style piano etc., have a live one here.

**THE BIRTH OF A LABEL:  
INTRODUCING JUDSON RECORDS 74**  
(1-12")  
Judson J-1

A "sampler" of Riverside's new subsidiary Judson LP line, with 12 tracks from as many new and forthcoming sets. It's a buy at \$1.98 for anybody, tho the repertoire is widely varied and few buyers are going to like all the tracks. There are light classics, society dance tunes, French children's songs, comedy monolog (Henry Morgan), steel drums, and several types of folk singing. In some instances, these will whet appetites for complete sets; in others, the effect will be the opposite. Eye-catching cover.

**Christmas**

**CAROLING ON THE CARILLON....83**  
John Klein, Carillonneur (1-12")  
Columbia CL 1056

There's a good market for this Holiday entry. Klein plays the familiar carols (20 of 'em) on several carillons—the Flemish "Americana," English "Coronation," harp and celesta, and various combinations of these. As background music to set the seasonal spirit, these will be hard to beat. Stores can make good use of the disk on speakers and sound bugs will get an extra boot from the bell sounds produced.

**THERE'LL ALWAYS BE A CHRISTMAS.....81**  
The Ames Bros. (1-12")  
RCA Victor LPM 1541

Newly-cut program combines carols and Christmas pop standards, sung in typically warm, virile style by the foursome. Fanciers of both the pop and traditional routes in caroling will find this acceptable. Excellent sound. Includes "The Christmas Song," "Deck the Halls," Santa Claus Is Coming to Town," etc.

**CHRISTMAS.....78**  
With La Falce Brothers (1-12")  
Jubilee JLP 1058

The nine male voices in a cappella arrangements of best known carols. Virile, pleasant quality of the group makes this one a good one to recommend, and the unusually attractive cover will draw impulse sales. There's much duplication of this material around, but this set deserves a good share of the seasonal loot.

**CHRISTMAS IN ENGLAND.....76**  
(1-12")  
RCA Victor LPM 1568

Subtitle "Carol Service in a Country Church" suggests the style here. Familiar and less familiar (to Americans) carols are sung as in a small church, with just an organist to lead the parishoners. Charm is in the absence of positive leadership. Real folksy feeling results. Many buyers will get the message. Cover is part of same cloth.

**AT CHRISTMAS TIME.....72**  
Teresa Brewer & Dick Jacobs Ork (1-12")  
Coral CRL 57144

Miss Brewer does 14 original Christmas tunes most of which are oriented toward the kiddie element. Her own youngsters, Kathy, Susan and Megan Monahan help out with short conversational intros to the songs. Kiddie participation and tenor of tunes makes the set a possibility for the kiddie market, but otherwise, despite the appealing cover of the gal with daughters, potential would seem moderate only.

**THE CHRISTMAS MOOD.....70**  
(1-12")  
Columbia CL 1051

Conversion of a 10-inch set of new carols composed by Al Burt, and sung smartly by a choir. Unfamiliar repertoire lacks maximum impulse appeal for seasonal buyers who seek more nostalgic material. However, dealers can sell some to the minority looking for the unusual. Selections do a good job in capturing the traditional spirit.

**Polka**

**MIR. Z POLKAS.....70**  
Harry Zimmerman Band (1-12")  
Hi Fi Record R 605

The average polka buyer won't find

what he wants here at \$4.95, unless he happens to be primarily a hi-fi bug. The sound unquestionably is tops, delineating brilliant brassy timbres of trumpet, trombone and tuba especially. Arrangements are fairly hip, and not always most suitable for dancing the polka. Listing of standard repertoire, including "Beer Barrel," "Pennsylvania," etc., will catch some impulse sales.

**Rhythm & Blues**

**THE BEAT.....78**  
Red Prysock Ork (1-12")  
Mercury MG 20307

A sock instrumental package for rock and roll jocks and jukes. Prysock plays up a danceable storm with standout sax solo work and a happy, driving beat. Selections, all marked by a strong, exciting tempo, include "Lawdy Miss Clawdy," "He's a Real Gone Guy" and "Rooster Walk."

**Semi-Classical**

**GILBERT & SULLIVAN: THE GONDOLIERS.....76**  
Pro Arte Ork. & Glyndebourne Festival Chorus (Sargent). (2-12")  
Angel 3570 B/L

Much-performed but seldom-recorded C&S operetta is given sprightly refurbishing by Sir Malcolm Sargent, using virtually same cast, orchestra and chorus as in Angel's "The Mikado." Savoyards may find Sargent's stylings more personalized and less definitive than older London label D'Oyly Carte version, but fine voices and updated sound make it a good running mate.

**AN EVENING WITH STRAUSS.....72**  
Vienna State Opera Ork. (Drechsler). (1-12")  
Judson L 3006

Good, up-to-date sonics are the stand-out feature of an otherwise pedestrian run-thru of Viennese waltzes and polkas by Pophann and Josef Strauss. Except for "Emperor Waltz," the program is relatively unbackneyed, but more idiomatic performances are to be desired. Viennese pastry on cover is a catcher.

**AN EVENING WITH OFFENBACH...69**  
Vienna State Opera Ork. (Drechsler). (1-12")  
Judson L 3002

As with Judson's concurrently released Strauss set, cover and sound are good, but Drechsler's conducting is lacking in proper lilt and spirit. Each side lists a flock of operetta excerpts, some fairly familiar. These are strung together, but without the climactic arranging know-how found in "Gaité Parisienne." Latter work, available in several top-flight diskings, is vastly preferable.

**Folk**

**COSSACKS OF YESTERDAY & TODAY.....70**  
(1-12")  
Colosseum CRLP 257

Generous helpings of authentic performances of Russian operatic choruses. Folk ensembles, with balalaika backing, turn in exciting contributions, but recording is often poor. One of a series on this label.

**Specialty**

**SONGS OF COUCH & CONSULTATION.....78**  
Sung by Katie Lee (1-12")  
Commentary CNT 01

Very funny and clever lyrics with smart music settings will appeal to the hip crowd. It gently spoofs the over-usage of the psychiatrist's jargon rather than the psychiatrist himself. Pert, crisp vocals by Miss Lee. Jocks could find this excellent programming fare. Set could have wide appeal.

**ELSA LANCHESTER: SONGS FOR A SMOKE-FILLED ROOM.....73**  
(1-12")  
Hi Fi Record R 405

Witty, humorous renditions by Miss Lancheester can have appeal to the sophisticated night club set. Presentations are similar to Beatrice Lillie's. Clever remarks are inserted from time to time by spouse Charles Laughton. Selections include "If You Peek in My Gazebo," "Please Sell No More Drink to My Father" and a hilarious "The Rattacher's Daughter."

**UKONU: AFRICAN NITE LIFE.....70**  
(1-12")  
Imperial LP 9044

Here's a fascinating package of off-beat wax for jocks and hi-fi fans. Ukonu, an African exchange student, offers an exciting blend of African and U. S. instrumentals and vocals, scoring highest with the exotic jungle

(Continued on page 50)

**A HIT ON 45 EP!**

**ROCK-AND-ROLL**

**THE LANE BROTHERS**

Wake Up Little Susie  
Lotta Lovin'  
Lips of Wine  
There's Only You



**ROCKIN' the POPS**

45 EP | ECONOMY PACKAGE  
RCA VICTOR

**RCA VICTOR's 45 ECONOMY PACKAGE OF "ROCKIN' THE POPS" EPA-4175**

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ATLANTIC EP 597

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- EP 600 New Orleans Blues / Wilbur De Paris and Jimmy Witherspoon
- EP 601 Ballads and Blues / Milt Jackson
- EP 602 The Warm Sound / Frances Wayne
- EP 603 The Modern Jazz Quartet
- EP 604 The Jimmy Giuffre Three
- EP 605 Rock With Clyde McPhatter
- EP 606 Rock With Joe Turner
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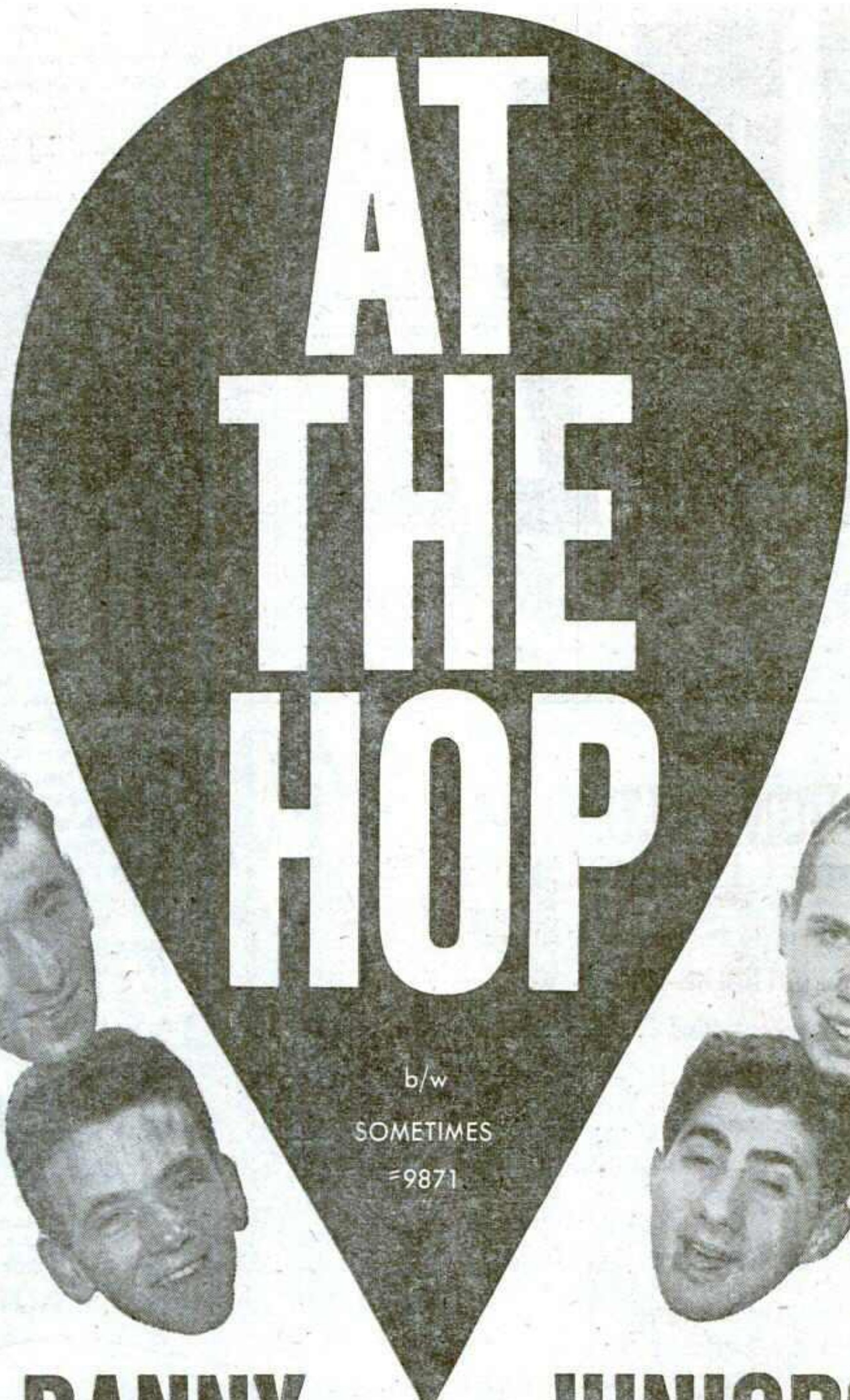
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**DANNY AND THE JUNIORS**



(Distributed in Canada by Sporn of Canada, Ltd.)

# Reviews and Ratings of New Popular Albums

Continued from page 46

rhythms of the former. Striking cover gives LP sock display value.

## Novelty

**ROCKING THE CLASSICS SUITE.....80**  
J. Gaines (1-12")  
Golden Crest CR 3935

Very amusing package could have wide appeal. Motifs from several favorite classical selections are presented in rocker tempo. As an added gimmick, some of the selections sound as tho the disk is off-center. Some of the strains are just barely recognizable. Imagine the meticulous

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circle 6-9705

Offenbach writing five and one-half beats to the measure. Well, that's how it comes out here. Mutations include "Liebestraum," "Romance" and "Traumerel."

## Spoken Word

**OUT OF THE MOUTHS OF BABES...71**  
(1-12")  
Jubilee JLP 1057

Dealers who had success with the Art Linkletter and "Pardon My Bloopers" sets may be inclined to take a chance with this. However, the collected sayings of kids here have been acted out by professional child actors, etc., most of whom are too old obviously to convey the original cuteness. In short, while there are some funny bits, overall is sadly artificial, and the "musical settings" of the first and last sections are frightful.

## Country & Western

**BOBBY HELMS SINGS TO MY SPECIAL ANGEL.....85**  
(1-12")  
Decca DL 8638

Helms is one of the brightest personalities to enter the c.&w. field this year. Having firmly established himself in the singles field, his first LP appears a good bet to click. Vocal assists are by the Anita Kerr Singers. Numbers include his pop and c.&w. hit, "My Special Angel," "My Shoes Keep Walking Back to You" and "Just a Little Lonesome." Pop sales also possible.

**HILLBILLY HIT PARADE VOL. II...80**  
(1-12")  
Mercury MG 20328

A lot for the money in this package. There are 16 songs, many of which have been high on the charts, cut by a parade of strong artists. Latter include George Jones, Johnny Mathis, Dorothy and Jimmy Blakley, Benny Barnes. Tunes include "I'll Always Be Your Fraulein," "Geisha Girl," "Tangled Mind," etc. A very strong package for country markets, and

should be sold on angle that here is a gain in quality and quantity.

**JIMMY DEAN SINGS HIS TELEVISION FAVORITES.....77**  
(1-12")  
Mercury 20319

Dean—now under contract to Columbia—has built up a big following, via his daily CBS-TV morning show, and Mercury should cash in with this collection of earlier sides. He warbles with bright good nature and sock personality on a group of country

ditties—"Bumming Around," "Glad Rags," "Losing Game," etc.

**LIFE GITS TEE-JUS, DON'T IT?.....72**  
Carson Robinson & the Pleasant Valley Boys (1-12")  
M.G.M. E 3594

Song and talk-fests by the late noted "Grandpappy of the hillbillies." Material includes some of his big hits, such as "Life Gets Tee-Jus, Don't It?" "The Denver Dragon," "Seein' Red." Carson died early this year. Package will be liked by his fans.

# Reviews and Ratings of New Jazz Albums

**BIJOU.....88**  
Woody Herman Ork (1-12")  
Harmony HL 7013  
See review under "Low-Price" category.

**DIRECT FROM SAN FRANCISCO...82**  
Bob Scobey's Frisco Band (1-12")  
Good Time Jazz L-12023

Scobey's latest effort rates as one of his best. It's a compendium of standard Dixie repertoire as well as a number of obscure melodies, and performed in a language that's not only recognizable but outstanding to all ears. Vocals are by Clancy Hayes, with a particularly outstanding performance on "Curse of an Aching Heart." A superb addition for any jazz collector.

**BOY WITH LOTS OF BRASS: MAYNARD FERGUSON.....82**  
(1-12")

Em Arcy MG 36114  
Ferguson's surging, exciting band in a group of heated performances. Tho sometimes rough-sounding, the band has enthusiasm and fire that is sure to move modern jazz buyers. Arrangements by Al Cohn, Ernie Wilkins and Bill Holman are relatively straight-forward, catalytic to swinging. Solos by pianist B. Timmons and altoist A. Ortega are impressive, but it is the vocals of newcomer Irene Kral that are most memorable. Try "The Song Is You" as demo-band.

**JAZZ SWINGS BROADWAY.....80**  
Various Artists (1-12")  
World Pacific PJM 404

Jazz and the Broadway musical idiom have a meeting in this one, with selections from "Happy Hunting,"

"Li'l Abner," "Damn Yankees" and "Bells Are Ringing." Chico Hamilton. Bud Shank-Bob Cooper, Stu Williamson and Russ Freeman compose essay the wonderful music with "Namely You" by the Williamson quartet a standout. A solid sales entity.

**FIRE IN THE WEST.....75**  
With Herb Geller (1-12")  
Jubilee JLP 1044

Geller, one of the more persuasive altoists of the Parker school, shows to advantage here on both the writing and blowing levels. His writing for small band reflects a leaning to the "hard" Eastern school, is functional for improvisation; his blowing is interesting in that his choruses have architectural logic, while being filled with surprises and excitement. Trumpeter Kenny Dorham and an excellent rhythm section spear-headed by bassist Ray Brown add vitality to this substantial modern session.

**A WEE BIT OF JAZZ BY JOE SAYE.72**  
(1-12")

Em Arcy MG 36112  
A collection of Scotch airs and American standards interpreted in light yet thoughtful manner by Scottish pianist Saye and a rhythm section, with flutist Herbie Mann added on many of the titles. Essentially a "mood jazz" package, it is likely to appeal to periphery as well as jazz audiences because of mixing of musical flavors—jazz, mood, folk—in a most understandable manner. Note the wonderful sound Saye gets from his instrument. Try "I Love You" as demo-track.

**CLARABELLE CLOWNS WITH JAZZ 76**  
With Norman Paris Trio (1-12")  
Golden Crest CR 3030

Clarabelle, (Lou Anderson) the clown on the Howdy Doody TV show, manifests his talent for clarinet and alto in this set. Despite album's title, there is little clowning; package is taken up with sounds most akin to cocktail jazz, pleasant to the buyer who likes his jazz straight, close to the melody. Tho Anderson and the Paris Trio work well together, but the serious jazz buyer is not likely to give this any consideration. Sell to periphery buyer, and this tasty collection will have a chance.

**CRESCENT CITY MUSIC.....68**  
(1-12")  
Southland S-LP 218

A well-rounded traditional program  
*(Continued on page 75)*

**"The Dynamic Miss Douglas"**  
**RKO - Unique Album**  
LP #114

**NORMA DOUGLAS**  
Exclusive Recording Artist




**LONDON RECORDS**

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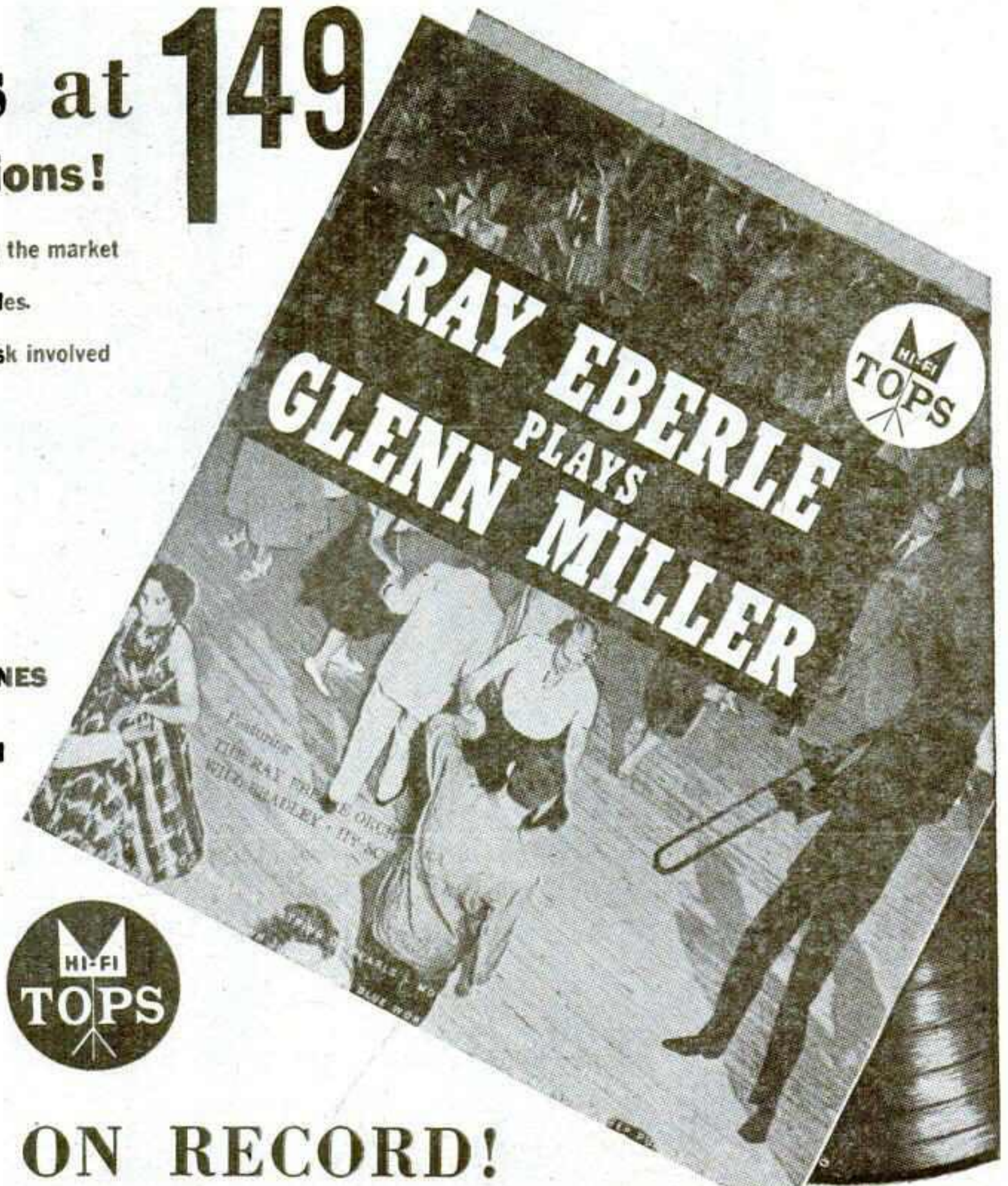
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# Ray Eberle...

**FRAN WARREN ★ THE PIED PIPERS ★ CONNIE HAINES**  
**JOHNNY LONG ★ ROBERT ALDA ★ ANN SOTHERN**  
**BILL LAWRENCE ★ DAN DAILEY ★ MARTHA TILTON**

For quicker turnover . . . bigger profits **TOPS** offers the pay-off. This is your opportunity to cash in on the hottest line, **TOPS** . . . breaking all sales records coast-to-coast. And only **TOPS**, at 1.49 offers . . . a full 40% markup . . . 100% guaranteed sales . . . outstanding stars . . . beautifully packaged albums . . . and superb Hi-Fidelity 12" 33 1/2 RPM Long Playing Records.

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# WINNING HAND!

## ABC-PARAMOUNT draws 4 of a kind!

#9874

**A VERY SPECIAL LOVE**

b/w  
WON'T YOU LET ME  
SHARE MY LOVE WITH YOU

**JOHNNY NASH**

**ACE!**  
The whole  
trade's high  
on this one!

#9862

**WHY DON'T THEY UNDERSTAND**

b/w  
EVEN THO'

**GEORGE HAMILTON IV**

Arranged and Conducted by  
Don Costa

**ACE!**  
Really big smash—  
taking off everywhere!

**ACE!**  
Beating their  
"Black Slacks"  
Business!

#9867

**PENNY LOAFERS AND BOBBY SOX**

b/w  
ROCKET

**THE SPARKLETONES**

#9863

**LOVE ME FOREVER**

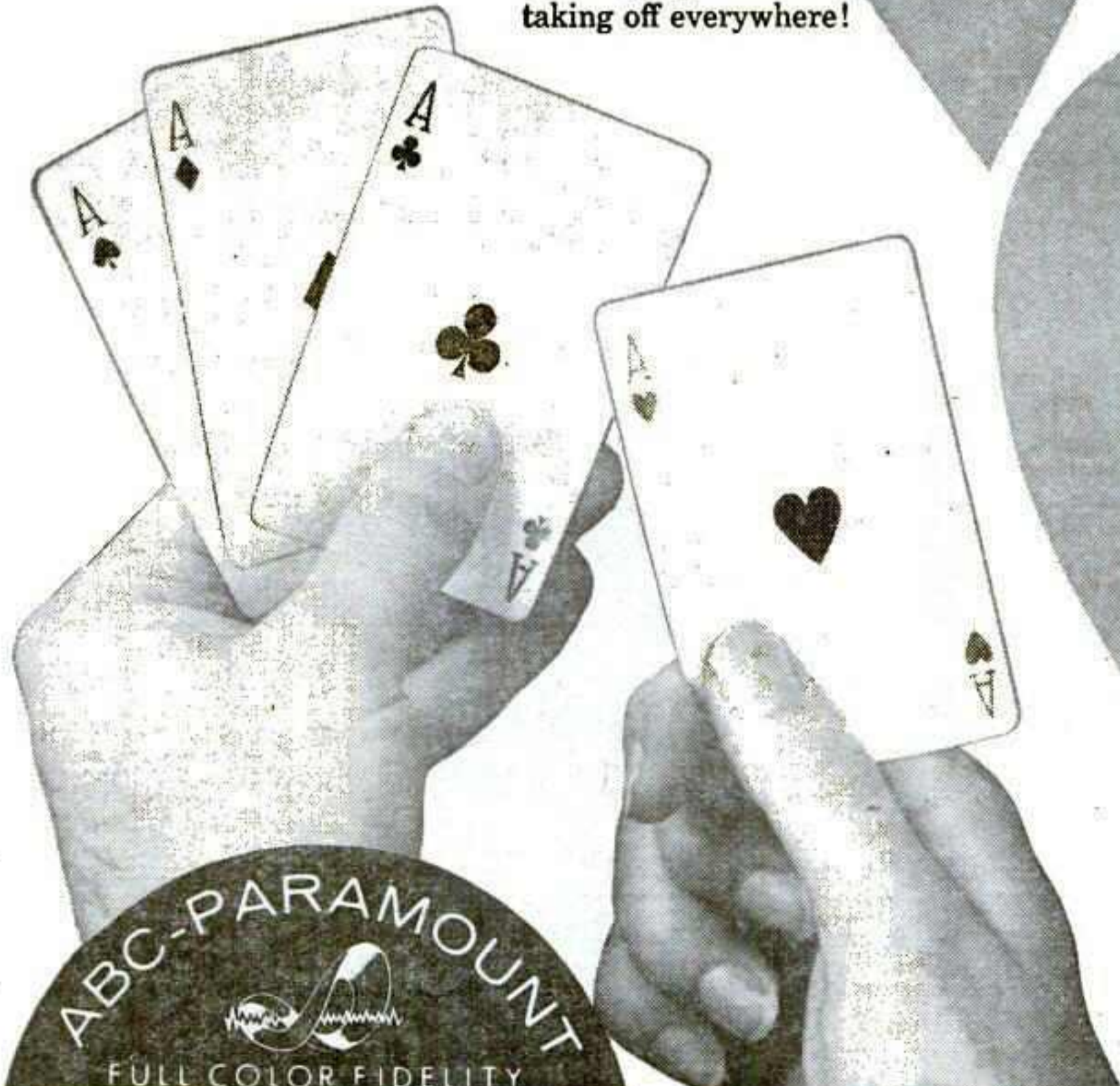
b/w

**LET ME BE LOVED**

**EYDIE GORMÉ**

Arranged and Conducted  
by Don Costa

**ACE!**  
Bombshell ballads  
coming on stronger  
week by week!



(Distributed in Canada  
by Sparson of Canada, Ltd.)



"TAMMY'S"

# A VERY SPECIAL LOVE

**THE BILLBOARD—11/18/57**  
*Review Spotlight on...*  
**DEBBIE REYNOLDS...A VERY SPECIAL LOVE**

**CASH BOX—11/23/57**  
*Disk of the Week*  
**DEBBIE REYNOLDS...A VERY SPECIAL LOVE**

Words & Music by Robert Allen



# DEBBIE

Coral 9-61897 & 61897



NEW HIT ON...



# I SAW A COUNTRY BOY

**THE BILLBOARD—11/18/57**  
*Review Spotlight on...*  
**DEBBIE REYNOLDS...I SAW A COUNTRY BOY**

**CASH BOX—11/23/57**  
*Disk of the Week*  
**DEBBIE REYNOLDS...I SAW A COUNTRY BOY**

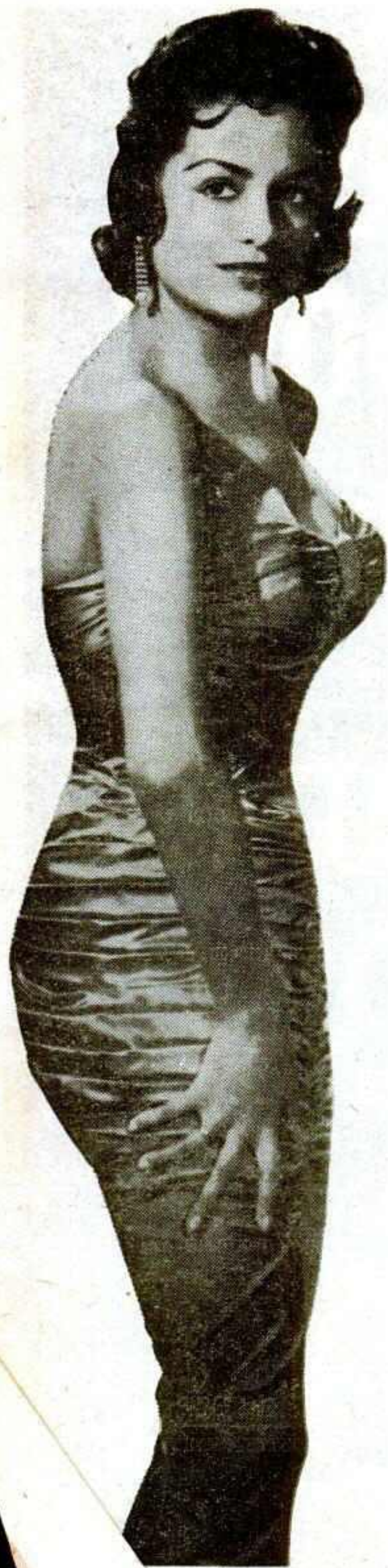
# REYNOLDS

Coral 9-61897 & 61897



**A GREAT NEW**  **STAR**

**WITH A SWINGIN'  
SMASH HIT!**



**BARBARA  
McNAIR**

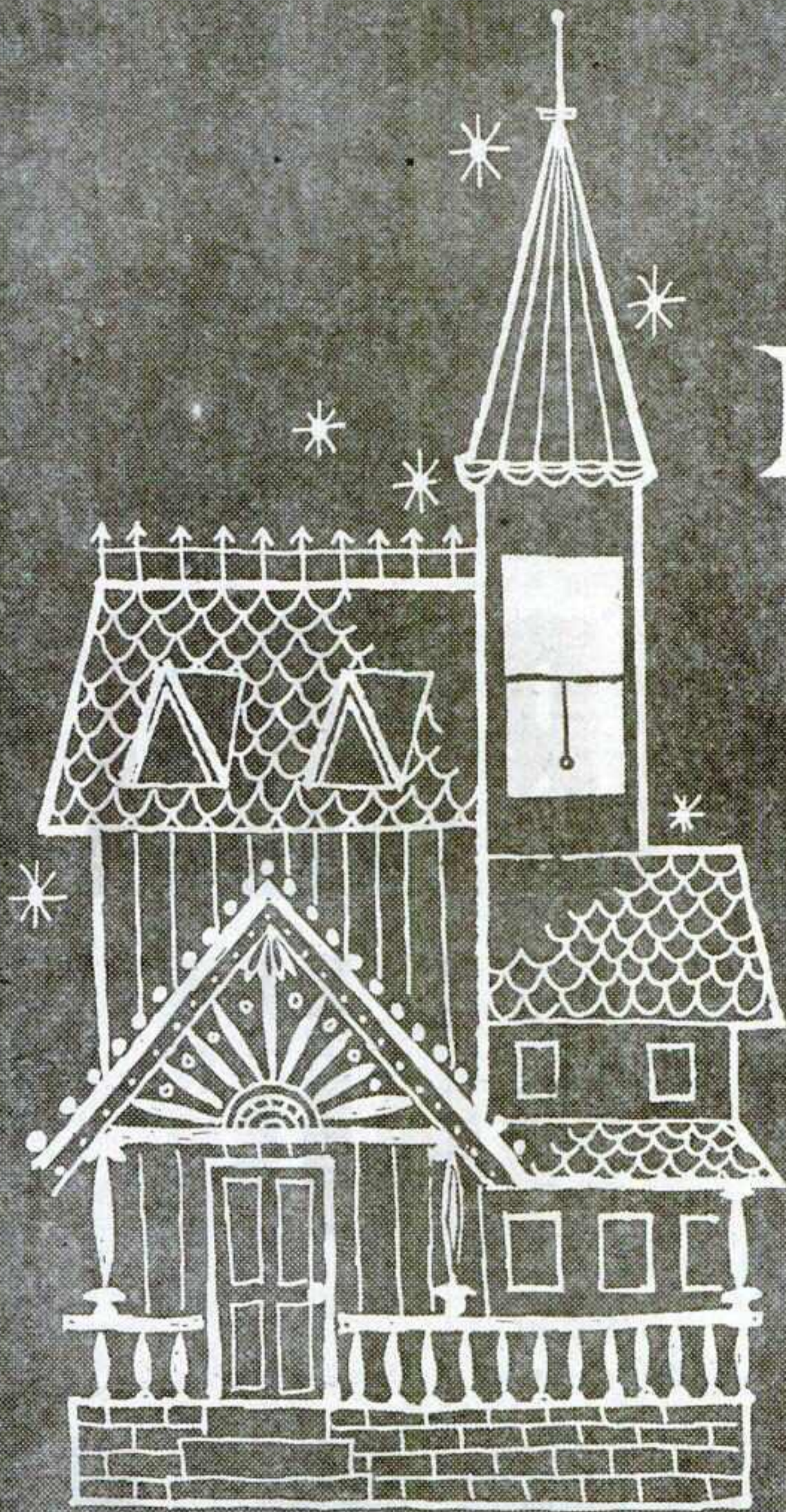
*singing*

**BOBBY**

**b/w TILL THERE WAS YOU**

Coral 9-61923

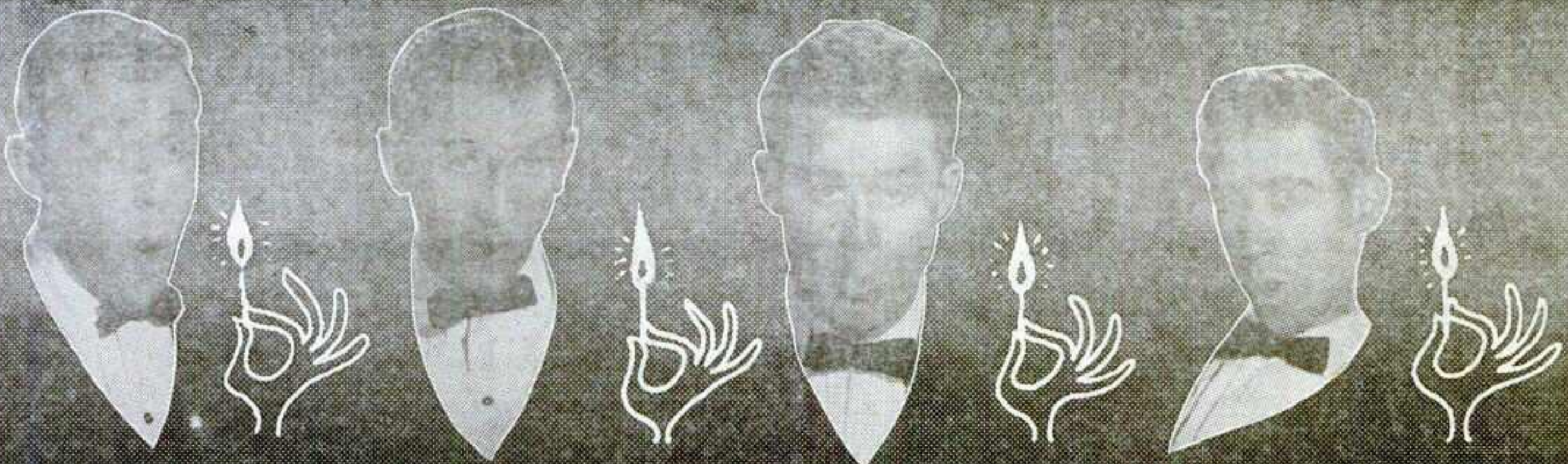




# "PUT A LIGHT IN THE WINDOW"

Columbia  
41058  
4-41058

# THE FOUR LADS



**COLUMBIA RECORDS**

A DIVISION OF CBS  
© "Columbia" & "Records" Reg.  
"CBS" T.M.

# HONOR ROLL OF HITS

TRADE MARK REG

## THE NATION'S TOP TUNES

For survey week ending November 16

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. You Send Me</b>	5	5	<b>6. Chances Are</b>	4	11
By L. C. Cooke—Published by Highuera (BMI) BEST SELLING RECORDS: Teresa Brewer, Coral 61898; Sam Cooke, Keen 34013. RECORDS AVAILABLE: Jesse Belvin, Modern 1025; Plas Johnson, Cap 3835.			By Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40993.		
<b>2. Jailhouse Rock</b>	1	7	<b>7. Fascination</b>	7	15
By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7035.			By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP) BEST SELLING RECORD: Jane Morgan, Kapp 191. RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamalton, London 1758; Dick Jacobs, Coral 61864; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 6980; Ethel Smith, Dec 30421; Troubadors, Kapp 191.		
<b>3. Wake Up Little Susie</b>	2	9	<b>8. Be-Bop Baby</b>	8	8
By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1337.			By P. Lenchurst—Published by Travis Music (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5463.		
<b>4. Silhouettes</b>	3	6	<b>9. Melodie D'Amour</b>	11	8
By B. Crewe and F. Slay—Published by Regent Music (BMI) BEST SELLING RECORD: Rays, Cameo 117. RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9856; Dean Jones, M-G-M K 12580.			By Leo Johns-Henri Salvador—Published by Rayven Music (BMI) BEST SELLING RECORD: Ames Brothers, Vic 7046 RECORDS AVAILABLE: Marty Gold, Vik 0303; Edmundo Ros, London 1751.		
<b>5. April Love</b>	6	5	<b>10. Raunchy</b>	17	2
By Fain & Webster—Published by Leo Feist (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15660.			By Justis-Manker—Published by Hi-Lo Music (BMI) BEST SELLING RECORDS: Ernie Freeman, Imperial 5474; Bill Justis, Phillips International 3519. RECORDS AVAILABLE: Muvva (Guitar) Hubbard, ABC-Paramount 9869; Billy Vaughn, Dot 15661.		
<b>Second Ten</b>					
<b>11. All the Way</b>	14	3	<b>16. Around the World</b>	18	14
By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP) BEST SELLING RECORD: Frank Sinatra, Cap 3793. RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Dec 30453; Norvelle Reid/J. Pleis, Dec 30444; Walter Scharf, Jubilee 5300.			By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORDS: Victor Young and Bing Crosby, Dec 30262; Mantovani, London 1746 RECORDS AVAILABLE: George Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Lawrence Welk, Coral 61741.		
<b>12. My Special Angel</b>	8	6	<b>17. I'm Available</b>	22	3
By Jimmy Duncan—Published by Merge (BMI) BEST SELLING RECORD: Bobby Helms, Dec 30423. RECORDS AVAILABLE: Frank D. rone, Mercury 71193; Sonny Land Trio, Prep 115.			By Dave Burgess—Published by Golden West (ASCAP) RECORDS AVAILABLE: Dave Burgess, Challenge 1008; Kendall Sisters, Argo 5278; Margie Rayburn, Liberty 55102.		
<b>13. Tammy</b>	10	19	<b>18. Kisses Sweeter Than Wine</b>	-	1
By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61851. RECORDS AVAILABLE: Ames Brothers, Vic 6930; George Barnes, Dec 30398; Joseph Gershenson Ork Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Snyder, Dec 30433.			By Evans-Hughes-Rodgers—Published by Favorite Music (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4031. RECORD AVAILABLE: Weavers, Decca 27670.		
<b>14. Honeycomb</b>	11	24	<b>19. Just Born</b>	15	5
By Bob Merrill—Published by Hawthorne Music (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4015. RECORD AVAILABLE: Georgie Shaw, Dec 30418.			By Luther Dixon & Billy Dawn Smith—Published by Winneton Music (BMI) BEST SELLING RECORD: Perry Como, Vic 7050.		
<b>15. Little Bitty Pretty One</b>	13	5	<b>20. Twelfth of Never</b>	16	7
By R. Byrd—Published by Recordo Music (BMI) BEST SELLING RECORD: Thurston Harris, Aladdin 3398. RECORD AVAILABLE: Bobby Day, Class 211.			By P. F. Webster & Livingston—Published by Empress (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40993.		
<b>Third Ten</b>					
<b>21. Rock and Roll Music</b>	29	2	<b>26. Hula Love</b>	24	12
By Chuck Berry—Published by Arc Music (BMI) RECORD AVAILABLE: Chuck Berry, Chess 1671.			By Knox—Published by Kahi (BMI) RECORD AVAILABLE: Buddy Knox, Roulette 4018.		
<b>22. Liechtensteiner Polka</b>	-	1	<b>27. Alone</b>	28	3
By Kotscher-Lindt—Published by Burlington (ASCAP) RECORDS AVAILABLE: Will Glahe, London 1755; Lawrence Welk, Coral 61900; Li'l Wally Ork, Banana 510.			By Craft-Craft—Published by Fifth Avenue Music (BMI) RECORDS AVAILABLE: Brother Sisters, Mer 71195; Shepherd Sisters, Lance 125		
<b>23. Till</b>	27	3	<b>28. Happy, Happy Birthday, Baby</b>	20	10
By Sigman-Danbers—Published by Chappell (ASCAP) RECORDS AVAILABLE: Kay Armen, Dec 30474; Ivo Diamond, Roulette 4025; Percy Faith, Col 40826; Dinah Shore, Vic 6980; Roger Williams, Kapp 197.			By Sylvia-Lopez—Published by Donna Music (BMI) RECORDS AVAILABLE: Dottie Ferguson, Mer 71182; Kay Cee Jones, Dec 30432; Tune Weavers, Checker 872.		
<b>24. Ivy Rose</b>	30	4	<b>29. Keep A' Knockin'</b>	21	7
By Al Hoffman-Dick Manning—Published by Roncom Music (ASCAP) RECORD AVAILABLE: Perry Como, Vic 7050.			By R. Penniman—Published by Venice (BMI) RECORD AVAILABLE: Little Richard, Specialty 611.		
<b>25. Peggy Sue</b>	-	1	<b>30. Could This Be Magic</b>	-	1
By Jerry Allison & Norman Petty—Published by Nor-Va-Jac Music. RECORDS AVAILABLE: Buddy Holly, Coral 61885; Jackie Walker, Imperial 5473.			By Hiram Johnson and Richard Blandon—Published by Sea-Lark Enterprises (BMI) RECORD AVAILABLE: Dubs, Gone 5011.		

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The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.



# Buyboard



## LES BAXTER

His Orchestra and Chorus

**I NEVER HAD A DREAM LIKE THIS BEFORE**

**THE INVISIBLE BOY** (From the Motion Picture "The Invisible Boy")  
record no. 3842



## NORMAN ERSKINE

with Bob Bain's Music

**GO 'WAY FROM MY WINDOW**  
**ROSETTA**

record no. 3848



## HARRY JAMES

and His Orchestra

**VUELVA**  
**ANDREA**

record no. 3849

## JACK JONES



**BORN TO BE LUCKY**

with Orchestra Conducted by Jack Marshall

**FOR CRYING OUT LOUD**

with Orchestra Conducted by Lou Busch

record no. 3844

## BILLY MAY

and His Orchestra

**SEVENTY-SIX TROMBONES**

(From the Broadway Production "The Music Man")

**YOUNG AND DANGEROUS**

From the 20th Century-Fox Motion Picture "Young and Dangerous"

record no. 3846

## THE FOUR PREPS

**IT'S YOU**

with Orchestra  
Conducted by Billy May

(From the Broadway Production "The Music Man")

**26 MILES**  
(SANTA CATALINA)

record no. 3845

## HANK THOMPSON

and His Brazos Valley Boys

**JUST AN OLD FLAME**

**IF I'M NOT TOO LATE**

record no. 3850

## NELSON RIDDLE

and His Orchestra

**TILL THERE WAS YOU**

with Sue Raney  
(From the Broadway Production "The Music Man")

**PAL JOEY THEME**

From the Columbia Picture "Pal Joey"

record no. 3847

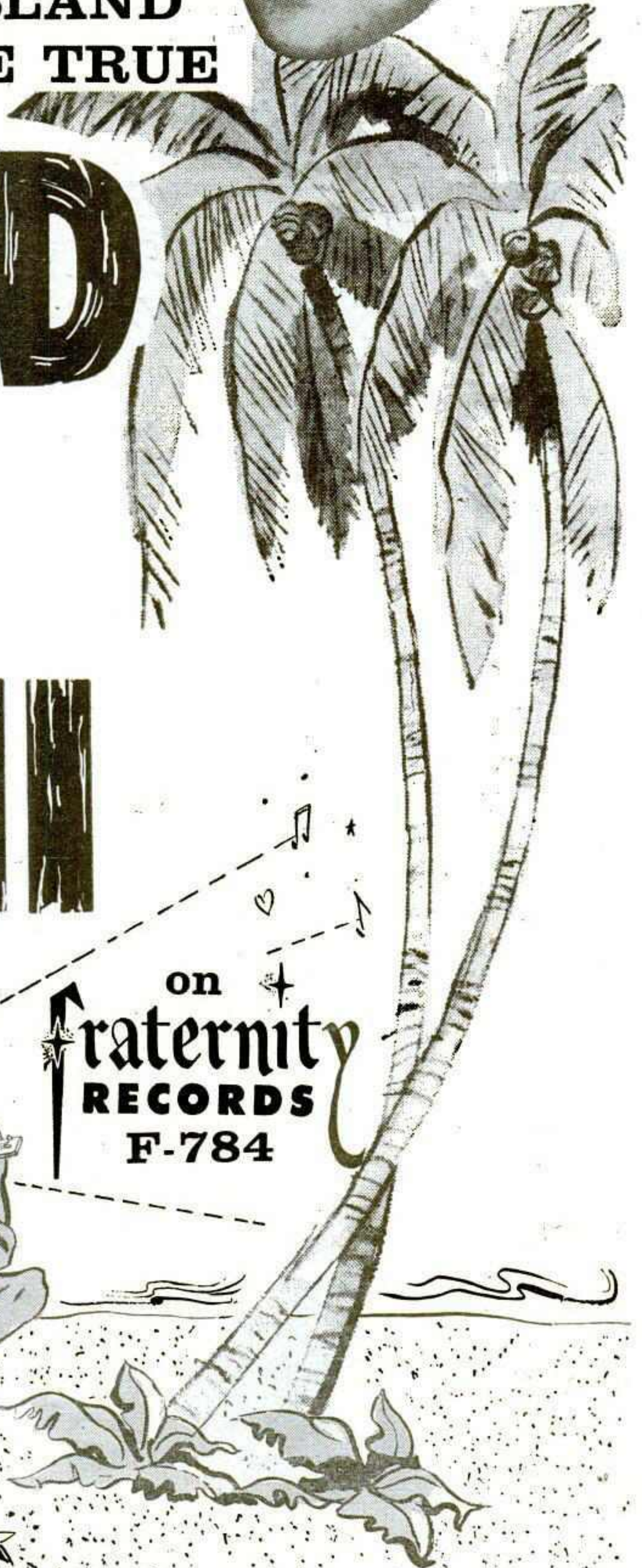
# LEW DOUGLAS

His Orchestra and the DICK NOEL SINGERS

*play and sing*

**THE SONG OF THE ISLAND  
WHERE DREAMS COME TRUE**

# ISLAND OF BIMBINI



on  
**Fraternity**  
**RECORDS**  
F-784





THE HAPPIEST AND  
GREATEST CHRISTMAS  
RECORD IN MANY MANY YEARS

"Merry Merry Merry Merry  
**Christmas**"

B/W

"Let's light the Christmas tree"

Written by  
**RUTH LYONS**  
STAR OF WLW TELEVISION  
AND RADIO..

**RUBY WRIGHT**  
With  
CLIFF LASH AND HIS ORCHESTRA  
AND THE DICK NOEL SINGERS.

MEL HERMAN OF STATE DISTRIBUTORS DINTI,  
SOLD 100,000 OF THIS RECORD IN SIX WORKING DAYS.

fraternity 787..



# Best Sellers in Stores

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

FOR  
SURVEY WEEK  
ENDING  
NOVEMBER 16, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. JAILHOUSE ROCK (BMI)—Elvis Presley TREAT ME NICE (BMI)—Vic 7035	1	7	17. TAMMY (ASCAP)—Debbie Reynolds... French Heels (ASCAP)—Coral 61851	11	18	35. THE JOKER (BMI)—Billy Myles..... Honey Bee (BMI)—Ember 1026	—	1
2. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers..... Maybe Tomorrow (BMI)—Cadence 1337	2	9	17. JUST BORN (BMI)—Perry Como..... IVY ROSE (ASCAP)—Vic 7050	12	5	36. HONEST I DO (BMI)—Jimmy Reed.... Signals of Love (BMI)—Vee Jay 253	50	3
3. YOU SEND ME (BMI)—Sam Cooke... SUMMERTIME (ASCAP)—Keen 34013	3	5	19. PEGGY SUE (BMI)—Buddy Holly..... Everyday (BMI)—Coral 61885	25	3	37. DIANA (BMI)—Paul Anka..... Don't Gamble With Love (BMI)— ABC-Paramount 9831	23	18
4. SILHOUETTES (BMI)— The Rays..... Daddy Cool (BMI)—Cameo 117	4	6	20. ALL THE WAY (ASCAP)— Frank Sinatra..... CHICAGO (ASCAP)—Cap 3793	17	3	38. HEY, LITTLE GIRL (BMI)— Techniques..... In a Roundabout Way (BMI)—Roulette 4030	—	1
5. BE-BOP BABY (BMI)—Ricky Nelson... HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)—Imperial 5463	5	8	21. BONY MORONIE (BMI)— Larry Williams..... YOU BUG ME, BABY (BMI)— Specialty 615	20	3	39. AND THAT REMINDS ME (ASCAP)— Della Reese..... I Cried for You (ASCAP)—Jubilee 5292	33	4
6. APRIL LOVE (ASCAP)—Pat Boone .... WHEN THE SWALLOWS COME BACK TO CAPISTRANO (ASCAP)—Dot 15660	8	4	22. KISSES SWEETER THAN WINE (ASCAP)—Jimmie Rodgers..... Better Loved You'll Never Be (ASCAP)—Roulette 4031	—	1	40. WUN'ERFUL, WUN'ERFUL (PARTS 1 & 2)—Stan Freberg..... Cap 3815	32	3
7. CHANCES ARE (ASCAP)— Johnny Mathis..... THE TWELFTH OF NEVER (ASCAP)— Col 40993	9	10	23. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers..... Ol' Man River (ASCAP)—Checker 872	16	10	41. PEANUTS (BMI)—Little Joe & the Thrillers..... Lilly Lou (BMI)—Okeh 7088	43	8
8. MY SPECIAL ANGEL (BMI)— Bobby Helms..... Standing at the End of My World (BMI)— Dec 30423	7	6	24. KEEP A' KNOCKIN' (BMI)— Little Richard..... Can't Believe You Wanna Leave—Specialty 611	15	8	42. WHOLE LOTTA' SHAKIN' GOIN' ON Jerry Lee Lewis..... It'll Be Mine (BMI)—Sun 267	39	18
9. RAUNCHY (BMI)—Bill Justis..... The Midnite Man (BMI)— Phillips International 3519	21	2	25. COULD THIS BE MAGIC? (BMI)—Dubs..... Such Lovin' (BMI)—Gone 5011	27	3	43. BACK TO SCHOOL AGAIN (BMI)— Timmie Rogers..... I've Got a Dog Who Loves Me (BMI)—Cameo 116	38	3
10. LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris..... I Hope You Won't Hold It Against Me (ASCAP)—Aladdin 3398	6	5	26. HULA LOVE (BMI)—Buddy Knox..... Devil Woman (BMI)—Roulette 4018	22	12	44. THAT'LL BE THE DAY (BMI)— Crickets..... I'm Lookin' for Someone to Love (BMI)— Brunswick 55009	40	15
11. RAUNCHY (BMI)—Ernie Freeman..... Puddin' (BMI)—Imperial 5474	26	2	27. YOU SEND ME (BMI)—Teresa Brewer.. Would I Were (ASCAP)—Coral 61898	34	2	45. PLAYTHING (BMI)—Nick Todd..... The Honey Song (ASCAP)—Dot 15643	—	2
12. ROCK AND ROLL MUSIC (BMI)— Chuck Berry..... Blue Feeling (BMI)—Chess 1671	19	3	28. TILL (ASCAP)—Roger Williams..... Big Town (ASCAP)—Kapp 197	28	3	46. TEARDROPS (BMI)— Lee Andrews & The Hearts..... Girl Around the Corner (BMI)—Chess 1675	—	1
13. FASCINATION (ASCAP)—Jane Morgan.. Fascination (Instrumental) (ASCAP)—Kapp 191	13	12	29. ALONE (BMI)—Shepherd Sisters..... Congratulations to Someone (ASCAP)—Lance 125	24	4	47. WITH YOU ON MY MIND (ASCAP)— Nat King Cole..... Raintree County (ASCAP)—Cap 3782	—	3
14. HONEYCOMB (ASCAP)— Jimmie Rodgers..... Their Hearts Were Full of Spring (ASCAP)— Roulette 4015	10	15	30. LIECHTENSTEINER POLKA (ASCAP)—Will Glahe..... Schwitzer Polka (BMI)—London 1755	47	2	48. SOFT (BMI)—Bill Doggett..... Hot Ginger (BMI)—King 5080	—	1
15. I'M AVAILABLE (BMI)— Margie Rayburn..... If You Were (ASCAP)—Liberty 55102	17	3	31. LOTTA LOVIN' (BMI)—Gene Vincent.. Wear My Ring (BMI)—Cap 3763	28	10	49. AROUND THE WORLD (ASCAP)— Victor Young..... (Vocal) (ASCAP)—Decca 30262	—	12
16. MELODIE D'AMOUR (BMI)— Ames Brothers..... So Little Time (BMI)—Vic 7046	14	7	32. WAIT AND SEE (BMI)—Fats Domino.. I Still Love You (BMI)—Imperial 5467	30	5	50. REMEMBER YOU'RE MINE (ASCAP)— Pat Boone..... There's a Gold Mine in the Sky (ASCAP)— Dot 15602	45	16

## THIS WEEK'S BEST BUYS

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

**WILD IS THE WIND** (Ross-Jungnickel, ASCAP)

**NO LOVE (BUT YOUR LOVE)** (Weiss & Barry, BMI) — Johnny Mathis—Columbia 41060—Platter is rocketing off in similar fashion to the artist's previous disk. It appears a two-sided hit. A previous Billboard "Spotlight" pick.

**WHY DON'T THEY UNDERSTAND** (Hollis, BMI)—George Hamilton, IV—ABC-Paramount 9862—All markets register very strong reports. This looks like Hamilton's biggest yet! Flip is "Even Tho," (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

**OH, BOY!** (Nor-Va-Jak, BMI)—The Crickets—Brunswick 55035—Action on this release isn't as strong comparatively as on their previous click, but the side is beginning to move well in most of the top markets. Flip is "Not Fade Away," (Nor-Va-Jak, BMI). A previous Billboard "Spotlight" pick.

**ROCK-A-CHICKA** (Old Charter, BMI)—Warner Mack—Decca 30471—See comments in This Week's C&W Best Buys.

**AT THE HOP** (Singular, BMI) — Danny & The Juniors — ABC-Paramount 9871—Strong sales are reported in most of the major (Singular, BMI). A previous Billboard "Spotlight" pick.



## RECENT POP RELEASES COMING UP STRONG

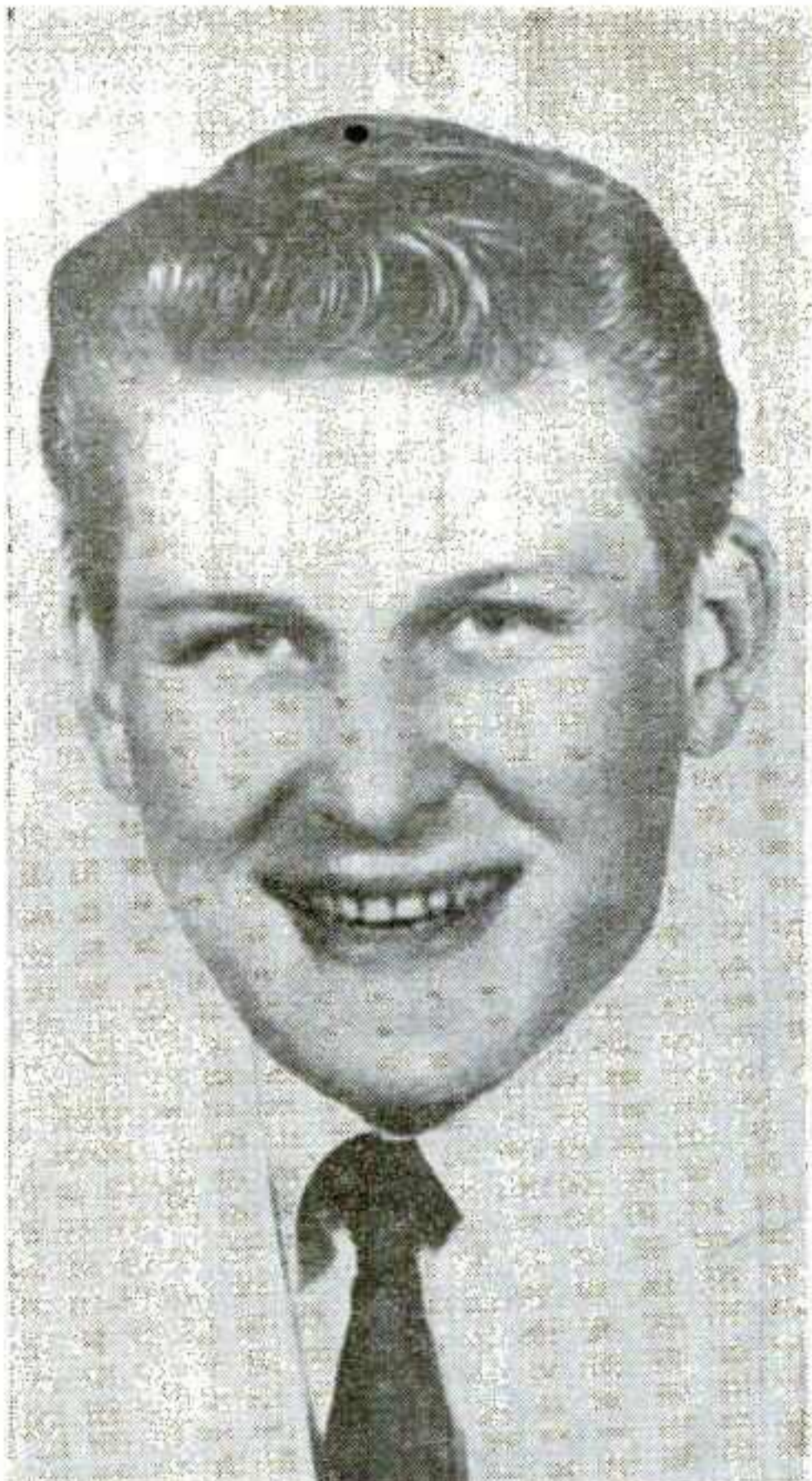
FOR SURVEY WEEK ENDING NOVEMBER 16

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**Great Balls of Fire**.....*Jerry Lee Lewis*  
(BMI) Sun 281

**Love Me Forever**.....*Four Esquires*  
(BMI) Paris 509

**Oh Boy!**.....*The Crickets*  
(BMI) Brunswick 55035



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

# SUGAR DOLL

COUPLED WITH  
**TEARS**

# JOHNNY JAY

MERCURY 71232

## MERCURY'S HOT ONES

**JIMMY  
EDWARDS**

**LOVE BUG CRAWL**

COUPLED WITH  
**HONEY LOVIN'**  
MERCURY 71209

**RUSTY  
DRAPER**

**BUZZ BUZZ BUZZ**

COUPLED WITH  
**I GET THE BLUES  
WHEN IT RAINS**  
MERCURY 71221

**DINAH  
WASHINGTON**

**EVERYBODY LOVES  
MY BABY**

COUPLED WITH  
**BLUES DOWN  
HOME**  
MERCURY 71220

**BILLY  
ECKSTINE**

**IF I CAN HELP SOMEBODY**

COUPLED WITH  
**BOULEVARD OF  
BROKEN DREAMS**  
MERCURY 71217

**NICK  
NOBLE**

**HALO OF LOVE**

COUPLED WITH  
**SWEET TREAT**  
MERCURY 71233

MERCURY RECORD CORPORATION · CHICAGO 1, ILLINOIS



# Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 14

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

Week This	Last Week	Weeks on Chart	Record
1	2	7	JAILHOUSE ROCK (BMI)—Elvis Presley Treat Me Nice (BMI)—Vic 7035
2	1	9	WAKE UP LITTLE SUSIE (BMI)—Everly Brothers Maybe Tomorrow (BMI)—Cadence 1337
3	6	4	YOU SEND ME (BMI)—Sam Cooke Summertime (ASCAP)—Keen 34013
4	4	5	APRIL LOVE (ASCAP)—Pat Boone When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660
5	3	11	CHANCES ARE (ASCAP)—Johnny Mathis The Twelfth of Never (ASCAP)—Col 40993
6	5	5	SILHOUETTES (BMI)—The Rays Daddy Cool (BMI)—Cameo 117
7	8	8	MELODIE D'AMOUR (BMI)—Ames Brothers So Little Time (BMI)—Vic 7046
8	22	3	YOU SEND ME (BMI)—Teresa Brewer Would I Were (ASCAP)—Coral 61898
9	12	5	ALL THE WAY (ASCAP)—Frank Sinatra Chicago (ASCAP)—Cap 3793
10	9	7	THE TWELFTH OF NEVER (ASCAP)— Johnny Mathis Chances Are (ASCAP)—Col 40993
11	—	1	RAUNCHY (BMI)—Bill Justis The Midnite Man (BMI)—Phillips International 3519
12	12	4	SILHOUETTES (BMI)—Diamonds Daddy Cool (BMI)—Mercury 71197
13	10	5	BE-BOP BABY (BMI)—Ricky Nelson Have I Told You Lately That I Love You (BMI)—Imperial 5463
14	25	3	I'M AVAILABLE (BMI)—Margie Rayburn If You Were (ASCAP)—Liberty 55102
15	7	14	HONEYCOMB (ASCAP)—Jimmie Rodgers Their Hearts Were Full of Spring (ASCAP)—Roulette 4015
16	15	7	JUST BORN (BMI)—Perry Como Ivy Rose (ASCAP)—Vic 7050
17	10	5	MY SPECIAL ANGEL (BMI)—Bobby Helms Standing at the End of My World (BMI)—Dec 30423
18	17	2	KISSES SWEETER THAN WINE (ASCAP)— Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Roulette 4031
19	18	2	LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris I Hope You Won't Hold It Against Me (BMI)—Aladdin 3398
20	14	12	FASCINATION (ASCAP)—Jane Morgan Fascination (Instrumentals) (ASCAP)—Kapp 191
21	—	2	PEGGY SUE (BMI)—Buddy Holly Everyday (BMI)—Coral 61885
22	—	1	THE JOKER—Hilltoppers Chicken, Chicken—Dot 15662
23	21	6	TREAT ME NICE (BMI)—Elvis Presley Jailhouse Rock (BMI)—Vic 7035
24	—	1	TILL (ASCAP)—Roger Williams Big Town (ASCAP)—Kapp 197
25	20	6	IVY ROSE (ASCAP)—Perry Como Just Born (BMI)—Vic 7050

**FRANK MUSIC CORP.**  
118 WEST 87th STREET • NEW YORK 18, N. Y. • COLUMBUS 8-7337 • CABLE ADDRESS: MANAKOORA NEW YORK

November 18th, 1957.

\* This correspondence is addressed not to one individual but to all those who are entrusted with guiding the public's musical taste. It is not meant to be construed as a "gimmick", a "hype" or a pressure stunt, it is merely an observation about . . . a song and apple-pie.

**"A SONG AND APPLE-PIE"**

Ma's good apple-pie took time, patience, experience and a correct amount of select ingredients to become the "hit of the house". We would like to think that the comparison between a song like "THE TWELFTH OF NEVER" and Ma's apple-pie is not so far removed, for as you know, it takes the time, the patience, the experience and the right ingredients to help make a national hit song.

The other side of "THE TWELFTH OF NEVER" is an accepted hit (which it deserves to be). Our side now is proving that it can stand on its own two feet. We have put the time, patience, experience and perseverance to the test and today, Johnny Mathis' record of "THE TWELFTH OF NEVER" is #16 on the Billboard Honor Roll of Hits. The ingredients now beginning to bake are:

- (a) The magnificent performance of Johnny Mathis.
- (b) Two wonderful writers, Paul Francis Webster and Jerry Livingston.
- (c) A continued, solid effort by the Frank Music Corp. and its subsidiary company, Empress Music Inc.

Columbia Records this week has delivered to you, a new Mathis release. Due to our profound belief that "THE TWELFTH OF NEVER" can and will be a hit song, we have taken the liberty of re-servicing you with another copy of our record and only ask you to re-examine the ingredients of our song and of our sincere efforts. In an observation...

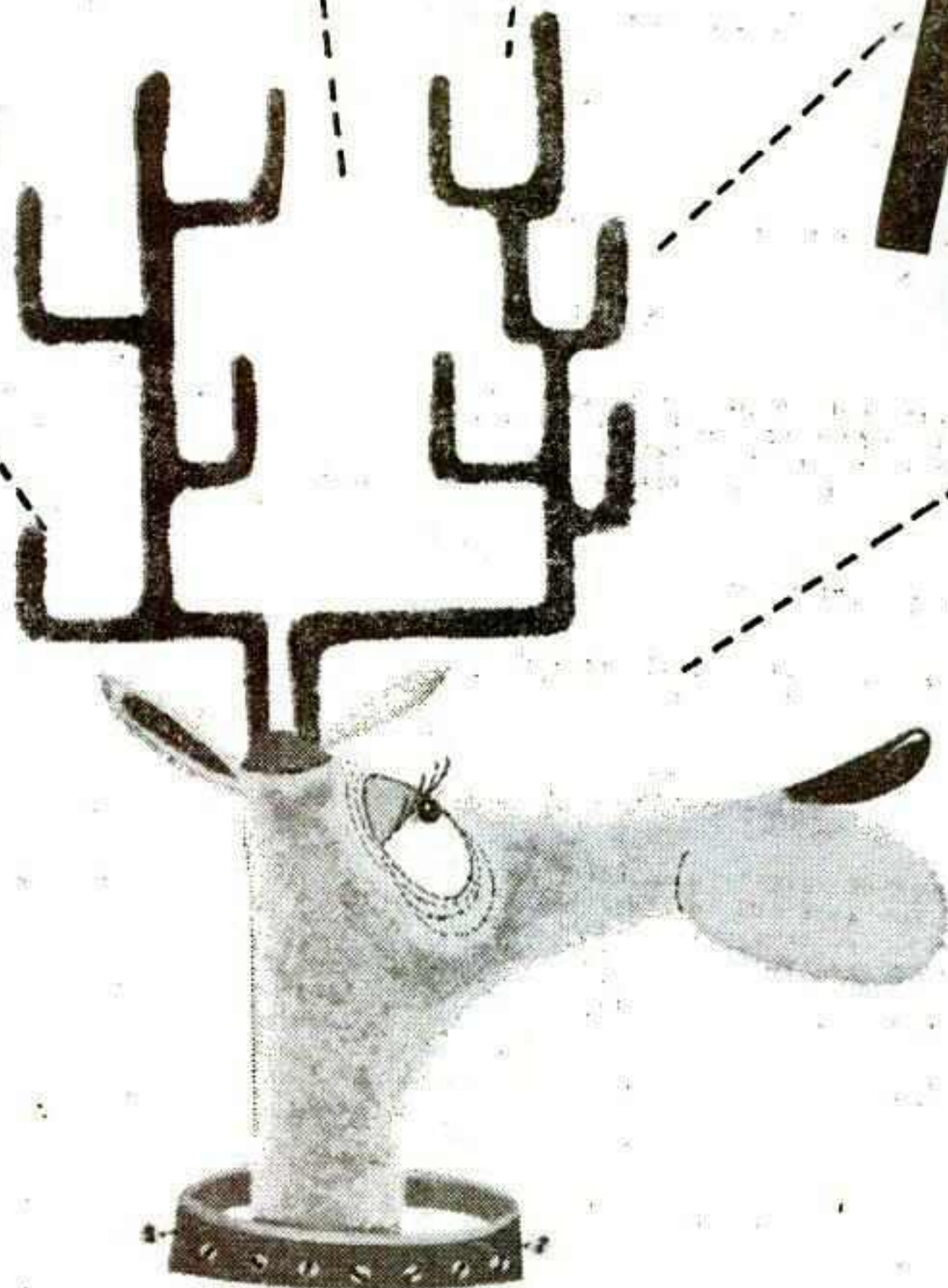
...put it back in the oven.

*Frank Music Corp.*

HOLLYWOOD OFFICE • 8428 HOLLYWOOD BLVD. HOLLYWOOD 28, CALIFORNIA • HOLLYWOOD 7-4200

# THE BIG CHRISTMAS RECORD

# JINGLE BELL ROCK



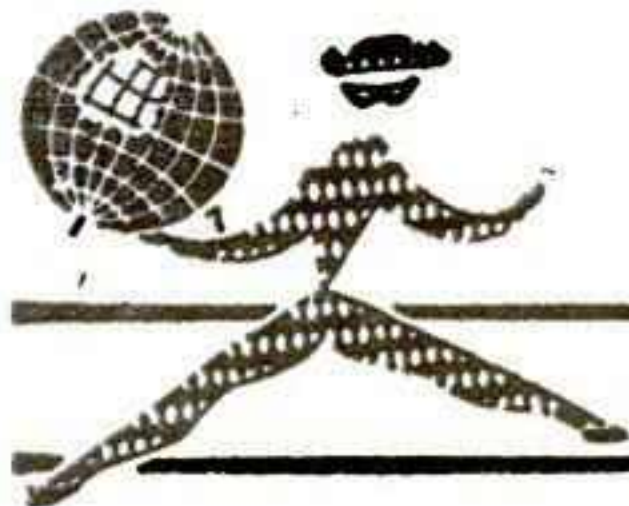
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(and His Reindeer Space Patrol)

DECCA 9-30513 & 30513



**A NEW WORLD OF SOUND**





# Top 100 Sides

FOR SURVEY WEEK ENDING NOVEMBER 16

This is a tabulation of dealer unit sales listed according to the specific side, requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey periods, explains variation between the top 30 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

New!



## SAM COOKE

I'LL COME RUNNING BACK TO YOU  
b/w FOREVER

SPECIALTY 619

Specialty

8508 SUNSET BLVD., HOLLYWOOD 46, CALIF.

Position	Song, Artist, Label	Last Week
1	JAILHOUSE ROCK, Elvis Presley, Victor	1
2	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	2
3	YOU SEND ME, Sam Cooke, Keen	3
4	SILHOUETTES, Rays, Cameo	4
5	BE-BOP BABY, Ricky Nelson, Imperial	5
6	LITTLE BITTY PRETTY ONE, Thurston Harris, Aladdin	6
7	MY SPECIAL ANGEL, Bobby Helms, Decca	8
8	CHANCES ARE, Johnny Mathis, Columbia	7
9	APRIL LOVE, Pat Boone, Dot	11
10	HONEYCOMB, Jimmie Rodgers, Roulette	9
11	TAMMY, Debbie Reynolds, Coral	10
12	MELODIE D'AMOUR, Ames Brothers, Victor	12
13	FASCINATION, Jane Morgan, Kapp	15
14	RAUNCHY, Bill Justis, Phillips International	31
15	KEEP A' KNOCKIN', Little Richard, Specialty	13
16	HAPPY, HAPPY BIRTHDAY, BABY, Tune Weavers, Checker	16
17	I'M AVAILABLE, Margie Rayburn, Liberty	21
17	RAUNCHY, Ernie Freeman, Imperial	39
19	ROCK AND ROLL MUSIC, Chuck Berry, Chess	27
20	DIANA, Paul Anka, ABC-Paramount	14
21	JUST BORN, Perry Como, Victor	19
22	ALL THE WAY, Frank Sinatra, Capitol	28
22	ALONE, Shepherd Sisters, Lance	20
24	HULA LOVE, Buddy Knox, Roulette	17
25	COULD THIS BE MAGIC, Dubs, Gone	30
26	LOTTA LOVIN', Gene Vincent, Capitol	18
27	PEGGY SUE, Buddy Holly, Coral	35
28	TILL, Roger Williams, Kapp	33
29	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	22
30	PEANUTS, Little Joe and the Thrillers, Okeh	29
31	DEEP PURPLE, Billy Ward and His Dominoes, Liberty	24
32	THAT'LL BE THE DAY, Crickets Brunswick	25
33	RAINBOW, Russ Hamilton, Kapp	23
34	MR. LEE, Bobbettes, Atlantic	25
34	WAIT AND SEE, Fats Domino, Imperial	31
36	BONY MORONIE, Larry Williams, Specialty	43
37	HONEST I DO, Jimmy Reed, Vee Jay	41
38	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	85
38	AND THAT REMINDS ME, Della Reese, Jubilee	39
38	WUN'ERFUL, WUN'ERFUL, Stan Freberg, Capitol	45
41	BACK TO SCHOOL AGAIN, Timmie Rodgers, Cameo	36
42	I'LL REMEMBER TODAY, Patti Page, Mercury	41
43	YOU SEND ME, Teresa Brewer, Coral	55
44	BLACK SLACKS, Joe Bennett & The Sparkletones, ABC-Paramount	34
45	IVY ROSE, Perry Como, Victor	49
45	SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER), Ray Charles, Atlantic	44
47	MY ONE SIN, Four Coins, Epic	37
47	PARTY TIME, Sal Mineo, Epic	69
49	LIECHTENSTEINER POLKA, Will Glahe, London	68
50	IN THE MIDDLE OF THE AN ISLAND, Tony Bennett, Columbia	38
51	PLAYTHING, Nick Todd, Dot	53
52	SOFT, Bill Doggett, King	62
53	REMEMBER YOU'RE MINE, Pat Boone, Dot	46
53	YOU BUG ME, BABY, Larry Williams, Specialty	85
55	FRAULEIN, Bobby Helms, Decca	52
56	FRAULEIN, Steve Lawrence, Coral	55
57	JOKER, Billy Myles, Ember	77
57	STORY OF MY LIFE, Marty Robbins, Columbia	65
59	WITH YOU ON MY MIND, Nat King Cole, Capitol	48
60	MOONLIGHT SWIM, Tony Perkins, Victor	49
60	SEND FOR ME, Nat King Cole, Capitol	54
62	REET PETITE, Jackie Wilson, Brunswick	62
63	TREAT ME NICE, Elvis Presley, Victor	46
64	FARTHER UP THE ROAD, Bobby (Blue) Bland, Duke	58
65	AN AFFAIR TO REMEMBER, Vic Damone, Columbia	60
66	REBEL, Carol Jarvis, Dot	62
67	JUST BETWEEN YOU AND ME, Chordettes, Cadence	57
67	LOVE ME FOREVER, Four Esquires, Paris	85
69	HEY, LITTLE GIRL, Techniques, Roulette	93
69	LITTLE BITTY PRETTY ONE, Bobby Day, Class	80
71	AROUND THE WORLD, Victor Young, Decca	69
71	DEEP BLUE SEA, Jimmy Dean, Columbia	71
73	AROUND THE WORLD, Mantovani, London	65
73	HAVE I TOLD YOU LATELY THAT I LOVE YOU, Ricky Nelson, Imperial	49
75	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	61
75	STARDUST, Billy Ward, Liberty	58
77	ONLY BECAUSE, Platters, Mercury	65
77	SILHOUETTES, Diamonds, Mercury	71
79	MISTER FIRE EYES, Bonnie Guitar, Dot	75
79	TEARDROPS, Lee Andrews and The Hearts, Chess	—
81	SUMMERTIME, Sam Cooke, Keen	85
82	BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	—
82	BON VOYAGE, Janice Harper, Prep	71
82	PLAYTHING, Ted Newman, Rev	93
82	TEDDY BEAR, Elvis Presley, Victor	75
86	PRETEND YOU DON'T SEE HER, Jerry Vale, Columbia	—
86	THE TWELFTH OF NEVER, Johnny Mathis, Columbia	85
88	TONIGHT, TONIGHT, Mello-Kings, Herald	93
89	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	—
89	LIPS OF WINE, Andy Williams, Cadence	71
89	OH BOY, Crickets, Brunswick	—
92	CHICAGO, Frank Sinatra, Capitol	84
92	IDOL WITH THE GOLDEN HEAD, Coasters, Atco	80
94	TAMMY, Ames Brothers, Victor	98
94	WHEN THE SWALLOWS COME BACK TO CAPISTRANO, Pat Boone, Dot	80
96	AROUND THE WORLD, Bing Crosby, Decca	85
96	GOT A DATE WITH AN ANGEL, Billy Williams, Coral	78
96	JOKER, Hilltoppers, Dot	—
99	SILHOUETTES, Steve Gibson & The Red Caps, ABC-Paramount	—
99	THINK, Five Royals, King	—

# Dot's PARADE of BEST SELLERS

- 15660 **APRIL LOVE—WHEN THE SWALLOWS COME BACK TO CAPISTRANO**—PAT BOONE  
 15661 **RAUNCHY—SAIL ALONG SILVERY MOON**—BILLY VAUGHN  
 15662 **THE JOKER—CHICKEN, CHICKEN**—THE HILLTOPPERS  
 15665 **THE BRIGHT LIGHT—ROC-A-CHICKA**—JIM LOWE  
 15657 **I'M ALONE BECAUSE I LOVE YOU—DON'T LET IT GET AROUND**—TAB HUNTER  
 15666 **WINTER WARM—GO 'WAY FROM MY WINDOW**—GALE STORM  
 15664 **HENRIETTA**—JIMMY DEE  
 15659 **CRY, CRY DARLING—YOU'RE THE IDOL OF MY DREAMS**—JIMMY NEWMAN  
 15675 **AT THE HOP—I DO**—NICK TODD  
 15612 **MISTER FIRE EYES**—BONNIE GUITAR  
 15643 **PLAYTHING**—NICK TODD  
 15586 **REBEL**—CAROL JARVIS  
 15652 **ONE HEART—EVERY TIME I ASK MY HEART**—LEROY VAN DYKE

## BEST SELLING ALBUMS

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

## BEST SELLING LP OF THE YEAR!

**DEP-1062 MERRY CHRISTMAS**—PAT BOONE

## NEW RELEASES

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

*Dot*

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# MGM Records

## JONI JAMES

# I GIVE YOU MY WORD

AND

# NEVER TILL NOW

(From the MGM Prod. "Raintree County")

K12565 on 45 and 78 rpm

## MARVIN

# RAINWATER

# LOOK FOR ME

(I'll Be Waiting for You)

AND

# LUCKY STAR

K12586 on 45 and 78 rpm

## ART MOONEY AND HIS ORCH.

# THE RIVER KWAI MARCH AND COLONEL BOGEY

(From the Horizon Picture "The Bridge on the River Kwai," a Columbia Pictures Release)

AND

# BULLFIGHT

K12590

## DAVID ROSE AND HIS ORCH.

# SAVANNA

AND

# LITTLE BISQUIT

(Both From the Musical Prod. "Jamaica")

K12585

## CONNIE FRANCIS

# WHO'S SORRY NOW

AND

# YOU WERE ONLY FOOLING

(While I Was Falling in Love)

K12588

## DANNY WINCHELL

# I DO, I DO

K12577

## LEROY HOLMES & HIS ORCH.

# WILD IS THE WIND

AND

# TIME REMEMBERED

K12587

## CHUCK ALAIMO QUARTET

# WHERE'S MY BABY

AND

# LOVERS AGAIN

K12589



## Territorial Best Sellers

FOR SURVEY WEEK ENDING NOVEMBER 16

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

Chances Are/Twelfth of Never  
Johnny Mathis, Col.  
Fascination, Jane Morgan, Kapp  
Jailhouse Rock/Treat Me Nice  
Elvis Presley, Vic.  
Melodie D'Amour, Ames Brothers, Vic.  
Raunchy, Ernie Freeman, Imp.  
Silhouettes, Rays, Cam.  
Wake Up Little Susie, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

### CHICAGO

Chances Are, Johnny Mathis, Col.  
Jailhouse Rock, Elvis Presley, Vic.  
Lotta Lovin', Gene Vincent, Cap.  
Silhouettes, Rays, Cam.  
Tammy, Debbie Reynolds, Cor.  
Till, Roger Williams, Kapp  
Wake Up Little Susie, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

### DETROIT

Honest I Do, Jimmy Reed, V J  
Jailhouse Rock, Elvis Presley, Vic.  
Raunchy, Ernie Freeman, Imp.  
Silhouettes, Rays, Cam.  
Soft, Bill Doggett, King  
Tammy, Debbie Reynolds, Cor.  
With You on My Mind  
Nat King Cole, Cap.  
You Send Me/Summertime  
Sam Cooke, Keen

### EAST TEXAS

Be-Bop Baby, Ricky Nelson, Imp.  
Chances Are, Johnny Mathis, Col.  
Jailhouse Rock/Treat Me Nice  
Elvis Presley, Vic.  
Peggy Sue, Buddy Holly, Cor.  
Raunchy, Bill Justis, Phil. Intl.  
Rock and Roll Music, Chuck Berry, Chs.  
Silhouettes, Rays, Cam.  
Wake Up Little Susie, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

### FLORIDA

April Love/When the Swallows Come Back to Capistrano, Pat Boone, Dot  
Chances Are, Johnny Mathis, Col.  
Fascination, Dick Jacobs, Cor.  
Honeycomb, Jimmie Rodgers, Rit.  
Jailhouse Rock/Treat Me Nice  
Elvis Presley, Vic.  
Silhouettes, Rays, Cam.  
Tammy, Ames Brothers, Vic.  
You Send Me, Sam Cooke, Keen

### LOS ANGELES

Fascination, Jane Morgan, Kapp  
He's Gone, Chantels, End  
Jailhouse Rock, Elvis Presley, Vic.  
My Special Angel, Bobby Helms, Dec.  
Raunchy, Ernie Freeman, Imp.  
Silhouettes, Rays, Cam.  
Wake Up Little Susie, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

### NEW YORK AND NEWARK

April Love, Pat Boone, Dot  
Be-Bop Baby, Ricky Nelson, Imp.  
Could This Be Magic, Dubs, Gone  
Jailhouse Rock/Treat Me Nice  
Elvis Presley, Vic.  
My Special Angel, Bobby Helms, Dec.  
Silhouettes, Rays, Cam.  
Wake Up Little Susie, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

### NORTHERN NEW YORK STATE

All the Way, Frank Sinatra, Cap.  
April Love, Pat Boone, Dot  
Be-Bop Baby, Ricky Nelson, Imp.  
Chances Are, Johnny Mathis, Col.  
Jailhouse Rock/Treat Me Nice  
Elvis Presley, Vic.  
Just Born, Perry Como, Vic.  
Little Bitty Pretty One  
Thurston Harris, Ala.

Silhouettes, Rays, Cam.  
Wake Up Little Susie, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

### NORTHERN OHIO

All the Way, Frank Sinatra, Cap.  
Chances Are, Johnny Mathis, Col.  
Kisses Sweeter Than Wine  
Jimmie Rodgers, Rit.  
Little Bitty Pretty One  
Thurston Harris, Ala.  
Melodie D'Amour, Ames Brothers, Vic.  
Raunchy, Bill Justis, Phil. Intl.  
Soft, Bill Doggett, King  
Wake Up Little Susie, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

### NORTHWEST

Back to School Again, Timmie Rogers, Cam.  
Chances Are/Twelfth of Never  
Johnny Mathis, Col.  
Jailhouse Rock, Elvis Presley, Vic.  
Keep A' Knockin', Little Richard, Spe.  
Little Bitty Pretty One, Bobby Day, Chs.  
Raunchy, Ernie Freeman, Imp.  
Swanee River Rock (Talkin' 'Bout That River), Ray Charles, Atl.  
You Send Me, Sam Cooke, Keen

### PHILADELPHIA

April Love/When the Swallows Come Back to Capistrano, Pat Boone, Dot  
Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.  
Jailhouse Rock, Elvis Presley, Vic.  
Little Bitty Pretty One  
Thurston Harris, Ala.  
Raunchy, Ernie Freeman, Imp.  
Silhouettes, Rays, Cam.  
Wake Up Little Susie, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

### SAN FRANCISCO AND OAKLAND

April Love, Pat Boone, Dot  
Be-Bop Baby, Ricky Nelson, Imp.  
Chances Are, Johnny Mathis, Col.  
Happy, Happy Birthday, Baby  
Tune Weavers, Chs.  
Jailhouse Rock, Elvis Presley, Vic.  
Raunchy, Ernie Freeman, Imp.  
Wake Up Little Susie, Everly Brothers, Cdc.  
You Send Me/Summertime  
Sam Cooke, Keen

### SOUTHERN OHIO

April Love, Pat Boone, Dot  
Chances Are, Johnny Mathis, Col.  
Fascination, Jane Morgan, Kapp  
Honeycomb, Jimmie Rodgers, Rit.  
Jailhouse Rock, Elvis Presley, Vic.  
Little Bitty Pretty One  
Thurston Harris, Ala.  
Raunchy, Ernie Freeman, Imp.  
Wake Up Little Susie, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

### ST. LOUIS AND KANSAS CITY

April Love, Pat Boone, Dot  
Chances Are, Johnny Mathis, Col.  
Jailhouse Rock, Elvis Presley, Vic.  
Melodie D'Amour, Ames Brothers, Vic.  
Raunchy, Bill Justis, Chs.  
Rock and Roll Music, Chuck Berry, Chs.  
Silhouettes, Rays, Cam.  
You Send Me/Summertime  
Sam Cooke, Keen

### WASHINGTON AND BALTIMORE

Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.  
Bony Moronie, Larry Williams, Spe.  
Honest I Do, Jimmy Reed, V J  
Jailhouse Rock/Treat Me Nice  
Elvis Presley, Vic.  
Little Bitty Pretty One  
Thurston Harris, Ala.  
My Special Angel, Bobby Helms, Dec.  
Wake Up Little Susie, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

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THINGS**

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OUT  
FOR YOUR  
HEART**

**BOTH  
HEADED FOR  
THE TOP**



FOR SURVEY WEEK ENDING NOVEMBER 16, 1957

# Weekly Juke Box Programming Guide

## POPULAR

- SILHOUETTES**  
★ THE RAYS ★  
DADDY COOL  
Cameo 117
- MY SPECIAL ANGEL**  
★ BOBBY HELMS ★  
STANDING AT THE END OF MY WORLD  
Decca 30423
- WAKE UP LITTLE SUSIE**  
★ EVERLY BROTHERS ★  
MAYBE TOMORROW  
Cadence 1337
- ROCK AND ROLL MUSIC**  
★ CHUCK BERRY ★  
BLUE FEELING  
Chess 1671
- ALL THE WAY**  
★ FRANK SINATRA ★  
CHICAGO  
Capitol 3793
- KEEP A' KNOCKIN'**  
★ LITTLE RICHARD ★  
CAN'T BELIEVE YOU WANNA LEAVE  
Specialty 611
- FASCINATION**  
★ JANE MORGAN ★  
FASCINATION (Instrumental)  
Kapp 191
- APRIL LOVE**  
★ PAT BOONE ★  
WHEN THE SWALLOWS COME BACK TO CAPISTRANO  
Dot 15660
- ALONE**  
★ SHEPHERD SISTERS ★  
CONGRATULATIONS TO SOMEONE  
Lance 125
- JAILHOUSE ROCK**  
★ ELVIS PRESLEY ★  
TREAT ME NICE  
RCA Victor 7035
- RAUNCHY**  
★ BILL JUSTIS ★  
THE MIDNITE MAN  
Phillips, International 3519
- I'M AVAILABLE**  
★ MARGIE RAYBURN ★  
IF YOU WERE  
Liberty 55102
- TAMMY**  
★ DEBBIE REYNOLDS ★  
FRENCH HEELS  
Coral 61851
- MELODIE D'AMOUR**  
★ AMES BROTHERS ★  
SO LITTLE TIME  
RCA Victor 7046
- HIBA LOVE**  
★ BUDDY KNOX ★  
DEVIL WOMAN  
Roulette 4018
- YOU SEND ME**  
★ SAM COOKE ★  
SUMMERTIME  
Keen 34013
- KISSES SWEETER THAN WINE**  
★ JIMMIE RODGERS ★  
BETTER LOVED YOU'LL NEVER BE  
Roulette 4031
- YOU SEND ME**  
★ TERESA BREWER ★  
WOULD I WERE  
Coral 61898
- BE BOP BABY**  
★ RICKY NELSON ★  
Have I Told You Lately That I Love You  
Imperial 5463
- CHANCES ARE**  
★ JOHNNY MATHEIS ★  
THE TWELFTH OF NEVER  
Columbia 4993

## COUNTRY & WESTERN

- Records eliminated if duplicated in Pop List.
- GEISHA GIRL**  
★ HANK LOCKLIN ★  
LIVIN' ALONE  
RCA Victor 6984
  - IS IT WRONG**  
★ WARNER MACK ★  
BABY, SQUEEZE ME  
Decca 30301
  - WHY WHY**  
★ CARL SMITH ★  
EMOTIONS  
Columbia 40984
  - HOME OF THE BLUES**  
★ JOHNNY CASH ★  
GIVE MY LOVE TO ROSE  
Sun 279
  - MY SHOES KEEP WALKING BACK TO YOU**  
★ RAY PRICE ★  
DON'T DO ME THIS WAY  
Columbia 40951
  - HOLIDAY FOR LOVE**  
★ WEBB PIERCE ★  
DON'T DO IT DARLIN'  
Decca 30419

## RHYTHM & BLUES

- Records eliminated if duplicated in Pop List.
- FARTHER UP THE ROAD**  
★ BOBBY (BLUE) BLAND ★  
SOMETIME TOMORROW  
Duke 170
  - MR. LEE**  
★ BOBBETTES ★  
LOOK AT THE STARS  
Atlantic 1144
  - SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER)**  
★ RAY CHARLES ★  
I WANT A LITTLE GIRL  
Atlantic 1154
  - WAIT AND SEE**  
★ FATS DOMINO ★  
I STILL LOVE YOU  
Imperial 5467
  - DIANA**  
★ PAUL ANKA ★  
DON'T GAMBLE WITH LOVE  
ABC-Paramount 9831

## NEW HIT

- PEGGY SUE**  
★ BUDDY HOLLY ★  
EVERYDAY  
Coral 61885
- LITTLE BITTY PRETTY ONE**  
★ THURSTON HARRIS ★  
I HOPE YOU WON'T HOLD IT AGAINST ME  
Aladdin 3398
- HAPPY, HAPPY BIRTHDAY, BABY**  
★ TUNE WEAVERS ★  
OL' MAN RIVER  
Checker 872
- JUST BORN**  
★ PERRY COMO ★  
IVY ROSE  
RCA Victor 7050
- RAUNCHY PUDDIN'**  
★ ERNIE FREEMAN ★  
Imperial 5474
- COULD THIS BE MAGIC**  
★ THE DUBS ★  
SUCH LOVIN'  
Gene 5011
- HONEYCOMB**  
★ JIMMIE RODGERS ★  
THEIR HEARTS WERE FULL OF SPRING  
Roulette 4015
- BONY MORONIE**  
★ LARRY WILLIAMS ★  
YOU BUG ME, BABY  
Specialty 615
- LIECHTENSTEINER POLKA**  
★ WILL GLAHE ★  
SCHWITZER POLKA  
London 1755
- TILL**  
★ ROGER WILLIAMS ★  
BIG TOWN  
Kapp 197

## OPERATORS BEST BUYS

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

- THE CRICKETS!**  
.....Oh, Boy!  
Not Fade Away  
Brunswick 55035  
BEST BUY
- DANNY & THE JUNIORS**  
.....At the Hop  
Sometimes  
ABC-Paramount 9871  
BEST BUY
- THE HOLLYWOOD FLAMES**  
.....Buzz, Buzz, Crazy  
Ebb 119  
BEST BUY
- GEORGE HAMILTON IV**  
.....Why Don't They Understand  
Even The  
ABC-Paramount 9862  
BEST BUY
- WARNER MACK**  
.....Roc-a-Chicka  
Since I Lost You  
Decca 30471  
BEST BUY
- JOHNNY MATHEIS**  
.....Wad Is the Wind  
No Love (But Your Love)  
Columbia 41080  
BEST BUY
- NOBLE (THIN MAN) WATTS**  
.....Hard Times (The Shop)  
I'm Walkin' the Floor Over You  
Baton 249  
BEST BUY

## OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

- LEE ALLEN & BAND**  
.....With Mr. Lee  
Promenade  
Ember 1027  
OPINION
- SAM COOKE**  
.....I'll Come Running Back to You  
Forever  
Specialty 649  
OPINION
- BOBBY DEAN**  
.....Dime Store Pony Tail  
Just Go Wild Over Rock and Roll  
Chess 1673  
OPINION
- JOHNNY DEE**  
.....Somebody Sweet  
They Were Right  
Colonial 722  
OPINION
- GORMAN SISTERS**  
.....Jesus Is My Santa Claus  
Silent Night  
Arrow 721  
OPINION
- BOBBY HELMS**  
.....Jingle Bell Rock  
Captain Santa Claus  
Decca 30613  
OPINION
- EDDIE (THE OLD PHILOSOPHER) LAWRENCE**  
.....The Merry Old Philosopher  
That Holiday Spirit—Coral 61915  
OPINION
- DICKEY LEE**  
.....Memories Never Grow Old  
Sun 280  
OPINION
- BILLY SCOTT**  
.....You're the Greatest  
That's Why I Was Born  
Cameo 121  
OPINION
- F. WARING & PENNSYLVANIANS**  
.....I Heard the Bells on Christmas Day  
Christmas Was Meant for Children  
Capitol 3901  
OPINION



## THE HI-LO's

A VERY SPECIAL LOVE  
with RAY ELLIS  
and his orchestra

*b/w*  
MY SUGAR IS SO REFINED  
(as sung in the Columbia  
Picture "Calypso Heat Wave")  
Orchestra under the direction  
of Frank Comstock  
4-41050



## MITCH MILLER

MARCH FROM THE  
RIVER KWAI  
(from the Columbia Picture  
"The Bridge over the River  
Kwai") and  
COLONEL BOGEY  
(from the Columbia Picture  
"The Bridge over the  
River Kwai")

*b/w*  
HEY LITTLE BABY  
MITCH MILLER  
and his orchestra  
4-41066



## THE NORMAN LUBOFF CHOIR

LET'S MAKE IT CHRISTMAS  
ALL YEAR 'ROUND  
(from the CBS Television Show  
"Junior Miss")

*b/w*  
MARY HAD A BABY (Amen!)  
4-41065



## THE WINTERS BROTHERS

YOURS FOR A LIFETIME

*b/w*  
FOOLISH ME  
THE WINTERS BROTHERS  
(Don and Floyd)  
4-41045 c



## MAHALIA JACKSON

A STAR STOOD STILL  
(Song of the Nativity)  
With the FALLS-JONES  
ENSEMBLE

*b/w*  
SWEET LITTLE JESUS BOY  
Orchestra under the direction  
of Sid Bass  
4-41055



## THE COQUETTES

SIDEWALK SWEETHEARTS  
*b/w*  
ASK ANYONE WHO KNOWS  
with RAY CONNIFF  
and his orchestra  
4-41059

# THE WORD ON PLAYS

All stops are out on MITCH MILLER'S latest, "March from the River Kwai"! The film, Columbia Picture's *The Bridge over the River Kwai* is getting every break known to press agent and publicity man! The sound track album is coming on Columbia Records too, with tie-ins planned for movie houses clear across the country! And by MITCH MILLER'S beard, here's the single to wrap the whole deal up in dollar signs! People who have seen this film come out whistling the theme. With a tie-in promotion on your part, they'll whistle themselves right into your store for your easiest sale of the year! See the film! Hear MITCH'S great new single! And crank up the cash register! "March from the River Kwai" is under way! \* \* \* The NORMAN LUBOFF CHOIR sets another winner on its way with "Let's Make It Christmas All Year 'round," a featured song from the CBS Television Show "Junior Miss," coming December 20. \* \* \*

## Extra Exposure!

JERRY VALE gets that money-making extra television exposure as guest on the JIMMY DEAN TV Show November 30 \* \* \* JOHNNIE RAY will be guest and added attraction on The Big Record Television Show November 27 \* \* \* Besides his own show, JIMMY DEAN boosts his already formidable following on The Steve Allen Show December 1st!

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ONLY WHO CAN TELL?

b/w

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### • Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. AROUND THE WORLD (Young).....	3	23
2. FASCINATION (Southern).....	2	15
3. TAMMY (Northern).....	1	19
4. APRIL LOVE (Witmark).....	4	3
5. ALL THE WAY (Barton).....	7	2
6. HONEYCOMB (Hawthorne).....	11	10
7. CHANCES ARE (Korwin).....	5	9
8. SILHOUETTES (Regent).....	10	3
9. MELODIE D'AMOUR (Rayven).....	6	6
10. AN AFFAIR TO REMEMBER (Feist).....	9	13
11. WAKE UP LITTLE SUSIE (Acuff-Rose).....	7	7
12. IVY ROSE (Roncom).....	-	3
13. LIECHTENSTEINER POLKA (Burlington).....	-	1
14. JAILHOUSE ROCK (Presley).....	12	5
15. MY SPECIAL ANGEL (Merge).....	13	4

### • Best Selling Sheet Music in Britain

(For week ending November 16)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Tammy—Macmelodies (Northern)	With All My Heart—Bron (Debar)
Forgotten Dreams—Mills (Mills)	Let Me Be Loved—Frank (Livingston-Evans)
Mary's Boy Child—Bourne (Schumann)	Affair to Remember—Feist (Feist)
Diana—Mellin (Pamco)	Be My Girl—Sheldon (Stratton)
Man On Fire—Robbins (Robbins)	Alone—Duchess (Selma)
Love Letters in the Sand—Francis Day (Bourne)	Puttin' on the Style—Essex (Melody Trail)
Island in the Sun—Feldman (Clara)	Around the World—Sterling (Young)
That'll Be the Day—Southern (Nor-Va-Jak)	A Handful of Songs—Peter Maurice (Peter Maurice)
Remember You're Mine—Belinda (Traye & Lowe)	Gotta Have Something in the Bank, Frank—Campbell-Connelly (Reis)
Wandering Eyes—Bron (Shapiro-Bernstein)	Last Train to San Fernando—Essex (Ludlow)

### • Best Selling Pop Records in Britain

(For week ending November 16)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. MARY'S BOY CHILD—Harry Belafonte (RCA).....	3
2. LET'S HAVE A PARTY—Elvis Presley (RCA).....	2
3. THAT'LL BE THE DAY—Crickets (Coral).....	1
4. I LOVE YOU BABY—Paul Anka (Columbia).....	10
5. REMEMBER YOU'RE MINE—Pat Boone (London).....	5
6. BE MY GIRL—Jim Dale (Parlophone).....	7
7. GOTTA HAVE SOMETHING IN THE BANK, FRANK—Frankie Vaughan & Kaye Sisters (Philips).....	8
7. TAMMY—Debbie Reynolds (Coral).....	4
9. WAKE UP LITTLE SUSIE—Everly Brothers (London).....	14
10. DIANA—Paul Anka (Columbia).....	6
11. SANTA BRING MY BABY BACK TO ME—Elvis Presley (RCA).....	-
12. MAN ON FIRE/WANDERING EYES—Frankie Vaughan (Philips).....	9
13. ALONE—Petula Clark (Pye-Nixa).....	-
14. MY DIXIE DARLING—Lonnie Donegan (Pye-Nixa).....	12
15. LAWDY MISS CLAUDY—Elvis Presley (HMV).....	-
16. TRYING TO GET TO YOU—Elvis Presley (HMV).....	15
16. MA, HE'S MAKING EYES AT ME—Marie Adams (Capitol).....	-
18. WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis (London).....	19
19. WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decca).....	13
20. ALONE—Shepherd Sisters (HMV).....	-

### • Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
All the Way (R)—Maraville—ASCAP	All the Way (R)—Maraville—ASCAP
An Affair to Remember (R)—Feist—ASCAP	April Love (R) (F)—Feist—ASCAP
And That Reminds Me (My Heart Reminds Me)—Symphony House—ASCAP	At the Hop (R)—Singular—BMI
April Love (R) (F)—Feist—ASCAP	Buzz, Buzz, Buzz (R)—Cash-Aberbach—BMI
Ca C'Est L'Amour (R) (F)—Buxton Hill—ASCAP	Careless (R)—Bourne—ASCAP
Chances Are (R)—Korwin—ASCAP	Chances Are (R)—Korwin—ASCAP
Fascination (R) (F)—Southern—ASCAP	Dance to the Bop (R)—Central Songs—BMI
Forgotten Dreams (R)—Witmark—ASCAP	Fascination (R) (F)—Southern—ASCAP
Got a Date With An Angel (R)—Chappell—ASCAP	Great Balls of Fire (R) (F)—BRS—BMI
How to Say Goodbye (R) (M)—Chappell—ASCAP	Honeycomb (R)—Hawthorne—ASCAP
I Keep Running Away From You (R)—Berlin—ASCAP	I'm Available (R)—Golden West—BMI
I'll Remember Today (R)—Hollis—BMI	In the Middle of an Island (R)—Mayfair—ASCAP
Just Between You and Me (R)—Winneton—ASCAP	Jailhouse Rock (R) (F)—Presley—BMI
Just Born (R)—Winneton—ASCAP	Joey's Song (R)—Shapiro-Bernstein—ASCAP
Katsumi Love Theme (R) (F)—Witmark—ASCAP	June Night (R)—Feist—ASCAP
Las Vegas (R)—Peer—BMI	Junior Miss (R)—Chappell—ASCAP
Lips of Wine (R)—Martin—BMI	Just Between You and Me (R)—Winneton—BMI
Listen to the Rockin' Bird (R)—Warnow—ASCAP	Just Forever (R)—Valando—ASCAP
Love Me Forever (R)—Greta—BMI	Keep Me in Mind (R)—Chappell—ASCAP
Melodie D'Amour (R)—Rayven—BMI	Love Me Forever (R)—Greta—BMI
Put a Light in the Window (R)—Planetary—ASCAP	Mad Ball (R)—Columbia Pictures—ASCAP
Rainbow (R)—Robbins—ASCAP	Melodie D'Amour (R)—Rayven—BMI
Remember You're Mine (R)—Lowe-Traye—BMI	Penny Loafers and Bobby Socks (R)—Pamco—BMI
Sayonara (R) (F)—Berlin—ASCAP	Pretend You Don't See Her (R)—Rose Meadow—ASCAP
Search for Paradise (R) (F)—Witmark—ASCAP	Silhouettes (R)—Regent—BMI
Story of My Life (R)—Famous—ASCAP	So Rare (R)—Robbins—ASCAP
Tammy (F) (R)—Northern—ASCAP	Tammy (F) (R)—Northern—ASCAP
Till (R)—Chappell—ASCAP	Tomorrow, Tomorrow (R)—Marks—ASCAP
There's Only You (R)—Broadcast—BMI	Wake Up Little Susie (R)—Acuff-Rose—BMI
Twelfth of Never (R)—Empress—ASCAP	Why Don't They Understand (R)—Hollis—BMI

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**"I REMEMBER DEAR"**

b/w "PAMELA JEAN"  
Casa Grande 45C-4038

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Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

Review Spotlight on . . .

POP RECORDS

- SAM COOKE... Specialty 619... FOREVER (Venice, BMI)
I'll come running back to you... (Venice, BMI)
BILLY SCOTT... Cameo 121... YOU'RE THE GREATEST (Love, ASCAP)
THAT'S WHY I WAS BORN... (Planetary, ASCAP)
JOHNNY DEE... Colonial 722... THEY WERE RIGHT (Bentley, BMI)
BOBBY DEN... Chess 1673... DIME STORE PONY TAIL (Oury, ASCAP)
AL JONES... Poplar 104... MAD, MAD WORLD (Chelwood, BMI)
LONELY TRAVELER... (Roosevelt, BMI)
BARBARA McNAIR... Coral 61923... BOBBY (Sheldon, BMI)
TILL THERE WAS YOU... (Frank, ASCAP)

CHRISTMAS RECORDS

- BOBBY HELMS... Decca 30513... JINGLE BELL ROCK (Cornell, ASCAP)
THE GORMAN SISTERS... Arrow 721... JESUS IS MY SANTA CLAUS (TeePee, ASCAP)
FRED WARING AND THE PENNSYLVANIANS... Capitol 3901... I HEARD THE BELLS ON CHRISTMAS DAY (St. Nicholas, ASCAP)
EDDIE LAWRENCE... Coral 61915... THE MERRY OLD PHILOSOPHER (Merrick, BMI)

POP DISK JOCKEY PROGRAMMING

- ELLA FITZGERALD... Verve 10111... MIDNIGHT SUN (Crystal, ASCAP)
WHAT WILL I TELL MY HEART... (DeSylva, Brown and Henderson, ASCAP)
THE NEW GLENN MILLER ORCHESTRA... RCA Victor 7096... MAN ON THE STREET (Herb Reis, BMI)

Reviews of New Pop Records

- JOHNNIE & JOE
I Was so Lonely... 82
CHESS 1677—The group had a big one with "Over the Mountain."
If You Tell Me You're Mine... 72
The male member does the honors on the ballad with rhythm backing.
BOB CREWE
Charm Bracelet... 80
Vik 0307—The clefter of "Silhouettes" works with the Rays on this strong teen-slanted side.
Do Be Do Be Do... 76
Here's a bright, gimmick-angled side which has its own share of commercial appeal.
JOYCE HAHN
Trying to Forget About You... 80
CADENCE 1332—A strong weeper ballad by Boudleaux Bryant gets a very commercial dual-track treatment by Miss Hahn.
Did You Close Your Eyes?... 75
A very pretty ballad from the Broadway legit musical "New Girl in Town."
BJL CRADDOCK
Millionaire... 78
COLONIAL 721—This is a rich man without gold.
SARAH VAUGHAN
The Next Time Around... 77
MERCURY 71235—Class chanting. Miss Vaughan, with her beautiful phrasing, will appeal to deejays and fans.
Gone Again... 77
A blues ballad once cut by Lionel Hampton and Jimmy Scott.
JACK JONES
For Crying Out Loud... 77
CAPITOL 3844 — Quality material. Jones sings this pretty song with style and heart.
Born to be Lucky... 75
A bluesy, rhythmic side of unusual melodic pattern.
LOU BUSCH ORK
Street Scene '58... 77
CAPITOL 3837—Slow rock and roll treatment of the oldie tune.
Tommy Leonetti
In Times Like These... 76
Vik 0306—Leonetti projects his usual sound taste and phrasing on a smart piece of material from the new Broadway musical, "Rumple."
Beachcomber... 75
Haunting theme, dressed up with sea sounds (pounding surf, sea gulls, etc.) is warbled with meaningful charm by "Hit Parade" star.
JOHNNY PARKER
I Must Be in Love... 76
BRUNSWICK 55043—Good cheerful rhythm backing, featuring steel and strummed guitar, paces the vocal on this happy sounding theme that was also written by the artist.
DANNY WOLFE
Let's Flat Get It... 76
DOT 15667—Lively rockabilly side with a brisk pace, personable vocal and a good gimmicky title.
MITCH MILLER ORK
Hey, Little Baby... 75
COLUMBIA 41066—A rousing gang sing is generated by the chorus and instrumentation here.
March From the River Kwai & "Colony Bogs"... 75
Colorful version of the fine march. There's a striding tempo, whistling and a real band flavor accented by the snare drums.
CONNIE FRANCIS
You Were Only Fooling... 75
M-G-M 12588—Good chirping effort by the artist on the old tune with rhythm backing featuring listenable guitar and chorus.
Who's Sorry Now... 75
Another oldie. Vocal is equally attractive and backing is similar.
TONY MARTIN
Souvenir D'Italie... 75
RCA VICTOR 7099—This continental ballad—from the Rank film, "Danger, Girl at Play"—is well suited for the romantic Martin crooning style.
CARLOCA... 71
A remake of the old tune from "Fly-Down to Rio."
JACK CARROLL
One Blade of Grass... 75
DECCA 30522—This tender ballad has a touch of sacred about it.
Bullfight... 70
An old Italian melody, dressed in a rhythmic pattern.
DON CARROLL
The Gods Were Angry With Me... 74
CAPITOL 3838—Good strong vocal by Carroll on a ballad with attractive chorus support.
At Your Front Door... 74
Fine go on the rhythm-paced ballad.
VAUGHN MONROE
The Best Dream of All... 74
RCA VICTOR 7093—Gentle, down-to-earth, old-fashioned waltz by Dee and Lippman.
Stargazer... 72
Another opus that might have scored heavily in the dance band days.
FOUR PREPS
26 Miles... 74
CAPITOL 3845—Good sound on this cheerful medium-beat theme which tells that San Catalina is 26 miles away.
It's You... 70
Listenable harmonies by the group on a ballad with brassy, shuffling ork support.
SHEB WOOLEY
I Found Me An Angel... 73
M-G-M 12584—Wooley develops a good sound on this moderately swinging blues arrangement.
(Continued on page 75)

# JAN PEERCE



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for this season



# A CHILD'S FIRST

# CHRISTMAS / FAITH

47/20-7109



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TRADE MARK RADIO CORPORATION OF AMERICA



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The Tune Weavers

Chess 1675

## "TEARDROPS"

Lee Andrews  
and the Hearts

Chess 1671

"ROCK AND  
ROLL MUSIC"

Chuck Berry

Chess 1677

"I WAS SO  
LONELY"

Johnny and Joe

Argo 5277

"NERVOUS  
BOOGY"

Paul Gayten

Checker 878

"SAY  
BOSS MAN"

Bo Diddly

Argo 5284

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MULE"

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## VOX JOX

By JUNE BUNDY

CHANGE OF THEME: Bryan Olney, CKWS, Kingston, Ontario, Canada, has started Kingston's first all-night deejay show (midnight to 6 a.m.) and is interested in receiving wax for the new assignment. . . . Jim Whiting, "Jack Benny's favorite cartoonist," has launched a new program, "Gasoline Alley," over WFLR, Dundee, N. Y. Bob Burns, formerly "Mr. Mostly Music" of WHAM, Rochester, N. Y.,

## YESTERYEAR'S TOPS—

The nation's top tunes on records  
as reported in The Billboard.

NOVEMBER 29, 1947

1. Near You
2. I Wish I Didn't Love You So
3. You Do
4. How Soon
5. Ballerina
6. Civilization
7. Too Fat Polka
8. —And Mimi
9. The Whiffenpoof Song
10. So Far

NOVEMBER 29, 1952

1. You Belong to Me
2. I Went to Your Wedding
3. Glow Worm
4. Why Don't You Believe Me
5. Jambalaya
6. It's in the Book
7. Lady of Spain
8. Because You're Mine
9. Wish You Were Here
10. Trying

has joined the same station (WFLR) as manager. Cal Zethmayer is a new deejay at WHNY, McComb, Miss., and also doubles as salesman-promotion manager. Jock is interested in setting up tape exchanges (six to eight-minute tapes, featuring a top pop and chatter) with deejays in other areas, plus artist intros and open-end interviews for his nightly four-hour show.

Jerry Marshall, WMGM, New York, will emcee a teenage record hop at the East New York Y.M. and Y.W.H.A. December 11. . . . Barney Groven is program director-deejay at KBBB, new station in Borger, Tex., which went on the air for the first time November 18. Other KBBB deejays include John Ford, Karl McKinney and Dottie Knight, who doubles as music director. Groven is sending out an S.O.S. for disks for his new station library. . . . Jack Rowzie, WWDC, Washington, D. C., is featuring a "World Wide Hit Parade" featuring overseas best sellers for 13 weeks. Programming is tied in with promotion on Care Missions Overseas, which compiles the listings.

CROSBY NUPTIALS: Jockeys across the country paid their respects to Bing Crosby and his new frau, actress Kathy Grant, via special congratulatory-segs on their respective shows. For instance, station KREO, Indio, Calif., staged a 19-hour "congratulatory salute" to the couple, during which time, the Crosbys were congratulated, via special spots, 47 times. The same day, Crosby's latest singles and LP's were featured a minimum of four times per hour.

John B. Elwood, WIBM, Jackson, Mich., integrated best wishes into his regular "Crosby Cavalcade" show. A special "Wedding Program" was scheduled whereby appropriate disks by other artists (close to Crosby in some way) were featured—Al Jolson's "Always," Ella Fitzgerald's "Night and Day," etc. Mitchell Farrell, KFRD, Rosenberg, Tex., also joined the bridal party, via a seven-minute re-

corded telephone chat (later played back on his show) with Crosby, during the Groaner's stopover at his new bride's parents' home in nearby West Columbia, Tex.

GIMMIX: Frosty Mitchell, KIOA, Des Moines, recently conducted a "Baby-Sittin'" contest, in conjunction with a promotion on Bob Riley's waxing of the same title. Teen-agers were invited to write and tell why they liked to baby-sit. "Most of them listed money as the first and important reason," writes Mitchell, "so I guess kids aren't so dumb after all."

Leigh Kamman, WLOL, is doing his weekday show (noon to 2 p.m.) "under glass" just off the Garden Court in the Southdale shopping center. . . . Alan Field, formerly with WMLV, Millville, N. J., has joined WTOR, Torrington, Conn. His new show features a seg, whereby kids call him up and vote "scrap" or "save" on new record releases. . . . Mary Ann Barnhart, KVOB, Denver, has added a new show to her schedule. In addition to her daily hour afternoon program she is now doing a two-hour late-night stint.

THIS 'N' THAT: Tom Edwards, WERE, Cleveland, notes "Christmas music is being played on WERE, effective November 16, altho the station originally planned to start on November 29. The local stores put their holiday promotions ahead too." . . . Bill Bennett, WTRR, Sanford, Fla., is on the air seven hours thru the week, and 10 hours on Sunday, when he plays The Billboard's "Top 100" list. Bennett also owns his own record shop.

Dick Whittinghill, KMPC, Los Angeles, and Art Ford, WNEW, New York, are co-chairmen of the 1958 deejay committee in behalf of next February's Heart Fund drive. . . . Eddie Dillon, KVOR, Colorado Springs, Colo., is anxious to obtain taped station breaks from record artists. He also conducts beeper-interviews with artists, via long distance phone, Monday thru Saturday from 2 to 5:30 p.m.

MONITOR MUSICAL  
SURVEY

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

Spokane  
"April Love," Pat Boone, Dot.  
Chicago  
"Till," Roger Williams, Kapp.  
Baton Rouge, La.  
"Long Last Look," Helen O'Connell, Capitol.  
San Francisco  
"Just Born," Perry Como, RCA Victor.  
Miami  
"Wild Is the Wind," Johnny Mathis, Columbia.  
Mobile, Ala.  
"Again," Jimmy (Jiggs) Carroll, Columbia.  
Denver  
"Chances Are," Johnny Mathis, Columbia.  
Schenectady, N. Y.  
"Love and Affection," Rosemary Clooney, Columbia.  
Monroe, La.  
"Melodie D'Amour," Ames Brothers, RCA Victor.  
Cleveland  
"All the Way," Frank Sinatra, Capitol.

## NEW RELEASES

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BLUES

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b/w

JEANNINE, I DREAM  
OF LILAC TIME

King 5092

LITTLE WILLIE JOHN  
UNTIL YOU DO

b/w

PERSON TO PERSON

King 5091

BUBBER JOHNSON  
THE WHISPERERS

King 5089

JAMES BROWN  
and The Famous Flames

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Reviews and Ratings of New Classical Albums

LOLLIPOPS (1-12")—Royal Philharmonic Orch. (Beecham). Angel 35506

HANDEL: MESSIAH (HIGHLIGHTS) (1-12")—Huddersfield Choral Society (Bardgett); Royal Liverpool Philharmonic Orch. (Sargent). Angel 35551

MENDELSSOHN: SYMPHONY NO. 3; FINGAL'S CAVE OVERTURE (1-12")—London Symphony Orch. (Dorati). Mercury MG 50123

ROSSINI OVERTURES (1-12")—Minneapolis Symphony Orch. (Dorati). Mercury MG 50139

PROKOFIEV: CINDERELLA (1-12")—Royal Philharmonic Orch. (Irving). Angel 35529

SCHUMANN: SYMPHONY NO. 3 (1-12")—Detroit Symphony Orch. (Paray). Mercury MG 50133

This is a flowing, relaxed interpretation of Schumann's "Rhenish" Symphony. Paray and the Detroit group acquit themselves favorably, and benefit from an assist in the audio department.

RIMSKY-KORSAKOV: LE COQ D'OR (1-12")—The Ballet Russes Orch. (Horvath). Concert Hall XH 1512

PROKOFIEV: ROMEO & JULIET (2-12")—The Ballet Russes Orch. (Bashich). Concert Hall 2 XH 1513

BARBER: SYMPHONY NO. 1; OVERTURE TO "THE SCHOOL FOR SCANDAL"; ADAGIO FOR STRINGS; ESSAY FOR ORCH. (1-12")—Eastman-Rochester Symphony Orch. (Hanson). Mercury MG 50148

TITO GOBBI AT LA SCALA (1-12")—La Scala Orch. & Chorus (De Sabata. Serafin, Votto). Angel 35563

TOMKINS: MUSICA DEO SACRA: SONGS & CONSORT MUSIC (2-12")—The In Nomine Players; The Ambrosian Singers; (Stevens); Martindale Sidwell, Organist. Experiences Anonymes EA 0027/28

STRAVINSKY: THE FIREBRAND; FALLA: LOVE BY WITCHCRAFT (1-12")—Anny Delorie, Contralto, & Netherlands Philharmonic Orch. (Goehr). Crowell-Collier Record Guild CCGR 128

CHOPIN: BALLADES & IMPROMPTUS (1-12")—Orazio Frugoni, Piano. Vox PL 10,490

HANSON: ELEGY; SONG OF DEMOCRACY; LANE: FOUR SONGS (1-12")—Patricia Berlin, Mezzo Soprano; Eastman School of Music Chorus; Eastman-Rochester Symphony Orch. (Hanson) Mercury MG 50150

SCARLATTI: SONATAS FOR PIANO; BRAHMS: TRIO NO. 2 (1-12")—Emil Gilels, Piano; Leonid Kogan, Violin; Yakov Shapiro, French horn. Colosseum CRLP 258

CHOPIN: SONATA NO. 2; POLONAISE IN A FLAT MAJOR; BALLADE NO. 1 (1-12")—Emil Gilels, Pianist; VARIATIONS IN B FLAT, Tatiana Nicolaleva, Pianist. Colosseum CRLP 256

BEETHOVEN: CHORAL FANTASY PATHETIQUE SONATA; TRIO NO. 9 (1-12")—Emil Gilels, Piano; Leonid Kogan, Violin; Mstislav Rostropovich, Cello; National Philharmonic Orch. (Zanderling) Colosseum CRLP 255

Reviews of New Pop Records

Continued from page 72

So Close to Heaven...71 This has the quality of "Singin' the Blues," with a fem chorus adding high waiting fills.

MICKEY CALIN Cuddlin'...73 TEENERAMA 1005—Calin—who is Riff in "West Side Story"—sings this to a fitting beat, against a simple arrangement. (Sweeten, BMI)

TOM & JERRY Hey, Schoolgirl...80 BIG 613—Duo sounds like cross between Everly Brothers and De John Sisters on strong rockabilly-styled ditty with teen-appeal lyrics.

SHIRLEY JONES Clover in the Meadow...73 DOT 15670—Fine Webster-Fain tune from flick "April Love" in which the thrush co-stars with Pat Boone.

SANDY EVANS By Love Possessed...73 GOLDEN CREST 1231—A very well-bred record with Evans intoning the ballad thought in warm and tender style.

NELSON RIDDLE Pal Joey Theme...72 CAPITOL 3847—Smart, brassy, well-orked instrumental is from the current film. The listenable treatment could score with jocks. (Chappell, ASCAP)

FRANKIE MAYO & THE FALCONS Jigsaw Puzzle...72 RCA VICTOR 7076—Mayo warbles in okay fashion in solid, well produced rock and roll framework set by strong group backing and commercial material.

CHUCK CARBO Times...72 IMPERIAL 5479—A folk-flavored side, with a touch of Western influence. Song is pretty, and Carbo does it in fine style, with a restrained chorus and some whistling effects.

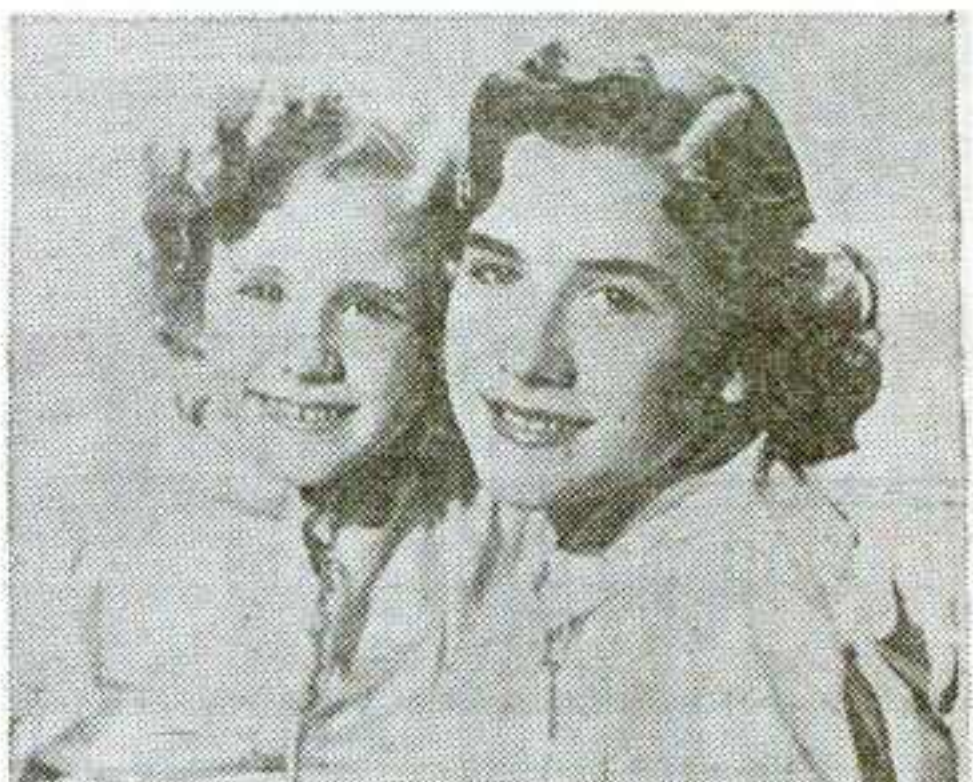
Fantasy has not often been recorded, present version will not encourage listeners. Trio is available on another label in reading by same artists.

Reviews and Ratings of New Jazz Albums

Continued from page 50

performed by three separate New Orleans-based units and assorted singers. Tho the traditional buyer gets a run for his money here, the sound is not the greatest. Collectors are likely to be interested. Old-time "names" like Armand Hug, Johnny St. Cyr, Harry Shields might help sales.

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AVENUE	1	—	—
BANANA	1	—	—
BIG	1	—	—
BRUNSWICK	1	—	—
CADENCE	2	—	—
CAMEO	1	—	—
CAPITOL	7	—	—
CHIESS	2	—	—
COLONIAL	2	—	1
COLUMBIA	2	—	2
CORAL	1	—	—
DECCA	7	—	1
DOT	2	—	—
DUB	—	1	—
DUKE	—	1	—
ERA	1	—	—
FABLE	1	—	—
FELSTED	1	—	—
GLORY	1	—	—
GOLDEN CREST	2	—	—
HERALD	—	1	—
HICKORY	—	—	1
IMPERIAL	2	—	—
J & S	1	—	—
KAPP	2	—	—
KFY	—	—	1
LIBERTY	1	—	—
MERCURY	3	—	1
M-G-M	5	—	1
MOVIECRAFT	1	—	—
PEACOCK	—	1	—
POPULAR	—	1	—
RCA VICTOR	6	—	2
REV	1	—	—
ROULETTE	1	—	2
ROMAN	1	—	—
RPM	—	1	—
SOMA	—	—	1
STARDAY	—	—	2
SUN	1	—	—
TEENERAMA	1	—	—
TIGER	1	—	—
UNIVERSAL	1	—	—
URANIA	1	—	—
VIK	3	—	—
WINSTON	3	—	1
TOTALS	72	8	16

### Reviews of New Pop Records

Continued from page 75

**BETTY JO BAXTER**  
The Fatal Knife . . . 72  
VIK 0308—Gentle, folk-flavored ballad is handed strong multi-track vocal treatment by canary, a promising talent for jocks. (Felt, ASCAP)  
Come On Baby, Let's Go . . . 68  
New thrush 'sells catchy rhythm item with verve and showmanship. (Eden, BMI)

**DAVID SEVILLE ORK**  
Bagdad Express . . . 72  
LIBERTY 55113—Exotic instrumental wax with exciting instrumentation and infectious beat. Fascinating off-beat programming for jocks. (Midway, ASCAP)  
Starlight, Starbright . . . 68  
Romantic theme is showcased in lilting arrangement and melodic piping by chorus. (Rolomar, ASCAP)

**TONI ARDEN**  
Can You Blame Me . . . 72  
DECCA 30507—A slow and attractive reading. Miss Arden handles the material well and it would rate fine for dreamy terpers in the juke box set. (Mutual, ASCAP)  
Like You! . . . 66  
A fast, rickety tucker by Miss Arden. Gal has a Roberta Sherwood, breathless quality on this side. Okay performance but flip is better suited to her style. (Marks, BMI)

**NORMAN ERSKIN**  
Go Way From My Window . . . 71  
CAPITOL 3848—Pretty ballad, adapted from a folk theme, has also been done by Gale Storm. Light rhythm accompaniment paces the fine vocal. Side might move, if exposed. (Bradshaw, BMI)  
Rosetta . . . 71  
The oldie is brought up to date as a rock-a-ballad with chorus support and a swingin' instrumental interlude. Side appears as strong as flip. (Mayfair, ASCAP)

**ADDIE LEE**  
Buzzin' Around . . . 71  
GLORY 267—Vigorous go by the chick on a cute medium-beat theme. Bright rhythm backing is effective in support. (Bryden, BMI)  
Burnin' With Love . . . 70  
Fine vocal stint on a rhythm-backed weeper that has a country flavor. Good ork and chorus support nicely pace the side. Fair chances. (Bryden, BMI)

**THE METRONOMES**  
Dear Don . . . 71  
CADENCE 1339—This is the vocal recitation of the details of a "Dear John" letter. Good sincere lead performance highlights a message of anguish. Snapper ending may get the pain-minded teenagers. (Levy, BMI)  
How Much Do I Love You? . . . 68  
A thought, borrowed from Elizabeth Barrett Browning, is translated into the meshuga rock and roll school. Moderate chances only. (Adams, BMI)

**PAT O'DAY**  
Rock & Roll Rhapsody . . . 71  
RCA VICTOR 7077—Smart conception that dramatizes r.&r. as suggested in the title. Arrangement follows the idea with big ork, concerto-like piano, etc. Thrush is a little strenuous, but total effort merits a trial. (Trinity, BMI)  
I Take Thee . . . 65  
Wedding song is chirped passionately. Heavy load of schmaltz doesn't suggest itself to broad market today. (Rush, BMI)

**THE COQUETTES**  
Sidewalk Sweethearts . . . 70  
COLUMBIA 41059—New fem group scores with solid rendition of tune with strong teenage appeal. Should grab off spins. (Jefferson, ASCAP)  
Ask Anyone Who Knows . . . 70  
Attractive reading of pretty ballad oldie by group, with standout backing by Ray Conniff. Girls get a McGuire sound. (Witmark, ASCAP)

**DAVID ROSE ORK**  
Little Bisquit . . . 70  
M-G-M 12585—Side is from the orkster's album of the "Jamaica" score. Well-arranged instrumental of the medium-beat show theme is good programming for jocks. (Harwin, ASCAP)  
Savanna . . . 70  
Brassy instrumental is also from the album of "Jamaica" tunes. Smooth treatment of the calypso is also good jockey fare. (Harwin, ASCAP)

**MIMI ROMAN**  
Thru With the Blues . . . 70  
DECCA 30480—The c.&w chick puts over a bright pop tune with forthright charm, and a strong assist from the Anita Kerr Singers. (Amber, ASCAP)  
Cryin' Myself to Sleep . . . 70  
Moving ballad is wrapped up in feelingful style by gal and Kerr group. Both sides rate spins. (Copar, BMI)

**TERRY CORIN**  
Gee Ma . . . 70  
GOLDEN CREST 1211—Dual track by the chick on a cute, bouncy tune

with chorus support. Good ork support helps sell the side. The kids might go for it, if side is pushed. (CFG, BMI)  
Ooh, Ooh, Ooh Would You Like to Take a Walk? . . . 69  
Thrush sounds a little like Eileen Barton on this cheerful side. Whistled backing on the medium-beat standard lends nice support. Fair chances. (Remick, ASCAP)

**LONNY KELLNER WITH WERNER MULLER ORK**  
That's the Way It Goes . . . 70  
DECCA 30508—Beguiling piping (in English) on dreamy ballad by European thrush, with lush backing. Provocative platter for deejays. (Symphony House, ASCAP)  
I Told You So . . . 68  
Another delightful vocal treatment of pretty ballad. (Symphony House, ASCAP)

**DON DEAL**  
My Blind Date . . . 70  
ERA 1051—Deal has interesting rockabilly sound for current pop market. Multi-track vocal, on appealing ditty with some teen-draw lyrics. (Hilliary, BMI)  
Even Then . . . 68  
Pleasant rock-a-ballad highlighted by feelingful vocal stint. (Poplar, BMI)

**CHUCK ALAIMO QUARTET**  
Lovers Again . . . 70  
M-G-M 12589—Another in the self-persecution school with the lover loving his pain. Strong teen message by Alaimo in the lead. This has the ingredients to move. (Broadcast, BMI)  
Where's My Baby? . . . 67  
Lyric means little but the group moves out with a good beat and sound. Juke potential with the flip a likely better sales bet. (Time, BMI)

**THE PLANTS**  
It's You . . . 70  
J & S 1602—This one has a wild collection of sounds in the meshuga tradition. Plenty of flat wailing with a barroom type piano adding atmosphere. Could get a reaction in the broken bottle circles. (Zell's, BMI)  
Dear I Swear . . . 63  
More of the goofed up sounds on this side but the whole effort, with its no-message lyric, becomes a drag. Fringe appeal only. (Zell's, BMI)

**JIMMIE HASKELL ORK**  
Rockin' in the Orbit . . . 69  
IMPERIAL 5480—A rocking instrumental, with a beep worked into the riff. Tune is a blues, and it is given an imaginative going over. With the flip, a most interesting one for jocks. (Post, ASCAP)  
Astroscopic . . . 68  
A rocking instrumental, with a honking tenor, a rapid tempo, and some fine guitar solo and a touch of outer space quality. For jocks. (Post, ASCAP)

**BILLY MAY**  
Trombones . . . 69  
CAPITOL 3846—Big bright march tempo here with male chorus singing the story of the trombone sounds. Possible for jukes and some jobs. A real rouser. (Frank, ASCAP)  
Young & Dangerous . . . 66  
A far out rock and roll-oriented arrangement with fem chorus answering the male group. Lots of noise with the message based on living it up, etc. Limited chances. (Felt, ASCAP)

**GEORGIE SHAW**  
Don't Forget . . . 69  
DECCA 30505—A conventional ballad, with chorus. Shaw does a good job. (Skidmore, ASCAP)  
I'll Always Be in Love With You . . . 65  
The standard gets a competent vocal job. (Shapiro-Bernstein, ASCAP)

**THE SUNNYSIDERS**  
Banjo Picker's Ball . . . 68  
DECCA 30495—The group presents a sunny sound on the ricky-tick ditty with excellent banjo accompaniment. Happy sound might do business on jukes. (Mills, ASCAP)  
My Home Town . . . 68  
Nostalgic theme is presented in similar fashion. Folksy tune is rendered with close harmonies. It appears as strong as flip. (Mills, ASCAP)

**ROB RITTERBUSH**  
Annie . . . 67  
DECCA 30498—Soothing West Indies-styled folk ditty is sung tenderly by Ritterbush. Moderate spin potential. (Beechmont, BMI)  
In His Hand . . . 66  
Vivid interpretation of moving spiritual with good lyrics. (Beechmont, BMI)

**JOAN MORE**  
Swiss Chalet . . . 66  
FELSTED 8500—Rich, deep-voiced legit-styled thrushing on haunting ballad. Has play possibilities for jocks in search of off-beat wax. (Nash, BMI)  
Rain . . . 66  
Same comment. Not the standard tune. (Nash, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less.

**RICHARD CANNON: Without a Song/Gypsy Heart—Urania 1005**  
**GAIL DAVIS: Come Back to Me Into the Eyes of Texas—RCA Victor 7092**  
**THE ELIGIBLES: Little Fire Eyes/Shakespeare Rock—Fable 608**  
**SEGER ELLIS: Who In the Sam Hill Is Sam Hill/I'm Never the Lover—Kapp 201**  
**EDDIE LUND: In a Little Gypsy Tea Room/Jeanne—Banana 502**  
**SHERY LYNN: Santa, Can I Count on You?/That Christmas's Feelin'—Roman 300**  
**DRAKE MORGAN: My Heart Believes/Am U the One—Moviecraft 605**  
**DON REED—Wall, Mr. Quail/They're Playing Our Song—Universal**  
**GWEN REYNOLDS: Little Baby Eskimo/Little White Bear—Almata 102**  
**KEITH RICHARDS ORK: Doodlin'/Moon Mist—Tiger 837**  
**LARRY TICKLER: Y' Gotta Everyone Knew—Avenue 6372**  
**BOB TRAVIS: Starlight Up in Heaven/Hey Ho Hey Ho Ho Baby, Baby—Almata 101**

### Christmas

**RUBY WRIGHT**  
Merry, Merry, Merry . . . 80  
Merry Christmas . . . 80  
FRATERNITY 787—Miss Wright presents the happy Christmas theme with support from the Dick Noel singers, a cheerful sounding group of youngsters. Good fare for jocks. (Buckeye, ASCAP)  
Let's Light the Christmas Tree . . . 80  
Pretty Christmas ballad is interpreted with charm by the thrush. Fine ork backing and choral support help make this a contender among the new yuletide songs. Also good wax for deejays. (Broadcast, BMI)

**GISELE MACKENZIE**  
Too Fat for the Chimney . . . 78  
VIK 0300—Cute, revived Christmas novelty is given a happy rendition by Miss MacKenzie with a male chorus assist and hand-clapping accompaniment. The kiddies could go for it. (Morris, ASCAP)  
Jingle Bells . . . 78  
Sparkling, lively go by the artist on the standard seasonal tune. Good ork and male chorus backing complements. Also good fare for the youngsters. (PD)

**DON RALKE CHORUS & ORK**  
Crackerjack Christmas . . . 75  
STARDISC 100—Lively, charming Alec Wilder-Marshall Barer tune captures the happy, wholesome Christmas flavor missing in so many Tin Pan Alley entries. Merits deejay spins, altho it may get lost in retail rush.  
Keep Christmas in Your Heart . . . 64  
David Diller solos with chorus on a less distinctive item. (Origitunes, BMI)

### Sacred

**SONS OF THE BLUE GRASS**  
Better Get Down . . . 73  
HUBER 1005—Lively mountain moralizer. Authentic flavor will attract some Bible Belt spins. (Huber, BMI)  
Walk With Jesus There . . . 70  
Mountain variety of sacred singing. No special spark in this effort, but could sell some in its section. (Huber, BMI)

### Polka

**L'L WALLY**  
Mountaineer Polka . . . 74  
JAY JAY 181—Exuberant blend of polka and square dance with bouncy country fiddles and a terperable tempo. Somethin' slightly different for specialized market. (Jay Jay, BMI)  
Payday Polka . . . 73  
L'L Wally warbles foreign language lyric on traditional-styled polka. Good-natured wax with sprightly dance tempo for boxes. (Jay Jay, BMI)

**R. TRUSKOLOSKI**  
Ampol—Aires Polka . . . 73  
JAY JAY 182—Polka instrumental.

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**AMPOL-AIRES ORK**  
 Terry's Polka...70  
 Polka with foreign language instrumental. Authentic sound and beat. Fine for the Midwest.

**L.I. WALLY ORK**  
 Liechtensteler Polka .....73  
 BANANA 510—Another version of the hit polka. Pleasant. (Burlington, ASCAP)  
**Remember Today...70**  
 A waltz instrumental with a vocal. Tune is pretty, with a retentive melody line. (Hollis, BMI)

**ON THE BEAT**

Continued from page 34

bookers of rhythm and blues talent, predicts that rock and roll is not only here to stay, but will continue to have an increasing influence on the pop market as well. In a pronouncement this week, Gale said his office is being swamped by promoter requests for talent bookings thru July of 1958, "which is no indication that the bubble is bursting." Gale says his firm has booked over \$15 million worth of acts in the four years "since rock and roll became the delight of the teen-agers."

According to the veteran booker, rock and roll will continue to grow because "each year a new crop of kids (numbering into the hundreds of thousands) are converted to it and they help build new attractions making their debut." Discussing the influence of rock and roll, Gale observed, "the music is easy to dance to and kids have week-end parties in their basements which keep them off street corners, thereby lessening the number of those who become juvenile delinquents."

This column has received considerable favorable comment from readers on a recent interview with

**16 2/3 Speed Poses Challenge**

Continued from page 26

With some phonos, however, it is necessary to follow the liner's advice to first warm up your turntable at the 16 2/3 speed before playing. Slight sluggishness is critical at this speed.

The artists' performances on the classical works maintain a surprisingly high level of quality . . . surprising inasmuch as the names are comparatively unknown. The pianist, Friedrich Wuehrer, and the young conductor, Heinrich Hollreiser, are major talents, as is the better known Otto Klemperer, who conducts one of his specialties, the Beethoven Fifth.

An area for possible improvement would be the packaging. None of the five sells to a casual shopper the idea that this is a double-length 16 2/3 r.p.m. disk, altho the impressive array of titles is prominent on the four long-hair sleeves. Back covers carry a large Vol XL 16 2/3 trade-mark, and extensive program notes are printed on both sides of a large sheet enclosed with the record.

Since most of the medium-to-higher-priced players produced in

The Billboard's music editor, Paul Ackerman. In fact, the reports that have come back tell a story of mahoffs in record companies, publishing outfits and other industry centers being literally fractured by the editor's comments on r.&b. song material and artists. In view of all this, Ackerman has again bowed to the clamor and will submit to another interview shortly. Watch for this, which will contain some interesting observations on the world of country music and its artists.

the past two years include the fourth speed, these new entries can produce plus profits for any dealer who maintains personal contact with his customers. (Self-service won't get a new speed off the ground.) At a \$6.95 suggested list price for the equivalent of two \$3.98, or as in the case of Vox, \$4.98 LP's, this represents a bargain, not to mention a convenience with regard to playing and storing.

In the categories of opera and background music, 16 2/3 suggests itself strongly for profitable future releases.

The sole "pop" release is in the "background" category, including a number of pop tunes, standards or light-classical selections typical of France, Spain, Austria, Italy, the Caribbean, South America and the U. S. A. Sounds of an airplane landing signals each new locale.

**TSCHAIKOWSKY:** Piano Concerto No. 1; Symphony No. 6 ("Pathetique"); "Romeo and Juliet" Overture. Wuehrer, piano; Perlea, Hollreiser, cond. VOX XL 1

**BEETHOVEN:** Piano Concerto No. 5 ("Emperor"); Violin Concerto; Leonore Overture No. 3; Coriolan Overture. Wuehrer, piano; Bronislaw Gimpel, violin; Horenstein, cond. VOX XL 2

**RIMSKY-KORSAKOV:** Scheherazade; **TSCHAIKOWSKY:** Nutcracker Suite; **BIZET:** L'Arlesienne Suites Nos. 1 & 2; **BORODIN:** Polovetsian Dances. Perlea, Courad, cond. VOX XL 3

**ROUND THE WORLD . . . ROUND THE CLOCK (A Musical Trip).** Various artists VOX XL 4

**BEETHOVEN:** Symphony N. 5; **DVORAK:** "New World" Symphony; **SCHUBERT:** "Unfinished" Symphony; **PROKOFIEFF:** "Classical" Symphony. Horenstein, Klemperer, Hollreiser, cond. VOX XL 5 Bill Simon.

**Hard Selling, Common Sense**

Continued from page 26

may be in that leveling stage right now. In terms of paper value, the stock market is billions of dollars under what it was 10 months ago. Business in general has been lagging. Now the Federal Reserve has lowered discount rates in an effort to encourage investment. The fact that they do that at all shows some concern on the part of the government about the economy.

"Just when all this is happening, the record companies are turning out more LP product than they ever have. Some people who couldn't read the signs properly were bound to get stuck."

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

One distributor, asked how he explained the recession tendency, said: "More people than ever are aware of what's happening in the business community. They read about lay-offs here and there, less capital expenditures, etc. They know what that means and they ask, 'How will this affect me?' They may not be in trouble themselves now, but they get cautious in their spending to guard against a day in the future when they may be laid off too. And don't think that the Sputniks and the Middle East situation haven't had their effect. They have. Seeing those satellites flying around can have a mighty sobering effect on a lot of people. All this plus the Asian flu has kept spending down."

Spokesmen for Graymat Music in Morristown, N. J., added this steady note. "We're doing all right. We'll be about five per cent ahead of last year. But we no longer just wrap packages. We're selling and we're selling hard to keep up the volume. And believe me, we look over all the special deals and the big programs before we buy. We're fairly heavily stocked for Christmas, but we've got stuff we know we're not taking chances on. What we have now will sell."

**Atlantic Foreign**

Continued from page 26

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

For Cuba and Venezuela, Musica y Musicos Cubanos, S. A., of Havana, has been named distributor for the Atlantic label in those two territories. These areas have long been known to be increasingly active centers of jazz and rock and roll. Commenting on this, an Atlantic spokesman said: "We feel they are ready for us now." The Cuban firm will import the disks from the U. S.

Ray Ventura, prexy of the French Disque Versailles label, also was in New York this week to conclude a reciprocal release agreement with Atlantic. The French firm will carry Atlantic releases in France and Belgium. Currently, Atlantic has on release here an LP made in Paris, which features poll-winning guitarist, Sacha Distel, who is also the Paris manager of Dsique Versailles.

**GIVE TO DAMON RUNYON CANCER FUND**

**10<sup>th</sup> ANNUAL DISK JOCKEY POLL**

**MOST PROMISING MALE ARTISTS OF R&B JOCKEYS**

Position	Artist	Label
1.	FRANKIE LYMON . . . . .	Roulette
2.	JOHNNY MATHIS . . . . .	Columbia
3.	DONNIE ELBERT . . . . .	DeLuxe
4.	LARRY WILLIAMS . . . . .	Specialty
5.	SAM COOKE . . . . .	Keen
5.	THURSTON HARRIS . . . . .	Ataddin

My sincere thanks to the Disk Jockeys all over the nation in appreciation of the recognition you have given me

Frankie



The Billboard, November 11, 1957

Personal Management: Morris Levy  
 Bookings: Joe Glaser, Associated Booking Corp., 745 Fifth Ave., New York City  
 Exclusively: Roulette Records

WANDA JACKSON



FUJIYAMA MAMA NO WEDDING BELLS FOR JOE



RECORD NO. 3843

This Week's C&W Best Buys

ROCK-A-CHICKA (Old Charter, BMI)-Warner Mack-Decca 30471- All of the top country marts indicate strong sales. It's also moving in pop marts. A likely loot platter in both fields! Flip is "Since I Lost You," (Copar, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . C&W RECORDS

DICKEY LEE

Good Lovin' (Raleigh, BMI)

Memories Never Grow Old (Knox, BMI)-Sun 280-Top side is a sock rockabilly revived by the talented new artist on the old Clovers' hit with group backing. Flip, "Memories," is somewhat reminiscent of "Memories Are Made of This." It's rendered with listenable Sun rockabilly support. Distinctive chanting by the artist has the money sound.

BOBBY DEAN

Dime Store Pony Tail (Oury, ASCAP)

Just Go Wild Over Rock and Roll (Oury, ASCAP)-Chess 1673 See review in Pop Spotlight section.

C&W CHRISTMAS

BOBBY HELMS

Jingle Bell Rock (Cornell, ASCAP)-Decca 30513

See review in Pop Spotlight section.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING NOVEMBER 16

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Wake Up Little Susie Everly Brothers, Cdc.
2. Jailhouse Rock, Elvis Presley, Vic.
3. My Special Angel, Bobby Helms, Dec.
4. The Story of My Life Marty Robbins, Col.
5. Don't Do It Darling, Webb Pierce, Dec.
6. Is It Wrong? Warner Mack, Dec.

Dallas-Fort Worth

- 1. Geisha Girl, Hank Locklin, Vic.
2. Fraulein, Bobby Helms, Dec.
3. My Special Angel, Bobby Helms, Dec.
4. Jailhouse Rock, Elvis Presley, Vic.
5. Don't Do It Darling, Webb Pierce, Dec.
6. Is It Wrong? Warner Mack, Dec.
7. Majesty of Love Marvin Rainwater - Connie Francis M-G-M
8. Story of My Life, Marty Robbins, Col.
9. Wake Up Little Susie Everly Brothers, Cdc.
10. Home of the Blues, Johnny Cash, Sun

Houston

- 1. Wake Up Little Susie Everly Brothers, Cdc.
2. I Found My Girl in the U. S. A. Jimmie Skinner, Mer.
3. Geisha Girl, Hank Locklin, Vic.
4. Is It Wrong? Warner Mack, Dec.
5. Jailhouse Rock, Elvis Presley, Vic.
6. Holiday for Love, Webb Pierce, Dec.

Memphis

- 1. My Special Angel, Bobby Helms, Dec.

- 2. Is It Wrong? Warner Mack, Dec.
3. I Found My Girl in the U. S. A. Jimmie Skinner, Mer.
4. Wake Up Little Susie Everly Brothers, Cdc.
5. Holiday for Love, Webb Pierce, Dec.
6. Jailhouse Rock, Elvis Presley, Vic.

Nashville

- 1. Wake Up Little Susie Everly Brothers, Cdc.
2. Home of the Blues, Johnny Cash, Sun
3. Jailhouse Rock, Elvis Presley, Vic.
4. My Special Angel, Bobby Helms, Dec.
5. Story of My Life, Marty Robbins, Col.
6. Rock-A-Chicka, Warner Mack, Dec.

New Orleans

- 1. Geisha Girl, Hank Locklin, Vic.
2. Wake Up Little Susie Everly Brothers, Cdc.
3. My Special Angel, Bobby Helms, Dec.
4. Holiday for Love, Webb Pierce, Dec.
5. My Shoes Keep Walking Back to You Ray Price, Col.
6. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

St. Louis

- 1. Jailhouse Rock, Elvis Presley, Vic.
2. Raunchy, Bill Justis, Phil. Intl.
3. Wake Up Little Susie Everly Brothers, Cdc.
4. I Found My Girl in the U. S. A. Jimmie Skinner, Mer.
5. My Special Angel, Bobby Helms, Dec.

Reviews of New C&W Records

PEE WEE KING

Congratulations Joe . . . 79 RCA VICTOR 7090 - Some smart lines in this medium-slow rocker clefted by the Bryants. It's dancey and there are lines that may be widely quoted, as "You're a P-I-I-I, PAL," etc. Could register with teens if they get to hear it. (Acuff-Rose, BMI)

Prelude to a Broken Heart . . . 79

On both sides King and warbler Redd Stewart are on a pop kick. Very pretty, triple-backed pop ballad here. Tune rates attention. (Ridgeway, BMI)

WILLIE PHELPS

Silver Fox . . . 76 ROULETTE 7004-Cat wishes he had a silver fox to put his baby in. Medium-beat country item is nicely warbled against good guitar and piano rhythm backing. Also a contender in pop marts. (Duchess & Kahl, BMI)

I Got a Feelin' . . . 73

Side has a "White Silver Sands" sound. Happy vocal on the peppy tune could go. Pop coin also possible. (Kahl, BMI)

LEE EMERSON

What a Night . . . 75 COLUMBIA 41046 - Rock-a-billy blues is brightly warbled by Emerson with fine rhythm support featuring chorus and guitar. It could also cop loot in pop markets. (Be-Are, BMI)

Catch That Train . . . 74

Weeper tells of a guy who wants his chick to come home. Medium-beat rockabilly tune has chorus support and a pop sound. It could take off. (Be-Are, BMI)

RUSTY & DOUG

Dream Queen . . . 74 HICKORY 1072-Rhythm side, with a restrained rock and roll quality. A chorus backs the duo's vocal. Well produced and likely to get spins

pop-wise as well as country. (Acuff-Rose, BMI) Take My Love . . . 73 Rhythm side with a rollicking beat. Like the flip, a chorus backs the chanters, giving a pop feeling. (Acuff-Rose, BMI)

BENNY MARTIN

Do Me a Favor . . . 74 RCA VICTOR 7100-A tender pleader ballad warmly sung by Martin. A nice melody and a salable romantic message could bring some action. (Open Road, BMI)

Hoebe Snow . . . 71

Eight-to-the-bar Western-type blues about "Miss Snow of Colorado." Fair enough job by Martin could attract some spins, tho flip has a more commercial quality. (Work, BMI)

ROSE MADDOX

Let Those Brown Eyes Smile at Me . . . 73 COLUMBIA 41047-Weeper-ballad is given an attractive go by Miss Maddox with male chorus and honky-tonk support. It can do business. (Golden West, BMI)

I'll Go Steppin', Too . . . 73

Sprightly ditty tells of a gal who's gonna give her guy a dose of his own medicine when he starts runnin' around. Good chirping by the artist. (Peer, BMI)

THE OSBORNE BROTHERS & RED ALLEN

She's No Angel . . . 73 M-G-M 12583-For traditional hill-harmony buyers. Strong, jangly string pluckin' and lively didactic tune insure some territorial support. (Acuff-Rose, BMI)

Once More . . . 72

Adenoidal harmonizing by an adept group. Real country flavor in this traditional-type styling. Jocks in the right territories will go for both faces. (Acuff-Rose, BMI)

C&W Best Sellers in Stores

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 throuout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with 5 columns: Rank, Record Title, Weeks on Chart, Last Week, Chart. Lists top 15 C&W records like 'Wake Up Little Susie', 'Jailhouse Rock', etc.

Most Played C&W by Jockeys

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throuout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 5 columns: Rank, Record Title, Weeks on Chart, Last Week, Chart. Lists most played C&W records by jockeys like 'Wake Up Little Susie', 'My Special Angel', etc.

Our Open House Was a Huge Success Thanks, Everybody! RCA-VICTOR Custom Record Sales RECORDING STUDIO 800 Seventeenth Ave., South Davidson County Nashville, Tennessee

First Time Together HELEN CARTER and WILEY BARKDULL singing

"HE MADE YOU FOR ME" Hickory 1069

(Continued on page 80)

# R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING NOVEMBER 16

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

## Atlanta

1. You Send Me, Sam Cooke, Keen
2. Little Bitty Pretty One, Thurston Harris, Ala.
3. Jailhouse Rock, Elvis Presley, Vic.
4. Silhouettes, Rays, Cam.
5. Rock and Roll Music, Chuck Berry, Chs.
6. Be-Bop Baby, Ricky Nelson, Imp.
7. Raunchy, Ernie Freeman, Imp.
8. Raunchy, Bill Justis, Phil. Intl.
9. Wait and See, Fats Domino, Imp.
10. Wake Up Little Susie, Everly Brothers, Cdc.

## Chicago

1. Silhouettes, Rays, Cam.
2. You Send Me, Sam Cooke, Keen
3. Jailhouse Rock, Elvis Presley, Vic.
4. Little Bitty Pretty One, Thurston Harris, Ala.
5. Rock and Roll Music, Chuck Berry, Chs.
6. My Special Angel, Bobby Helms, Dec.
7. Be-Bop Baby, Ricky Nelson, Imp.
8. Raunchy, Bill Justis, Phil. Intl.
9. Kisses Sweeter Than Wine, Jimmie Rodgers, Rit.
10. Reet Petite, Jackie Wilson, Brk.

## Charlotte

1. Jailhouse Rock, Elvis Presley, Vic.
2. You Send Me, Sam Cooke, Keen
3. Be-Bop Baby, Ricky Nelson, Imp.
4. Rock and Roll Music, Chuck Berry, Chs.
5. Raunchy, Bill Justis, Phil. Intl.
6. Silhouettes, Rays, Cam.
7. Bony Moronie, Larry Williams, Spe.
8. Little Bitty Pretty One, Thurston Harris, Ala.

## Cincinnati

1. Little Bitty Pretty One, Thurston Harris, Ala.
2. You Can Make It If You Try, Jean Allison, V J
3. You Send Me, Sam Cooke, Keen
4. Honest I Do, Jimmy Reed, V J
5. Peace of Mind, Louis Jordan, Mer.

## Detroit

1. You Send Me, Sam Cooke, Keen
2. Silhouettes, Rays, Cam.
3. Raunchy, Bill Justis, Phil. Intl.
4. Jailhouse Rock, Elvis Presley, Vic.
5. Wake Up Little Susie, Everly Brothers, Cdc.
6. Rock and Roll Music, Chuck Berry, Chs.
7. Be-Bop Baby, Ricky Nelson, Imp.
8. Raunchy, Ernie Freeman, Imp.
9. Honest I Do, Jimmy Reed, V J
10. St. Louis Blues, LaVern Baker, Atl.

## Los Angeles

1. Silhouettes, Rays, Cam.
2. You Send Me, Sam Cooke, Keen
3. Jailhouse Rock, Elvis Presley, Vic.

4. Be-Bop Baby, Ricky Nelson, Imp.
5. Wake Up Little Susie, Everly Brothers, Cdc.
6. Honeycomb, Jimmie Rodgers, Rit.
7. Happy, Happy Birthday, Baby, Tune Weavers, Che.
8. Honest I Do, Jimmy Reed, V J
9. That'll Be the Day, Crickets, Brk.
10. Little Bitty Pretty One, Bobby Day, Cls.

## New Orleans

1. You Send Me, Sam Cooke, Keen
2. Little Bitty Pretty One, Thurston Harris, Ala.
3. Bony Moronie, Larry Williams, Spe.
4. Raunchy, Ernie Freeman, Imp.
5. Jailhouse Rock, Elvis Presley, Vic.
6. Wake Up Little Susie, Everly Brothers, Cdc.
7. Silhouettes, Diamonds, Mer.

## New York

1. Silhouettes, Rays, Cam.
2. You Send Me, Sam Cooke, Keen
3. Jailhouse Rock, Elvis Presley, Vic.
4. Wake Up Little Susie, Everly Brothers, Cdc.
5. Kisses Sweeter Than Wine, Jimmie Rodgers, Rit.
6. Rock and Roll Music, Chuck Berry, Chs.
7. Hey, Little Girl, Techniques, Rit.
8. My Special Angel, Bobby Helms, Dec.
9. Could This Be Magic? Dubs, Gona

## Philadelphia

1. Jailhouse Rock, Elvis Presley, Vic.
2. Swanee River Rock (Talkin' 'Bout That River), Ray Charles, Atl.
3. You Send Me, Sam Cooke, Keen
4. Silhouettes, Rays, Cam.
5. Alone, Shepherd Sisters, Lan.
6. Little Bitty Pretty One, Thurston Harris, Ala.
7. My Special Angel, Bobby Helms, Dec.
8. Wake Up Little Susie, Everly Brothers, Cdc.
9. Rock and Roll Music, Chuck Berry, Chs.

## St. Louis

1. Rock and Roll Music, Chuck Berry, Chs.
2. You Send Me, Sam Cooke, Keen
3. Wake Up Little Susie, Everly Brothers, Cdc.
4. Peanuts, Little Joe and the Thrillers, Okch
5. Be-Bop Baby, Ricky Nelson, Imp.
6. Silhouettes, Rays, Cam.
7. Swanee River Rock (Talkin' 'Bout That River), Ray Charles, Atl.
8. Kisses Sweeter Than Wine, Jimmie Rodgers, Rit.

## Washington, D. C.

1. You Send Me, Sam Cooke, Keen
2. Little Bitty Pretty One, Thurston Harris, Ala.

# R & B Reviews

## THE RAVENS

**Lazy Mule** ..... 85  
ARGO 5284—The Jimmy Ricks version of this bucolic rocker is stirring, and this cover by Ricks' old group could cash in, too. Good bass lead brings out humor. A worthwhile entry. (Regent, BMI)  
**Here Is My Heart** ..... 65  
An overly enthusiastic offering that lacks more relaxed, rocking quality of flip. (Arc, BMI)

## B. B. KING ORK

**My Heart Belongs to Only You** ..... 77  
RPM 501—Ballad was a big one for Bette McLaurin a few years back. King's approach on the ballad is in a very poppish vein with chorus support and rhythm backing. Side could move. (Regent, BMI)  
**The Key to My Kingdom** ..... 77  
Rock-a-ballad is also delivered in a very poppish manner. Backing is similar. Good sound by the artist on the side that can also be in there. (Mr. Music, BMI)

## THE SULTANS

**If I Could Tell** ..... 72  
DUKE 178—Plenty of the mild male soprano sound on this ballad bleeder. Has the familiar slow, triplet beat with group building the agony sound well. Chance for action in the territories. (Lion, BMI)  
**My Love Is So High** ..... 70  
A swinging side that manages to build up a good charge. Lots of noise and a beat are the selling points. More profound message on flip can give it an edge. (Lion, BMI)

## WILLIE MAE THORNTON

**Just Like a Dog** ..... 69  
PEACOCK 1681—Miss Thornton belts this bluesy theme with vigor. A male chorus and good ork backing accompany. Side may be a little dated for today's tastes. (Lion, BMI)  
**My Man Called Me** ..... 69  
Side is presented in similar fashion to flip. Ork helps set a finger-snapping groove. (Lion, BMI)

## THE CLAREMONTS

**Angel of Romance** ..... 68  
APOLLO 517—A rock and roller of

3. Rock and Roll Music, Chuck Berry, Chs.
4. Bony Moronie, Larry Williams, Spe
5. Silhouettes, Rays, Cam.
6. Wake Up Little Susie, Everly Brothers, Cdc.
7. Honeycomb, Jimmie Rodgers, Rit.
8. Wait and See, Fats Domino, Imp.

# This Week's R&B Best Buys

**HARD TIMES (THE SLOP)** (Dare, BMI)—Noble (Thin Man) Watts—Baton 249—Watts appears to have a hit instrumental. Coins are piling up in most of the major marts. Flip is "I'm Walkin' the Floor Over You," (American, BMI). A previous Billboard "Spotlight" pick.

**BUZZ, BUZZ, BUZZ** (Cash-Aberback, BMI)—The Hollywood Flames—Ebb 119—The original version seems to be the preferred in the market. All areas report that the side is beginning to click. Flip is "Crazy" (Ebb, BMI).

# Review Spotlight on . . . R&B RECORDS

## SAME COOKE

**Forever** (Venice, BMI)  
**I'll Come Running Back to You** (Venice, BMI)—Specialty 619  
See review in Pop Spotlight section.

## LEE ALLEN & BAND

**Walkin' With Mr. Lee** (Angel, BMI)—Ember 1027  
Solid wailing by Allen on tenor on this rock-a-bucket blues is attractive fare. Organ support complements nicely. Side is in a medium-beat danceable groove and could find favor with the kids. Flip, "Promenade," has a Latin flavor and reminds of "Dansero." (Angel, BMI)

## BOBBY DEAN

**Dime Store Pony Tail** (Oury, ASCAP)  
**Just Go Wild Over Rock and Roll** (Oury, ASCAP)—Chess 1673  
See review in Pop Spotlight section.

# DISK JOCKEY PROGRAMMING

## GOOGIE RENE

**At the Break of Dawn** (Recordo, BMI)—Class 214  
Attractive styling by Googie Rene on the pretty theme provides excellent material for spinning. The simple melody is masterfully presented on marimbas against solid, rhythm ork accompaniment. Listeners will like. Flip is an appealing go on catchy tune called "Twilight Walk" (Recordo, BMI).

the refined type. Lead carries the lyric, with the remaining group supplying the "coloratura" sound. Fair enough. (Bess, BMI)

## Why Keep Me Dreaming?

Similar to the flip in style; but here, all the chanters carry the lyric, against a triplet figure in the backing. (Bess, BMI)

## THE DEBONAIRE

**Whispering Blues** ..... 68  
HERALD 509—A blues with a strong riff in the bass. Picks up interest,

with some fine horn work. Has mood and color. (Lowrey, BMI)

## Darling

A rock and roller. Good rhythms, poor material. (Lowrey, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less.

**THE MARTIN SISTERS: Don't Hide and Run/Voodoo**—Dub 2837

## 10th ANNUAL DISK JOCKEY POLL

### FAVORITE SMALL VOCAL GROUPS OF R&B JOCKEYS

Position	Vocal Group	Label
1	DELL VIKINGS	Mercury
2	COASTERS	Atco
3	MOONGLOWS	Chess
4	S SATINS	Ember
5	BOBBETTES	Atco

### FAVORITE R&B RECORDS

Position	Records	Label
1	COME GO WITH ME, Dell Vikings	Mercury
2	LITTLE DARLIN', Diamonds	Mercury
3	SEARCHIN'/YOUNG BLOOD, Coasters	Atco
	SCHOOL DAY, Chuck Berry	Atco

Now recording exclusively with



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Personal Management

**Norton L. Berman**  
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Room 1018  
Pittsburgh, Pa.

Our Sincere thanks to the Disk Jockeys of America for the recognition you have given us—

*Norman, Joe, Billy, Dave, Clarence*



R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING NOVEMBER 16

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records.

Table with 5 columns: Rank, Record Title, Artist, Weeks on Chart, Last Week. Includes 'YOU SEND ME' by Sam Cooke and 'LITTLE BITTY PRETTY ONE' by Thurston Harris.

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 16

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 5 columns: Rank, Record Title, Artist, Weeks on Chart, Last Week. Includes 'YOU SEND ME' by Sam Cooke and 'LITTLE BITTY PRETTY ONE' by Thurston Harris.

Reviews of New C&W Records

Continued from page 78

CHUCK CARSON WITH THE ARBACH THREE. Disappointed in Love. . . .71 SOMA 1085 - Rock-a-ballad with a Western flavor.

JIMMY MARTIN. Skip, Hop and Wobble. . . .70 DECCA 30493 - Lively hoedown starts

with fiddles effecting a train whistle. Martin delivers the snappy theme in the hill manner. It could have territorial appeal. (Forrest, BMI)

SLIM WILLET. Pandemonium. . . .70 WINSTON 1049 - Instrumental, with pounding boogie piano against crudely effective rhythm section.

HOBO JACK. Lonesome Old Road. . . .69 STARDAY 327 - Traditional country side, with the true hill sound in hte vocal and the strings. (Starrite, BMI)

DOROTHY & JIMMY BLAKLEY. Demon in My Heart. . . .68 MERCURY 71231 - Dancy run-thru of a routine country opus.

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Hal Smith, head of Curtis Artists Productions, Nashville, currently has Ernest Tubb on personals thru the Northwest, Dave Rich working on a tour with Whitey Ford (Duke of Paducah), and Curley Sanders playing Army camps with his own show.

Johnny Cash and the Tennessee Two open a Western swing in San Diego, Calif., Friday (22) and appeared on the "Country America" TV show in Los Angeles Saturday (23).

Bad weather and poor plane connections combined to create havoc for a "Grand Ole Opry" troupe that appeared at Denver's Auditorium Sunday night (17).

Hal Rosen, of New York, has joined Murray Nash Associates, Nashville, to handle promotion. . . . A John Kelly package, headed by Brenda Lee, recently played to 1,000 paid in two days at the Rockford, Ill., Armory.

DOUG HARRELL. Hospitality Blues. . . .67 COLONIAL 723 - Conversational bits between Harrell and friend in fairly comical approach to a trip to the hospital.

on the added duties of manager of the unit. Jimmy Dickens and Bobby Lord have joined the Morris road show for a period, replacing Carl Smith and Goldie Hill.

Haven't Carl Smith and Goldie Hill been married since September, and isn't that small farm which Carl recently purchased near Nashville meant to be their love nest?

Little Eller Long was a guest on the WNOK "Barn Dance" in Knoxville November 16. . . . WHDH-TV, Boston, last Saturday night (23) joined the line-up of stations carrying "Country Music Jubilee."

The Philip Morris Country Music Show, with Little Jimmy Dickens presiding, has hit the road again after a brief layoff to play Eastern Ohio and Pennsylvania.

"Grand Ole Opry's" Lonzo and Oscar are set for a five-day engagement in Kenton, Mich., beginning November 25. . . . Porter Wagoner stops off in Meridian, Miss., No. (Continued on page 81)

NO DOUBT ABOUT!! Ours Headed For the TOP! THURSTON HARRIS "LITTLE BITTY PRETTY ONE" ALADDIN #3398

LOOT-MAKER! WILLIE MAE "Hound Dog" THORNTON "MY MAN CALLED ME" and "JUST LIKE A DOG" Peacock #1681 PEACOCK-DUKE RECORDS, INC.

BREAKING BIG! Vee Jay 256 "YOU CAN MAKE IT IF YOU TRY" Gene Allison VEE JAY RECORD CORP. 2129 South Michigan Avenue Chicago 16, Illinois

Getting Bigger Day by Day! COAST to COAST! NAPPY BROWN'S "THE RIGHT TIME" B/W "OH YOU DON'T KNOW" #1525 SAVOY RECORD CO. 55 MARKET ST. NEWARK, N.J.

THE PENGUINS THAT'S HOW MUCH I NEED YOU b/w BE MY LOVIN' BABY #428 Dooto Records 9512 S. Central Ave., L. A., Calif.

# FOLK TALENT & TUNES

Continued from page 80

vember 29. . . Jodie travels to Newport, Va., November 26 and follows with engagements in Washington, 28; Dover, Del., 29-30; Washington, December 1; Hampton, Va., 2; Odenton, Md., 3; Washington, 5; Hampton, Va., 6, and Dover, Del., 7.

Another WSM country and western deejay convention has come and gone and, as usual, a good time was had by all. While fewer country record spinners made the pilgrimage to Nashville on this occasion, due largely to the fact that the Country Music Disk Jockeys' Association no longer holds its annual gathering in conjunction with the Nashville affair, the over-all attendance was reportedly some 10 per cent ahead of the 1956 mark. However, the slim attendance at the oratory and clinic session Friday afternoon again proved that the delegates do not make the trip to Nashville for an education. The Friday morning meeting was well attended, but once the long-winded awards session got under way the crowd thinned and yawns became more apparent. It has been suggested that the various trade publications combine to give a single award in the various classifications at the 1958 convention, along the lines of the movie industry's Oscars. It is felt that this would not only simplify the award making but would add greater importance to the awards themselves.

"Hoosier Hayride," heard each Saturday night from the stage of Hobie Hart's Court Theater, Auburn, Ind., has cut out its policy of two shows a night in favor of one continuous two-and-a-half-hour performance beginning at 7 p.m., with one hour of the show time aired over WGL, Fort Wayne, Ind. Featured on last Saturday's (23) "Hayride" stanza were Charlie

Walter and His Trail Riders, the Silver Star Boys, Susie Hensley and guest George Arthur. Pretty Patricia Corbat, of WGL, does the tub-thumping for the unit.

Smiley Burnette is routed as follows: Lindon, Tex., November 26; Jennings, La., 28; Abbeville, La., 29; Air Force Base, Lake Charles, La., 30; Fort Polk, Leesville, La., December 1; Morgan City, La., 3; Houma, La., 4. From December 20-27, Smiley will make a Florida to Los Angeles tour. . . . Frank Callaghan, c.&w. deejay of Station CFQC, Saskatoon, Sask., presented Johnny Cash with an engraved scroll at the deejay conclave in Nashville, honoring the latter for being chosen the favorite country and western performer in a poll conducted among CFQC listeners.

Bob and Wanda Wolfe are back at their home base, Station KGFL, Roswell, N. M., after a year on the road. They are on the look-out for new songs. . . . Lafer Enterprises, Port Clinton, O., has accepted for publication three tunes written by a pair of Canton, O., lads, Chuck Secrest and Arlie Kinkade. Ditties are "Town and Country Polka," "An Old-Fashioned Waltz" and "Dixieland Western Swing." . . . Red Foley's fifth grandchild—fifth granddaughter—was born recently to daughter Julie and her husband, Henry Hurt, of Murfreesboro, Tenn. Still hoping for a grandson somewhere along the line, Red points out that daughter Shirley and her hubby, Pat Boone, are expecting again in February.

## With the Jockeys

Dudley Bernard, who spins the country wax on KLFT, Golden Meadow, La., boasts that the station is only two years old, but already features more country music than any other station in South Louisiana. "We have a staff of four announcers, and broadcast in French and English," says Bernard. "Being such a young station, I could use more material from country artists, either French or English. I recently booked Al Terry, Ann Raye, Eddie Bond and Little Jimmy Dickens, and Bobby Helms recently spent a few days with me and we had a chance to do a little fishing. Our station is only 10 miles from the Gulf of Mexico and the fishing's great. Hope to hear from you guys and gals who want your records plugged."

Buddy Starcher, writer of "I'll Still Write Your Name in the Sand," which Mac Wiseman cut for Dot, is now general manager of WCBG, 5,000-watt indie at Chambersburg, Pa. Now in his 29th year in radio broadcasting, Baddy was formerly manager of KCUL, Fort Worth. He asks that record companies, artists and publishers send him their latest releases.

Ralph Emery has taken over the platter-spinning on the all-night country music show, "Opry Star Spotlight," heard over WSM, Nashville. He began his radio career six years ago at WTPR, Paris, Tenn., and since has been associated with WNAH, WSIX and WMAK, all in Nashville. . . . Len Ellis, c.&w. deejay at WJOB, Hammond, Ind., and recently appointed commercial manager of the station, celebrated his seventh anniversary at the station November 3 by presenting a live appearance of Red Foley and

# Concentration of Personnel

Continued from page 25

vision — Has been Associate Research Director of New York University's School of Retailing for a number of years; for 10 years conducted own business in market research.

Bernie Asbell (Chicago)—Covers music-records and TV in the Midwest area; contributes to national magazines; currently teaching courses in folk music and magazine article techniques at University of Chicago.

Mildred Hall—Chief of The Billboard's Washington, D. C. Bureau; has covered Capitol Hill since 1940; has free-lanced for national magazines; taught before entering editorial work.

Bernard Braddon — Retained by The Billboard as special record reviewer; currently buyer for Liberty Music Shops chain.

Howard Cook — Reviewer and assistant to The Billboard editors; studied music composition at New York University's Graduate School of Music.

Roy P. Allison—Audio Editor of High Fidelity and Editor of Audio-craft — Studied electrical engineering at University of Connecticut; formerly editor of Radio Communication (later Communication Engineering) magazine.

John M. Conly—Editor of High Fidelity—Started as copy boy on Herald Tribune; thence to North Carolina paper, followed by reporter's slot on Washington Evening Star; was science editor of Pathfinder magazine; his free-lance articles for The Atlantic ("They Shall Have Music") credited by many as first to call consumer's attention to high fidelity.

Roland Gelatt, Music Editor, High Fidelity—Former staffer on The Musical Digest, New York Sun; was assistant music editor and feature editor on Saturday Review; author of "Music Makers" (Knopf), "The Fabulous Phonograph" (Lippincott).

R. H. Darrell—Contributing editor of High Fidelity; has been a record, music book and tape reviewer since 1926; Author of "Good Listening" (Knopf) and

the "Country Music Jubilee" at Hammond Civic Center. Ellis is responsible for WJOB carrying 10 hours of country music a day, presiding over four hours himself.

Vern Terry, who has just launched a country music show on WATG, Ashland, O., typewrites, to wit: "Need all kinds of country music. I have had to buy most of the music I have now, but would like to get on the mailing lists of all the country music record companies. I am on six days a week, 6-7 a.m. and could get more time if I had more country music to play. I also do two hours, 6-8 p.m., Saturdays." . . . Deejay Charley Thomason, of R.D. No. 2, Winstonsboro, La., who has been pitching rock 'n' roll exclusively, says his readers have expressed a desire for c.&w. music and that he's making the switch just as soon as he can get enough records to play. Charley complains that his c.&w. record supply is virtually nil, and that he'd like to get on the lists of the various record companies. He fails, however, to list his station's call letters.

Roger Covert and Bashful Bob Seagle, pop and country record spinners, respectively, at WNNC, Newton, N. C., write: "We have been interviewing artists by telephone to plug their latest records, and our listening audience has been delighted with the idea. Any artist who wishes to participate should merely send us his name, address and phone number. It will cost him nothing but a bit of his time. His few minutes on the phone will be worthwhile to him."

other books; Studied at New England Conservatory of Music; was awarded a Guggenheim Fellowship in 1939.

Nathan Broder — Reviewer for High Fidelity; for nine years with G. Schirmer's Publication Department; lecturer in music, Columbia University, 1946-'52; author and reviewer of books on music and records.

John S. Wilson—Jazz reviewer for High Fidelity; currently jazz critic for The New York Times; New York editor of Downbeat; producer and commentator of "The World of Jazz," over WQXR.

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- Columbus, O. . . . . Pick-Fort Hayes
- Dayton, O. . . . . Pick-Miami
- Detroit, Mich. . . . . Pick-Fort Shelby
- Evanson, Ill. . . . . Pick-Georgan
- Flint, Mich. . . . . Pick-Durant
- Indianapolis, Ind. . . . . Pick-Antlers
- Minneapolis, Minn. . . . . Pick-Nicollet
- Pittsburgh, Pa. . . . . Pick-Roosevelt
- St. Louis, Mo. . . . . Pick-Mark Twain
- South Bend, Ind. . . . . Pick-Oliver
- Toledo, O. . . . . Pick-Fort Meigs
- Topeka, Kan. . . . . Pick-Kansas
- Washington, D.C. . . . . Pick-Lee House
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Increase Profits . . . Increase Sales . . .



Here is that extra service to customers that competition demands. A reliable and authentic purchase recommendation your customers can depend on. You can profit by using TODAY'S TOP TUNES.

## TODAY'S TOP TUNES

AVAILABLE EVERY OTHER WEEK TO HELP YOU BOOST SALES

It's a colorful 4-page folder (6 1/2 x 8 1/2" per page) that carries The Billboard's HONOR ROLL OF HITS with the best selling records of each tune.



It also shows best selling Popular, Jazz and Classical Long Play albums. It also lists best selling Country & Western and Rhythm & Blues records. Your store name, address and telephone number will be imprinted free on each copy of Today's Top Tunes.

They are ready to be mailed to your customer list to bring them into your store. They can be placed in each customer's purchase to bring him back for more sales. They can be used as counter give-aways and in your listening booths to stimulate sales.

MERCHANDISING DIVISION The Billboard 2160 Patterson Street, Cincinnati 22, Ohio 959

Yes, I want to stimulate my sales with Today's Top Tunes which I understand is issued every other week.

Trial order  100 copies, \$ 2.00  
 Every Issue until further notice  250 copies, 4.00  
 500 copies, 6.00\*  
 1,000 copies, 11.00\*

\*FREE imprint of your store's name, address and phone number.

Store Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City & State: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Ordered by \_\_\_\_\_

## Record Dealers! Disk Jockeys!

### ►AARDELL TO ZORA!!

Horoscopes! No! Record Labels? Yes!

Did you ever wonder who makes that record that your customers and listeners inquire about? Where's the company located? Who distributes their records in your area?

The answers are all in the latest issue—just up-dated of The Billboard's

## MUSIC-RECORD PROGRAMMING and BUYING GUIDE

There are 1,567 different record labels listed in this Guide. Labels are listed alphabetically for easy reference with complete addresses. In addition, this 100-page booklet also contains a directory of record distributors, arranged by state and city, and tells you what labels they handle plus

For record programming ideas for disk jockeys  
 For window display ideas for dealers

The top song hits by year for every year since 1900. The top record hits by artist and label for the past five years. Order your copy now!

Merchandising Division, The Billboard 2160 Patterson St., Cincinnati 22, Ohio

Yes, I want ( ) copies of The Music-Record Programming and Buying Guide at \$1.00 each. My remittance is enclosed. Please rush to:

790

My Name \_\_\_\_\_

Name of Store or Station \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## OUTDOOR SHOW BUSINESS CONVERGES ON CHICAGO

### Fair, Carnival, Amusement Park Reps To Shop for New Ideas, Equipment

CHICAGO—Upward of 4,000 outdoor showmen and representatives of allied trades will converge on Chicago Sunday (1) for the opening of the annual convention of the various groups in the outdoor amusement business.

Major organizations to convene are the International Association of Fairs and Expositions and the National Association of Amusement Parks, Pools and Beaches. Other groups to meet include the American Recreation Equipment Association, the International Motor Contest Association and the Middle West Fair Association.

Social highlights will be pro-

vided by these organizations and also by the Showmen's League of America, the Chicago-based fraternal and benevolent club, the oldest such organization in the outdoor amusement world. The women will have their own social activities as well as some jointly with the men. Such women's groups as the Ladies' Auxiliary of the Showmen's League of America, Caravans, Inc., and the Fair Women's Affiliate Association will

hold their own social and business programs.

The annual trade show, sponsored by the park association, will have 177 booths in which the latest in amusement riding devices and equipment of many kinds will be shown.

At the formal sessions of the groups, the 1957 outdoor amusement season will come under review and ideas developed will be

(Continued on page 91)

### Swedish Park Owners Visit Herschell Co.

NORTH TONAWANDA, N. Y.—Birger Pettersson and his son, owners of Birgers Tivoli Amusement Park at Innehavare, Sweden, were at the Allan Herschell Company plant here last week to inspect Herschell rides and production methods.

The Birgers plan to visit Detroit, where they will buy an automobile, and then continue a tour of the U. S., with stops at the National Association of Amusement Parks, Pools and Beaches in Chicago and at the Florida State Fair, Florida.

Birger operates some Herschell equipment that was shipped from North Tonawanda in the 1920's. He is considering adding to his equipment.

## Jacksonville Ahead After Wet Opening

### Third Annual Event Beating 1955-'56 Despite Gate Fee Hike to 75 Cents

JACKSONVILLE, Fla. — Excellent weather forecasts coupled with increased attendances thru Thursday (21) spurred predictions that the Greater Jacksonville and Industrial Fair would exceed the standards of either of its previous years. The third edition opened Thursday (14) to an afternoon washout, but weather was generally good from then on.

The 10-day event — excluding Sunday (17) when the fair did not operate—was ahead 8,500 paid admissions and had its best one-day turnout ever on the first Saturday (16) when 30,000 persons attended. On the midway, the Cetlin & Wilson Shows were 10 per cent ahead of last year.

That this would be the richest fair of the three yet offered by the local Variety Club and Chamber of Commerce agricultural commit-

tee was indisputable, for the attendance boost was attained in the face of an adult gate fee hike from 50 cents to 75 cents. Ted Chapeau, fair association president, said improved agricultural exhibits have

(Continued on page 91)

### CNE ADDS TWO DAYS, WILL RUN 16 DAYS IN '58

TORONTO — The 1958 Canadian National Exhibition here will run 16 days, two more than in the past.

The decision to expand the run was made at a meeting of the exhibition board Wednesday (20).

The CNE will open two days earlier than in the past, opening on Wednesday, August 20, and continuing thru Saturday, September 6, with the operation suspended, as per custom, on two Sundays.

Several reasons were given for adding two days. Chief among these were higher costs, both for the exhibition and its exhibitors, which could be offset by the added days and also that the additional days would serve as insurance against rain on other operating days.

The two added days are expected to up attendance of children, as the days will come when schools are not in session.

## Record 600 Attend Western Fairs Meet

FRESNO, Calif.—A record of nearly 600 fair managers, directors and allied representatives discussed mutual problems and looked into the future of fairs at the 35th annual Western Fairs Association convention which closed here Saturday (23).

Lieut. Gov. Harold J. Powers opened the four-day conclave on Thursday by addressing the annual directors' breakfast. Wednesday was devoted to registration and organization of committee by Louis Merrill, WFA general manager.

Following Powers' talk, in which he praised the work of 1,200 men and women who serve on fair boards and "contribute immeasurably to the advancement of agriculture, industry and inter-community co-operation," there were sessions for district and county fairs.

Everett T. Estes conducted the director's meeting. The luncheon speaker was Dr. George Mehren, University of California, who spoke on "The Changing Face of Food and Farming." Panel discussions in the afternoon dealt with exhibits, concessions, fairgrounds maintenance, exhibit design and gate admission studies.

Friday morning's session was highlighted by an official meeting

of the sub-committee on fairs and expositions of the committee on agriculture of the California Legislature. At luncheon, Sterling Leach, Barondon Corporation president, spoke on "Fairs Must Plan for the Future."

Saturday's program included reports on various facets of fair and show operation. The day wound up with the annual banquet and ball.

## ANdover 3-0710

Get down that number. It's important.

It's the telephone number of The Billboard's Servicer at the outdoor convention which will start at the Hotel Sherman, Chicago, the weekend following Thanksgiving Day.

Offered in co-operation with the Showmen's League of America, The Billboard's Servicer will provide many free services to make your stay at the convention more pleasant.

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

That is why the number above is important.

Anyone calling you at that number will be able to have you paged over a special public-address system.

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

Otherwise, The Billboard's Servicer will serve to make your convention stay as enjoyable as possible.

A battery of house phones will be set up in it to enable you to locate people in the hotel.

Phones also will be provided for free outside local calls.

Another service will be The Billboard's convention directory, listing room numbers of carnivals, booking agencies, etc.

Showmen's League of America members will register at the booth.

The Servicer will be open daily, Sunday, December 1, thru Wednesday, December 4, on the following schedules:

Sunday	.....	1 p.m. to 8 p.m.
Monday	.....	10 a.m. to 8 p.m.
Tuesday	.....	10 a.m. to 8 p.m.
Wednesday	.....	10 a.m. to 6 p.m.

### WITH THE LADIES

## Gowns Sparkle At Hot Springs

HOT SPRINGS—The glitter and glamor of the ladies at the Hot Springs Showmen's Association's Ninth Annual Banquet and Ball here last week surpassed any preceding year in the opinion of most.

Gracing the rostrum against a background of white satin and ruby red drapes was Virginia Gamble, president of the club's auxiliary, who wore a Christian Dior gown of white chiffon with sequin and rhinestone-studded bodice. With her was June Reynolds, incoming president, who selected a Mainbocher number of black net and tulle with gold sequins dotting the entire gown.

Betty Dyer came in a Carnegie powder blue lace over taffeta and Kay Rocco, new third vice-president, was resplendent in a black and white cotton lace with bouffant skirt and rhinestone accessories. Bonnie Wheatley, secretary, came in champagne lace over a satin sheath with iridescent sequin trim, while Rose Marie Stein, treasurer, was regal in black and red taffeta and lace with push-up sleeves. A Dior red velvet gown with matching coat and black skirt was selected by Helen Staley while Daisy Fitts, club mother, wore a Nettie Rosenstein gown of blue.

(Continued on page 90)

## Concession Assn. Seeks Relief at WFA Meeting

FRESNO, Calif.—Rising game concession space rates that the new Western Concessionaires Association claims will force them out of business, were discussed by the group's attorney, Nathan Cohn, before the Western Fairs Association here last week.

Cohn, a former concessionaire and show owner and now a San Francisco attorney, advised the fair managers to go for quality in

dealing with carnivals and give some thought to placing a ceiling on concession space.

"You deal with the carnival and not the game concessionaire on the midway," Cohn told the group. "Perhaps you feel removed from the problem. It is not directly your problem but it is, indirectly. High rates affect the quality of concessionaires and the amount of merchandise that is given your patrons. You are the ones who have to remain in the town or city where the fair is held."

Joe Speer, manager of the Anderson, Calif., Fair, told Cohn following the meeting that he felt, personally, that often obtaining the carnival offering the highest bid was not always the best. "We have a problem," Speer said, "for we want the fair goer to be satisfied."

Another fair representative said that managers have to face the problem of meeting increased operational costs. "While the carnival may not get the best buy when accepting the highest bid, he is faced with the problem of meeting or overcoming rising operational costs."

Carl T. Mills, manager of the Angels Camp, Calif., Fair, said:

(Continued on page 91)

## Your Convention Service Center

Courtesy of The Billboard and the Showmen's League of America

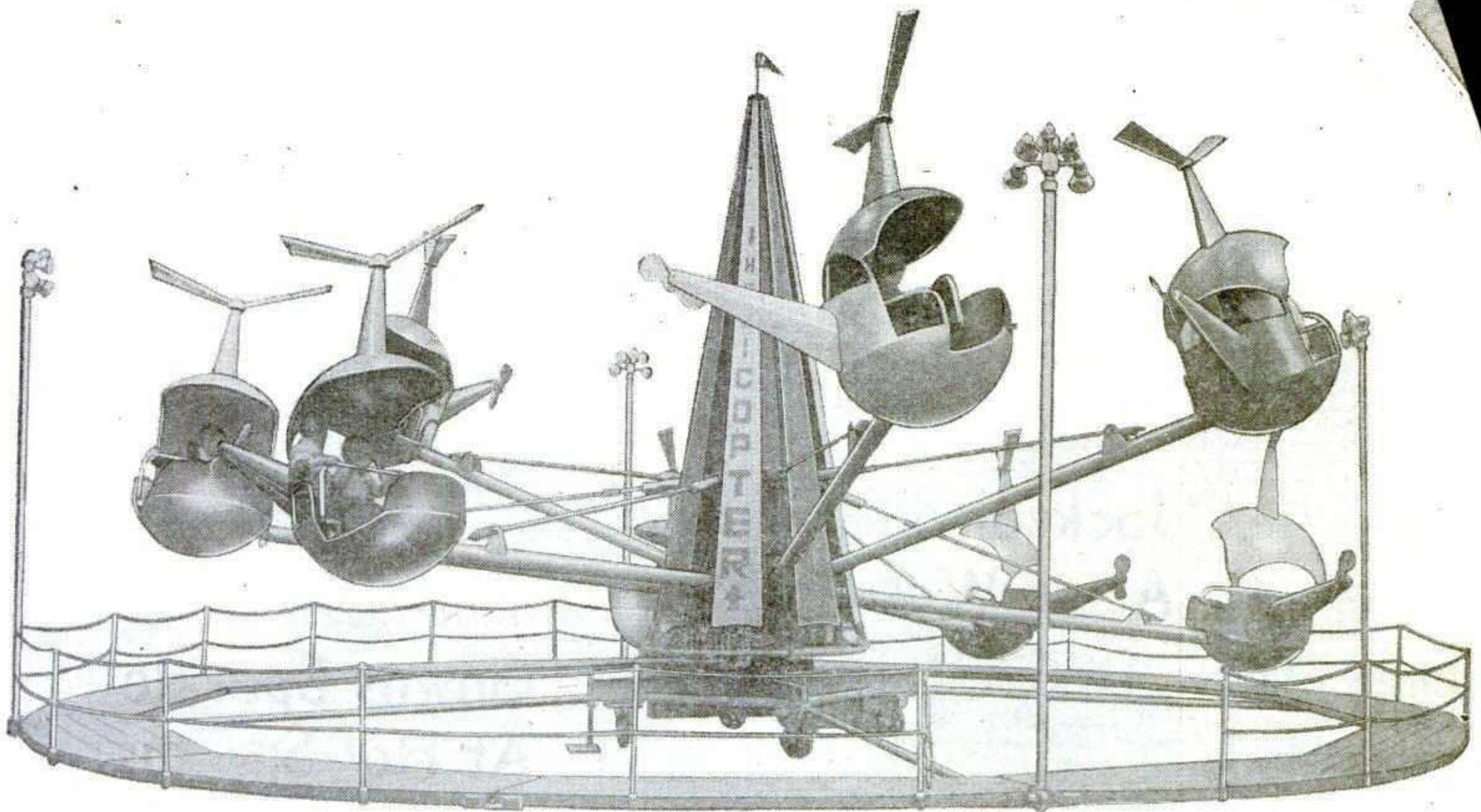
## SHERMAN HOTEL LOBBY

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

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"Crossed \$6,800.00 in 11 days at the PNE with the 'Copter. Tops them all,"  
**L. S. BAXTER, CUSTER, WASH.**

"\$5,200.00 in 16 days in a poor location. It's a ride that will be with us a long time."  
**ED MEEK, DALLAS, TEXAS.**

"From both mechanical and financial standpoint, an excellent ride."  
**W. D. HUNT, HUNT'S PIER, WILDWOOD, N. J.**

"It's very impressive to children, and adults admire it, too. I never saw anything but smiling, happy faces on it all summer."  
**MILTON G. JENSEN, 24 HIGHWAY KIDDIELAND, INDEPENDENCE, MO.**

"A real ride. I'm thinking of buying a second one."  
**EARL INGALLS, COLDWATER, MICH.**

"Topped all kid rides consistently."  
**BERNARD THOMAS, LENNOX, SO. DAKOTA.**

**READ!**

"Excellent ride. It is a spectacular, very high grossing and trouble-free ride."  
**SUMNER RITTENBERG, KIDDIE RANCH, SAUGUS, MASS.**

"A very nice ride and believe it will continue to do O.K."  
**MARVIN STATON, OKLAHOMA CITY, OKLA.**

"One of the most popular rides in our park."  
**WEE WILD WEST KIDDIELAND, HOUSTON, TEXAS.**

"It gets you a very nice gross wherever you play. O.K."  
**RAYMOND BILLET, YORK, PA.**

"I rode 170,000 kids on the Helicopter last summer, 107,319 at the CNE in 14 days. You can't beat that for pulling power."  
**MAC DUBERGES, 77 YORK ST., TORONTO, CAN.**

"Finest ride ever built."  
**HERBERT YOUTIE, MORTON, PA.**

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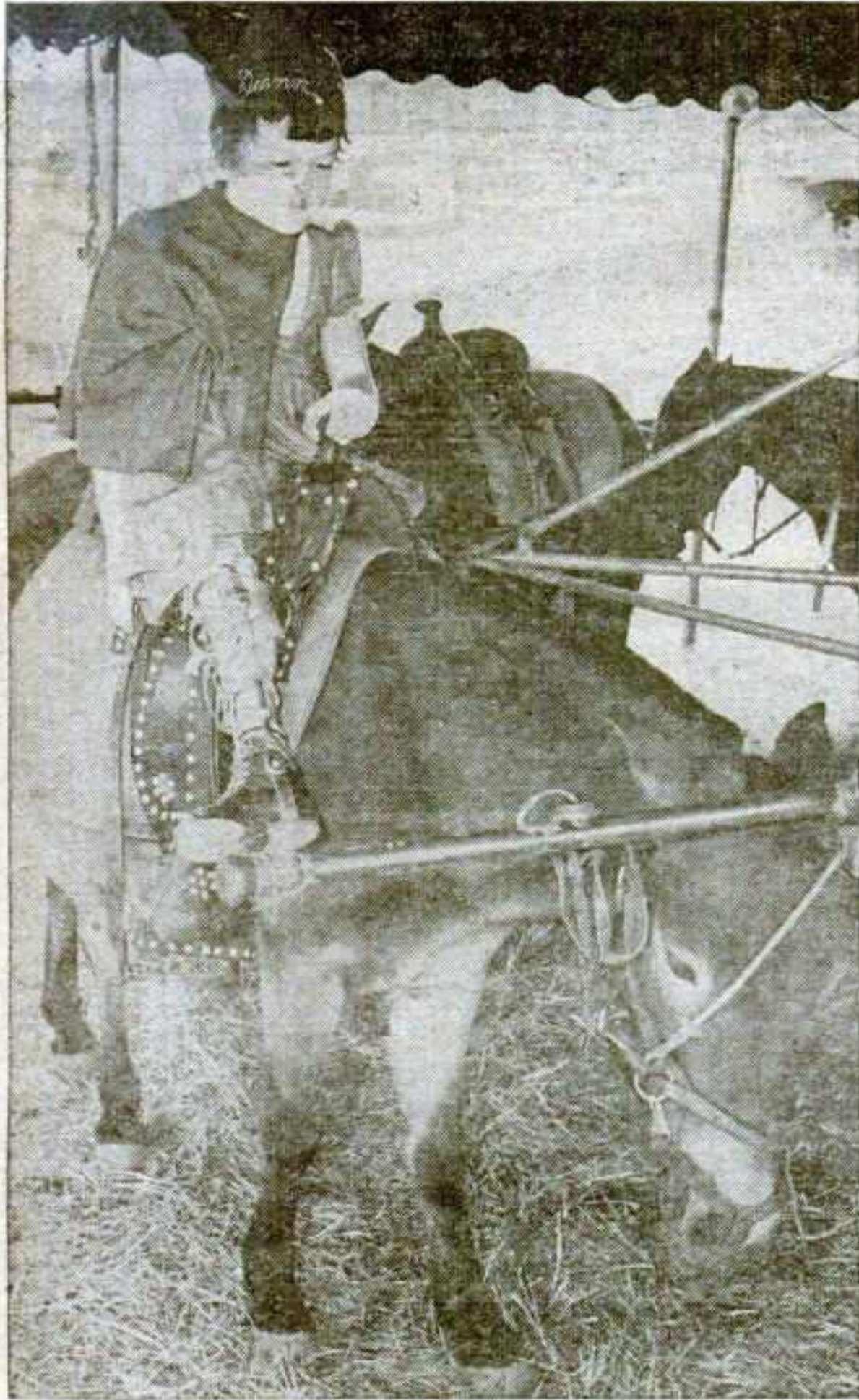
**ALLAN HERSHELL COMPANY, INC.**

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NORTH TONAWANDA, NEW YORK



## Touring Club Totes Joy to Crippled Tots

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

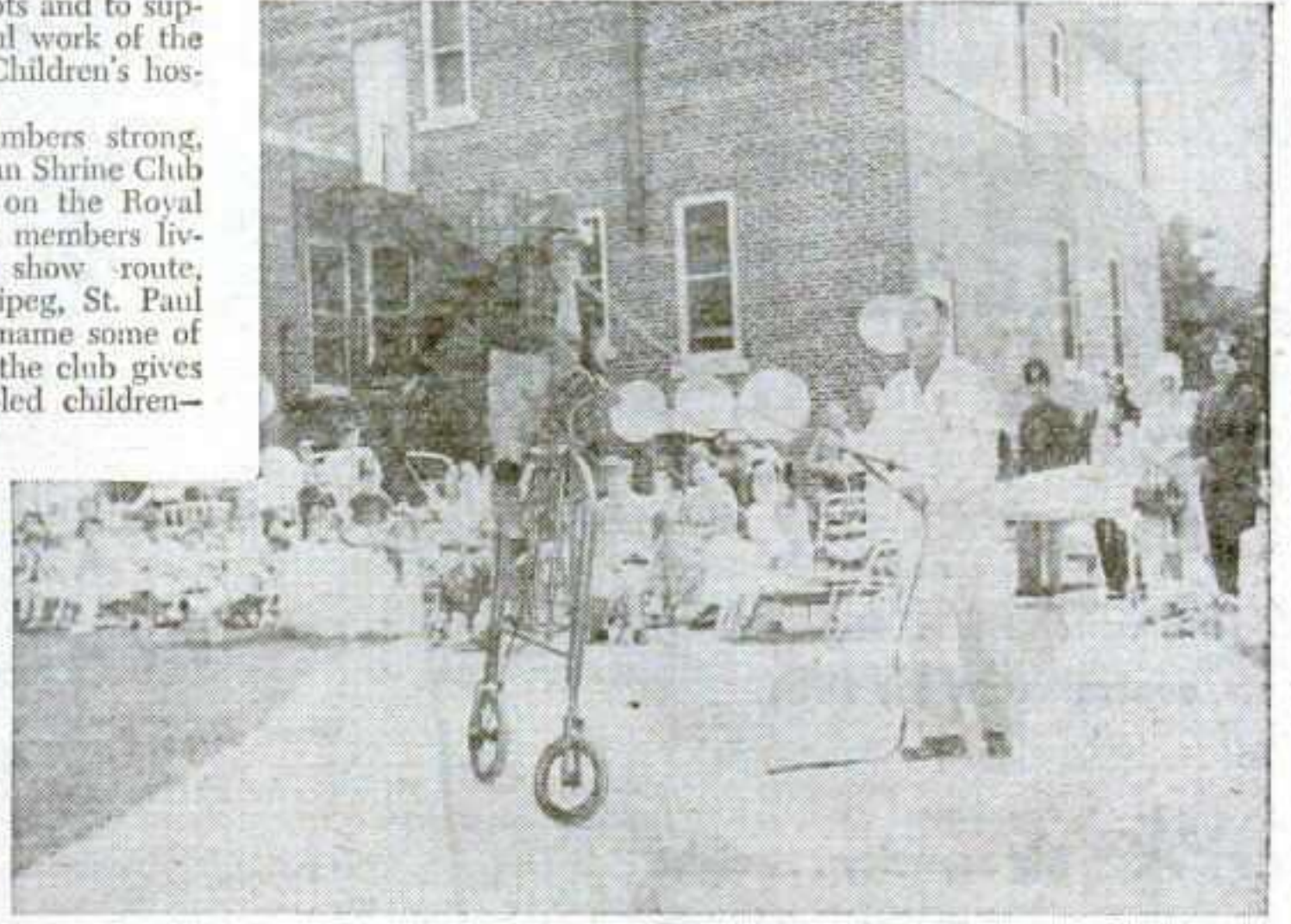
To these youngsters in Shrine Crippled Children's hospitals in the U. S. and Canada, it signals the nearness of a joyous occasion, second only in meaning and happiness to Christmas.

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

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

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

About 500 members strong, the Royal American Shrine Club has 50 members on the Royal American. Fellow members living along the show route, whether in Winnipeg, St. Paul or Shreveport—to name some of the places where the club gives a party for crippled children—join to help.



**NATIONAL'S RECORD OF ACHIEVEMENT** is  
**YOUR GUARANTEE** of the **BEST** in RIDES.  
 No other manufacturer gives you as  
 much in **QUALITY, SAFETY** and **PROFITS**

**RIDES MANUFACTURED BY NATIONAL**

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Miniature Train

**TRACKLESS TRAIN**

Runs anywhere—no tracks needed

**PIGMY TRACKLESS TRAIN**

**LARGE COASTER**

**COMET, JR.**

Junior Coaster

**COASTER CARS**

Custom built for your Coaster

**FUN HOUSES**

**MIRROR MAZE**

**LAUGHING MIRRORS**

**OLD MILLS**

**MILL CHUTES**

**FERRIS WHEELS**

Kiddie and Family Size

**KIDDIE BUGGY RIDE**

**PONY TROT**

**STEEPLECHASE**

Complete designs for  
KIDDIELANDS

**PERSONAL SERVICE**

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

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 DEVICE COMPANY**

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 Phone: AMherst 3-2646



# Old, New Click

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

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

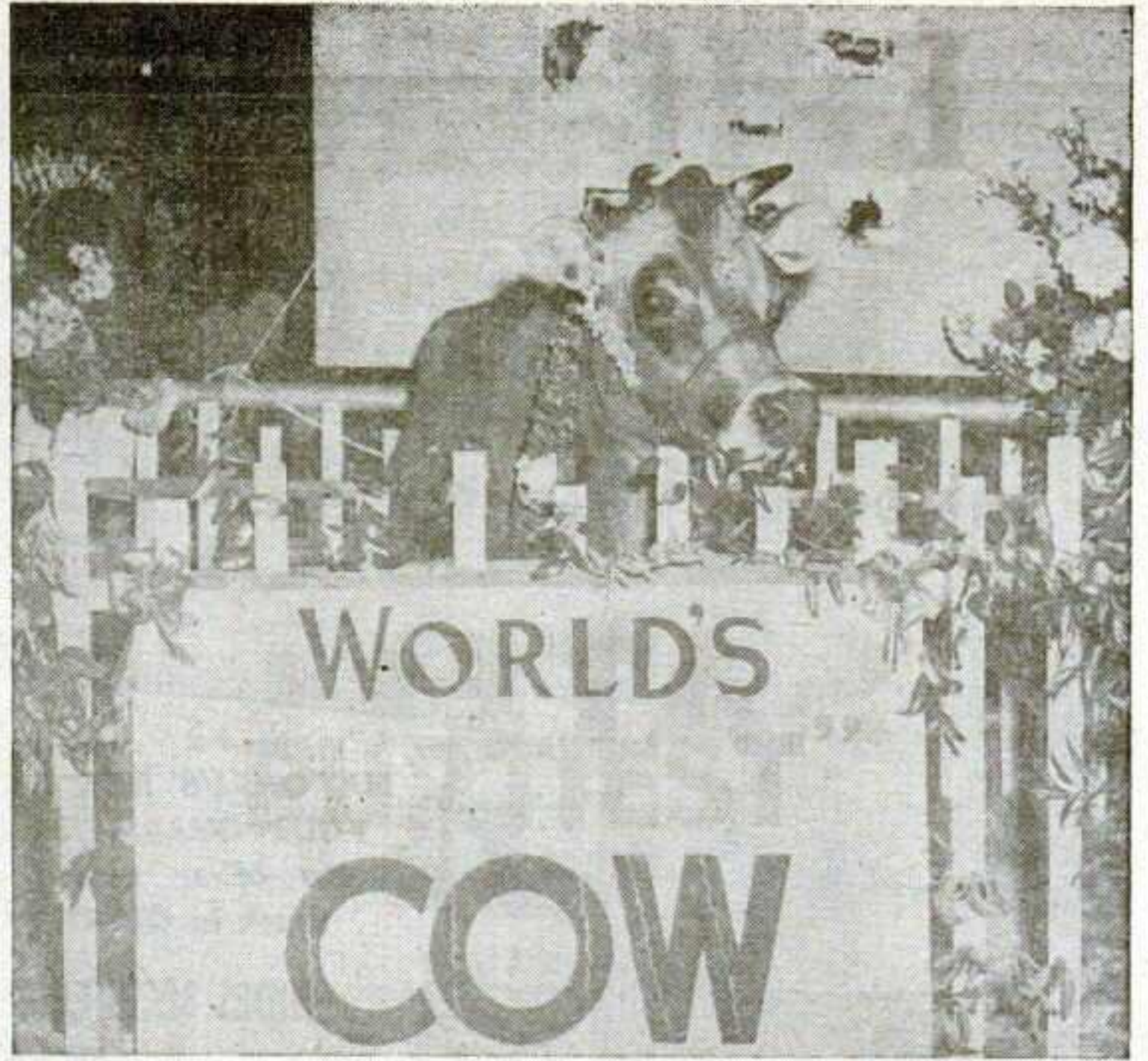
A first this year was a contest in which the "world's prettiest cow" was selected. Here is the champion, surrounded by her pin-ups, flowers and wearing a diamond brooch which provided a popular attraction during the week. The judges were selected from a group known in their field for selecting beauties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

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

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

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

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



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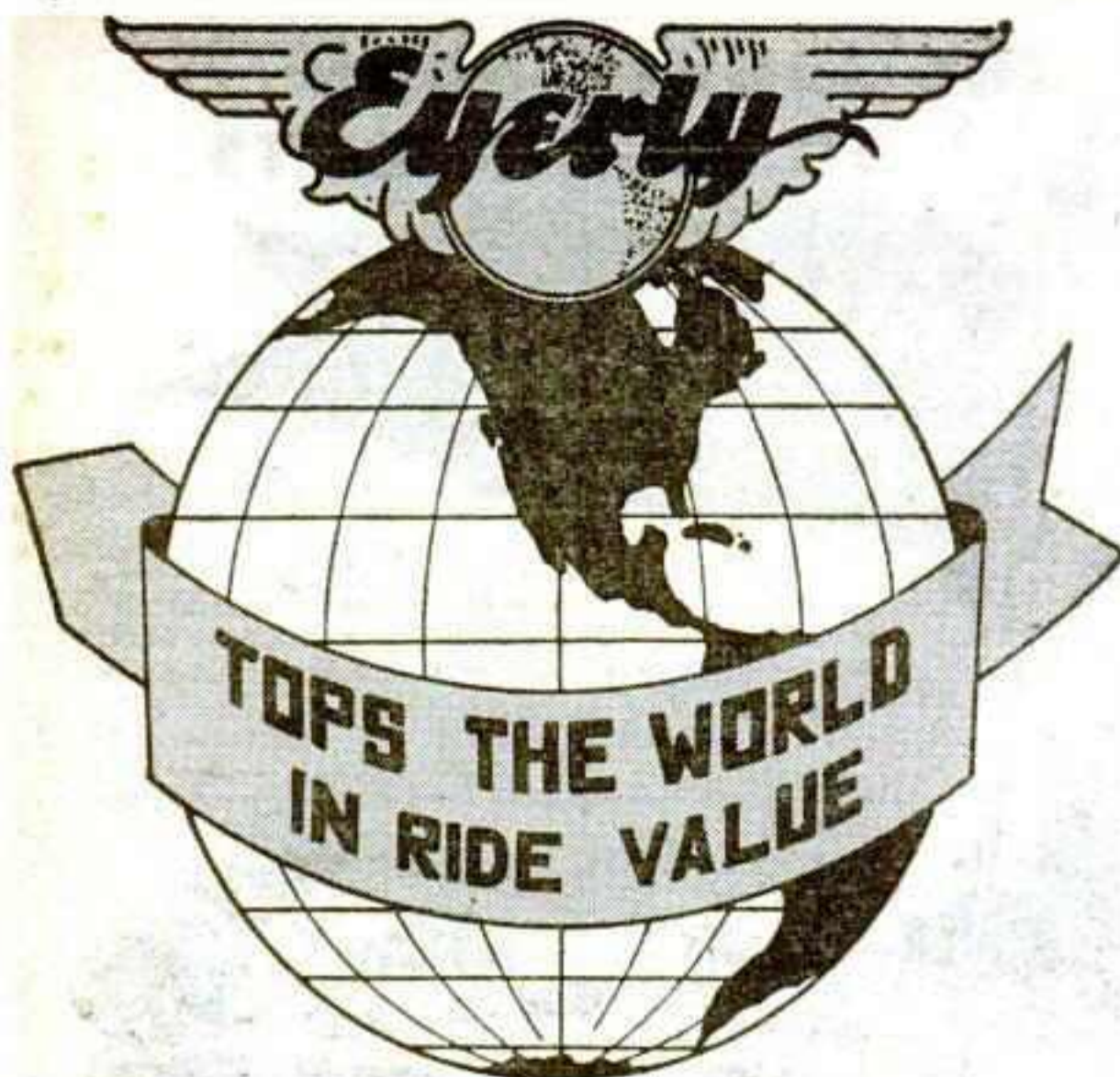
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★ A slanting circular ride, fast-smooth. Enclosed. Beautiful Alpine scenery. Capacity 40. Colored changing light effects. ★
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★ A new version of this famous ride. Side-by-side seating. Quick release valves. New jet ships. ★
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★ A super model of the Roto-Jet. Side-by-side or tandem seating. Quick release mechanism. ★
  - ★ 6. **SATELLITE-JET** ★  
★ This sensational ride was seen in action during Preview in August, Boblo Park, Detroit. ★
  - ★ 7. **ORIGINAL WILDE MAUS** ★  
★ Made in Germany. Portable. Sturdy and safe construction. Laminated wooden track. Preconvention showing, Boblo Park, Detroit. ★
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★ A stationary version of the wild mouse. Wooden superstructure built in U.S.A. Laminated tracks. Structural steel and streamlined, strapless cars made in Germany. ★
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★ An ultra-modern coaster with streamlined cars riding a monorail very fast. 6 trains with 6 passengers in each. ★
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★ A novel and exciting departure from the ordinary hot rod track. Beautiful streamlined sport cars travel a serpentine road thru hills and valleys. All enclosed with lovely scenery and lighting effects. ★

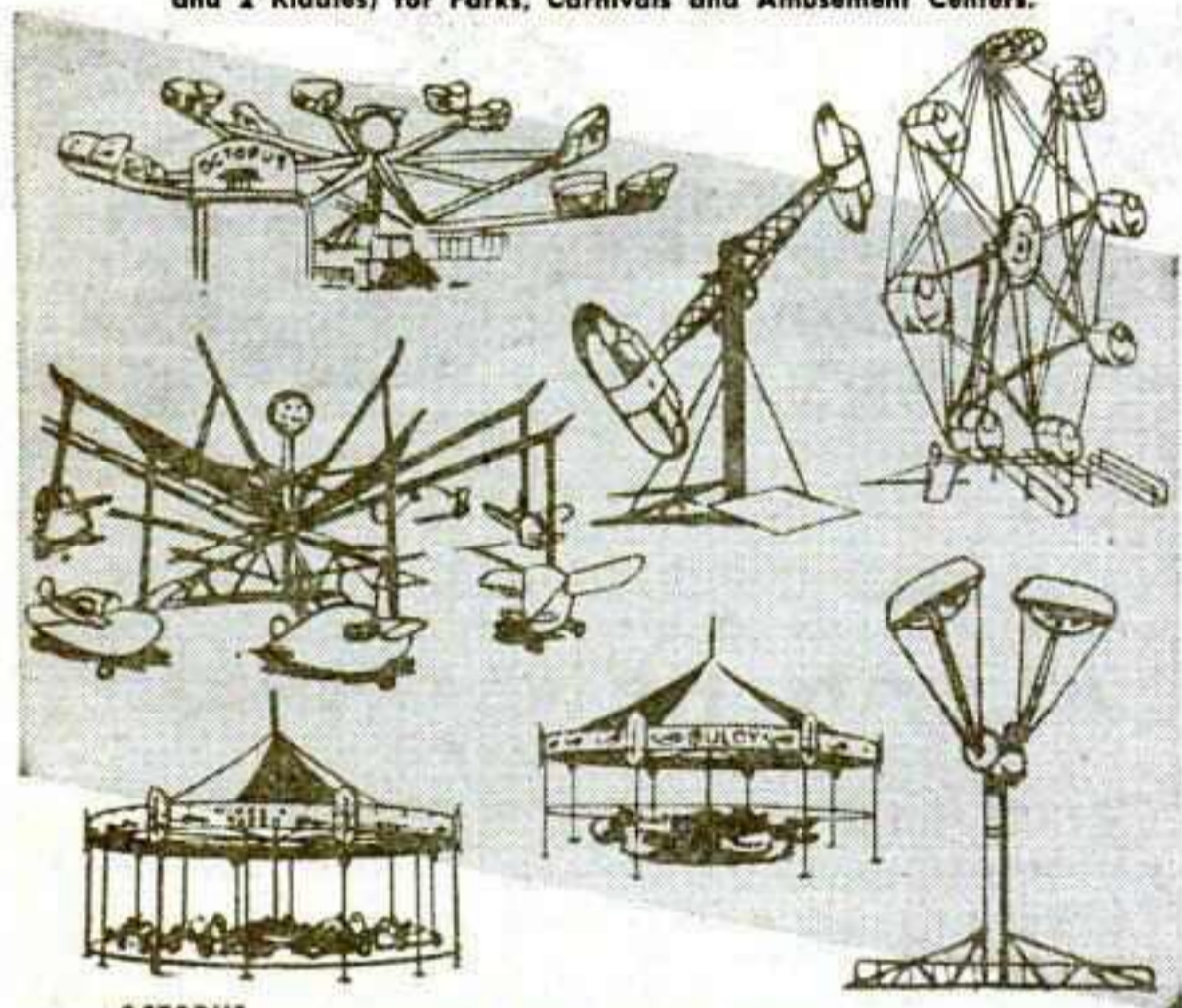
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SALEM, OREGON

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## Name Attractions Loom Big for 1958

CHICAGO—A record number of names and semi-names will be offered to fairs at the annual convention of the International Association of Fairs and Expositions here next week.

The headliners are gunning for fair dates because they are now keenly aware that they can pull down good money from them and also because they realize that fairs are now shopping intently for attractions that will pack their grandstands.

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

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

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

Stacy will also offer Gordon McRae, Dean Martin, Tommy Sands, Jaye P. Morgan, Harry Belafonte, Victor Borge, Liberace, the Jimmy Dorsey orchestra and Guy Lombardo and his orchestra for selected dates. Jack Parr will be available for Saturday and Sunday fair dates thru MCA, Stacy says.

Bob Crosby has agreed to take up to four weeks of fair dates,

Stacy also reports. Available for the entire fair season thru MCA will be Molly Bee, Herb Shriner, the June Taylor dancers, Dennis Day, Ray Anthony and his orchestra, Preston Foster, Randy Brown and his kid show, the Modernaires, Tex Ritter, Carmen Cavallaro, Jimmy Wakely, the Sportsmen, the Four Aces, the Crew Cuts, Johnny Cash, the Hilltoppers, Sonny James, Eddie Dean, the Weire Brothers, Roger Williams, Frankie Masters, Leon Mac Auliffe, Candy Candido, the Billy Williams orchestra, Johnny Matson.

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

### California Fair Names Clendennen

FRESNO, Calif.—Ed Clendennen, who resigned as secretary-manager of the Kern County Fair, Bakersfield, Calif., has been named manager of the Santa Barbara County Fair, Santa Maria, Calif. He succeeds Reldon Dunlap.

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

# NEW

## COMMANDO MACHINE GUN

PAGE 149

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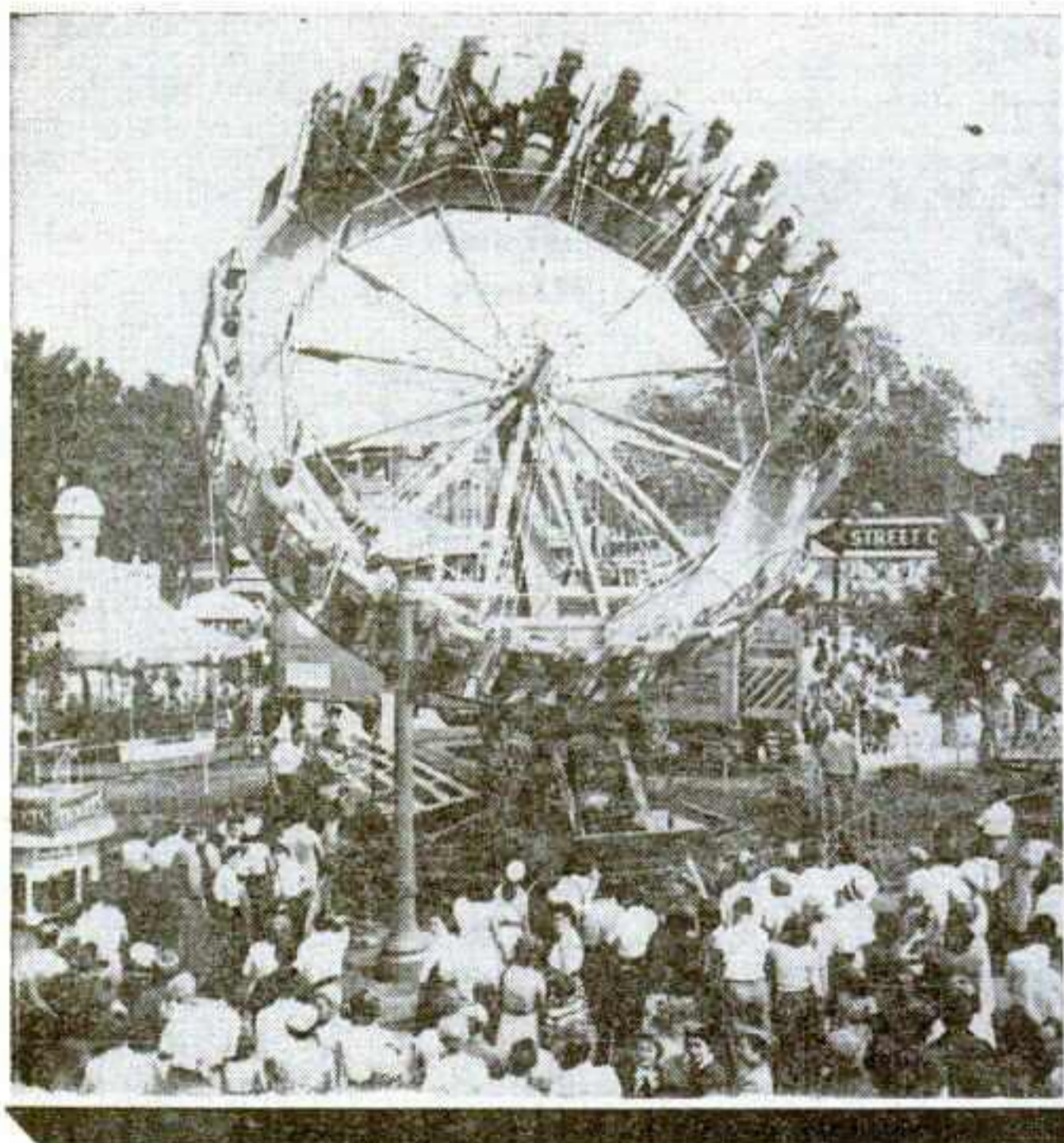
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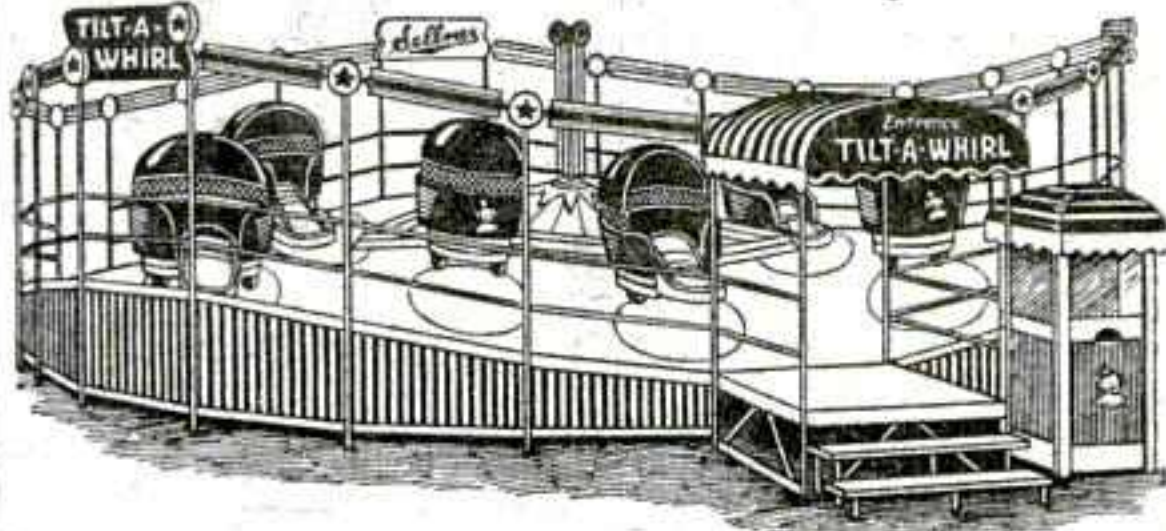
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The Tilt-A-Whirl Is Still a Top Grosser and Its List Price Is Still Several Thousand Dollars Under Any Competitive Ride.

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

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## Alteration Plan Told for Hall At Atlantic City

ATLANTIC CITY—An engineering firm unveiled plans to make Convention Hall more attractive and at the same time furnish more space and facilities. The cost may be close to \$2,000,000, it was reported.

This will meet the \$2,000,000 figure listed as No. 1 project in the proposed \$8,000,000 public improvement program planned for the resort under funds to be raised thru a bond issue.

The plan would furnish about 15,600 square feet of additional space for exhibits on the main floor where the present 100,000 square feet are often taxed to the limit. The alternative would be to erect an additional building with a ramp connecting with the main building. Such an annex, it is estimated, would cost \$6,000,000.

The plan calls for elimination of the Boardwalk Arcade and all stores along the Boardwalk side of the building which the engineers described as "unattractive." Instead, the front wall would be extended out to the Boardwalk and the main entrance would be changed. A marquee would extend out over the Boardwalk.

The lobby would be enlarged. The two stores on either side of the lobby would be eliminated so that a ticket office could be maintained on the left and a management office on the right. The present two ramps to the ballroom would be continued, and the space now occupied by the Boardwalk stores would be used for storage of crates for exhibits.

Air conditioning of the main auditorium might be deferred because most of the conventions are held at a time when air conditioning is not needed.

Albert H. Skean, consultant to the Convention Bureau, said that a major modernization job is needed at Convention Hall to keep pace of similar buildings in New York, Dallas, Chicago and Miami Beach.

## Denver Rodeo Will Repeat Street Parade

DENVER—The National Western Stock Show will again include a street parade as an opener during its run here the second week in January.

The event, which is the first major rodeo of the year, tried out the parade last year after it had been dropped 15 years previously. Participants will include mounted groups, ranchers, rodeo contestants and commercial floats.

The rodeo will be featured twice daily during the exposition which is held in the Denver Coliseum.

### MERRY-GO-ROUNDS

1958 Jumping Carousels in 3 standard sizes — kiddie, 20 ft.; teen-age, 30 ft.; adult 32 ft.; larger sizes on special order. Also KIDDIE RIDES—Ferris Wheels, Airplane Ride Water Boat Ride

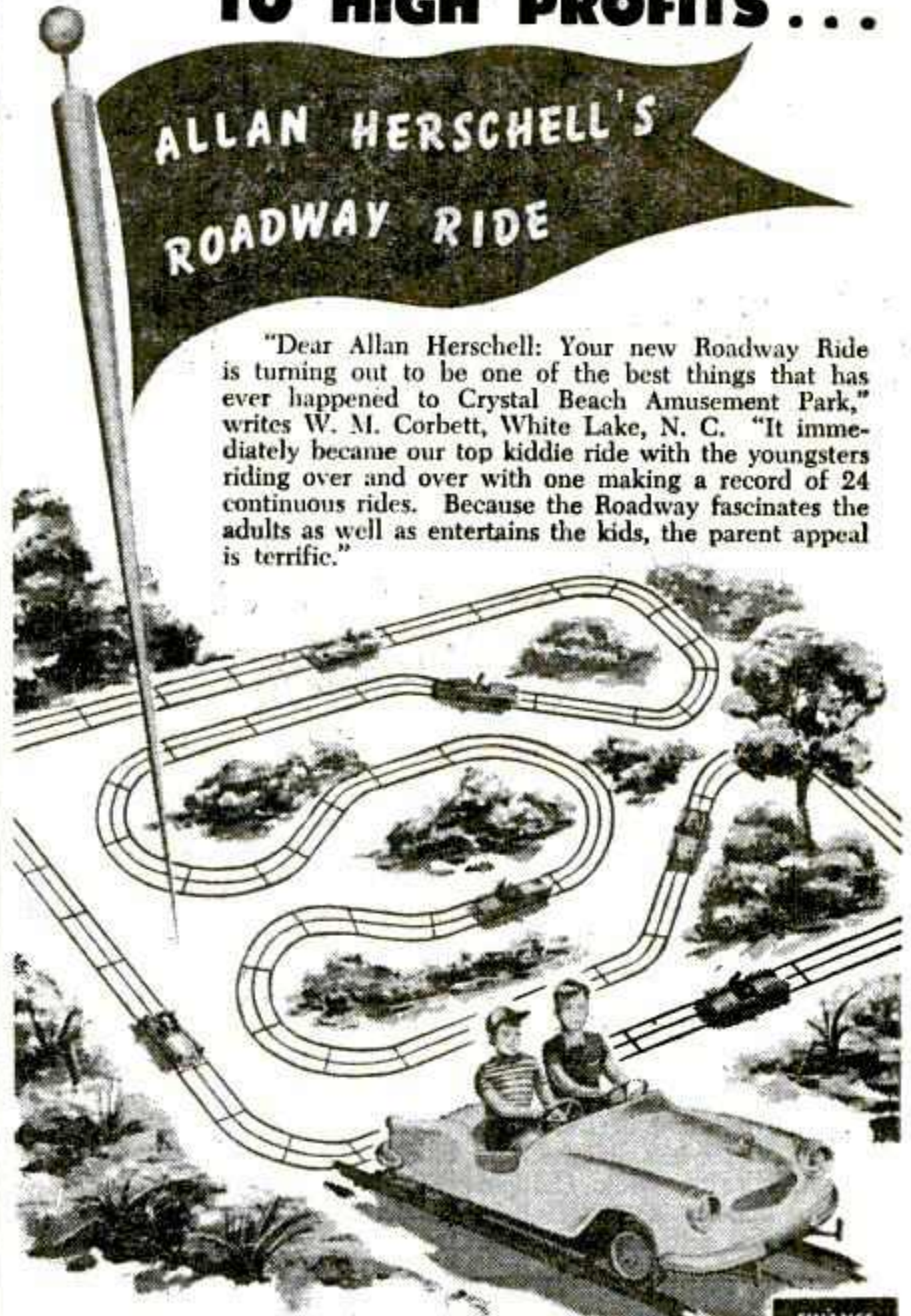
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Other installations of the Allan Herschell Roadway Ride:

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Tickets Subject to Fed. Tax. Must Show Name of Place, Established Price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

# The Fems at Hot Springs

• Continued from page 82

cocktail length with bugle bead trim.

### Beige Lace

Elsie Powell chose a Hattie Carnegie beige lace number with black velvet jacket. Vivian Zimdars selected a Mainbocher gown of black French imported silk jersey with many rows of tiny puckered effects. Also in black was Caroline Holt, in a Rosenstein gown of black, sheath type, with hip detail of bugle beads. Alice Hennies was her usual stunning self in a Ceil Chapman model of black lace over red taffeta with black velvet trim. Betty Hardy was charming in a blue and silver Adrian gown of brocade with bouffant skirt and fitted bodice.

Petite Marie Sorenson chose an Adele Simpson gown of black lace and net with rows of tiny ruffles dotted with blue sequins. Mickey Young was attractive in white slipper satin in a princess style with crystal bead trim and matching beads and earrings. An imported Mexican gown of black and grey with full skirt was worn by Geneva Hazen while Shirley Bazinet came in a pure black silk Dior model. Sybil Lashbrook chose beige lace over satin with rhinestone accessories.

A Mainbocher gown in rust-colored net, detailed in iridescent sequins set off the blonde loveliness of Evelyn Rinaldi, while Carolyn McJunkins chose a royal blue cocktail model with sequin trim.

Cloria Pierson selected a Dior gown of red lace with fitted bodice and flared skirt. Marion Shuford's choice of an Adrian dinner gown of black and red embossed taffeta was outstanding and Lucille Donoflio was charming in a navy lace cocktail gown with crystal accessories. Petite Ollie Glosser wore a sheath of black satin with silver scroll detail and Elaine Glosser an electric blue chiffon sheath with orchid corsage.

Lillian Ray chose an American beauty chiffon with soft draped skirt and Belle Roberts a shrimp-colored lace with bouffant skirt. An Adele Simpson model of beige lace with fitted bodice and full skirt worn by Clementine Moss, and her daughter, Nancy, sparkled in a red velvet ball gown. Joan Fairly came in a cocktail blue lace over pink satin creation and Martha Pinknis in black taffeta, very bouffant with a white stole. Irene Ogles chose a black velvet Mainbocher sheath with white chiffon shoulder detail and Kathleen Maki's attractive coiffure was set off by a black satin gown with red bolero jacket.

Peggy Waldron came in a white lame sheath Dior with turquoise bodice. Jane Tubis was striking in a gown of brown taffeta and velvet and Rosalie Martin chose a black lace ballerina-length gown with mink stole. A mint green sheath with white lace over it was worn by Ida Lee Knight.

The Dallas party included Margaret Pugh in an Alice blue gown of satin and taffeta. Grace Tinders came in a beige and gold lame sheath by Stefan while Pearl Vaught chose silver organza highlighted by iridescent accessories. Ida Smith sparkled in an Ann Fogarty creation of iridescent taffeta while Marie Obluck was in a Jerry Gilden number of black silk jersey. Katie Little came in an Adele Simpson gown of soft pink lace over satin while her niece wore a Sylvan Rich gown of taffeta.

### White Lace

Josephine Heywood wore a Mainbocher white lace ball gown with rhinestone-studded tiers and a white fox stole. Ann Gallagan chose a Harvey Berin model of black jersey and Lela Howey a green organza with long torso set off by baby orchids. An Adrian creation of orchid mauve taffeta was worn by Phylis Emswiler while her mother chose a Dior original. Sally Barefils was in a lavender and lace net floor length gown.

Bernice Goltz chose a Rosenstein creation of mauve chiffon and Billi Owens a Mancine original. Ethel Tolson wore a black bouffant velvet gown. Viola Parker chose a Trigiere creation of egg shell satin cocktail length and Margie Hieberlin a Dior of black eyelet lace. Mrs. Don Weavers wore a Nardis of Dallas creation of embossed red and black velvet and Harriet Matthews a Traiva-Novell gown of black silk.

Mrs. Paul Randall, wife of the acting mayor of Hot Springs wore a black lace sheath by Carnegie

and a mink stole. Mrs. Emmet Jackson, wife of the city clerk, chose a Mainbocher original while Mrs. Leonard Ellis, wife of the sheriff, came in a Nettie Rosenstein original. Mrs. Hazel Hurst, wife of Senator Q. Byrum Hurst, wore an Adele Simpson creation of black lame. Sue Erney, wife of the police chief, sparkled in a Nardis of Dallas black chiffon and Mrs. Jerry Watkins wore beige lace by Dior. Mrs. Walter Kleinman wore a Trigiere model and Virginia Coburn an Adele Simpson cocktail suit. Mrs. Happy Cain came in a crown and beige floral dinner gown and Mrs. James McAdoo chose a Trigiere original.

Adding to the charm of the event were Mrs. Sunny Bernet in a white chiffon dinner gown, Fay Paxton in a Dior black and gray satin, Mrs. Hill Wheatley in grey and gold, Mrs. Booky Abel in a brown wool cocktail gown and Mrs. Joe Miller in a Nardis of Dallas black velvet and chiffon model. Chrissie Lemon's Mainbocher was powder blue lace over taffeta and Sissy Freeman wore an iridescent taffeta by Adele Simp-

son. Mary Francis Stonecipher wore a Mainbocher ensemble and Mrs. Don Rigby a pure black silk sheath by Ben Zuckerman.

Hilda Shuffield was in black taffeta. Elaine Webb in black velvet, Helen Carroll in white lace with blue satin trim. Mrs. Brady in black, Mrs. Dino Soncino in a Mainbocher black velvet gown, Etta Millham in solid iridescent sequin sheath and Ruby Turner in sapphire blue sequins. Mrs. Van Lyle wore black embroidered wool.

## Mrs. Berg Named To Ore. State Fair

FRESNO, Calif.—Mrs. M. E. Berg, Salem, Ore., has been named chairman of the Oregon State Fair commission to succeed Jack Travis of Hood River. The announcement was made here last week at the Western Fairs Association meeting.

The fair was also represented here by Howard Maple, who was named manager to succeed Leo Spitzbart, who resigned after more than 15 years of service.

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★ Fully automatic arc control. Burns 80 minutes without retrimming. Available in 220 or 110-volt A.C. models.

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ASSOCIATED IN BUILDING OF SPECIAL RIDES FOR DISNEYLAND



## Jacksonville Beats Weather

• Continued from page 82

led the local beef breeders' association to pledge payment of 20 per cent of next year's premium money.

A disappointment was the financial yield from the grandstand show offered in the 7,000-seat baseball park. Working on a \$7,500 net, the fair reportedly will show a \$4,600 loss on the show, which featured Leo Carillo and supporting acts. Chapeau said the poor showing was probably the result of competition, as the Clyde Beatty and Cristian Bros' circuses and Larry Sunbrock's Matt Dillon show all preceded the fair, and Polack Bros' Circus is due in on Saturday (30). Another handicap was the resistance to separate charges for separate elements at an entertainment venture, after a custom here of an all-inclusive fee. Grandstand charge was 90 cents for adults and 25 for kids.

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

The 1958 midway and grandstand contracts will not be decided upon by the board until its meeting on the second Tuesday in January, it was announced. Also told were next year's dates, November 13-22, following the same pattern of opening on a Thursday. The fair will endeavor by then to get permission to run on Sunday. Several fair and carnival visitors made appearances this season, including James E. Strates, of the shows

## Concession Assn.

• Continued from page 82

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

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

bearing his name, who visited on Wednesday (20).

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

Confined to some 420 feet for its automobile display, the event nonetheless attracted exhibitors who showed 58 vehicles. More than twice that number could have been placed if room were available, Chapeau said.

## Chicago Meet

• Continued from page 82

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

In addition to the study given

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

The discussions by park men and operators of kiddielands will be themed to advertising, promotion and other methods of getting more people to their funspots. Not only will operators of major, standard-type amusement parks attend, but operators of the growing number of kiddielands and theme-type amusement centers—paced by Disneyland—will turn out in good numbers for the conclave.

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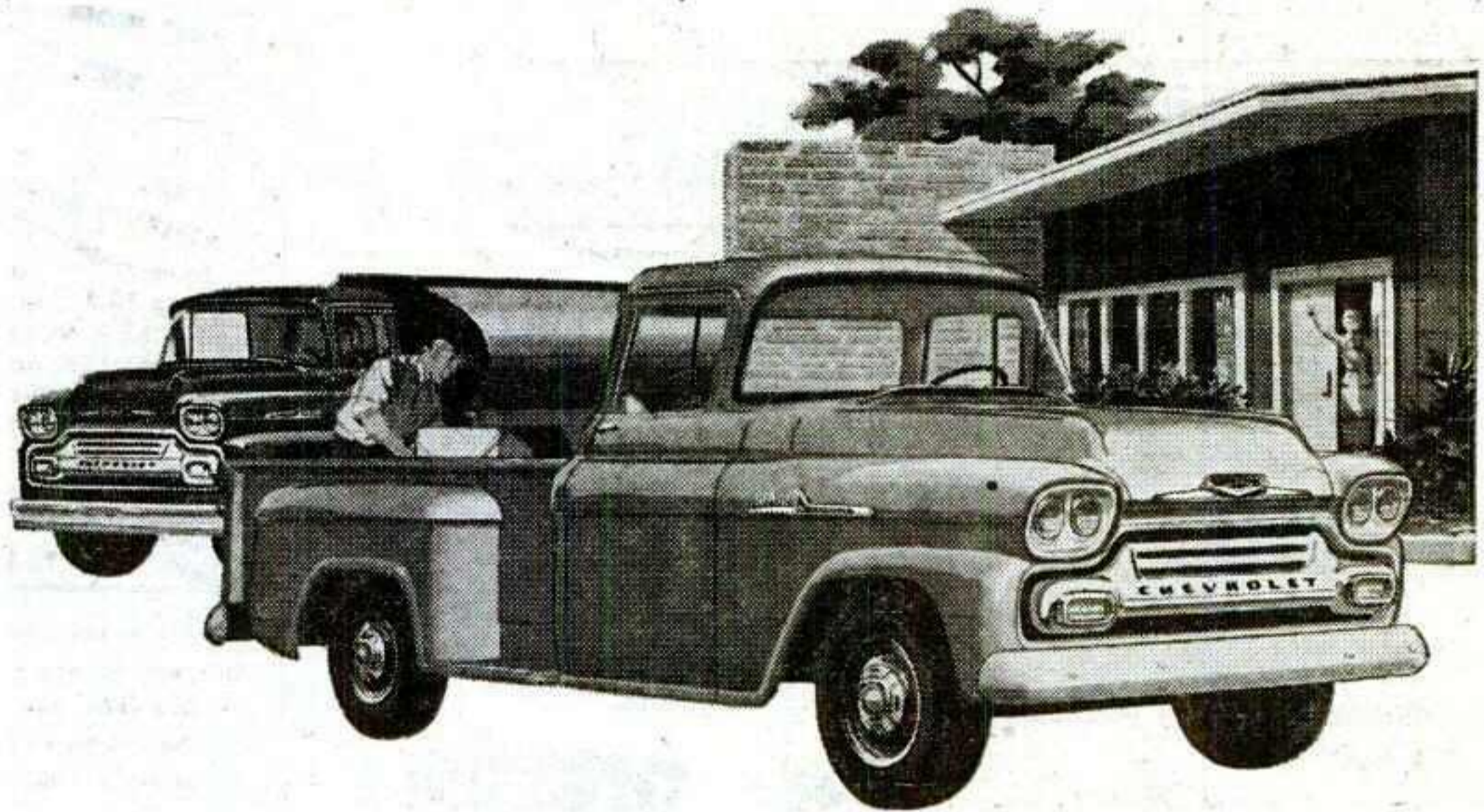
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There's new standard power in every light-duty model . . . a more powerful (145 h.p.!) edition of the engine most famous for economy and dependability, the rugged Thriftmaster 6. And the optional (extra-cost) Trademaster V8 is all new, the most highly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

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

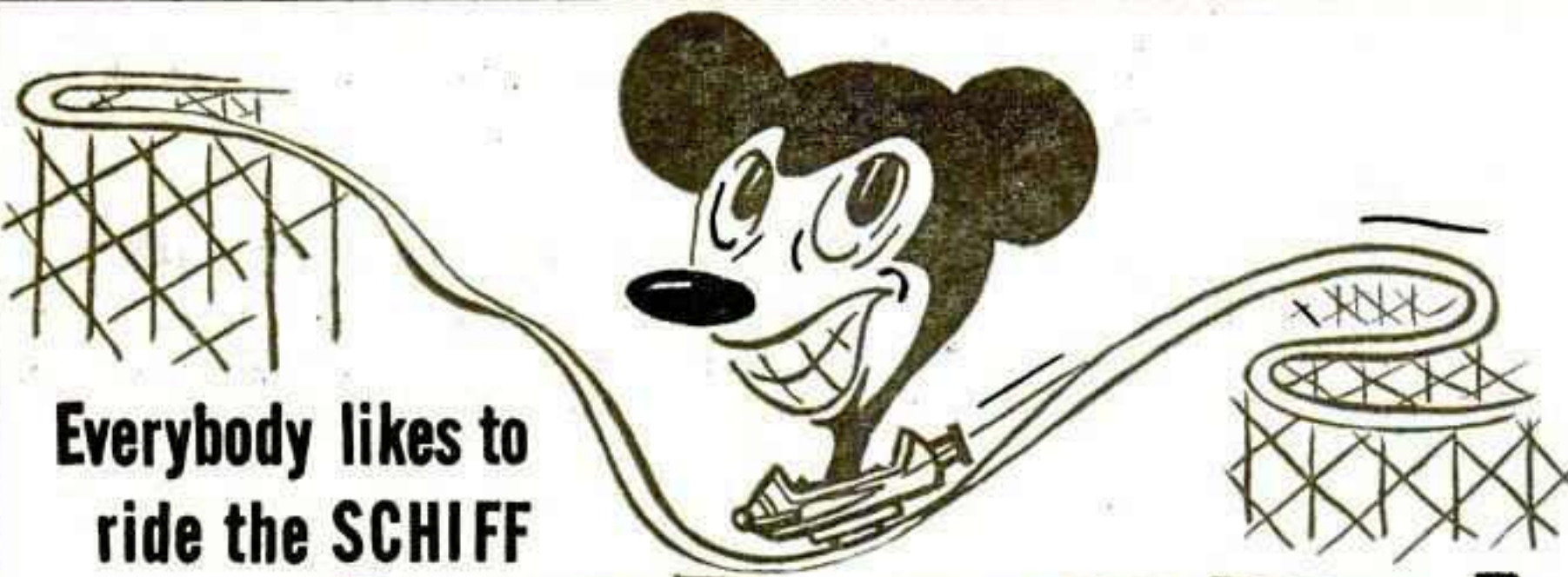
Latest editions of the "Big Wheel" in trucks

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 PAGE 149

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**1957 FAIR DATES:** Olson Shows, Louisville, Ky. Clif Wilson, Memphis, Tenn. Royal American Shows, Shreveport, La.

**FOREIGN INSTALLATIONS:** Dave and Sam Bakerman Playandia, Bogota, Columbia, S. A. Coney Island Park, Caracas, Venezuela, S. A.

**INSTALLATIONS FOR 1958:** Kennywood Park, Pittsburgh, Pa. • Coney Island, Cincinnati, Ohio • Willow Grove Park, Philadelphia, Pa. • Geauga Lake Park, Geauga Lake, Ohio • Venice Amusement Corp., Seaside Heights, N. J. • Olympic Park, Irvington, N. J. • Myrtle Beach, South Carolina • Roseland Park, Canandaigua, N. Y. • Pee Wee Valley, Cincinnati, Ohio • Michael Zaccarie, Revere Beach, Mass.

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## Army Exhibits Displayed at 118 '57 Events

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

The unit, according to the Army, appeared before an estimated 24,928,000 people and won first place at every major event offering competitive awards for armed forces exhibits.

Depicted in the exhibits were guided missiles, the future army of 1965, atomic irradiated foods and revolutionary aerial and ground transport vehicles. Publicity campaigns accompanied each showing.

The Army Exhibit Unit operates under the Chief of Information, Department of the Army, Washington 25, D.C.

## Alberta Assn. Sets Rodeo Dates, Elects Standquist

PONOKA, Alta.—Dick Strandquist, Stettler, was elected president of the annual meeting of the Central Alberta Stampede Association. F. Courtney, Delia, is vice-president, and Mrs. F. M. Wood, Stettler, is secretary.

Tentative dates for 1958 were set as follows: Edmonton Beach, May 30-31; Hanna, June 4; St. Paul, 6-7; Hand Hills, 11; Hardisty, 13-14; Lea Park, 17-18; Wainwright, 20-21; Imperial Ranch, 25; Ponoka, 30-July 1; Stettler, 2-3; Bruce, 23; Benalto, 24; Drayton Valley, August 2-4; Barrhead, 5-6; Sandy Lake, 16, and Wetaskiwin, September 1.

Wilf Gerlitz, of Youngstown, received the trophy for best all-round cowboy. Other trophies were awarded as follows: Saddle bronk riding, Winston Bruce, Forestburg; Brahma bull riding, Cal Sherman, Ponoka; will steer decorating, Ernie Doran, Bruce; wild cow milking, Cliff Vandergrift, Drayton Valley; bareback bronk riding, Leo Brown, Czar; calf roping, Wilf Gerlitz, Youngstown; chuck wagon, Peter Bawden, Calgary; wild horse racing, Cliff Vandergrift, Drayton Valley; amateur bronk riding, Dale Henderson, Viking.

## Saskatoon Buys Arena Ice Rink

SASKATOON, Sask.—In the recent civic election, more than 67 per cent of the city's burgesses approved the city's plan to purchase the Arena rink.

Chairman of city council's Arena rink committee, said the committee was confident the rink will pay its way. "We have estimated a profit for the year of more than \$20,000, which includes rent and amusement taxes," he said. "During the first two months this year, the rink income has been double what it was last year and all available time is booked until next spring."

At Moose Jaw, Sask., voters approved a \$200,000 money bylaw for a grant toward a municipal skating rink to replace the Arena in that city, which was destroyed by fire.

## ATOMIC BALLOON GAME

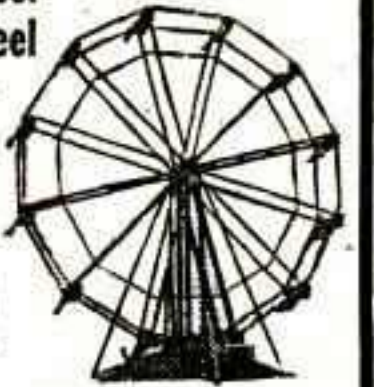
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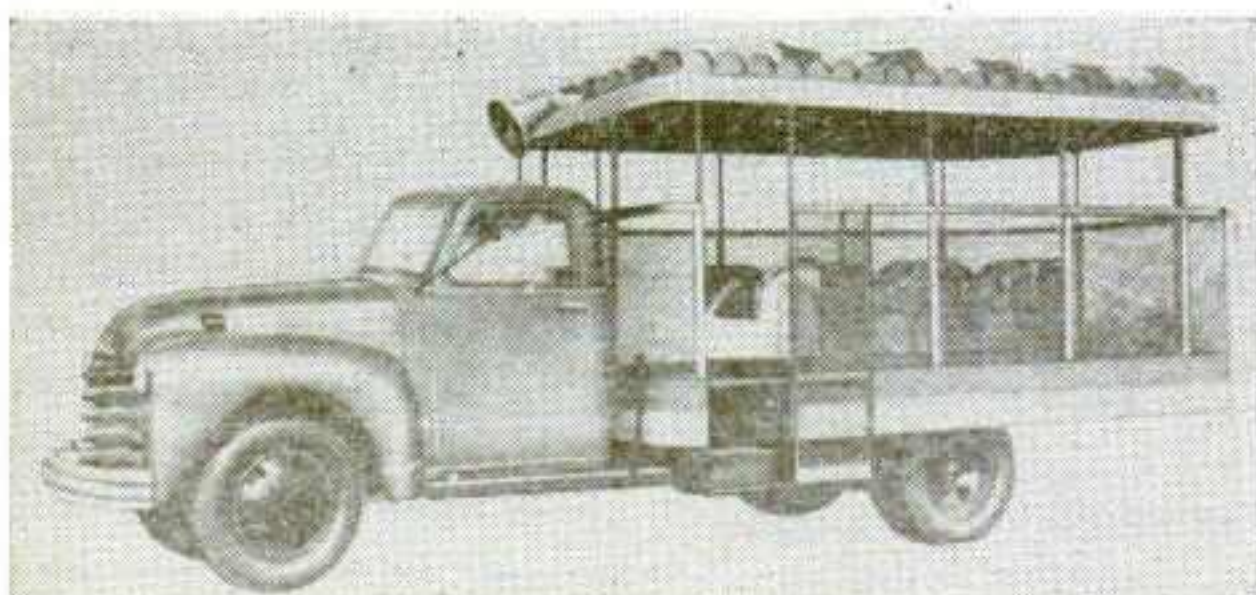


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## Winter or Summer, Ski Lifts Operate as Amusement Rides

DENVER—Winter resort and recreation managers from the Rocky Mountains to the West Coast are preparing for an anticipated increase in business this season. Early snow falls and cold weather in the high mountains have brought out winter sport enthusiasts nearly a month ahead of the usual mid-December surge.

At Aspen, Colo., scene of the 1949 Winter Olympics, the mountains are criss-crossed with ski trails, chair lifts, T-bar ski tows and other facilities for everyone from the hearty outdoorsmen to the fire side cocktail lounge. Plush hotels and motels vie with European style lodges and chalets for the tourist dollar.

The Heron Engineering Company, Denver, one of the contractors of aerial tramways, chair lifts and ski tows, recently completed its fourth major installation at Aspen.

### Three New Installations

The new 6,425-foot double chair lift on Bell Mountain, makes it possible for sports fans as well as scenery enthusiasts to move easily among four peaks that fringe the resort town.

Hans Sarbach, general manager of the passenger tram division of the Heron Engineering Company, said that new facilities are nearly completed or have been finished at Berthoud Pass, Colo.; Boyne Mountain, Mich., and Mt. Shasta, Calif., and that additions are slated for the aerial gondola at the Sugar Bowl in California's Sierra Nevada Mountains, tentative scene for the 1960 Winter Olympics.

### Used Year Around

Aerial lifts at the resort areas

get heavy play on a year-around basis. Many rides are from 3,000 to 5,000 feet in length. Several extend well over a mile and a half. They often rise hundreds of feet up the face of sheer mountain cliffs, cross wide ravines and pass over forests.

Summer passenger service on these rides is nearly as heavy as during the winter months because tourists and natives alike flock to the resort spots. Rides vary in price from 50-cent short T-bar ski tow to \$2.50 or more for a round trip aerial tramway ride in a gondola car or double chair lift at some of the more plush areas.

One of the longest in the nation is at Aspen where a double chair lift is divided into two sections with a total length of more than two and a half miles and rises more than 3,000 feet above the valley floor. This ride has been connected with two more on other mountains nearby to provide passengers with a complete round trip ride thru some of the most rugged mountains in the United States.

### Concession Business

Most of the concession rights at the aerial lifts are leased by the corporations owning the rides. In several instances the corporations hire managers to operate the rides as well as concession stands where restaurants, snack bars, souvenir stands and a variety of facilities that usually includes a photographic and ski equipment section is available.

Some of the largest aerial lifts that operate nearly all year are those at Alta, Utah; Sun Valley, Idaho; Mount Hood, Ore.; Aspen and Berthoud Pass, Colo., and

Mount Rose, Nev.

With the exception of those in Colorado, most concession operators report a bigger summer business this year than in the past. Few actual figures were available, but operators felt that the per capita spending was ahead of last season. In Colorado where tourist trade in general was off, only Estes Park reported a slight increase in ride trade.

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## POPULARITY OF BIG ELI RIDES IS OUTSTANDING

OF MANY SATISFIED OWNERS, HERE IS ONE EXAMPLE:



Lakeside Park No. 16 BIG ELI

Lakeside Park, Denver, Colorado (Benj. Krasner, Mgr.) installed a BABY ELI WHEEL in their Kiddieland in 1951. The next year they added the No. 16 BIG ELI WHEEL equipped with white enamel seats, circle and star lights.

In 1958 Lakeside will add the newest BIG ELI Ride, a SCRAMBLER.

In 1956 Mr. and Mrs. Krasner told us their No. 16 BIG ELI WHEEL was a fine attraction and money-getter.

Outstanding locations deserve the Best in up-to-date Rides. We are proud to offer equipment based on 57 years of successful manufacturing experience.

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Then investigate a flashy profit-earner that will last a lifetime. There is a size BIG ELI WHEEL to fit your location. Ask for price list A72.

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## Detroit Mayor Seeks Intl. Trade Fair

DETROIT—Plans for an international trade fair here in 1962 were announced by Mayor-elect Louis C. Miriani as a major project of his administration which starts January 1.

A trade fair of the European type has been discussed as a possibility here for several years, but lack of facilities plus other problems have prevented actual development. Now the new \$50 million convention hall and exhibits building, which is under construction, will provide a site.

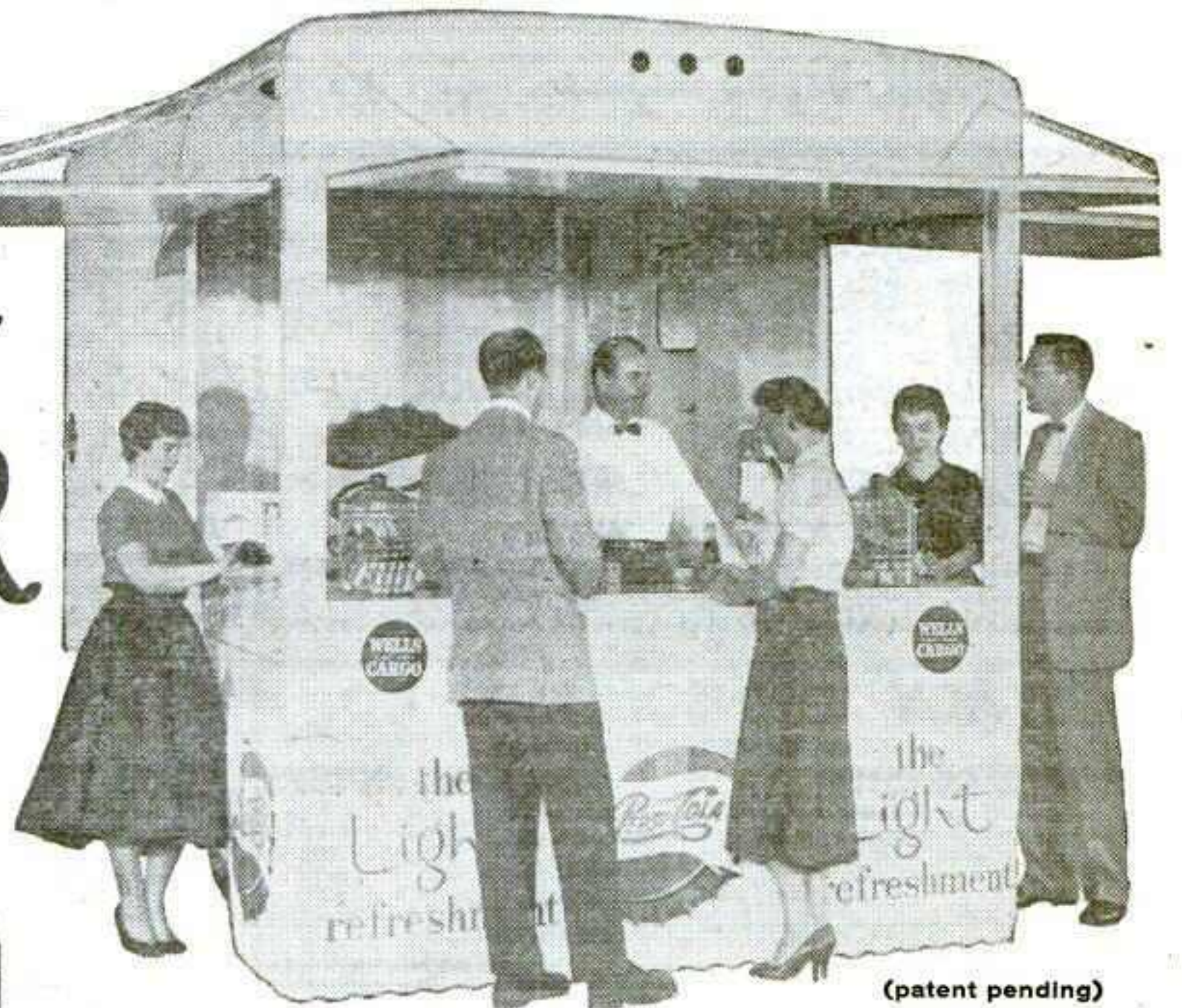
Charles A. Blessing, director of the city plan commission, who has visited a number of European fairs, was named to head up the project.

## Sands Joins GAC-Hamid

NEW YORK—A production department was added last week by the GAC-Hamid talent office, with Hal Sands, local booker and producer, as one of the chief figures. It fits in with the agency's plan to go into fields other than its usual fairgrounds habitat, such as supermarkets, industrial and trade shows and others.

The department was formed during a meeting attended by agency head Larry Kanaga, Joe Higgins, George Hamid Sr., and Ernie Young, of the Chicago office. GAC-Hamid has solicited several major league baseball clubs with an eye to using ballfields when teams are traveling.

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**ARENAS & AUDITORIUMS**

**Statistics Tell Expo Growth; Atlanta Makes Fast Changes**

By TOM PARKINSON

**I**N CONNECTION with the recent annual meeting in New York of the National Association of Public Exposition Managers, a significant pair of statistics was brought out:

As recently as 1936, there were only about 400 consumer and trade shows in the entire world. But only a bare 20 years later there were 2,400 such shows in the United States alone. Dun and Bradstreet reported the figures.

Some 25 such shows, all of them in the category of home shows or combined home and garden shows, are operated by members of the NAPEM. The association estimates that more than three million people see its members' shows annually.

They also declare that exhibitors are buying larger space and developing more attractive displays. Nothing, says the NAPEM, is as fundamental in merchandising as a consumer show.

**BUILDING MANAGERS** delight in accomplishing the impossible and generally that involves making a series of quick change-overs in their building facilities in order to accommodate a fast-breaking chain of events. For Harry Niebruegge, manager of the Atlanta Municipal Auditorium, the latest "impossible" involved such unlikely associates as ballet, wrestling and funerals. Here is how it worked out.

On the first day, the raised floor was installed for the Ballet Theater, and that is an all-day task. After the performance that night, the floor had to come out. On the second day the arena was left blank in the morning so heavy equipment for the National Funeral Directors show could be moved thru the arena to other parts of the building. At noon of the second day, they set up for wrestling. That rigging was cleared away that second night so more funeral show stuff could come in early on the third day.

The third and fourth days were used for bringing in 287 caskets, 80 vaults, all sorts of embalming supplies and 20 hearses. The stage was fitted with wall-to-wall carpeting, much of the arena floor was carpeted and one exhibit room had gold carpeting. Part of the chore was moving in \$3,000 worth of floral pieces.

That show closed at 4 p.m. four days later. By midnight most of the displays were out; and by noon on the following day the decorators and electrician were clear. That night the wrestlers were back. Later the same night the wrestling equipment was pulled out again and crews swung into the task of placing the Southeastern Travelers Clothing Show.

**AUDITORIUM ARENA** management might well paraphrase a familiar slogan to read "the difficult we do at once; the impossible must be done quicker."

**Farley Named To Hertzberg Circus Library**

**SAN ANTONIO**—Leonard V. Farley has been appointed to succeed Vivienne Mars as librarian of the Harry Hertzberg Collection of circusiana at the San Antonio Public Library. Mrs. Mars retired this month.

She had been librarian of the collection since shortly after it was received by the library and before it was opened to the public some years ago.

Farley has been in public relations prior to coming here. He was with the King Reid Shows, carnival out of Manchester, Vt., as secretary-treasurer for 10 years.

Joe W. Taggart just completed a stand at Omaha's Brandeis department store with his miniature circus.

**New Orleans Holds Promise For Packs Show**

**NEW ORLEANS** — Advance prospects for the New Orleans Shrine Show were brilliant, with promotion on the program and advance sale on tickets both running well ahead of last year, according to the show.

The circus is being produced by the Tom Packs Circus. It opened Friday (22) at the Municipal Auditorium and runs thru Sunday (1).

Show garnered page one publicity and TV film coverage last week with a stunt staged on a major downtown corner with escape artist Arthur Adano, who appears in the performance. He was bound by a strait jacket and wrapped in 35 feet of chain by the New Orleans police emergency squad. Adano then was lifted high into the air by a crane and suspended upside down. From that position, he escaped in six minutes.

**Kelly-Miller Bulls Move; Staffers Active**

**HUGO, Okla.** — Kelly-Miller elephants returned here from the Houston Shrine show appearance and departed a few days later for the Fort Worth Shrine show, where they will be painted a light pink.

With Fred Logan, elephant superintendent, on the dates are Johnnie Carroll and Bob Klein. Girls are Mugsie Gallagher, Lucille Eagleman and Mrs. Fred Logan. They use 11 elephants.

Several Kelly-Miller and Famous Cole vehicles appeared in the Hugo Veterans Day parade and the K-M calliope won a prize for the Elks Club. New Elks members in Hugo include George Bell, Ted LaVelda, Jack Moore, Jack Lewis, Donnie McIntosh, and Harry Rooks.

D. R. Miller and Art Miller visited the Houston Shrine Show three days. General Manager Obert Miller has purchased new red and silver harness and a new parade wagon for the six-pony hitch.

Vice-president Glen J. James took part in a Highway 70 convention at Hugo, and conducted the group on a tour of quarters. The governor of Oklahoma made James an honorary citizen of Oklahoma.

Co-Owner Kelly Miller and Frank Ellis, adjuster, have been fishing at Lake Texoma. Miller is building a new boat. General superintendent Pete Smith has been ill with the flu. Mrs. Obert Miller has a new car.

**India's Big Show Expands; Projects Three-Unit Set-Up**

**DAVENGERE, India** — Management of the Kamala Circus, only three-ring show in India and Asia, early this month bought the Great Devals Circus and two others for a reported \$175,000. The plan is to operate additional units.

The present eight-pole Kamala show, with seating for 15,000, will be increased to 10 poles, four rings and a claim for 25,000 seats. A second unit will equal the present Kamala show, and a third, one-ring Kamala Circus, will have four poles and 7,000 seats.

The Kamala show operates every day in the year.

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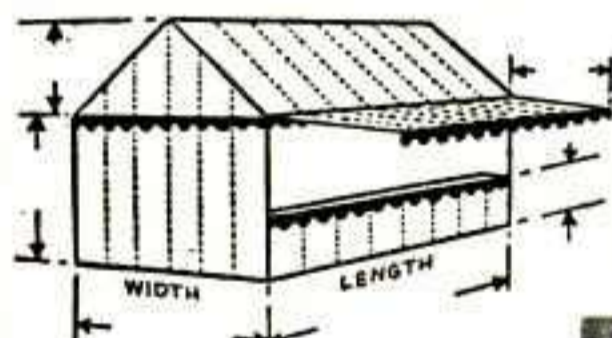
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Well & Miniature House. Own an 18-hole Course with a challenge, get the best in  
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20,000..... 14.70

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## POWERFUL PUSH

# Ins. Firm Scores Big With Dallas Tie-In

DALLAS—How a public service exhibit can serve as a springboard for a strong over-all sales and advertising campaign was demonstrated by the New York Life Insurance Company at the 1957 State Fair of Texas.

The company got the maximum benefit out of its exhibits in the fair's Women's Building by weaving a powerful Statewide promotion around it.

The exhibit was the focal point of a public relations program designed to recognize and publicize the 10th anniversary of the company's re-entry into the Texas market.

The exhibit, entitled "How Much Life Insurance Is Enough?" was similar in design and format to that presented by the life company in the Merrill Lynch, Pierce, Fenner & Beane Investment Information Center, Grand Central Terminal, New York, last January-February.

Following the New York showing a company committee investigated other locations in the Women's Building of the State Fair of Texas for a second exhibition. The showing coincided with the 10th anniversary celebration and included a number of special promotional activities, such as a Statewide sales contest, the opening of the company's second Dallas office and the move of the Houston general office to new quarters.

### Broad Coverage

In view of the combined events, the company undertook an intensive advertising program which included newspaper advertising in Dallas, Fort Worth, Houston and several other Texas cities, a heavy schedule of radio and TV spots and programming, and outside display cards on 300 Dallas buses.

To promote the exhibit on the fairgrounds where 400 commercial exhibitors were vying for attention, the company selected shopping bags imprinted with a large black question mark and a bright red exclamation point. An advertisement also was run in the Texas-Oklahoma football game program.

The company used the exhibit as a central theme for a Statewide sales contest. Special fair promotion kits on the "How Much Life Insurance Is Enough?" theme were prepared and distributed early in September. The fair provided several thousand "What's at the Fair" folders imprinted with the announcement about the insurance exhibit for the agents to distribute. The kit also included such items as advertising mats, local news stories, lists of special days at the fair, etc.

### Sales Jump

The 10th anniversary drive resulted in sales gains of 139 per cent over the quotas. Winning agents and teams came to Dallas to visit the fair and attend a special Texas Day sales meeting at the Statler Hilton. While visiting the fair the winning agents were photographed and hometown radio interviews were taped to be sent to their local radio stations.

These tape shows were part of an over-all radio programming operation which included two live remote broadcasts originating directly from the exhibit each day. Since the exhibit was located in the Women's Building, the company sought to cultivate the women's market with a half-hour radio program Monday thru Friday.

This program was a segment of KIXL's Ted Weems show. Meg Healey, Don Robinson and Ed Winton acted as emcees, interviewing top celebrities and other visitors to the fair. Some of the guests included Robert Sherwood, Ann

Rodgers of "My Fair Lady," Jimmy Savo, top diplomatic representatives from Germany, England, Finland and Holland, State fair officials, and local radio and TV personalities. From time to time a New York Life officer was interviewed. Several wives of agents appeared, and the program commercial promoted the exhibit as well as the company's sales expansion.

The second radio program was directed more to the family and especially the men. This was the Kenny Sargent program every evening from 7 to 7:15 over KGKO. Sargent brought to the microphone top attractions at the fair, including distinguished representatives from the overseas exhibits, pitchers, mentalists, winners of fair contests, various behind-the-scenes fair employees, and the college boy with the rickshaw concession. Occasionally an insurance broker was interviewed.

The commercial pattern was similar for this program. In addition, insurance company officers were spotted as guests on local radio and TV interview and variety shows to plug the fair exhibit and Texas expansion program. Several news-film releases were produced and serviced to TV stations in the Dallas-Fort Worth area, featuring the exhibit.

Central feature of the exhibit was an IBM electric cardatype machine which "read" selected cases from among 4,000 typical family situations and showed how life insurance and Social Security benefits could be combined to meet minimum income needs. All of the cases had been pre-calculated on an IBM 705 "electronic brain" in the company's office.

Actors John and Loretta Barry, who presented the typical American family situation for New York Life in Grand Central, did a short-er version at the State Fair of Texas. Also on display were the policies of eight presidents of the United States insured by New York Life, and other company material, including photos of its Texas investments and career information series.

No insurance was sold at the booth which was supervised by an agency management team. "Our objective," V. V. Van Leuvan, vice-president for the company's Southwest division with headquarters in Dallas, said, "was to bring to visitors to the fair an institutional exhibit about insurance. The exhibit along with the attendant advertising and the other events which were a part of our 10th anniversary program, have combined to provide us with a most helpful background for our continuing sales effort in Texas and the Southwest."

## Denver Symphony Contract Scored

DENVER — A city contract giving the Denver Symphony one night each week during the winter months for its concerts has been scored by local bookers and agents for creating a split-week situation when booking major productions into the multi-million dollar theater-auditorium-arena.

Bradford Hatton, business manager of Bonfils Memorial Theater, said the contract is a major cause for many legit productions skipping this area. Blanche Witherpoon, one of the bookers of top drawer entertainment in the area, said that many productions could not be brought into Denver for less than a week's run and the split-week situation prevented the shows coming.

## GOODING PACTS OHIO FAIR FOR 38TH TIME

COLUMBUS, O. — The Gooding Amusement Company Wednesday (20) was awarded the midway contract for the 1958 Ohio State Fair, marking the 38th time the contract has gone to the Columbus-based organization.

The first contract was awarded 42 years ago and the show has played the fair every year since excepting when the fair was suspended for four years during World War II.

In commenting on the '58 contract, Floyd E. Gooding said that it calls for his organization to supply 50 rides and shows.

"This is in sharp contrast with the first contract 42 years ago which stipulated that we were to provide four rides," Gooding pointed out.

## ONE MILLION DOLLARS CASH IN CONFEDERATE MONEY Yours only \$2.98

Be a deep south millionaire! Have money to burn! We'll send you exactly one million bucks in honest-to-goodness Confederate money—and all you pay is \$2.98! You can do everything with this money but spend it. Amaze and amuse your cotton-picking friends. Win bar bets by the barrel! Light your cigars and cigarettes with \$10,000 bills! Live it up! It's a million dollars' worth of laughs and fun—all for only \$2.98. You get one million bucks in \$10's, \$20's, \$50's, \$100's, etc., denominations—enough to keep your friends laughing and happy for months—this offer is limited. Only \$4 million to a customer. Our supply of this loot is limited—so rush your order . . . One Million dollars only \$2.98. Four Million dollars only \$10.00. If not delighted keep \$100,000 for your trouble and return the rest of the money for a full and prompt refund. Send to—  
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# SEE

## COMMANDO MACHINE GUN

PAGE 149

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FIGURES

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**SEVERAL MAKE SWITCH**

**Kiddielands Appeal To Circus Families**

BIRMINGHAM, Mich. — Kiddieland business appeals to circus people, and as some performers leave the road they turn their attention to the moppet midways.

Some of them carry over circus ideas to their funspots and create circus theme parks with clowns, animals and circus decorations. Others operate as standard kiddielands.

For some the kiddielands are expansions into bigger business opportunity than they have had before. For others, their own children have come of school age and the family doesn't want to troupe. For others a kiddie corner is a retirement career. And for all a kiddieland is a way to keep one's hand in, a way to stay in outdoor show business, a way to stay with cotton candy and midway music.

**Conleys, Cole, Von**  
The Riding Conleys are a family of bareback riders and jugglers with some five generations of circusing behind them. The Conleys' park, Wonderland, at Batavia, O., has completed its second season and the operators are enthused about their ride operations and picnic business. Meanwhile, the later generation of Conleys continues with circus riding.

James M. Cole, of Penn Yan, N. Y., now has an elaborate circus theme park there, displaying his elephants and circus acts as well as standard park features. Cole has been in circus business since the 1920's and had his own good-sized circus on the road in 1947 and earlier. There are still times that he plays special dates with his elephants, including shows in Canada and Bermuda, but the park now takes most of his attention.

Von Bros.' Circus was a thriving

motorized show playing Eastern territory until this past season. Manager Henry Vonderheid and his family had decided against operating the circus. Instead, they were concentrating on their new theme park near Wilkes-Barre, Pa. Built like a pioneers' stockade, the park features animals, picnic area, rides and more park attractions. TV shows emanated from the park. It was inspired by the operation at Pigeon Forge, Tenn., of a similar park in the pioneer theme. This one is operated by two Miller brothers, who are also operators of both indoor and outdoor circuses, as well as elephant acts and wild life shows.

**Woods, Lucas, Romig**  
When Bryan and Billie Woods decided to quit the road after many years with circuses, they sold their own show and turned to kiddieland operation. They now have a five-ride layout at Orange, Tex.

Buck Lucas, Western performer with many circuses, has branched out to book kiddie ride units for picnics in his Ohio territory. Dale Petross, horse trainer, is associated with Playland at LaMesa, Calif. There are other circus people who now own and operate kiddielands and similar ride outfits now. These are in addition to the dozens of circus performers who are employees of kiddielands, either on a full-season basis, as in the case of performers in major theme parks of the New York area, or on a part-time special booking basis.

Typical of the turn for kiddielands that some circus people have made is that of Irv Romig at Birmingham, Mich., a suburb of Detroit.

Romig's family had the Romig-Rooney riding act for many years

and various members still are found in many places thruout circus business. Irv himself was a featured clown with Ringling Bros. and Barnum & Bailey Circus and also worked winter Shrine circuses. Then five years ago he took over a children's television show with a Detroit station. He has been telecasting Ricky the Clown programs ever since.

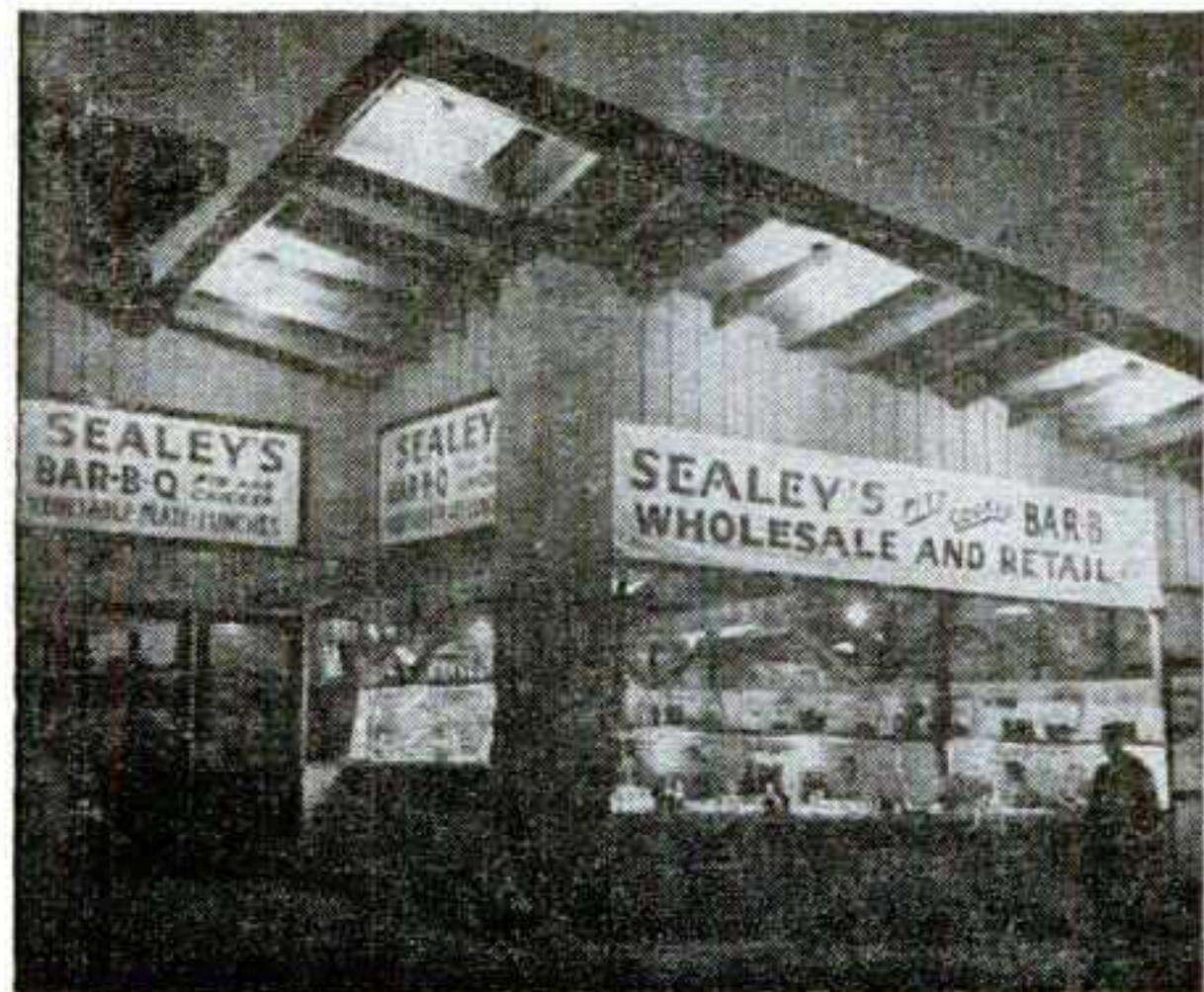
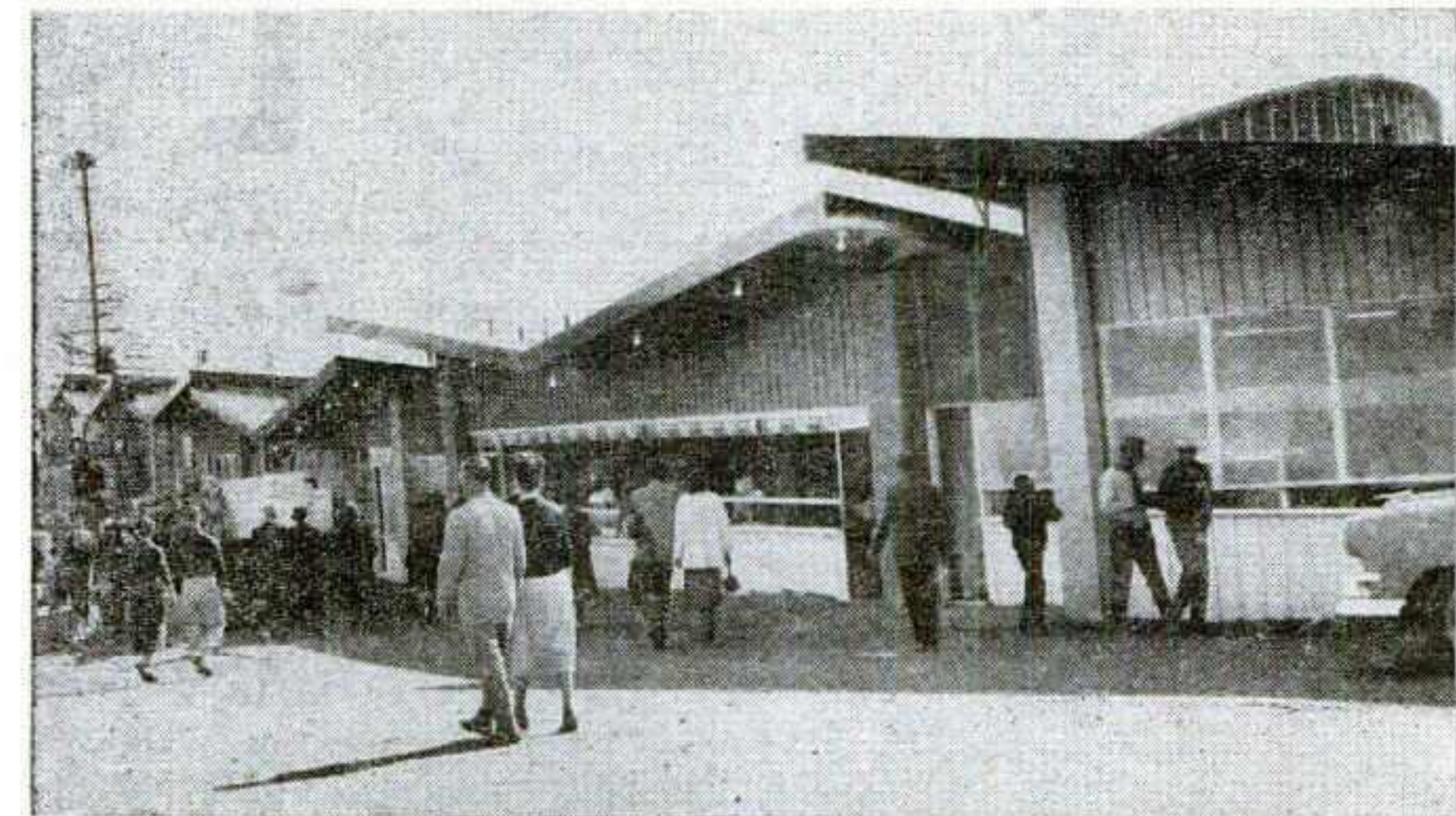
Now he is thinking in terms of a kiddieland, too. At his home he has a parking lot, fenced area, kiddie airplane ride, small stagecoach pulled by a donkey, corrals for live animals and a small museum building.

In the animal corral already are a donkey, two odd species of goats, a trained llama and several of the animals used by Romig's father in circus acts. He plans to buy three more animals from the Detroit Zoo this winter. The museum has clown carts, manikins in circus wardrobe, photos of circus, rodeo and TV acts and a few other items. Souvenir postcards and merchandise, including Ricky the Clown T-shirts, will be available. Romig will plug his park occasionally on his TV show. He also plugs the park, Ricky's Stockade, when he plays fairs, schools and other special dates. His park is to open next spring.

**Fire Strikes Philpott Beach**

MARTINSVILLE, Va.—Fire of undetermined origin gutted the pavilion, main structure at Philpott Beach on the Franklin County side of Philpott Lake, causing an estimated loss of \$30,000.

Also destroyed were docks and the concession stand, next to the pavilion, along with a quantity of boating and fishing equipment. The beach had been closed for the season, and Jack Boettcher, the operator, had gone to Florida.



**Food Stands**

Erection of its ultra-modern Coliseum pointed up the unsightliness of frame-and-canvas food stands at the North Carolina State Fair, Raleigh, and J. S. (Doc) Dorton decided to do something about the situation.

The result, which drew considerable comment, was some 300 feet of cantilever-roofed restaurant buildings of concrete block construction with a design in keeping with the sweeping architecture of the Coliseum.

The six new buildings are each 48 feet wide and are divided into 12-foot bays. They vary in depth, three of them being 20 feet deep, the others ranging from 28 to 47 feet in depth.

**A CORDIAL INVITATION TO ALL OUTDOOR SHOW PEOPLE**

Dear Friends:

The Officers and Directors of the National Association of Amusement Parks, Pools and Beaches extend a most cordial invitation to all Outdoor Show People to attend the Outdoor Amusement Exposition December 1, 2, 3, 4, 1957, at the Hotel Sherman, Chicago, Illinois.

This Exposition will afford you an opportunity to view the largest and finest display of new devices, equipment and services in the Outdoor Amusement field. We assure you it will be one of the most interesting Trade Shows you have ever visited.

For admission to the Exhibit Hall, you must register at the registration desk on the Mezzanine Floor of the Hotel Sherman.

**Remember the Dates: Dec. 1, 2, 3, 4  
And the Place: Hotel Sherman, Chicago**

Officers and Board of Directors  
**JOHN L. COLEMAN, President**  
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Order Now for Spring Delivery

**OVERLAND AMUSEMENTS**  
Lexington Mass.

# NAAPPB Program

## 39th Annual Convention, Hotel Sherman, Chicago

**SATURDAY, November 30**  
 2:30 p.m.—Board of Directors' Meeting, Polo Room.  
**SUNDAY, December 1**  
 9:30 a.m.—Registration, Mezzanine.  
 10:00 a.m.—Exhibition Hall opens.  
 3:00 p.m.—Ladies' Tea, Downtown Club, Mrs. John L. Coleman, hostess.  
 7:00 p.m.—Exhibition Hall closes.  
**MONDAY, December 2**  
 9:30 a.m.—Registration.  
 10:00 a.m.—Exhibition Hall opens.  
 10:00 a.m.—Pool and Beach Session Convenes, House on the Roof. J. H. Dickson, general chairman; John Weisenberger, chairman of the day. Topic—"Pools, How to Operate Them."  
 11:00 a.m.—NAAPPB Executive Session Convenes, Louis XVI Room.  
 11:00 a.m.—Meeting called to order—Paul H. Huedepohl, executive secretary.  
 Invocation—R. M. Spangler.  
 Communications.  
 Introduction of President John L. Coleman.  
 11:15 a.m.—Roll call, reading of the minutes.  
 Program Chairman Robert E. Freed Reports.  
 Resolution Chairman Fred L. Markey Reports.  
 Music Royalty Chairman J. M. Gurtler Reports.  
 Secretary Paul H. Huedepohl Reports.  
 Treasurer A. L. Filigrasso Reports.  
 Finance Committee Chairman Don Dazey Reports.  
 11:35 a.m.—Nominating Chairman J. M. Gurtler Reports.  
 11:45 a.m.—Unfinished business, new business, recess.  
 12:30 p.m.—Exhibition Hall recesses.  
 2:00 p.m.—NAAPPB Business Session convenes.  
 2:05 p.m.—Committee chairmen report:  
 Insurance Committee Chairman, G. P. Price.  
 Legislative Committee Chairman, Harry J. Batt.  
 Exhibit Awards Committee Chairman, R. A. Guenther.  
 Entertainment Committee Chairman, William B. Schmidt.  
 2:30 p.m.—President John L. Coleman reports.  
 2:45 p.m.—"How About a Central Ticket Office for All Rides?" A. B. Gurtler Jr., chairman; Joseph A. Helprin, Dudley S. Humphrey.  
 3:10 p.m.—"Funspot—What Is It and What Are Its Aims?" James W. McHugh, Editor Funspot Magazine.  
 3:30 p.m.—"New Trends, New Equipment, New Beauty for Playgrounds in Kiddielands, Beach and Pool Areas and Amusement Parks"—Motion Picture Slides and Models. Frank Caplan, Co-Director Playsculptures, Inc., Subsidiary of Creative Playthings, Inc., New York City.  
 4:15 p.m.—Adjournment.  
 3:00 p.m.—Exhibition Hall resumes.  
 4:30 p.m.—NAAPPB cocktail hour, Louis XVI Room.  
 6:00 p.m.—Pool and Beach Session's cocktail hour, House on the Roof.  
 7:00 p.m.—Exhibition Hall closes.  
 7:30 p.m.—AREA Annual Dinner, Gold Room.

### TUESDAY, December 3

9:30 a.m.—Registration.  
 10:00 a.m.—Exhibition Hall opens.  
 10:00 a.m.—Pool and Beach Session, R. J. McCarthy, chairman of the day. Topic: "Patrons, How to Treat Them."  
 10:30 a.m.—Board of Directors' meeting, NAAPPB nominating session, Polo Room.  
 12:30 p.m.—Exhibition Hall recesses.  
 2:00 p.m.—NAAPPB Business Session convenes.  
 2:05—"Does the Amusement Park, Pool and Beach Industry Need a National Public Relations Program?" Harry E. Schaden, Carl Boyer & Associates, Chicago.  
 2:10—"What Can We Expect From Newspaper, Television, Radio and Outdoor Advertising? How Is Each Best Utilized for Amusement Parks?" Thomas P. O'Connell and a Board of Advertising Experts, Dancer-Fitzgerald-Sample, Chicago.  
 3:05—"Promotion Workshop — 20 Successful Promotions That Worked."  
 1. "Easter Egg Hunt"; 2. "RCA Kitchen of Tomorrow"; 3. "TV Day at Kennywood"; 4. "50% Industrial Coupons"; 5. "Hot Dog Day"; 6. "Ten-Cent Nights"; 7. "Talent Shows"; 8. "F-A-M-I-L-Y Spells Park"; 9. "Hot Dog Contests"; 10. "Thank-You Week"; 11. "Funny-Money"; 12. "All-Nation's Day"; 13. "Date Night"; 14. "Circus Week"; 15. "Home Furnishing Show"; 16. "Auctions"; 17. "Two's Day Is Tuesday"; 18. "Penny Day"; 19. "Pony Show"; 20. "Teen-Ager Dances."  
 4:20—Questions, Announcements, Adjournment.  
 3:00 p.m.—Exhibition Hall resumes.  
 7:00 p.m.—Exhibition Hall closes.  
 7:30 p.m.—NAAPPB Annual Banquet and Ball, Grand Ballroom.

### WEDNESDAY, December 4

9:30 a.m.—Registration.  
 10:00 a.m.—Exhibition Hall opens.  
 10:00 a.m.—Pool and Beach Session, House on the Roof, Vernon D. Platt, chairman of the day. Topic: "Profits, How to Get Them."  
 12:30 p.m.—Exhibition Hall recesses.  
 2:00 p.m.—NAAPPB Business Session convenes.  
 2:05—"What Is the Cost of Food in Relation to Food Receipts?"  
 2:20—"What Is the Percentage of Merchandise That Should Be Awarded in Relation to Game Receipts?"  
 2:35—Idea-O-Rama.  
 Is holiday business getting better or worse?  
 What is the admission price of your rides?  
 What is your pass policy and how do you control it?  
 Do you have a lower admission for children under 12?  
 Do your employees receive a bonus for completing the season?  
 Questions from the floor.  
 Board of NAAPPB Past Presidents:  
 Fred W. Pearce, Arnold B. Gurtler, A. W. Ketchum, Paul H. Huedepohl, A. B. McSwain, Edward L. Schott, Harry J. Batt, Edward J. Carroll, George A. Hamid, Elmer E. Foehl, Don Dazey, Henry G. Bowen.  
 3:30—"Disneyland U. S. A."  
 A 42-minute visit in CinemaScope to Walt Disney's park. Introduced by Jack Sayers and E. R. Lemmon, Disneyland.  
 4:10—Report of Service Awards Committee.  
 4:15—Adjournment.  
 3:00 p.m.—Exhibition Hall reopens.  
 7:00 p.m.—Exhibition Hall closes.

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**SCOTT SEAT**  
 DESIGNED  
 ESPECIALLY  
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**CONCESSIONAIRES**



MODEL CS-53

A sturdy, extremely lightweight upholstered stadium seat with canvas backrest. Weighing but 2 1/2# and folding compactly with large handle, a number can easily be carried on one arm. Clamps securely on any board seat with two folding front clamps.



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For permanent or semi-permanent installations where aisle space is restricted, the HO-35 has proven the most popular seat made. Upholstered seat and pressed wood backrest; 4 recessed screw holes. Folds compactly for storage.

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## Kansas City Kid Spot Up 20% With TV's Boost

KANSAS CITY, Mo. — More than a 20 per cent increase in business in less than two seasons is the story of successful use of television for amusement park promotion told by Mr. and Mrs. A. N. Rice, owners of Wornall Road Kiddieland Park here. Success of their television campaign has prompted the Rices to reduce other exploitation efforts and commit 75 per cent of their advertising budget to television.

The Rices give credit for the upsurge to "Whizzo's Wonderland," KMBC-TV kiddie television show participations in "Whizzo's" program have been the focal point of Kiddieland Park's promotional efforts since August, 1956, with the result that 1956 business topped 1955 by 10 per cent. The entire increase occurred after the mid-season TV start. "And success has become a continuing story as 1957 Kiddieland business climbed more than 10 per cent above record-breaking 1956, Rice said.

**One Spot Daily**  
 Frank Wiziard, KMBC-TV staff director and announcer, is the creator, producer and star of the hour-long "Whizzo's Wonderland." Operating from a studio circus set in clown regalia, he calls on a myriad of tricks and devices to keep a studio audience of costumed junior clowns enthralled.

The Rices' use of television consists of a daily one-minute live spot in the five-day-per-week "Whizzo" show. The Kiddieland Park sign

and one of the park's 12 rides are pictured with a background of calliope music. Commercials are done by Wiziard, who gives each junior clown on the show a book of tickets good for nine rides.

Tie-in promotion at the park takes the form of Whizzo's Magic Barrel. For a chance to win a book of tickets good for 45 rides, youngsters write their name, address and age on printed slips and deposit them in the barrel which is centrally located in the park. "Whizzo" tells youthful television viewers about the Magic Barrel during Kiddieland spots. It's not unusual, said Rice, for as many as 4,000 to 5,000 names to be deposited on a typical busy Sunday.

**Whizzo Appears**  
 A personal appearance of Whizzo at Kiddieland Park was the outstanding event of the 1957 season. The 3,000 persons who came to see him were graphic evidence of the impact of Whizzo's television efforts on behalf of Kiddieland. Whizzo was obliged to stay at the park for three hours, instead of the originally scheduled two hours, in order to greet all of his youthful admirers.

Much of the success of the Kiddieland-Whizzo promotion is due to the meeting of minds with many years of experience in the entertainment business. Rice has been around amusement park enterprises for 35 years. Wiziard comes from a circus family and literally grew up in show business.

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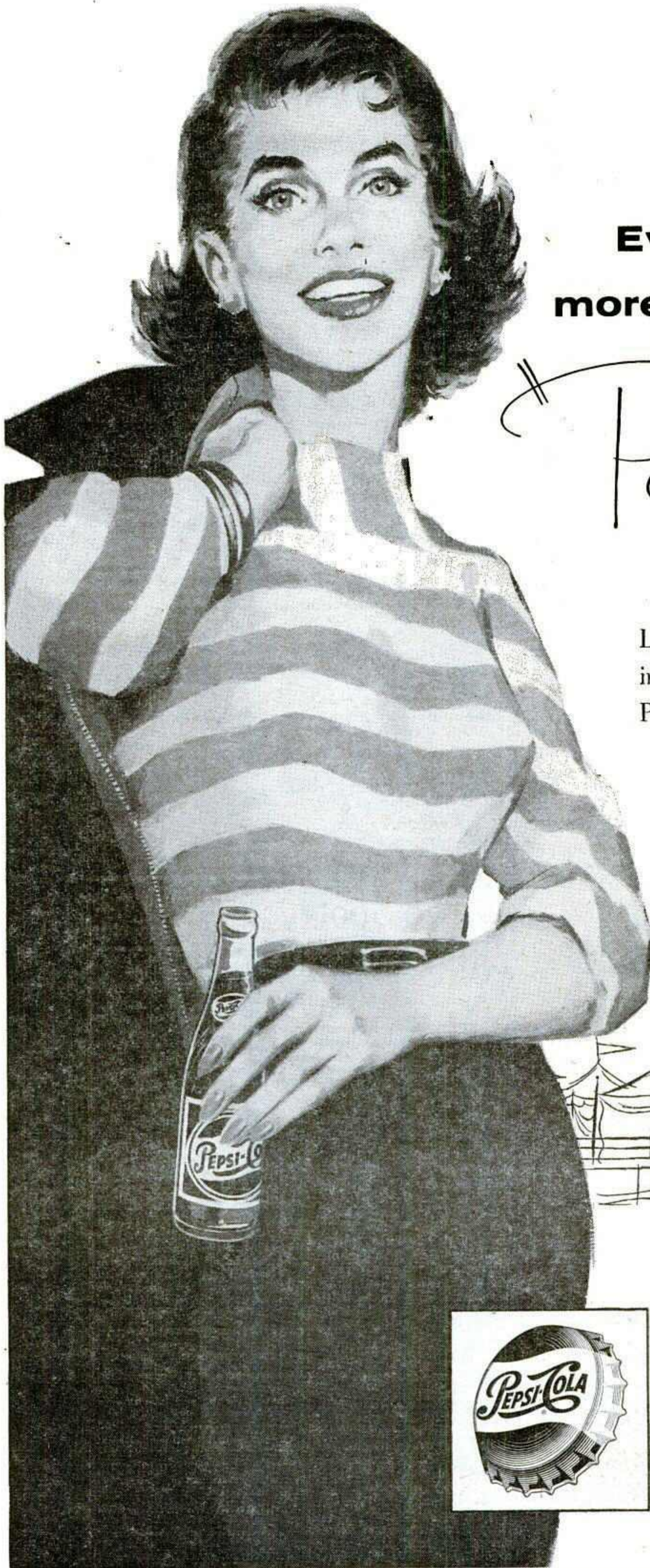
**COMMANDO  
 MACHINE GUN**

PAGE 149

Every conceivable kind of  
**EQUIPMENT  
 SUPPLIES AND  
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 Has been sold in  
 The Billboard

**WHAT DO YOU  
 HAVE TO SELL?**  
 Write BOX 666  
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 Cincinnati, Ohio

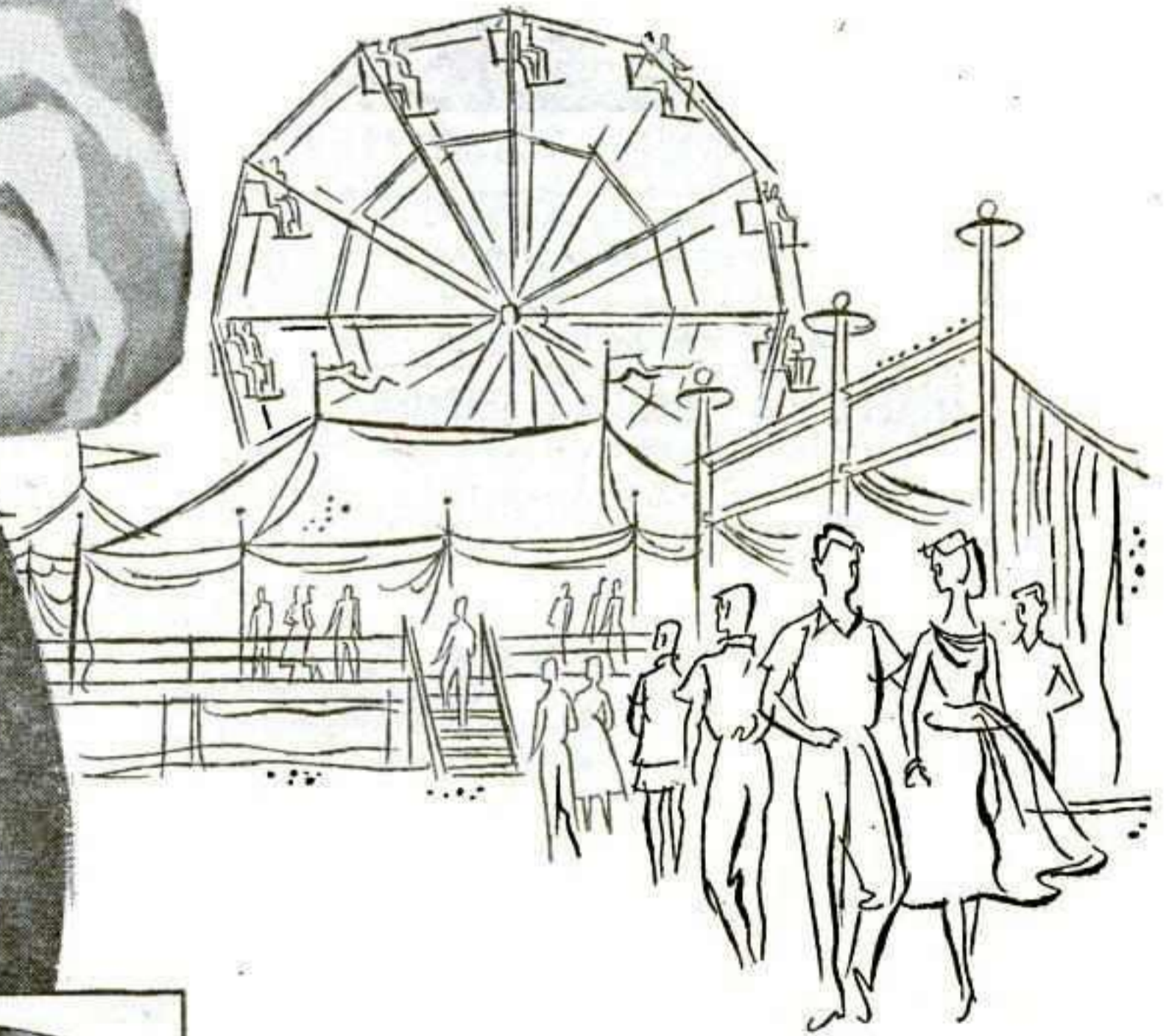




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more people are saying**

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Light refreshment is what they want...  
in a cold bottle or in a cup. They know  
Pepsi-Cola refreshes without filling.



**NEW! PEPSI "PRE-MIX"**

Saves labor costs... no bottles, breakage  
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perfectly. Get the "PRE-MIX" story  
from your Pepsi bottler.

SEE MARY MARTIN IN "ANNIE GET YOUR GUN,"  
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National Accounts Fountain Sales, Circus and Carnival Division, Pepsi-Cola Company, 3 West 57th Street, New York, New York

MULTIPLEX DISPENSERS Serving the trade since 1906

**TWO delicious ice-cold carbonated drinks at their best COKE or PEPSI** from one faucet, plus plain, sparkling soda  
**ROOT BEER** from other faucet (solid or creamy)



**SPEEDS SERVICE—TWO FIXTURES IN ONE!**

Advertises the Drink. Ice cooled or with mechanical refrigeration coil. Stainless steel faucets and parts. Beautifully baked enamel finish or all stainless steel.

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**MULTIPLEX FAUCET CO.**  
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**FAIR MANAGERS AND SHOW PERSONNEL FOR THE BEST YEAR YET.**

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High-Speed Shaver and Plexiglas Case ← as pictured →  
Machine only \$137.50  
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New improved Shaver with De Luxe Plexiglas Case ← as pictured →  
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**DON'T BE LATE IN '58—**  
**GO GOLD MEDAL—ALL THE WAY**  
For the greatest profit-making line-up in the business plus several new items for 1958, see us at booths 8, 9 & 10, Outdoor Showmen's Convention.



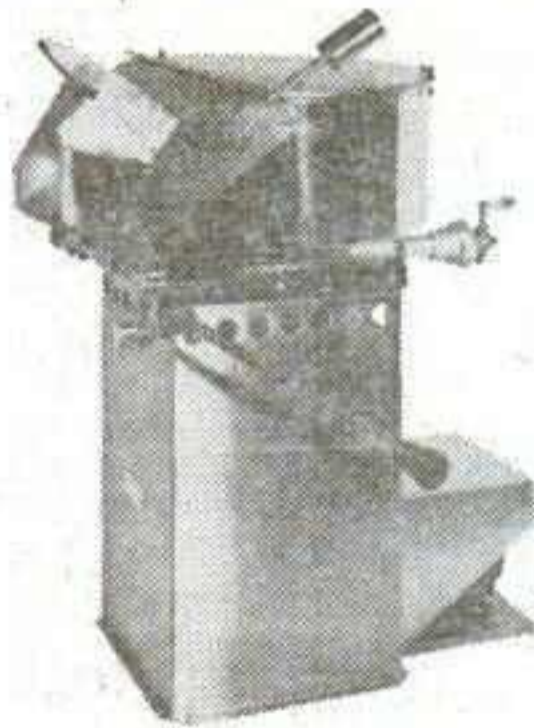
**WHIRLWIND**  
**\$275.00**

Here's a Candy Floss Machine that gives you Top Production, Vibrationless, Dependable, Trouble-Free Operation and Long Life.



**SNO-MATIC**  
**\$325.00**

This revolutionary new Snow Shaver is built to do the job right for the big spots. Fine uniform snow better than shaved by any other machine.



**GIANT POPPER**  
**\$325.00**

This is the ideal popper for Outdoor purposes. Maximum production on the really BIG days. Other Poppers from \$199 up.

If you miss us at the NAAPB Show write for all details on the complete Floss, Popcorn, Sno-Kone, Candy Apple, Caramel Corn and Snack Bar Line-up. Get the details on Gold Medal Firsts for '58! See for yourself why it pays to Go Gold Medal All the Way.

**GOLD MEDAL PRODUCTS COMPANY**  
317 EAST THIRD STREET CINCINNATI 2, OHIO

**YEAR-ROUND OPERATION**

**Real Town, Post Office Combine With Theme Park for Santa Resort**

SANTA CLAUS, Ind.—Theme park with one of the earliest origins and one of the most ideal inspirations is Santa Claus Land, located in this Southern Indiana village that is more than 100 years old.

In fact, Santa Claus Land claims to be the nation's first fantasy-type park.

It all began in 1852 when pioneers found themselves at a town meeting on Christmas Eve and without a name for their new village. Fact or legend, the story is that Santa came in to start the Christmas party and that settled the name of the town, too.

Today the village remains and with it is the modern theme park founded by Evansville industrialist L. J. Koch in 1945. The park now includes a House of Dolls, in the original town post office building; a Miniature Train, Pioneer Village, Deer Farm, Hall of Famous Americans with wax museum features, Indian Village, a miniature circus, picnic area, fishing lake, amphitheater, and a central building in which the prime feature is a year-round Santa Claus.

**Expansion Program**

In 1957 Santa Claus Land's developed area was doubled, to total 60 acres. Expansion to a year-round recreation has been the goal. Biggest of this year's additions were the Pioneer and Indian villages. Another important addition was Pleasureland, which is a kiddie ride area, picnic zone and fishing lake. The lake was stocked several years ago but opened only last spring. A seven-acre parking lot is new.

Near the entrance is a 64-foot Christmas tree, which is decorated and lighted for a three-month holiday season. A huge Santa Claus statue has been built near the entrance. About 200 acres is available for future expansion.

The park's schedule each year is to open on Easter Sunday and close on New Year's Day. Annual

events include an Easter parade, music festival, antique auto show, and a Chamber of Commerce pre-Christmas Santa Claus dinner.

The first music festival was held in 1957 and the new amphitheater was used. In 1958 the event will be in May, a month earlier so that school bands will be available. Capacity of the amphitheater is more than 12,000.

**Ripley Starts Boom**

From 1856, when Santa Claus, Ind., first had a post office, until one day in the 1920's, when the spot was mentioned in the Robert Ripley "Believe It or Not" cartoon, the town was virtually unnoticed.

Ripley's mention of it brought a deluge of mail from youngsters and parents who wanted Santa Claus cancellations on the stamps of their Christmas letters.

After nearly 10 years of being flooded with Christmas mail at Santa Claus, the U. S. post office department decided to close the post office and thus do away with the problem. The objections from Indiana and elsewhere were so great that the government relented and left the town's claim to fame. It also ruled that no other place could be granted a post office with the name of Santa Claus. That arrangement, needless to say, meets with approval here.

Keystone of the town and the theme park is the post office. On October 1 a new post office building, designed to look like Santa's castle, was dedicated. It is located near the theme park, and in it is handled the great mass of holiday mail.

The current season got off to a strong start with attendance of about 10,000 on October 13, a new record for such an early fall time.

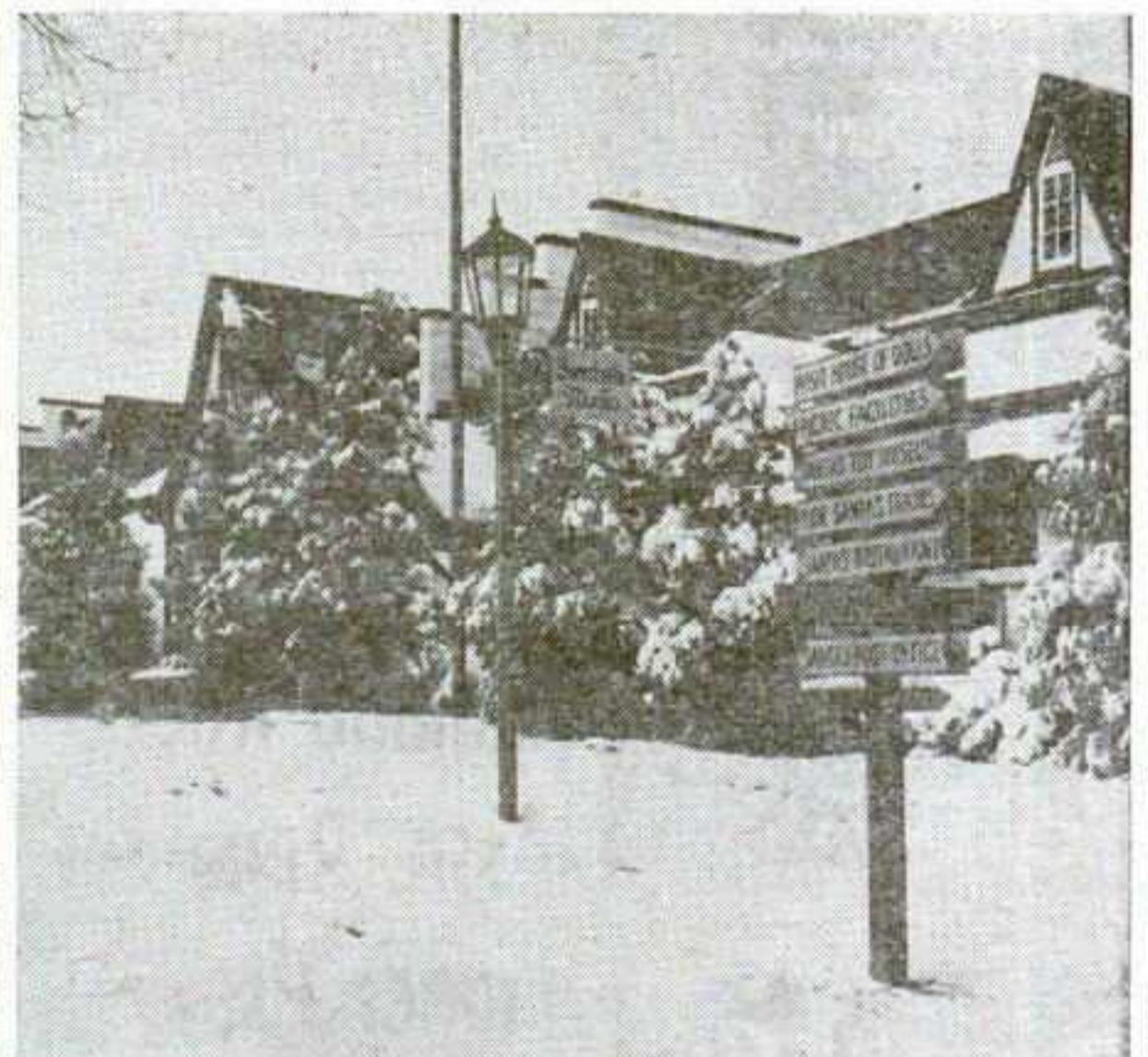
W. A. Koch, manager of the park, said this was a 40 per cent increase over last year's business for the same date. The same sort of increase has been experienced since the Easter opening, he said. Credit for this is given to the expansion program and to a greater promotional effort.

Normal attendance builds up as Christmas nears. Last year's top crowd was 16,750 on December 2. Only time that total was exceeded came on December 7, 1951, when a special promotion marked the 10th anniversary of Pearl Harbor.

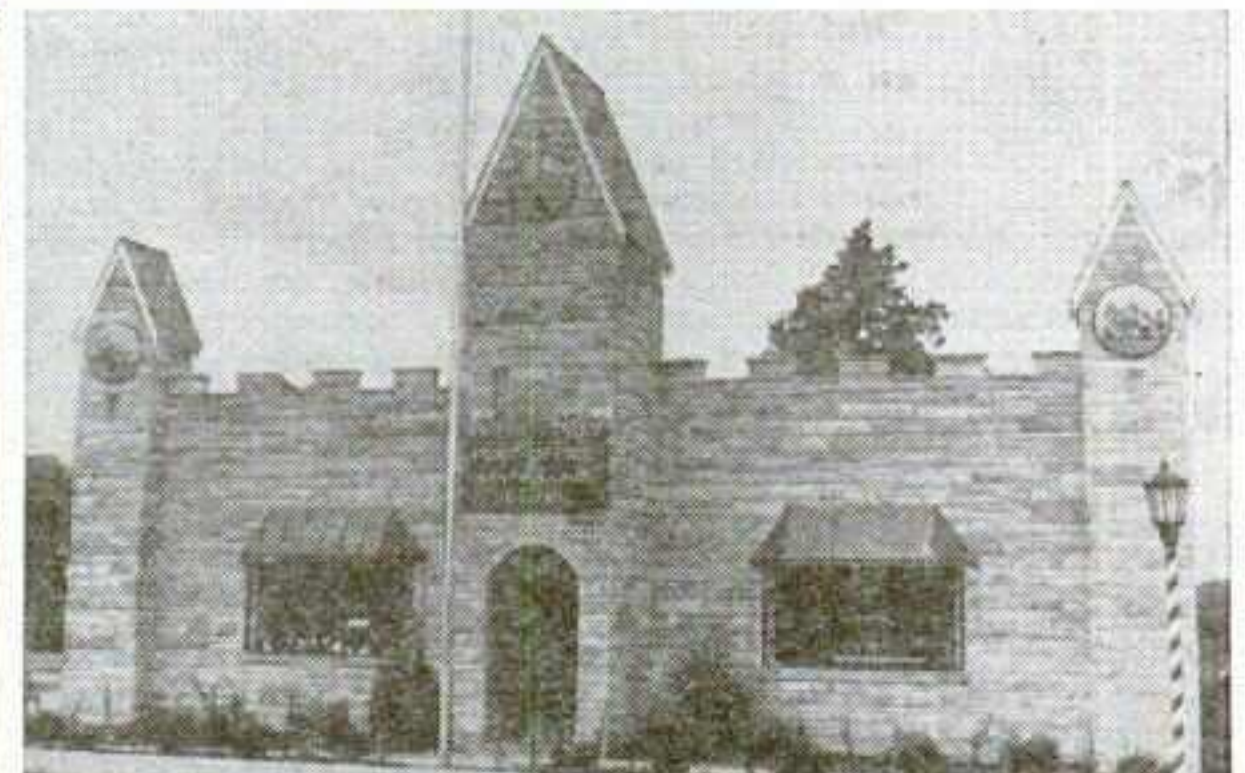
**Jack Fazlett In California**

SUNLAND, Calif.—Jack Fazlett, who has been in the amusement park operating field for 30 years in and around his native Scranton, has been named manager of Sunland Park here, C. H. Allton, fun zone owner, said. Fazlett plans to add three rides to the complement of nine and feature kiddies' days on Tuesday and Thursday with rides at half price.

Ray Chandler has joined Weber Bros. Circus with the Gene Holter elephants ... Donald Marcks visited Weber Bros. at San Mateo, Calif ... The Weber show did three performances at Stockton, Calif.



SIGNPOST in a snow-covered Santa Claus Land points up the spot's winter schedule for operation. Indoor features are stressed as Christmas nears and cold weather starts. Recent additions multiply the park's attractions as both a winter and a summer attraction.



NEW CASTLE-LIKE BUILDING houses the U. S. post office that is the inspiration for Santa Claus land, theme park at Santa Claus, Ind. Village name and post office give this park a promotional advantage virtually unequalled, in the opinion of many park men.

**NOISE, HUMOR**

# Roosters Sound Off About Toronto Ex

TORONTO—The success of a rooster-crowing contest at the 1957 Canadian National Exhibition was something to crow about.

The contest, held just before the nightly Dairy Queen Contest, may have held down milk production, but it injected humor and garnered much press, TV and radio publicity.

Five TV stations and one radio station co-operated to sponsor the

unique contest to find the rooster which would crow the most in a five-minute period, which gave the Toronto exhibition still another avenue of promotion.

The Dairy Queen Contest was rather a serious event, but the crowing of roosters each night helped to bring a few laughs to the audience.

Major domo of the contest, Paul Courian, said: "We look forward next year to rounding up more stations and dressing up the whole affair."

Modus operandi was simple. One week before the CNE, the TV stations and radio station began appealing to their audiences for a rooster: "One of extrovert characteristics and a loud voice."

No tab was kept on the number of appeals made by each station, but a rooster was found from each of the sponsors.

Opening night, pictures of each rooster posed over the call letters of the station were taken and sent to the sponsoring stations. These were used in conjunction with the local newscasts reporting the scores of the individual station's rooster.

The scores were wired each night as well as something on how the roosters were acting at the contest, or whether the rooster was paying attention to the scoreboard.

Courian attempted to maintain a humorous air thruout the whole promotion.

The concept was carried out by the stations, particularly the radio station where a couple of the deejays had a good deal of fun discussing—with tongue in cheek—the problem of whether their rooster was keeping up with the rest of the roosters.

At the contest itself there was a five-minute period during which the roosters were to crow. A judge stood by the cage and waved his hand each time the rooster crowed. The rooster with the most crows won.

The audience had lots of fun cheering each time their favorite gave out with a crow—one of the many which made the contest something to crow about.

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This is the Candy Floss machine that HAS EVERYTHING. Precision built spinnerhead, volt meter, heater rheostat, lightweight, all aluminum. No vibration, rubber mounted motor. You will be glad you decided on the PERFECTION. Free parts with each machine. Write today for full information.

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- ★ Maintains product consistency!
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**SNO-KONES—CANDY FLOSS—APPLES—POPCORN**

If you have not received our new complete Equipment and Supply Catalog, write for it now. Make sure you line up with **GOLD MEDAL 100%** for bigger profits in 1957. It's the World's finest SNO-KONE, FLOSS, APPLE, POPCORN & COOKHOUSE line. You can get the GOLD MEDAL line from leading Concession Jobbers. Write for one nearest you.

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For it is truly in the spirit of homecoming that we at the Sherman look forward to greeting you—the International Association of Fairs and Expositions . . . the National Association of Amusement Parks, Pools and Beaches . . . the American Carnival Association . . . the American Recreational Equipment Association . . . the Showmen's League of America . . . and each of your friends and associates.

It is a pleasure to recall the many years of friendship we have enjoyed with you, and to share in the excitement of your annual convention. We hope this past season has been your most rewarding and that the future will be even brighter.

At convention time, or any time, we look forward to greeting you at the Sherman with a sincere "Welcome Home."

## Canada Rodeo Assn. Renames Linder Prexy

CALGARY, Alta. — Herman Linder, Cardston, Alta., was re-elected president of the Canadian Stampede Managers' Association at its recent annual meeting. Irven W. Parsons, Calgary, was returned as secretary-treasurer.

Vice-presidents are: Lou Bradley, High River, for Southern Alberta; Henry Walters, Byemore, for Central Alberta; Fred Johnson, Grande Prairie, for Northern Alberta; E. Carriere, Fort St. John, for British Columbia; Irving Hansen, Swift Current, for Saskatchewan.

Pat Anthony and wife are parents of a baby daughter, Deborah Sue.

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CHICAGO

**The Best Money-Makers for Concessionaires!**

For over 50 years Concession Supply Co. has provided prompt, reliable, one-stop service to America's leading concessionaires! They have 100's of outstanding money-makers, a few of which are:

**NEW! 1-Pound Capacity GAS POPCORN MACHINE**

Sells more popcorn because customers know it is fresh as they see continuous popping. Big enough capacity. Guaranteed. 1-pound capacity. Gas operated. 115-volt, 60-cycle.



**\$225.00**  
F.O.B. TOLEDO.

**NEW! INFRA-RED SANDWICH OVEN!**

Cooks 6 hot dogs. In their buns, sealed in cellophane, at one time. Will cook any type sandwich. 110-volt, 60-cycle.



**\$75.00**

**The "KANDY KING"**

The only Floss Machine with pre-heat. Guaranteed to out-produce, out-operate any standard unit.



**\$275.00**  
"Spee-Dee" Sugar Dispenser for Candy Floss.  
**\$29.50**  
Portable Floss Stand.  
**\$125.00**

**COMBINATION OFFER!**

All 3 of above valued at \$429.50. SPECIAL ... **\$399.50**

**Popcorn Equipment & Supplies!**

Cretors and Star Distributors. Popcorn, boxes, bags, oils, butter dispensers. 8, 12 and 35-qt. all-aluminum kettles. Guaranteed.



**KETTLES**

8-QT. **\$22.00** 12-QT. **\$29.50**

**FRENCH WAFFLE MOLDS**



**\$2.75 EACH**

Pay for themselves the first hour. 4" cast aluminum molds for commercial use in round, six-sided or scalloped shapes. Each mold complete with wooden handle and formulae.

**ALUMINUM MILK BOTTLES**

Last longer because of reinforced ribs. Weighted up to 3 lbs. or empty.

**\$4.50 EACH**  
Additional Wts. 50c lb.



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Write for our FREE Catalog. See us at Booth #1 in Chicago, Dec. 1-4.

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2160 Patterson St.  
Cincinnati 22, O.

Capell Bros.: Florence, Ariz., 28-Dec. 1.  
Hottle, Buff. No. 2: Baton Rouge, La.  
Miller, Ralph R.: Port Barre, La.  
Scott, Turner, Rides: (College Park) Orlando, Fla., 25-Dec. 28.

**INSURANCE**

**IDA E. COHEN**  
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**35 KIDDIE RIDES**

Allan Herschell Miniature Trains, Boats, Tanks, Sky Fighter, Merry-Go-Rounds, Autos, Jeep, Jolly Cat, Pony Cart, Merry Org. Also Roller Coaster, Ferris Wheel, Whip, Airplane, Hand Car, live Ponies. All or separately. Contact

**JIMMIE THOMPSON**  
Sherman Hotel, Chicago, Ill.,  
December 2-3-4.

**Circus Routes**

Henson Bros.: Central City, Ky., 27; Brownsville 28; Glasgow 30.  
Packs, Tom: New Orleans, La., 25-Dec. 1; Havana, Cuba, 20-Jan. 12.  
Polack Bros. Eastern: Orlando, Fla., 25-26; Jacksonville 28-30.  
Polack Bros. Western: South Bend, Ind., 28-30.  
Ringling Bros. and Barnum & Bailey: San Antonio, Tex., 29-Dec. 1; Mexico City, Mex., 5-Jan. 6.

**Miscellaneous**

Black Watch Band & Pipers: Charlotte, N. C., 25; Richmond, Va., 27; Baltimore, Md., 28; Washington, D. C., 29; Philadelphia, Pa., 30; New York Dec. 1.  
Burke's Wild Cargo: Cocoa, Fla., 25-26.  
Greene, Dr. Morton, Hypnotist: Forest City, Ia., 25; Story City 26; Luverne, Minn., 27; Worthington 29; Nevada, Ia., 30.  
Meier's, Josef, Black Hills Passion Play: Sheffield, Ala., 25; Huntsville 27-Dec. 1; Tuscaloosa 4; Macon, Ga., 6-9; Pensacola, Fla., 12-15.  
NBC Opera Co.: Huntington, W. Va., 25; Dayton, O., 26; Cleveland 27; Philadelphia, Pa., 29; Newark, N. J., 30; Hartford, Conn., Dec 1; Amherst, Mass., 2; Corning, N. Y., 3; Utica 4; Elmira 5; Buffalo 6; Kingston 7.

No Time for Sergeants: Buffalo, N. Y., 25-26; Rochester 28-30; Syracuse 2; Montreal, Que., 3-7; Burlington, Vt., 9; Providence, R. I., 10-11; Waterbury, Conn., 12; Allentown, Pa., 14; Hartford, Conn., 15-17.  
Philip Morris Country Music Show: Washington Court House, O., 25; New Castle, Pa., 26; East Liverpool, O., 27; Canton 28-29; Steubenville, O., 30; Wheeling, W. Va., Dec. 2-3.  
Royal Ballet (Sadler's Wells): San Francisco, Calif., 25-27; Seattle, Wash., 29-30; Minneapolis, Minn., Dec. 11-14; Chicago, Ill., 16-Jan. 5.  
Waring, Fred, Hi-Fi Holiday: Pueblo, Colo., 25; Hays, Kan., 26; Oklahoma City, Okla., 27; Texarkana, Tex., 28; Dallas 29; Houston 30; Elgin Air Force Base, Fla., Dec 1; Columbia, S. C., 2; Atlanta, Ga., 3; State College, Miss., 4; Tuscaloosa, Ala., 5; Florence 6; Knoxville, Tenn., 7; Johnson City 8; Raleigh, N. C., 9; Savannah, Ga., 10; Tallahassee, Fla., 11; Gainesville, Fla., 12; Orlando 13; Daytona Beach 14; Fort Lauderdale 15.

**Ice Shows**

Holiday on Ice of 1958: Grand Rapids, Mich., 25-30; Toledo, O., Dec. 1-8.  
Ice Capades, 17th Edition: San Diego, Calif., 27-Dec.-8; Sacramento 10-15; Spokane, Wash., 25-Jan. 1.  
Ice Capades, 18th Edition: Toronto, Ont., 25-29; Rochester, N. Y., 30-Dec. 7; Springfield, Mass., 8-15; Boston, 27-Jan. 12.

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Roadshow exploitation feature films and shorts. State rights distribution. Proven money makers! Sensational advertising—never on TV. Fabulous opportunity! Recoup your investment on a few theater play dates. Also lecture reels and books. We have the complete show. All you have to do is call on the theater! For details and rock-bottom prices

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Prices quoted on all types of silk screened posters, cards, plastics, masonite, point of purchase or display advertising. Write or telephone Bishop 2-3133 for price list. All work 100% guaranteed.

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**Not As New As "SPUTNIK" But Proven Your Best \$ FOR \$ INVESTMENT BOWERS STREAMLINER**

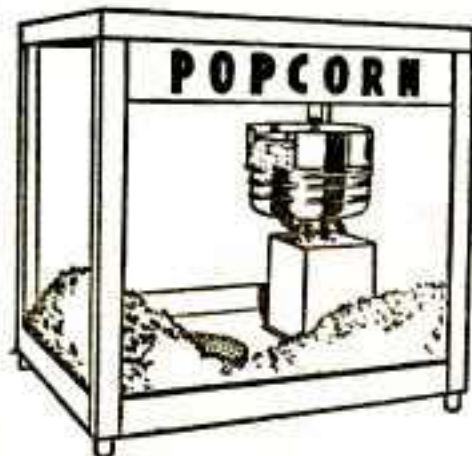
The Original Kiddie Streamlined Train on the market and in successful operation all over the country. For over ten years our Train has proven to be one of the most profitable and trouble-free Kiddie Rides available. This ride has been copied but never equaled. Get your order in now for your Kiddie Train at our low price of only \$1,650.00 F.O.B. Augusta, Ga., or send for complete information.

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**NEW! low-cost Cretors counter model popcorn machine**

Here's the biggest little money-maker in the country—the new CRETORS "America" Counter Model. All-steel kettle, thermostatically controlled, pops 6 oz. of raw corn per charge, turns out \$15.00 of corn per hour. Automatic cover lift. White all-metal frame with red top and blue "POPCORN" sign. Popper case heated by electric element. Equipped with Plexiglas doors. Measures 29½" high x 27" wide x 21" front to back. Plugs into any ordinary 110 Volt AC outlet.



**Giant popping units gas or electric**

The ever-popular CRETORS Giant Popping Unit with 2-lb. capacity (50 lbs. per hour) is available with either Gas or Electric Kettle. Either can produce \$75.00 worth of popped corn per hour. The Giant Electric Popping Unit is also available with an 18-oz. capacity kettle, or \$50.00 per hour.

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**BEARS—POODLES**

**26" BEAR** All Colors \$20.00 Dozen F.O.B. K. C.  
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**14" SITTING POODLE** \$12.75 Dozen F.O.B. K. C.

Special prices on Bears, Poodles, Tiger & Leopards F.O.B. East. Also a complete line of Plush Toys and Concession Merchandise.

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If you want personal service—Hop on the Lenz Bandwagon—join the thousands of Showmen who insure with an Agency that offers only the Best.

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WAREHOUSES: St. Louis, Mo. & Hollywood, Calif.  
100 lbs. ... \$25.00 cwt.  
300 lbs. ... 23.00 cwt.  
1,000 lbs. ... 22.00 cwt.

Revolutionary new Cooker produces 4 hot dogs per minute—\$84.62. Send for detailed information.

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**WE ARE NATIONAL and GLOBAL TRANSAMERICAN ENTERPRISES, INC.**  
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# THE FINAL CURTAIN

**AHEARN**—William J., outdoor showman, September 20 in Fall River, Mass.

**AULGER**—Harrison, 68, for years a partner in Aulger, rep show producers, and more recently a performer in the Black Hills Passion Play, November 14 in Pensacola, Fla. In the partnership, which included Lou Johnson and his surviving brother, Addison, the trio presented "Rip Van Winkle" under canvas in the Northwest for years. Survived also by his widow, Bonnie, and a sister Mae. Burial in Miami.

**BARBAY**—Stanley J., 47, operator of the Illusion Show on Royal American Shows, November 16 in a Tampa hospital. He was a member of the Greater Tampa Showmen's Association and burial was in that club's cemetery plot.

**EDWARDS**—James H., 82, secretary-treasurer of Goven (Sask.) Agricultural Society from 1908 to 1950, recently in Regina, Sask. Survived by two sons and two daughters.

**GAINES**—Milton E., Sr., 81, former balloonist and one-

time circus owner, at Washington Court House, O., November 17. He was owner of the London Tent & Awning Co., London, O. He and his brother, Cassius, owned a wagon circus in the 1890's and 1900's.

**GEITNER**—John G., 64, director of Catawba Fair Association, November 15 in a Hickory, N. C., hospital following a brief illness. He leaves his wife, one son and a sister.

**JOHNSTON**—Doc E., 81, former circus performer and more recently the operator of Christmas parade units, at Sweetwater, Tex., September 15. Burial at Sweetwater.

**LANGFITT (Buckholtz)**—Betty C., Pittsburgh talent booker and until recently associated with the GAC-Hamid Agency of New York, November 15 in Pittsburgh. Survived by a son, Carl; her parents, Philip F. and Bessie I. Langfitt Elliott, and two two brothers, Glen K. and Howard F. Langfitt. Services November 19.

**LEISE**—Victor Truner, amusement park concessionaire, at Winnipeg, Man., November 6. He had had a concession at Elitch's Gardens, Denver, and for the past 17 years he lived in Winnipeg and had concessions at River Park there and at Rendezvous Park, Lockport, Man. Burial in Denver. Survivors include his widow.

**LINDBLADE**—Charles, 76, a circus billposter for many years, at Chicago November 18. He had been with Gentry Bros., Gollmar Bros. and Ringling Bros. circuses and for the past

25 years he was with General Outdoor Advertising in Chicago. He was a native of Oshkosh, Wis., and a resident of Oak Park, Ill. Survivors include a son.

**MACDONALD**—Charles C., 75, president of Idlewild Management Company, amusement park company at Ligonier, Pa., and of Story Book Forest, Inc., also at Ligonier, November 16 in the Lower Rio Grande Valley of Texas. He was president of Gramac Production Company, San Antonio, and was residing there at the time of his death. Survivors include his widow, Grace R. Macdonald; a daughter, Mrs. Robert L. Hand; two sons, Clinton K. and Richard Z. Macdonald, all of Ligonier; a brother, Raymond, Akron; two sisters, Pearl Macdonald and Mrs. Jack Fraser, Columbus, O., and seven grandchildren.

**SIDENER**—Jimmie (Red), 41, former carnival worker, November 10 in Temple (Tex.) Veterans' Hospital. Survivors include his widow, Mary Ann; a daughter, Carrol Ann; one son, John David, and his parents, Mr. and Mrs. T. R. Sidener, Mineral Wells, Tex. Burial in Woodlawn Cemetery, Mineral Wells.

**WADDLE**—Phillip, 60, concessionaire on Royal American Shows, November 16 in his house trailer in Tampa. He was a member of the Greater Tampa Showmen's Association and was buried in the club's cemetery plot.

## MARRIAGES

**ALLEN-MYERS**—Harry J. Allen Jr., Billboard Toronto correspondent and staff reporter on The Telegram, and Shirley Faye Myers, November 16 in Akron.

# Todd, Weaver Push Kaiser Arena Dome

**NEW YORK** — The Kaiser aluminum dome, previously erected in only 145-foot diameter size, will be provided in several added sizes for theatrical and industrial use by a corporation being formed by Henry J. Kaiser, Michael Todd and Sylvester (Pat) Weaver.

Kaiser domes are in operation at Kaiser's Hawaiian Hotel Village, and at Virginia Beach, Va.; Borger, Tex., and Abilene, Kan. The Virginia and Texas domes are municipal operations, while the Kansas one, finished in October, is owned by the FiFo Conveyor Company.

Todd and Weaver were brought into the picture to provide theatrical guidance and knowledge for a projected all-purpose structure. The new firm will be primarily for merchandising the domes, although parties involved with the principals say they cannot comment on the likelihood of operating themselves. The implication persisted that the trio will run arena halls if proper locations crop up.

Kaiser, Todd and Weaver came together in Hawaii for the premiere of "Around the World in 80

Days" in the aluminum dome there. They will utilize experts of screen, stage and auditorium arts to develop suitable design, construction, lighting, acoustics sound projections and other features for auditorium pleasure.

### Wide Range of Use

The new combine seeks to interest private enterprise in financing, building and operating domes to provide entertainment on a paying commercial basis. Mentioned as suitable are conventions, banquets, symphony and recitals, stage performances, televising, festivals, pageants; home, sports and auto shows, exhibits, dances and virtually any other kind of entertainment.

The Hawaii dome went up in 20 working hours at a structural erected cost of \$4 per square foot. New York area price is around \$5.50. It is 50 feet tall, 145 feet in diameter, and seats up to 2,000, having 16,500 square feet under cover. Its aluminum sections form an optical pattern like diamonds. Domes being designed now range in diameter from 80 feet to 227 feet. While the Hawaiian dome is exposed around its base, for ventilation, subsequent ones are ringed with a wall.

Weaver, former NBC president, is president and managing executive of the as-yet-unnamed sales firm.

**BRACY-BLAND**—Mae Dennis Bland, former concessions worker, and Ernest G. Bracy, non-pro, November 9 in Tulsa.

**FANNING-JACKSON**—Steve Fanning, elephant superintendent, and Audrey Irene Jackson, circus performer, at Sarasota, Fla., November 12. Both are with Cristiani Bros. Circus.

Charlie Schuler, press agent, has returned to Climax, Kan., home of his late wife, and will stay with relative there until time to start press work for the Cleveland Grotto Circus.

**IN LOVING MEMORY**  
of  
**JOHN R. GRAVES, JR.**  
"Our Sonny"  
Who passed away  
November 23, 1956.  
**MOTHER & DAD**  
Mr. & Mrs. John R. Graves

# LOOK WHAT YOU HAVE MISSED!

Three months ago we invited you to become a charter subscriber to Funspot, the Magazine of Amusement Management. At that time we told you Funspot would be packed with profit-making ideas for concessionaires and operators of permanently placed amusement-recreation enterprises. The following are titles of just some of the articles you have missed by not taking advantage of our original offer:

- FEED 'EM QUICK, FEED 'EM WELL
- FOUR ALARM BIRTHDAYS
- HAPPY HELP SELLS MORE
- OVER PAR PAYS OFF
- HOW TO WHET APPETITES
- MILLION-DOLLAR FOOD FORMULA
- TELEVISION IS A BRASS RING
- HELP FOR THE TAXPAYER
- FOOD AND FUN FOR THOUSANDS
- HUMAN INTEREST NEVER FAILS
- THERE'S CREAM IN SWAPPING
- MONEY SPENT IS MONEY EARNED
- VENDING DOES THE JOB
- THE FORWARD LOOK IN PLANNING
- KEEPING AHEAD OF THE PATRON
- BUILD FOR THE FUTURE
- FUN GOES WITH SHOPPING
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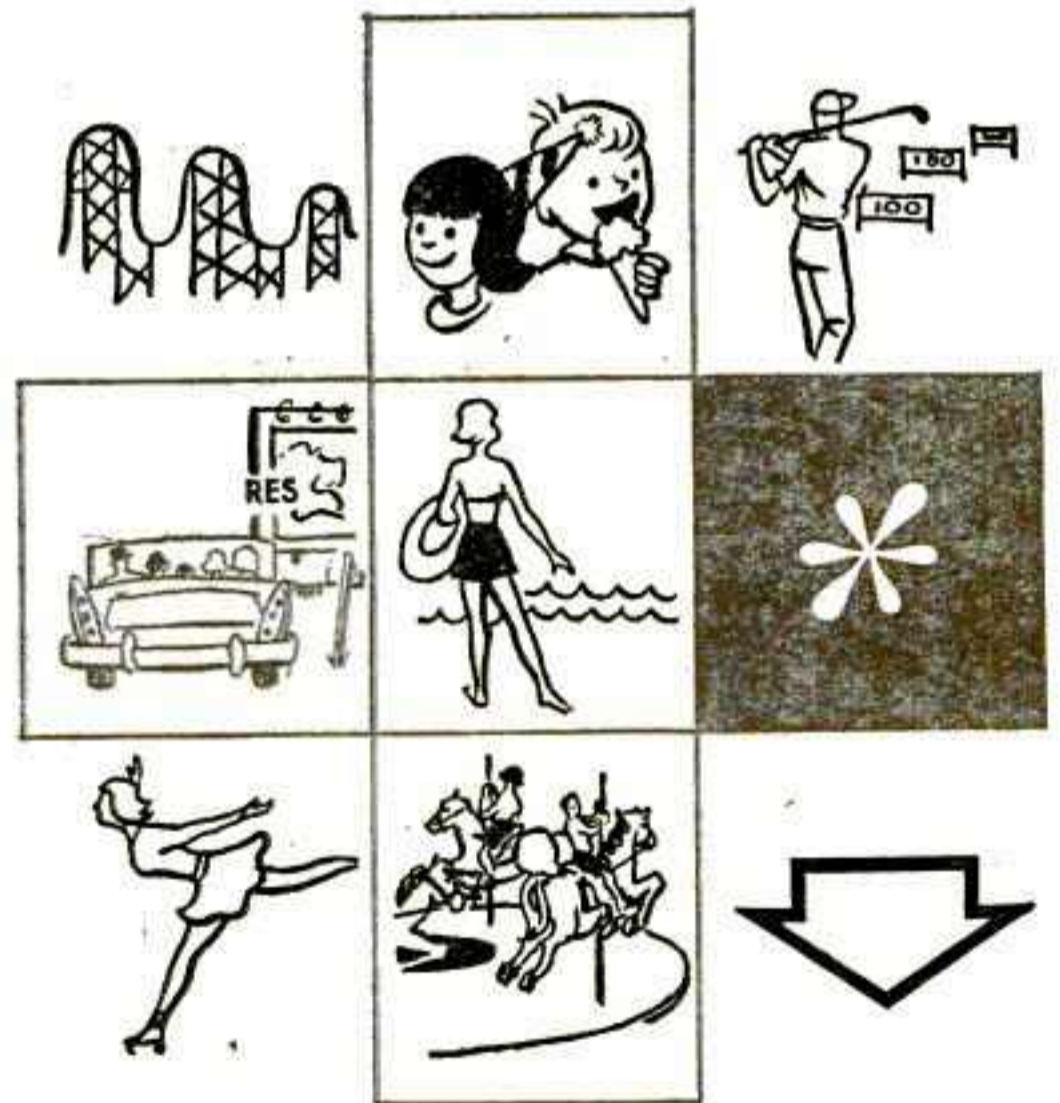
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## Ringling's '58 Edition Routed To 5 Stands Before New York

### Mexico-To-Miami Stands Also Revealed; Show to Open at Charlotte Coliseum

DALLAS — A revolutionary new route January thru June has been set up for Ringling Bros. and Barnum & Bailey Circus.

It calls for the 1958 show to play five engagements prior to its opening in Madison Square Garden, New York. This marks virtually the first time the show has opened any place other than New York.

The route also calls for six stands across the South to bring the 1957 edition out of Mexico and back to Sarasota quarters by mid-February. An earlier route was cancelled.

Details, as reported by General Manager Arthur M. Concello, have the show completing its Mexico City date on January 6. Subsequently, the show will play:

Shreveport, La., January 16-19; Little Rock, January 21-23; Memphis, January 24-26; Montgomery, Ala., January 28-29; Tampa, January 31-February 2, and Miami, February 6-9.

After closing the 1957 show at Miami, Ringling will go to Sarasota and lay off until February 15.

## Macon Shrine Tells Line-Up

MACON, Ga.—An exceptionally strong line-up of acts is reported for the 23d Macon Shrine Circus, which opens Monday (25) for a six-day run.

W. J. Bailey, general chairman, revealed that advance ticket sales are about 25 per cent ahead of last year, but he also pointed out that the entertainment budget had been

*(Continued on page 117)*

## TWO-BY-TWO ROUTINE

### Noell's Topsy Trouped Alone, But Now Ark Pairs Gorillas

BROOKSVILLE, Fla.—A surprise in show business is that sometimes the true rarities turn up in unexpected places or unusual ways. The bigger shows don't have all the features.

Take gorillas for example. These are expensive, hard to come by at any price and difficult to raise and keep. Several zoos display gorillas successfully. The Ringling-Barnum circus, after several attempts and as many failures, finally made the grade with Gargantua, thanks partially to air conditioning. The circus followed up with three more gorillas, but the Ringling specimen were left at home this year, and zoo apes don't get around much.

This means that the only gorilla on the road this season was the one owned and exhibited by Noell's Ark Gorilla Show. It is called Princess Topsy, but the Topsy quote about "just grown" can't apply here. The gorilla girl grows because of expert care she gets from Bob and Mae Noell.

#### Been With Carnivals

The Noells are veteran troupers and their specialty is the great apes. Once they had a show—the only one—where one could see specimens of each kind of great ape, including a gorilla. Their

Rehearsals will be February 15 thru February 28.

Then comes the pre-New York route for the 1958 circus.

Opening will be at Charlotte Coliseum, Charlotte, N. C., March 6 thru 9. The circus will arrive in Charlotte earlier and rehearse there March 3, 4 and 5.

Then it will play Winston-Salem, N. C., March 10-13; Raleigh, N. C., March 14-16; Baltimore, March 18-23; Providence, R. I., March 25-30.

The New York engagement will be April 2 thru May 11 at Madison Square Garden.

Boston dates are May 13-18.

After that will come two more one-week stands in buildings but these were not identified. After June 1, the show will start ball-park and stadium dates, and play fair grandstands.

Concello said that reasons for the new route are to provide a break-in period for the show before it gets to New York, as legit shows have, and to play the earlier cities at a time weather is favorable to indoor shows.

Most of the early engagements are contracted thru the Arena Managers Association, with which the circus worked early this year, too.

## Werner Buck Books Ringling Fair Dates

CHICAGO—H. Werner Buck, head of Show Management, Inc., that promoted Ringling's West Coast dates, will join with Arthur M. Concello, Ringling general manager and Harry Dube, Ringling national director, in making the Ringling-Barnum show's pitch for 1958 fair dates.

Buck, who piloted the highly successful Los Angeles County Fair date by Ringling this year, said here last week that his organization would "co-operate" with Ringling-Barnum in the presentation at fairs. He said the idea was to keep the Pomona fair's "winning combination" intact for operation at other fairs.

Dube, who has handled booking and other advance duties of the circus since it gave up tenting, had revealed earlier that the show ex-

pects to make a concerted drive for fair dates at the outdoor conventions at the Hotel Sherman, December 1-4. The trio will have headquarters at the hotel.

Buck said his part in any fair dates that are booked would include the completing of preliminary arrangements for appearance of the circus, the preparation of promotional material and the supervision of Ringling's publicity campaigns. He said that his concept of the plan was that of

*(Continued on page 125)*

## Steiner Rodeo Clicks at Pa. Stock Expo

HARRISBURG, Pa.—The Tommy Steiner Rodeo, featuring Gene Autry and Gail (Annie Oakley) Davis, racked up strong business at the Pennsylvania Livestock Exposition here last week, John P. Bloom, rodeo chairman, announced.

The event drew capacity houses at all six performances from November 12-16, he said.

Bloom reported that 200 head of stock was provided for the events which drew over 100 contestants. This was the first invasion of the East by Steiner in many years.

## BOOK REVIEW

### New Pictorial History Tops Circus Tomes

Finest circus volume of some seasons and currently in the shops for the Christmas trade is "Pictorial History of the American Circus," by John and Alice Durant.

They are an experienced team in research and writing. Their large-format book is 336 pages with text and more than 500 photographs attractively and skillfully prepared.

The Durants' easy-flowing informal style of writing makes the book just right for pleasant effortless reading. It is not a stilted history text, altho it is crammed with detail, dates and data.

Its greatest strength lies in the way pictures and words are combined to create a rapidly moving story.

The pictures range from antique sketches and old-time photographs to full-page color plates and a good series of modern photos taken by Alice Durant on shows and in Sarasota.

The book opens with a once-over for the origins of circuses. Attention from then on is centered on American shows. It omits the by-ways of European shows and non-circus sidelines that have detoured some writers.

The coverage of show history is excellent. Even in the chapter on Barnum, where many before him have bogged down, John Durant has succeeded in keeping

*(Continued on page 125)*

## Ben Davenport Closes in Ala.

ROBERTSDALE, Ala.—B. C. Davenport's Dailey Bros.' Circus, operating as a merchants' street show, closed its season with an appearance here Saturday (16). The show will winter in South Alabama.

Previous Davenport shows usually have wintered at Gonzales, Tex. It is reported, however, that he has sold the former fairgrounds tract there.

## Beatty Closes With Big Day, Many Visitors

ST. PETERSBURG, Fla.—Clyde Beatty Circus closed its season here Sunday (17) with three performances and a big day's business. The entire final week of the show's route brought good business.

In St. Pete, the show had three performances set in order to handle the crowd expected in the wake of a \$12,000 advance sale. Two afternoon shows had three-quarter houses.

Jerry Collins, head of the show operating firm, was on the lot and enthusiastic about the future of the show. E. Lawrence Phillips, owner of the Deland, Fla., location where the Beatty show will winter, Mrs. Hody Jones and her son, Johnny J. Jones Jr., were present.

Clyde Beatty planned to go to Deland for three days to store his equipment and quarter his animals. Then he was to fly to his home in Los Angeles for two weeks, after which he will return. Paul M. Conaway, Beatty's attorney, and Mrs. Conaway, were in for the day.

Additional visitors included Pat Anthony, Mickey Antalek, the Jess Bradleys, Eddie Billetti, Jim Burke, Antoniette Concello and son Randy, Pete and Norma Cristiani, Eva Davenport, George Hanneford, L. B. (Doc) Holcamp, Joe and Fanny Haworth, L. D. (Doc) Hall and Mrs. Hall, the Frank Ketrows, Theol Nelson, Marlowe, Steve Fanning, Sid Jessop, the Bill Car-skys and the P. Guilanos.

More were Stuart Lancaster, Johnnie Warren, the Joe Sullivans, James H. Drew Jr., Eddie Jackson, James Cruz, Nellie Dutton, Pat Hanlon, Bill Marcus, Jake Mills, Si Rubens and Mrs. Rubens, Mrs. W. C. Reynolds, Carl Sedlmayr and Carl Sedlmayr Jr., William Storey, Karl Wallenda, Jack Wright, Tom Kennedy and Tom Kennedy Jr., the Red Larkins, Harry Anderson of Enquirer Show Print, Forrest Freeland, the Jack Jyoices, Joe and Martha Smiga, Ben Thomas and others.

Leon DeRousseau, high dive act who was with Ringling about seven years ago, is with Wilkies Circus in South Africa.

## Polack Western Business In Upsurge at Recent Stands

SPRINGFIELD, Ill.—Western unit of Polack Bros. Circus' experienced an upsurge in business during the final month of its 1957 tour. The stands involved are four

State capitals played in succession, Little Rock, Oklahoma City, Charleston, W. Va., and Springfield.

Near-capacity houses the first day at Charleston were followed by a solid string of packed houses in the remaining three days, ending Sunday (17). The result was a 20 per cent increase over last year's business there.

The show jumped 1,100 miles from Oklahoma City to Charleston. Despite bad weather and flu at Oklahoma City, crowds were above expectations during the four-day run (6-9). The same had been the case at Little Rock (1-2).

En route to Little Rock from San Antonio, the circus played two days at Ardmore, Okla., where business showed a slight gain over 1956.

The show played Springfield three days (21-23).

Polack Western's season will end November 28-30 at South Bend, Ind., and the closing coincides with that of the Eastern unit at Jacksonville, Fla.

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CHRISTMAS CARDS, DECORATIVE SEALS. Circus subjects. Samples \$1, refunded when returned with order. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa.

CONTINUING ALPHABETICAL SERIES: Walter Main Circus, 3 wreck photos, 3 parade, plus herald, \$5; Main lithos, \$4.50; 16 pp. roto courier, 1923, \$4; also thousands circus magic minstrel melo UTC items. Send buck for lists, samples indicating preference. McClintock, Box 891, Franklin, Pa.

CIRCUS PHOTOS—ALL SHOWS, 1865-1957. Send 25¢ for catalog and sample photo. Robert Good, 1609 Turner St., Allentown, Pa.

COLLECTOR'S GUIDE—CATALOG LISTING of circus magazine articles and addresses of suppliers. \$1. Jim Nordmark, Route 1, Sedro Woolley, Wash.

CIRCUS PHOTOS—OLD AND NEW. 8 postcard size photos and lists. \$1. Bill Van Winkle, Club 150, Morton, Ill.

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### RARE SALE

May's "Circus, Rome-Ringling" Alf Ringling's "Life of Ringling Brothers" Main 1923 route book Hagenbeck 1934 program Fellows biography Valuable "Routes 1882-1914 Ringling Shows" "Routes 1882-1925 Ringling Shows" Submit bids.

Box 914, The Billboard

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WANT TO BUY—PHOTOS OF BECKMANN & Gerety, Morris & Castle, Conn T. Kennedy and Olson Shows. Circus and Carnival Photos for sale or trade. Ronald F. Croft, 511 Boylston St., Loves Park, Ill.

1957 MILLS BROS.' CIRCUS ROUTE BOOK now available, \$1 postpaid. Also pictures, historical data. Harry Simpson, Camden 2, Ohio.

1957 CIRCUS PICTURES—15 MILLS, \$2; 15 Geo. Cole, \$2; 15 Hagen, \$2. Johnny Vogelsang, 713 Oak St., Niles, Mich.

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# UNDER THE MARQUEE

By TOM PARKINSON

Mike Healy, dean of the bug men, writes from Hot Springs, Ark that Frank C. Miller, John McDonough, Joe Trosey, Doc Hall, Darby Hicks, Foy Large, Roy Bowen and Frank Morris are now in Hot Springs and that Joe Lynch, John MacGuire, Fred Kanen and Niel Mahoney are due soon.

Bob Stevens and Glen Henry caught the Polack Western show in Ardmore, Okla. . . . Bertha Conner is in winter quarters after closing the season with Cole circus. . . . Jimmy and Dolly Conner are winter quartering after a season with Carson-Barnes. . . . The Ed Widamans will play the Kansas City date for Orrin Davenport.

Jackie Wilcox is reported ill in Hugo (Okla.) Memorial Hospital. . . Charles Hilderra, clown, writes that he wrote a story of his career for the CFA magazine. . . John Herriott, trainer for the Gil Gray Circus, recently drove from the Dallas quarters to St. Joseph, Mo., to take added Masonic work. He returned Tuesday (19) to ready his 12-pony act for the Shrine show at Fort Worth. It was at that show two years ago that he and his wife

## Adams Circus Opens Strong

MADISON Wis.—Adams Bros.' Circus, indoor show using phones, made its first appearance Sunday (19) with a turnaway afternoon crowd in Sturgeon Bay, Wis., and business thru the first week continued good. Manager is Bill Griffith of Appleton, Wis.

Monday (20) in Green Bay had full and three-quarter houses. Appleton was good, with two performances sold at a flat fee. In Wausau on Wednesday (13) the new circus had three-quarter and one-half houses. Eau Claire (14) gave a full afternoon and half at night. Winona, Minn., Friday (15) had two half houses.

In Rochester, Minn., at the Mayo Civic Auditorium, the Adams show had lighter turnouts but strong use of advertising instead of tickets made it the best day of the week, Griffith said.

Plans are to stay out until December 21, and agents now are working on spring dates. John J. Doyle is in charge of the advance.

Performers include the Skating Carltons, Juggling Dukes, Blanda Ward's dogs, Eddie and Bea Frisco, wire and car acts; the Jordans, acrobats; Ward's Bear, three production specs and clowns Bozo Cooper, Max Levy and Yenda Smaha. Marie Loter plays the organ.

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were married during an intermission in a performance.

Arnold Maley and Paul Bowers visited Hard Times and Margie Leonard on the carnival lot in Atlanta. . . . Grover O'Day, bikes, will play the Evanston (Ind.) Shrine date after the Houston show. . . . Visitors on the Capell show included the Tom McLaughlins, Jack Moore, Ted Wilson, Marie Loter, Blonda Ward and Bill Woodcock. The show's line-up included Bob Capell, John Howard, Norma Capell, Paul Bejano, Dorothy Capell, Captain Mains and Johnnie Tippet.

Fred and Martha Landrus, who have been with the Hall and Leonard Side Show on several carnivals this season, are home in New York State for a while. They plan on being with Hall and Leonard again next season. They will play school dates in the Elmira, N. Y., area this winter.

Estelline Pike, sword swallower with Ringling-Barnum in New York and Boston, and with Royal American for the remainder of the season, is back in Tampa for the winter and is booked to play Hubert's Museum in New York over the holidays. New York columnist John Chapman mentioned her twice during the season.

From Polack Eastern, Kitty Rostrom writes that visitors in Baltimore included James Waldo Fawcett, Charles Hunt, Roy Jennis, Ethel Kline, Charles Miles, and Kitty's cousin, Grace Kelly . . .

Tom Inabinette, Harlingen, Tex., visited Mac and Peggy McDonald while the Polack Western show was in San Antonio and Oklahoma City . . . Art (Doc) Miller, biller who has been with many Eastern circuses, writes that he stayed in Elmira, N. Y., this past season and revived the snipe. He started his own six-sheet plant and did a season's billing job for Eldridge Park.

Bill Rice, of New Orleans, caught Mills, Hagen, Clyde Beatty, Hunt Bros. and Cristiani Bros. circuses this season, spending eight weeks with Cristiani.

Steve Fanning, elephant superintendent, and Irene Jackson were married November 12 at Sarasota.

Lowell Kriel recently clowned a Davenport, Ia., and has a toyland date lined up there for the weeks before Christmas . . . Pedro Morales reports that his act, the Miami-

ians, with Pedro, Roberta and Pedro Jr., is playing club dates in Seattle and Portland and they will be back home in Tampa after New Years.

R. M. Harvey, veteran railroad show agent, Perry, Ia., was guest speaker at the Perry Rotary Club recently. Meanwhile, The Perry Daily Chief is carrying a series of circus stories recalled by Harvey.

Miss Lona and Her Pets, dog act, plays the Macon (Ga.) Shrine Circus (November 25-December 1) and then Christmas shows in Chicago and Milwaukee.

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# Open Discussions Replace Formal Talks at IAFE Meet

## Two Sessions Devoted to Forums; Timely Subjects to Be Reviewed

CHICAGO—Open forum type discussions will replace many of the formal speeches at the 67th annual meeting of the International Association of Fairs and Expositions, to be held here in the Hotel Sherman December 2-4.

A total of four sessions have again been scheduled with all of them in the Bal Tabarin with President Jack Reynolds handling the gavel.

The round-table meetings will take over the middle part of the three-day confab, on Tuesday afternoon and Wednesday morning, with the balance of the sessions devoted to convention business and addresses by executives of various fairs and allied organizations.

Following the opening business on Tuesday morning, Hiram E. McCallum will describe the new Queen Elizabeth Building at the Canadian National Exhibition. Wilbur E. Layman, Lincoln, Ill., will speak on "Junior Good Citizen Award," and William Baker, Syracuse, will tell how students of Syracuse University get out daily newspapers at the New York State Fair. "Purdue University Goes to the State Fair" is the subject of an address by William Graham, Purdue University.

First of the open discussions will get under way on Tuesday afternoon. The first major topic to be discussed will be Attractions-Exhibits under the chairmanship of Andy Hanson, Cedar Rapids. Subjects under this general heading will include children's villages, fashion shows, hobby shows, outdoor theaters, conservation exhibits, ice shows, atomic exhibits, name attractions, pulling contests, horse shows, square dancing, teacher days and tractor contests.

C. G. (Pete) Baker, Oklahoma

City, will head up a group on concessions. To be treated are topics such as carnivals, merchandise games, concession systems, portable and permanent stands, contracts, rates, policies, passes and insurance. Jack Clarke, Ottawa, Ont., will be in charge of a discussion on operations which will cover admission prices, everybody pay gates, year-round use of plants, themes, advance sales, insurance, modernizing, surveys, maintenance, community co-operation, passes, premium lists and admission taxes.

On Wednesday morning three more open forums will be in session concurrently. The table on grandstand shows will be moderated by D. Robert Jones, Columbus, O., and up for review will be grandstand revues, auto races, ice

shows, fireworks, thrill shows, harness races, name personalities, motorcycle races, free grandstands, coverage stages and portable signs.

Harry Frost, St. Paul, will head up a group that will discuss commercial space, touching on such subjects are contracts, rates, policies, selling methods, brochures, booths, passes, special shows, foreign government exhibits, building layout and exhibitor insurance.

Advertising, publicity and promotion will be discussed by a round table headed up by L. (Doc) Cassidy, Louisville. Subjects to be looked into include newspapers, billboards, posters, television, radio, farm magazines, bulletins, fliers, novelties, booster trips and advertising agencies.

(Continued on page 109)

## OTTAWA GOING TO 8 FULL DAYS

### Friday 9 a.m. Opening Given Chance to Match 500,000 Gate

OTTAWA — The reception given to last season's Friday night opening has encouraged the Central Canada Exhibition to add a full eighth day of operation next year. The engagement will extend over nine days, Friday thru Saturday, August 22-30. There is no Sunday operation. The 5 p.m. Friday opening this year helped the Ex toward its first 500,000 season, and opening time next year will be 9 a.m.

Amusement operations are all but complete, with the World of Mirth Shows having been awarded a five-year contract in August, and GAC-Hamid winning the grandstand show contract this month. Two days remain to be filled, August 22-23.

The long-term midway agreement is represented as protecting both the fair and carnival, General Manager J. K. (Jack) Clarke notes. It is felt by the board that it gives the midway an assurance which permits it to make capital expenditure on new equipment and improvements, with a view to providing increasingly better midway entertainment. He emphasized that the show has established "a fine reputation" in Canada's capital city.

Clarke noted that the return of GAC-Hamid after one year of grandstand endeavor by the Barnes-Carruthers Agency is no reflection on the latter. In a highly competitive show field the Ottawa board, knowing its grandstand potential, continued its customary businesslike consideration of attractions. For the past two years the exhibition has engaged a Canadian TV star to headline the show

(Continued on page 109)



JACK REYNOLDS, president of the International Association of Fairs and Expositions, will wield the gavel at the business sessions of the organization which meets in Chicago December 2-4. Meetings will be held in the Bal Tabarin of Hotel Sherman.

## IMCA Skeds Board Meeting

CHICAGO—The International Motor Contest Association will hold its annual meeting of board of directors here December 2 at 11 a.m. in the Bal Tabarin of the Hotel Sherman.

Joe Monsour, Shreveport, president, will handle the gavel with John Libby, St. Paul, secretary.

The association's annual driver-owner banquet and ball, where trophies are awarded, will be held December 8 in the Hotel Fort Des Moines, Des Moines. The business meeting with the drivers and owners will be in Des Moines on December 7.

## Palatka, Fla., Okay Despite Poor Weather

PALATKA, Fla. — Putman County Fair enjoyed a satisfactory week (11-16) despite several days of overcast weather and scattered showers. H. E. Maltby, secretary, had all available exhibit space filled with overflow showings in a large tent.

Featured attraction was the Atoms for Peace exhibit furnished thru the co-operation of the AEC's Oak Ridge project and the Florida Power and Light Company. A quarter horse showing was held during the week. On the midway the attractions were furnished by the Blue Grass Shows.

## Edna, Tex., Sets Staff

EDNA, Tex.—Jackson County Fair stockholders named three new directors and re-elected four at the annual meeting at the fairgrounds.

New directors are Lee Wilson, Roy Roades and Ira Sklar. Those re-elected for a three-year term are Mrs. Ted Hanna, Noble Moore, Joe Bonnot and Weldon Bonnot.

Holdover directors are W. T. Westhoff Sr., Mrs. Ben Pearce, Ted Hanna, Jess Kern, J. U. Myers, Willie Mae Marthiljohni, Arnold Kopp, Dewey Strane, Norval Sells, Dick DeNeffe, E. M. McDowell, Joe Owen, Albert C. Randall and Ben Good.

## Edmonton Ex Nets 66G; 44G on Year

### Profits From Race Meets Are \$106,000; President Seeks Expanded Facilities

EDMONTON, Alta. — A net profit of \$44,875 on the year's operations ending August 31 was reported at the annual meeting of the Edmonton Exhibition Association.

Profits included \$66,000 on the summer exhibition, \$106,000 for the three race meets, \$9,500 for Edmonton Gardens and \$3,100 on the rodeo.

Among the losses recorded were \$40,000 for the Flyer Hockey team and \$5,400 for the spring and fall cattle shows.

The Edmonton Exhibition Association, while on "a sound and stable basis," is faced with the necessity of expanding present facilities to keep pace with other Canadian exhibitions, E. I. Clarke, president, said in his report.

Having reduced debts by some \$500,000 over the past two years, the association's financial status "should give us confidence to move ahead with the expansion so sorely needed," he said.

The annual exhibition will suffer unless more space is provided for concessions and commercial exhibits, Clarke said.

The association may have to

look for new sources of revenue to supplement several losses, he warned. Edmonton Gardens, which was used 240 days last year, has lost a number of attractions to the new Jubilee auditorium.

"I am certain we can look for

(Continued on page 109)

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Courtesy of The Billboard and the Showmen's League of America

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## Regina Ex Chalks Up \$61,700 Profit

### Total Receipts Hit \$359,587; Count Up \$297,587 in Expenses

REGINA, Sask. — Profits of \$61,700 on the summer fair and \$32,402 on the year's operations were reported to directors of the Regina Exhibition Association at a Friday (8) meeting.

Altho the revenue for the six-day exhibition was \$28,818 higher than for the 1956 show, expenses were up \$46,465. The week's money figure was \$359,587, compared with \$330,769 in 1956, and expenses were \$297,887, as against \$251,422.

The \$61,700 profit for the fair was down \$17,647 from last year's net revenue figure of \$79,347.

The \$23,402 net profit on the

year's operations until September 30, 1957, was down \$6,621 from last year's \$30,023.

Gate receipts at the summer fair were \$63,936, down \$5,531 from 1956, and grandstand receipt at \$69,413, were down \$5,585.

Gate attendance was 210,764, a drop of 17,251, and grandstand attendance was 72,798, a drop of 5,850 from 1956.

Fair officials expressed satisfaction with the results of the summer fair and attributed the declines in attendance and revenue to threat-

(Continued on page 109)

## IAFE Ladies Sked Luncheon

CHICAGO—The Fair Women's Affiliate Association, which is made up of fair women and wives of fair executives, will hold its annual luncheon on December 2 at Henri's Restaurant.

The organization outlines plans for the women while their husbands are in sessions and points out various points of interest that the ladies might want to visit.

Mrs. Leon T. Harms, Albuquerque, is president; Mrs. T. O. Robinson, London, Ont., is vice-president, and Mrs. Willard Masterson, Milwaukee, is secretary.



# 1,955,000 Came to the Fair to Visit

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in 1957

today's GREATEST FAIR ATTRACTION

**Facts about the '57 DREAM HOMES:**

- ✓ **ADVERTISING**—more money was spent to advertise the DREAM HOME at each Fair in 1957 than the combined budget of the Fair itself!
- ✓ **IN 1957**—more than 5,000 National and Local Manufacturers of Products used in the construction, furnishing and equipping of the Home, featured their products in the 1957 DREAM HOME, previewing coming market trends! Here is the greatest available stimulant to the commercial exhibit department of your Fair.
- ✓ **THE LIGHTING EQUIPMENT** used to Display the 1957 DREAM HOME gave this display the distinction of being the greatest Lighting Extravaganza and the Most Spectacular Display in Fair history!
- ✓ **THE DREAM HOME** is operated by the greatest staff in Fair history! Made up of top personnel from the merchandising, advertising, and building materials industry, as well as fair management itself.
- ✓ **MORE MONEY** was made possible for local Service Clubs' Work through the DREAM HOME in 1957 than by any other operation in Fair history!
- ✓ **THE DREAM HOME** is styled to preview housing for the average American and serves as the greatest stimulant to the housing market available today for your community. Each HOME is styled individually to properly appeal to the local tastes.
- ✓ **THE DREAM HOME** is featured by the only company on the North American Continent willing to invest \$100,000 to assure success for a single Fair date!

### THE BIG NEWS FOR 1958:

R. A. HODGES now offers a plan making it possible to operate a DREAM HOME Award even in States where State Laws prohibit the existence of lotteries.

The DREAM HOME is the only way to

- \$ 1. materially increase your paid gate attendance
- \$ 2. make your concession space more attractive
- \$ 3. provide your Fair with substantial rain insurance protection
- \$ 4. increase the attendance for your Grandstand revue
- \$ 5. increase community participation in your Fair

Fair Secretaries and Fair Managers are invited to discuss the DREAM HOME with R. A. Hodges, President, registered in the Sherman Hotel, Chicago, Illinois—during the International Fairs Association Convention at the Sherman Hotel December 1 to 4, 1957.

— or —

at the Royal York Hotel, Toronto, Ontario, during the Canadian Association of Exhibitions Convention, November 26-27-28, 1957.

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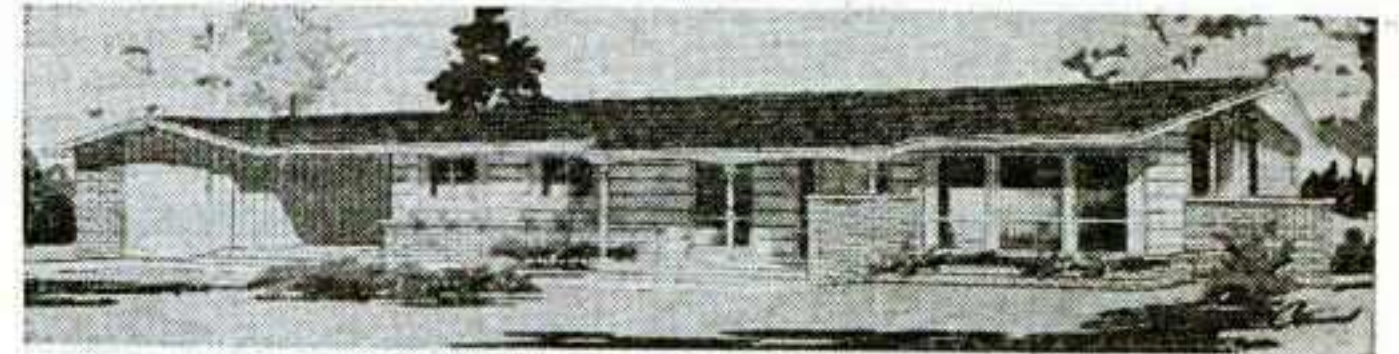
6514 118th Avenue (Park Avenue Bldg.) Edmonton, Alberta, Canada  
Now finalizing bookings for 1958.



1957 Kentucky State Fair, Louisville, Kentucky



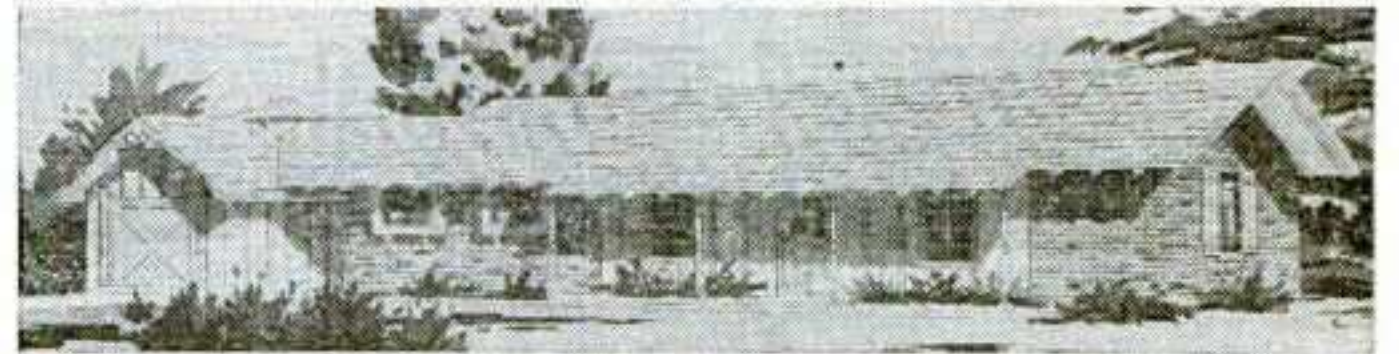
1957 Tennessee State Fair, Nashville, Tennessee



1957 Oklahoma State Fair, Oklahoma City, Oklahoma



1957 North Carolina State Fair, Raleigh, North Carolina



1957 Southern States Fair, Charlotte, North Carolina



1957 Edmonton Exhibition, Edmonton, Alberta, Canada



1957 Du Quoin State Fair "Home of the Hambletonian"



1957 Canadian Lakehead Exhibition, Fort William, Ontario



1957 Regional Exposition of Trois Rivières, Three Rivers, Quebec



1957 Saskatoon Exhibition, Saskatoon, Sask., Canada  
1957 Provincial Exhibition of Saskatchewan, Regina, Sask., Canada

### BREAK GROUND SOON

## Ohio State Readies \$445,000 Arts-Crafts Building for 1958

COLUMBUS, O.—A new \$455,000 Arts and Crafts Building will be ready for patrons at the 1958 Ohio State Fair, which will open on August 22 and run eight days. Construction is scheduled to be-

gin. early in December on the structure which will be located near the Youth Center and provide more suitable and centralized facilities for women's activities at the fair. D. Robert Jones, fair manager,

announced that the 220 by 143-foot one-story brick building is scheduled for completion before August.

The building will also provide additional off-season facilities that can be used by various women's organizations to stage concerts, style shows, business meetings and demonstrations.

Included in the modernistic structure will be a large auditorium that will have a detachable runway for style shows; a gallery for the display of paintings, pictures and sculptures; a large projects and demonstration area that can be partitioned into three sections; two kitchens, a lounge, rest room, cloak room, office and maintenance facilities.

Designed by the architectural firm of Sims, Cornelius & Schooley,

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**WARD BEAM ASSOCIATES Inc.** 8 DIVISION STREET GOSHEN, N.Y.

## Walker Named To Colorado State Board

DENVER—Vernon T. Walker, bank executive, has been appointed to the board of directors of the Colorado State Fair by Gov. Stephen L. R. McNichols. The term is for six years.

No announcement was made as to the appointment of a new general manager to succeed W. H. (Bill) Kittle, who resigned following the 1957 fair in September.

of Columbus, the building will be completely air cooled and constructed for the maximum use, particularly at fair time.

The main entrance, which will be faced with Indiana limestone, will have a motif featuring porcelain enamel, in color, including an attractive canopy over the six-door entry way.

Jones said there will be two other entrances, one on the west facing the Youth Center and proposed mall near the front of the building, and the other at the east end off the gallery.

Two service outlets are available near the rear of the building, one off the west rear to facilitate the movement of props and bulky material on and off the stage area. A larger service door will be located in the north end of the building.

Off the lobby are two large rest rooms, an office, cloak room and small kitchen, which will contain facilities for the preparation of food for small teas that can be staged in the project areas.

A larger—22 by 26 foot—kitchen, with all modern facilities, will be located off the auditorium and will be used for larger luncheon and dinner groups.

The main auditorium is in the rear two-thirds of the west half of the building. The 55-by-62-foot auditorium will include a sloping area in the rear third, which will contain approximately 175 permanent seats. The remaining area, which will be level, will be available for temporary seats and for table-and-chair arrangements for lunches and dinners. About 175 persons can be accommodated for meals.

#### Well Lighted

The 30-foot-long runway, which is 32 inches high like the platform stage, can be removed for functions that do not require it. The stage area covers a 24-by-54-foot area and will have the latest acoustic refinements and cove lighting. Stage lights will be both overhead and side spots.

The walls of the new building will be of decorated acoustic masonry panels. The stylized panel patterns will make the interior of the auditorium highly attractive as well as practical and conducive to various types of shows. Striking, decorative colors will be used throughout.

The display gallery runs off the right of the lobby and covers an area 32 by 135 feet. It will have both overhead natural lighting from four sky-domes and from a strip of windows along the southern side of the building.

A lounge is to be located at the east end of the gallery.

North of the gallery is the 79-by-120-foot project and demonstration areas. These can be partitioned, via movable dividers, into 40-by-79-foot demonstration area; 40-by-79-foot and 40-by-65-foot project areas.

Heat for the building will be provided thru a forced air gas-fired central ventilating system. The larger areas will be heated from ceiling-type units, which will be attached to rigid steel.

Ample storage and receiving areas will be provided as well as mechanical equipment rooms to help in the proper maintenance of the building.

## Spencer Inks Sweeney Races, Overland Show

SPENCER, Ia.—Directors of Clay County Fair here awarded contracts for 1958 to National Speedways, Chicago, for two days of auto racing and to the Trans-World Daredevils for a thrill show performance. Carnival and grandstand attractions will be contracted at the outdoor conventions in Chicago.

Bill Woods, secretary of the fair, said Al Sweeney's National Speedways would have one day of big car racing and one day of stock car racing, with a third day still a possibility. Sweeney attended the association meeting here Tuesday (12).

Leo Overland was on hand for Trans-World, and that show will be in for the fair's opening day in 1958. Woods plans a large high school band contest in connection with the thrill show date.

## Winter Fairs

### Florida

- Arcadia—DeSoto Co. Fair & Livestock Expo. Jan. 13-18. A. G. Erickson.
- Bartow—Polk Co. Youth Show, Dec. 6-7. W. P. Hayman.
- Bradenton—Manatee Co. Fair. Jan. 27-Feb. 1. Harper Kendrick.
- Clewiston—Sugarland Expo. Jan. 23-Feb. 1. D. G. Peary.
- Dade City—Pasco Co. Fair. Jan. 13-18. J. F. Higgins.
- De Land—Volusia Co. Fair. March 3-9. Lee Maxwell.
- Eustis—Lake Co. Fair & Flower Show. Jan. 10-15. Karl Lehmann.
- Fannin Springs—Suwannee River Cattle Show. Feb. 19-21. L. C. Cobb, Trenton.
- Fort Myers—Southwest Fla. Fair. Feb. 2-8. Robert Hippelheuser.
- Inverness—Citrus Co. Fair. Dec. 2-7. Quentin Medlin.
- Kissimmee—Kissimmee Valley Livestock Show. Feb. 19-23. O. L. Partin.
- LaBelle—Hendry Co. Fair. Jan. 28-Feb. 2. Frank Polhill.
- Largo—Pinellas Co. Fair & Horse Show. Feb. 25-March 1. J. H. Logan.
- Madison—North Fla. Livestock Show & Sale. Feb. 24-25. O. R. Hamrick Jr.
- Miami—Southeast Fla. & Dade Co. Youth Show. Jan. 18-20. Ralph E. Huffaker.
- Ocala—Southeastern Fat Stock Show & Sale. March 3-7. Louis Gilbreath.
- Orlando—Central Fla. Fair. Feb. 24-March 1. C. T. Bickford.
- Plant City—Hillsborough Co. Jr. Agril. Fair. Dec. 12-14. D. A. Storms.
- Plant City—Fla. Strawberry Festival. Feb. 17-22. Fred W. Nulter.
- Sarasota—Sarasota Co. Agril. Fair. Jan. 10-15. K. A. Clark.
- Sebring—Highlands Co. Fair. Feb. 24-March 1. B. J. Harris Jr.
- Tampa—Fla. State Fair. Feb. 4-15. J. O. Huskisson.
- West Palm Beach—Palm Beach Co. Fair. Jan. 24-Feb. 1. Lamar Allen.
- Winter Haven—Fla. Citrus Expo. Feb. 18-22. Robert J. Eastman.

## Autry, Oakley For San Antone

SAN ANTONIO—Gene Autry, America's No. 1 cowboy, and Gail Davis, known to television viewers as "Annie Oakley," will star in the 1958 stock show and rodeo here.

E. W. Bickett, president of the San Antonio Livestock Exposition, announced the stars would appear here at the Bexar County Coliseum during the February 7-16 rodeo.

Everett Colborn's world championship rodeo will be featured in the arena.

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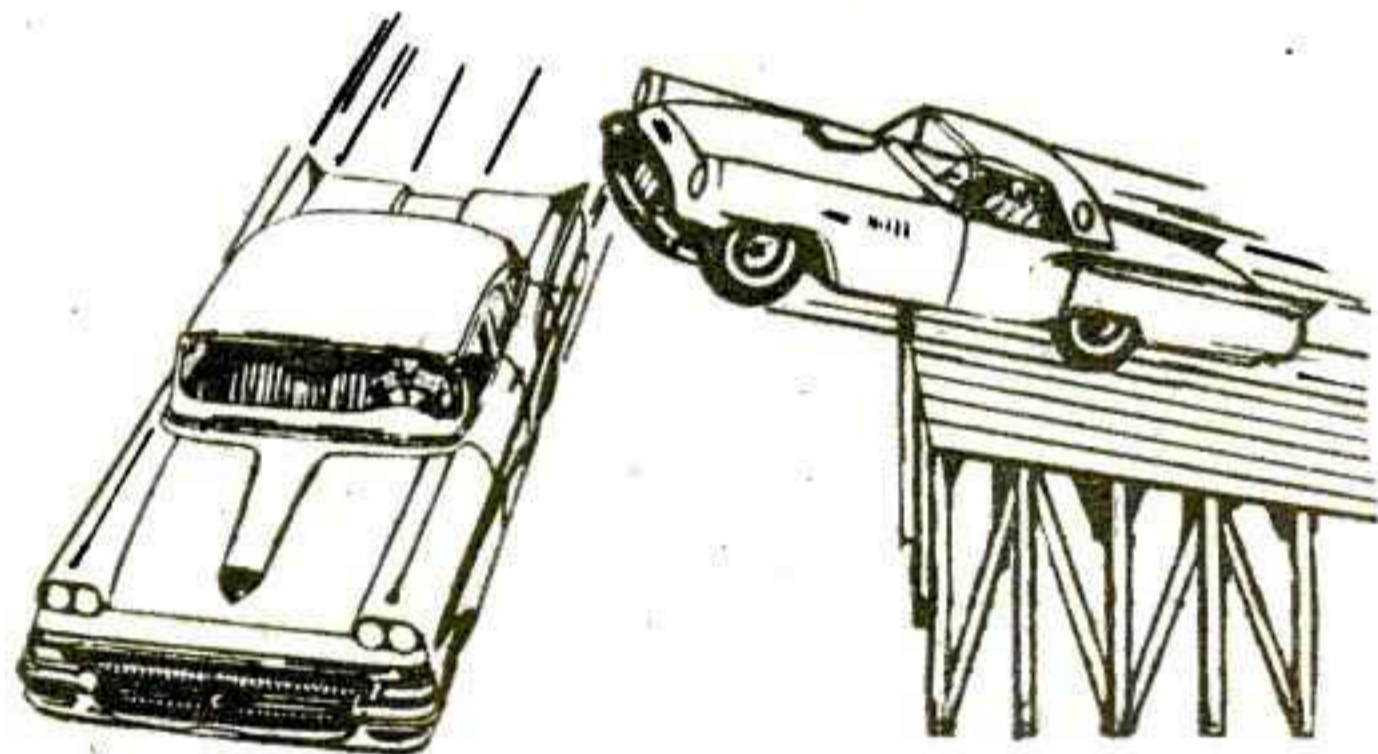


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**IAFE Talks**

Continued from page 106

The convention will return to the more formal type program that afternoon. C. G. Baker will describe his fair's annual newspaper contest, and Prof. Robert Grummer, University of Wisconsin, will talk on the Wisconsin State Fair's exhibit which showed the results of scientific feeding of livestock.

Other topics and their speakers include: "Farm-City Young Award," Donald L. Swanson, Detroit; "Brussels International Exhibition of 1958," Dr. Jam-Albert Goris, New York; "One Hundred Year Club," Dudley T. Fortin, Sacramento; "Old MacDonald's Farm," D. N. Roberts, Monroe, Mich.; "Competition Between Towns," Forest Knaup, Beaver Dam, Wis.; "Agricultural Demonstration Plots," C. T. Sydenstricker, Lewisburg, W. Va.; "Something New in Livestock Competition," John W. Cory Jr., Des Moines, and "What About the Future," G. W. (Bill) Wynne, Memphis.

Nomination and election of officers and directors will close the final session.

The IAFE Past President's Club will hold its annual luncheon at noon on Tuesday with James H. Stewart presiding. The Fair Women's Affiliate Association will hold its annual luncheon at noon on Monday in Henrici's Restaurant. Officers of the organization are Mrs. Leon H. Harms, president; Mrs. T. O. Robinson, vice-president, and Mrs. Willard Masterson, secretary.

**Regina Chalks 61G Profit**

Continued from page 106

ening weather and rain on three of the six days.

**Expenses Up**

Feeling of the directorate was that the exhibition organization had enjoyed another successful year, despite the lower attendance and net revenue figures, T. H. McLeod, manager, commented.

"One observation is that the operating costs of all phases of the board's year-round program, have continued to rise," McLeod said. "Grants, for instance, represent a smaller percentage of expenditures than they did some years ago."

With the development of the grounds and the year-round use of the buildings, the summer exhibition is now playing a less important role in the financing of the association, he said.

With horse racing having been carried on for nine days, the race revenue was the highest on record but after expenses were deducted the net revenue figure was \$11,726, a drop of \$8,022 from last year.

The race money total was \$121,614, after provincial tax deductions, which was \$38,961 ahead of last year when a six-day record was set in the race department.

Race committee expenses were \$109,888, mainly because of larger purses and increased operating costs. The expense figure was \$46,982 higher than for the six days of racing in 1956.

The harness race meet showed

a profit for the first time in its six years of operation. Revenue was \$16,331 and expenditures \$13,645 for a profit of \$2,686.

**Fun Zone Off**

Midway revenue at \$24,690 was down \$2,945 from last year and concessions revenue at \$58,709 was down \$1,607. Exhibit space rentals totaled \$12,244, down \$1,043, and exhibitors' fees, at \$2,107, were up \$341.

With a car parking fee having been instituted in 1957, revenue in this department was \$6,873, a boost of \$6,227.

Revenue on rentals of grounds and buildings was \$63,846, a decrease of \$4,746, and maintenance costs were \$49,647, for a net profit of \$14,199.

Capital expenditures for the year ended September 30 totaled \$85,679 as against \$184,515 last year and a balance of \$163,492 was reported for the capital reserve account.

Biggest outlays were \$27,293 for the east-west roadway and \$13,512 for a new entrance gate.

The Stadium showed a profit of \$1,815, compared with a loss of \$6,729 last year, as a result of hockey playoffs and increased concessions revenue. Revenue was \$43,811, up \$14 over 1956, and expenses at \$41,997, were \$8,529 lower.

The winter fair showed a loss of \$6,577, compared with last year's loss of \$8,064.

Cash on hand stands at \$118,763 and the superannuation fund reserve is \$56,913.

Federal and provincial government grants for the summer and winter fairs totaled \$39,667.

Committee expenditures, at \$297,887, were \$46,465 higher than last year and \$32,972 lower than the 1957 budget.

**Ottawa 8 Days**

Continued from page 106

and the same policy will apply for 1958.

Plans are under way for the Inter-City Parade to be held Saturday, August 23. This march covers a five-mile route and attracts many thousands of spectators in the adjacent cities of Ottawa and Hull. The parade is televised in its entirety. In 1956 and 1957 it employed giant balloons which were very effective, plus bands, floats, majorettes and ancient automobiles. The parade was led by four scarlet-coated Royal Mounties on black horses, and included a mock calliope drawn by four dapple grey horses.

The year-long Lansdowne Park operation had its professional football season closing on Wednesday night (13) and the curling season opening Friday (15) in the Horticulture Building.

A future improvement will be the installation of heating equipment in the new H. H. McElroy Building, focal point of the 1957 fair. Several requests have been received to use the hall for various purposes in the spring. When the demands are such that they cannot be accommodated in the fairgrounds Coliseum, heating of the modern new structure will likely be decided upon.

The CCE's display home giveaway operated by the Ottawa Shrine Club this year was so successful and so well conducted, Clarke said, that the club has been awarded a contract to repeat its activity next year. The club flooded the grounds with hundreds of ticket-bearing members.

**Edmonton Ex**

Continued from page 106

ward to increases in all departments in the coming years," said A. J. Anderson, general manager.

Any expansion undertaken by the association for exhibition facilities will be in the vicinity of the present grounds, the development committee reported. After considering the possibility of moving to a new site, the committee recommended the exhibition plant should remain on the present site "and that plans be proceeded with for the development of same for the next 40 years."

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("A" Circuit)

<b>F. C. Manning, President</b> Calgary, Alta., Canada	<b>Mrs. Letta Walsh, Secretary</b> Saskatoon, Sask., Canada
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Place: Palliser Hotel, Calgary, Alta., Canada  
Time: January 17-18-19, 1958

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# Federation Skeds Chicago Meet Plans

CHICAGO—The Federation of State and Provincial Associations of Fairs will study methods of better serving its membership at its annual meeting here Monday (2) in the Hotel Sherman, Harry B. Keller, president, announced.

The morning session of the Federation, which is part of the International Association of Fairs and Expositions, will be devoted to routine business and an open discussion on "A Detailed Study of Association Operation" prepared by the IAFE. Everett Erhart, Kansas Association of Fairs, will serve as chairman of the discussion.

A film of the Ionia (Mich.) Free Fair will be shown during the afternoon session, followed by an open discussion on the classification of fairs for securing exhibits. A. J. Williams, Ionia, will be chairman of the discussion.

The meeting will then be moved to the Bal Tabarin, which a program on county fairs is scheduled with Erhart as chairman.

### Study Promotion

Under the major heading of Advertising, Promotion and Publicity, Ralph Lockett, Petersburg, Va., will speak on "Good Promotion

Can Make the Difference." This will be followed by an open discussion on community co-operation, special days, giveaways, contests and themes.

Wilbur Layman, Lincoln, Ill., will address the meeting on "The Fair and the Carnival," which will be followed by an open discussion. Under operations, R. B. Harris, Elkhorn, Wis., will describe the "Everybody Pay Gate" and the members will discuss year-round use of plants, financing, advance sales, surveys, State aid, insurance, circuits and premium lists.

Don McDowell, Wisconsin director of agriculture, will describe Wisconsin's mobile exhibits. Other points to be discussed include hobby exhibits, square dancing, conservation and special events.

Grandstand shows will be the final topic on the program. Points to be examined will be free gates, harness racing, name attractions, thrill shows, auto races, rodeos, fireworks and amateur shows.

Clare S. Miller, Tipton, Ia., is vice-president of the Federation, and Joseph C. Bartlett, North Haven, Conn., secretary-treasurer.

# Midwest Loop Meets Dec. 2

CHICAGO — The semi-annual meeting of the Middle West Fair Association will be held Monday, December 2, in the Hotel Sherman, Virgil C. Miller, Hutchinson, Kan., president of the loop, announced. The meeting will come to order at 9:30 a.m. in the Bal Tabarin.

ton, January 20-21. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 22-23. Roy E. Symons, Skowhegan, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 23-24. L. Doc Cassidy, Kentucky State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 23-25. A. D. Scott, Fargo, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 26-28. C. C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 26-28. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 27-28. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 27-28. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Americus Hotel, Allentown, January 29-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Association of Fairs, Youngblood Hotel, Enid, February 2-4. Roy Davis, Enid, president.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 5. N. S. Hand, Jackson, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 6-8. Bob Murdoch, 102 East Locust Street, Tyler, secretary.

## FAIR MEETINGS

Canadian Association of Fairs and Exposition, Royal York Hotel, Toronto, November 26-28. Emery Boucher, Coliseum Exhibition Park, Quebec City, secretary.

International Association of Fairs & Expositions, Hotel Sherman, Chicago, December 2-4. Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 9-11. C. S. Miller, Tipton, secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 3-4. Mabel C. Hetzer,

307 First National Bank Building, Huntington, secretary.

Indiana Association of County and District Fairs, Severin Hotel, Indianapolis, January 5-7. Robert L. Barnett, Muncie Star, Muncie, secretary.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 6-8. Hubert Ransom, St. James, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 7-8. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 9-10. Rollo E. Singleton, 108 Parkhill, Columbia, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 13. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Wisconsin Association of Fairs, Schroder Hotel, Milwaukee, January 14-16. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 14-16. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 15. Thomas M. Craig, Spartanburg, S. C., secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 16-17. Jack Vinson, Tennessee-Carolina Fair, Newport, secretary.

North Carolina Association of Agricultural Fairs, Hotel Sir Walter Raleigh, January 16-17. J. Sib Dorton Jr., Route 10, Charlotte 6, secretary.

Western Canada Association of Exhibitions, Palliser Hotel, Calgary, Alta., January 17-19. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, John Marshall Hotel, Richmond, January 18-20. William E. Finch, Fairgrounds, Danville, secretary.

The Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 19-21. Harry B. Kelley, Hillsdale, secretary.

Massachusetts Agricultural Fairs Association, Hotel Bradford, Bos-

## ATTENTION CARNIVALS—THRILL SHOWS—GRANDSTAND ATTRACTIONS

# the Indiana State Fair

will receive and consider proposals from Carnivals and Thrill Shows on December 6 and Grandstand Shows including Western Units, on December 7 for the 1958 Indiana State Fair, Aug. 27 thru Sept. 4. The meetings will be in the Administration Building, State Fairgrounds, Indianapolis, beginning at 9:30 a.m. CST.

ALL THOSE CONTEMPLATING APPEARING TO BID ON ANY OF THE ABOVE—

Wire on or before December 1, 1957

**Earl J. Bailey, Secretary-Manager**

Indianapolis 5, Indiana

Telephone: Walnut 6-2471

# KLEIN'S ATTRACTIONS

Presents  
THE FINEST IN GRANDSTAND ENTERTAINMENT

Serving the Field for 28 Years

- Bar M Ranch Contest
- Musical & Variety Shows
- Rodeo
- Grandstand Give-Away Shows
- Thrill Shows
- Country & Western Shows
- Name Attractions
- Sensational Aerial and Thrill Acts

Be sure to see us at the Sherman Hotel in Chicago, Dec. 1-2-3-4, or at your own State Fair Meetings.

Permanent Address

P. O. Box 207

Phone: Glendale 7-2303

New Waterford, Ohio

## ACTS WANTED

FOR OUR 1958 FAIRS  
AND CELEBRATIONS

J. C. MICHAELS ATTRACTIONS

Reliance Bldg., Kansas City, Mo.

## LeRoy A. Drake

Greenfield 3-3987

PUBLIC ADDRESS  
SYSTEMS

Rental—Sales—Repairs

FAIRS—CELEBRATIONS

181 Gregory St.

Rochester 20, N. Y.

## 2nd ANNUAL DANVERS HISTORIC FESTIVAL

Week of July 4

Marathon—Bonfire—Fireworks

Parade—Exhibits—Midway

Contact:

J. HERLIHY

11 Mead St. Danvers, Mass.

## CHICAGO PREPS FOR PARK MEET

### NAAPPB Convention Opens Dec. 1; Conclave, Trade Show Plans Set

CHICAGO — Chicago stands ready this week for the oncoming of executives in all parts of the amusement park business. They will be coming here for the annual convention of the National Association of Amusement Parks, Pools and Beaches.

The funspot conclave will be at the Hotel Sherman, Sunday (1) thru Wednesday (4).

Largest trade show and exposition in the history of NAAPPB will

open Sunday with exhibitors that include almost all of the makers of amusement rides and other park and midway equipment. The trade show continues thru Wednesday (4).

Executive session of the park association will be Monday (2), with convention sessions on promotion, publicity, park operation, and allied subjects during the afternoons Monday thru Wednesday.

NAAPPB directors have scheduled two formal and one informal meetings. The association's banquet and ball will be Tuesday (3) night at the hotel. Details of the program appear elsewhere in this section.

Representatives of the NAAPPB will be coming from major amusement parks from coast to coast and from the still-blossoming field of kiddielands as well as the new areas of theme parks.

Managers of these fun areas will share benefit of experiences and experiments in operating their parks. Many will contract for new rides and other equipment, making their purchases from manufacturers and suppliers who display at the trade show.

### Briton Not Awed By U. S. Funspots

NEW YORK — A vacation in America coupled with visits to a few amusement spots produced nothing applicable to his British operations, Albert Botton, of Botton Bros. Amusements, noted last week.

Botton, managing director of his firm's Pleasure Beach at Great Yarmouth, visited here with his wife, daughter and niece. Included was a three-week stay in Miami which permitted plenty of sunning and fishing. They also visited Nassau and Havana.

The Bottons have a 10-ride park at one end of Great Yarmouth. Game and food operations are leased to independent concession-

*(Continued on page 124)*



JOHN L. COLEMAN, president of the National Association of Amusement Parks, Pools and Beaches, will preside at the association's convention in Chicago next week. Coleman is president of Riverside Park, Indianapolis.

### Fire Damages Shop, Coaster At Fairyland

NEW YORK — A fire beneath the Fairyland Roller Coaster burned out the Queens Boulevard kiddieland's maintenance shop on Thursday (14). Manager Al McKee estimated damage to the building at \$8,000 and to the ride itself, another \$4,000.

The building was used for shop equipment and replacement parts. It was burned to the ground.

### Coney to Repeat Pre-Season Plugs

NEW YORK — Early-season consciousness will again be stressed by the Coney Island Chamber of Commerce, which enjoyed a remarkable opening in 1957. Blessed by fortunate weather, the Chamber was able to benefit from its pre-season public relations, and the early business provided a comfortable financial cushion for the balance of the season.

Weather broke well during the July Fourth period, to continue the profit string, but coolness in August cut into grosses. The season's result, however, was satisfying to most operators at the shore resort, and was a feather in the cap of Murray Handwerker, of Nathan's, Chamber president.

## ANdover 3-0710

Jot down that number. It's important.

It's the telephone number of The Billboard's Servicer at the outdoor convention which will start at the Hotel Sherman, Chicago, the weekend following Thanksgiving Day.

Offered in co-operation with the Showmen's League of America, The Billboard's Servicer will provide many free services to make your stay at the convention more pleasant.

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

That is why the number above is important.

Anyone calling you at that number will be able to have you paged over a special public-address system.

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

Otherwise, The Billboard's Servicer will serve to make your convention stay as enjoyable as possible.

A battery of house phones will be set up in it to enable you to locate people in the hotel.

Phones also will be provided for free outside local calls.

Another service will be The Billboard's convention directory, listing room numbers of carnivals, booking agencies, etc.

Showmen's League of America members will register at the booth.

The Servicer will be open daily, Sunday, December 1, thru Wednesday, December 4, on the following schedules:

Sunday ..... 1 p.m. to 8 p.m.  
Monday ..... 10 a.m. to 8 p.m.  
Tuesday ..... 10 a.m. to 8 p.m.  
Wednesday ..... 10 a.m. to 6 p.m.

### NEW SURFACE

## Paving Ends High Heel Rocks' Worry

NEW YORK — Women with high-heeled shoes will finally be able to visit Rockaways' Playland without fear of tripping on the boardwalk midway, at the completion of the resurfacing project which has extended over several years. The old wooden flooring has been replaced with attractively colored concrete.

Surfacing of the final section is underway after ripping up the midway and installing a large trench complex to house electrical and plumbing lines. The trenches vary from five to seven feet in both width and depth.

Elsewhere in the park, a show unit will be altered, and the midway side of the Scooter building is being opened and edged with fencing. The side had been a windowed concrete wall. The Hell 'n' Back (Pretzel) ride is being changed, and a new cash booth is in construction for the Scooter.

Dick Geist, park vice-president, is aiming advertising in several new directions for 1958, among them the AAA motoring publication.

## Debut Promotions Aid Steeplechase Business

NEW YORK — The 1958 season for Steeplechase Park will likely open with a special event, such as the ones which have kept the Coney Island landmark in the public eye in recent years.

Last season's opening, May 18, found the metropolitan area Yo-Yo championships being held at the park, with tie-in advertising mentioning the event in thousands of store windows.

In previous seasons the park has opened with an exhibit of Reginald Marsh art and an hour-long remote telecast of the "Arthur Godfrey and His Friends" program. Promotions are handled by Milton H. Berger.

This was the 61st season for the park, again under direction of George C. Frank S. and Marie H. Tilyou, children of the late George C. and Mary Elizabeth Tilyou, the park's founders. As he has since 1928, Jimmy Onorato, general manager, supervised the preparatory and day-to-day operations. Another child of the founders, Eileen Til-

you McAllister, operates Steeplechase Pier at Atlantic City.

Also aiding the opening was ex-

*(Continued on page 124)*

## Your Convention Service Center

Courtesy of The Billboard and the Showmen's League of America

# SHERMAN HOTEL LOBBY

If they can't reach you at your hotel they can call . . . ANDOVER 3-0710

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

## Palisades Schedules Earliest Opening

### Hunt Circus to Repeat; New Paving, Gate System, Posses Among Changes

PALISADES, N. J. — The annual face-lifting for Palisades Park takes on a costly added dimension this winter, with estimates for the multi-faceted project running as high as \$350,000. A major aspect is the paving of the huge parking lot, requiring considerable fill and

other material. This year's change-over is the biggest yet for the park.

A brief rundown of the refurbishing and alterations includes new concession stores, new midway show, new rides, new gate setup, new paint schemes, new kiddieland treatment and a new commercial exhibit.

In addition there will be an advanced opening date, a repeat of the 1957 circus and continuation of such park standbys as free dancing, disk jockey shows, heavy advertising in all media and the Superman comics tie-in.

Opening for the park will be moved up to Good Friday, April 4, with the Hunt Bros. Circus and Wild West Show as the attraction. Last year operator Irving Rosenthal had the Hunt Bros. and Hamid-Morton circuses combined, which in actuality was the H-M show with the new Hunt top and seats. Opening night's show will again be a St. Joseph's Home char-

*(Continued on page 113)*

### BIG YEAR

## Rides, Fort In Bay State Park Growth

WEST NEWBURY, Mass. — An estimated 150,000 tramped into the new Adventureland in its initial season, operator George Spalt, of Loudenville, N. Y., estimates. The spot opened June 15, incorporating a dual theme—a Western town and Storyland section.

Intention is to develop other areas of the 65-acre tract with more theme sections. It has thousands of feet of highway frontage. A fort is being built for next season.

Spalt also operates the Storyland theme park in Hyannis, Mass., which has been in business three years.

Adventureland's only ride last season was a stagecoach, but a

*(Continued on page 124)*



**Are You Planning an Arcade?**

CONTACT MUNVES for a complete presentation on how you can earn greater profits in your new business. (Stop at Booths 176-177-178 during N.A.A.P.P.B. Show.) More arcades do business with Munves than any other distributor. The reason is simple . . . bigger profits when you do things the MUNVES way! Stop by today.

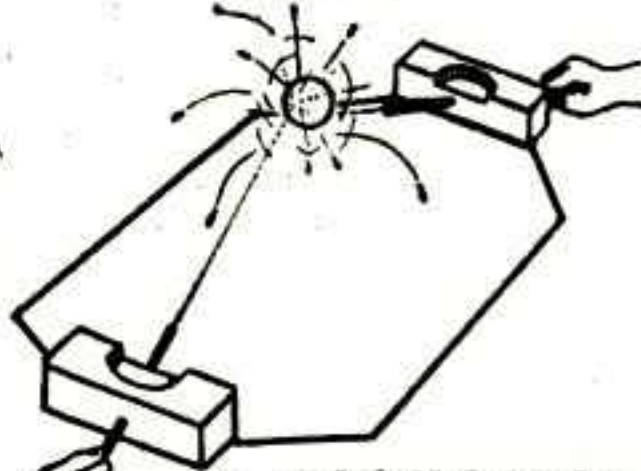
**BE SURE YOU VISIT MUNVES DURING N.A.A.P.P.B. SHOW AT BOOTHS 176-177-178**

On Display in Our Booths:



**"TUSCO"**

The life-like Elephant Ride that has taken the arcade world by storm. Stop by and touch this "real" jumbo! He's making profits all over the country!

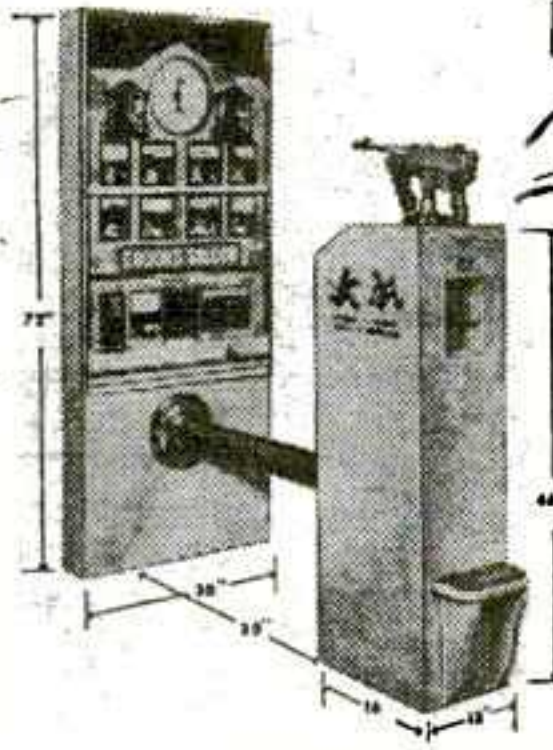


**"SQUOITS"**

(Water Polo) Doing terrific in EVERY type location because it's a terrific game with water and it's practically service free. Stop by today and squirt!

**DALE'S "BURP GUN"**

(Cops and Robbers) Jumping targets, masked badmen, high scores, famous Dale Gun Principle all add up to bigger profits for you! Stop by our booth and shoot the badmen!



**MONEY MAKERS for Everyone**

- Kiddie Rides
- Guns
- Athletic Machines
- Photo Machines
- Peep Show
- Fortune Tellers
- Music Boxes
- Sport (Baseball, Football, Hockey, etc.)
- Cigarette Vending Machines
- Every Coin Operated Machine

"MUNVES profitable Arcade Equipment is known throughout the world!" Since 1912

**MIKE MUNVES CORP.**

577 Tenth Avenue New York 36, N. Y. BRYant 9-6677

**FOR SALE**

2 MERRY-GO-ROUNDS, large park type. 50 Ft. 3-Abreast, 54 Hand-Carved Wooden Rabbits, Horses, Tigers, Lions, Chariots, Etc., \$12,000.00

Allan Herschell 40 Ft. 3-Abreast, 42 Hand-Carved Wooden Horses, \$9,000.00

Above Rides in excellent shape with canvas tops. Terms to responsible parties. Contact

**BOB HOWARD, Meyers Lake Park, Canton, Ohio**

Phone: Glendale 6-0059 or Greenwood 7-1248, or at Sherman Hotel during convention.

**High Quality KIDDIE RIDES**

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

ESTABLISHED 1888

**WANTED**

Old-time Western type Train for new-est Park on East Coast. Also Merry-Go-Round and 2 other Kiddie Rides on lease or percentage. Write

Box #132 The Billboard

1564 Broadway New York 36, N. Y.

**WILL BUY OR LEASE**

New or Used Kiddieland Rides for

**JOYLAND PARK**

in Elmwood Shopping Center.

Write—Wire

Reg. Freeman

1419 Michigan Blvd. Racine, Wis.

**FOR SALE OR LEASE**

Kiddieland Grounds; operated for the last 15 years. Good central location with many fast growing suburbs. Located about 20 miles west of Chicago, Illinois.

**RALPH WEIMER**

1261 Lawler Ave. Lombard, Ill. Phone: Lombard 4169-J

**\$85,000**

Capital desired on estab. permanent resort park attraction. Security, 1st mtge. plus 50% stock int. 10 M-B. offered. New 1957. Exc. potential. Saratoga Springs-Lake George, N. Y., area.

H. CLINE, Prin.

Box 321 Saratoga Springs, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

**ROLLER RUMBLINGS**

**Pepsi-Cola Bottle Cap Party Promotion Bows**

CHICAGO — Booklets printed by the Pepsi-Cola Company outlining its bottle cap promotion with the nation's roller rinks have gone out to 590 U. S. Pepsi bottlers, said Joseph Shevelson, vice-president of the Chicago Roller Skating Company, spearhead of the Roller Skating Foundation of America, the organization set up to promote the roller skating business.

At the same time, said Shevelson, the RSFA will write to roller rinks, outlining mechanics of the promotion and what it can do for them. "Goal of this promotion, from our standpoint, is to get publicity for rinks," said Shevelson. "Where this is used, the bottler will have posters, streamers, truck pennants and displays plus newspaper, radio and TV ads to publicize the date."

Plans call for the local Pepsi bottler to contact the rink owner and plan the promotion. In the case of more than one rink, there is the possibility of a city-wide promotion. Briefly, the plan calls for a Saturday morning children's session, a series of three matinees with mothers invited to skate with the moppets, or one family night session. The bottler will furnish prizes of Chicago shoe skates and skate cases for the event. The admission will be six Pepsi bottle caps.

In addition to a heavy publicity barrage for the rink, the booklet points out, the promotion will produce good public relations for the rink and for roller skating, with the possibility that party-goers may become regular rink patrons, and create extra sales at the rink's refreshment stand.

**6 Watch Prizes Awarded At Mineola Costume Party . . .**

MINEOLA, N. Y.—Six wrist watches valued at \$300 were awarded October 31 night at the annual Halloween masquerade party conducted at Earl Van Horn's Mineola Roller Rink. The watches went to three men and three wom-

en judged to have had the best costumes.

The rink opened its fall season September 18 with 400 skaters in attendance. Highlights of the evening were skating exhibitions by champion members of Mineola's figure club. The rink is now open nightly except Mondays, with matinees on Wednesdays, Saturdays, Sundays and holidays, and a children's session on Saturday mornings.

**National Champ Skater Began Sport as Therapy . . .**

DENVER—Carol Rowe, 15-year-old junior girls free style champion, began skating five years ago as part of a physical therapy treatment prescribed for her by her doctor to remedy near-chronic bronchitis. "She was sickly, small for her age and had no appetite," according to her mother, who now complains that she can't fill up her teen-age daughter.

During the past five years the girl has racked up impressive records, and this year walked off with the following titles: American free style singles championship, Rocky Mountain States free style championship, Midwestern junior girls free style championship, co-holder with Gayle Comer of the Rocky Mountain States novice dance championship, Colorado figure championship, second time winner of the regional free skating title, and gold medal free skating winner at the American national meet in Oakland, Calif.

Her winnings and awards won her a series of feature articles and pictures in local papers, and recently she was named to the Denver Post Hall of Fame. She skated this year for the Mammoth Garden team, coached by Jack and Irene Boyer.

**Mount Vernon Lass To Miami Nationals . . .**

NEW YORK — Selected in greater New York finals on Herb Sheldon's "Studio Party," WABD TV show, Mary Ann Margotta, of Mount Vernon (N. Y.) America on Wheels Arena, carried Gotham's hopes in the national roller skate queen contest, November 21-23, at Miami Beach, Fla. Her prizes included a huge trophy, round-trip plane transportation for the nationals, and a three-day pre-contest vacation in Havana. Finals and eliminations to pare the field of 120 entrants were conducted by Bill Love, whose skating columns is

(Continued on page 125)

**WILD MOUSE TYPE RIDE**

Two top Locations Wanted on Percentage. The sensation of the 1957 season not only money wise but as an outstanding attraction. Must play to plenty of people as ride has tremendous capacity.

Write Box D-25

c/o The Billboard, Cincinnati 22, Ohio Our representative will contact you immediately.

**CONTROL ADMISSIONS**

with STROBLITE "INVISIBLE" IDENTIFIER



Hands of patrons are stamped with INVISIBLE ink which becomes visible under the Stroblite UV Lamp. Harmless. Used by Ballrooms, Pools, Amusement Parks, Dances, Beaches, etc.

COMPLETE KIT, \$45

Dept. B-3

STROBLITE CO. 75 W. 45th St., N. Y. C.

**BOOKING NOW FOR 1958 SEASON**

Albert Spiller SPILLER'S SEALS

Rt. 2, Box 318-B, Tarpon Springs, Fla.

**FOR SALE**

Large Roller Coaster, good condition, cheap. Located in fine park. Illness forces sale.

S. LAKE

56 Parkview Drive Searington, L. I., N. Y.

**LeSourdsville Ops Form New Ride Mfg. Firm**

MIDDLETOWN, O.—LeSourdsville Lake, Inc., operator of LeSourdsville Lake Park here, has formed a new division for entry into the manufacturing end of the amusement industry, it was announced last week by Don Dazey, company secretary-treasurer.

The new division, Streifthau Manufacturing Company, will build and sell the Turnpike Cruiser, an automobile riding device, incorporating the following features: Automatic drive, auto-type brakes; heavy spring steel bumper, with coil spring shock absorbers; accident-guard designed steering wheel, with rubber covering; pneumatic tires; heavy-duty gasoline-powered engine, incorporating built-in governor; low center of gravity and streamlined steel-reinforced fiber glass body. Another important feature is an air-operated breaking system which controls cars as they enter the station. Cars are finished with automobile enamel in a number of colors and trimmed with chrome.

The Turnpike Cruiser is designed to accommodate two adults. In operation the past two seasons at

(Continued on page 125)

**RINK-COTE**

The surfacer with traction to preserve new roller skating floors and add life to old floors.

Immediate delivery from

**CURVECREST, INC.**

Muskegon, Michigan (Home office)

Also from Southwest Chicago Skate Agency Venus, Texas

Skating Rink Supply Co. Birmingham, Alabama

Idyl Wyld Skating Palace Marion, Indiana

Schiazza Bros. Philadelphia, Pa.

2406 S. 71st St., Philadelphia, Pa.

Fo-Mac Enterprises, Inc. Tulsa, Oklahoma

Myrtle Berger Melody Lane Roller Rink Georgetown, Pa.

**SKATING RINK TENTS**

42 x 102 IN STOCK  
53 x 122 AT ALL TIMES

**NEW SHOW TENTS MADE TO ORDER**

**USED TENTS FOR SALE**

- 10x10 Ft. 40x 80 Ft.
- 10x15 Ft. 40x 90 Ft.
- 14x21 Ft. 40x100 Ft.
- 20x30 Ft. 60x 60 Ft.
- 20x40 Ft. 60x 90 Ft.
- 30x50 Ft. 60x120 Ft.
- 30x60 Ft. 60x150 Ft.
- 30x90 Ft. 50x180 Ft.
- 40x60 Ft. 60x210 Ft.
- 40x70 Ft. 60x240 Ft.

CAMPBELL TENT & AWNING CO. 100 Central Ave. Alton, Ill.

**RENT A BLDG.—GET IN BUSINESS**

**Porto-Bilt**

SECTIONAL RINK FLOORS and TENTS

Write W. T. SHACKELFORD

Box 425, Smyrna, Ga. Phone: HE 5-5978

Phone 8-2183, Marietta, Ga.

**FOR SALE**

40x120 Portable Roller Rink, located in the South; priced right for quick sale.

**LLOYD BRODIE**

548 Lombard St. Calesburg, IR.

**New Locations For 2 NAAPPB Social Events**

CHICAGO — Two changes in location of social events for the National Association of Amusement Parks, Pools and Beaches were announced last week by the NAAPPB planning group.

The social gathering formerly held at the House on the Roof on Sunday and Monday nights will be conducted this time at the new Skyline Terrace Club on the hotel's 18th floor instead. This location is larger and it is located near an elevator. Paul Huedepohl pointed out that in the old location it was necessary to climb steps.

The NAAPPB ladies' tea will be moved to the Downtown Club, also on the 18th floor of the Sherman hotel. It will be at 3 p.m. Sunday (1).

## Earlier Palisades Opening

• Continued from page 111

ity, and the run will extend thru Easter week and as long as interest holds up. Show will be spotted at the foot of the parking area overlooking the Hudson River.

### Drive In, Then Pay

Under the altered entrance plan next season, the old system of booths near the avenue will be eliminated. That way, drivers paid so much per person, then parked free in the lot. Sometimes this backed traffic onto the streets. Now patrons will drive into the lot and walk to ticket boxes ringing the ride area. Park staff last week toured several lots around the city to study ground markings for parking.

The kiddieland will receive a Western treatment to take advantage of the craze which has swept the metropolitan area. There will be frontier decorations thruout and the construction of a jail and souvenir stand. Kids will get badges and participate in the customary holdup and posse routine at no extra charge. Ride prices remain at six for 50 cents in kiddieland. Jack Ray's scheme for the area includes continuous show fronts forming a Western village illusion surrounding the kiddie rides, and a striking entrance.

On one of the main midways, where a Satellite show was offered in 1957, the park will install a European double-deck dark ride, Rosenthal said. Elsewhere, two concession stores near the shooting gallery are being replaced with an Upside-Down House utilizing numerous illusion gimmicks.

The game operations, considerably modified since the 1956 State-wide pressure on concessions, are being partially eliminated. Several new food stands went into operation last year in former game locations, and there are more set for 1958. Included are a pizza pie location, corn-on-the-cob stores with tables, and a 25-foot lollipop store. Other show units in addition to the Upside-Down House

will include two by Lou Dufour, who had his Life unit at the park last season. There will be one major, spectacular European ride added, Rosenthal said, or a Globe of Death or Motordrome.

### Ford to Exhibit

The Ford Motor Company is taking exhibit space at the park for the first time.

Rosenthal has been interested in obtaining either one of the new inflated dome houses or a Kaiser dome to serve as a hall for the Murray Kaufman disk jockey shows. Previously held free, they would operate under a 50-cent gate, enabling additional name talent to appear.

A new paint scheme is being designed by Jack Ray, and this will be complemented by the garden set-up being worked on by park Manager Anna Cook. The gardening this time will be solid beds of pansies, more than 15,000 of which are on order. Last year's tulips were successful but could not be repeated this time because of the advanced park opening, too early for tulips to bloom in profusion. Work will be done, as usual, by crews under Superintendent Joe McKee and aid Joe Rinaldi.

Advertising-wise, Rosenthal has contracted for a large Times Square board with electrical border, and 120 24-sheet boards in the New York area, plus 100 of these in New Jersey. Public Service buses are signed for displays, as are subway and Lackawanna Railroad stations. Trailers of 10-second and 20-second length will be shown on ABC and CBS television, and the park's distinctive jingle will be aired on WMGM and WINS, the latter for a plug every hour for six months.

Under the deal with National Comics, the Superman comic books carry a coupon exchangeable at the park for free admission plus two rides. Superman is to make two personal appearances during the season.

For your very own **PRIDE, PLEASURE and PROFIT—**  
an Allan Herschell Kiddieland



Kiddielands are a fascinating business. It is fun to entertain children and fun to make money. Now is the time to get ready for the boom in the birthrate. Write or phone for information on Allan Herschell's complete Kiddieland service . . . rides, accessories, layout and financing.

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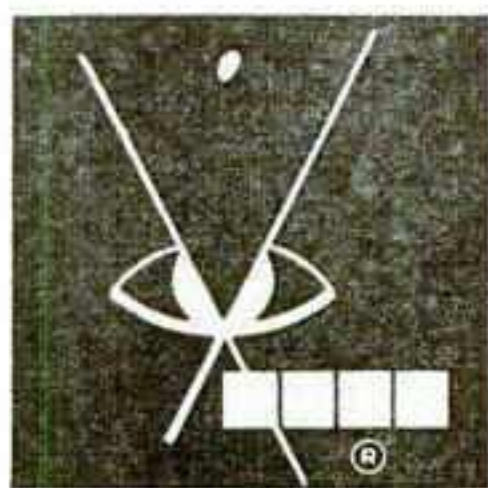
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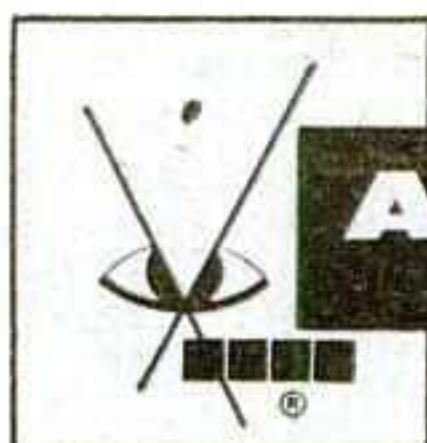
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## Showmen's League Finalizes Program, Lists Committees

### Sam J. Levy Jr., Heads Banquet-Ball; Carsky-Ohren Run President's Party

CHICAGO—The complete program of the Showmen's League of America during the outdoor meeting here was finalized this week and committee chairmen and members were announced.

Major events, in addition to the election and installation of officers, will be the Memorial Services, President's Party and the 45th annual Banquet and Ball.

The committee for the December

4 banquet and ball is headed up by Sam J. Levy Jr., with Charles Zemater Jr. as co-chairman. R. L. Lohmar and Leo Overland are in charge of tickets and reservations. Serving on the press committee are Bob Hickey, Frank B. Joerling, Frank Lee, Roger S. Littleford Jr., Pat Purcell, Sam Stratton and Al Sweeney.

Entertainment committee is headed by Frank P. Duffield and includes Art Briese, Phil Tyrell, Toby Wells, Charles Zemater Sr., Ernie Young, Eldred Stacey and Dave O'Malley. Max Brantman is chairman of reception, assisted by Sam Solomon, Hal Eifort, Chick Schloss, J. C. (Tommy) Thomas, Andy Kasin, Petey Pivor, George Johnson, Ed Sopenar, Bob Parker, Charles Zemater Sr., Andre Dumont, Sam Ward and Harry Cherniak. Louis Berger is chairman of the printed program. William Hetlich is chairman of registration assisted by H. A. (Whitey) Lehrter, George W. Johnson, James W. Knight, George Olson, Sol Wasserman, Herb Dotten, Harold Barrows and Harry Cherniak.

The President's Party, to be held Sunday evening, December 1, is headed by William Carsky and Maurice Ohren. Edward Levinson is in charge of tickets, assisted by Noble Case, William Hetlich, Neil Webb and Petey Pivor. Herb Dot-

*(Continued on page 116)*



AL SWEENEY, veteran outdoor showman and president of the Showmen's League of America, will preside at a number of social and business functions of the fraternal-benevolent organization during the Chicago outdoor meetings.

### SLA PROGRAM SCHEDULE

CHICAGO — Scheduled events to be held by the Showmen's League of America during convention week here follows:

Open house in the club-rooms at 300 West Randolph Street, Thursday, November 28 thru Saturday, December 7.

Regular Thursday (28) meeting postponed to Saturday (30) in the Bal Tabarin of the Hotel Sherman at 8 p.m.

Memorial services, Bal Tabarin, Hotel Sherman, Sunday, December 1, 1:30 p.m.  
President's Party, Grand Ballroom, Hotel Sherman, Sunday, December 1, 7:30 p.m.

Election of officers, club-rooms, Monday, December 1, 1 p.m.

Forty-fifth annual Banquet and Ball, Grand Ballroom, Hotel Sherman, Wednesday, December 4, 6:30 p.m., banquet 7 p.m.

Annual meeting and installation of officers, Bal Tabarin, Hotel Sherman, Thursday, December 5, 8 p.m.

### Tampa Fems Add Dozen New Members

TAMPA—The Ladies' Auxiliary of the Greater Tampa Showmen's Association welcomed 12 new members into its ranks at its recent regular meeting.

New members include Bobbette Sowards, Vera Pollitt, Esther Burke, Sara Martin, Isis Caughy, Leona Parker, Angeline Conroy,

*(Continued on page 116)*

## Vivonas Contract Charleston Fair

### Truck Show Outbids Eastern Rail Outfits to Bag South Carolina Event

CHARLESTON, S. C.—A traditional railroad show spot and one of the mainstays of the James E. Strates Shows' Southern route went to truck show last week when the midway contract for the Charleston Agricultural and Industrial Fair was awarded to Amusements of America.

The Vivona family's operation won out over representations from the three Eastern railroad organizations and the Reithoffer Shows. Signing the contract for the fair was Robert Scarborough, president of the sponsoring Exchange Club, and for the carnival, Morris Vivona, general agent and co-owner.

Charleston received new sponsorship last year and the Strates aggregation, which had played the date for a long string of uninterrupted years, continued under a prior contract. The committee visited several midways during the season, including the Vivonas' at Sumter, S. C. The fair had a combined paid and free gate in excess of 100,000 and represents the largest date ever signed by the Vivonas. It has always been thought of in connection with railroad units and, in particular, the Strates organization.

Amusements of America impressed chiefly in Sumter with their revolving light towers, new-vintage rides, and ticket boxes and fronts designed by Don Crown and executed by John Dempsey. In preparation for the 1958 appearance, the show is building a large new marquee entrance and ac-

quired a Scooter on November 15 for Florida dates this winter.

**No N. Y. Dates Planned**

The Vivonas' expanding route has only three weeks open at present for next year's fair route, with one of these considered a certainty. Signed are Huntington and Leighton, Pa.; Fredericksburg, Va.; Statesville, Sanford and Burlington, N. C., and Charleston, Sumter and Lancaster, S. C. Morris Vivona said next season's plans include by-passing New York State completely.

A 34-week season in 1957 provided the family with its biggest

*(Continued on page 116)*

## SLA Legion Hosts Members At Buffet

CHICAGO — The Al Sopenar American Legion Post, sponsored by the Showmen's League of America, will play host to League members and guests at a free stag buffet and show November 29 in the clubrooms, Earl Shipley, new commander, announced.

Serving with Shipley on the arrangement committee are Max Brantman, Perry (Blackie) Cherniak and Chick Schloss. The festivities will get under way at 6 p.m.

## SLA Legion Names Shipley To Top Office

CHICAGO—Earl Shipley, veteran clown and outdoor showman, was elected commander of the Al Sopenar-Showmen's League of America Legion Post here last week. He succeeds Jimmy Stanton in the top office.

Chick Schloss was named senior vice-commander; John Lempart, junior vice-commander; Bernie Mendelson, adjutant, and Blackie Cherniak, finance officer.

## Franklin Sets Route, Buys Miler Coaster

SEGUIN, Tex.—Don Franklin Shows are well set for the 1958 season with a new large portable Roller Coaster and a route that is booked with the exception of one week, Owner Don Franklin disclosed here last week.

The Coaster was purchased from Carl Miler, who had the ride booked on Olson Shows during the '57 season. Franklin took delivery

of the ride at Beaumont, Tex., last date on the Olson route, and moved it to quarters here where it is being overhauled by a crew sent here by Miler. Only three of the Miler Coasters were out during '57.

Also new in the '58 line-up will be a larger Scooter building scheduled to be delivered to the show for the early opening at Charro Days in Brownsville, Tex.

With the exception of the one week, the Franklin organization has completed its '58 routing which will include three celebrations and 14 fairs. In addition to the Brownsville celebration, the

*(Continued on page 115)*

## Chicago Club Elects Flint '58 President

CHICAGO—George B. Flint, veteran outdoor booker, was named president of the Chicago chapter of Show Folks of America at its election held Tuesday (19).

Lucian Kapp was named first vice-president; Peggy Richards, second vice-president; Sophie Tucker, third vice-president; Emma Kapp, recording secretary; Marguerite Horan, corresponding secretary; Thomas Coulthard, financial secretary, and Oliver Englund treasurer.

New board members are Agnes Kessler, Etta Coulthard, Dora Ring, Estelle Flint, Howard Olson, Bess Tibbles, William Hetlich, Carolyn Thacker and Edgar Bradford.

The annual Christmas party will be held December 15 at the Chateau Royale.

## Palmetto Opens 7 Weeks In Fla. for Blue Grass

PALATKA, Fla.—C. C. Groscurth's Blue Grass Shows closed its 38-week season here at Putnam County Fair. The show will go to the Pinellas County Fairgrounds at Largo for a layoff before opening a Florida tour January 27 at Manatee County Fair, Palmetto.

Following the Palmetto showing the organization will play a Shrine date at Fort Myers, the Plant City Strawberry Festival, the Pinellas County Fair at Largo, Volusia County Fair at De Land, Lake County Fair at Eustis and Sarasota County Fair.

After another layover at Largo, the show will move to its permanent quarters in Owensboro, Ky., in early May to prep for a spring opening. Florida winter dates have always been good for

the Groscurth organization and another winning tour is anticipated.

**Weather Cited**

The season just closed was hit by the worst spring weather conditions encountered in many years, according to Groscurth. As to other dates, it was a case of some up, some down, to average out close to 1956 results. The July 4 date on the streets at Springfield, Ill., was a good week. The fair at Huntsville, Ill., was good and La Porte, Ind., was excellent. Others played produced only mediocre returns.

On the staff, in addition to Groscurth, are Pat Finnerty, business manager; M. G. Stokes, secretary-treasurer; William Perrott, concession manager; Earl D. Backer, general agent; Eddie McTeague, ride superintendent; B. L. Raeburn, electrician, and Jack

*(Continued on page 116)*

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## SLA Ladies Set Program

CHICAGO—The Ladies' Auxiliary of the Showmen's League of America will hold open house from November 30 thru December 3 in the Hotel Sherman, it was announced last week.

High point of the convention week will be the installation dinner at 6:30 p.m. on Sunday, December 1. This, too, will be held in the Hotel Sherman.



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**SLA Yule Party Set for December 15**

CHICAGO—Complete plans for the Showmen's League of America Christmas party for underprivileged children were announced last week by Jack Duffield, League first vice-president and chairman of the annual event.

The party, the 12th annual, will be held December 15 in the Chicago Room of the Hotel Sherman, and guests will again be 200 youngsters selected from orphanages, day schools and settlement houses. In addition to entertainment, the children will be given clothing, will be fed and will go home with huge sacks of toys and other gifts, Duffield said.

Sol Wasserman is serving as co-chairman. Transportation will be supervised by Chick Bohdan, Harold Barrows, Jack Kweit and Manuei Blasco. Entertainment will be provided by Charles and Chuck Zemater, Dick Ware and Stu McClellan, while Nat Green and Dave Friedman will handle the publicity.

Louie Berger, assisted by ladies from the Auxiliary and Caravans, Inc., will man the cloak room. Jimmie Stanton and Hy Neitlich will be in charge of special arrangements, with Bernie Mendelson handling the finances. Packaging will be done by Noble Case, Chick Schloss, Mickey Blue, Bill Carsky, Ned Torti, Andy Kasin, Sam Arnez, Morris Brown and Hank Shelby.

The committee on food and beverage includes Max Brantman, Tom Sharkey, John Lempart and Jack Kaplan. Toys and clothing will be handled by Wasserman, Ed Levinson and Benedict Garnisa.

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**Tampa Club Sets Season Party Plans**

TAMPA—Plans for the New Year's Eve party of the Greater Tampa Showmen's Association are progressing, it was reported at the regular meeting here. Eddie Zucchini, chairman, is booking acts and has signed Johnny Long's orchestra for the event which will be held in the Armory.

The annual Christmas party will be held December 23 for both underprivileged children and the members' youngsters. Toys are already arriving at the clubrooms. Plans for the first barbecue party of the season were announced, with George Reinhardt to be in charge of arrangements.

C. C. (Specks) Groscurth, first vice-president headed up the staff of officers at the regular meeting, assisted by Earl Maddox, second vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer. Reported on the sick list were Sam Gordon, Elbert Bennett, Paul Kresister, Dick Gilsdorf and Earl Dixon.

Members bringing in money raised on various shows were announced as follows: Nat Mercy, Heth Shows, \$200; Norman Schinert, World of Mirth Shows, \$200; C. C. (Specks) Groscurth, Blue Grass Shows, \$1,892.50; C. J. Sedlmayr, Royal American Shows, \$1,486, and Chet Fowler, Royal American Shows, \$250. Jack Potts Horbert brought in \$1,150 in dues and Hotshot Demay, \$1,050. Homer Simon, Happyland Shows, raised money and purchased a portable television set to be used in local hospitals by members and their families.

The sprinkler system has been installed in the club's cemetery plot and the grounds have been landscaped.

Membership was saddened by the deaths of Tony Waddell and Stanley Barbay, both of Royal American Shows.

**150 Turn Out At PCSA Party**

LOS ANGELES — Approximately 150 members of the Pacific Coast Showmen's Association and the Ladies' Auxiliary attended the annual Homecoming Party held in the clubrooms Monday (18). It was the first social event of the winter season.

The committee was headed by Dick Searce as chairman with Sam Dolman, co-chairman, and Al (Red) Cohen. The food was prepared by Harry G. Seber, Sam Landesman, Earl Stolze, and Red Reynolds. Those of the Auxiliary serving the buffet supper included Edna Dauer, Mimi Couch, Helen Vaughn, Kitty Searce, Emily Bailey and Emily Friedenheim.

The festivities started at 8:30. Meetings of the organizations were held at 6 p.m. After the supper, dancing was enjoyed.

**Hames Released From Hospital**

FORT WORTH—Bill Hames, owner of the shows bearing his name, has been released from Fort Worth Hospital after being confined for two months.

The veteran show operator said he was in top shape and planned to attend the Chicago outdoor meetings. He also reported that the show, under the management of his son and grandson, had a good season.

**PCSA Ladies Pick Nominees For Offices**

LOS ANGELES—The Pacific Coast Showmen's Association Ladies' Auxiliary nominated its 1958 official slate and the men's division picked three past-presidents to select 20 members for its nominating committee here last week (18).

Those nominated by the Auxiliary are Emily Bailey and Helen Vaughn for president; Elsie Kennedy and Edna Dauer, first vice-president; Kitty Searce and Mimi Couch, second vice-president; Thora Rickard and Emily Friedenheim, third vice-president; Blanche Henderson, secretary, and Stella Shaphron.

Edward J. Harris, Hunter Farmer and Joe Glacy, past president members of the board of governors, were picked to select 10 members of the board and 10 members from the floor. Five from each group will be picked Monday night (25) to nominate the official ticket. The election is scheduled for December 30.

The Auxiliary will install its officers at ceremonies in the Blossom Room of the Hollywood Roosevelt Hotel on January 4.

**Franklin Route**  
Continued from 114

show will play the Soldiers' and Sailors' Reunion, at Salem, Ill., and the Clinton, Ia., July 4 event.

The fair route starts a week after the July 4 celebration. First on the list is Stoughton, Wis., to be followed by fairs at Peoria, Ill., Faribault, Austin, Blue Earth, New Ulm and Fairmont, all in Minnesota; Marshfield, Wis.; Coffeyville, Kan., and Texas fairs at Tyler, Wharton, Rosenberg and Refugio. The Fairmont and Marshfield annuals are new to the route, the rest having been played during '57.

Bill Cowan has signed to return as concession manager and almost all concessions have been re-booked for '58. Clyde and Clara Rawlings will be back for their third year with their Motordrome and four grind shows.

Mr. and Mrs. Franklin plan to arrive in Chicago Friday (29) and will be at the Hotel Sherman for the entire week of meetings.



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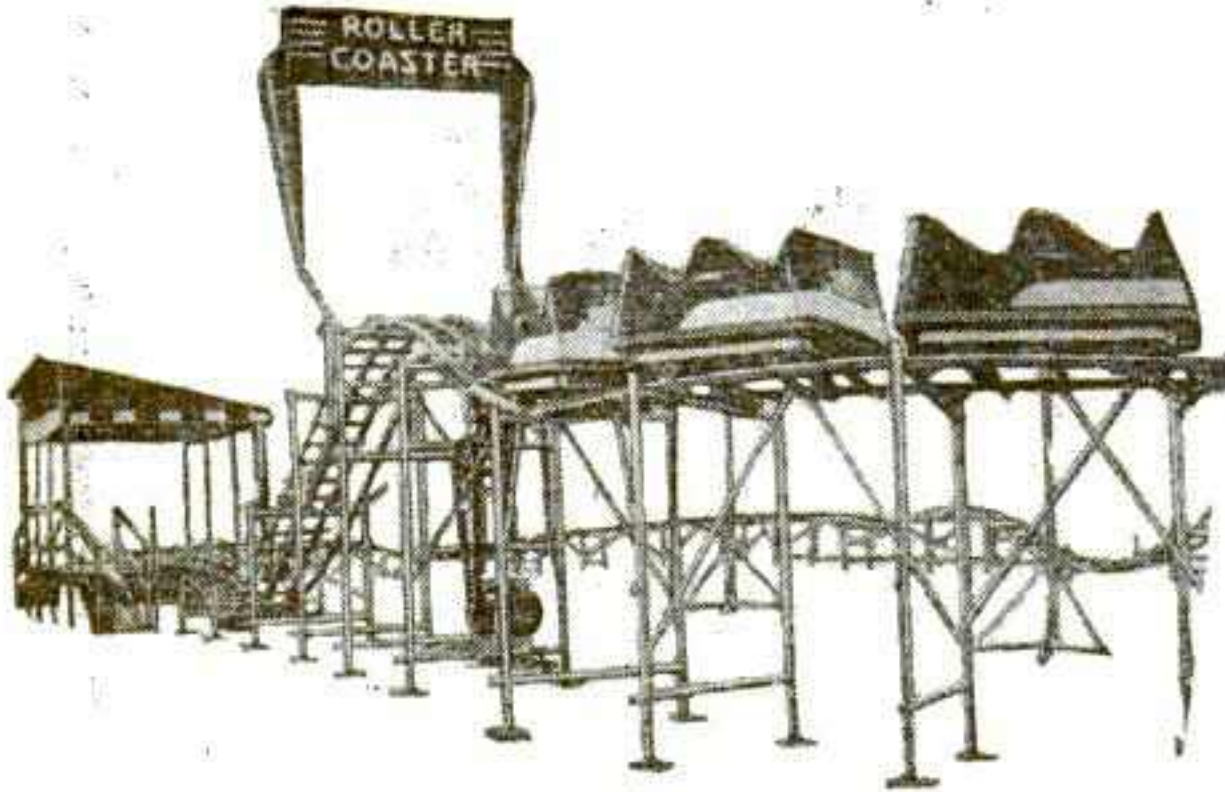
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B. Rocco Flying Scooter, good	..... 6,500
Also a nice collection of Merry-Go-Rounds with special Vans if desired.	
32' Spillman 2-Abreast, good	..... \$ 5,000
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Due to replacements in our rides for 1958, we offer for immediate sale the following devices. All are in first-class end-of-season condition and can be seen here at our winter quarters.

- They are properly priced and will not be sold at any reduced figure. Specially built trucks and trailers for these rides available at a fraction of original cost.
- 8 Tub Octopus ..... \$4,000.00
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- Spillman Loop-The-Loop Ride ..... 750.00
- Beautiful factory-built semi steel Monkey Silodrome—cost \$4,500.00, our price ..... 1,500.00
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Winter Quarters Phone 432 Manchester, Vermont

**FOR SALE**

12-car Dodgem with or without Semis. '56 model Spinaroo. An A. H. Kiddie Auto Ride and A. H. Kiddie Tank Ride. Doyton Kiddie Ferris Wheel, cage type. Wisconsin 4-Cylinder Gasoline Power Unit. One U6 International Power Unit.

Contact: **EARL INGALLS**

at P. O. Box 133, Coldwater, Mich., Phone 95J, or starting Dec. 1 at the Convention in the Sherman Hotel.

**FOR SALE ROCK-O-PLANE**

Cannot be told from new—with or without transportation—\$14,000.00. Power winch.

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**FOR SALE — FOR SALE**

FLY-O-PLANE, LOADED ON 2 TRAILERS WITH TRUCKS. ALSO ALLAN HERSHELL 10-CAR KIDDIE AUTO RIDE. These Rides are priced right for cash, or terms if I know you.

**E. L. WINROD**

Box 177, Pacific, Mo. (Phone: Clearwater 7-2228) Will be at Sherman Hotel, November 30-December 4.

**MIDWAY CONFAB**

Tony Mason, chief mechanic, and Pete Hendricks, electrician, received much credit from the office for their work on the Vivona Show this season. Dick Hilburn, Side Show boss, produced more than he was required to, the management reports. Joe Cennema had a nice season with his bingo unit, as did most concessionaires, including the Cisms, who have been with the show for several years. Joe and Aggie Ross also had a satisfactory year. Wayne Crown is reportedly developing an interesting Presley takeoff. The Vivonas announced that Phil Vivona will marry during the Christmas holidays.

Bill and Mabel Goodrich are back in High Point, N. C., after a successful season with Garden State Rides. Mrs. Goodrich, who managed a snack bar there received a new DeSoto from her husband as a birthday gift. Sky Blue, dancer and emcee on Dixie Gordon's Green Door Revue, is currently appearing at the Club Cashah, Miami. Also on the bill are Jackie and Jessie Turner.

Peggy Wilson, wife of Harry Wilson, is under treatment for a stomach condition in Florida. Harry is doing advance work for the South Florida Home Show and Mardi Gras, with Milton Warshaw, manager of the event. Location is Highway 1 in Goulds, and their office is open in Perrine.

Phil Isser, of the I. T. Shows, and brothers, Max and Manuel Isser, leave December 6 on a two-month overseas tour. They will visit France, Italy and Germany, where European rides will be ob-

served, and Israel, where they have relatives.

New members of the New York club are Albert H. Lesser and Louis Lipsitz.

Visitors to New York on business last week included Mr. and Mrs. Art Briese, of Thearle-Duffield Fireworks, and National Speedways and Showmen's League of America prexy Al Sweeney and his wife.

F. W. Miller writes that he closed a successful season at the Dallas fair and is now wintering at the home of his daughter, Shirley, in New Orleans.

Bud Sollenberger, of the World of Mirth Shows, is back at his Gordon Road home, Richmond, Va., after a recent hospitalization. Show owner Frank Bergen was admitted to Richmond's Memorial Hospital.

**Vivonas Pact**

Continued from 114 season ever and included New York, Pennsylvania, Virginia and the Carolinas. Several rides were purchased, such as the Junior Hot Rod, Tilt-a-Whirl and two kiddie rides. Weather was spotty, but many key weekends were spared.

Two units operate during the still date season with one playing bazaars and festivals in the New York metropolitan area under Phil Vivona, while the No. 1 unit operates under John Vivona. Phil Vivona spent eight weeks on the show following his graduation from Duke University. Dominic Vivona is secretary, while Mrs. Catherine (Mom) Vivona, head of the clan, stayed on the show despite being ill part of the season. Dummy Dell continued as business manager with Harry E. Wilson and Jim Rapple holding down their regular spots as special representative and advance publicity man.

**Palmetto Opens**

Continued from 114 Atkinson in charge of transportation, assisted by Gene Garris.

The show carried nine major and six kiddie rides during most of the season. Attractions included the Art Converse Side Show, Jack Burke with his Wild Cargo and Hitler Car, Leo Carroll's Midget Horses and DeVald's Miniature Circus operated by Clarence Kauffman and Minnie Rooney. Harold Spence managed the office-owned Funhouse and dark ride. Girl shows and the Minstrel revue were not up for the final stand.

Concessions averaged around 50 for most dates. Among the concessionaires who were with it most of the season were Bob Venner, bingo; Dick Sieman and Robert Blackburn, cookhouse and 4 stores; Billy Shulman, 5; Gene Gray, 2 diggers; Russell Groscurth, 3; Mrs. Earl Baker, novelties; Mrs. Betty Carber, 2; Harry Starbuck, popcorn and 2; Earl Fisher, 5; William Pearl, 2, and Charley Simmons, 3.

This season all rides were converted to fluorescent lighting and new light towers added. Two military-type 72-inch searchlights were carried. Closing week free acts were Billy and Rosalie Siegrist, high act, and Nancy, performing elephant.

ACA Meets Dec. 2 CHICAGO — The American Carnivals' Association will hold its annual meeting here during the outdoor conventions, Max Cohen, secretary - treasurer, announced. The program will include meetings on December 2 and 3 in the Gold Coast Room of the Hotel Sherman. If more sessions are required, additional time will be allotted, he said.

**SLA Program**

Continued from 114 teu is chairman of public relations along with Nat Green, Al Sweeney, Harry Duncan and Mickey Blue.

Les Lear is general chairman of entertainment with Norman Schlossberg as co-chairman. On the committee are Pat DeCarlo, Charles Hogan, Harry Greben, Sam Levy, Ernie Young, George B. Flint, Paul Marr, Lou Breese, Ernie Fast, L. N. Fleckles, Marcus Claser, Dave Malcolm and Chick Schloss. Max Brantman will head the reception committee for the presidential event, assisted by Tom Sharkey, Harold Barrows, Sam Solomon, Chuck Magid and Jack Benjamin. Stage co-ordinators are Sam Ward, Jack Norman, Dick Ware and Jimmie Stanton.

Ed Sopenar is chairman of the memorial services to be held on the afternoon of December 1. Harry Chermiak is co-chairman and members of the committee include I. Malitz, James Campbell, Max Brantman and Jimmie Staunton.

**Tampa Fems**

Continued from 114 Ruth Fortner, Elaine Glosser, Mary Blake, Janet Christmas and Virginia Stidham.

Mac Halstead was appointed to the board of directors to fill a vacancy. The auxiliary purchased a \$15 tuberculosis fund bond and donated \$20 to the Mary Help of Christian's Home for children.

Myrtle Jeter, chairman of ways and means, reported that money raised during the summer was coming in favorably. Zelda Hereba, who is in charge of birthday cards, reported many were sent out but quite a few had been returned due to incorrect addresses.

Ella Stophel reported the sick list included Betty O'Day, Francine Jones, Loretta Peterson and Dolly Young.

Jean Davis, sergeant at arms, reported 93 members present.

**EQUIPMENT FOR SALE**

★ MERRY-GO-ROUND—Late model Allan Herschell, 36-foot, 3-horse abreast, all-aluminum horses, fluid drive, factory overhauled.

★ LUSSE SCOOTER CARS—15 late model cars, factory overhauled, repainted and reupholstered like new, motors A-1.

★ LARGE TRAIN—National Amusement Co. make; also 3,000 ft. of steel rails; all like new.

★ LARGE KID BOAT RIDE—Metal tank, factory rebuilt, very flashy, for permanent location only.

★ PONY CART RIDE—Factory rebuilt, very flashy, for permanent location only.

★ ONE 100 KVA TRANSFORMER—Adjustable taps, HV 2300-4400.

★ 1 WISCONSIN ENGINE, Model VE 4. 2 WISCONSIN ENGINES, Models VF-4. Also other GASOLINE ENGINES.

★ 30x60 TENT—Deluxe interior, used part of two seasons, complete with poles and sidewall.

★ ILLUSIONS—Used part of one season. Doll House, Sword Box, Levitation, Spike Box or Chopper, Visible Chest Illusion for lady eating popcorn, etc.

Everything Located Here at Our Factory and Open for Inspection.

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 COLUMBUS 8, OHIO  
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**FOR SALE**

**SURPLUS SHOW EQUIPMENT**

- MIER-BUILT ROLLER COASTER (Like New) ..... \$5,500.00
- 1957 MODEL SUPER ROLL-O-PLANE ..... 5,500.00
- 1957 SKOOTER BUILDING (Cost \$13,576.00). Priced to Sell ..... 8,000.00
- ALLAN HERSHELL KIDDIE MERRY-GO-ROUND ..... 3,600.00
- 6 LATI MODEL DOWNEY LIGHT TOWERS (Complete With All Fluorescent). \$300.00 Each or \$2,400.00 for All Six.

**3 PERFORMING ELEPHANTS**

3 Performing 7-year-old Female Indian Elephants (excellent act—broke to work) and 1 for Howdah Ride. Have Ring Car, Props, Trappings, Loading Platform, Semi Trailer with State Room. All Animals gentle and healthy. (George King, trainer, available.) Reason for selling: Been over same route past 3 seasons. Will winter same if desired. Have excellent heated quarters. WILL SELL FOR HIGHEST CASH OFFER. Consider terms to responsible party.

All above can be inspected at our Winterquarters—Fair Grounds, Seguin, Texas. Will be at Sherman Hotel during Chicago convention. All replies:

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**\$500 REWARD**

for information leading to the arrest and conviction of party or parties concerned with the theft of a FERRIS WHEEL, CHEV. TRACTOR and FRUEHAUF TRAILER taken at Cherokee, N. C., supposedly headed for Sandersville, Ga. Any information will be held in strictest confidence. Notify

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Small Carnival or Rides Equipment must be in A-1 condition and reasonably priced. Especially interested in Octopus and Merry-Go-Round.

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Both Gunner and Automatic Types. Send me your permanent address for complete list of games.

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1957 Rodeo, perfect condition.  
1956 Allan Herschell Roller Coaster, drive mounted on new 32 ft. drop frame trailer.

**A. J. SUNNY**

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**BARGAIN**

Crystal Coach Senior Model 516 Popcorn Trailer

Complete, ready to operate with the following equipment: Electric Candy Floss Double-Head Machine, Overhead Jumbo Star Popcorn Machine, Candy Apple & Caramel Corn, all run by bottled gas. Top condition. Take a look. Box #131, Billboard  
1544 Broadway New York 36, N. Y.

**ORGANS FOR SALE**

One #153 Wurlitzer with drums, chimes and double tracker. Continuous music. Just completely rebuilt.  
One #103 Wurlitzer, without drums, in A-1 shape. Contact  
A. R. BRIGGS, Phone Hickory 4-2452, P. O. Box 566, Station G, Columbus, Ohio

**Thank You**

**VANCE AND ALECIA JORDAN**

Ice Cream Concessionaires for your CHEVROLET truck purchase.  
"Save Money With Johnny"

**JOHNNY CANOLE**

Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

**FOR SALE**

To be moved, Kiddie Park Equipment—14 Ponies, Harness, Twin Pony Steel Trailer, Buckboard, Star Horse Ride, Pony Trail, Airplane Ride, Auto Ride, full equipped Portable Concession Stand, Miscellaneous Items, \$7,000.00. Write P. O. BOX 87, Dickinson, Texas.

**Macon Shrine**

• Continued from page 104

upped to about \$5,000 from the previous top figure of \$3,000. Bailey is out after a severe bout with Asian flu.

This year the performance will be presented in four sections of four acts each, instead of the customary three sections. The four intermissions will be devoted to concession operations by the Shriners.

Acts contracted include the Theron Lovelies, Guy Theron's bicycle act; the Great Veno (Berosini), high wire; Los Latinos' wire act, Hubert Weber in a slide-for-life from the balcony, the Two Carmenas featuring the spinning headstand by Adolph Kleber and sister, Oscar Konyot's chimpanzees, Lona Antalek's dog act, Dee Dee Dawn in a contortion number, Jimmy O'Neil, barrel jumper, and the Antonett acrobatic troupe.

As an added attraction, Lisa Derizkie (Mrs. Franco Richards), wife of the owner of the Ring Bros. Circus, will present her wire act.

Clowns will include Harry Dann, Billy McCabe and Bill Brickell, plus some of the local Shrine talent.

The Shrine's 52-piece band will play concerts the first 30 minutes each night, under direction of John Hinton, but the performance music will be played by a three-piece professional band directed by Phil Doto.

Wilson F. Storey and Charley Borza, Sarasota, will produce the show.

**Detroit Club Picks Nominating Group**

DETROIT — The Michigan Showmen's Association elected its nominating committee at the regular Monday (18) meeting.

Named to the group from the

**St. Louis Club Schedules Yule Party**

ST. LOUIS—The International Association of Showmen will hold its annual Christmas party December 23 in the clubrooms, William McCoy, chairman of the event, announced.

Mark Silvers, club entertainment chairman, said that other social events on the calendar include a President's Party, New Year's event, St. Patrick's Day celebration and a going-away party early next spring. All will be held in the clubrooms.

**2 Miami Weeks Okay for Endy**

MIAMI — Associated Amusements, managed by Dave Endy, put in two big weeks at 46th Street and 27th Avenue, then moved out to play Fort Lauderdale as Amusements of America was pulling onto a lot seven blocks away at 54th Street and 27th Avenue.

There were four kiddie days promoted by Joe Rowan for the Endy show, which carried 18 rides and 30 concessions. Business was reportedly okay for all units.

board of directors were Charles Duma, Rex Allen, Sam Burd and William H. (Bill) Green. From the body were Harry Peliter, Maynard Ostrow and Arthur Rosenthal with Tim Calo as an alternate.

The committee will report its slate at the next regular meeting.



We are particularly pleased to announce that we have been awarded, for the SEVENTH CONSECUTIVE YEAR, the contract to supply the midway attractions for the 1958, 1959 and 1960 MICHIGAN STATE FAIR at Detroit, August 29 thru September 7, 1958.

We will be at the International Association of Fairs convention at the Sherman Hotel and will be pleased to talk with you regarding booking of any outstanding rides and shows you have to offer for the 1958 MICHIGAN STATE FAIR or the coming season.

We invite you to visit our suite which will be open to all fair managers or secretaries and show or ride operators.

Sincerely,

D. Wade,  
W. G. WADE SHOWS

**FOR SALE**

1956 HI-MODEL SCHIFF ROLLER COASTER IN TOP CONDITION. PRICED TO SELL.

**BOB ALSOBROOK**  
Pacific, Mo.

**LAUNCH THE SATELLITE GAME**

New, timely and big money maker. Easily made of plywood and balloons, 18 to 1 odds. Copyright and blueprints, \$2.98 postpaid. Designed by exp. game designer.

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**NEW . . . TIMELY . . . DIFFERENT**

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Smallest LEGIBLE Bible in the World

**SELLS ON SIGHT!**

Only 1 1/2" x 1 3/4" and READABLE! Dynamically packaged in 4 colors on an EYE-APPEALING VOLUME-GETTING display card.

**13 BIBLES ON A CARD—YOU GET A BAKER'S DOZEN**



**SELLS ANYWHERE EVERY DAY**

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**DEALER'S COST**

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SAMPLE CARD, \$1 ea. (postpaid)

Terms: 25% Deposit, Balance C.O.D.

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**PRAY FOR PEACE BIBLE CO., Inc.**

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## MERCHANDISE TOPICS

Sheldon Cord Products, 3549 West Fifth Avenue, Chicago, 24, has expanded by the addition of a complete line of tools, including saws, drills and hand tools. Expansion has also gone in another direction, according to officials, who have added a new line of nationally advertised merchandise in time for the Christmas buying season. Included are appliances, blankets, housewares and dozens of articles that can be seen at their Chicago showrooms. One of its top-selling items is a 10-piece magnetic screwdriver set complete with rack which sells at 65 cents each.

A new price of \$42.95 for six assorted men's watches has been set by Midwest Watch Company, 5 South Wabash, Chicago. The firm says these are a \$139.50 value and include Gruen, Waltham, Benrus, Bulova and Elgin makes which have been reconditioned and guaranteed like new. All men's watches come complete with expansion bands and are sold wholesale only. A sample of these watches is \$7.95. All orders are backed by a five-day money back guarantee.

Placed on the market for the first time are 1,500 close-out stools. These are all metal in construction and brightly enameled. They are packaged one to a case and may be had at \$2.50 each when ordering one. The price drops to \$2.25 each in dozen lots. Write to Mitchell Mercantile Company, 727 West Randolph Street, Chicago, for this outstanding value.

Standard Industries, Inc., 1112 South Wabash Avenue, Chicago, is featuring airplane luggage in its latest offering. The special is a four-piece set which lists at \$54.95

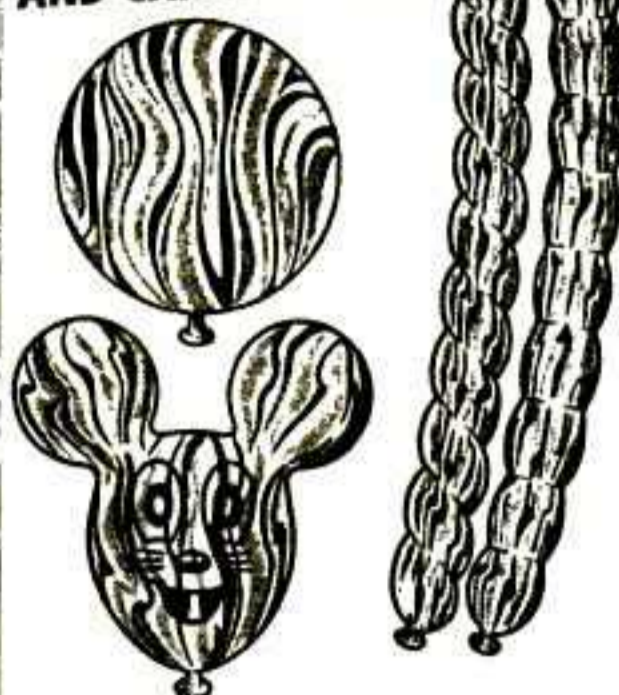
and which is offered at \$15.88 each in lots of three. This set consists of a large 26-inch Pullman case, 21-inch weekend case, extra large trunk case and a roomy 14-inch hatbox with carrying strap. The firm says these sets are made of the latest nationally advertised airplane luggage material that resists scuffing, scratching, staining, peeling, cracking or fading and are available in Alaska white, desert tan or arctic blue. A three-piece set without hatbox may be had for \$13.88 each in lots of three.

Calling it their Christmas "celebration," Cel-Max, Inc., 582 South Main Street, Memphis, has come up with two attractive items which it claims are exceptionally low in price. One is a woman's rhinestone watch at \$17.95. These are famous make seven-jewel movements, rebuilt and guaranteed like new. They come in the latest styles of rhinestone decoration or with plain cases. A smart stretch band is included with this boxed watch. Available at \$8.95. The other item is a five-piece man's watch set at \$4.89. It includes jeweled watch, key chain, cuff links, tie bar and expansion band. An enameled cigarette lighter is included free with every set.

Divison Sales, 3341 West Roosevelt Road, Chicago, is promoting what it claims is an outstanding assortment of the latest American-made salt and pepper shakers. All are individually boxed and proven best sellers. The firm requests you send \$7.20 for a dozen assorted samples and suggests you reorder only those numbers you select. Money will be refunded if not completely satisfied with the selection. A 25 per cent deposit is required with balance c.o.d., f.o.b., Chicago.

## BARR FLASH

THE LINE FOR STREET MEN AND CARNIVAL MEN



**NO. 26—ROUND BARR FLASH!**  
Beautiful mottled colors . . . inflate to Giant Size!

**NO. 560—GIANT BARR FLASH!**  
Assorted Knobbies and Spirals. Inflation up to 6"x60" . . . in brilliant mottled colors . . . stretched out BIG!

**NO. 12H—BARR FLASH LARGE MOUSE HEAD!**  
Inflates to 15" . . . new in design for no Larrys.

**NO. 11—BARR FLASH ALLOVER STAR IMPRINT**

Red, white and blue for top patriotic holiday sales.



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Miracle Prayer Crosses, boxed	Per Doz. \$4.25
Men's 3-Rhinestone Rings, boxed	2.75
Ladies' Rhinestone Adj. Rings, boxed	3.00
Ladies' Bridal Ring Set, individually boxed	5.00
Tailored & Rhinestone Earrings	1.50
DeLuxe Hollywood Styled Earrings	3.00
Scatter Pins, boxed	3.00
Bracelets, tailored	3.00
Necklace, Earring Sets, boxed	4.50
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Necklace, Bracelet & Earring Sets, boxed	Each 1.00
5-Piece Sets—gold plated, beautifully boxed	Each 1.75

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48 Illustrated Pages.  
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**PACKARD JEWELRY CO.**  
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

## PIPES FOR PITCHMEN

By BILL BAKER

"I'VE SEEN . . . so few sheeties this year that it hasn't been worth while counting them," writes Harry Day from Greensboro, N. C., "and the number of real pitchers I could count on the fingers of one hand. Tom Kennedy is right. The nut is too high at fairs. Moreover, a fair that has three good pitchers has about 50 locals standing around taking up space. I guess it's the same in the rest of the business, too. I know a concessionaire who has 10 joints, and 90 per cent of his help he hires locally for peanuts. He has a right to do it, of course, but it's not showbiz. In cities I have visited stores are on their knees begging for demonstrators. They furnish the stock and pay 25 per cent, but it has to be a top store if you are to come out on top. The result is the stores hire local personnel at \$40 a week or thereabouts. Woolworth has a couple of them in Greensboro. Stock sales so far have been fair, but the tips just aren't there anymore. I would like to read pipes from Chief Thunder Cloud and Ethel Beam. It's been at least a year since I heard of them. Just 45 years ago I sold my first bottle of corn punk in Lynn, Mass., and have been hooked by the business ever since. It's a helluva racket, but I like it and believe I would do the same thing again given the chance. I guess we old bucks just don't realize that people are changing. This past summer I ran into Byron Gosh and Thelma working fairs and picnics with novelties and putting on fireworks. They are swell people and I'm happy to report they were doing well."

NEWS NOTES . . . from Joe Joblots of New York: Harry (The Butcher) Wortheimer, former race track handicapper, is now general manager of Pat Raffo Enterprises. Raffo, known as the Chopmatic king of the East, is planning a flight to Great Britain where he hopes to introduce a new line of kitchen gadgets. . . Ben (Horseback) Myers has been signed to appear in the new Yiddish musical, "Abe the Gilly Goes West," at the Capitol Theater. . . Pete Demetree is being held over at the Forrest Hotel. . . Pauly, of Charles Shear Novelty Company, has introduced a new toy and is planning importation of many original items. . . Eddie (Nudnick) Haber is in Bellvue Hospital for observation. . . Maurie Green, Chicago, plans to spend his Christmas vacation in New York. . . Frankie (Water Boy) Lazur has formed a fan club to support the career of Bill (Horsechief) Weiss. Pete Laurie has found a system to beat the horses. He sleeps all day and works at night.

WRITING . . . from the State Hospital, Kankakee, Ill., Big Al Wilson reports that he is recovering from a double dose of flu and four broken ribs incurred in a collision with an auto cowboy near St. Louis. Al expects to be out of the hospital by Thanksgiving Day, giving him time to accumulate a bankroll on State Street, Chicago, with mouse toys during the Christmas shopping season. After the holidays he plans a jaunt to Miami. Al would like to read pipes from Tyler Ward and Red Gunn.

## Cel-Max Sensations for the Xmas SELLibration!

### BEAUTIFULLY BOXED Rhinestone Watches

Latest style rhinestone or plain cases. Famous make 7-jewel movements, rebuilt and GUARANTEED like new! Smart stretch band! Sensational profit makers!

**\$7.95**

17-Jewel, \$8.95



**FREE** Enamel Cigarette Lighter included with every set! (Minimum order 6.)

**5-Pc. Men's Watch Sets \$4.89**  
• Jeweled Watch • Key Chain • Cuff Links • Tie Bar • Expansion Band.

A tremendous buy PLUS a bonus for a limited time! Get in the Big profit league for Holiday selling!

All merchandise shipped F.O.B. Memphis, 25% with order, Balance C.O.D.

**CEL-MAX, Inc.** 582 So. Main St. Memphis, Tenn.

### GENERAL MERCHANDISE—BEST IN PRICE AND SERVICE

10-Pc. Magnetic Screw Driver Set Complete with Rack, Ea.	65c
7-Pc. Same as Above, Packed 50 to a case, Per case	\$20.00
10-Pc. Flex Handle Socket Set, Ea.	70c
Adjustable Metal Ironing Board, Nationally Advertised, Ea.	\$4.25
Nationally Advertised Bathroom Scale Ea.	\$3.15

Write for FREE Price List

Appliances • Dinnerware • Blankets • Giftware • Portable Electric Drills • Saws • Hand Tools • Wrench Sets of all Varieties.

**SHELDON CORD PRODUCTS**



### TROUBLE LIGHTS

Made with all-copper wire.

25 foot	\$.85 ea.
50 foot	1.25 ea.
100 foot	2.00 ea.

Flood Lights with 1/2" Reflector \$1.45 ea.  
50-Foot Cable, Neoprene Jacket, 14 gauge 2.40 ea.  
100-Foot Cable, Same as above 3.75 ea.  
25% dep., bal. C.O.D., F.O.B. Chicago

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For real repeaters at lower prices, write today for quotations on our complete line of Tonics, Herbs, Liniments, Salves, Corn Medicines, Foot Creams and Powders, Tooth Powder, Vitamins and Mineral Tablets, B-Complex Liquid Vitamins and Powdered Vitamins. We specialize in Private Label and Formula Work.  
Made by a Registered Manufacturing Pharmacist. Products Liability Insurance carried on all our own brands as well as yours. 34 years of continuous service. By serving we grow.  
**CELTONSA MEDICINE COMPANY**  
Established 1918  
1014 Central Ave. Cincinnati 2, Ohio

## THE BEST SALES BOARDS

and **JAR GAMES**  
Write for information and prices  
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**GALENTINE COMPANY**  
519 E. Jefferson Blvd., South Bend 17, Ind.

## MOUSE WORKERS

I have 89 Gross of Gray (WAX) Mice at \$2.50 a Gross packaged and ready to sell.  
These were left in storage and will be sold to pay accumulated storage charges. No orders for less than 10 Gross, please.  
Send 25% Deposit with C.O.D. orders. (Wax used in manufacture is 165 F.)  
**MRS. FLO SAK**  
4448 N. Merrimac Chicago, Ill.

# CHRISTMAS SPECIALS—REAL MONEY MAKERS



**SANTA CLAUS  
SALT & PEPPER SET**  
Beautiful red and white colors.  
**\$4.50** per dozen



**MEN'S 6-PIECE JEWEL SET**  
Retractable Ball Point Pen, Money Clip, Cuff Links and Tie Bar. Colors, black and white. Silk lined Gift Box.  
**\$1.25** per set



**MEN'S 8-PIECE WATCH SET**  
New and exciting Watch with Suede Band, Cuff Links, Tie Bar, Money Clip, Pen & Pencil Set. Metal silk lined Gift Box. Colors—Black and white.  
**\$6.00** per set

**LADIES' 5-PIECE GENOVA WATCH SET**

Watch & Expansion Band to match. This also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged leaf-like box which can be used as candy dish.

**\$6.00** complete set  
**\$69.00** per doz. sets  
Sample Set, \$7.00



**BENRUS WATCH SET**

Sovereign men's Thin Watch with Suede Band—made by Benrus—complete with Cuff Links, Tie Bar, ultra fine Pen and Pencil Set—in a De Luxe Gift Box. complete set

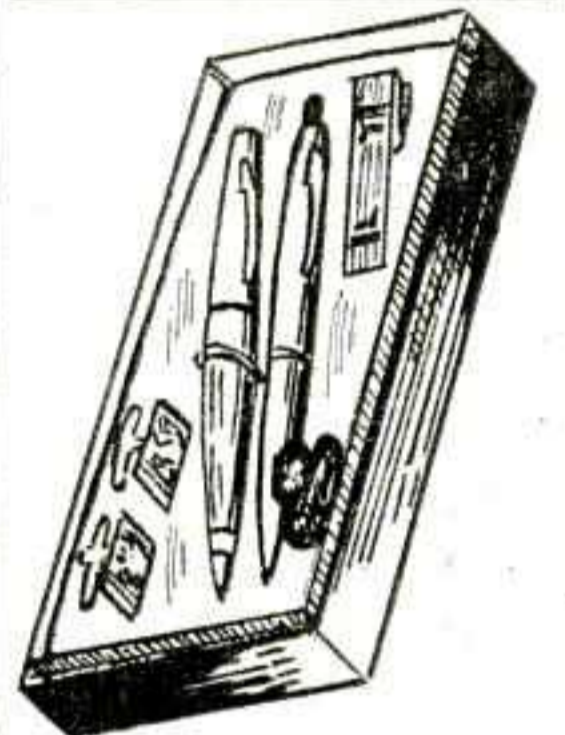
**\$9.50** Complete Set

**NINE PIECE SHEFFIELD CARVING SET**

In Tooled Drawer Chests.  
**\$3.50** each in lots of 12  
Samples—\$4.50 each



**MUSICAL JEWEL BOX**  
4"x5"x6 3/4"—All hand painted, velvet lined with back mirror included. Key with each box.  
**\$3.75** each  
Large Size 13 1/2"x4 1/2"x6 1/2"  
**\$6.00** each



**MEN'S FIVE PIECE CUFF LINK AND ALL METAL PEN SET**  
Gift Boxed ... **\$10.80** per doz.



**HARRIS SPECIAL 4-PIECE CAMEO & BRILLIANT STONE JEWELRY SETS**  
Necklace, Earrings & Flexible Bracelet to match. 24 kt. gold plated. Satin lined Gift Box.  
**\$12.00** dozen  
**\$1.50** sample set

**MEN'S JEWELLED GOLD TONE WRIST WATCH**

Expansion Band to match.  
**\$4.00** each  
**\$45.00** doz.

**LADIES' GOLD TONE WRIST WATCHES**

With Expansion Band to match.  
**\$4.50** each  
**\$51.00** per doz.



**CHROME LIGHTER AND PEN SET**  
Ronson Type Lighter and Retractable Ball Point Pen and Pencil to match—Gift Boxed.  
**\$8.50** per dozen



**MEN'S WATERMAN SET**  
Men's 7-piece Waterman's Retractable Ball Point Pen Set complete with Cuff Links, Tie Bar and Money Clip. 24 carat gold plated. Metal silk lined Gift Box.  
**\$2.75** per set  
**\$30.00** per doz.



**LADIES' 6-PIECE WATCH SET**  
Including Retractable Rhinestone Studded Pen, Necklace, Earrings, Watch and Band to match. These sets come in assorted colors—pink, blue, black & white—in metal silk lined gift box.  
**\$6.50** per set



**MEN'S WRIST WATCH**  
Waterproof, Shock-proof, Anti-magnetic  
With split second hand, stainless steel back and combination leather and metal Expansion Band. Advertised in Life magazine. Boxed with \$49.75 price tag.  
**\$6.50** each Sample **\$7.50** postpaid  
**\$72.00** per doz.

## SPECIALS

- Ladies' Petite Enamel Lighters per Doz. .... \$ 6.00
- Novelty Gun Lighters, per Doz. .... 6.00
- Automatic Girlie Lighters, per Doz. .... 4.50
- Men's Enamel Pocket Lighters per Doz. .... 5.00
- Men's Water Thin Platter Watches, Boxed, Each ..... 6.00
- Ladies' Fancy 7 Jewel Watches, Boxed, Each ..... 8.00
- 7 Piece Men's Watch Set, Including Eversharp Pen & Pencil, per set 6.50
- Ten Commandments Bracelets, per Doz. .... 5.50
- Men's Jeweled Self-Winding Wrist Watches—Boxed—Fully Guaranteed ..... \$13.50 each
- Musical Pocket Lighters .... 4.00 each
- Imperial Flash Cameras .... 2.50 each

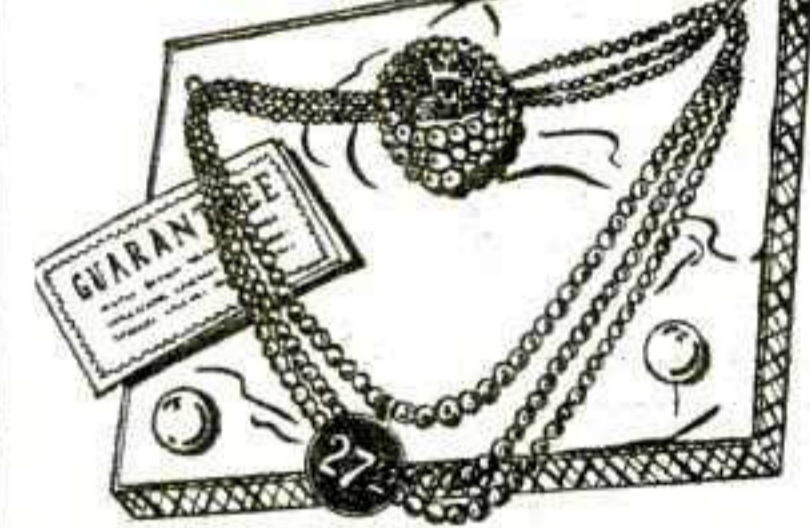


**MEN'S 11-PIECE WATCH SET**

Consists of yellow Goldtone Watch with metal Goldtone Expansion Band to match, Retractable Ball Point Pen & Pencil Set, Wallet, Goldtone Pocket Lighter, Cufflink & Tie Slide Set, Money Clip & embossed, hinged silk lined box. Service guaranteed included.

**\$7.00** set complete  
SAMPLE SET **\$8.50** postpaid

## SPECIAL



**FLASH! PEARL SET**  
**\$8.00**

per doz. Sets  
Colors—White, pink, blue and multi-colors.  
**TREMENDOUS VALUE**  
Sample Set **\$1.00**



**7-Pc. MEN'S WATCH SET**

Includes Cuff Links—Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller. Choice of Key Chain or Metal Gold Tone & Pencil Set. Tremendous value.

2 Year Service Guarantee  
**\$5.00** per set  
**\$57.00** per doz. sets

**Fully Automatic CHROME POCKET LIGHTER**

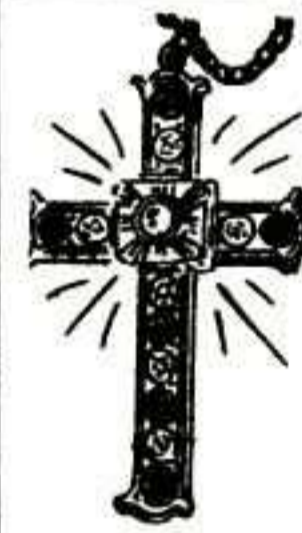


**\$4.00** per Dozen  
**\$42.00** per Gross



**SEASON'S GREATEST VALUE**

Most Sensational Pen Deal in Years. SIX PEN POCKET SECRETARY SET—Including:  
(1) Six Retractable Ball Point Pens, Gold Polish Metal Tops, Assorted Colors, Red, Green and Blue Inks.  
(2) Leather Grain Vinyl Pocket Secretary, handsomely styled and durable with built-in pocket for credentials.  
(3) Standard Memo Pad, handy & replaceable. This set is popular with every man both in business and socially.  
All Pens Fully Guaranteed.  
Specially Priced, **\$7.00** per doz. Sets  
Sample Set **\$1.00** Postpaid.  
**\$81.00** per gross



**The NEW MIRACLE CROSS & CHAIN**

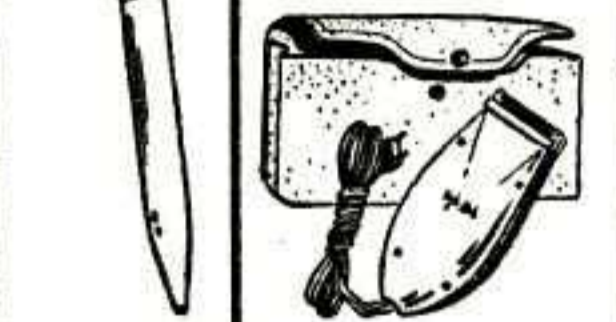
With magnified Lord's Prayer in center of Cross. Each Cross in beautiful box. Assorted colored Stones. This makes a beautiful and practical gift.  
**\$5.00** doz.



**MECHANICAL JUMPING FUR DOG**

Large Size—Very Beautiful Colors—Individually Boxed  
**\$3.50** per dozen  
**\$36.00** per gross

**Lord's Prayer Cathedral Pen**  
Read the Lord's Prayer magnified thru lens at top of Pen.  
**\$6.00** per doz.



**ELECTRIC DRY SHAVER**  
Ideal for Men and Women  
**\$21.00** Dozen  
Sample **\$2.00**  
With guaranteed ticket and price tag.

25% deposit required—money order or cash

We Ship Same Day We Receive Order. We Ship All Over the World

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Phone: Market 7-9848—WA 2-6970

PHILADELPHIA 7, PA.  
Send for Latest Catalog



Large Shoulder 10"x7" ..... SPECIAL \$ 6.75 each
6 1/2" Tooled Clutch Bag ..... SPECIAL 10.80 doz.

The New Sensations for 1958

LIFETIME COIN PURSES—MITE MIDGET

4 1/2 Inch Midget ..... \$5.75 doz.
3 1/2 Inch Midget ..... 3.75 doz.

All Our Products Are American Made From Top Quality GENUINE WESTERN COWHIDE LEATHER Not To Be Confused With Imitations. We Are the West's Largest Distributor of Hand-Tooled Hand Bags—FREE CATALOG ON REQUEST

ATLAS NOVELTY CO. 1128 Sixteenth Street, Denver 2, Colorado



MEN'S JWELED WATCH \$4.95 EACH
in lots of twelve, \$3.75 each
Yellow gold finish—anti-magnetic—with expansion band and 3-year guarantee.

MEN'S WATCH & JEWELRY SET \$4.95 each in 12 lots.

DEL MARRE, Inc. 346 Harrison St., Dept. B217 Oak Park, Ill.

The Pen With the DISTINCTIVE SILVER-TIP THE SMART QUALITY PROMOTION GIFT THE ATLANTIC L#1000 THE PACIFIC TR#1000

GIMMICKS APPLIANCES PREMIUMS HOUSEWARES Send for ILLUSTRATED BOOKLETS on all Fast Selling HOLIDAY ITEMS!

LEADING SELLERS IN FUR COATS Low Priced! Big Profits! JACKETS CAPES • SCARVES ALL GENUINE FURS

COASTLINE PEN CO. 23 West 38th Street, New York 18, N. Y. CHRISTMAS SALES on your mind? Ring up bigger and better Christmas profits

Cigarette Lighter CHROME. Table or Pocket Models. Size 1 1/2 x 1 3/4" Guaranteed Reg. 2.95 Value for 50¢ Postage Prepaid 2 Doz. for \$10.80

WE MANUFACTURE SHRINE CIRCUS FEZ Novelty Fuzzes for all occasions. Perfectly blocked—looks like real Fez. Also Felt Pennants and Plastic Pennant Strings.

SENSATIONAL SELLER! "4 NICKELS TO 4 DIMES TRICK" Place MAGIC CAP over 4 nickels. Lift cap—you have 4 dime! Nickels have vanished. No skill required.

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 the 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.

- Ackley, Jimmie
Adams, G. V. (Adam's Rodeo)
Adams, W. J.
Aldori, James
Allen, Diana Wilson
Allen, Rex & Margaret
Allen, Roy
Allen, Wagnetta Hug
Allen, Will
Anderson, Capt. Sig
Anderson, Robt. Burns
Andreano, Frank
Andreano, Eva N.
Andrews, Guy C.
Bailey, Mrs. Kitty
Barnes, Tommie
Bays, Richard (Dick)
Bell, Bill & Mercedes
Bennett, Earl M.
Bennett, Virginia F. (Boots)
Benson, Elwood or E. W.
Beppler, Kenneth
Biggen, Nona
Biles, Roy (Mgr. Sello Bros. Circus)
Black, Jack
Boley, James E.
Bordman, Ernest
Bosley, Lake G.
Boston Joe
Bowman, Mrs. Winogene
Boxall, Al
Boynton, Cornelius F.
Brady, J. F.
Brenneman, Eugene L.
Broadnax, Roy
Brown, C.
Continental Shows)
Burke, Irwin
Burke, W. H.
Buck, Larry
Burridge, Frank
Callivan, Phil
Camelion, Wm.
Cannon, John
Cantor, Kenneth G.
Cantrell, Fred & Mrs.
Carroll, Nellie
Carter, Dave & Mrs.
Carver, Ella (High Diver)
Caudill, Tony (Bee-Hive)
Cavalerra, Mrs. Tony
Chambers, Ingram E.
Conn, Andre Alan
Conners, Jack
Conte, Andre Alan
Cooper, Nelson
Cotton, Roy W.
Coster, Jimmie Ray
Cox, Doc Boy
Crowell, Harold & Mrs.
Dalrymple, Marcelyn
Davidson, J. E.
Davis, E. B. (Bill)
Davis, Jimmie (Flying Saucer)
Davis, Vic A.
Day, Danny
De Baunagan, Eloisa
De Rosa, James
De Winter, Bud
DeLane, Gerri
DeMar, Lisa
Dearo, Bert
Decker, Bill
Demetro, Steve
Dewsbury, Mrs. June
Dillon, Duke
Doyle, Henry
Duchene, Lewis P.
Duchene, Thelma
Duffy, John & Sherry
Duggan, Frank
Dugan Jr., W. F.
Duval, Leona
Eddy, Samuel D.
Edelstein, Abraham
Elliott, Walter
Elrod, Jack
Enoch, Vergena
Erhardt, Lucky
Evans, Bob
Favorite, C. H. & Mrs.
Ferranad, Carl
Fetia, Tex
Fletcher, Leonard
Flynn, Mike
Forbess, C. Henri
Friedenhelm, Morris
Fustanio, Mrs. Opal
Galamb, Peter & N. Gallo, Mickey
Gamble, Bill (for Phillips)
Gamble, Earl
Gates, O. A.
Gattis, G. A.
Green, Ruth
Generalisa, Sonny
Gibson, Benj. A.
Glechrist, Allan
Ginzberg, Mr.
Glore, James E.
Glosser, Epale
Goed, E. W. & Mrs. Gordon, Ernest
Granger, Robt. (DeGeller Shows)
Gray, Wm.
Green, John
Grizzes, Harry
Groffo, Mrs. Dorothy
Guardabani, Murray
Hackett, Edw. J.
Hallen, Vic (Vince Halligan)
Hannah, C. A.
Harnett, Bill & Bev
Harris, James V.
Harris, Jasper
Harris, Marlin & Bill
Harris, Nina
Harrison, Frank
Harrod, Carla Sue
Hazelwood, Howard & Melodie
Henderson, Grabo
Hendrix, C. W.
Hennessee, Mrs. Rose Hess, M.
Hillburn, Dick & Mrs.
Hintzman, Donzell (Doc)
Hogan, Orville
Hoge, Mark
Horner, Floyd (c/o Diggers)
Howell, Richard
Howells, John W.
Hudson, Fred
Hudnall, Morris
Huxstep Esq., Harold

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Simons, Charles
Simpson, C. T.
Smaha, Mrs. Inga
Snyder, Shelley (Bud)
Sornsen, C. H.
Soucy, Marguerite Hanagan
Southworth, William
Stanger, Mrs. Esther
Star, Faith
Stevens, Ruby
Stiles, Roscoe
Stokes, Robert
Stone, John Mason
Stout, L. J.
Strickland, Wm. A.
Stuber, H. G.
Stutz, James
Tarrant, Bert
Terry, Darwin
Terry & Van
Thompson, Henry
Tiemann, Carl
Tiemann, Lawrence
Tolley, Virgil
Travis, Jimmie (Wilhelm)
Trenholm, Joseph A.
Turberville, Bob
Turner, Clarence
United States Shows
VanSein, Robert
VanSein, Roger
Vance, William
Vanteen (The Magician)
Varconi, Victor
Vealey Jr., Percy
Allen
Viers, Steven Le Roy
Vincent, Alfred
Vinicky, Antoni & Ingeborg (Tony Smaha)
Vinson, Jack
Wallace, John
Walsh, Earl
Wantz, Gerald & Mrs.
Ware, Chester E.
Warfield, Frank
Watkins, Clifford L.
Weller, S. E. (sm. pkg., 10¢ due)
Weller, Joseph (Bobby Joe)
Wells, Nelson
Wilder, Dorothy
Williams, Edward C.
Williams, Jean
Williams, L. L.
Wilson, Frank
Woodruff, John
Woods, W. Louis
Worley, Eugene
Wright, Mrs. Jimmie
Yoder, Floyd & Mrs. Young, Edie
Young, Joyce
Zamichowski, John

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Ayers, Claude W.
Brown, Morris
Bues, Oscar
Bogart, Jack
Braswell, Melvin
Cammeron, Morris
Chisholm, Rockie
Dallman, Joe
Dallman, Emil
Duffy, John
Flannery, Francis
Hines, Don
Monroe, Andrew
Potter, Henry
Shelton, Charles J.
Strothers, Jack
Todd, Robert H.
Morgan, Mrs. Will H.
Hollinbeck, Harold
Horton, Wm. D.
Houlker, Alfred
Hox, Pele
Impegiual, Lucille
Karp, Sid
Kelley, C. O.
Keely, Dave
Korman, Carroll
Kortz, Peter
Lansil, John W.
Littlefield, Jack
LaGrou, Howard
Loucks, Donna Mae
Malbin, Edward
Mathews, Sport & Alice
Mellor, Robert F.
Middleton, Odell
Moore, Bill
Morgan, Mrs. R. E.
Morton, John
Murphy, Jimmy
Neyland, Mrs. Edith
Nielsen, Henry N.
Pachni, Newwo
Pearl, Walter J.
Peck, C. S. & Robert L.
Peterson, Ernest A.
Prevost, David J.
Price, B. M.
Raez, Elio
Raize, Mr. & Mrs. Gene
Reed, Mr. & Mrs. Robert L.
Rice, W. B.
Ridings, Charley
Rowe, Jack
Royal United Shows
Ruscitto, Emil B.
Shelford, William G.
Shipley, Leonard L.
Silva, Mrs. Nickie
Starr, Hedy Jo.
Stark, John
Sterner, E. E.
Stevens, Mr. & Mrs. Joe
Sullivan, Dottie & Rex
Talbert, Mr. & Mrs. Blackie
Timberlake, Forest B.
Van Etta, R. P.
Vinson, Jack E.
Walsh, H. P.
Wilber, Henry O.
Williams, Walter
Winsert, Billy
Worth, Frank
Gaspardski, Larry P.
Gentisch, J. A.
Golden, George A.
Gordon, Ernest
Gregory R. W.
Gruel, James
Guyon, E. H.
Hansen, Harold
Harris, Buddy
Harson, Capt. George
Hayes, Delores (Jackie)
Havins, Myrtle K.
Hicks, C. C.
Dillinger, Maurine
Dion, Theodore R.
Dobson, Mr. & Mrs. Paul
Dobson, Mrs. Leon
Duffey, Roy T.
Eddington, Mr. & Mrs. Cecil
Edson, Brad
Ferguson, Danny
Fitzgerald, W. M.
Fletcher, Charles E.
Fornier, Francis
Gamble, Mrs.
Gaspardski, Larry P.
Gentisch, J. A.
Golden, George A.
Gordon, Ernest
Gregory R. W.
Gruel, James
Guyon, E. H.
Hansen, Harold
Harris, Buddy
Harson, Capt. George
Hayes, Delores (Jackie)
Havins, Myrtle K.
Hicks, C. C.
Paradise, Tony
Parry, Elizabeth
Peterson, Johann
Phillips, Nikki
Phillips, G.
Poplin, Charlie M. & Jewel
Portor, Bill
Price, Mrs. Alice
Puryea, Al
Raper, William (Bill)
Reid, J. E.
Reid, Robert R.
Reisinger, Albert H.
Remler, Eddie
Richmond, Edward A.
Rio, Mrs. Ruth
Robertson, Mrs. Lucille
Rochman, Al & Mrs. Rogers, H. L. (Whitey)
Rogers, Willie
Ross, C. H.
Ross, Jack
Ross, Peter
Rowell, Bob
Rucker, E. H.
Sakobie, Mrs. Myrtle
Salter, Hubert E. & Mrs.
Salyina, John A.
Sallediano, Joe
Sanders, Alfred
Sargent, Charles (press agent)
Sargent, William H.
Sayers, Jimmie
Schroyer, Donald
Schuch, C. J.
Schwepp, Lisa
Scott, Wiley B.
Settle, Ethel
Sharkey Jr., Gene
Sharp, Max
Sherrill, Louis
Shuman, Jimmie
Siegrist, Helen
Siemann, Richard

Best in Merchandise Service & Price
Appliances • Silverware • Hardware • Hand Tools • Portable Electric Drills & Saws • Tool & Tackle Boxes • Giftware • Watches • Costume Jewelry • Lamps • Household Articles • Leather Goods • Extension Cords • Carded Knives • Boxed Cutlery Sets • Electric Shavers & Haircutting Sets • Electric Sewing Machines.
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TIGERS!
23" LONG TIGER Made of finest stencilled Plush Cotton stuffed, realistically detailed \$24.00
28" TAFFETA BEAR, bagged \$15.00 dz.
42" BOZO CLOWN, bagged 16.50 dz.
28" PLUSH BEAR cotton stuffed 19.50 dz.
25" TAFFETA DOLLS, bagged \$8.40 dz.
13" TAFFETA MOUSE DOLL \$6.00 dz.
1 1/2" PEASANT DOLL, colorful \$6.00 dz.
3" Dangle Dogs, plastic strap \$7.20 gr.
48 PCS. No extra for samples—1 dz. ea. of 4 above. \$21.00
F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. FREE: NEW colorful catalog of 400 plus and carn. items.
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SMALLER THAN A POSTAGE STAMP
All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.
\$2.75 Doz. \$30.00 Gr.
Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.
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POST CARDS SPECIAL
Printed from your photo... 2000 for \$19.99
Hundreds Gen'l Scenes, Imp. 2000 for \$19.99
Asstd. Cuties, Comics, State. 2000 for \$19.99
FREE 500 asst. comics with order of \$25.00
\$1.00 Sealed Packages all capitol, 54 kinds, 20 packs—\$13.00, 40 packs—\$22.00.
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Midget Bible
Only 1x1 1/4-in. Over 200 pages. Illustrated. Black overleaf cover, gold printed.
ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION
Send 25¢ for sample of both. Either style: 90¢ dozen. \$6.75 per 100. \$50.00 per 1000. F.O.B. Detroit. Johnson Smith Co., Detroit 7, Mich.

**SYDCO OFFERS THE GREATEST LINE-UP OF "BREAD & BUTTER" ITEMS. EACH A WINNER**

**SYDCO'S SUPREME OLD FASHIONED RUM AND BRANDY FLAVORED FRUIT CAKE**



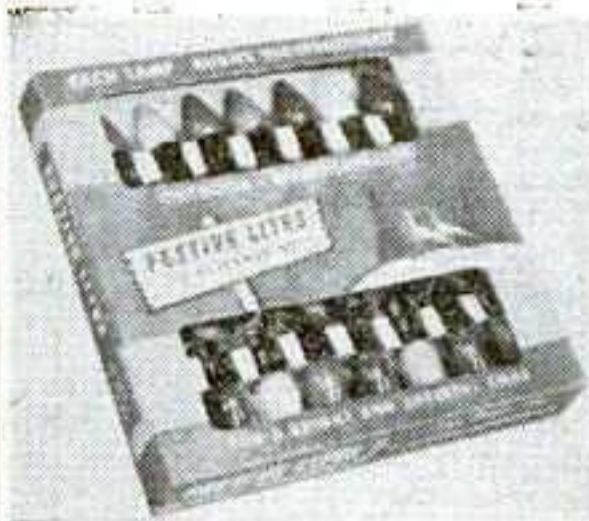
... chock-full of Nuts and Fruits!  
The Finest Quality Ingredients.  
Packed 1 Dozen to Carton  
2-Lb. Tins.  
A 3-Lb. Tin of Rum & Brandy Nut Fruit Cake—  
\$1.80 ea. in dz. lots. \$1.65 ea. in gr. lots.

**\$8.75 doz.**

**\$8.25 doz.**

**FESTIVE CHRISTMAS LIGHTS**

All Sets U.L. Approved



Each Lamp Burns Independently.  
Equipped with Clips and Add-On Plug.  
Indoor Sets have C 7 1/2 Colored Bulbs.  
Outdoor Sets have C 9 1/2 Colored Bulbs.

Multiple Type Indoor 7 Lite.....\$ .80  
Multiple Type Indoor 15 Lite..... 1.65  
Multiple Type Outdoor 7 Lite..... 1.15  
Multiple Type Outdoor 15 Lite..... 2.35  
(Packed Approx. 36 to a Carton)  
No Shipment Less Than Carton Lots.

**MEN'S #510-511 GOLD FINISH SWISS WATCHES**



- Strap Band
- Matching Pen & Pencil
- Engine Turned Cuff Links
- Tie Bar Set & Money Clip
- Jewel Case Box Is Gold Embossed & Silk Lined

Suggest Retail Price \$71.50

**YOUR COST ONLY \$5.25 Net**

**GOLD FINISH LADIES' WATCH #512**

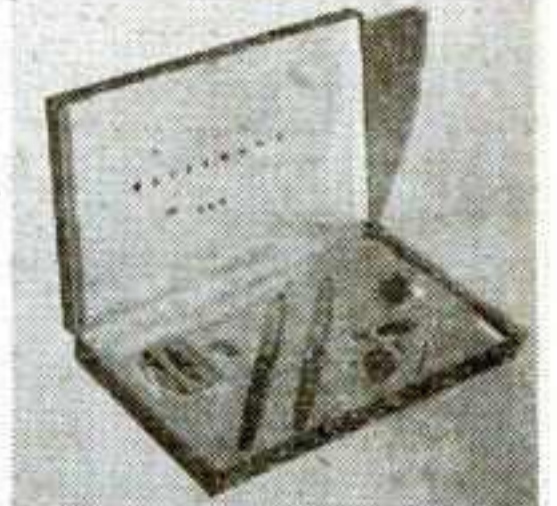


- Strap Band
- Jewel Case Box
- Earring Set
- Necklace & Jeweled Pen

Suggested Retail Price \$71.50

**YOUR COST ONLY \$6.00 Net**

**WATERMAN'S \$25.00 GIFT SETS**



consisting of Pen, Pencil, Cuff Links, Tie Bar & Money Clip.  
As advertised in Life. 24 K Gold-Plated Metal Silk-Lined Box.  
**\$2.50 Per Set in Doz. Lots**  
**\$2.25 Per Set in 72 Lots**  
**\$3.00 Per Sample Set**

**GOLD-N-PERK**



24 K warranted gold plate, fully automatic. Brews a cup of coffee in 90 seconds at maximum capacity. Coffee is automatically kept at serving temperature. Selector control. A.C. only. 550 watts, 115 volts. Wgt. 3 lbs. Individually boxed. 14-CUP CAPACITY. General Electric Cord Set. Packed 12 to a master carton.

Suggested Retail Price \$39.95

**YOUR COST \$9.00 Each**

**BEACON BLANKETS**



Rayon (Slightly Ir.), Nylon, 72"x90"—6" Acetate Binding, Polly Bagged—Assorted Colors.

List Price Our Price Only

**\$14.95 \$3.50** Each in Dozen Lots

Sample \$4.00 Each



**GREATEST CHOCOLATE VALUE EVER OFFERED!**

Nine varieties of Pure Coated Chocolates in each box. 3-lb. box Chocolate, Xmas wrapped.

Retails at

**\$3.00**

Gross Lots \$9.00 dz.  
Dozen Lots \$9.60.



**BLUE FLAME**

NATIONALLY ADVERTISED SINCE 1940 IN VOGUE, HARPERS, ESQUIRE AND MANY OTHERS.

#57—DeLuxe 4-Piece Blue Flame Perfume, Cologne & Atomizer Set. Spillproof, Modern Bottles.

RETAILS YOUR COST  
**\$19.95 Set \$2.40** each in dozen lots

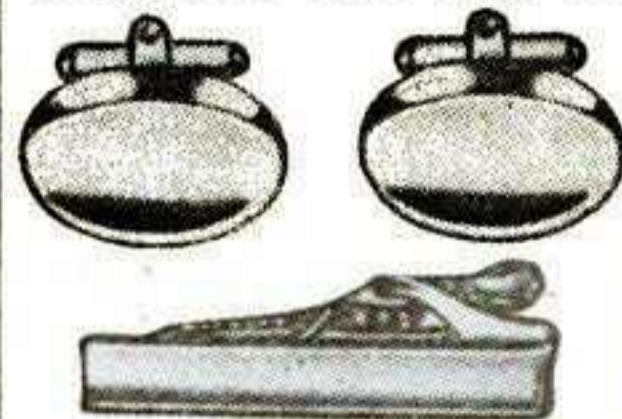
Sample Order \$3.00 Each.

We Carry a Complete Line of 1001 Other Gift, Toy and Novelty Items. 25% deposit required with orders. Balance C.O.D. We ship same day. All prices F.O.B. New York.

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NEW YORK 12, N. Y. GRamercy 7-5521

**OVER 600 PINS AND IDENTS FOR ENGRAVING**



12 STYLES of engraving Cuffs and Tie Clips in this new series. Cuffs, carded  
**\$3.00 Doz.**

Cuff & Tie Clip sets, fancy boxed  
**\$5.25 Doz.**

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Mirrored genuine Cedar Chest, beautiful landscape decoration, complete with padlock & key Chest 11"x4 1/4"x6" including 2 lb. Almond & Pecan topped delicious chocolates.

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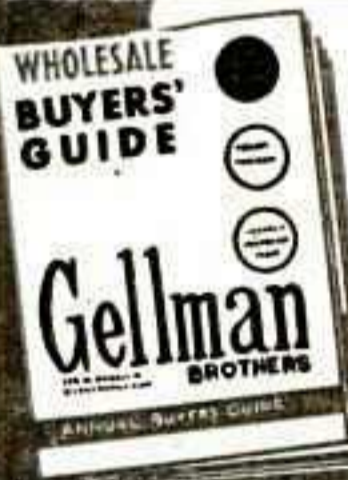


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Special 23" Reindeer w/squawker ..... \$6.25 dz.  
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\$2.50 dz.  
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With bell on elastic, \$1.75 dz, \$30.00 gr.; Fur trim Santa, red flannel suit, \$1.75 dz, \$30.00 gr.

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w/squawker and bow tie; elephants, donkeys, horse or monkeys.



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Sample \$1.00

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- Pearl Necklace (domestic) ..... 1.45 dz.
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- 50—Tie Set, Mon. Clip, Pen Set. Ea. 1.90
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- E1—Bracelets, Asst. Gr. .... 24.00
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 Beautiful soft chenille bedspread with attractive peacock design. Full double bed size. Assorted colors.  
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**6x30 BINOCULARS**  
 A newly designed simplified binocular. Light-weight and compact with extra sturdy aluminum body, leather covered. Coated non-prismatic acromatic lenses with interpupillary adjustments. Central focusing and bright image reproduction for bird study, sight-seeing, etc. 6-time magnification, 30mm field. Genuine leather carrying case and shoulder strap. Wt. 1 pound.

List \$39.95 each in lots of 3. Sample \$8.50 ea.  
 \$7.68

**9-PIECE SHEFFIELD COMBINATION STEAK KNIFE AND CARVING SET**  
 Perfectly matched, polished ell-horn handles. Micro-serrated tip knives. Guaranteed stainless, forever sharp blades Full Hollow Ground. Chrome plated holders. Consists of 6 Steak Knives, Carving Knife, 2-Tine Fork. Honing Steel Hinged gift box.

Retail Price \$19.95  
 \$3.25 ea. in lots of 6. Sample \$3.50

**25 POP RECORDS IN CARRYING CASE ALL NEW!**  
 Sensational offer. We have purchased assortment of 10" 78 RPM & 7" 45 RPM records from Decca, RCA Victor, Columbia, Mercury, etc. Packaged in non-duplicating units, 25 records to a package. All current or recent popular titles featuring famous vocalists, bands. 50 popular songs; two-tone green record carrying case, record index.

\$25.00 retail value! Prices for either 78 RPM or 45 RPM.  
 \$5.35 in three deal lots. Sample Deal, \$5.85

**PROMOTIONAL GENUINE LEATHER WALLETS (\$5.00 SELLER)**  
 Each wallet has a removable pass case and zippered bill pocket. The pass case has eight transparent windows. Assortment consists of styles shown above in fast-selling colors. Gift boxed.  
 \$6.75 Sample Doz.

**7x35 BINOCULAR**  
 Same as above in 7x35 size.  
 \$8.72 each in lots of 3. Sample \$10.95 ea.

**3-PIECE CARVING SET ONLY**  
 Retail Price \$4.98  
 \$85¢ ea. in lots of 24. Sample \$1.00

**AUTOMATIC ELECTRIC SKILLET**  
 Complete with cover. Silicone treated—foods won't stick. Westinghouse thermostat. Automatic controlled heat. Big capacity. Electric saver. Heavy gauge aluminum. Pilot light signal. One appliance with many uses: Fry • Bake • Roast • Stew • Grill • Dutch Oven • Casserole.  
 Retail Price \$39.95  
 \$6.43 ea. in doz. lots. \$6.85 ea. in lots of 3. SAMPLE \$7.90

**WELCOME, CONVENTIONEERS**  
 VISIT OUR NEW LARGE SHOWROOMS WHILE IN CHICAGO

**STANDARD INDUSTRIES, INC.**  
 1112 So. Wabash Ave., Chicago 5, Illinois, Dept. B-C  
 SEND FOR FREE 108-PAGE NAME BRAND COLOR CATALOG AND TOY SUPPLEMENT

**ALL FAST SELLERS**—Prices quoted are Wholesale F.O.B. Chicago Warehouse. Send check with order to save C.O.D. fees, or 25% deposit, balance C.O.D. Open Account to Firms Rated in D. & B.

**FOR SALE**  
 No. 3 Eli Wheel with transportation, Miller Roller Coaster, 14 Junior Tractors, Kiddie Merry-Go-Round, Long Range Shooting Gallery, No. 146 Band Organ, 14' Mounted Ferris Wheel, Portable Honky Pank Joints.  
**DON McELHINNEY**  
 CoMar Amusement Park, Marion, Iowa  
 Phone DR 7-2885

**MAGICAL APPARATUS**  
 EARN MONEY—BE A MECHANICAL Magician. Complete Coin and Card Tricks Outfit, \$1 postpaid. A. Scinta, Box 82, Detroit 32, Mich.  
 NEW 152-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, etc. whole sale. Sub-miniature transistorized radiophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises (Dept. 16), 336 South High, Columbus, Ohio. de2

**MISCELLANEOUS**  
 ADULT RIDES NEEDED ON CONCESSION basis for "Pretty Kiddy City." Located ideally in trading area of over one million. Now consists of twelve Children's Rides, Pony Track, 18-hole Golf Course and full Amusement Arcade. Write: Manny Cohen, 5615 Phillips Ave., Pittsburgh 17, Pa. de2  
 BINGO SUPPLIES OF ALL KINDS—BLOW-ERS, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, O.  
 TATTOOS AND SKIN DEFECTS PAINLESSLY removed. Louise Roberts, 502 Tremont St., Boston, Mass. Liberty 2-7192. Services arranged other cities.  
 THE NEWEST ATTRACTION IN THE U. S. Only Russian Pobeda Car in America; smuggled out of Russia. Arranging U. S. tour or will lease. Prospect Associates, Box 183, Souderton, Pa.  
 LAS VEGAS, NEV. LARGEST GAMBLING center in world. Six weeks' divorce. Confidential remails, 25¢; \$3 no. Classified, \$1. Unique, Box 1376, Las Vegas, Nev. de16

**M. P. FILMS & ACCESSORIES**  
 16MM SOUND FEATURES, \$29.95; SHORTS, \$3.95. List free. Minot Films, Inc., Minot Building, Millbridge, Me. de2

**MUSICAL INSTRUMENTS, ACCESSORIES**  
 DISCOUNTS—INSTRUMENTS, ACCESSORIES; brand names, guaranteed. No gimmicks. Supplied to Gov't Band. Shipped anywhere. Tempo Music, 37 Cutter, New London, Conn.  
 GUITAR PLAYERS, ATTENTION: Genuine German Steel Strings, outstanding tone quality; sample set \$1; 8 sets \$5. "String King," 106 E. Market, Lima, Ohio. M. O. or cash.

**PERSONALS**  
 ANYONE KNOWING THE WHEREABOUTS of Nellie and Doc John Jones, was with Coleman Bros.' Shows, phone Mr. Murphy collect 57588, Warren, O. Suitable reward.  
 ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paulist Instruction Center, Dept. B, 2 Columbus Ave., New York 23. ch-mp  
 EAR PIANO PLAYING TAUGHT ADULTS in 2 months. A "sound" system. Booklet free. Joe Boucher, Box 12-B, Ottawa, Canada. (Back numbers popular Sheet Music for sale. Old Songs wanted. List 10¢. No stamps, please.)  
 MR. HOPE—\$100. BAD WEATHER. CHILDREN fine; myself fair, bad cold. New address: 3215 Sackett, Hou. Always, Faye.  
 PRIVATE COLLECTION OF OLD POPULAR Sheet Music, 8,200 vocal and instrumental selections. Back numbers to 1890. Many collectors' items. Loose leaf index. What offers? Joe Boucher, P. O. Box 12-B, Ottawa, Canada.

NASHVILLE CANDY FLOSS MACHINE, double spinner-head, aluminum pan. Run good. One hundred cash F.O.B. Howard Stone, 11 E. 1st St., Lakewood, N. Y.

ONE THREE-OCTAVE CALLIOPHE FOR inside use. Makes a fine Christmas present. Check for \$375 takes it. Perry Cozart, R. 2, Danville, Ill.

FORTABLE GRAND STAND—PLATFORMS for chairs, 15 tiers; condition A-1; for indoors or outdoors. Going out of business account death. Contact Mrs. Ed Coronati, Coronati Amusements, Inc., Park Ridge, New Jersey. de9

READY FOR FLORIDA—KIDDIE FERRIS Wheel, Whip, Merry-Go-Round, all truck mounted. Maryland Kiddieland Association, 6209 Carter, Baltimore 14, Md. de18

SACRIFICE A-1 COMPLETE PHOTO GALLERY, Donkey, Deer, Gorilla, Jail, Tent, Camera, \$500. Ed Groves, 1439 N. Clark St., Chicago, Ill.

SET OF FOUR MINIATURE TRAIN CARS, 14 inch gauge, adult size. Capacity of 32. Cast steel wheels, roller bearings. Cars are in top condition with bright enamel finish. Can be inspected and operated anytime at Chicago Park. Box C-252, c/o The Billboard, Cincinnati 22, O. de2

35 KIDDIE RIDES—ALLAN HERSHELL Miniature Trains, Boats, Tanks, Sky Fighter, Merry-Go-Rounds, Autos, Jeep, Jolly Cat, Pony Carts, Merry Org. Also Roller Coaster, Ferris Wheel, Whip, Airplane, Hand Car, Live Ponies. All or separately. Jimmie Thompson, Sherman Hotel, Dec. 2, 3 and 4, Chicago.

3 ARCADE FRONTS, ARCADE MACHINES, Parts, Supplies. Trade for Carnival Equipment or Van Semi. Long, 301 Southwest 3rd, Richmond, Ind.

TENTS, 15x15's, 20x30's, 40x50. PRICED to sell. Milvo Awning & Tent Works, 132 W. Front St., Rome, New York.

TENT, BRAND NEW 2 MONTHS AGO, being used as display area for 1958 new cars during construction of showrooms. 30'x60' Marquee with walls, 3 center poles (15'), 12.63 oz. flame rest., water repellent, army duck. Will entertain a reasonable offer. Must go immediately. Guy Stewart Motors, 8040 Georgia Ave., Silver Spring, Maryland. Juniper 8-6868.

**INSTRUCTIONS BOOKS & CARTOONS**  
 800 RADIO STATIONS WHICH ACCEPT advertising on commission and 200 magazines which give free publicity. Including instructions, "How," \$3. Satisfaction guaranteed. Brass, Box 1664-B, Chicago 90.

WILLIAM FORREST SUDDATH, PLEASE contact Don Bosworth, of Insurance Adjustment Service, 324 Kaffie Bldg., Corpus Christi, Tex., regarding accident you were involved in in March, 1954. Write above address or telephone Tulip 3-8731. no25

WANT TO LOCATE MORT MESSIAS, WITH Schiff high model Coaster. Write B. A. Schiff & Associates, 901 S.W. 9th Ave., Miami 44, Fla.

**PHOTO SUPPLIES DEVELOPING—PRINTING**  
 PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1346 W. Cortez, Chicago 22, Ill. ch-7fn

**500 POSTCARDS**  
 Attention, Showmen!  
 Black and white publicity special: Your glossy photo or snapshot printed on Gloss-kote postcard stock.  
 500—\$9.95 1,000—\$14.95 1,500—\$19.95  
 Also Color Cards. Samples free!  
 KARDCO  
 603 W. Central Toledo 10, Ohio

**PRINTING**  
 ALWAYS FASTEST SERVICE—QUALITY 3-color posters! 14x22 window cards, \$8 hundred; 17x26 size, \$12.50 hundred Tribune Press, Dept. 457 Earl Park, Ind. de23

CIRCULAR PRINTING—1,000 6x9, \$6.50; 1,000 8 1/2 x 11, \$11. Price list, samples, Valis Co., 1705 South 2nd St., Philadelphia 22, Pennsylvania.

MIDWAY SPECIAL—200 BUSINESS CARDS, 200 8 1/2 x 11 letterheads, 200 6 1/2 Envelopes, \$5 postpaid. Printing by Ace, Box 262, Lyndhurst, N. J.  
 PERSONAL PRINTED STATIONERY, 350 pieces \$2.98; 500 personal printed Name & Address Labels, \$1. Jackson, Box 87 Washington, Ga.  
 200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.95, black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. de16

**SALESMEN WANTED**  
 SELL NEW YEAR PARTY ASSORTMENTS to Taverns, Clubs, Hotels. Eagle Specialty Co., Akron 14, Ohio. no25

**TATTOOING SUPPLIES**  
 A-1 TATTOOING MACHINES—WORLD'S finest; best outfits; complete with free instructions; all supplies; free catalogue. Owen Jensen, 120 West 83d St., Los Angeles 3, California. de9

**WANTED TO BUY**  
 EQUIPMENT FOR HORROR SHOW—SKEL-eton, Bodies, Coffins, etc. Send details, pictures. J. J. Sanding, 48 Rutledge Ave., Trenton, N. J.  
 WANT TO BUY KIDDELAND, PARK OR Land. Must be A-1 location. Also Roller Rink. Write: Reg Freeman, 1419 Michigan Blvd., Racine, Wis.  
 WANTED—KIDDIE RIDES, ALSO TRACK for C-12 Train; must be priced right, no junk. Park Kiddieland, Arnolds Park, Iowa.

WANTED—LARGE BAND ORGANS. PAY good price for worn out models; need Calliopes and Hurdy Gurdys. Johnnie Sims, Spencer, Ind.

WANTED TO RENT—FIVE KIDDIE RIDES starting middle of December. Would consider buying or renting, associate option. Mr. Boore, Aunt Hattie's, 625 First Street South, St. Petersburg, Fla. no25

**HELP WANTED**  
 REGULAR CLASSIFIED ADS. Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20¢ a word—Minimum \$4. CASH WITH COPY. Forms Close Wednesday for the Following Week's Issue

ADVERTISING REPRESENTATIVES—NEW York, Boston, Chicago, Southern California. Six specials yearly. Permanent job. HI comm. Geo. L. Carlin, USN Ret., Harrison Building, Philadelphia, Pa.

Experienced Trading Stamp Contract Salesman  
 Age 35 to 50. Territories open in Illinois, Indiana and Michigan. Must be of best character bondable and willing to work. Excellent opportunity. Associate yourself with an old reliable company. Give past sales experience, references and phone number.  
 Write NU-WAY SALES CO. 282-284 Bridge St., N.W. Grand Rapids, Michigan

JOB OPPORTUNITIES IN CALIFORNIA—Hundreds of listings from major papers, plus information on working conditions, climate, opportunities, etc., in the Golden State. Send \$1. Sturtevant, Box 17, Cupertino, Calif.

MUSICIANS—YOUNG TRUMPET, Trombone, Sax, Piano and Bass Man for combination Jazz and Entertainment Sextet. Do you double in any way? Open four weeks location in Florida. Steady job for right men. Can possibly place female Vocalist. Send photo and complete qualifications to Larry Henry, 1170 Waukazoo Drive, Holland, Michigan.

SECOND TRUMPET MAN WANTED FOR traveling Commercial Orchestra. Contact Jess Gayer, 1612 N. Broadwell, Grand Island, Nebraska.

**AT LIBERTY ADVERTISEMENTS**  
 5¢ a Word Minimum \$1  
 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Wednesday for the Following Week's Issue

**CIRCUS & CARNIVAL**  
 FOR INDOOR, OUTDOOR, CIRCUSES, Rodeos, Fairs, Theater Stages and School Auds. Mountain Babe, the Trick and Gun-shooting Cowpony. Wild Horse Harry, Sherwood Ohio. no25

MAGIC CLOWN—WORK COME-INS, WALK around, general clowning. Hal Griffin, 1814 Shenandoah, St. Louis, Mo.  
 RAYS CIRCUS REVUE SOLICITING offers 1958; just closed 3rd successful season Bill Greens Bird & Animal Farm, Fairlee, Vermont. Now winterquarters, Magnolia, Ohio, Route #1. Phone: Union 62010. de23

**DRAMATIC ARTISTS**  
 DRAMATIC ACTRESS—PROFESSIONAL, age 34, single. Interested in TV. Have photos. Maurine Dillinger, care The Billboard, 390 Arcade Bldg., St. Louis 1, Mo. no28

**MISCELLANEOUS**  
 AT LIBERTY 1958 SEASON. 40 YEARS' experience all branches Carnival business. Had my own show six years. World's Exposition Shows. Retired several years, can manage units, asst. mgr., gen. agent, all around man, never drink or smoke. Perfect health, single, reliable, dependable, trustworthy. Not broke, can furnish bond, join anywhere. Jack Scharding, P. O. Box 1762, Long Beach, Calif.  
 ATTRACTIVE FEMALE IMPERSONATOR wishes position in night club. Will travel. Write: Box C-251, c/o The Billboard, Cincinnati 22, O. de3  
 HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neize F Diehl, Route 3, Staunton Va. je2'58

WORLD FAMOUS HYPNOTIST, CURRENTLY doing one nites in Middle West, now available for 1958-'59 season. Dr. Morton Greene, 3457 W. Monroe St., Chicago 24, Illinois. de23

**MUSICIANS**  
 AVAILABLE—LEAD GUITARIST-VOCAL-ist, age 23. Western or Rock'n'Roll. Union. Will travel. Write or wire: Paul Wayne, 1704 South 12th, Waco, Tex. de2

AT LIBERTY DEC. 1—ERMAN AND Goldie Gray Duo. Erman, saxophone, clarinet and marimba; Goldie, piano and marimba. Hotel, resort, cafe, lounge, dance, show, Union. Own transportation. Address: 76-36 113 St., Apt. 5L, Forest Hills, Long Island, N. Y.

AT LIBERTY—DRUMMER DOUBLE VIBE, Read, Shows, Latin, Johnny Lancaster, 127 N. Spanish St., Cape Girardeau, Mo. Phone: Edgewater 56719. de2

FOUR PIECE BAND AVAILABLE FOR Night Clubs, Cocktail Lounges, etc. Plays rock and roll, jazz, etc. A show within the band. Wire or write: Orchestra Leader, 5727 LaSalle St., Chicago, Ill. no25

GIRL PIANIST FOR COCKTAIL LOUNGE or bar. Versatile, plenty singing, entertaining. Call collect 6-6133, Lincoln, Nebr., or write 7228 Stanton St. no25

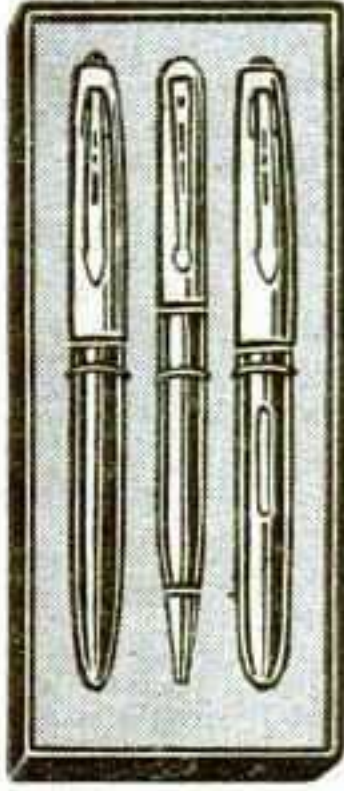
GUITAR—MODERN, LEAD, RHYTHM. Ten years top combos. Vocals, Solo, Harmony; double Bass. Musician, Apt. 114, Harmon Hotel, Minneapolis, Minn. de2  
 PIANO MAN—COMMERCIAL STYLES. Modern. Prefer versatile combo. Sober, reliable. Location preferred. Will travel. Don Alteneberger, Baltimore Hotel, Garfield 1-2800, St. Louis, Mo.  
 TRUMPET—ALL-ROUND EXPERIENCE; also Ballad Vocals. Commercial combo preferred. Dick Shelby, 320 Thomas St., Reno, Nev. FA 2-4745.

**PARKS & FAIRS**  
 OUTSTANDING TRAPEZE ACT—AVAILABLE for indoor events. Flashy silvered paraphernalia, real feature act. Price reasonable. For literature, details address: Charles La Croix, 1304 South Anthony, Fort Wayne, Ind. Telephone: Eastbrook 3312.  
 HIGH DIVING EXTRAORDINARY, FEAT-ured by Fox Movietone and the New York press. Presented here and abroad. Results impressive. Large, colored illustrated posters available. Capt. Mac Productions, 456 Lamphier Place, Warren, Ohio N. E. Phone 45337. mh9

### ATTENTION, STOREWORKERS AND DEMONSTRATORS!

**PEN AND PENCIL SETS DIRECT FROM MANUFACTURER!**

Sample Set, \$1.00  
1 GROSS  
**\$48.00**  
5 GROSS  
**\$45.00** per gross  
10 GROSS OR MORE  
**\$43.20** per gross



### SENSATIONAL VALUES!

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil, precision ball pen. Gold-tone cap, assorted colors. Attractively boxed.

ORDERS FILLED SAME DAY RECEIVED.  
SEND 25% DEPOSIT, BALANCE C.O.D., F.O.B. N.Y.

## PACKARD BALL PEN CO.

28 East 22nd Street • New York 10, N. Y.

### T-E-R-R-I-F-I-C PROFIT MAKERS

Sell Faster—Sell More with Nationally Advertised Merchandise! Buy now at LOWEST WHOLESALE PRICES!



**COPPERCLAD AUTOMATIC COOKER-FRYER**  
WESTINGHOUSE Thermostat, FIRE-KING Oven-glass Cover, Automatic Temp. Control, U.L. GOOD HOUSEKEEPING approval, 1 YEAR GUARANTEE.

NATIONALLY ADVERTISED  
PRICE \$39.95

YOUR \$6.25 PRICE  
Sample \$7.50 ea.

**AUTOMATIC ELECTRIC SKILLET**  
WESTINGHOUSE Thermostat, Big 10% capacity, Heavy Gauge Aluminum Cover, 1 YEAR GUARANTEE.

Terms: 25% Deposit, Balance C.O.D., F.O.B. Chicago, We ship same day—ANYWHERE!

### LOOP STAR SALES

1543 N. Milwaukee Ave., Chicago 22, Ill. Phone: BElmont 5-9800



### Steeplechase Biz

Continued from page 111

posure May 26 of the park in the Joe Palooka comic strip, with artist Moe Leff drawing Berger in as one of the characters. Preparation shots for the opening had been shown on newsreel and in newspapers, and the post-Decoration Day period saw radio exposure on Monitor, the Bill Cullen program, and others.

Among the scores run up in publicity was a cover photo and six full inside pages in a Seventeen magazine fashion spread, using Steeplechase fixtures as the backgrounds. The Herald Tribune's Modern Living supplement also used the park for a full-color, two-page fashion layout. Stimulating late-season business was a full-hour TV remote of the Arlene Francis "Home" show August 6.

### Briton Not Awed

Continued from page 111

aires. At Battersea Park, London, they operate a Dodgem, Octopus and two other rides as concessionaires under the Forte and Sir Leslie Joseph operation.

Coney Island was viewed as having a great need for improvement. Botton observed that this was likely the result of winning money too easily without any pressing need for improvement. The party sailed for home on Wednesday (20).



Bagged in polyethylene...

### KEEP LONGER, SELL FASTER!

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

**LAVENDER SACHET BASKETS**  
Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.



LOWEST PRICES ANYWHERE



### DIRECT IMPORTERS

- MEXICAN PURSES • WALLETS • LEATHER NOVELTIES • MEXICAN RINGS • HAND-PAINTED SKIRTS • WOOL JACKETS • ZARAPES • FEATHER (BIRD) PICTURES • MARACAS • STRAW HATS • TOOLED BELTS • MEXICAN KNIVES • COIN PURSES • CARVED CANES and BASEBALL BATS • HAND-TOOLED SHOES • EMBROIDERED BLOUSES • MEXICAN EARRINGS • MUSICAL INSTRUMENTS.

Write for catalog Special set-up for Jobbers and Wholesalers.  
**FLEISCHER & KASNER IMPORT CO.**  
P. O. Box 3603 El Paso, Texas

### CHRISTMAS EARRINGS

Sensational new styles, hand decorated. Also Feathers, Flowers, Plastic Floral, lightweight French Iris and many others. Special introductory offer—4 pairs prepaid for \$1.00 (value \$4.00). Jobbers, salesmen, wholesalers, write.  
**LASTUFKA PRODUCTS**  
Box 10248 Tampa 9, Florida

GIVE TO DAMON RUNYON CANCER FUND

### Coney's Plugs

Continued from page 111

Avenue terminal, and paint was also lavished on the Feltman block-front and many rides such as the Virginia Reel which was due for a face cleaning. Major operations such as Steeplechase, Cyclone, Thunderbolt, Bobsled and Nathan's spruce up on schedule annually.

The early opening was conceived by Milton Berger, director of public relations and special events for the Chamber, who also originated the Armed Forces Day program which brought an air show to the island on May 19, plus military exhibits. Large crowds turned out on that day despite dismal weather which forced cancellation of part of the aerial display.

Cumulative effect of the physical improvements was a public awareness that the island was opening on a determined day. This concept is being continued in 1958. After establishing the idea of an early debut, attendance was stimulated regularly by the weekly fireworks. The June 6 opening of the Aquarium and other promotions such as a tie-in with the Convention and Visitors Bureau which had Miss New York Festival-elect presiding over the initial pyrotechnic display on June 18.

Among the dim aspects of the season were an inordinately high percentage of rainy weekends, and the effect on business of the Aquarium overpass. Operations on the north side of Surf Avenue did not benefit from the appeal of the Aquarium as much as those elsewhere on the island. The overpass from the Independent Line subway station had many people crossing over Surf Avenue before descending to street level. Many visitors left that way also, depriving the north side rides and concessions of potential patronage.

### Bay State Park

Continued from page 111

train and kiddie rides are to be added. Park manager is Fred Ahlborn.

Admission prices at the new spot were 50 cents for kids and 90 for adults. Funspot operated daily until the weekend after Labor Day, when a weekend schedule began. Group rates were in effect for schools and other outings.

- 32" PLUSH BEAR Cotton Stuffed \$20.00 Asstd. Colors... \$20.00 dz.
- 32" SUPER BEAR Vinyl Rubber Painted Nose Asstd. Colors \$21.75 dz.
- 38" Taffeta Clown ..... \$12.00 dz.
- 27" Clown ..... 9.60 dz.
- 22" Bonnet Doll ..... 9.60 dz.
- 17" All Fur Monkey ..... 18.50 dz.
- 21" Plush Poodle ..... 24.00 dz.

Orders Taken Direct From This Ad to Save Time.  
F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.  
**TEE JAY TOYS, INC.**  
48 West 20th St., NYC 11 WA 9-6865

### ALY THE GATOR



Aly is a Genuine Alligator Stuffed and Preserved. Aly is so unusual he attracts attention everywhere. Over 500,000 sold to date. A natural for any Carnival or Fair.

- In 100 lots:
- 15 inch ..... \$ .75 each
- 21 inch ..... .90 each
- 26 inch ..... 1.25 each
- 30 inch ..... 2.00 each

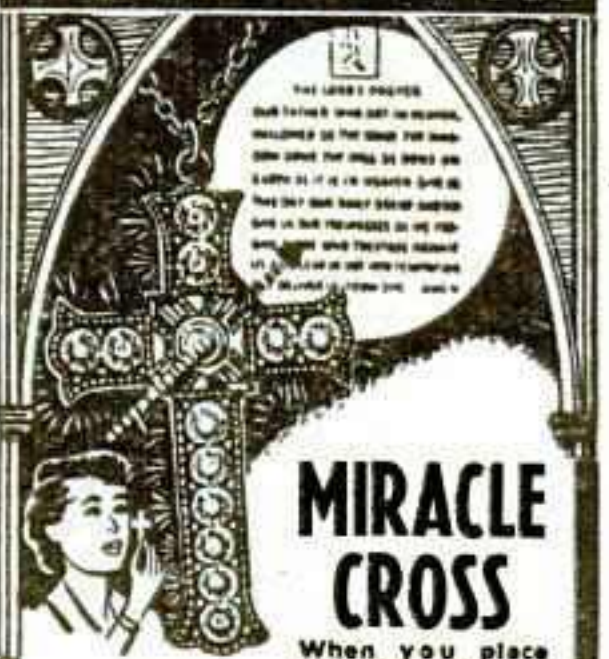
ORDER TODAY!

Write for Catalog Sheets on other Alligator Novelties.

### PAN-COAST BAGS, INC.

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

### BEAUTIFUL CROSS



### MIRACLE CROSS

When you place the center to your eye you can see **A REAL MONEYMAKER LORD'S PRAYER** clearly and distinctly.

#999-N. Set with 12 brilliant cut stones. Chain and Cross in beautiful nickel silver finish. Sells on sight.

**\$4.75** Doz. **\$54.00** Gross

#999-G. Same as above, heavier chain in beautiful gold finish.

**\$6.00** Doz. **\$66.00** Gross



Set with 3 all-white brilliant cut rhinestones or white center, red sides, gold finish.

Rated wholesalers, write for samples.  
**PROVIDENCE RING COMPANY**  
49 Westminster St., Providence, R. I.

### ATTENTION, PREMIUM USERS LIONEL TRAINS

Five-car Diesel freight. Pulled by the powerful Jersey Central Diesel switcher. Includes operating searchlight car, hopper, pipe car, manually operated crane and companion work caboose. Track is 8 sections curved, 3 sections straight. 1 #6019, remote control track set. Transformer is #1033, 90 watts. Lock-on, lubricant, instruction booklet.

Model #1557— Dealer Cost ..... \$33.50 each include postage with order. 25% deposit with c.o.d. orders.

### KIPP BROTHERS

Wholesale Distributors Since 1850  
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

### Quick Photo Invention!



**PDQ CAMERA** Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER Camera.

**PDQ CAMERA CO.**  
1546 W. Cortez Chicago 22, Ill.

### FANTASTIC VALUE!!

Waterman pen & pencil included in gift set of men's jewelry styled by Stetson: Stated Cufflinks, Money Clip & Tiebar, \$2.40 per set. Fantastic value. \$25 price tag (send \$3 for sample). Also salesmen wanted. \$2.40 complete set. Lower price for quantity. "Bonrus" Watches, \$10.50 each; reg. \$49.50 retailer costume. Other advertised brands, \$3.25 ea. up. Ridiculous prices, all new.

### PAUL COHEN CO.

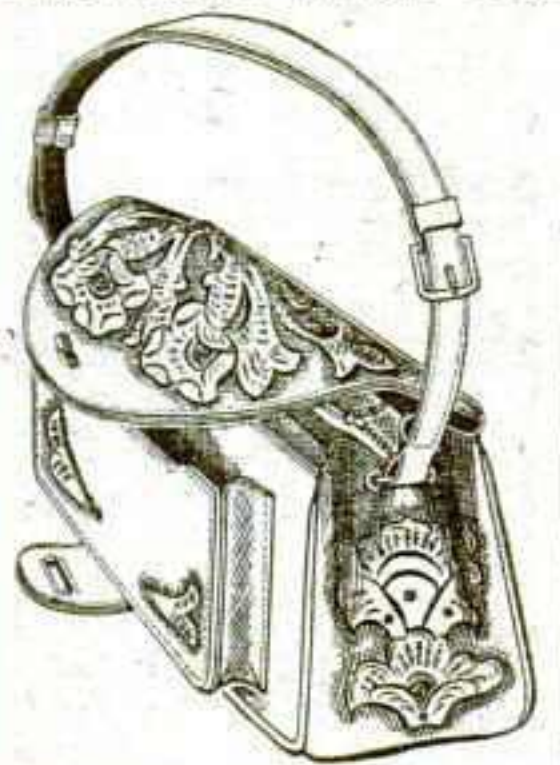
881 Broadway, N. Y. C. Cor. 19th Street AL 4-4875

### WATCH SPECIALISTS FOR 67 YEARS

Men's Copy \$275 Dia Watch, 3 New Styles Every Looker A Buyer \$6.50; Boxed \$7.25 Natl Ad 10 pc Sets \$5.95; 8 pc \$4.60 Thin Model Men's 17J \$5.95; Ladies' \$8.95. 25 Jewels. Natl. Adv., Very Thin Men's \$18. Catalog Available.

**RESULT SALES** (Dept. B)  
380 FIFTH AVE., NEW YORK 36, N. Y.

### FRONT POCKET Hand-Tooled Leather Bags



This Hand-Tooled Calf Leather Purse with Leather Lining and Big Front Pocket is the best purse that was ever made for that price. You must see this purse to appreciate it. Refund will be made if it is not as we claim.

10 1/2" x 6 1/2" ..... \$8.90 each  
If one only \$1.00 extra. Special prices in dozen lots.

SEND FOR OUR FREE CATALOG  
P. O. BOX 675  
**PEARL SALES CO. EL PASO, TEXAS**

### You Can't Beat BRODY for Merchandise

We Carry a Complete Line of  
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## COMING EVENTS

### Alabama

Chickasaw—Celebration and Indian Pow-wow, Nov. 28-30. Walter E. Fox, P.O. Box 147, Mobile.

### Arizona

Phoenix—Ariz. Natl. Livestock Show (Fairgrounds), Jan. 1-4.  
Phoenix—Commercial Rabbit Show (Fairgrounds), Dec. 7-8. Commercial Rabbit Assn.  
Phoenix—Christmas Flower Show, Dec. 7-8.  
Phoenix—Parade Del Sol, Jan. 31-Feb. 2.  
Scottsdale Jr. Chamber of Commerce.  
Phoenix—All-Western Stampede, Feb. 8-10. Western Saddle Club.  
Wickenburg—Rodeo, Nov. 28.

### California

Los Angeles—Great Western Boat Show (Great Western Exhibit Bldg.), Jan. 19-19. H. Werner Buck.  
Los Angeles—Great Western Livestock Show, Nov. 29-Dec. 4. A. M. Mathews.  
San Francisco—San Francisco Auto Show (Cow Palace), Nov. 29-Dec. 8.  
San Francisco—San Francisco Nat'l Sports & Boat Show (Cow Palace), Feb. 28-March 9.  
Turlock—Far West Turkey Show, Dec. 8-8. M. S. Johnson.

### Colorado

Denver—Denver Automobile Show (Coliseum), Feb. 10-15.

### Connecticut

Hartford—Connecticut Sportsmen & Boat Show (Armory), Jan. 18-25. R. E. Aldrich.

Hartford—8th Annual National Automorama Expo., Feb. 19-23, 1958 (Conn. State Armory). Joe Klizis.

### District of Columbia

Washington—National Capital Area Auto Show (Natl. Guard Armory), Jan. 11-19.

### Florida

Hollywood—Hollywood Home Show, Jan. 25-29. A. Stern, National Press Club, Washington 4.

Miami—International Air & Show & Expo (Master Field), Jan. 22-26.

Miami—Miami Automobile Show (Dinner Key Aud.), Dec. 14-19.

Miami—South Fla. Mardi Gras & Home Show, Jan. 31-Feb. 9. Kiwanis Club.

Miami—Southern Trade Fair (Dinner Key Aud.), Jan. 5-8.

Tampa—Tampa Auto Show, Jan. 23-28.

West Palm Beach Negro Elks Boat Party, Nov. 20-30.

Tampa—Tampa Auto Show (Fort Hesterly Armory), Jan. 23-28.

### Georgia

Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 28-March 17. Atlanta Marine Trades Assn.

### Illinois

Chicago—Chicago Auto Show (Intl. Amphitheater), Jan. 4-12.

Chicago—Int'l Livestock Expo. & Horse Show (Amphitheater), Nov. 29-Dec. 7.

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.

### Indiana

Fort Wayne—Fort Wayne Sports, Vacation & Boat Show (Coliseum), Jan. 23-28. E. M. Berg.

Indianapolis—Indianapolis Automobile Show (State Fairgrounds), Jan. 17-25.

### Iowa

Des Moines—Des Moines Home & Flower Show, Feb. 22-March 2.

### Kansas

Wichita—Kansas Sports, Boat & Travel Show (Forum), Feb. 12-16. R. G. Langenwatter.

### Kentucky

Louisville—Louisville Automobile Show (Fairgrounds), Feb. 1-8.

### Louisiana

Baton Rouge—E. Baton Rouge Parish Fair, Feb. 22-25. C. L. Flowers.

St. Francisville—West Feliciana Parish Fair, Feb. 23-24. W. D. Magee.

Buras—Orange Blossom Festival, Dec. 6-8.

Frank Ferguson, Gen. Del., Amite.

Cameron—La. Fur & Wildlife Festival, Jan. 17-18. Mrs. Marie Vaughan.

Natchitoches—Christmas Celebration, Dec. 7.

### Massachusetts

Boston—Boston Auto Show, Nov. 30-Dec. 8.

Boston—New England Poultry Show (Mechanics Hall), Jan. 14-19.

Boston—New England Sportsmen's & Boat Show (Mechanics Bldg.), Feb. 1-9. Albert C. Rau.

Boston—New England Home Show (Mechanics Hall), Feb. 14-19.

Boston—Eastern Dog Show (Mechanics Hall), Feb. 22-23.

Detroit—Detroit Automobile Show (Artillery Armory), Jan. 18-26.

### Michigan

Detroit—Detroit Automobile Show (Artillery Armory), Jan. 18-26.

Detroit—Detroit Boat Show (Artillery Armory), Feb. 22-March 2. Frank Jenkins.

### Minnesota

Minneapolis—Upper Midwest Auto Show (Municipal Aud.), Jan. 3-11.

St. Paul—St. Paul Automobile Show (Auditorium), Nov. 27-Dec. 1.

### Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 31-Feb. 9. F. W. Kahler.

St. Louis—St. Louis Auto Show (Arena), Nov. 22-Dec. 1.

St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 21-March 2.

Wendell Emrick.

### New York

Buffalo—Buffalo Auto Show (Masten Ave. Armory), Jan. 4-11.

Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb. 22-March 2.

Marine Trades Assn. of Western New York.

Hempstead—Marine Recreational Show of Long Island (Exhn. Bldg.), Feb. 8-16.

New York—National Motor Boat Show (Coliseum), Jan. 17-26. Joseph C. Choate.

New York—New York Outdoor Exposition (Coliseum), Feb. 22-March 2. New York Mirror.

Rochester—Rochester Automobile Show (War Memorial Hall), Feb. 1-8.

Syracuse—Syracuse Auto Show, Feb. 16-22.

Troy—Troy Auto Show (New York State Armory), Dec. 2-7.

### Ohio

Cincinnati—Cincinnati Auto Show (Music Hall), Jan. 18-26.

Cincinnati—Tri-State Garden & Modern Living Expo., Feb. 8-16.

Cleveland—Cleveland Mid-America Boat Show (Public Hall), Jan. 25-Feb. 2.

Irving Gray.

Columbus—Columbus Auto Show (Veterans' Memorial Bldg.), Feb. 15-24.

Columbus—Garden & Outdoor Living Show, Feb. 22-March 2.

Toledo—Toledo Sports, Home, Boat & Auto Show (Civic Aud.), Feb. 1-9. Paul Spor.

### Oklahoma

Tulsa—Northland Celebration, Dec. 8-7.

### Oregon

Portland—Portland Motor Show, Nov. 23-Dec. 1. Duane Hennessy, Mgr.

### Pennsylvania

Harrisburg—Farm Show, Jan. 13-17.

Pittsburgh—Pittsburgh Automobile Show (Hunt Natl. Guard Armory), Jan. 18-25.

### Pennsylvania

Philadelphia—Philadelphia Home Show, Feb. 10-15.

Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 28-March 8. Clinton W. Smullen.

### Texas

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—Southwestern Sun Carnival, Dec. 27-Jan. 1.

El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.

El Paso—Southwest Livestock Show & Rodeo (Coliseum), Feb. 3-9. Chamber of Commerce.

Fort Worth—Southwestern Expo. & Fair Stock Show, Jan. 24-Feb. 2. Wm. R. Watt.

Fort Worth—Fort Worth Boat Show (Will Rogers Annex), Feb. 19-23. Fort Worth Marine Trades Assn.

Houston—Houston Automobile Show, Jan. 25-Feb. 2.

Houston—Houston Fat Stock Show, Feb. 19-March 2. Herman Engle.

Odessa—Sand Hills Hereford-Quarter Horse & Rodeo Show, Dec. 28-Jan. 5.

San Antonio—San Antonio Auto Show (Bexar Co. Coliseum), Jan. 17-22. Auto Dealers' Assn.

San Antonio—San Antonio Auto Show (Bexar Co. Coliseum), Jan. 17-24.

Uvalde—Uvalde Co. Jr. Stock Show & Sale, Jan. 31-Feb. 1. W. B. Sherrill.

### West Virginia

Huntington—Huntington Automobile Show (Memorial Field House), Jan. 22-25.

### Wisconsin

Milwaukee—Milwaukee Auto Show, Feb. 8-16.

WYOMING

Cheyenne—Cheyenne Auto Show (Frontier Pavilion), Feb. 21-23.

## ROLLER RUMBLINGS

Continued from page 112

featured every Thursday in The New York Journal-American.

Also selected in the Sheldon show finals were runners-up and alternate for Miami Juliana Uterstaedt, Mineola (L. I.) Rink; Barbara Backman, Fordham Palace; Barbara Pacia, Empire; Shirley Turpin, Far Rockaway, unattached, and Jean Zarycki, Empire. Judges at eliminations were Love, Walter Nixon, Roller Skating Foundation of America, and Vi Koch, publisher of Skating Reporter. Finals were handled by Love, Sheldon and Sandi Summers, vocalist with Sammy Kay's orchestra.

The greater New York contest was the 17th consecutive conducted by the Journal-American. All except two previous editions were at Empire Roller-drome, Brooklyn, and drew up to 600 entrants. In 1951 and 1952 the event was run as a major J.-A. promotion and attracted 3,500 and 4,000, respectively, for eliminations at 10 rinks and finals at the Stork Club.

### Yarn Describes RSROA

In 21 Florida Dailies . . .

DAYTONA BEACH, Fla.—The November 10 issue of All Florida magazine, Sunday supplement dis-

tributed with papers in 21 cities, carried a two-page spread covering RSROA activities in the State. The article, illustrated with 11 photographs, was authored by George P. Russell and was titled "Ice—Who Needs It?"

Besides outlining the competitive and instructional programs carried out by member rinks, prominent mention was given to Fred A. Martin, Fort Lauderdale, one of the founders of RSROA; Fred Freeman, former RSROA secretary, and Robert Y. Gould, St. Petersburg.

### \$100 in Prize Money

At Hartford Party . . .

HARTFORD, Conn. — Irving Richland conducted a Halloween party at Hartford Skating Palace October 26, with games and contests, including the award of \$100 in prize money featured.

The rink reopened October 19, highlighting skating exhibitions. Jimmy Morgan, organist, returned for his sixth season, and Ray Schmidt was named instructor. The rink if open nightly, 7:30 to midnight, except Mondays and Wednesdays, when facilities are available for private groups.

## LeSourdsville

Continued from page 112

LeSourdsville Lake Park, the ride broke records there by hauling over 252,000 riders during 1957, said Dazey. An on-the-spot survey showed a large number of riders and brought out the fact that ride participation is not confined to any certain age group, he reported.

Dazey said that a number of parks are installing the ride for the 1958 season, among them Coney Island, Cincinnati, and Camden Park, Huntington, W. Va., both of which have partially installed necessary trackage.

## Noell's Topsy

Continued from page 104

National Zoological Gardens, Washington, the Noells also have lost several gorillas to pneumonia and other ailments. Princess Topsy is their fifth gorilla. Four earlier ones died, one of them living only three days. But Princess Topsy is a thriving three-year-old.

Prices of gorillas always have been high but the going rate has skyrocketed recently. A gorilla that cost \$6,000 a year ago would have cost \$10,000 to replace just six months later.

Even so, Noell's Ark Gorilla Show has been hoping to have its animals coming two by two, like that other Ark.

Earlier this month animal importer Phil Carroll in New York delivered a newly arrived 12-pound gorilla. Mae Noell brought the newcomer to Florida in a cargo plane, not sleeping for four nights as she strived to get the gorilla started toward a healthy life.

So now the Noell's have a pal for their Topsy. And they've named it Uncle Tom. With continued good luck and skill, the Noells will have two gorillas on their show.

## Werner Buck

Continued from page 104

"adapting the Ringling package" to fit individual fair's needs.

Buck has been associated with the Pomona fair since 1948 and for the past two years he has been in charge of producing the grandstand show. This year he sought out Ringling, signed it for the grandstand and handled promotion on this date as well as others Ringling played in California and Arizona.

The Pomona fair grandstand operated at capacity for weekend shows in the Ringling run. The circus had week night and Sunday afternoon performances.

Buck said that the Ringling show has been signed for the Pomona fair in 1958, but that whether it would play 10 or 17 days of the run remained open.

The Buck organization began in Los Angeles and has been producing and promoting sports, trailer and boat shows. This winter he will produce the Chicago sports show at the International Amphitheater. He has opened a permanent office in Chicago and is opening one in New York shortly.

In 1957, the Ringling show's first season without tents, the show played two fairs, Pomona and the Canadian National Exhibition, Toronto, as grandstand attraction.

its pace and maintains its interest.

A chapter about Ringling calls the roll of the great Ringling acts and the Ringlings themselves. It traces the show from its founding to the present and includes photo coverage of the new indoor Ringling and its trucks. There also is power in its coverage of Sarasota, and the Cristiani show comes in for good attention. The book, unlike most others, takes a look at the indoor promotional shows and at present-day truck shows.

In all, it is certain to be prized by many troupers as well as fans and others. It is aimed primarily at the general public, yet is helpful enough for professionals and specialists.

At the back of the book is a section listing about 100 circuses. It includes a brief history of each show named. This section was prepared by Tom Parkinson, of The Billboard, who also wrote an introduction to the book.

"Pictorial History of the American Circus" is published by A. S. Barnes & Company, New York, at \$10.

## Book Review

Continued from page 104

interest high. There is plenty of mention of the greats and near-greats among both performers and owners in early circus.

Heart of the book describes the development of big shows and the perfection of great acts. It becomes preoccupied with freaks in one period, but generally the picture-and-word combination holds

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Jumping Fur Dog \$3.00 dz. \$35.00 gr.  
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Boy on Bike w/Bell \$3.50 dz. \$39.00 gr.  
Jumping Squirrel \$3.25 dz. \$36.00 gr.  
Walking French Poodle . . . \$6.50 dz. \$72.00 gr.  
Walking Kitty w/Bell . . . \$6.50 dz. \$75.00 gr.  
Waggle Dog . . . \$1.25 dz. \$14.40 gr.  
Drummer Bear . . . \$6.50 dz. \$75.00 gr.  
Snake w/Frog . . . \$3.25 dz. \$36.00 gr.



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Per Gr.  
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#14 Tiger Cat . . . 7.50  
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## XMAS SPECIALS

Dangling Santa w/Fur Trim . . . \$1.75 dz. \$20.00 gr.  
Santa Pop Up—Hot Item . . . \$7.20 dz. \$84.00 gr.  
Santa Signal Lantern \$5.00 dz. \$57.00 gr.  
Blinking Xmas Tree . . . \$4.50 dz. \$51.00 gr.  
Santa Lapel Life . . . \$4.00 dz. \$45.00 gr.  
50 L-Santa Buttons . . . \$2.00 per 100, \$17.50 M.  
Balons R.W.B. w/Bell \$1.75 dz. \$18.00 gr.

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LIP LITE BEAUTY MIRROR . . . \$6.40  
Oven Saver (12 1/2 in. diam., leather-grain fin.), Gr. . . . \$6.40  
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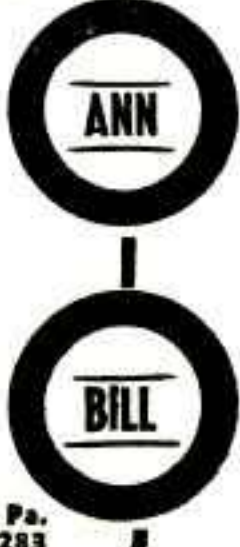
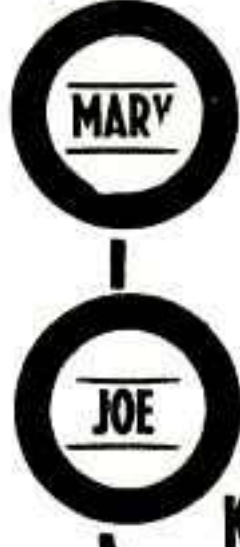
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**Stretched Spiral Balloons** . . . 6.00 Gr.  
**Dangling Fur Trimmed Santa Claus** . . . 18.00 Gr.  
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**Cat w/Butterfly** . . . 36.00 Gr.  
**Asst. Horse, Monkey, etc.** . . . 18.00 Gr.  
**Bow Tie-Squaker** . . . .50 Ea.  
**Extra Large Workers** . . . 6.50 Dz.  
**Rubber Reindeer, large** . . . 7.20 Dz.  
**Mech. Drummer Bear** . . . 7.20 Dz.  
**Romping Puppy** . . . 4.50 Dz.  
**Walk Dog w/Shoe** . . . 3.50 Dz.  
**Boy on Bike** . . . 3.50 Dz.  
**Santa on Bike** . . . 3.50 Dz.  
**Walk Cat w/Ball** . . . 6.25 Dz.  
**23" Reindeer w/Bow Tie-Squaker** . . . 13.00 Dz.  
**Giant Reindeer** . . . 7.20 Dz.  
**Popeye on Bike** . . . 7.20 Dz.  
**Crawling Baby** . . . 7.20 Dz.  
<

## Collections Slump 10-30% for New York, Chicago Ops

### Taverns Suffer Drop in Trade; Cafes, Youth Spots Maintain Steady Clip

NEW YORK—Local game and music operators are experiencing a somewhat disappointing season, with music collections running about 10 per cent behind last year and games doing about 20 per cent less than they were a year ago.

Consensus is that the general economic picture here is lagging behind 1956, and that the tavern business is definitely off. While the operators aren't losing money, and while they are still meeting their notes, only the large routes are showing any real profits.

Juke boxes are not quite as sen-  
(Continued on page 132)

## MOA Seeks Delay for Hearings

### Ask 30-60 Day Postponement of Copyright Case

WASHINGTON — The Music Operators of America have asked the O'Mahoney Judiciary Subcommittee on patents, royalties and copyrights to delay proposed hearings on the juke exemption bill for one or two months beyond the present December 11-12 date.

Committee sources said no final decision has yet been made on the requests.

MOA President Miller told The Billboard last week (21) that the Association urged delay because  
(Continued on page 132)

## Phil Levin RMSA Prexy Resigns Post

CHICAGO—Phil Levin, president of Recorded Music Service Association, and an officer with the Chicago operator group since its inception in 1949, resigned his post, last week.

Levin's resignation came in the form of a telegram, addressed to RMSA's board of directors, and  
(Continued on page 132)

## Fort Pitt to Expand Seeburg Contract Work

PITTSBURGH — Fort Pitt Industries, Inc., is jettisoning its brewery business to provide more capital to expand the contract division of J. P. Seeburg.

Herbert J. Siegel and Delbert W. Coleman, chairman and president of Fort Pitt, respectively, in a joint announcement last week said that negotiations were being concluded for the sale of the firm's brewery in Sharpsburg, Pa.

The two executives announced that "it was decided it would be in the best interest of stockholders to

## NEW YORK, CHI OPS SEE COLD WINTER AHEAD

Reports from two of the nation's largest cities, New York and Chicago, indicate that winter has brought little more than cold weather to the music and games business.

Collections are down, in some spots as much as 30 per cent from last year.

Altho television continues to cloud the issue, it does so from the home instead of in the locations. People aren't spending money. They're staying at home, and the taverns and night spots are feeling the pinch.

Notable exceptions are restaurants, teen and young adult locations, "honky-tonks," and many rhythm and blues locations. But their overall effect is only a stop-gap at best.

While operators are not drastically affected, they are nevertheless tightening their belts.

The prospect of Christmas is an uncertainty. Normally a business stimulant, the holidays stand as a big question mark.

## W. B. Distrib Holds School For Mo. Ops

ST. LOUIS—A service school on the current Seeburg line was held by W. B. Distributors, Inc. at the Rustic Rock Restaurant, Sikeston, Mo., Tuesday (5).

Operators were given a rundown on the construction and sound distribution system of the machines as well as emphasis on servicing in the field.

The school was conducted by Ed Huskey, Seeburg service engineer.

Hosts for the event were Roger Myers and Frank Schroeder of the distributing firm. Following instructions, dinner and refreshments were served.

Operators in attendance included Bo Young, Bill Shelby, Pearl Baird, Buster Roper, L. Stafford, Bill Marvel, Neil Holloway, Charlie Holloway, James Kinde, William Hollenbeck, M. Cross, M. Dawson, James Littleton, Dixie Howard and M. Mickey.

## Ark. Ops Report 10c Play Gains

LITTLE ROCK, Ark. — Three Southern Arkansas operators converted to dime play last week (18), making the southern section of the State solidly on 10-cent play except for two counties, Texarkana and Calhoun.

Making the change were Tex Dickens, owner of Arkansas Novelty Company at Magnolia, Columbia County; Joe Colten, Colten Music Company, Camden, Lafayette County.

The operators made the conversion after being addressed last week by George Sammons, president of Sammons - Pennington Company, Memphis, Seeburg distributor, on the need for dime play in the face  
(Continued on page 132)

CHICAGO—Winter has come early to the Windy City, but the usual pick-up in juke box collections associated with cold weather has failed to materialize.

A spot check of operators shows collections are down, anywhere from 10 to 30 per cent from 1956. This follows a summer that for most was equally disappointing.

### Business Slump

The answer appears to hinge on a general business slump in the Midwest, primarily evident in the lack of tavern activity (prime music locations for Chicago operators).

This in many cases is also coupled with a familiar juke box operators bugaboo: the television set. But there seems to be a new wrinkle. Previously, the tavern television set was the problem, today it's the home television set.

As a matter of fact, the tavern business is hurting almost as bad as the juke box business. People aren't going out, and the order of  
(Continued on page 130)

## Silbert to Talk On Financing at N. Y. Op Forum

NEW YORK—The second in a series of operator forums conducted by Atlantic-New York, local Seeburg outlet, will be held at 7 p.m., December 2, at the firm's 10th Avenue showrooms.

Guest speaker will be Art Silbert, vice-president of the Standard Financial Corporation, a financial house which specializes in handling coin machine paper.

Silbert will discuss the money market, financial prospects for 1958, and review the history of coin machine financing. He will also answer questions from the floor.

Joseph T. Klein, Atlantic-New York's certified public accountant, will discuss tax problems, depreciation of phonographs, and methods of depreciation. He, too, will answer questions from the floor.

Meyer Parkoff, Atlantic-New York president, will moderate the session and introduce the speakers. All operators are invited to attend.

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(Continued on page 132)

## Calif. Union Plans To Hypo Recruiting

### Resolution Lauds CMMA But Passaro Says Organization Efforts to Continue

LOS ANGELES — The newly formed California juke box operators' union passed a resolution praising the accomplishments of the local operator association, but at the same time served notice the union plans to go full speed in organizing operators and servicemen in the State.

The resolution was passed at meeting last week of Local 2 of the

Automatic Equipment and Coin Machine Operators Service and Repairmen's Union.

It praised the efforts of the Los Angeles division of California Music Merchants' Association and its president, Walt Hemple.

Organize

The resolution pointed out the union will "expect and hope that CMMA will continue its fine work. The union pointed out, however, that it will do its "utmost to organize the vast majority of unaffiliated operators, servicemen and mechanics, so that a cohesive, friendly and close working relationship results with mutual benefits to all segments of the industry."

The union is headed by Vince Passaro, who was business manager of the local association branch for approximately a year before joining in the organization of Local 2.

## AMI Cancels Stock Offering

GRAND RAPIDS, Mich.—AMI, Inc., has abandoned its plan of offering additional shares of its \$3 stated value common stock with warrants to stockholders.

The firm had filed a registration statement with the Securities and Exchange Commission in October, seeking to issue 114,323 additional shares of authorized stock (The Billboard, October 21).

AMI has 400,000 shares of stock authorized, but currently only 220,870 are outstanding. The additional issue was intended to raise capital for retirement of the firm's long and short-term borrowings.

The plan was canceled because of "conditions of the financial market," said F. E. Deatsman, company treasurer.

## New Union Befuddles New York Juke Scene

NEW YORK—The union situation here, already complicated by injunctions against two locals and a conspiracy indictment against one organizer, took on a new twist with the emergence of Local 19 of the Federated Service Workers' Union.

Both officials of the Music Operators of New York and Local 1690 (the recognized Retail Clerks' International Association Union) have been attempting to learn who is behind Local 19 but without success.

To date the only operator known

The first step in the union's efforts appears to already have been taken. Passaro said the union members unanimously approved a resolution seeking a collective bargaining agreement with MAC Vendors, Inc., local operating firm here.

Passaro said 10 of 14 MAC shopmen are now members of the union which was formed several months ago.

Sam Ricklin, MAC president, told The Billboard he didn't know what action would be taken by  
(Continued on page 130)

## Atlas Starts Year Around Op Training

CHICAGO—Atlas Music Company, Seeburg distributors for the Chicago area, are stepping up their training program with the inauguration of a series of four-week service schools, commencing December 4.

Each of the schools will run for four weeks, meeting one night a week, and will accommodate approximately 10 to 12 men per class. Atlas officials estimate they will hold approximately 10 such school terms per year.

No Conflict  
The classes will be wholly sponsored by Atlas, and will not con-  
(Continued on page 130)

## Conn. Ops Plan Banquet, Show

HARTFORD, Conn.—The first annual banquet and show of the Music Operators of Connecticut, Inc., will be held February 27 at the Hotel Statler here.

President Jim Tolisano has appointed Paul Rechtshafer general chairman of the committee. He will be assisted by Abe Fish and Israel Resnick, both of Hartford; Pat Montana, New Haven; Glen Klopfenstein, Southington, and Jerry Lambert, Stamford.

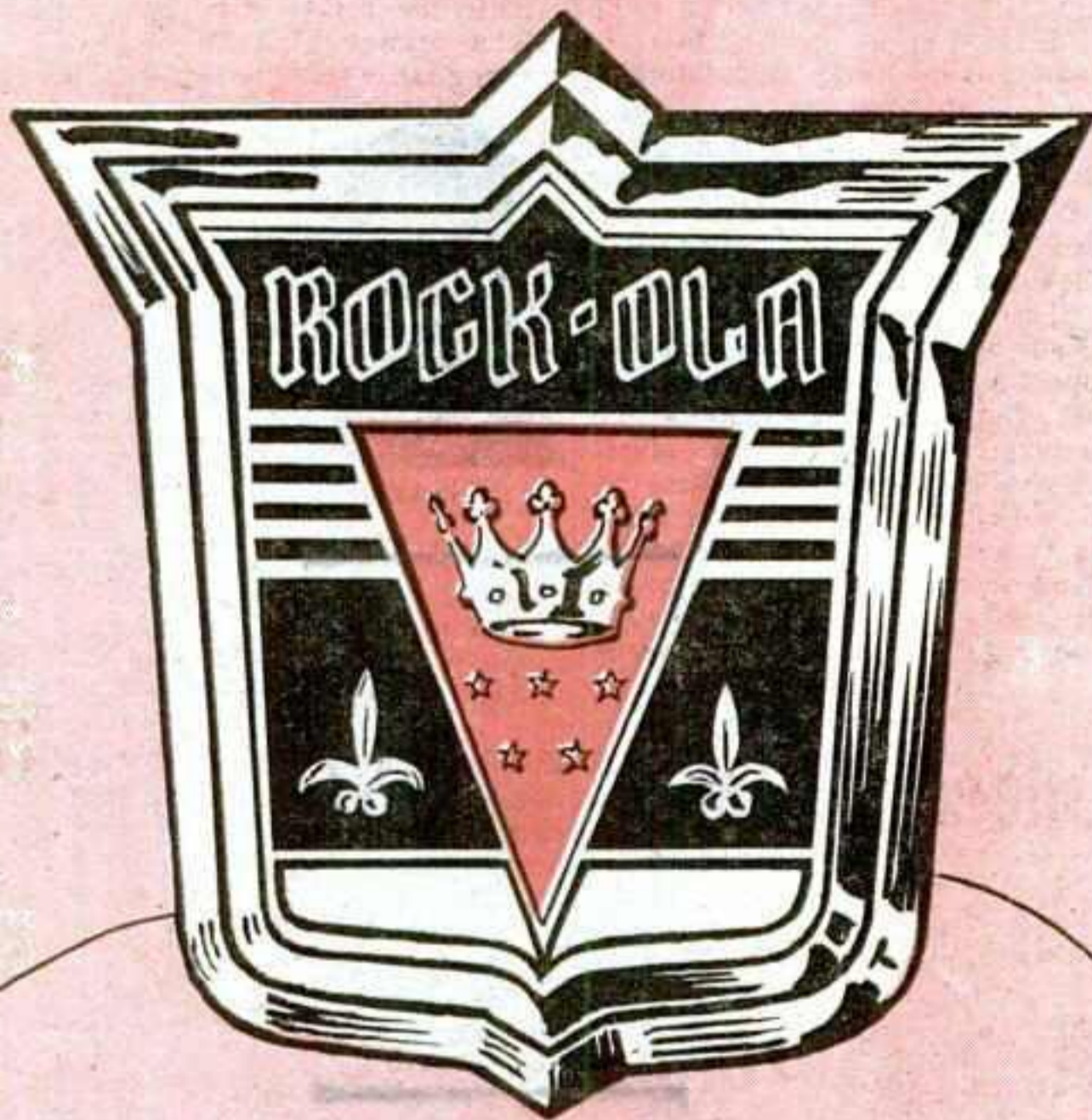
Ben Gordon, business agent of the group, said that the association has been active for more than seven years.

## Ops Approached

Several operators, under contract to Local 1690, have said they were approached by representatives of Local 19.

Al Denver, president of the Music Operators of New York, said his organization will seek to enjoin Local 19 from carrying on its organizing activities.

Meanwhile, Jim Cagiano, local  
(Continued on page 132)



## The Emblem of Dependability

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**120 Selection, Model 1458**  
**50 Selection, Model 1462**

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- ... all with the proven, dependable mechanism
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- ... all smaller in size than any other multi-selection phonograph

\*optional

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 New York  
**New York**  
 New York

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 Georgia  
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 Florida  
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**St. John's**  
 Nfld.  
**Montreal**  
 Quebec  
**Toronto**  
 Ontario  
**Winnipeg**  
 Man.  
**Edmonton**  
 Alberta

**ASSOCIATED AMUSEMENTS, INC.**  
 8 Rugg Road Stadium 2 4010  
**SEACOAST DISTRIBUTORS, INC.**  
 1700 North Avenue 3 1776  
**SCOTT-CROSSE COMPANY**  
 1423 Spring Garden Street  
 Rittenhouse 6 7712  
**SCOTT-CROSSE COMPANY**  
 819 W. Lackawanna Ave.  
 DI 4-3301  
**R. D. LAJAR COMPANY**  
 1635 Fifth Avenue Grant 1 7818  
**FLOWER CITY AMUSEMENT CO. INC.**  
 620 Main Street, East  
 Hamilton 6-4510  
**CAPITOL PROJECTOR CORP.**  
 540 10th Avenue  
 LO 3-7940  
**PAUL A. LAYMON, INC.**  
 1429 31 West Pico Boulevard  
 Richmond 9 7351  
**COIN MACHINE SERVICE, INC.**  
 472 Wilson Street Liberty 2-1175  
**WESTERN DISTRIBUTORS**  
 1776 Southwest 16th Avenue  
 Capitol 8 7565  
**PUGET SOUND NOVELTY CO. INC.**  
 114 Elliott Ave. West - Merdock 8010  
**PAUL W. HAWKINS**  
 329 East 7th Street Main 3 4503  
**DAN STEWART COMPANY, INC.**  
 140 East Second South Street  
 Davis 2-2473  
**H. B. BRINCK**  
 875 East Front Street 6126  
**MODERN DISTRIBUTING COMPANY**  
 3772 Tejon Street Grand 7-6834  
**BORDER-SUNSHINE NOVELTY CO.**  
 7919 4th Street, N. W. 4 1626  
**WORLD WIDE DISTRIBUTORS INC.**  
 2330 N. Western Avenue  
 Everglade 4 2300  
**BADGER NOVELTY COMPANY, INC.**  
 2546 N. 30th St. Hilltop 2-3030  
**CALDERON DISTRIBUTING CO. INC.**  
 450 Massachusetts Avenue  
 Melrose 4 8468  
**J. ROSENFELD COMPANY**  
 4701 Washington Blvd.  
 Forest 7 6730  
**H. Z. VENDING & SALES CO. INC.**  
 1205 Douglas Street Atlantic 1121  
**AUTOMATIC GAMES SUPPLY CO.**  
 302 University Ave Capitol 6 1037  
**UNI-COIN DISTRIBUTING COMPANY**  
 3410 Main St. Jefferson 1-1205  
**HALLGREN DISTRIBUTORS INC.**  
 1626 Third Avenue 4-6703  
**GILBERT MUSIC COMPANY**  
 108 South Center Street 4-4090  
**FARIANO AMUSEMENT COMPANY**  
 109 Liberty Ave. Oxbow 5-5131  
**LAKE CITY AMUSEMENT CO., INC.**  
 4533 Payne Ave. Henderson 1-7577  
**ROYAL DISTRIBUTING, INC.**  
 3726 Kessen Ave. Montana 1 5000  
**I. M. NOVELTY COMPANY**  
 3555 Mahoning Avenue  
 Sweetbriar 9 8256  
**AUTOMATIC MUSIC COMPANY**  
 1214 W. Archer St., Luther 4 4775  
**WALBOX DISTRIBUTING COMPANY**  
 3909 Main Street Taylor 4 1671  
**PAN AMERICAN SALES CO., INC.**  
 323 S. Alamo St., Capitol 7-8371  
**AMUSEMENT DISTRIBUTORS, INC.**  
 1615 St. Emanuel Capitol 7-3347  
**S & M DISTRIBUTING CO., INC.**  
 1074 Union Ave. Broadway 5-1133  
**CAPITOL MUSIC DISTRIBUTING CO.**  
 135 E. Amite St. 2-1822  
**HUEY DISTRIBUTING COMPANY**  
 3760 Airline Highway Forest 6 7101  
**FRANCO DISTRIBUTING CO., INC.**  
 24 N. Perry St. Amhurst 3-6463  
**SANDERS DISTRIBUTING COMPANY**  
 415 Fourth Ave., S. Alpine 5-4119  
**H. M. BRANSON DISTRIBUTING CO.**  
 811 F. Broadway Juniper 7-1343  
**COIN AUTOMATIC MUSIC CO.**  
 241 W. Main St. 945  
**LeSTOURGEON DISTRIBUTING CO.**  
 2828 S. Boulevard Edison 2-0437  
**ROBINSON DISTRIBUTING CO.**  
 335 Edgewood Ave., S. E.  
 Jackson 4 5207  
**ROSS DISTRIBUTING COMPANY**  
 3401 N. W. 36th St.  
 Newton 5-2531  
**ROSS DISTRIBUTING COMPANY**  
 50 Riverside Ave. Elgin 6-1551  
**WILLIAM POUND AGENCIES**  
 68 Water Street Phone: 2438  
**LAWRENCE NOVELTY COMPANY**  
 540 Boucher Street  
 Phone: CAIumet 1001  
**TORONTO TRADING POST INC.**  
 736 Yonge Street  
 Phone: 961-1111

# Location Contracts Detailed Godman at Gotham Forum

## Pros and Cons of Loans, Bonuses Argued at Atlantic-N. Y. Session

By AARON STERNFIELD

NEW YORK—The pros and cons of location contracts were detailed for some 30 New York operators by Joseph P. Godman, counsel for the Music Operators of New York, at an open forum held here last week (The Billboard, November 18).

Godman was guest speaker at the forum—first in a series sponsored by Atlantic-New York, Seeburg distributor.

He advised operators to make a thorough check of the location before signing any contract, determining if a pact with another operator exists, and whether the pact is oral or written.

While an oral contract is valid, he explained, it is only enforceable if proved, and such contracts are generally difficult to prove.

Godman warned that some location owners are bad actors, with a long record of breached contracts. He also said that the operator should check the status of the location thru the liquor license to determine who the real owner of the location is and whether the stop is owned by an individual, corporation or partnership.

If the contract is signed by a person who is not the owner, the operator may have a tough time in collecting when a breach occurs. The home address of the owner should appear on the contract, he said.

### Pay by Check

According to Godman, the operator can get in trouble if he pays a bonus rather than a loan to get the location. A bonus, he explained, may be difficult to get back if a location breaches. In either event, he said, payment should be made by check rather than by cash.

The check, which is court evidence, should be payable to the owner of the location, or if the stop is a partnership, to both partners.

The contract should specify that the bonus is being paid as an inducement, and that in the event of a breach, sale or business failure, it will be returned to the operator on a pro rata basis.

### Demand Note

On loans, Godman advised a demand note from the corporation, with the officers endorsing the loan, is advisable. Titles of the officers should be included. He explained that a tavern usually has few assets and that the best chance of collecting lies with the officers.

Chattel mortgages are best on large loans, Godman said, with even a second mortgage better than nothing. Another loan alternative is a confession of judgment, signed by the location owner. If

one partner signs the contract, the word "partner" must follow his signature.

Godman warned the operators to either fill in, or cross out and initial, every clause in the contract form. Initials of both operator and location owner must appear. An incomplete contract is not a legal instrument.

### Receipt Needed

If the location owner has a copy of the contract, a receipt signed by the location owner should be on the back of the original. Otherwise, the operator may claim he thought he was signing a receipt for the equipment when he signed the original contract.

Godman advised the operators to use average weekly profit rather than a pre-determined amount on the liquidated damages clause of the contract.

He explained that most courts don't like the liquidated damages clause and that they are more apt to rule favorably on what their location had been averaging than on an arbitrary amount.

### Liquidated Damages

Liquidated damages are calculated by figuring the operator's average weekly profit while the contract was in force, multiplying that amount by the number of weeks the contract had to run, and awarding the total to the operator in the event of a breach.

Automatic renewal clauses pose a problem for the operator. The courts have ruled that in the event of a lease, the lessor must give notice from 30 to 60 days before expiration. It has not been determined whether this applies to the relationship between juke box operator and location owner. However, according to Godman, the chances are it does.

The problem: should the operator give notice and risk additional location demands, or should he fail to give notice and risk the automatic renewal clause being held invalid?

### By-Pass Courts

Godman disclosed that he and Sam Mezanski, the attorney who represented the Music Operators of New York in recent litigation, are working out a procedure whereby the courts would be by-passed in litigation between location owner and operator.

The proposal would have the dispute presented to the American Arbitration Association, with the award confirmed in court. This method, he argued, would save time and money.

In the event of a breach, Godman told the operators that it is sometimes a good idea to sue the other operator in addition to the location owner. He explained that

if the operator induced the location owner to breach his contract, he too is liable.

### Deterrent

Godman pointed out that while inducement may be difficult to prove in court, the threat of suit often slows down operators in location jumping.

He also said that minimum guarantees should not be waived by the operator, even tho he doesn't hold the location responsible for them. The reason, he explained, is that if the location ever breaches, he may be held legally responsible for the minimums. If the location does not breach, the operator may, at his discretion, not insist on these guarantees.

After his talk, Godman reviewed the union situation in New York and answered questions from the floor.

### Bonus Discussion

A lively discussion on the advantages and disadvantages of location bonuses and loans followed. Most ardent advocate of loans and bonuses to locations was Charlie Bernoff, head of Regal Music.

"We are in the finance business whether we like it or not," he said. His advice was to keep a good lawyer on retainer and be prepared to shell out money to locations. According to Bernoff, every local operator who became big got that way by paying for his locations.

Mike Mulqueen, Walden, N. Y. operator, took sharp exception to Bernoff's statements. Mulqueen said that less than 10 per cent of the locations in his area are under contract, and that trouble is rare.

### Few Loans

Moreover, he continues, loans and bonuses are made only infrequently in the Hudson Valley region, and few operators have their locations jumped.

Seymour Pollak, Tarrytown operator, said that most Westchester operators can't afford to make loans or give bonuses. He explained that many New York locations are fat enough to tempt the operator to shell out cash for the stop, while few such locations exist in the hinterlands.

Sal Trella, Elkay Amusement Company, said that while he doesn't like to pay out money to locations, he would rather have the security that goes with a contract.

### Attendance

The following operators attended the session: Ben Chicofsky, Benray Music; Al Goldberg, Emerson Music; Leonard Capossella, Friendly Vending Service; Mr. and Mrs. Max Klein, Moder Amusement Company; Leo Rosenberg, Beverly Music Service; Manny Feder, Beam Music Company; Irving Fenishel, Janel Music; Sheldon Simon, Simon Vending; Sal Trella, Elkay Amusement; Al Ferber, A&A Operating; Jerry Basile, American Cigarette and Music; Jack Ezrati, Jabco Amusement; Harold Morris, Al Drake and Al Ford.

Also, Max Itzkowitz, Maxwell Music; Mike Mulqueen, M & M Amusement; Otto Friedman, Red Circle Music; Bill Goetz, Capitol Automatic Music; Bob McEvoy, Town & Country Vending, Harry Koster, Koster Vending; Jerry Kunreuther, Pioneer Amusement & Vending; Calvin Marshall; Leo Lowenberg and Lou Levine, both of L & L Music; Nat Teller, and Joe Friedman, Challenger Sales.

The next forum is tentatively scheduled for December 2, with a representative of a local tavern owner association slated to speak.

Operators were guests of Atlantic-New York at a buffet supper before the forum.

# COINMEN YOU KNOW

## Chicago

By NICK BIRO

Phil Weisman, Universal Automatic Music, and the Mrs. have taken a trip to Europe for a little winter relaxation. Son Bob is at the shop overseeing the operation . . . Ed Ratajack, AMI sales head returned last week from St. Paul, where he attended the Bar Mitzvah of Herman Paster's son . . . Jack Mitnick, United Music Sales head, left the office early last week for a New York trip.

Phil Levin, president of RMSA for the past three years, and previously vice-president and secretary since the group's inception in 1949, resigned due to ill health. Levin will keep his music route, but plans to take things a little easy for a while.

Herb Bidenkap, Coven road man is back on the road, following a recent layoff due to the illness of his seven-year-old son, Jay. The boy, incidentally, is fully recovered . . . Newt Wolf, Monroe Coin Machine Exchange, Cleveland, took the big step. He married Carol Kramer, October 20, at the Tudor Arms Hotel . . . Les Micon, World Wide music head reports business at a steady pace now that cold weather is here.

Ben Coven, head of the distributorship bearing his name, took a couple of weeks off for a much deserved vacation, and is expected back this week . . . Harold Schwartz, Atlas sales rep says business holding steady, with a lot of operator interest in the new remotely operated cigarette venders. The remote mechanism, incidentally, is the only way the machines can be operated in the Windy City.

Ralph Sheffield, Cenco director of sales, keeping highly active in community affairs, as usual. He and his wife were recently elected 1958 officers of the Skokie Chapter, Number 1015, of the Order of the Eastern Star of Illinois. Ralph is also wrapped up in work for community youth.

## New York

By AARON STERNFIELD

A four-man contingent from the Sandy Moore Distributing Company leaves this week for Miami to attend the Wurlitzer distributing meeting. Florida-bound are Sandy Moore, Joe Young, Abe Lipsky and Bernie Levine.

Sol Lipkin, American Shuffleboard, returned from an Ohio and Indiana sales trip . . . Nick Melone, of American Shuffleboard, was in Washington for a couple of days. . . . Claire Morano, of the Associated Amusement Machine Operators of New York, reports that ticket sales for the AAMONY banquet December 14 are moving well.

Phil Raisen, Banner Music, suffered a heart attack while at Miami. He is at the Heart Institute of Miami, Miami Beach. . . . Jim Cagiano, local game union organizer, and Harry Berger, West Side Distributors, visited members of the Westchester Operators' Guild Tuesday night (19).

Ted Blatt, counsel for the Associated Amusement Machine Operators of New York, is back from a Miami vacation. . . . Moe Mandell, Northwestern Sales and Service, visited the Northwestern plant in Chicago. Mandell reports that the King bowling vender and Sputnik gum are moving well in the bulk field.

Dave Stern, Seacoast Distributors, visited Mickey Wishinsky,

Sandy Moore Distributors, Tuesday (19). . . . Don Liberatore, who worked for Lou and Bernie Boorstein, will soon be discharged from the Navy.

Joe Fishman, of the Y & R Novelty, Newark, N. J., missed the annual dinner of the Music Operators of New York for the first time in years. Mrs. Fishman is ill, and Joe was home with his wife.

Meyer Parkoff, Atlantic-New York, visited Tom Greco in Glasgow, N. Y. . . . New members of the New York State Operators' Guild are Mrs. Millie McCarthy, Hurleyville, and Hank Seidel, Kingston. . . . Irving Kempner, Runyon Sales, and Stuart Honese, public relations director of Grossingers, were guests of the NYSOC meeting in Kingston Wednesday night (13).

Johnny Silotta, New York State Wurlitzer distributor, leaves for the National Association of Concessionaires' convention in Miami next week. . . . Nate Sugerman, son of Barney Sugerman, Runyon Sales, has started basic training at Fort Dix, N. J.

Joe Clinton, the vice-president who specializes in coin machine paper at the Clinton Trust Company, Thursday (14) celebrated his 25th anniversary with the bank. . . . Lou Boorstein, Leslie Distributors, is in Nashville for the "Grand Ole Opry" celebration.

## Miami

By RAOUL SHAPIRO

Ken Brandom, routeman for Broward Music Company, recently became the father of a girl. Mother and daughter are doing fine. . . . George Holzman, New York operator, was critically hurt when hit by an automobile. George is a brother-in-law of Morris Marder, M & M Service, and a partner in a route in New York with Willie Levey, Mellow Music Company, both local operators. . . . Bill Bullick, routeman for Florida Amusement Company, Homestead, suffered a stroke and is now in Homestead General Hospital. His many friends in Miami hope for his speedy recovery.

Doris Shapiro, Music Makers, Inc., busy this past weekend entertaining her sister and brother-in-law, Mr. and Mrs. Sol Abrams, Brooklyn. Sol Abrams was a pin game distributor in New York years ago. . . . Also down for a couple of weeks is Max Weiss, Brooklyn cigarette operator. . . . Mel Schwartz, Mello Music Company, back from his honeymoon in Mexico.

Everyone in South Florida was shocked by the untimely death of Bill Falleik, serviceman for Florida Amusement Company, in Homestead. Bill had suffered a stroke last week. . . . Willie Levey, Mellow Music Company, off to Philadelphia with his wife Pearl, to visit their daughter, son-in-law and grandchild. Willie intends to go on to New York, where he will visit his partner, George Holzman. George was recently injured by a car and is still in serious condition in the hospital.

E. Jones, Jones Music & Amusement Company, in Eau Gallie, recently had a fire in his home which completely destroyed it. . . . If Frank Sinatra ever visits the Nite Owl Bar in Miami Beach, he will have no trouble finding one of his records on the juke box. The machine, serviced by Acme Vending Company, has nothing else on it but Frankie's records.

There were quite a few New York operators attending the MOA (Continued on page 131)

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755

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.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of November 18, 1957)

### MUSIC MACHINES

	High	Low	Mean Avg.
<b>AMI</b>			
Model A (46) 40 sel., 78 RPM	\$125.00	\$ 75.00	\$ 90.50
Model B (48) 40 sel., 78 RPM	175.00	99.50	145.00
Model C-40	69.00	69.00	69.00
Model C (50) sel., 78 RPM	195.00	100.00	150.00
Model D-80 (51) 40 sel., 78 RPM	295.00	285.00	285.00
Model E-40 (53) 40 sel., 78 RPM	225.00	225.00	225.00
Model E-80 (53) 80 sel., 45 RPM	375.00	350.00	350.00
Model E-120 (53) 120 sel., 45 RPM	650.00	345.00	396.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	595.00	350.00	585.00
<b>ROCK-OLA</b>			
120 Comet	\$495.00	\$475.00	\$495.00
1428 (48) 20 sel., 78 RPM	99.50	49.50	95.00
1432 (50-51) 50 sel., 78 RPM	95.00	95.00	95.00
1432 Rocket	125.00	125.00	125.00
1434 (50-51) 50 sel., 78 RPM	185.00	135.00	149.50
1434 Fireball	195.00	135.00	195.00
1434 Rocket	150.00	135.00	135.00
1436 (52) 120 sel., 45 RPM	335.00	250.00	295.00
1436 A- (53) 120 sel., 45 RPM	175.00	175.00	175.00
1438 (54) 120 sel., 45 RPM	465.00	395.00	395.00
1442 (54) 50 sel., 45 RPM	550.00	495.00	500.00
1446 Hi-Fi 120 sel., 45 RPM	445.00	445.00	445.00
146 (46)	50.00	39.50	40.00
147S (47) 20 sel., 78 RPM	70.00	25.00	50.00
<b>SEEBURG</b>			
147-M	\$ 65.00	\$ 65.00	\$ 65.00
148 ML (48) Remote 20 sel., 78 RPM	99.50	74.50	99.00
HM-100-Hideaway (9/49)	149.50	149.50	149.50
M-100-A (9/49) 100 sel., 78 RPM	515.00	69.50	185.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	350.00	395.00
M-100-BL (10/51) 45 RPM	525.00	450.00	525.00
M-100-C (5/52) 100 sel., 45 RPM	525.00	450.00	499.00
HF-100-G (9/53) 100 sel., 45 RPM	695.00	575.00	595.00
HF-100-R	695.00	650.00	675.00
100-W (9/53)	575.00	575.00	575.00
Seeburg Sicum 200 Set	695.00	275.00	275.00
<b>WURLITZER</b>			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	75.00	50.00	50.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	95.00	95.00	95.00
1250 (50) 48 sel., 45 or 78 RPM	145.00	69.50	115.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	124.50	195.00
1450 (51) 48 sel., 45 or 78 RPM	150.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix.	299.50	179.00	225.00
1550-A (53) 104 sel., 45-78 RPM Mix.	299.50	275.00	275.00
1600 (53) 48 sel., 45 or 78 RPM	275.00	225.00	225.00
1600-A (54) 48 sel., 45 or 78 RPM	425.00	400.00	400.00
1650 (53) 48 sel., 45 RPM	325.00	225.00	265.00
1650A (54) 48 sel., 45 RPM	295.00	225.00	225.00
1700 (54) 104 sel., 45 RPM	620.00	495.00	550.00
1800 (2/55) (W)	750.00	595.00	695.00

### PINBALL GAMES

	High	Low	Mean Avg.
<b>BALLY</b>			
Atlantic City (5/52)	\$ 65.00	\$ 65.00	\$ 65.00
Beach Beauty (1/55)	225.00	30.00	200.00
Beach Club (2/53)	30.00	25.00	30.00
Beauty (11/52)	75.00	43.00	75.00
Big Time (1/55)	180.00	110.00	125.00
Bright Lights (5/51)	55.00	55.00	55.00
Bright Spot (11/51)	95.00	35.00	85.00
Broadway (12/55)	270.00	200.00	245.00
Coney Island (9/52)	45.00	45.00	45.00
Dude Ranch (9/51)	75.00	60.00	60.00
Frolic (10/52)	80.00	43.00	65.00
Gayety (3/55)	95.00	60.00	60.00
Gaytime (6/55)	145.00	110.00	125.00
Hi-Fi (6/54)	75.00	60.00	65.00
Ice Frolics (1/54)	55.00	55.00	55.00
Miami Beach (9/55)	150.00	110.00	125.00
Nite Club (3/56)	340.00	225.00	250.00
Palm Beach (7/52)	105.00	35.00	65.00
Palm Springs (11/52)	65.00	55.00	60.00
Spot Lite (1/52)	45.00	45.00	45.00
Surf Slub (3/54)	75.00	40.00	60.00
Variety (9/54)	95.00	70.00	75.00
Yacht Club (6/53)	55.00	43.00	55.00
<b>CHICAGO COIN</b>			
Basket Ball Champ (10/49)	\$195.00	\$125.00	\$175.00
Home Run	175.00	175.00	175.00
Tahiti (10/49)	100.00	50.00	69.50
<b>EVANS</b>			
Saddle & Turf Club Model (10/53)	\$275.00	\$175.00	\$225.00
<b>GENCO</b>			
Basket Ball, 2 Player (10/53)	\$245.00	\$225.00	\$225.00
400 (10/53)	75.00	35.00	49.00
Golden Nugget (2/53)	95.00	35.00	65.00
Invader (3/54)	145.00	109.50	125.00
Jumping Jack (11/52)	75.00	25.00	50.00
<b>GOTTLIEB</b>			
Arabian Knights (11/53)	\$125.00	\$115.00	\$125.00
Auto Race (9/56)	265.00	245.00	245.00
Basketball (10/49)	200.00	200.00	200.00
Chinatown (10/52)	65.00	45.00	65.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	245.00	235.00	245.00
College Daze (8/49)	50.00	50.00	50.00
Coronation (11/52)	45.00	45.00	45.00
Crossroads (5/52)	195.00	45.00	65.00
Cyclone (4/51)	40.00	40.00	40.00
Daisy Mae (7/54)	145.00	125.00	140.00
Derby Day (4/56)	210.00	210.00	210.00
Diamond Lill (12/54)	140.00	120.00	130.00
Dragonette (6/54)	175.00	135.00	135.00
Duette (3/55)	195.00	175.00	195.00
Duette Deluxe (4/55)	250.00	225.00	245.00
Flying High (2/53)	65.00	65.00	65.00
Four Belles (10/54)	125.00	125.00	125.00
Four Stars (6/52)	65.00	65.00	65.00
Frontiersman (11/55)	185.00	150.00	185.00
Gold Star (8/54)	150.00	135.00	150.00
Grand Slam (4/53)	60.00	60.00	60.00
Green Pastures (1/54)	100.00	100.00	100.00
Guys & Dolls (5/53)	80.00	65.00	65.00
Gypsy Queen (2/55)	175.00	170.00	170.00
Happy Days (7/52)	65.00	65.00	65.00
Happy-Go-Lucky (3/51)	40.00	40.00	40.00
Harbor Lites (2/56)	200.00	185.00	195.00
Hawaiian Beauty (5/54)	120.00	120.00	120.00
Hit 'n' Run (3/52)	65.00	45.00	65.00
Jockey Club (4/54)	130.00	110.00	120.00
Joker (11/50)	50.00	50.00	50.00
Jubilee (5/55)	210.00	210.00	210.00
Jumbo (10/54)	225.00	225.00	225.00
Just 21 (1/50)	60.00	60.00	60.00
Marathon (10/55)	245.00	245.00	245.00
King Arthur (10/49)	40.00	40.00	40.00
Knockout (12/50)	49.50	45.00	49.50
Lady Luck (9/54)	150.00	120.00	125.00
Lovely Lucy (2/54)	110.00	110.00	110.00
Marble Queen (6/53)	135.00	75.00	95.00
Minstrel Man (2/51)	45.00	45.00	45.00
Mystic Marvel (3/54)	125.00	120.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	100.00	100.00	100.00
Poker Face (8/53)	85.00	75.00	75.00
Quarett (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	65.00	65.00	65.00
Quinette (3/53)	75.00	65.00	65.00
Rockettes (8/50)	50.00	50.00	50.00
Rose Bowl (10/51)	35.00	35.00	35.00
Round Up (11/48)	60.00	60.00	60.00
Scoreboard (3/56)	275.00	215.00	225.00

	High	Low	Mean Avg.
Sea Belles (8/56)	\$285.00	\$285.00	\$285.00
Sharpshooter (5/49)	60.00	60.00	60.00
Shindig (9/53)	110.00	90.00	100.00
Skill Pool (8/52)	70.00	65.00	65.00
Sluggin' Champ (4/55)	180.00	125.00	125.00
Sluggin' Champ Deluxe (4/55)	180.00	180.00	180.00
Southern Belle (6/55)	170.00	165.00	165.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	150.00	135.00	150.00
Sweet Add-A-Line (7/55)	175.00	175.00	175.00
Toreador (6/56)	295.00	275.00	275.00
Tournament (8/55)	225.00	225.00	225.00
Triplets (7/50)	65.00	65.00	65.00
Twin Bill (1/55)	150.00	150.00	150.00
Wild West (8/51)	50.00	50.00	50.00
Wishing Well (9/55)	185.00	175.00	185.00
<b>UNITED</b>			
ABC (2/52)	\$545.00	\$545.00	\$545.00
Cabana (3/53)	150.00	35.00	50.00
Caravan (1/56)	225.00	200.00	200.00
Circus (8/52)	25.00	25.00	25.00
Havana (2/54)	80.00	30.00	55.00
Hawaii (6/54)	120.00	45.00	45.00
Leader (11/51)	95.00	35.00	50.00
Manhattan (4/55)	80.00	60.00	80.00
Mexico (3/54)	195.00	70.00	135.00
Nevada (8/54)	43.00	43.00	43.00
Pixie (9/55)	145.00	75.00	95.00
Rio (11/53)	25.00	25.00	25.00
Singapore (10/54)	43.00	40.00	40.00
Stardust (4/56)	225.00	120.00	210.00
Starlet (11/55)	210.00	98.00	125.00
Stars (6/52)	65.00	40.00	60.00
Tahiti (8/53)	175.00	50.00	90.00
Triple Play (8/55)	85.00	65.00	85.00
Tropicana (1/55)	75.00	75.00	75.00
Tropics (7/55)	175.00	35.00	69.50
Zingr (10/51)	65.00	65.00	65.00
<b>WILLIAMS</b>			
All Star Baseball	\$195.00	\$150.00	\$155.00
Army & Navy (10/55)	60.00	50.00	50.00
Big Ben (9/54)	125.00	95.00	125.00
C.O.D. (9/53)	75.00	75.00	75.00
Colors (11/54)	135.00	125.00	125.00
Dealer '21' (2/54)	50.00	50.00	50.00
Deluxe Baseball	195.00	85.00	85.00
Disk Jockey (11/52)	60.00	60.00	60.00
Four Corners (11/52)	65.00	65.00	65.00
Fairway (6/53)	60.00	60.00	60.00
Georgia (7/50)	49.50	30.00	49.50
Grand Champion (8/53)	80.00	60.00	80.00
Gun Club (11/53)	40.00	40.00	40.00
Hayburner (6/51)	75.00	50.00	75.00
Hong Kong (10/52)	55.00	42.50	50.00
Jalopy (8/51)	40.00	40.00	40.00
Jolly Joker (10/55)	160.00	95.00	95.00
King of Swat	225.00	225.00	225.00
Lazy Q (2/54)	75.00	75.00	75.00
Long Beach (7/52)	75.00	45.00	50.00
Lucky Inning (5/50)	49.50	45.00	49.50

Continued from page 129

	High	Low	Mean Avg.
Bikini (K) (6/54)	\$195.00	\$125.00	\$150.00
Bonus Bowler (K) (3/54)	190.00	75.00	125.00
Bonus Score Bowler (CC) (4/55)	395.00	275.00	345.00
Bowlette (G) (7/50)	40.00	40.00	40.00
Broadway Alley (U)	315.00	145.00	195.00
Capital Deluxe Shuffle Games	435.00	225.00	365.00
Capitol (U) (6/56)	350.00	225.00	295.00
Carnival (K) (5/53)	125.00	45.00	85.00
Cascade (U) (2/53)	50.00	50.00	50.00
Century (K) (6/54)	295.00	175.00	210.00
Champion (B) (5/54)	300.00	125.00	195.00
Chief (U) (11/53)	85.00	85.00	85.00
Classic (U) (6/53)	140.00	50.00	89.50
Clipper (U) (5/55)	385.00	215.00	295.00
Clipper Deluxe (U) (5/55)	425.00	225.00	325.00
Clover Shuffle (U) (1/53)	125.00	39.50	75.00
Club (K) (4/53)	75.00	50.00	65.00
Comet Targette (U) (11/54)	350.00	125.00	250.00
Comet Deluxe (U) (11/54)	345.00	125.00	245.00
Criss-Cross (CC) (11/53)	95.00	95.00	95.00
Criss-Cross Targette Deluxe (CC) (1/55)	110.00	110.00	110.00
Criss-Cross Targette Regular (CC) (1/55)	110.00	110.00	110.00
Crown (CC) (4/53)	50.00	50.00	50.00
Diamond (K) (5/53)	235.00	100.00	175.00
Domino (K) (5/53)	50.00	50.00	50.00
Double Score (CC) (3/53)	95.00	49.50	75.00
Feature (CC) (7/54)	275.00	125.00	185.00
Fifth Inning Deluxe (U) (6/55)	395.00	225.00	295.00
5 Player (U) (1/51)	40.00	40.00	40.00
Fireball (CC) (11/54)	150.00	150.00	150.00
Flash (CC) (9/54)	335.00	195.00	265.00
8 Player (Ge) (9/51)	85.00	50.00	67.50
Gold Cup (CC) (7/53)	155.00	75.00	115.00
Gold Medal (B) (3/55)	425.00	275.00	300.00
Hi Speed Triple Score (CC) (8/53)	60.00	60.00	60.00
Holiday Match Bowler (CC) (9/53)	450.00	225.00	350.00
Hollywood (CC) (5/55)	495.00	225.00	325.00
Imperial (U) (9/53)	215.00	60.00	135.00
Leader Shuffle Alley (U) (11/53)	195.00	125.00	165.00
League Bowler (U) (1/54)	250.00	95.00	160.00
League Bowler Deluxe (U) (4/54)	195.00	100.00	145.00
Lightning (U) (2/55)	295.00	225.00	275.00
Lightning Deluxe (U) (2/55)	295.00	275.00	275.00
Magic (B) (12/54)	425.00	300.00	325.00
Mars (U) (1/55)	295.00	225.00	275.00
Mars Deluxe (U) (3/55)	395.00	185.00	245.00
Match Bowl-A-Ball (CC) (8/52)	70.00	45.00	60.00
Match Pool (Ge) (2/54)	99.50	75.00	80.00
Mercury (U) (12/54)	175.00	150.00	165.00
Mystic Bowler (B) (12/54)	335.00	325.00	355.00
Mercury Deluxe 11th Frame (U) (10/51)	295.00	235.00	245.00
Name Bowler (CC) (1/54)	50.00	50.00	50.00
Official (U) (5/52)	85.00	60.00	75.00
Olympic (U) (8/54)	135.00	70.00	75.00
Original	95.00	50.00	70.00
Pacemaker (K) (9/53)	149.50	50.00	85.00
Palisade (K)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54)	265.00	99.50	175.00
Rocket (B) (8/54)	275.00	175.00	275.00
Royal (U) (8/54)	190.00	75.00	110.00
Score-A-Line (CC) (9/55)	475.00	425.00	425.00
Shuffle Alley Deluxe, 6 Player (U) (10/51)	85.00	30.00	60.00
Shuffle Alley, 6 Player (K)	85.00	45.00	55.00
Shuffle Alley, 10 Player (K)	95.00	50.00	60.00
Shuffle Alley 11th Frame	335.00	150.00	195.00
Shuffle Alley Deluxe 11th Frame (U)	325.00	175.00	225.00
Shuffle Pool (Ge) (11/53)	99.50	39.50	85.00
Six Player (CC)	50.00	45.00	45.00
Six Player Deluxe (K)	65.00	45.00	45.00
Six Player Deluxe (U)	65.00	40.00	45.00

	High	Low	Mean Avg.
Six Player 10th Frame (U)	\$ 75.00	\$ 55.00	\$ 70.00
Speedlane Bowler (K)	275.00	275.00	275.00
Speedy (U) (8/54)	135.00	135.00	135.00
Star, 5 Player (U) (7/52)	95.00	34.50	45.00
Star, 10th Frame (U) (9/52)	110.00	29.50	60.00
Starlite (CC) (5/54)	295.00	145.00	195.00
Super Bonus Deluxe (U)	425.00	345.00	375.00
Super Frame (CC) (5/54)	295.00	95.00	165.00
Super Hatch Bowler (CC) (10/52)	75.00	50.00	55.00
Super Six (U) (3/52)	100.00	29.50	75.00
Targette (U)	295.00	125.00	195.00
Targette Deluxe (U) (8/54)	320.00	95.00	195.00
Team Bowler (U) (1/54)	295.00	100.00	165.00
Team Bowler (K) (10/52)	75.00	49.50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC)	95.00	40.00	60.00
Thunderbolt (CC)	395.00	265.00	295.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC)	175.00	175.00	175.00
Venus Deluxe (U) (3/55)	350.00	225.00	275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Vinus Bowler	385.00	225.00	325.00
Yankees (U)	139.00	100.00	130.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watlinc.

AA Gun (K) ('48)	\$ 99.50	\$ 99.50	\$ 99.50
ABT Challenger (5/46)	30.00	25.00	25.00
Advance Shockers	22.50	22.50	22.50
Air Football	225.00	195.00	225.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) ('48)	125.00	125.00	125.00
All-Star Baseball (W)	195.00	100.00	175.00
Anti Aircraft	99.50	99.50	99.50
Atomic Bombers (M)	125.00	125.00	125.00
Auto Photo (AP)	1795.00	1795.00	1795.00
Balloonamat Capitol P (1/55)	295.00	295.00	295.00
Baseball (Sc)	79.50	79.50	79.50
Baseball, 2 Player (G)	175.00	125.00	145.00
Basketball (G)	225.00	225.00	225.00
Basketball (CC)	195.00	155.00	195.00
Basketball Champ (CC)	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48)	145.00	145.00	145.00
Bat-A-Score Sr. (Ev) (8/48)	65.00	65.00	65.00
Bert Lane Merry-Go-Round	350.00	315.00	325.00
Big Broncho (1/51)	345.00	325.00	325.00
Big Inning (B) ('47)	129.50	65.00	85.00
Big League Baseball (W) (3/51)	195.00	175.00	175.00
Big League Baseball (W) (2/54)	195.00	135.00	175.00
Big Top (G) (6/54)	250.00	250.00	250.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55)	350.00	250.00	275.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vendor (Ex)	50.00	45.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54)	175.00	175.00	175.00
Champion Baseball (G)	185.00	185.00	185.00
Champion Hockey ('46)	125.00	125.00	125.00
Champion (U)	175.00	125.00	175.00
Coon Hunt (S) (2/54)	115.00	115.00	115.00
Dale Gun (Ex)	65.00	50.00	65.00
Defender (B) ('40)	150.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	195.00	95.00	135.00
Drivemobile (M) (7/54)	195.00	195.00	195.00
500 Shooting Gallery (Ex) (3/55)	175.00	175.00	175.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	125.00	60.00	125.00
Football (M)	275.00	275.00	275.00
Goalee (CC) (1/46)	95.00	65.00	95.00
Gun Patrol (Ex) (5/51)	150.00	62.00	95.00
Gypsy Fortune Teller	10.00	10.00	10.00
Harvard Metal Typer	125.00	125.00	125.00
Heavy Hitter (B)	50.00	50.00	50.00
Hi-Ball (Ex) (2/38)	95.00	75.00	75.00

	High	Low	Mean Avg.
Hockey (CC)	\$ 75.00	\$ 75.00	\$ 75.00
Home Run, 6 Player (CC) (3/54)	200.00	175.00	195.00
Jet Fighter (W) (10/54)	225.00	225.00	225.00
Jet Gun (Ex) (12/51)	110.00	110.00	110.00
Jumping Jack (G) (11/52)	85.00	35.00	75.00
Jungle Gun (U) (7/54)	185.00	135.00	150.00
Kicker & Catchers	52.50	52.50	52.50
KO Fighter	395.00	345.00	350.00
Lite League (W) (2/54)	75.00	75.00	75.00
Lord's Prayer (M) (6/56)	395.00	395.00	395.00
Lovometer (Ex)	25.00	25.00	25.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Mercury Counter Gripper	25.00	25.00	25.00
Midget Movies (CC)	125.00	125.00	125.00
Midget Skeeball (CC)	175.00	145.00	145.00
Mill Scales	65.00	35.00	50.00
Name Plate (R)	150.00	125.00	125.00
Moon Rides (B) (5/54)	295.00	200.00	250.00
Panoram (Mills)	325.00	325.00	325.00
Pennant Baseball (W)	100.00	100.00	100.00
Periscope (CC)	100.00	95.00	95.00
Photomatic (M) (1/50)	395.00	275.00	245.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (1/49)	75.00	75.00	75.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	175.00	175.00	175.00
Polar Hunt (W)	395.00	325.00	345.00
Pop Up	20.00	20.00	20.00
Quarterbacks (G) (9/55)	195.00	140.00	185.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	175.00	150.00	165.00
Round the World Trainer (CC) (10/53)	375.00	325.00	325.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	365.00	225.00	313.00
Set Shot Basketball (Munves) (6/52)	295.00	225.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	195.00	65.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	150.00	125.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	195.00	195.00	195.00
Six Shooter (Ex)	125.00	50.00	95.00
S K Grip Vue	30.00	20.00	20.00
Sky Fighter (M) (9/53)	135.00	110.00	135.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	195.00	195.00	195.00
Smiley (Pioneer) (8/46)	15.00	10.00	10.00
Space Gun (Ex)	125.00	85.00	95.00
Space Ranger (Deco)	295.00	224.50	295.00
Space Ship	95.00	95.00	95.00
Speed Boat (B) (7/53)	325.00	275.00	325.00
Sportland (Ex) (11/51)	120.00	120.00	120.00
Sportsman (K) (11/54)	185.00	175.00	175.00
Standard Metal Typer F S	325.00	199.00	275.00
Star Series (W) (4/49)	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54)	195.00	150.00	185.00
Steeple Chase	75.00	50.00	75.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	175.00	175.00	175.00
Super Jet (CC) (8/53)	295.00	295.00	295.00
Super Jet (CC) (4/53)	175.00	175.00	175.00
Super Pennant (W)	175.00	145.00	175.00
Super Slugger (U) (7/55)	395.00	295.00	350.00
Telequiz (T) (1/49)	65.00	65.00	65.00
Ten Strike (E) ('46)	85.00	75.00	85.00
S-D Theater (M) (12/53)	199.50	199.50	199.50
Three-of-A-Kind	20.00	18.00	18.00
Three Way Gripper (Gb)	25.00	25.00	25.00
Treasure Cove (Ex) (6/55)	225.00	225.00	225.00
Trigger Horse (E) (7/53)	395.00	395.00	395.00
Undersea Raider (2/46)	125.00	115.00	125.00
Wild West (G) (2/55)	65.00	65.00	65.00
Wizard 5c	20.00	19.50	19.50
Wizzard Whiz	25.00	18.00	20.00
World Series (W) (4/51)	50.00	50.00	50.00
Zingo (U) (1/51)	65.00	65.00	65.00
Zigzag Skill (Marvel) (5/54)	20.00	20.00	20.00

Chi Collections Off 10-30%

Continued from page 126

the day appears to be home entertainment.

Many operators and location owners alike are finding lack of overtime and a tightening in credit responsible for patrons pulling in their belts and enjoying a night with the family—at home.

**Tavern Licenses**

Compounding the problem, tavern licenses are up for renewal. Many locations operating on a marginal basis already, find the outlay for new license to be just too much. As result, there is a wholesale changing of ownership, with juke box play in most cases affected adversely.

Of the scattered locations that are holding the line, restaurants and cafes seem to be in the healthiest condition. As one operator, Morris Travers, Admiral Music, put it, "people still have to eat."

Travers has most of his machines in eating places, with few taverns and bistros. Business for him has been, "at least as good as last fall."

Other spots where activity hasn't been affected by either home television or tight credit, are the younger crowd hangouts, and rhythm and blues locations.

**Youth Spots**

Ray Gallet, of Paschke Music, sums it up this way: "Our locations with younger clientele—either teenagers or young adults—are keeping our heads above water. In these spots the activity continues, despite money being tight."

Gallet pointed out that the younger people do less entertaining at home, and when they have spare time, they usually prefer to spend it out with friends.

Another factor mentioned by Gallet, "the young people only

want television for specific sporting events or shows—they don't see it as an evening's entertainment."

**Honky Tonks**

Another operator, Earl Kies, Apex Music, mentioned his rhythm and blues locations and "honky-tonk" spots as continuing to do traffic. "But the loung



## COINMEN YOU KNOW

• Continued from page 128

convention here in Miami Beach. Among them were Al Denver, Miltie Green, Max Weiss and Phil Raisen. Phil's trip here wasn't a very joyful one. While sitting around with several of the ex-New York operators, Phil complained of feeling ill and, when a doctor was called, it was discovered that Phil had suffered a slight heart attack. Phil was taken to the hospital where he can rest for a couple of days.

Jim Robbins, Robbins Music Company, in Okeechobee, in town for a supply of records and a look at some new equipment. Jim reports that he had a very poor summer, but now that the crops are coming in, expects a big boost in business. He reports that some of his locations have more than doubled in the past two weeks and expects them to do even better.

Bobby Schwartz and Buddy Cohen, of B&B Vending, report that they will have some important news in the next few days but can't say anything now until everything jells. . . . Broward Music Company has purchased the small juke box route of Bob Thomas, of Bob's Music Company. All of Bob's locations were in Broward County. Bob has not decided on his future plans as yet.

Ted Bush has completely redecorated the inside and outside of the building housing the Bush Distributing Company. . . . Those flamigos painted on the walls of the Wurlitzer Key Club look almost alive. . . . Ronny Shapiro, Broward Music Company routeman, was all set to go

fishing this past weekend but couldn't get his outboard motor started.

### Milwaukee

By BENN OLLMAN

Deer hunting has caught the interest of local coinmen. Two who have been spending a lot of time polishing their guns in anticipation of bagging a deer are Frank Bartnik, Banaco Music, and Carl Staska, L. R. Distributing Company. . . . Emphasis is mainly on music nowadays on his routes, reports veteran coinman Harry Cisler. The switchover to music from what was formerly a heavy games business has resulted in slicing his route staff in half in the past year.

Bob Thompson, Capitol Records sales manager, notes that operators are still using extreme care in programming. "Most of them like to have a broad selection of tunes available so they can please everyone," he feels.

Dick Kibbe, Capitol Records' local sales rep, has just returned from his honeymoon in Miami. . . . With the addition of several 200-play machines, reports Alice Antezak, of Banaco Music, she is buying a little heavier quantity of EP's. . . . Glenn Geadtke, partner in the G. & W. Novelty Company, South Milwaukee firm, was to enter St. Francis Hospital last week for surgery.

New routeman has been added to the Southern Novelty Company roster. He is Robert Sommerfield, brother of Harold Sommerfield, the boss. . . . Vending takes have dipped, according to Nick

Novasic, County Venders. He claims it is due to drop in employment and sliced working hours in his industrial locations.

Operators from all over the State continue to make heavy use of the one-stop disk department at Music Mart, says owner Barney Kuehn. Wax shoppers last week included: Mel's Coin Machine, Green Bay; John Jesinski, Sheboygan; Elmer Schmitz, Hilbert, and Les, Emil and Fritz, of the George Schroeder Coin Machine Company, Milwaukee.

Ed Dowe, Beaver Dam, secretary of the Wisconsin Phonograph Operators' Association, reports that tentative plans are being set for a meeting of the group some time in December. . . . George Groskopf is the new man in charge of United, Inc.'s Wurlitzer parts department, according to Woody Johnson. He formerly was with the Wadhams Oil Company.

### Los Angeles

By SAM ABBOTT

Dave A. Wallachs, formerly with C. A. Robinson Company here, is now in the novelty business in Phoenix. The name of his firm on South Central Avenue is Crazy Dan's Novelty. . . . William (Bud) Parr, who formerly had the General Music Company and Olympic Shuffleboard, visited West Pico last week on his way to Canada to hunt. . . . Jack Dolan, who recently sold his holdings in Arizona, visited along Coin Row. He said that he has no plans for the immediate future and is "just looking around."

North Beckman, who had Norty's Record Center in the building with Sierra Distributors, has moved to 2688 West Pico Blvd. . . . Wayne Cope-

land, co-owner of Sierra Distributors, is still at the old stand winding up details. MAC Vendors, Inc., has moved into the building. . . . S. L. Griffin of Valley Music in Pomona was a Coin Row visitor early last week. . . . Walter Mura of Barstow is passing out cigars on the occasion of a blessed event in his family.

Lucille and Paul Laymon of Paul A. Laymon, Inc., are back from a trip to Las Vegas. . . . The Eddie Wilkes will soon go to Las Vegas on the occasion of their 20th wedding anniversary. Wilkes is Laymon's general manager. . . . Bob Hathaway and Andy Lillie of Ventura brought down some venison, which was killed on a recent hunt in Utah. . . . George Warner still keeps in contact with the coin machine industry. . . . Wife of Eugene Wasson, western service representative for AMI, recently gave birth to a son, Gary.

### Memphis

By ELTON WHISENHUNT

Karl J. Carle, Kansas City, Kan., Wurlitzer regional sales manager, was in Memphis recently. He traveled the Midsouth territory with Jack Canipe Jr., vice-president of Consolidated Music, Inc., Wurlitzer distributor for this territory. . . . Drew Canale, Canale National Distributors, Inc., and his wife were seen at a pre-game party at the University Club prior to leaving with the group by bus for Oxford, Miss., recently to see the Ole Miss-LSU game.

Clarence A. Camp, president of Southern Amusement Company and who has numerous enterprises, reports his latest is going well. He recently formed a background music company. . . . Parker Henderson, Camp's general manager,

reports music and game collections up.

Robert Adams, former local manager for Victor and Decca, is now serving operators who buy the Dot, London, Atlantic, Jubilee and Peter Pan. Dot was formerly distributed in the Midsouth by Music Sales Company. Adams' new company is Record Sales Corporation. . . . George Sammons, president of Sammons-Pennington Company, seen duck hunting in Arkansas recently. He got back home in time to make the Mississippi-LSU game at Oxford, Miss.

Food and drink vending is going good these days. Those reporting brisk business include William G. Wesche, vice-president and manager, Memphis Canteen Company; John D. H. Meyer, owner Meyer Sales Company; Charles E. Pugh, manager Quality Vending Service, and H. L. Todd, manager Commodities, Inc.

Bob Goad, president of Games Sales, Inc., reports the sale of amusement games is going better than at any time since the company was formed more than a year ago. He says the bowlers are selling better than anything else right now. . . . Cigarette vendors report their business extremely good. Reporting were Ernest Wessler, Bluff City Cigarette Service, and June Bodenheimer, Shelby Cigarette Company.

Operators and distributors who planned to see the Mississippi-Tennessee football game in Memphis Saturday (16) included Edward H. Newell, Ormatt Amusement Company; Allen Dixon, S & M Sales Company; Jack Emory, Central Amusement Company; Bill Forsythe, Forsythe Music Company; Joe Cuoghi and Johnny Novarese, Poplar Tunes Record Shop.

# PAYS MORE

because it plays more...

## 2 WAYS:

... shorter change-time  
between selections!  
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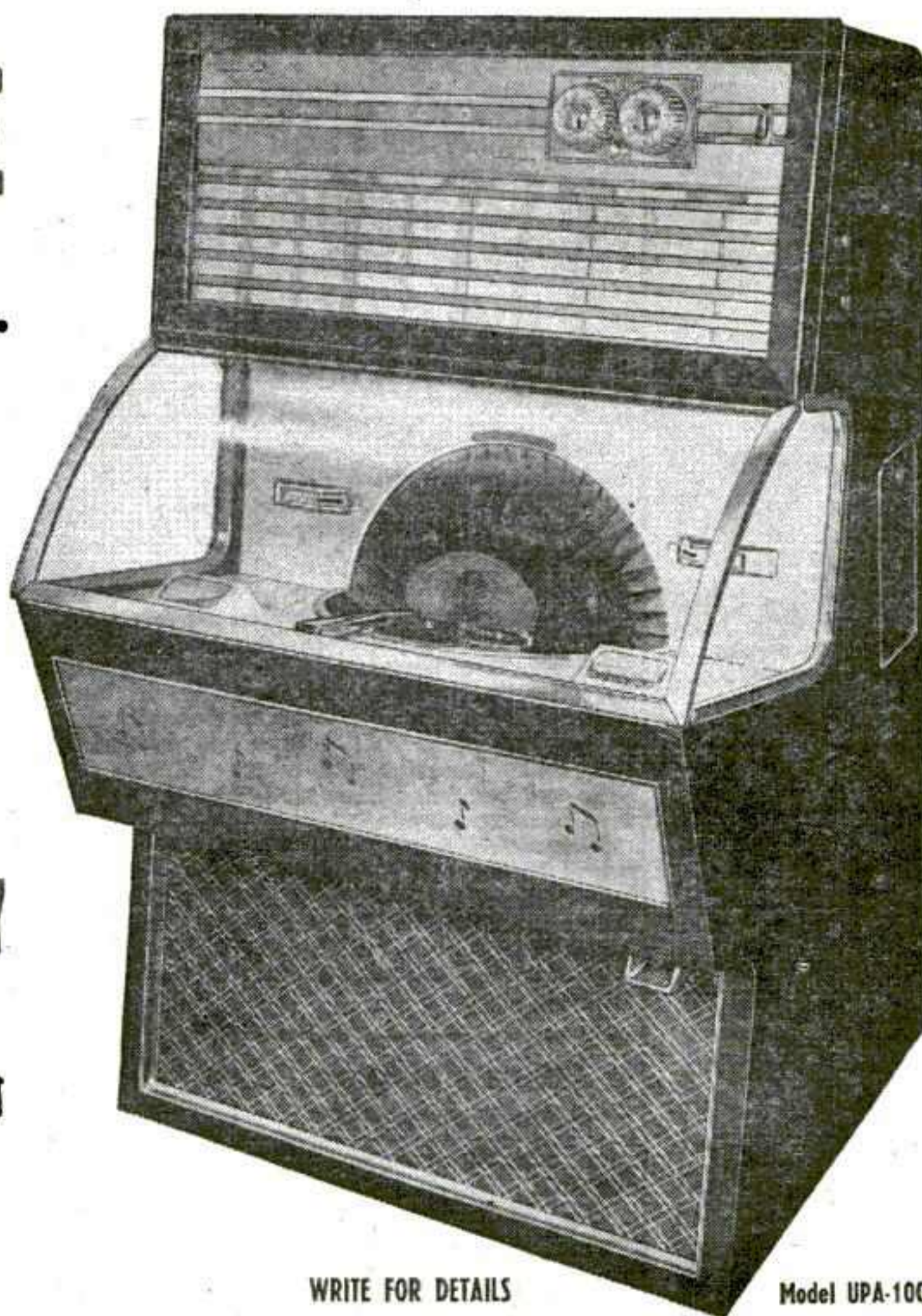
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3401 NORTH CALIFORNIA AVENUE  
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CABLE ADDRESS: UMCORP



WRITE FOR DETAILS

Model UPA-100

### MOA Seeks Delay

Continued from page 126

the mid-December date would not give it time to present a proper case, partly because of the change in attorneys occasioned by the death of MOA's long-time counsel, Sidney Levine. Levine has since been replaced by Chauncey Carter, Washington attorney.

#### Holiday Delay

Miller also said that due to imminence of the Holiday season, it would be difficult to get witnesses to drop their affairs for a Washington hearing at that time of the year.

MOA would like the deadline delayed 30 to 60 days, with a longer period, possibly three days for hearings. Senator O'Mahoney (D., Wyo.) has proposed one day for proponents and one for opponents on his bill to end the performance royalty exemption for juke boxes in the copyright statute, and classifying the coin-operated music as "public performance for profit," even when no admission is charged. (The Billboard, Nov. 18, 1957).

#### ASCAP

In the event ASCAP and other proponents of the bill want to state their case on the originally scheduled day, the MOA president said his group would be satisfied to see them testify on schedule, but would ask the committee to delay hearing the MOA side for a month or two.

Spokesmen for the American Hotel Association here have asked the O'Mahoney group to plan on further exploration of the bill's possible effect on radio music in hotel lobbies and guest rooms, which could presumably come under the "public performance for profit" classification stated in the bill.

**oldest ONE-STOP record service**

**DISTRIBUTOR-WHOLESALE • NOTHING OVER • ALL LABELS**

MOST EP'S **80¢**

78 RPM **60-71¢**

45 RPM **55¢**

LP'S: **\$2.47**  
**\$3.09**  
**\$3.69**

★ Free title strip service  
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... in today's stream-lined Navy. Electronics, radar, guided missiles... careers of the future.

**NAVY**

### New York

Continued from page 126

sitive to the bar slump as are games. One operator explained that no matter how tight money is, someone in the tavern generally has a few dimes for the juke box. The others listen at no charge.

#### Equipment Sales

On games, tho, this situation doesn't hold true, but this isn't the only reason for declining game takes. Equipment sales are lagging, and much of the equipment on location has been on top long. Hence, the novelty value, paramount in games, just isn't there.

Operators who have substituted long bowlers for shuffle games report that collections have gone up, substantially at first. After they have leveled off, tho, the increased takes just about compensate the operator for his equipment investment.

Many operators feel that new game ideas from the manufacturers could give the business a much-needed shot in the arm. The feeling is, tho, that distributors have a lot tied up in inventories, and that no new games are expected before 1958.

#### Route Sales

There has been little activity in the buying and selling of routes. During the last three months only two or three game routes have been sold, and no transaction involving a music route of any size has been completed.

A considerable gap exists between asking and bidding prices. Operators feel that collections are bound to rise, and they can't afford to dispose of routes based on current takes.

On the other hand, buyers are cautious and refuse to buy routes on the basis of what they did a year and what they should do if the business slump is reversed.

Operators realize that next year's prospects will depend largely on factors beyond their control — the general economic health of the area and particularly in increased defense production which would result in overtime for workers and hence "tavern money."

### Ark. Dime Play

Continued from page 126

of today's high cost of operating and continual rising costs.

Sammons outlined the conversion to dime play made by most operators in Arkansas from Little Rock to the Louisiana border and the success they had had. There was no public resistance, he pointed out.

He also outlined the tremendous increase in costs from 1939 to the present time and how many operators were not able to continue in business on 5-cent play.

#### Dime Drive

Sammons, who travels the Arkansas territory regularly calling on music and game operators, has led the drive in Arkansas on dime-play conversion. He has spoken to groups of operators at Little Rock, Pine Bluff, Jonesboro and other cities and convinced them of the need for dime play.

Sammons also travels the Mississippi territory and has been a leader among operators there on dime-play conversion. Operators in Mississippi are not yet solid—some have converted and some are still on 5-cent play.

### Levin Resigns

Continued from page 126

gave "ill health" as the cause of his decision.

His post is being assumed by Earl Kies, first vice-president and secretary until the Association's annual election in January.

Altho Levin was not available for comment, it was indicated he would maintain operation of his

### Fort Pitt

Continued from page 126

Western Union—has risen to more than \$6.5 million from \$2 million a year ago.

It was learned also that research work at Seeburg has already been stepped up, with the hiring of additional engineers.

The move will not affect the operation of the coin-operated phonograph division of Seeburg.

However, Seigel and Coleman did announce that negotiations were in progress with a "leading company in the home phonograph field" to market Seeburg equipment for home use.

They stated that electronic and missile research work at Seeburg would be increased immediately in view of the government's expected plans to increase missile work.

Fort Pitt is leasing its Fort Pitt beer label to Gunther Brewing Company of Baltimore. The firm will receive a royalty of 50 cents a barrel on all Fort Pitt beer sold by Gunther during the next eight years. Siegel and Coleman said that "the immediate effect will be guarantee of \$500,000. Total proceeds could exceed \$1.3 million, eight years of more than \$800,000."

The Fort Brewing division plant, sale of which is currently being negotiated, includes a 60,000-square-foot office building, a 70,000-square-foot bottling plant, both completed in 1952, and a brewhouse, they said. The plant is being carried on the firm's books at \$3 million.

Fort Pitt acquired the J. P. Seeburg Corporation in November 1956 (The Billboard, November 17, 1956). At that time, Seeburg became a division of the parent firm. Under terms of the transaction, which was reputed to involve in excess of \$10 million, the Seeburg family acquired a substantial financial interest in Fort Pitt Industries. Seeburg management and policies were unchanged by the purchase.

### New Union

Continued from page 126

union organizer, has re-entered the game picture. Several operators report that Cagiano has been sending letters to their locations, advising the locations that Cagiano's Local 465 is the only recognized local in the game field here.

Cagiano originally headed Local 465 as an independent local. Later he affiliated with RCIA as Local 433. When RCIA suspended Cagiano and his local, he reverted to Local 465, with no international affiliations.

A temporary injunction, which bars him from soliciting game locations serviced by the RCIA union (which was set up as a trusteeship) was then served on Cagiano.

Meanwhile, the contract between the trusteeship (which had taken over from Local 433) and the Associated Amusement Machine Operators of New York had expired. Currently, the game operators have no union affiliations.

Morton Singer, Cagiano's attorney, doubts that the temporary injunction against his client is still valid. According to Singer, the temporary injunction has been in effect for more than 30 days, with no attempt to precede on the part of the plaintiffs—thus negating its effect.

Singer also disclosed that Cagiano is counter-suing RCIA officers J. A. Suffridge and Fred Ammond for \$250,000. He charges defamation of character, libel and slander.

music route, Caryl Music, Inc.

In expressing regret at Levin's decision, the board wired: "We the board of Recorded Music Service Association want to compliment you on your sincere service as president and previously as vice-president and secretary. We wish you a speedy recovery and best wishes."

### Al Haneklau Dies, Led Olive Novelty

ST. LOUIS—The coin machine trade lost a well-known, long-time operator-distributor with the recent death of Al Haneklau, who for years headed Olive Novelty Company here.

Haneklau had been active in the trade since the early 1930's, and was associated for years with Morris Novelty Company here.

In recent years he operated juke boxes and games.



Eyes see faster... ears hear truer... hands move surer, swifter with the coin to play the big take SHOWBOX "H-200." Now at your distributor's!

Ami Incorporated 1500 Union Ave. S. E., Grand Rapids 2, Michigan originator of the automatic selective juke box in 1909.

**COIN MARKET PLACE** The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

**CLASSIFIED ADVERTISING**

#### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

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In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

#### ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

#### DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

#### CASH WITH ORDER

Unless credit has been established.

### Parts, Supplies & Services

#### DISTRIBUTORS WANTED

Gifts revolving display station, last word in design and beauty for dollar costume jewelry items; sells on sight; big discounts; exclusive deal especially attractive to bulk vendor operators.

Sample \$28.80.

#### GIFT SALES COMPANY

70 4th St., N.W. Atlanta, Ga.

WE HAVE PANORAM AND SONOVISION parts for sale. Lakes Panoram Service and Parts, 1905 N. Wabash, Round Lake, Ill. Kimball 6-2358. de16

#### Positions Wanted

RELIABLE COUPLE WITH YEARS OF experience expertly refinishing phonographs with wood grain decal desires position with operator or distributor with plenty work. References furnished on request. Have good equipment, will relocate. Box M-212, c/o The Billboard, Cincinnati 22, Ohio.

#### 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 Milwaukee Ave., Chicago, Ill. de2

CIGARETTE CANDY VENDING MACHINES: reconditioned, refinished, guaranteed like new. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. de30

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Forms close Wednesday for the following week's issue Please use pencil when filling in this form

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- Check classification you want your ad to appear under.
  - Business Opportunities
  - Help Wanted
  - Parts, Supplies & Services
  - Positions Wanted
  - Routes For Sale
  - Used Coin-Operated Equipment
  - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
  - Regular
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- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

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Coin Market Place  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

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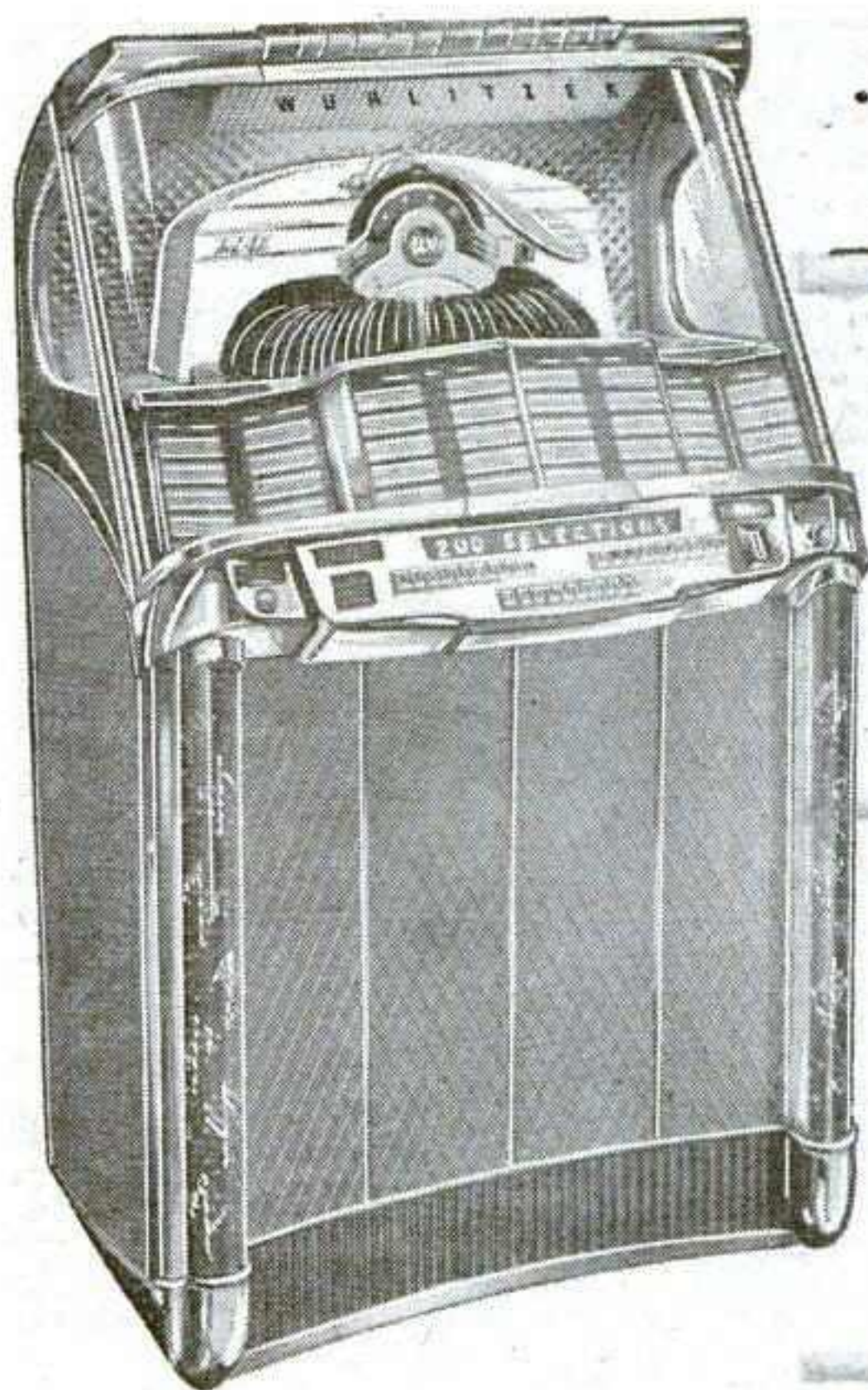
\$ \_\_\_\_\_ Payment enclosed

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# ELEGANCE PERSONIFIED



## THE WURLITZER 2100

Styled to harmonize with the décor of the finest establishments, the Wurlitzer 2100 contributes its own subtle, colorful touch to any surroundings.

Musically as well as artistically it has no peer.

It has become the favorite with top locations everywhere . . . proof of its unexcelled earning power.

THE WURLITZER COMPANY • NORTH TONAWANDA, N. Y.  
ESTABLISHED 1856

## HINTERLAND VENDING

### Servicing Clue to Dispersed Route

This is the first of a two-part series on the methods and procedures of full-time Denver bulk operator.

DENVER — Special servicing techniques have enabled Sam Kaplan, Kap's Vending Company, to profitably maintain a one-man route of more than 900 locations that are spread throught the State of Colorado.

Realizing that frequent servicing on a dispersed route is prohibited by overhead costs, Kaplan devised a special type machine. He uses three 10-pound globes on special heavy-duty stands with locations that are more than 75 miles from Denver. He services these machines only twice a year with 30 pounds of confections, charms and capsules.

He has scores of these special machines in the hinterlands and in many cases has trained location owners to service the machines themselves and make simple repairs.

With the rest of his route, Kaplan has entirely eliminated six-pound globes in favor of seven,

eight and nine pound sizes in order to sharply cut the number of service calls. With a route as spread out as his is, Kaplan has found that overhead costs are relatively more important than the increase in profit the use of smaller globes would probably give him.

Careful and precise paperwork are also utilized by Kaplan to cut down on servicing costs. At his office he keeps a complete card file on each location that is broken down in categories of "service due dates." Cards turn due every day and Kaplan works up a daily "loading sheet" which specifies what products and what quantities to load in his truck. He then uses the combination of cards and sheet to travel expeditiously over the route.

The truck Kaplan uses is in itself a way of saving servicing costs. He put a new motor in a three-quarter ton Chevrolet walk-in truck that enables him to travel thru remote areas of the State at maximum lawful speeds.

Finished in bright yellow and let-

*(Continued on page 135)*

## VENDING TEST

### Super Bulk Sales Average, Says Op

This is the last in a series of five articles on bulk vending in supermarkets. Other operator discussions all found supermarket vending profitable. Presented here is the experience of a small operator who has found the supers no better than average locations.

By HAL REVES

DETROIT — Gross receipts from bulk venders in supermarkets are about the same as those in a typical small grocery, reports Chester Hill, Hill Vending Service, who has conducted a six-month test in three supermarkets in the Detroit area.

This is true despite the fact that traffic in supermarkets is many times heavier than that of its smaller competitor, the corner grocery. Consequently, Hill doesn't look upon supermarket vending as the bonanza that many other operators do.

However, since the commission range of 20 to 25 per cent that Hill pays the supers is the same as that given a standard location, it is

worthwhile keeping his machines on location in the three supermarkets he has been testing.

Take Best Spots

Hill offered an explanation for the unexpectedly small turnover of the venders in the supermarkets. "They take all the good spots for their own merchandise," he said. Hill found that he often had to place his machines in inconspicuous spots in the markets and suggested that in a supermarket—where posters and mass displays are used extensively to attract customers—his small machines are left in relative obscurity.

Said Hill, "The small grocery store, where you have a younger clientele, is a better stop than a supermarket. They are more exposed to the chance of seeing your equipment." He felt that young children accompanying their mothers had a better chance of finding bulk venders in corner groceries than in supermarkets. Again he felt that the long aisles of the supermarket offered a confusing sight

*(Continued on page 136)*

### Pittsburgh Ops Fined \$26,725 In Cig Price-Fixing Charges

PITTSBURGH, Pa.—The Federal Court here imposed fines totaling \$26,725 for price fixing in cigarette machines in violation of antitrust laws.

Judge John W. McIlvaine fined the Automatic Merchandising Association of Western Pennsylvania, together with nine operators and companies, when they entered a plea of no defense to the charges of price fixing.

The regional attorney for the antitrust division, William L. Maher, told the court the defendants sold 60 per cent of the cig-

arettes dispensed thru vending machines in the area. He said further that the association had held meetings at which prices were raised from 25 to as much as 30 cents a pack after April, 1955.

Maher said the association had taken zone maps from the yellow pages of telephone directories and used them to indicate areas for price zones. In answer to the judge's query whether the association meetings were public or private, Maher replied that press releases were issued following the

*(Continued on page 136)*

## FTC Charges Modern With Deceptive Ads

WASHINGTON—Modern Sale & Supply Company, Minneapolis cigarette vending machine firm, was charged by Federal Trade Commission today with misrepresenting earnings to be made from operating the machines it sells, and the assistance it gives purchasers.

The complaint alleges that Modern makes ten specific claims in its advertising and by its salesmen which are deceptive. FTC says a purchaser's actual earnings on an investment of \$800 to \$1,500 will be much less than the \$200 to \$250 a month "guaranteed" by Modern. The purchaser's investment is not secured, FTC says, and he stands a very great risk of losing all or a large part of it.

Altho salesmen tell customers

*(Continued on page 136)*

## NVA Group Plans May Convention

CHICAGO—A meeting of the Convention Steering Committee of the National Vendors' Association was scheduled Friday (22) at the Graemere Hotel in Chicago.

It was to be the first in a series of meetings that will be held in Chicago for the purpose of making all arrangements for NVA's next convention, May 1-4, at the Deauville Hotel, Miami Beach, Fla.

The following members of NVA were scheduled to attend the session on Friday: Leonard Quinn, president; Milton T. Raynor, general counsel; Alvin (Bob) Kantor, honorary president, and Samuel Eppy, Jack Nelson, Paul Crisman, Tom King, Rolfe Lobell, Harry Bell, all on the board of directors.

*(Continued on page 135)*

## BULK BANTER

By FRANK SHIRAS

Dave Yurmark, Mark Vending Company, Clifton, N. J., expects 1958 to be better than 1957. He'll start off the year with a legal change of his name to Dave Mark. Not long ago he spotted an operator servicing a gum vender with filthy hands. Two ladies passing by stared at his hands and one of them remarked, "That's the last time I'll ever allow my child to buy bubble gum from a machine." Yurmark believes cleanliness of both operator and machine are the most important part of a successful operation.

*(Continued on page 137)*

## New Leaf Ball Gum: Sputnik

CHICAGO—A new line of ball gum named Sputnik has been introduced by Leaf Brands, Inc.

It comes in both 210 and 100 count size, sells at the same price as the firm's Rainbo line, and has a new color, flavor, and finish.

Free decals showing Sputnik encircling the earth are furnished with all orders.

## News in Brief

### FTC Approves Equal Allowance Consent Order for Sweets Co. . . .

Consent order whereby Sweets Company of America, Hoboken, N. J., agrees not to grant promotional allowances to customers except on proportionally equal basis was approved by Federal Trade Commission last week (18). Under order, if Sweets Company grants promotional allowance to one customer, it must offer affirmatively, or otherwise make available, allowances to all competing customers on proportionally equal terms. Commission charged company earlier with illegally granting Food Fair Stores, Inc., Philadelphia, and Giant Food Shopping Center, Inc., Washington, special allowances for promotion of anniversary sales. Complaint alleged allowances were not made available to competing customers on equal terms, as required by Clayton Act.

### Barvend Has 8-Man, 29-State Sales Representation . . .

Barvend, San Marcus, California, which recently displayed new self-brew coffee machines at the National Automatic Merchandising Association show in Philadelphia, is now represented in 29 States by eight sales representatives, Morgan Barber, the firm's president, announced. The line is represented in California, Arizona, Nevada, and Utah by Thomas C. Young with offices in Los Angeles; Oregon, Montana, Idaho, and Washington by Bert Farmer, Seattle; Texas, Arkansas, and Louisiana, Woodie E. Taylor, Ft. Worth; Colorado, Kansas, New Mexico, Missouri, Iowa, Nebraska, and Oklahoma, Ed L. Granger, Mission, Kan.; Michigan, Leo D. Fournier, Detroit; Indiana, Kentucky and Ohio, L. H. Cantor, Cleveland Heights, O.; Minnesota and Wisconsin, M. J. Estrem, Minneapolis, and New York, New Jersey, Pennsylvania, Maryland, and Delaware, Noble Z. Zook, Harrison, N. J.

### Mr. Robot Makes New 400-Cup Chocolate Shake Vender . . .

Mr. Robot Division of Glascock Bros. Manufacturing Company has a new pre-mix chocolate shake vender with 400-cup capacity. Shakes vended at 32-33 degrees with aerated foam. Eight-ounce drinks in 10½-ounce cups sell for 15 cents, and 20 or 25-cent mechanism are optional. Machine has two five-gallon or one 10-gallon container held refrigerated in vending position. Weight approximately 540 pounds, dimensions approximately 6' by 3' by 2'.

### Herbert S. Sternberg Gets Added Post at Continental . . .

Herbert S. Sternberg, vice-president of Continental Industries, named special assistant to Harold Roth, firm's president. Sternberg also vice-president of the Valley Commercial Corporation, Continental's subsidiary for the financing of vending equipment. He had previously been with Standard Factors, now the Standard Financial Corporation, a finance house which specializes in coin machine paper.

### Manual 20-Column Smokemaster Marketed by Du Grenier . . .

Arthur H. Du Grenier, Inc., Haverhill, Mass., marketing the Smokemaster, a new manual 20-column cigarette machine. Has 672 pack capacity, regular columns holding 27 packs, "best seller" columns holding 60 packs each. Individual columns may be set at any of three prices. Built-in gum-mint unit optional extra. Dimensions approximately 61" by 36" by 14".

### Hollywood Candy Adds To Marty Nut Bar Line . . .

Hollywood Candy, Centralia, Ill., has added a Marty's Walnut and Marty's Pecan to the Marty's Almond bar, announced president F. A. Martocchio. Walnut bar has a nougat center and a dark bitter-sweet coating, while pecan bar has chocolate-flavored nougat center and a light milk coating. All dime bars, they come packed in 60's for vending machines and sell at \$3.00.

### Briton Comments On Vending In United States, Britain . . .

British views and comments on automatic merchandising were made by Martin Stock, owner Westminster Automatic Machine Company, Ltd., London, on a recent trip here. Said that war years were great set-back for British vending since products were not available and machines fell into disuse. Commenting on American practices, Stock felt too much attention was paid to chrome and ornamentation along with what he considered unnecessary use of gadgets and gimmicks. Felt that purchaser was most interested in seeing contents of machines.

### Hot-Plate Type Food Vender Made by Rudd-Melikian . . .

Rudd-Melikian, Inc., Hatboro, Pa., has new hot-plate type food vender of two selection, 52-plate capacity. Round or rectangular food packages accommodated. Refrigerated at 38 degrees, food is served at 160 degrees. Coin totalizer, first-in, first-out dispensing. Spiral type dispenser. Refrigeration shut off at pre-set periods and heating unit brings foods up to serving temperature. At end of pre-determined time unsold foods returned to refrigeration but not frozen.

### In-Plant Feeding Consultant Service at Wittenborg, Inc. . . .

Consultant service for in-plant feeding was announced last month by Wittenborg, Inc., Maspeth, L. I., N. Y. Richard C. Kosse appointed by machine manufacturer to head service for firm's customers. Regular mailings of bulletins dealing with feeding programs are one part of program. Kosse is graduate of Cornell University School of Hotel Administration and has background of industrial feeding field work.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. 39 1c Porc.	7.95
N.W. 33 1c Porc. B.C.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
ABT Guns	30.00
Acorn, 1c or 5c	9.50

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	.85
Pistachio Nuts, Jumbo Queen	.69
Pistachio Nuts, Large Tulip	.66
Pistachio Nuts, Vendor's Mix	.43
Pistachio Nuts, Sheik	.43
Cashew Whole	.64
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 450 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.43

Rain Bio Gum, 60 ct.	.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.

1/3 Deposit, Balance C.O.D. STAMP FOLDERS, Lowest Prices. Write

There Are Big Profits in

GUM

Get Your Share With Northwestern

TAB You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL 446 W. 30th St., New York 16, N. Y. Longacre 4-6467

Rise in Nine-Month State Cig Revenues

CHICAGO — State taxation of cigarettes for the nine-month period ended September 30 is running 4.3 per cent ahead of the same period last year, and taxation for September alone is 4.3 per cent higher this year, according to figures released by the Tobacco Tax Council. (See Tobacco Tax Council chart in this section.)

There are 43 States (District of Columbia included) that have a cigarette tax. During the nine-month period 11.9 billion packages of cigarettes were taxed, 489,797,000 packages more than last year. During September itself 1.3 billion packages were taxed, 103,382,000 more than September of last year.

Of the 43 States having a cigarette tax, only two show a decrease from 1956 in nine-month revenues. The two States are Missouri and Montana with drops of .6 and 10.7 per cent respectively. Four States show increases in revenue of more than 10 per cent over the nine-month period. These States are Arizona, Florida, Rhode Island and West Virginia.

Total amount of taxes collected by all the States having a tax over the nine-month period is \$53,319,248.

Cigar Production Up

Production of large cigars in September totaled 517,397,875, an increase of 54,428,241 over September, 1956, according to Treasury Department. Small cigars, on the other hand, dropped 1,027,745 to a total for September, 1957, of 4,320,315.

ONE MILLION DOLLARS CASH IN CONFEDERATE MONEY Yours only \$2.98

Be a deep south millionaire! Have money to burn! We'll send you exactly one million bucks in honest-to-goodness Confederate money—and all you pay is \$2.98! You can do everything with this money but spend it. Amuse and amuse your cotton-picking friends. Win bar bets by the barrel! Light your cigars and cigarettes with \$10,000 bills! Live it up! It's a million dollars' worth of laughs and fun—all for only \$2.98. You get one million bucks in \$10's, \$20's, \$50's, \$100's, etc., denominations—enough to keep your friends laughing and happy for months—this offer is limited. Only \$4 million to a customer. Our supply of this loot is limited—so rush your order today! One Million dollars only \$2.98. Four Million dollars only \$10.00. If not delighted keep \$100.00 for your trouble and return the rest of the money for a full and prompt refund. Send to—BEST VALUES CO., Dept. M-201, 403 Market St., Newark, N.J.

Service in Dispersed Route

Continued from page 134

tered in red, the truck is replete with custom-built cabinets into which all of his vending machines, globes, etc., fit securely.

A complete set of spare vendors along with tools, supplies and small replacement parts are carried in the truck. Strap brackets along the wall provide for carrying heavy stands without damage to their paint finish, and an overhead shelf above the steering wheel incorporates compartments for electric drills, spray guns, extension cords, and other power tools. With walk-in doors on either side of the cab and at the rear, Kaplan can swing in and out of his truck in a minimum amount of time without bending or stooping.

Also carried in the truck are special wooden carriers that hold either filled globes or polyethylene containers which contain various fills that can be simply poured into globes on location. These containers are loaded neatly into the truck and have straps attached to them so that Kaplan can quickly shoulder them and service the location.

Thus the truck, as an almost complete, mobile servicing instrument, saves a great deal in costs by making it unnecessary for Kaplan to return to Denver for spare parts, fills, or odds and ends.

Kaplan has two employees who fill globes, count collections, and in general maintain affairs at the office. He sometimes spends as much as four days away from Denver servicing the remote areas.

But Kaplan sometimes takes in as much as \$250 a day during the summer months when Colorado fills up with almost a million tourists. During these peak months he doubles up on many of his locations.

Kaplan bought 300 machines from his brother in 1947. Convinced that the limited profit possible per machine made expansion a necessity, Kaplan set out to acquire new locations whenever possible. He has obtained locations as far as 115 miles from Denver, at Pueblo, Greeley, and Fort Collins, and has gone as far east as Strasburg. Using capital he had acquired during war-time employment, Kaplan bought out small operators whenever he could.

He bought 80 penny vendors in Colorado Springs on one trip. In 1950 a single purchase gave him 190 machines in Denver. As the years have gone by, Kaplan has found that the purchase of small but active routes has been the best way to develop his route.

**WESTERN COWBOY HAT**

Vacuum Plated

Lots of 1,000	\$10.00 M
Lots of 5,000	8.75 M

Plastic

Lots of 1,000	\$6.00 M
Lots of 5,000	5.00 M

R. J. BECKER VENDING CO.  
8733 Wickham Drive  
Berkeley, Mo.

Oak Bows Magic Flicker Pictures

PITTSBURGH—The Oak Sales Company here is now in full production on a line of Magic Flicker Pictures, with 48 varieties. According to M. O. Abelson, Oak president, the plastic-coated cartoons give the illusion of motion when manipulated in the customer's hand.

Abelson said that the pictures are enclosed in frames and may be vended either in bulk or in capsules. He added that they are suitable for placement on key chains.

NVA Convention

Continued from page 134

Prior to the meeting itself, the attending members were to gather in the Pershing Room of the hotel for luncheon.

Chief purpose of the meeting was to plan the business part of the May convention, said Raynor. He further stated the business meetings are intended to help the operator improve his business operation by emphasis upon its three most important aspects—obtaining new locations, increasing the volume of sales and getting a steady flow of new merchandise.

Raynor said the business meetings will be designed to give members concrete facts which they can utilize in their own businesses. To this end operators who have shown outstanding success in particular aspects of bulk vending will be contacted in order to have them make speeches about their operations.

Preliminary work was also to be done on the exhibits, in which design of the application form to be sent out and exhibitors to invite were to be decided upon.

J. SCHOENBACH

Distributor For oak Manufacturing Co., Inc. 1645 BEDFORD AVE., BROOKLYN 25, N. Y. President 2-2900 PHONE or WRITE FOR PRICES

FOR SALE TO THE HIGH BIDDER

Good used Cigarette Machines, 25c & 30c, clean, ready for location; 5 Keeley 9-col. electric; 2 Rowe Presidents, 8-col.; 5 Lehigh 8-col. M.C.; 5 Lehigh M.C.; 10-col.; 5 Lehigh M.C., 12-col.; 2 Electro 8-col.

FRANK GUERRINI 1211 West 4th Lewistown, Pa.



Your Net Profit On Each Filling is \$15.30 on VICTOR'S NEW BASKETBALL & FOOTBALL

BALL GUM VENDOR

\$19.75 Holds 12 lbs. ea. 210 ball gum

Write for Lowest Prices. Complete line of Charms, Ball Gum, Stands, Parts.

H. B. HUTCHINSON, JR.

2086 N. Decatur Road, N.E. Atlanta 7, Ga. Phone: DRake 7-4300

SAVE MORE MONEY—MAKE MORE MONEY Subscribe to The Billboard TODAY!

HEY KIDS

SPUTNIK SATELLITE SPACE BUTTONS

ORDER NOW! Be First With SPUTNIK SATELLITE BUTTONS

- 12 New Exciting Designs
- Printed in 2 colors on White
- Lock Pins
- Packed 1000 to Bag
- 5 Free Stickers with Each Bag
- 3/8" Diameter

Contact us for sample and prices or your nearest distributor.

**GREEN DUCK CO.**

1520 W. Montana Chicago 14, Ill. Phone LAkeview 5-7100

the new OAK'S "PREMIERE"

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

oak's "GOLD MINE" tab gum selector

Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.

contact your DISTRIBUTOR or

West Coast Factory Sales Office: OPERATORS VENDING MACHINE SUPPLY 1023 So. Grand Avenue, Los Angeles, California

East & Midwest Factory Sales Office: M. J. ABELSON, Phone: AT 1-6478 2033 Fifth Ave., Pittsburgh, Pa.

OAK MANUFACTURING CO., INC. 1141 Knightsbridge Ave., Culver City, California

Northwestern VENDERS

are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

**NORTHWESTERN 5c PACKAGE GUM VENDER**

For full information on our complete line of profit-making venders write to—

**THE NORTHWESTERN CORP.**  
27114 ARMSTRONG ST. MORRIS, ILL.

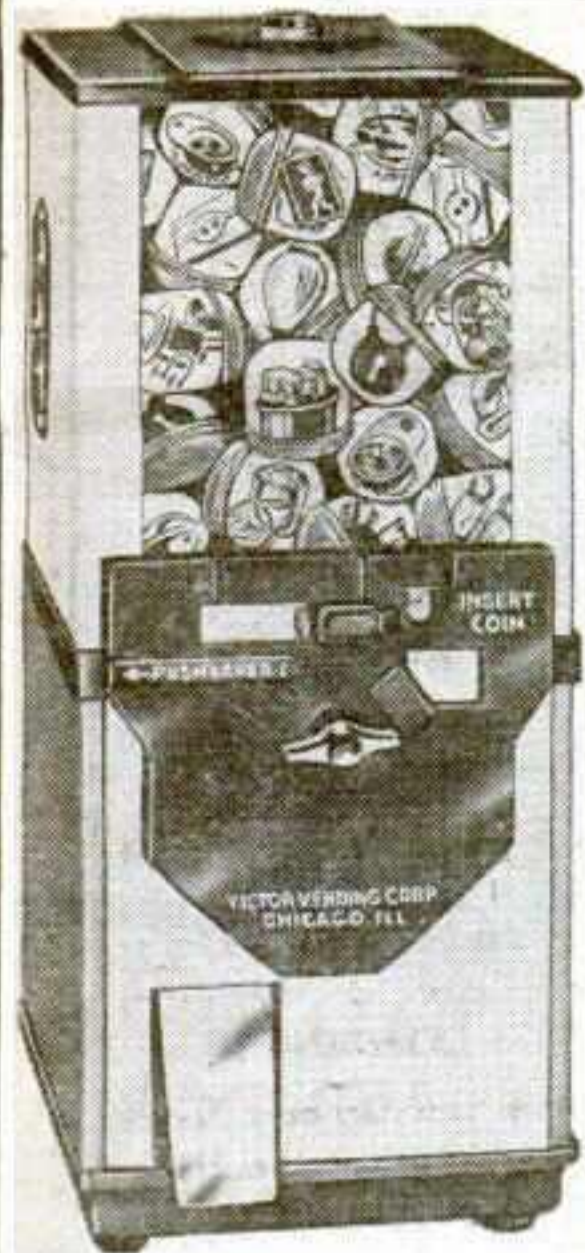
**STANDARD SPECIALTY**

Now offering Victor's SUPER MART VENDORAMA

"Symbol of Progress in the Bulk Vending Field." U.S. Patent Pending. Write for complete details and prices. Our specialty is helping more operators make more money.

**STANDARD SPECIALTY CO.**  
1028 44th Avenue Oakland, Calif.

GIVE TO DAMON RUNYON CANCER FUND

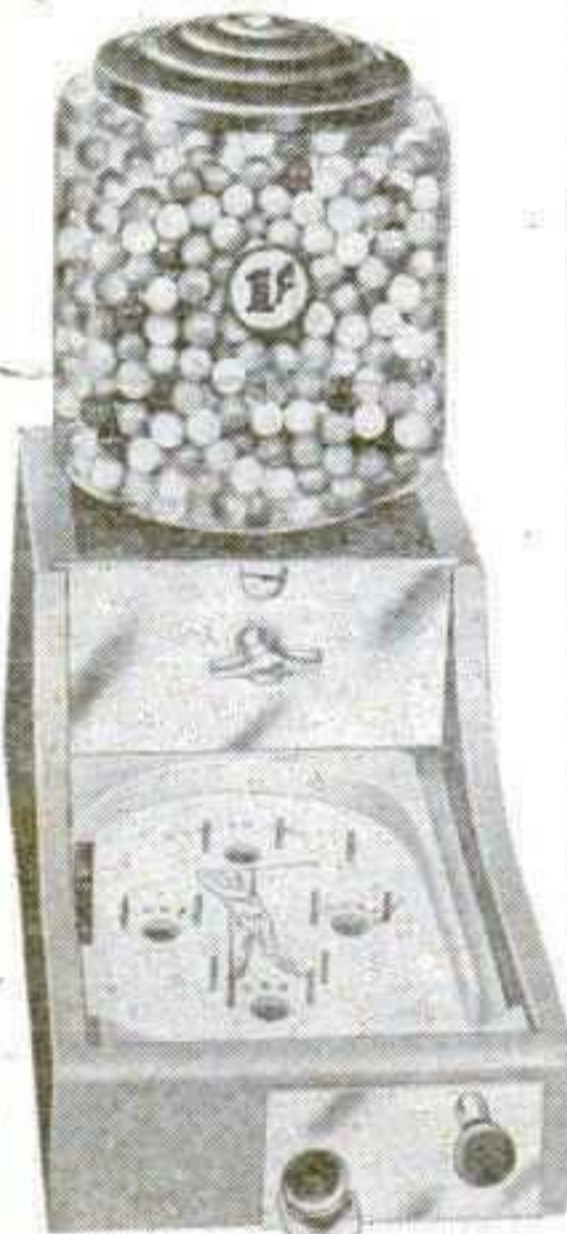


# VENDORAMA® SUPER MART®

Now Features  
10c and 25c Capsule Vending  
Gives You Greater Profits.  
Holds 200 of the New  
1½" x 1½" V1 Capsules  
Be first in your territory with  
this tested and proven out-  
standing Money-Maker.



PLAY **GOLF**



with VICTOR'S  
Sensational 210 Ball Gum Vendor  
**FAST PLAY  
BIG PROFITS**  
See Your Victor Distributor  
**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.  
Mfrs. of Famous Line of TOPPER  
Vendors

## Super Bulk Sales Average

• Continued from page 134

in which the bulk venders, because of their smallness, couldn't be prominent in any way.

Hill also thinks that a lot of people prefer over-the-counter buying of merchandise similar to that vended in the machines. He was forced to put his machines in spots at which customers normally wouldn't have small change in their hands, and for this reason thought that a lot of the people passed up his machines without thought, unconsciously preferring to wait and buy candy or gum over the counter.

"We don't go out of our way to try to get them," said Hill, refer-

ring to supermarkets. Accordingly, he has not worked out a sales pitch directed toward a market, but uses the standard approach that works for him in all his sales talks.

He reports that only a normal amount of sales resistance was encountered in dealing with the supermarkets. Hill always went to the owner or the manager of the store and found that they co-operated with him in about the same degree as business people associated with smaller stores.

Hill usually tries to install three or four venders in a supermarket. Generally he vends large ball gum, ball gum with charms, Chicle Treat and capsules, using one vender for each type of fill.

Ball gum and charms sell the fastest, according to records Hill has kept on the machines for the past six months. The second best seller is the large (7/8 inch) ball gum.

Like almost all operators, Hill prefers a spot for machines close to the door, which in a supermarket is generally the checkout counter. "That's where people come in and go out, so we get them coming and going. They are exposed to the machines twice," said Hill.

Tho he has found no apparent age limit in users of his venders, Hill said most people using the machines fell inside the six to 16-year-old age span. He believes that within this age group there is an even spread in numbers of children using the machines. He doesn't think that either toddlers or adults patronize his venders to any great extent.

**J. SCHOENBACH**  
For Victor Vending Corp.  
Machines, Parts, Globes,  
Charms, Merchandise Supplies  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
President 2-2900  
PHONE or WRITE FOR PRICES

**Accurate COMPASS RING**  
\$3.60 PER GROSS (Lots of 7 Gross)  
\$3.00 PER GROSS (Lots of 35 Gross or More)  
Vacuum Plated Ring Base With Imported Compass.  
**BIRMINGHAM VENDING**  
540 Second Avenue  
Birmingham, Alabama

**VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each**  
\$12.75 Each 100 or more  
30 day money-back guarantee if not satisfied  
1/2 deposit on all orders  
Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL TRADE-IN OFFER. As High as \$6.00 Per Machine on VICTOR TOPPERS Send Us Your List.**  
**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phones: LOcust 7-1448

**VICTOR'S SENSATIONAL NEW GOLF GAME and BALL GUM VENDOR \$24.50 EA.**  
Be first with this new money-making sensation.  
Solid oak natural finish cabinet, 7" wide, 15" long.  
WRITE FOR FREE 32 PAGE CATALOG  
1/3 Deposit With All Orders.  
**PARKWAY MACHINE CORPORATION**  
715 Ensor Street, Baltimore 2, Maryland

## COINMEN YOU KNOW

New York

Bob Luttmann has sold a game route to Irving Kaye. . . . George Holzman, local game operator and former president of the Associated Amusement Machine Operators of New York, is in the Long Island College Hospital, Brooklyn. He is recovering from a serious automobile accident and would appreciate mail and visitors.

### Satellite Ring

NEW YORK—Paul A. Price, local charm manufacturer, has joined the outer space fraternity with the introduction of a satellite ring. The vacuum-plated charm has a tinselled effect on the stone, giving it the appearance of stardust. The firm is in full production on the ring.

**Ball and VENDING GUMS LOW Factory Prices**  
AT BIG SAVINGS  
**BUBBLE • CHICLE CHLOROPHYLL and TAB**  
Bubble Ball Gum, 140-170 & 210 ct. . . . . 27¢ lb.  
Chicle Ball Gum, 130 ct. . . . . 35¢ lb.  
Chlor-o-Vend Ball Gum . . . . . 40¢ lb.  
Chlor-o-Vend Chicks, 320 ct. . . . . 40¢ lb.  
Chicle Chicks, 320 & 520 ct. . . . . 36¢ lb.  
Bubble Chicks, 320 & 520 ct. . . . . 37¢ lb.  
Tab (short stick), 100 ct. . . . . 38¢ box  
5-Stick Gum, 100 packs . . . . . \$1.90  
F.O.B. Factory 150 Lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
33 YEARS OF MANUFACTURING EXPERIENCE  
4th & Mt. Pleasant • Newark 4, N. J.

**SPUTNIK GLOW-RINGS WITH AMAZING GLOW-IN-THE-DARK STARSTONES**  
Under 5 M. \$15.00 per M.  
Gold & Silver with colored glow-in-the-dark jewel stones  
**FREE ADVERTISING LABELS**  
at your distributor or . . .  
**Karl Guggenheim**  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

## N. J. Approves Use Of Cig Premiums

TRENTON, N. J.—Deputy Attorney-General Christian Bollerman has ruled that the use of premiums by cigarette manufacturers is legal in New Jersey. The ruling was based on the free distribution of cigarette lighters by the United States Tobacco Company and of soft drinks and detergents by Philip Morris, Inc.

Bollerman noted that the Unfair Cigarette Sales Act, designed to prevent unfair competition, applied to wholesalers and retailers, but not to manufacturers.

## FTC Charges

• Continued from page 134

otherwise, the company does not grant exclusive territory to purchasers, locate the machines profitably, or relocate those which are unprofitable, according to FTC.

Modern does not have a route already established for a customer, and will not establish one for him. The complaint points out that cigarette manufacturers do not pay specific bonuses for featuring their brands in these machines, despite claims by Modern that such bonuses are paid.

Named in the complaint is Modern's president, James K. Sorenson. He is granted 30 days to file an answer. A hearing is scheduled January 14 in Minneapolis before an FTC hearing examiner.

## Pittsburgh Ops

• Continued from page 134

sessions. "We in the antitrust division," he said, "like that type of advertising."

Counsel for the defendants, William C. O'Neil, asserted that not only were releases given to the press after each meeting, but anyone in the cigarette business was welcome to the meetings.

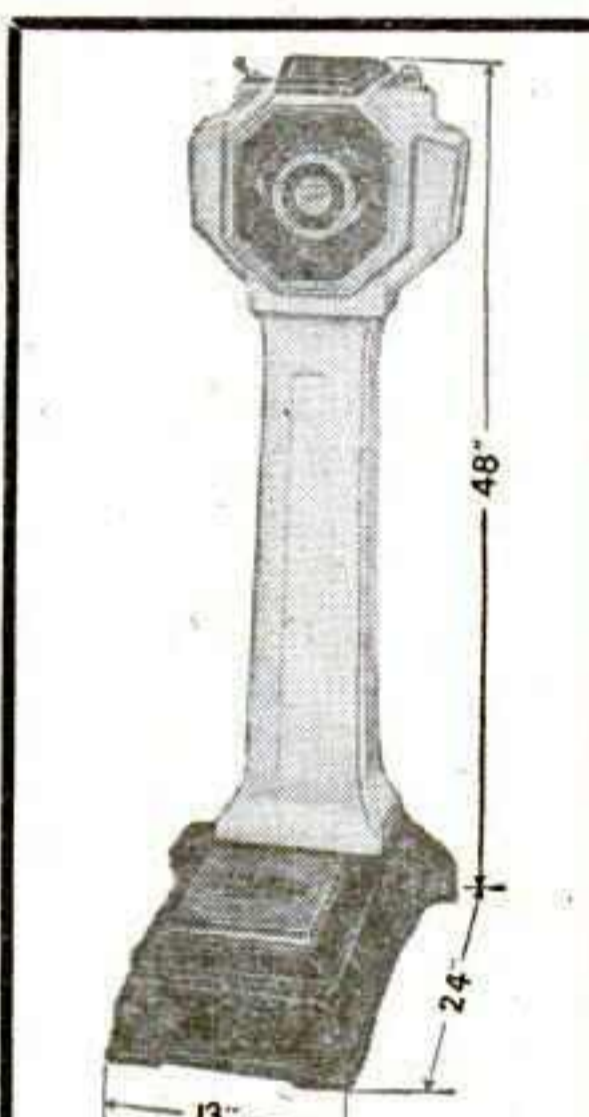
Said O'Neil further, "Only one-half the members of the association are named in the indictment which covers only 4½ to 5 per cent of the cigarettes sold in this area."

## VICTOR'S SENSATIONAL NEW

**GOLF GAME and BALL GUM VENDOR \$24.50 EA.**  
Be first with this new money-making sensation.

Solid oak natural finish cabinet, 7" wide, 15" long.  
ORDER NOW FROM NEW YORK'S EXCLUSIVE VICTOR DISTRIBUTOR

**PIONEER VENDING SERVICE**  
Syd. Rubenstein  
590 Albany Ave. Brooklyn 3, N. Y.  
President 4-5358



**\$25 DOWN**  
Balance \$10 Monthly  
**ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.**  
Invented and Made Only by  
**WATLING**  
Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

**ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.**

**FACTORY RECONDITIONED and GUARANTEED by MILLS AUTOMATIC MERCHANDISE CO.**  
Don't be misled. Buy rebuilt, as only a Mills mechanic can rebuild them . . . using original factory parts.  
**MILLS Famous 107 TAB GUM VENDOR**  
We carry a complete stock of bulk merchandise charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices.  
American Chicle candy coated or tab type gum. Also Beech-Nut, Peppermint or Spearmint 3-C slab gum, 45¢ a box of 100 ct.  
**Order Today—Prompt Deliveries.**  
**J. SCHOENBACH**  
1647 Bedford Ave., Brooklyn 25, N. Y. President 2-2900



### RECONDITIONED CIGARETTE AND CANDY MACHINES

Many makes, models,  
sizes and prices.

**GUARANTEED  
SAME AS NEW**

Write, wire or reverse  
charges and  
telephone 20592

**T. O. THOMAS CO.**

1572 JEFFERSON  
PADUCAH, KENTUCKY

## A. M. Johnson Named Automatic Canteen Prez

CHICAGO—Arnold M. Johnson was elected new president of Automatic Canteen Company November 12 to succeed the late Elmer F. Hinkle. The position of vice-chairman which he has held since 1953 will be retained by him. Johnson was graduated from the University of Chicago in 1928, and afterwards worked in various

capacities in a number of brokerage houses. He was made an officer of the newly formed City National Bank and Trust Company of Chicago in 1932, becoming vice-president of the bank in 1945. A twenty-year association with City National terminated when he became vice-chairman of Automatic Canteen in 1945.

Johnson is widely known as the owner of the Kansas City Athletics. In 1954 he moved the team west from Philadelphia, becoming the second ball-club owner to move a team from the East.

Widespread in his business activities, Johnson serves as director or chairman of various firms, among them Henry Holt and Com-

pany and Blomgren Brothers. He also takes an active part in civic affairs in Chicago and Kansas City, working with such organizations as the Infant Welfare Society of Chicago and the Midwest Research Institute of Kansas City.

Johnson served as commander of an amphibious boat group in the Pacific during the war and was decorated with the Bronze Star and the Legion of Merit.

A married man, he has two children, Wendy Alexis, 9, and Jeffery Burr, 7.

## 7 KEENEY VENDERS

**Bring 7-Way Profits!**

- New Keeney "22" Riviera Electric Cigarette Vender
- Coffee ● Soup
- Coffee/Chocolate Sr.
- Coffee/Chocolate Jr.
- 4-Way Cold Drinks
- 4-Way Auto-Maid Milks and Fruit Juices

Write for Full Details, Prices and Easy Payment Terms

**J. H. KEENEY & CO., Inc.**  
2600 W. 50th St., Chicago 32, Ill.

## Bulk Banter

Continued from page 134

Lewis M. LaPlata, Lewis Vending Service, Springfield, Mo., has 500 bulk venders for the Sertoma Club Project of the Boys' Club of America. As their big project the club is to sell 5,000 cans of Planter's Peanuts on November 23 and 30. After he got out of college, LaPlata was with Ward, Sears, and Kresge for 15 years before he went into bulk vending. He says if a bulk business is run as Kresge runs their 5 & 10 "you can't lose." LaPlata recently returned from a trip to Kansas City to see his local distributor.

W. Cowser, bulk operator in San Antonio, Tex., thinks that a strong local organization holding regular meetings could overcome blue sky activities. He says the victims are not the only ones hurt. Bulk vending itself gets a bad name when the disillusioned victim of the blue sky boys soon starts neglecting servicing of his route. Cowser finds it best to take any locations that are available. One can never tell beforehand what kind of location it will be, in his opinion. "Some will surprise you," he says.

For a year Carl Everett, Oswego, Ill., operator, carefully went thru the thousands of coins he collected from his vending machines, looking for rare ones. He found quite a few that were worth collecting, he says. Everett is looking for a charm manufacturer to come up with an item that would go as good as the charm knife, rings and harmonica. He says that tho the latter items are still good they are becoming too common.

Milton T. Raynor, general counsel of NVA, was keynote speaker in Washington, D. C., at a convention of the National Independent Automobile Dealers Association. Afterwards he left with his wife and children for Detroit where they are to visit the family of his wife's brother, to return to Chicago after Thanksgiving. The next five months before the NVA convention will become increasingly busy for Ted in his work with other officers and members of NVA.

The daughter of Bernie Bitterman, Kansas City, Mo., distributor, will be married Christmas day. . . . The wife of Meyer Markuson, Chicago operator, has just returned from the hospital. . . . Fred Lewis, of Guggenheim, Inc., recently returned from a vacation in Mexico City. . . . Look to Hong Kong for new charms and gimmicks, says Bob Kantor, Chicago operator.

VENDING MACHINES — Parts, Supplies: Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 320 or 620 ct., Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO.**, Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

## CANDY & COOKIE MACHINES

35 models or 10¢ models, precision mechanism, choice of four colors.

**JOBBERS  
with salesmen  
WANTED**

You can make big profits on our low-cost line of venders for:

- CANDY BARS
  - CIGARETTES
  - POSTAGE STAMPS
- Manufactured and guaranteed by us. Our 25th year! Write at once.

**SHIPMAN MFG. CO.**  
LOS ANGELES 23, CALIF.

## SATELLITE RING



**... From Outer Space!**  
Beautifully vacuumed plated ring with tinsel effect on stones to give it that stardust appearance! Every kid will want his own Satellite Ring from outer space. Order now and cash in on this satellite craze!

**\$15.00 per M**

Labels available at your distributor or:

**paul a. PRIGG Co., Inc.**  
55 Leonard St., N. Y. 23, N. Y. 20 (Ort) Tel. 7-5143

### CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest price: anywhere—compare.

- STONER, 8-COLUMN CANDY, 160 capacity, prewar model... \$110.00
  - STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
  - STONER 8-COLUMN CANDY, 160 cap., postwar changemaker. 175.00
  - ROWE 8-COLUMN CANDY, 120 capacity... 70.00
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All Machines Completely Checked  
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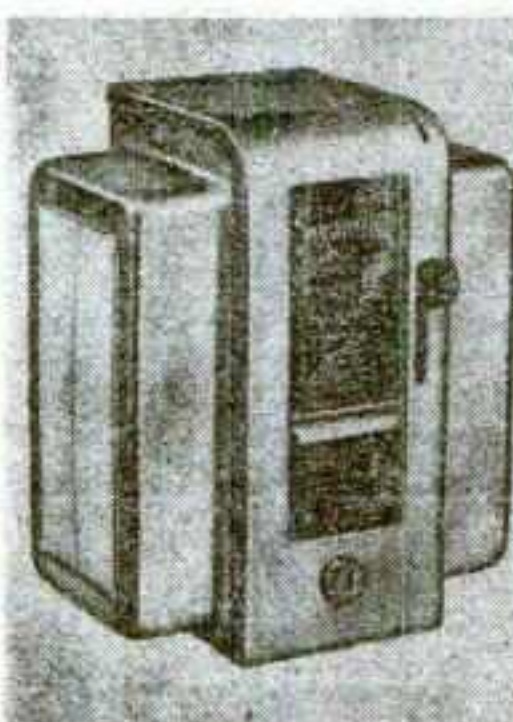
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## Detroit Okays Ball Bowlers; Industry Rushes Equipment

### City Takes Fresh Look at Alleys, Finds New, Smoother Surfaces to Its Liking

DETROIT — Manufacturers turned their eyes toward Detroit last week while distributors and operators rushed to get there "firstest with the mostest." Ball bowlers had suddenly been approved for operation.

But only certain types of ball bowlers received city blessing: those with no trip switches on the alley surface.

Thus, only the very latest models—those which register scores when ball actually meets pins—are permitted.

Two manufacturers introduced such games just last week, and at least one more plans a quick entry. (See separate stories in this section.)

#### Game Gold Rush

The good news turned a town long fortified against most types of amusement games into a coin machine gold rush site. It brought, within hours, an unprecedented

stampede to place machines on location. It taxed the capacities of manufacturers, distributors and operators alike to handle the demand.

Approval was given to two newly-bowed games up to press deadline, Bally's Strike-Bowler and Chicago Coin's TV Bowling League with an up-coming United model, Royal Bowling Alley, expected to get a similarly fast okay. United's model will be a special to Detroit, with all shipments directed there. It is expected to hit other parts of the country at a later date.

Formal approval of the new bowlers came from Nathaniel H.

Goldstick, assistant corporation counsel assigned to the police department, and from Charles V. Schwartz, in charge of the license bureau for the police department. Six or seven different types of bowling games were inspected. But only the two models mentioned were given the green light. It was felt that there is no "problem of illegality" in their operation, that they are like real bowling on a small scale.

#### No Extras Allowed

Most of the various types of machines turned down were of the (Continued on page 142)

## Kitt Expands Empire, Opens Detroit Sales

### City's Approval of Ball Bowlers Speeds Decision by Firm to Make Mich. Move

CHICAGO—As a major part of a sweeping expansion move, Gil Kitt, owner and president of Empire Coin Machine Exchange here, opened offices and showrooms in Detroit at 14344 Fenkell Avenue.

The licensing of ball bowling games in Detroit prompted the move, which had been contemplated for some time. (See separate story). The Detroit office will provide service and sales for the Motor City and combine with Empire's Chicago headquarters



GIL KITT

to provide more service and sales contacts to the whole of Michigan. Joe Robbins is sales manager of the firm and Jack Burns is the sales representative in Michigan and Northern Indiana. Burns cur-

rently is stationed at the Detroit office and further additions to the staff there will be made in the near future.

#### Handles Games, Music

Empire is distributor for United, Williams, Genco and Auto Photo. With the acquisition of the United phonograph line the music business at Empire has increased, and a stock of new and used phonographs has been made available.

The addition of the Detroit office is accompanied by expansion of Empire's Chicago headquarters (see separate story in this section).

Thru his expansion moves, Kitt said, he expresses confidence in the future of the industry as a whole, as well as in his own organization.

## Ohio High Court Hears Pin Case

COLUMBUS — The Ohio Supreme Court heard arguments last week on a suit seeking to void a series of anti-pinball ordinances in Columbus. At press time, no indication was given when a ruling would be handed down.

#### No Free Play

Counsel for the pinball operators contended the city lacked authority to ban devices used only for amusement. He said the machines in question lack the free play feature and are not conducive to gambling.

He contended the ordinances were "arbitrary and unreasonable," and that as they now stood, the city council could ban virtually any amusement activity.

#### City Case

Counsels for the city argued that the ordinances fell within the city's (Continued on page 141)

## N. Y. Ops Warned on 6-Pocket Pool Units

### Greco Points Out Distinction Between Pool Games and Amusement Devices

NEW YORK — Empire State game operators were warned by Tom Greco, president of the New York State Coin Machine Association, that operation of six-pocket pool tables could lead to difficulties with the State Licensing Board.

The announcement came in the wake of a series of warnings to operators in the Onieda area. State police had told locations first to remove all six-pocket games, and later to remove all coin-operated pool games.

New York State law defines two-pocket devices and bumper pool as amusement games. However, pool tables with six pockets, or with numbered balls are defined as pool tables.

#### Distinction

The difference is this: Amusement games, upon approval of local authorities, may be placed in places where alcoholic beverages are sold. Devices defined as pool or billiard tables may not be placed in establishments where liquor is sold, nor may they be placed in locations where persons under 18 are admitted.

In other words, it is not practical

## Genco To Make Five-Ball Pins AS MAJOR LINE

CHICAGO—Avron Gensburg, vice-president, confirmed reports last week that Genco Manufacturing will enter the five-ball pin manufacturing field.

Gensburg stated that Genco will put special emphasis on five-ball output, and that it will concentrate on steady production of these games while at the same time continuing its usual output of a variety of other location games.

Genco will actually be reviving a pinball line well established years ago, but discontinued since 1954.

Said Gensburg, "We feel that the five-ball pin game is going to increase in importance in the industry as a stable product for both domestic and export trade."

No date has yet been set for introduction of the first game in Genco's new line.

## Empire Buys Gateway, Ups Sales Staff

CHICAGO—Empire Coin Machine Exchange has purchased the Gateway Distributing Company, Chicago, and moved its equipment and facilities to Empire's Chicago headquarters. Gateway's offices were to be closed as of last week.

Fred Minter, former owner of Gateway, juke and game jobbers, has joined Empire as a sales representative. He will cover the Wisconsin and Northern Illinois areas.

Fred has been in the industry for 23 years. He has operated routes in Wisconsin and represented the AMI distributor in Illi- (Continued on page 143)

## Bally Preems Strike-Bowler, New Type Alley

CHICAGO — Strike-Bowler, a new long bowler built without switch-actuators on the alley, was shipped to distributors by Bally Manufacturing Company last week.

The game permits player to deliver a four-inch ball down a smooth, switch-free alley, and to score by actually hitting the pins, rather than tripping switches.

Scoring is by official bowling rules and scores for 1 to 6 players are tallied automatically on the rotary totalizers.

All mechanical "toy gimmicks" such as switch-actuators, strike-lane indicators and artificial 7-10 pick-up are eliminated from the smooth (Continued on page 140)

## 15 Coin Firms Set to Show At NAAPPB

CHICAGO—The convention of the National Association of Parks, Pools & Beaches opens at the Sherman Hotel here Sunday (1) with 15 coin machine firms joined in what expected to be a record meet in terms of total number of booths and exhibits.

While the show is largely devoted to outdoor amusement business, the coin machine industry, as an important part of this trade, is annually well represented.

Coin exhibitors are slated to show their latest equipment, which is sure to include an array of new ball bowlers, pool games, coin kid- (Continued on page 141)

## Ops Battle Monopoly on Coin Machines

NORTH MIAMI, Fla.—Operators are up in arms here over action of the City Council which in effect handed a coin machine monopoly to one operator. Under an ordinance passed October 8, but apparently kept largely in the dark until recently, Eddie Petrocini, Continental Music Company, indirectly gained exclusive operation of all coin equipment in town.

Operators have, however, now gained a restraining order from the (Continued on page 143)

## Colorado Ops Shy From \$250 Stamp Purchases

This is the sixth in a series on the effects of the U. S. Supreme Court ruling subjecting payoff pinballs to the \$250 gambling tax.

DENVER—Pinball profits are at the lowest ebb in 20 years in Denver and most Colorado cities, as the result of increased enforcement of existing legislation.

Few \$250 gambling tax stamps have been purchased in the Denver area since the Supreme Court passed its decision calling for such tax on payoff pinballs. This is

specifically due to the fact that Colorado law prohibits operation of any sort of gambling device or pin game which results in the award of prizes (either in cash or merchandise) to the player.

Additional teeth have been placed in the law: Any location owner who provides space for a machine which permits payoffs is automatically charged with harboring a gambling device at the time the machine is seized. During a program carried out in Jefferson (Continued on page 140)

## Gottlieb Bows Falstaff, New 4-Player Pin

CHICAGO — Falstaff, a four-player, five-ball pin game with advancing value roto targets, was shipped to distributors last week by D. Gottlieb & Company.

As player makes consecutive hits on roto targets, the rotating point values of these targets multiply by 10 and 100.

Four-ball bumpers along sides of playfield spin roto targets and change their values when hit.

Falstaff is unique in that it has "roll-unders" rather than "roll-overs." Gottlieb last incorporated this feature into a game about three years ago, and brought it back as a distinctive feature of Falstaff. Balls trip switches dangling over the path of balls rather than a switch on playfield surface.

The game has a two-way match play feature. It has ball flippers, kickers and twin coin chutes.

## Chi Coin Ships Smooth-Alley TV Bowling

CHICAGO — Chicago Coin shipped to distributors last week TV Bowling League, a ball bowler with alley free of trip switches. Scores are registered when player hits pins, rather than playfield switches used on previous models.

All mechanisms are located in back of game. TV Bowling League is a regulation scoring six-player model, with standard length of 16 feet, width 30 inches.

The game utilizes a 4½-inch hard rubber composition ball, of similar material to that of a regulation bowling ball.

It is equipped with National Slug Rejector coin chute set for two-for-quarter play, and convertible to dime play. An extra plate is furnished for dime conversion.



# COINMEN YOU KNOW

## Twin Cities

By MAURICE BERNSTEIN

Ending 17 years of affiliation with The Billboard as its Twin Cities correspondent, Jack Weinberg is about to pack up his typewriter and head west. He'll take up residence in Los Angeles where he and his wife can be near their two married daughters and grandchildren. This will be the termination of a 30-year-newspaper career for Weinberg, who will be holding a position in public relations and promotion on the Coast.

A lifelong resident of Minneapolis, he entered the newspaper business shortly after his high school graduation, reporting for the Minneapolis Star. For the past 13 years he has been a staff writer for the St. Paul Dispatch and Pioneer Press, with political coverage his specialty.

Bert Davidson, regional sales manager for Wurlitzer, came here from Chicago recently to take Solly Rose of the Sandler Distributing Company on a selling trip with him thru Minnesota and Wisconsin. . . . Louis Atkin will be leaving this area shortly to enter the coin business in Miami. . . . Lou Ruben, of the Lieberman Music Company, recently made a two-week swing thru Iowa, where he called on operators. . . . Ted Lawn, of L & M Sales, is out of the hospital after a two-week stay.

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Dave Gropman and Ralph Lackey, along with Cyrus Jacobs, are getting back to putting a little more time into

their music routes after spending most of their waking hours on rounding up various segments of the banquet. . . . Arnold Blatt is convincing more of his locations that they can make more money by going to a dime. Looking spry again at the banquet was Al Dolins, of Hyannis, after a session in the hospital. . . . Prevented from attending but sending his greetings was Irwin Margold, general manager of Trimount Automatic Sales Corporation. Attending the theater for the new Siobhan McKenna play was Marshall Caras, of that firm, with his pretty wife. Marshall and Bob Rome also were seen cheering on the display of the Black Watch regiment, recently in town.

## Memphis

Midsouth operators in Memphis recently shopping for equipment, supplies and records included Wayne Day, Day Amusement Company, Blytheville, Ark.; Charles Cole, Melody Music Company, Paragould, Ark.; I. E. McCray, Country Club Amusement Company, Benton, Ark.; C. O. Temple, Hope Novelty Company, Hope, Ark.; Lavaughn Johnson, Johnson Amusement Company, Corinth, Miss.; Frank Steed, Steed and Hearn Music Company, Clarksdale, Miss.

Lee Treft, Delta Vending Company, Cleveland, Miss.; Bill Hayden, Hayden Amusement Company, Caruthersville, Mo.; Bill Uttz, Dixie Novelty Company, Covington, Tenn.; A. N. McBride, Paris Amusement Company, Paris, Tenn.; Robert Brunner, John & Frank, Inc., Marked Tree, Ark.; Earl McDaniel, McDaniel Amusement Company, Jackson, Tenn. Jourd White, Jourd White Sales Company, Paris, Tenn.; Charles Keene, Keene Amusement Company, Union City, Tenn.; Mahon Jones, Jones Music Company, Holly Springs, Miss.; Guy Taylor,

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EXHIBIT POOL GAME (Large Size) (New) . . . . .	290.00
GENCO SKILL BALL (New) . . . . .	350.00
GENCO DAVY CROCKETT (New) . . . . .	350.00
GENCO POOL TABLE (Ten Ball) (New) . . . . .	225.00
CHICAGO COIN HOLLYWOOD BOWLER . . . . .	250.00
CHICAGO COIN ALL STAR TEAM . . . . .	250.00
GENCO CIRCUS RIFLE GALLERY . . . . .	425.00
GENCO MOVING TARGET . . . . .	175.00
EXHIBIT JUNGLE HUNT . . . . .	295.00
CHICAGO COIN BLONDIE . . . . .	175.00
BALLY BALLS-A-POPPIN' . . . . .	190.00

**W. B. Distributors, Inc.**  
1012 Market St. St. Louis, Mo.

**EXTRA SPECIAL**  
M-100-A  
SEEBURG . . . \$125.00  
1400  
WURLITZER.. 125.00  
CLEAN—RECONDITIONED  
**BIRMINGHAM VENDING COMPANY**  
540 2nd Ave., So.  
Birmingham, Alabama  
PA 4-7526

# Colo. Ops Shy From Stamp

Continued from page 138

County last May, 54 machines were confiscated in the space of three days and, in each instance, the tavern, restaurant or cocktail lounge owner was charged with harboring. This resulted in disappearance of payoff games from Denver, Colorado Springs, Greeley, Pueblo, Sterling and other larger cities, and a generally over-cautious attitude on the part of prospective location

owners. Most location owners and operators have paid stiff fines in addition to loss of their equipment, altho no jail terms have been issued.

### Free Play OK

Colorado law as regards pin games does permit operation of any game which gives as a reward only free games and specifies that no machine can be confiscated unless

players are actually apprehended in the act of receiving a reward in cash or merchandise. A rider attached specifies that no machine bearing a \$250 gambling tax can operate legally in Colorado.

Perhaps the most unusual specification in the Colorado law has been reference to age. It states that no player of free play pins shall be under 18 years old, where the game is located in a bar, tavern or restaurant. But it does permit players under 18 at amusement parks, Arcades, theater lounges and other locations where the player comes specifically to entertain himself. This, too, has been discouraging toward free game pinball placement. There are seven instances in which a location owner has been threatened with the loss of his license because youngsters under 18 were reported playing five-ball free play games.

Enforcement has been heavy thru late 1956 and all of 1957, spark-plugged by Barney O'Kane, young district attorney for Jefferson County. One of the results of his unrelenting efforts has been the complete disappearance of such fund-raising events as bingo parties, bazaars and raffles sponsored by churches and associations for charitable purposes. The Jefferson County d. a. office has picked up more than 100 pin games in 1957, some of which have been transferred to the wards of the State mental hospital at Pueblo, where they are being used as mental therapy aids in treating patients. Otherwise the machines have been destroyed. Altho there have been many complaints that the district attorney has been officiously overdoing his job, there has been no let-up where the coin machine industry is concerned.

### Regular Inspection

The U. S. attorney in Denver hasn't figured prominently in 1957 except for regular inspection of existing spots to determine that no payoff types of games are operating without the \$250 gambling tax stamp.

Colorado's only active association, the Colorado Music Merchants' Association, has taken no steps toward alleviating legislation, even tho most members point out that they are directly affected. In past years, prominent operators indicate, the phonograph was largely paid for by side-by-side location with pin games. Now that pin games are out of the picture, the phonograph either takes a much longer period to pay out its cost, or doesn't make the grade at all. Shut off at every turn, the association is grimly "getting by the best we can."

Distributors whose major revenues came from pinball game sales in the past report that this aspect of their businesses has come to a standstill. "No operator is sure what will happen to his equipment, free-play or payoff types and, consequently, he just isn't buying," Pete Geritz, of Mountain Distributors, said. "The losses which can be incurred are heavy and no operator can be sure that even the most innocent free-play game will not be suddenly labeled a gambling de-

# Bally Preems

Continued from page 138

alley. Strike, spare or blow depends entirely on player's skill in plowing the ball into the pins at the right point, as in real bowling.

The game is available in 11, 14 and 18-foot lengths with sectional construction. It is equipped with coin chutes for two-for-a-quarter or one-for-15-cent play, and is available with a dine-a-game chute.

vice, picked up and smashed." Five major distributors report that they are selling only a few used pin games and that what new ones are going out are sold to amusement parks, Arcades and theater operators.

"Until there is some change in the Colorado law, we can't expect to do much with pinballs," was the general consensus of operator opinion.

## STEP UP YOUR EARNINGS WITH THESE CLEAN BUYS

- 2-1700 WURLITZER .....\$550
- 3-1800 WURLITZER ..... 650
- 2-1900 WURLITZER ..... 750
- 5-2000 WURLITZER ..... 950
- 2-V200 SEEBURG ..... 650
- 2-HF100R SEEBURG ..... 595

## ROCK CITY AMUSEMENT CO.

108 Lafayette Street  
Nashville, Tennessee  
Phone: Chapel 2-4353

# NATIONAL GUARANTEED VALUES!

Shopped and Ready for Location!

### 4-PLAYERS

- MAJESTIC .....\$425
- REGISTER ..... 325
- JUBILEE ..... 275
- SCOREBOARD ..... 195

### 2-PLAYERS

- CONTINENTAL CAFE .....\$325
- FLAGSHIP ..... 315
- SEA BELLES ..... 285
- TREADOR ..... 275
- GLADIATOR ..... 255
- MARATHON ..... 245
- TOURNAMENT ..... 225

### SINGLE PLAYERS

- ROYAL FLUSH .....\$295
- ACE HIGH ..... 285
- RAINBOW ..... 275
- AUTO RACE ..... 245
- CLASSY BOWLER ..... 235
- DERBY DAY ..... 195
- WISHING WELL ..... 185
- SWEET ADD-A-LINE ..... 185
- EASY ACES ..... 180
- FRONTIERSMAN ..... 180
- SOUTHERN BELLE ..... 175
- GYPSY QUEEN ..... 160
- DIAMOND LILL ..... 135
- DAISY MAE ..... 130
- DRAGONETTE ..... 130
- PINWHEEL ..... 65

ORDER TODAY!

## NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey, Chicago 14, Ill.  
BUckingham 1-6466

## "EXPORT INFORMATION"

...from the Name Respected by Foreign Buyers.

### IMMEDIATE DELIVERY Bally CARNIVAL

The game that has taken every market by storm!

We are overstocked on Seeburg 100A's.... write, cable for quantity prices! Cable Address: INAMCOM

### Bingos & Shuffles

... are on our "regular shipment" list once again. If our recent delay caused you to wait before ordering, then order now for regular shipments.

## INTERNATIONAL SCOTT CROSSE COMPANY

SCOTT CROSSE COMPANY  
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.  
Rittenhouse 6-7712  
Branch: 819-821 Lockawanna Ave., Scranton, Pa.

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

## SEEBURG 100 SELECTIONS

# 45 RPM \$275

Please Note: This is not an "ordinary" conversion job. These phonographs have been steam cleaned, reconditioned, refinished and changed to 45 RPM thru a production line process—

GUARANTEED!



M-100A-45

Exclusive Seeburg Distributors



## ATLAS MUSIC COMPANY

A Quarter Century of Service

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

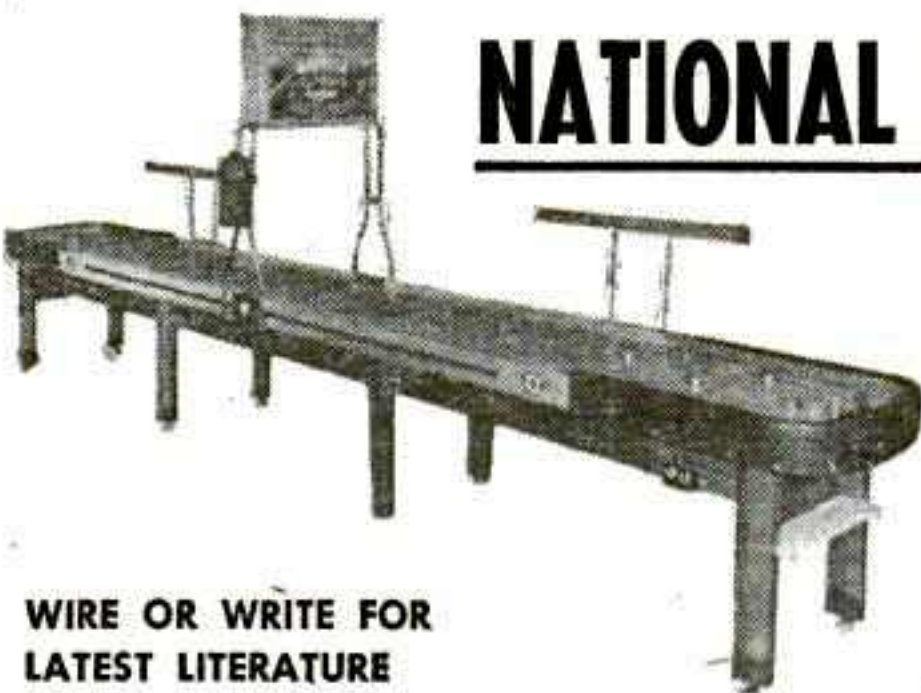
# WANTED GOOD BINGO MECHANIC!

GOOD PAY!  
STEADY WORK!  
NO DRIFTERS!

WRITE TO BOX 912

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

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Demands are ever increasing. Are you getting your fair share of the business?

Exclusive territory available  
Phone Orange 2-9100

NATIONAL SHUFFLEBOARD COMPANY Orange, New Jersey

# WANTED BINGO GAMES

SEND IN COMPLETE LISTS

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors

# TRIMOUNT

OR ENGLAND  
IT'S TRIMOUNT!

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BOSTON 18, MASS.  
Tel. Liberty 2-9480



## AMERICA'S CLEANEST, FINEST RECONDITIONED GAMES

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|------------------------|---------------------------|--------------------------|
| ARROWHEAD .....\$275   | GREEN PASTURES .....\$100 | DUETTE .....\$175        |
| BLONDIE ..... 165      | HARBOR LITES ..... 175    | FLAGSHIP ..... 310       |
| DERBY DAY ..... 190    | PETER PAN ..... 150       | MARATHON ..... 250       |
| EASY ACES ..... 180    | QUEEN OF HEARTS ..... 100 | RACE THE CLOCK ..... 145 |
| FRONTIERSMAN ..... 165 | STAGE COACH ..... 150     | SCORE BOARD ..... 195    |

We Have Many Others. Tell Us Your Needs.

AMI-ChiCoin-Exhibit-Gottlieb-Kaye-Williams Distributors.

Terms: 1/3 certified deposit. Balance C.O.D.

# General Vending Sales Corp. Music Sales Co., Inc.

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CLEAN GAMES—READY FOR LOCATION

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|--------------------------|--------------------------|
| NITE CLUB .....\$250.00  | GAYETY .....\$60.00      |
| BROADWAY ..... 270.00    | SURF CLUB ..... 60.00    |
| BIG TIME ..... 110.00    | DUDE RANCH ..... 60.00   |
| GAYTIME ..... 125.00     | HI-FI ..... 60.00        |
| MIAMI BEACH ..... 125.00 | PALM SPRINGS ..... 60.00 |
| VARIETY ..... 70.00      |                          |

Immediate Delivery. 1/2 Deposit.

FRANK MILLS, Mgr., Dept. R-6

## SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

**Almonds, Filberts**

Production of California almonds is estimated by Agriculture Department at 40,600 tons, 2 per cent above average but 31 per cent below last year's record crop. Production of filberts in Oregon and Washington totals 12,350 tons, about four times as large as last year's short crop. Crop is the largest on record.

**15 Coin Firms**

• Continued from page 138

die rides, and a variety of arcade equipment. A few surprise packages in the form of new types of coin-operated amusement pieces often are debuted at this yearly conclave.

Latest coin firm to sign as an exhibitor was Irving Kaye Company, Inc., New York. International Mutoscope Corporation, Long Island City, N. Y., withdrew last week from the exhibits, leaving the number of coin firms participating at 15. No reason was given for Mutoscope's withdrawal.

The full list of coin machine exhibitors, which account for about 17 per cent of total exhibitors, according to Paul H. Huedepohl, NAAPPB secretary, is as follows:

Auto Photo Company, Los Angeles; Capitol Projector Corporation, New York; Chicago Coin, Chicago; Exhibit Supply, Chicago; Irving Kaye Company, Inc., New York; J. F. Frantz Manufacturing Company, Chicago.

Genco Manufacturing, Chicago; King Amusement Company, Mount Clemens, Mich.; King-Pin Equipment Company, Detroit; Krispy Kist Korn Machine Company, Chicago; Mike Munves Corporation, New York; Philadelphia Toboggan Company, Philadelphia; Standard Harvard Metal Typer, Chicago; United Manufacturing Company, Chicago; Williams Manufacturing Company, Chicago.

**Williams Signs Lewis to Exec Sales Force**

CHICAGO — Williams Manufacturing Company last week named Sam Lewis to its executive sales staff. Lewis resigned a week earlier from the presidency of Exhibit Supply. (The Billboard, November 18.)

According to Sam Stern, executive vice-president, Lewis will work directly with Harry Williams, president, and himself. Art Weinand continues as sales manager of the firm.

Lewis, said Stern, will visit with distributors and operators, help form policies and

guide over-all relations and merchandising planning.

Lewis, who has an extensive background in the coin machine trade, had been with Exhibit two and one-half years. With his resignation from that firm, it was announced that amusement game production would halt—at least temporarily—to make room for greater aircraft and missile work of Exhibit's parent company, Electro-Snap Switch & Manufacturing Company.



S. LEWIS

**Ohio High Court**

• Continued from page 138

police powers and were not arbitrary or unreasonable.

The Columbus ordinances ban ownership and exhibition of games which encourage gambling, register odds or scores or may be converted into gambling devices.

Originally, R. M. Benjamin and G. D. Ferguson obtained an injunction in Common Pleas Court in a series of consolidated cases, attacking the ordinances. The trial court held the ordinances invalid because they prevented pinball games "for amusement only."

The decision was later reversed on appeal, and is currently up to the State's highest tribunal to decide.

**SPECIALS!**

**14 FT. BOWLERS ... \$495.00**

- |                          |  |                                   |
|--------------------------|--|-----------------------------------|
| <b>BINGOS</b>            | <b>SEEBURG 100 A</b><br>\$185                      | <b>ARCADE</b>                     |
| Miami Beach ... \$120.00 |  | Cross Country ... \$175.00        |
| Gaytime ... 120.00       |  | United Slugger ... 225.00         |
| Big Time ... 125.00      |  | Genco Fi Fly ... 195.00           |
| Variety ... 75.00        |  | Photomatic ... 245.00             |
| Hi-Fi ... 45.00          |  | Quarterback ... 185.00            |
| Frolics ... 45.00        |  | Hooligan Pool ... 85.00           |
| Palm Springs ... 45.00   |  | Sportsman Gun ... 175.00          |
| Surf Club ... 55.00      |  | Rifle Gallery ... 165.00          |
| Yacht Club ... 55.00     |  | Champion Base-ball ... 185.00     |
| Spot Life ... 45.00      |  | Seeburg Bear Gun ... 85.00        |
| <b>5 BALLS</b>           | <b>C. C. 6 Player</b><br><b>SKI BALL ... \$225</b> | <b>SHUFFLEBOARDS!</b>             |
| Southern Belle ... \$170 |  | 12 ft. American Bank ... \$175.00 |
| Jockey Club ... 110      |  | 22 ft. Rock-Ola ... 150.00        |
| Diamond Lil ... 125      |  | Overhead Scoreboards ... 95.00    |
| Gold Star ... 140        |  | Wall Type Scoreboards ... 69.50   |
|                          | <b>KEENEY 22 Col. Cigarette Vendor</b><br>write    | 4-Way Bowling Conv. ... 75.00     |

**PURVEYOR** Better Buys  
DISTRIBUTING CO.  
4322-24 N. WESTERN AVE.  
CHICAGO, ILLINOIS  
JUNIPER 8-1814

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**DISTRIBUTORS** for UNITED, KEENEY, and FISCHER for Minnesota, N. Dakota, and S. Dakota

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**NOW DELIVERING**

- AMI MODEL "H" 200, 120 & 100**
- UNITED JUMBO BOWLING ALLEY
  - UNITED DELUXE BOWLER
  - BALLY CIRCUS
  - BALLY ABC SUPER DELUXE BOWLER
  - KEENEY "22" CIGARETTE VENDOR
  - FISCHER NEW 6 POCKET POOL
  - FISCHER NEW 9 BALL POOL TABLES

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ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA  
422 Wilson St., Santa Rosa CALIFORNIA  
Phone Paul Speer Santa Rosa 1498 or write for prices

- 2 1448 ROCK-OLAS, Like New ... \$650.00
- 1 1438 ROCK-OLA ... 395.00
- 2 1434 ROCK-OLA, 45 RPM ... 150.00
- 2 SEEBURG "R" with Royal 50c Units 725.00

**BUY! METAL TYPERS**

VENDING ALUMINUM IDENTIFICATION DISC

**WHY?**  
1. LIFE-TIME INCOME  
2. TROUBLE-FREE OPERATION  
3. ONLY 18"x18"



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**KANSAS DISTRIBUTOR-WURLITZER**

**LOW PRICES .. HIGH QUALITY**

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|-----------------------------------|------------------------------------|
| WURLITZER MODEL 1800 ... \$675.00 | SEEBURG V-200 ... \$675.00         |
| WURLITZER MODEL 1900 ... 745.00   | SEEBURG MODEL "C" ... 450.00       |
| WURLITZER MODEL 2000 ... 895.00   | UNITED 14 FT. BOWLING ALLEY 475.00 |

Immediate delivery on Williams Steeplechase and United Jumbo Bowling Alley

**UNITED DISTRIBUTORS, INC.**

902 W. SECOND WICHITA 12, KANSAS HO 4-6111 HO 4-3504

**.... TEN COMMANDMENTS ....**

MUTOSCOPE'S latest addition to a great line of vending machines. As popular as its predecessor ... the LORD'S PRAYER medal vendor.

CONVERSION AVAILABLE FOR LORD'S PRAYER

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**SEEBURG 100 WALLOMATIC WALL BOXES**



**\$54.50**

**CHROME COVERS 100 SELECTIONS SPECIAL VOLUME PRICES**

- WURLITZER WALLBOXES**
- 5204 (104 Selections) ... \$15.00
  - 5204A (104 Selections) ... 25.00
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  - 5207 (104 Selections) ... 45.00
  - 4820 (24 Selections) ... 20.00
  - 4851 (24 Selections) ... 25.00

Telephone or Wire Collect  
Terms: 1/3 Deposit Required  
Cable Address: "DAVDIS"

**SEEBURG**

- V200 with VL Selection Receiver ... \$850
- HF100R ... 695
- HHF100R (Hideaway) ... 595
- HF100G ... 595
- HHF100G (Hideaway) ... 525
- M100C ... 495

**AMI**

**WURLITZER**

- |                           |                           |
|---------------------------|---------------------------|
| H200 (like new) ... WRITE | 2150 (like new) ... WRITE |
| G200 (like new) ... \$675 | 2000 ... \$750            |
| G120 (like new) ... 650   | 1900 ... 675              |
| F120 ... 525              | 1800 ... 595              |
| E120 ... 350              | 1700 ... 495              |
|                           | 1450 ... 150              |
|                           | 1250 ... 115              |

**WORLD EXPORT Corp.**  
WESTERN EXPORT DISTRIBUTING  
Exclusive Seeburg Distributors  
736 Erie Blvd., East, Syracuse 3, N. Y. U.S.A.  
Phone: Granite 5-1631

# Detroit Okays Ball Bowlers

Continued from page 138

type in which the ball rolled over electrical contacts, thus causing the score to light up on the backglass. In addition to regular bowling scores, according to one of the officials, these games also typically gave extra points. The two reasons which influenced the decision to approve the new games presented were:

1. No extra or "bonus" points are given.
  2. The ball actually comes in contact with pins, knocking them over.
- It was felt that for these reasons, the newer games were amusement types that could be passed without the problems of "chance" being involved.

According to Goldstick, other types of machines which similarly pass the test of legality will be welcomed for inspection by the police department.

A number of machines here were actually placed on location prematurely in the hope that they would be approved, while the final okays were being processed. Owners of such unapproved units were notified by the police department to take them off location.

Within the industry here, reaction has been colossal in the past few days. "Bowlers are going terrific," said Art Hebert, manager for Miller-Newmark Distributing Company, where operators have been swarming into the office and display room to get the new units out on location as soon as possible.

Ray Taylor, sales manager of Brilliant Music Company, called the new games "the biggest thing since shuffleboards,"—significant by the fact that shuffleboards have been so good here for a decade that Detroit was considered shuffleboard center of the nation.

This adverse effect will be felt on existing investments here—the new bowling games will kill shuffleboard and rolldown games, Taylor notes. But as to the new bowlers—"Every place that has room for one, will have one within 90 days."

Taylor estimated that there are at least 200 units already out on location. "They are going out as fast as they can. How many can be delivered in a day?"

There is considerable moving involved in the new installations, and in 90 per cent of cases it is necessary to remove and take care of some other type of a unit to make room for the new games. Internal arrangements of the location itself may also be necessary.

The original approval was kept a bit quiet, it appeared, as manufacturers readied their plans to get the new units into the newly-opened territory in volume. But now, says Arthur P. Sauve, dean of the amusement game industry here, and head of A. P. Sauve and Son, "Manufacturers are shooting them in, and the games are selling like hotcakes. Everybody is working day and night to get the locations filled."

Sauve estimated the number of new bowling games in the city at from 500 to 1,000, after a few days' distribution.

## Walnuts, Pecans

California and Oregon production of walnuts is estimated by Agriculture Department at 69,300 tons, 4 per cent less than last year and 5 per cent below average. Nation's pecan crop is estimated at 121,550,000 pounds, 30 per cent less than last year and 12 per cent below average.

## Milk Production Up

Farm production of milk in October is estimated by Agriculture Department at 9,412 million pounds, 1 per cent above the previous record high of October last year and 9 per cent above the October 1946-55 average. Total milk production in the first 10 months of the year amounted to 108.8 billion pounds, 1 per cent more than the previous record high for the period.

another great

# ROSEN PIN GAME SALE

ALL MACHINES 100% CLEAN AND CHECKED

## We ONLY Advertise What We Have in Stock

Refund in 10 Days if Not Satisfied

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Army & Navy	35.00
Arrow Head	275.00
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Beauty	65.00
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Blondie	145.00
Can Can	150.00
Capri	145.00
China Town	35.00
Circus Wagon	175.00
Colors	95.00
Coronation	35.00
Cue Ball	250.00
Cue Tee	75.00
Cyclone	25.00
Daisy Mae	130.00
Dealer	35.00
Derby Day	195.00
Diamond Lil	125.00
Disc Jockey	40.00
Dragonette	135.00
Dude Ranch	75.00
Duette	150.00
Eight Ball	35.00
Fairway	40.00
Flying High	45.00
Four Bagger	275.00
Four Star	50.00
Fun House	245.00
Gold Star	135.00
Grand Champion	35.00
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Gypsy Queen	145.00
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Lazy Q	35.00
Lulu	135.00
Marble Queen	85.00
Mystic Marvel	125.00
Nine Sisters	50.00
Naples	480.00
Peter Pan	135.00
Perky	195.00
Piccadilly	225.00
Poker Face	75.00
Pennant Baseball	95.00
Race the Clock	150.00
Regatta	125.00
Royal Flush	295.00
Score Board	235.00
Screamo	75.00
Shindig	90.00
Shamrock	245.00
Silver Skates	50.00
Silver	395.00
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Slug Fest	45.00
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Star Fire	225.00
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Steeple Chase	395.00
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Super Jumbo	235.00
Super Score	225.00
Star Slugger	125.00
Three Deuces	145.00
Tahiti	75.00
Timbuctu	135.00
Times Square	35.00
Tropics	60.00
Twin Bill	145.00
Wishing Well	165.00
Wonderland	125.00
Yacht Club	65.00
Queen of Hearts	60.00
1957 Deluxe Baseball	395.00

1/2 With Order, Bal. C.O.D.

ACT QUICKLY—ORDER TODAY  
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Model 1900	675.00
Model 1800	595.00
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## AMI

G-200	\$695.00
F-120	495.00
E-120	350.00
Model "C"	99.50

## SEEBURG

HF100R	\$695.00
HF100G	595.00
M100C	499.50

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new	\$320.00
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Mercury, 9 col.	150.00
National 930	110.00
National 950	125.00
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Lehigh, 12 col.	200.00
Lehigh, 8 col.	125.00
Lehigh, 10 col.	125.00

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U-Select	35.00
Vendall, 8 col.	95.00
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new	Write
National, 9 col.	95.00
Ship, 2 col. Gum	18.00
N.W. 2 col. Roll	
Stamp	74.50
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Ship, 3 col. Stamp	39.50
Kleenex	20.00
Harmon Comb	17.95
Harmon Kotex	25.00
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Frigid Fruit	240.00
6 col. Film Vendors	175.00
Andico Coffee, cup	325.00
Cofespa Coffee, cup	325.00
Keeney Coffee, cup	295.00
Spacarb 3 flavor	
Cup	325.00
Mills Coca-Cola	
cup	125.00
Mills Choc. Cup	165.00
Craig Ice Cream	
Bar	150.00
Revco Cup Ice	
Cream	125.00

#### COUNTER GAMES

Adv. Shockers	\$22.50
Merc. Grips	25.00
Pop-Up	20.00
Kickers-Catchers	52.50
Got. Grippers	25.00
Challenger Gun	35.00
Play Golf	15.00
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Ship. Art Show	35.00

#### RIDES

Donald Duck	\$275.00
Elsie	275.00
Lancer Horse	495.00
Space Ship	295.00
Palomino Horse	295.00
See-Saw	250.00
Miss America	250.00
2 Horse Carousel	325.00
Crusader Horse	295.00
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Reindeer	240.00
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#### 5 BALL PIN GAMES

Balls A Poppin'	\$275.00
Blondie	210.00
Band Wagon	200.00
Circus Wagon	215.00
Gypsy Queen	170.00
Hot Diggity	250.00
Mystic Marvel	120.00
Piccadilly	255.00
Race the Clock	190.00
Spit Fire	110.00
Stage Coach	150.00
Shindig	100.00
Southern Belle	165.00
Timbuc Tu	175.00
Thunderbird	115.00

#### ARCADE EQUIPMENT

Atomic Bomber	\$125.00
Auto Photo	1795.00
Balloonmal	295.00
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Champion Hockey	125.00
Chester Pollard	
Football	85.00
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Dale Burp., new	Write

#### ARCADE EQUIPMENT

Dale Gun, Ex.	\$ 65.00
Drive Yourself	425.00
Bat A Score	145.00
Flying Saucer	125.00
Goatee	95.00
Sky Gunner	125.00
Grandma in Glass	
Case	125.00
Hayburners	75.00
Heavy Hitters	50.00
Air Raider	125.00
Foot Vibrator	145.00
Jet Fiter, Wms.	225.00
Submarine	125.00
Lite A League	75.00
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Midget Movies	125.00
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Merc. Grip	75.00
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Peppy	225.00
Rifle Gallery	175.00
Rock 'n' Roll	95.00
Sportsmen Gun	185.00
Squirt, new	Write
Silver Bullets	125.00
Shoe Brush Up	95.00
Shoe Shine	150.00
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<b>ARCADE</b>	<b>SPECIAL!</b>
Genco SUPER BIG TOP ..... \$275	SEEBURG V-200
Genco BIG TOP ..... 225	CONVERTED TO VL
Genco STATE FAIR ..... 295	LIKE NEW!
Genco SKY ROCKET ..... 195	Immediate Delivery!
United CARNIVAL ..... 155	<b>\$695</b>
Ex. SHOOTING GALLERY ..... 95	
C.C. TWIN HOCKEY ..... 225	
Wms. CRANE ..... 125	

<b>5-BALL GAMES</b>	<b>BALLS-A-POPPIN'</b>
4-PI. MAJESTIC ..... \$415	BLONDIE ..... 175
4-PI. REGISTER ..... 315	CAPRI ..... 145
4-PI. SCOREBOARD ..... 210	QUEEN OF HEARTS ..... 85
2-PI. FLAGSHIP ..... 315	LULU ..... 65
2-PI. SEA BELLES ..... 295	HONG KONG ..... 55
2-PI. TOREADOR ..... 275	PINWHEEL ..... 55
2-PI. DUETTE ..... 175	TWENTY GRAND ..... 45
ROYAL FLUSH ..... 295	DEALER ..... 45
ACE HIGH ..... 275	GUYS & DOLLS ..... 55
RAINBOW ..... 255	JALOPY ..... 65
AUTO RACES ..... 235	POKER FACE ..... 65
DERBY DAY ..... 195	QUARTETTE ..... 55
WISHING WELL ..... 165	STRUGGLE BUGGY ..... 45
HAWAIIAN BEAUTY ..... 125	

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crated, \$50.00	
CITATION	25.00
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SUPER HOME RUN	
BASEBALL	60.00
MAJOR LEAGUE BASEBALL	65.00
WILLIAMS STAR	
BASEBALL	50.00

**Boyle Amusement Co.**  
522 NW Third Street  
Okla. City 3, Oklahoma  
Phone: Regent 6-5631-32

# NCMDA Meet December 1

CHICAGO—The National Coin Machine Distributors' Association will hold their annual dinner meeting December 1 at Chicago's Morrison Hotel, Al Schlesinger, managing director, announced last week.

The meeting will be held in the Cub room and will begin at 6:30 p.m.

Agenda will include a discussion of tournament and league play.

# M. Morosnick Veteran Canadian Coinman, Dies at 55

WINIPEG — Maurice Morosnick, veteran music and games operator and distributor in Manitoba, died October 28 of a heart attack. Morosnick was 55 years old. His death followed an illness of only 11 days, prior to which he had enjoyed excellent health and was active in his various business enterprises.

Morosnick was sole owner of Winnipeg Coin Machine Company, distributors of AMI juke boxes, and operators of one of the largest routes in the Manitoba area.

### Games

He was also part owner in Resort Attractions, a distributing firm for amusement games, and large operator of arcades as well as amusement games throught the area.

A veteran of the coin machine business, Morosnick started operating in 1931, and had been active in the business since.

He was a member of the Canadian Music Operators' Association, National Coin Machine Distributors' Association and Canadian Restaurant Association.

His civic activities included the Winnipeg Chamber of Commerce and the Valour Road branch of the Canadian Legion.

He is survived by his wife, Marion and two sisters, Mrs. J. Brookler and Mrs. E. Schnier.

# Capitol to Bow Test Pilot Ride

NEW YORK — The Capitol Corporation will introduce its Test Pilot ride at the National Association of Amusement Parks, Pools and Beaches Show in Chicago next week.

According to the manufacturer, the ride creates the illusion of an actual plane ride, including radio communication between the pilot and ground control tower.

Clearance for take-off is given, and the instructor tells the pilot how to handle the controls. Flight conditions, from take-off to landing, are simulated. The ride will list for about \$1,100.

The films which the rider sees while he is in the machine were taken from the cockpit of a plane. The unit is now on test location.

# Vs. Monopoly

Continued from page 138

circuit court restraining police from picking up their games and juke boxes. A hearing for a permanent injunction, is scheduled.

As an off-shoot of the Council's action, Mayor Tomas Sasso, who pushed for the first-named ordinance, has also threatened to propose another ordinance banning pinballs.

All the trouble started when the Council passed an ordinance permitting the North Miami Amateur Baseball Association to operate all coin equipment on an exclusive basis. But the association, described as non-profit, turned over the exclusive franchise to Petrocini. The city was to receive \$1,300 a year, plus \$15 for each machine operated.

# Empire Buys

Continued from page 138

nois before starting his own business.

Gil Kitt, Empire president and owner, also announced the addition of Ray Henderson as sales representative for the firm. Ray will work in the office salesroom and may do some traveling in the future.

Henderson was raised and educated in this area and served six years in the United States Coast Guard. Following his honorable discharge he became associated in warehouse and cartage business.

Kitt feels that Minter and Henderson will be valuable assets to the firm.

Empire's shop facilities have greatly increased by means of added personnel and the purchase of the adjoining building at 1016-1018 Milwaukee Avenue. Parts department and service departments have been doubled in size via these changes.

The additions to the Chicago office are part of a sweeping expansion of the firm, which simultaneously established offices and showrooms in Detroit. (See separate story, this section.)

# WE WILL PAY CASH!

For the following equipment!

- United Bonus
- United Carnival
- Genco Big Top
- Williams Polar Hunt
- Mutoscope Drivemobile
- Chi Coin Around the World Trainer
- Williams Peppy
- Genco Davy Crockett
- Scientific Bingoreno
- Scientific 3-in-One

Also Closeouts in New Cases

BE SURE TO SEE MUVES AT N. A. A. P. B. SHOW!

**ECONOMY SUPPLY CO.**  
579 TENTH AVENUE  
NEW YORK, N. Y.

# Outstanding Values FROM ROTH

- Wurlitzer Model 1800 . \$700
- Wurlitzer Model 1900 . . . 795
- Wurlitzer Model 2000 . . . 925

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5 POCKET SLATE POOL GAMES

Regular and Jumbo 6 Pocket  
SLATE CONVERSION FOR BUMPER TABLES

United 6 Star Shuffle Alley  
Keeney's "22" Electric CIGARETTE VENDOR

**SPECIAL**  
6—United 2-Player  
**STAR SLUGGER**  
Free Play \$85.00 ea.  
Like new

Late Used Cottlieb and Williams Games.  
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All the news of your industry every week in The Billboard . . .

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Slow Time . . . . .	\$535.00	Beach Beauty . . . . .	\$175.00
Key West . . . . .	345.00	Miami Beach . . . . .	125.00
Big Show . . . . .	330.00	Gaytime . . . . .	115.00
Parade . . . . .	235.00	Gayety . . . . .	55.00
Nite Club . . . . .	210.00	Big Time . . . . .	110.00
Broadway . . . . .	185.00	Variety . . . . .	70.00
	Hi-Fi . . . . .		\$65.00

# UNITED

Star Dust . . . . .	\$185.00	Starlet . . . . .	\$95.00
	Pixie . . . . .		\$75.00

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Cincinnati, Ohio  
Phone: Main 1-8751

# RECONDITIONED EQUIPMENT

For those locations that don't quite justify the very latest equipment, and yet you want to give them the best machines you can for the money, we heartily recommend any of the machines listed below. Each one has been completely reconditioned, rails scraped and lacquered, new instruction cards installed and the machines cleaned inside and out to look like they just stepped off the showroom floor. Your locations will thank you for the "new" machines.

PARADE . . . . .	\$240.00	GAY TIME . . . . .	\$125.00
NIGHT CLUB . . . . .	240.00	GAYETY . . . . .	75.00
BROADWAY . . . . .	225.00	BIG TIME . . . . .	125.00

WRITE, WIRE OR PHONE  FOR PROMPT SHIPMENT

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- Bert Lane LANCER HORSE . . . . . 495
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# CLASSIC BOWLING LEAGUE

- ★ GIANT SIZE 2½ LB. DUCK PIN BALLS—LARGER THAN EVER!
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- ★ GIANT SIZE COLLECTIONS—LARGER THAN EVER!

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**FIRST-Conditioned 14-Ft. BOWLERS**

- Chi Coin BOWLING LEAGUES
- United BOWLING ALLEYS
- Bally BOWLING LANES
- Exh. TRU-BOWLERS

Write, Phone for SPECIAL PRICES!

**Kaye Super Deluxe SLATE POOL GAMES**  
Finest mahogany cabinet. Genuine Slate Tops! Jumbo Plastic Bumpers!  
**\$215**

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FIRST-Conditioned

- Genco CIRCUS . . . . . Write
- Exh. JUNGLE HUNT . . . . . \$335
- Wms. JET FIGHTER . . . . . 150
- Exh. SPORTLAND GUN . . . . . 140
- Exh. STAR SHOOTING GALLERY . . . . . 120
- Exh. SHOOTING GALLERY . . . . . 110
- Seeburg COON HUNT . . . . . 150

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A Brand New Model!  
**KAYE'S "COMPETITOR" 6-POCKET POOL**  
Greatest Value in the Industry!

Largest selection  
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**POOL GAMES**  
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- Keeney CROSS COUNTRY . . . . . 210
- Genco HI-FLY BASEBALL . . . . . 195
- United DERBY ROLL . . . . . 145
- Wms. BIG LEAGUE BASE-BALL . . . . . 145
- Capitol MIDGET MOVIES . . . . . 125
- Exh. RINGER BALL . . . . . 110
- Wms. STAR SERIES . . . . . 85
- Mutos. ROCK 'N' ROLL . . . . . 75
- Chgo. Coin MIAMI SHUFFLE . . . . . 65

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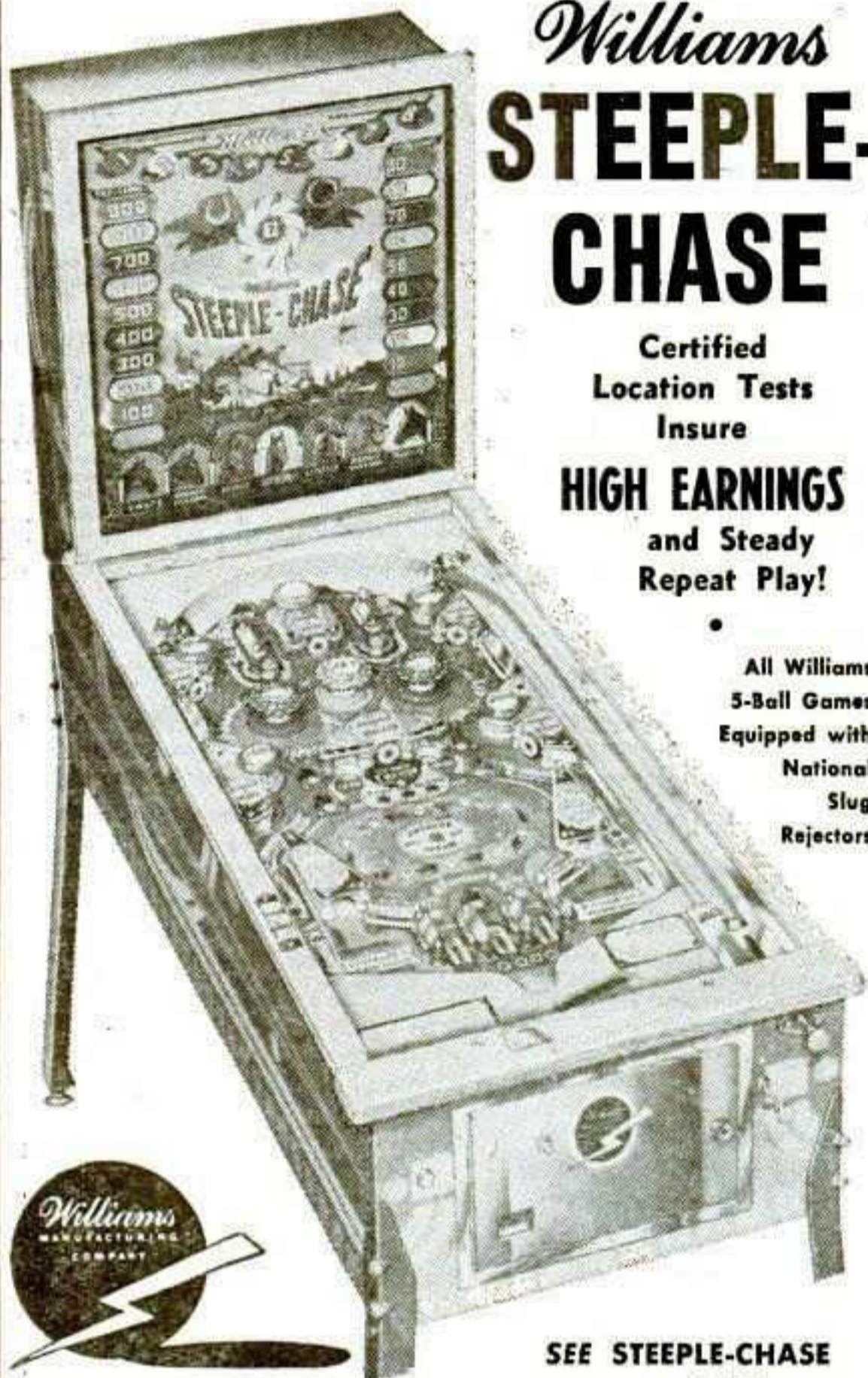
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**HIGH EARNINGS**  
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Repeat Play!

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5-Ball Games  
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National  
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SEE STEEPLE-CHASE  
at your Williams  
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Cigarettes manufactured in September of this year totaled 37,572,018,871, an increase of more than 12 per cent over September, 1956, according to Treasury Department. For the first nine months of this year, cigarette production is set at 338,387,058,577, an increase of 5.88 per cent over the comparable period a year ago.

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14 FT. BOWLERS  
\$495.00**

#### USED PINS WILLIAMS

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Harbor Lites	195.00
Southern Belle	165.00
Cypsy Queen	150.00
Mystic Marvel	120.00
C.O.D.	75.00
Chinatown	65.00
Happy Days	65.00
Skill Pool	65.00
Quintette	65.00
Four Stars	65.00
Crossroads	65.00

#### GUNS

State Fair	\$295.00
Pirate Gun	295.00
Treasure Cove	225.00
Davy Crockett	295.00
Circus Gun	375.00
Bally Bull's-Eye	295.00
500 Shooting Gallery	225.00
Sportsman	175.00
Rifle Gallery	150.00

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## SUPER SPECIALS

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GENCO'S  
SENSATIONAL NEW  
**MOTORAMA**  
NEW—DIFFERENT—  
FASCINATING

- United's JUMBO Bowling Alley
- Williams Jigsaw
- United's 6 Star Reg. S.A.
- Williams 6 Pocket Pools
- Bally Carnival

#### ARCADE

Super Home Run	\$125.00
DeLuxe Baseball	125.00
Drive-Us-Self	495.00
Space Ship	275.00
Standard Metal	
Type	275.00
Autophoto, Model 9	1,995.00
Relaxator	240.00
Voice-O-Graph	295.00

Silver Gloves	\$175.00
Muto, Football	195.00
Graphoskop (Telescope)	645.00
Crane	125.00
Quarterback	195.00
Sidewalk Eng.	125.00
Photomatic	275.00
Goatee	95.00
Peppy	225.00

Hi Fly Baseball	\$225.00
Drivemobile	195.00
BB Champ	140.00
Round the World	
Trainer	325.00
Grandma	495.00
Steam Shovel	125.00
Star Slugger	275.00
Big Bronco	345.00

#### 5 BALLS

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Hit 'N' Run	65.00
Skill Pool	70.00
Shindig	110.00
Marble Queen	85.00
Green Pastures	100.00
Guys and Dolls	80.00
DeLuxe Duette	195.00
Scoreboard	275.00
Lovely Lucy	110.00
Torador	295.00
Stagcoach	150.00
Jockey Club	130.00
Pin Wheel	100.00
Twin Bill	150.00
Hawaiian Beauty	120.00
Lady Luck	150.00
Sluggin' Champ	180.00
Daisy May	145.00
Arabian Knight	125.00
Gypsy Queen	175.00
Dragonette	175.00

Easy Aces	\$195.00
Grand Champion	80.00
Race the Clock	200.00
Surf Rider	250.00
Superscore	250.00
Smoke Signal	160.00
Peter Pan	150.00
Snafu	185.00
Piccadilly	265.00
Circus Wagon	225.00
Thunderbird	125.00
Three Deuces	180.00
Star Dust	225.00
Big Ben	135.00
Bandwagon	275.00
Twenty Grand	50.00
Yukon	375.00
Quartette	95.00
Times Square	70.00
Gay Paree	485.00
Hot Diggity	275.00
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<b>SEEBURG</b>	
M100A	\$195
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M100C	485
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V200	695

<b>AMI</b>	
E-40	\$225
E-120	395
F-120	565
G-120	665
G-200 (new)	775

<b>WURLITZER</b>	
1650	\$325
1800	595
1900	675

1/2 Deposit, Balance Sight Draft or C.O.D.

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Competitive play and outstanding player appeal make Falstaff a natural profit-builder... proven by world-wide location tests.

Exclusive new "Advancing-Value" Roto-Targets have attained phenomenal player acceptance. Consecutive hits multiply Roto-Target values by 10 and 100 for higher scoring playfield action. This sensational new feature is more fun for all and presents an even greater challenge to the skill and timing of every player.

Falstaff has many other outstanding features that include: Two-way "Rollunders" that add to upper playfield action; 2 holes that score 100 times target values when lit; "Two-Way" Double Match Feature for 100 Specials; super-powered flippers that fire ball up field at targets; cyclonic kickers; twin chutes and an all steel door and door frame.

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CLOSING OUT—**

**10 New UNITED PLAYTIMES  
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GENCO CHAMPION BASEBALL  
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**WURLITZER  
BALLY  
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GIVE TO DAMON RUNYON CANCER FUND

## 6-Pocket Pool

Continued from page 138

ment Machine Operators of New York. At the time the definition was sought, New York operators weren't sure what they could and could not operate.

State Assn.

The New York State Coin Machine Association is attempting to clear up the Oneida situation. While the organization does not dispute that six-pocket games are considered pool, it does challenge the authority of State police to interfere with devices which have been defined as amusement games and are duly licensed as such.

Lou Werner, NYSCMA counsel, has cited the paragraph defining pool games to an Oneida operator, Dan O'Brien. O'Brien has informed the State police. By press time, the State police had not announced what the next move would be.

Speaking for the State association, Greco said that the NYSCMA is ready to assist any other operator with local problems that have State-wide application.

## NOW DELIVERING

- ★ Bally A.B.C. Champion Bowling Lanes
- ★ Bally Sun Valley, Circus, Carnival, Bike, The Champion, Model T and Toonerville Trolley
- ★ Rock-Ola Phonos—50-120-200 Selection

Write or call for prices

★ ★ SPECIAL ★ ★	BINGO GAMES
1432 Rock-Ola, 50 Selection,	Gayety .....
78 or 45 R.P.M. .... \$ 95.00	Yacht Club .....
1438 Rock-Ola .....	Palm Beach .....
..... 395.00	Variety .....
A.M.I. G-200 .....	Miami Beach .....
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Like new A.B.C. Bally Bowling	Dude Ranch .....
Lanes, 11 ft. ....	Big Time .....
..... 495.00	
14 ft. ....	
..... 345.00	
Bally Rocket Bowler .....	
..... 125.00	
Bally Jumbo Bowler .....	
..... 295.00	
Bally King Pin Bowler .....	
..... 295.00	
Genco Skill Ball .....	
..... 195.00	
ChiCoin Ske Bowl .....	
..... 245.00	

### 5 BALLS

Snafu .....	\$125.00
Capri .....	125.00
Blondie .....	145.00
Mystic Marvel .....	95.00
Grand Slam .....	50.00
Balls-a-Poppin' .....	245.00

### ARCADE

United Carnival Gun .....	\$125.00
Bally Bull's-Eye Kiddie Gun .....	225.00

All machines have been checked, cleaned and ready for location.

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The OLD LEADER

SOON TO BE BACK IN PRODUCTION

# on PIN BALL GAMES!

During the past few years, emphasis has been on other types of games. But now, GENCO is returning to the field in which it achieved industry-wide recognition as the creator of the most outstanding Pin Ball Games in the nation!

We will use all the skill and knowledge of our many years of leadership . . . plus the newest, most modern design and production techniques . . . to bring you games that are equal to or better than today's highest standards.

SOON TO ANNOUNCE . . .

**NEW Super-Spectacular**

# "SHOWBOAT"

**5-BALL AMUSEMENT GAME**

**GENCO MANUFACTURING**  
Division of Chicago Coin Machine Company  
2621 N. ASHLAND • CHICAGO 14, ILL.

## GENCO MANUFACTURING

DIV. OF CHICAGO COIN MACHINE CO.

### HOUSE MEMO

TO: Avron Gensburg

FROM: Steve Kordek, Chief Engineer

SUBJECT: Project "SHOWBOAT"

Here are some of the advanced electrical and mechanical elements of our new 5-Ball novelty game "SHOWBOAT".

**CONFIDENTIAL**

1. Increased circuit voltages for trouble-free operation.
2. New "easy adjusting" relays.
3. Klixon resetting fuses...eliminates much service.
4. National Slug rejector as standard equipment.
5. All metal door and frame which will accept 5 - 10 and 25c coin chutes or any combination of these without necessitating any door change.
6. Newly designed "feather-touch" ball lift and ball shooter.
7. Newly designed guaranteed non-jam thumper bumpers with more power.
8. Newly engineered flippers and stretch rubber kickers.
9. New direct view "Balls played window" and 1-piece all metal bottom playfield housing.
10. New lock corner cabinet constructions — it's stronger than any other on the market today.
11. All metal, triple coat baked enamel legs.

...and many more outstanding features

## MR. OPERATOR . . .

Thanks for Your reception of

# "MOTORAMA"

**ADULT SKILL CAR GAME!**



We are still in production to meet the big demand!

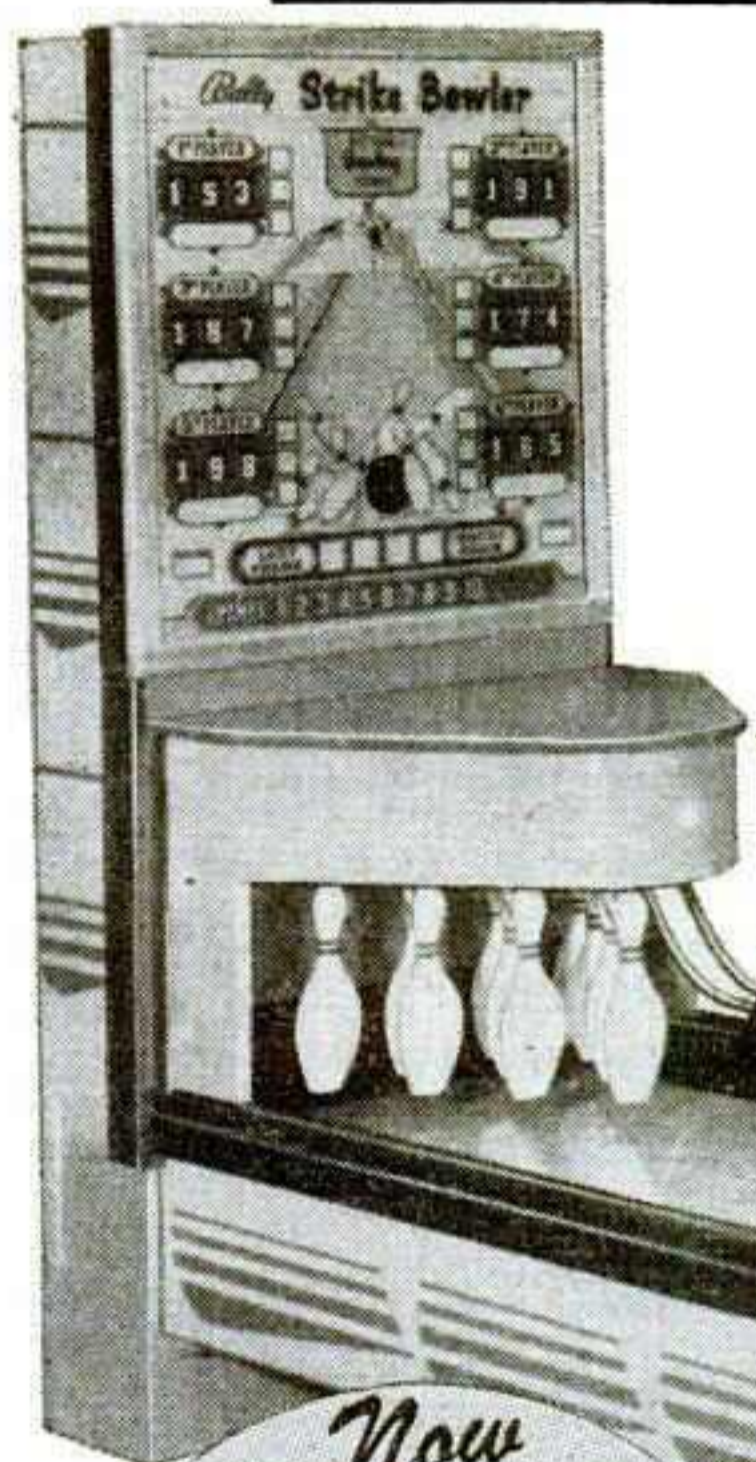


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# REAL BOWLING!

## Amazing new *Bally*

### is **REAL** bowling alley...



**NO SWITCH-ACTUATORS ON ALLEY**  
Strikes... Spares... Blows scored by hitting pins with ball... exactly like real bowling

*Equipped with new Pound-Proof Coin-Switch*

Now available with new extra-profit coin-chutes  
**2 games 25¢**  
**1 GAME 15¢**  
player not forced to buy 2 games but gets bargain when he does  
ALSO AVAILABLE WITH DIME-A-GAME CHUTE



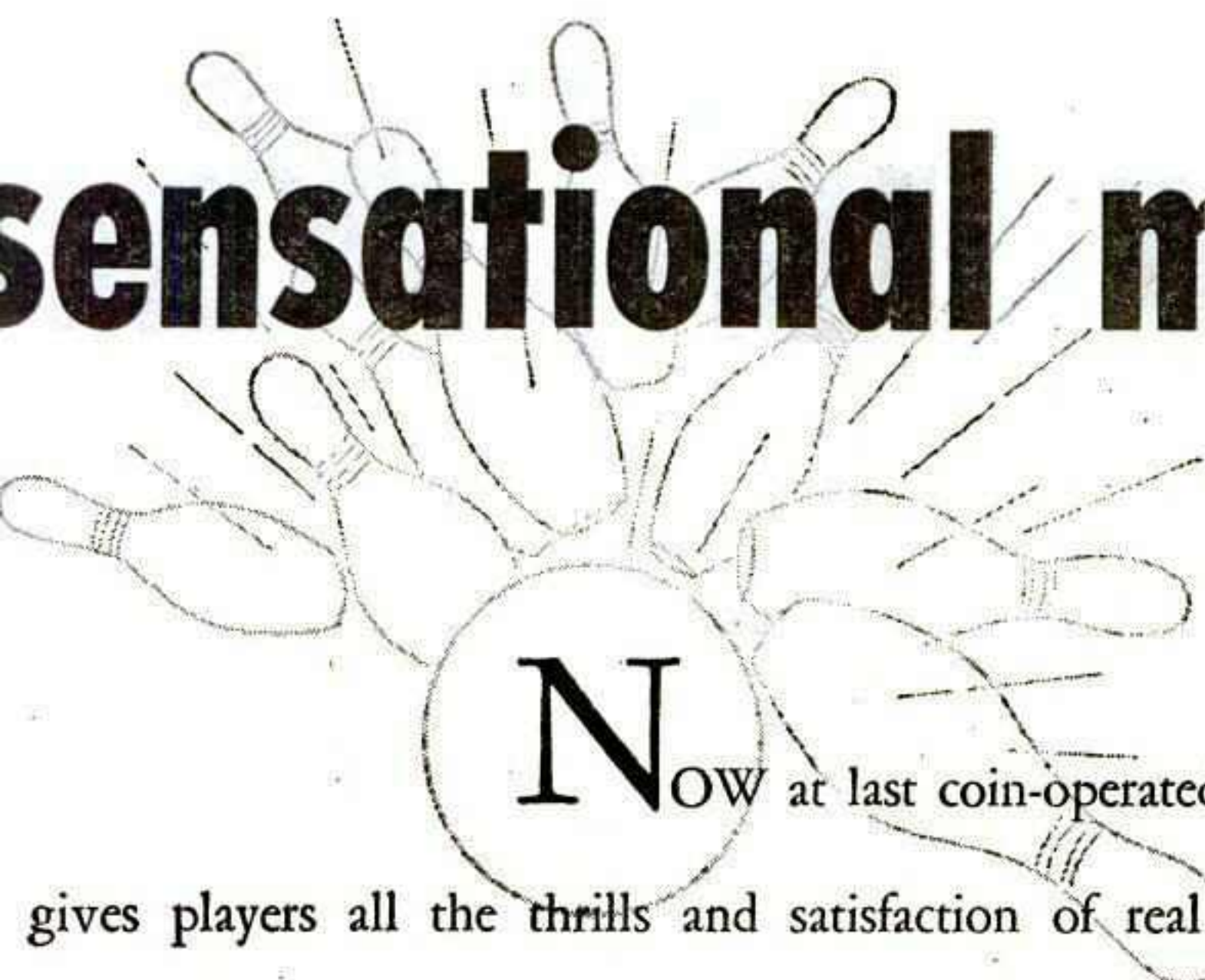
### 1 to 6 can play

## NOW AT YOUR *Bally* DISTRIBUTOR



# NO SWITCHES!!! Strike-Bowler

## sensational money-maker



**N**OW at last coin-operated bowling gives players all the thrills and satisfaction of real bowling. STRIKE-BOWLER players "chalk-up" strikes, spares and blows—*not by rolling balls across mechanical switch-actuators*—but by actually hitting pins with skill identical to the technique of real bowling. Smooth-alley bowling realism attracts new players, opens new locations, injects new life into present locations, boosts bowling profits to new highs. "Practice makes perfect" appeal of true-to-form skill-shooting insures continuous repeat-play...increased group-play...long life on location. Get in on the ground floor of the 1958 real bowling boom. Get Bally STRIKE-BOWLER from your distributor today.

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**OFFICIAL  
BOWLING RULES**

**4-INCH BALLS**  
QUIET RUBBER BALLS  
(HARD BALLS AVAILABLE IF DESIRED)

**GIANT PINS**

11 ft., 14 ft., 18 ft. long  
SECTIONAL CONSTRUCTION

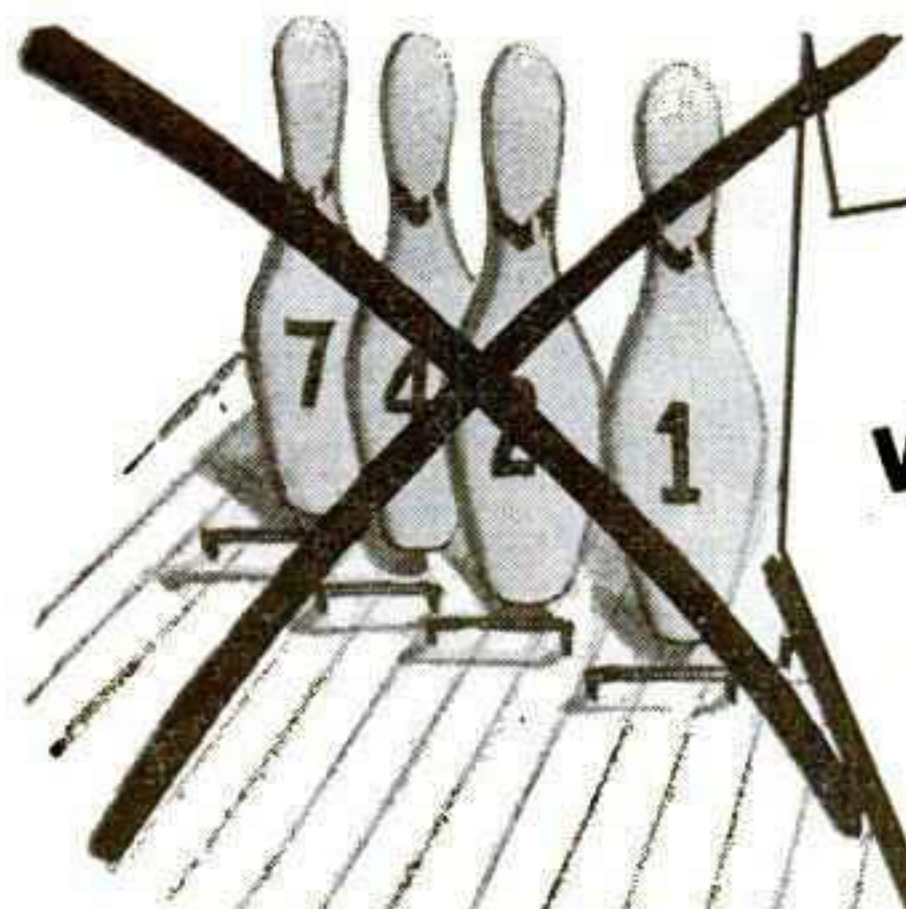
**FAST AUTOMATIC  
PIN-SETTER, BALL-RETURN  
AND ROTARY TOTALIZERS**

All the convenience of automatic bowling is built into Bally STRIKE-BOWLER—without the "mechanical toy" features of switch-actuators on surface of alley, strike-lane indicators, "make-believe" 7-10 pick-up and "easy" and "hard" strike adjustments. Scoring is entirely dependent on player's skill in delivery of ball to enter pin set-up at proper point—*exactly as in real bowling.*

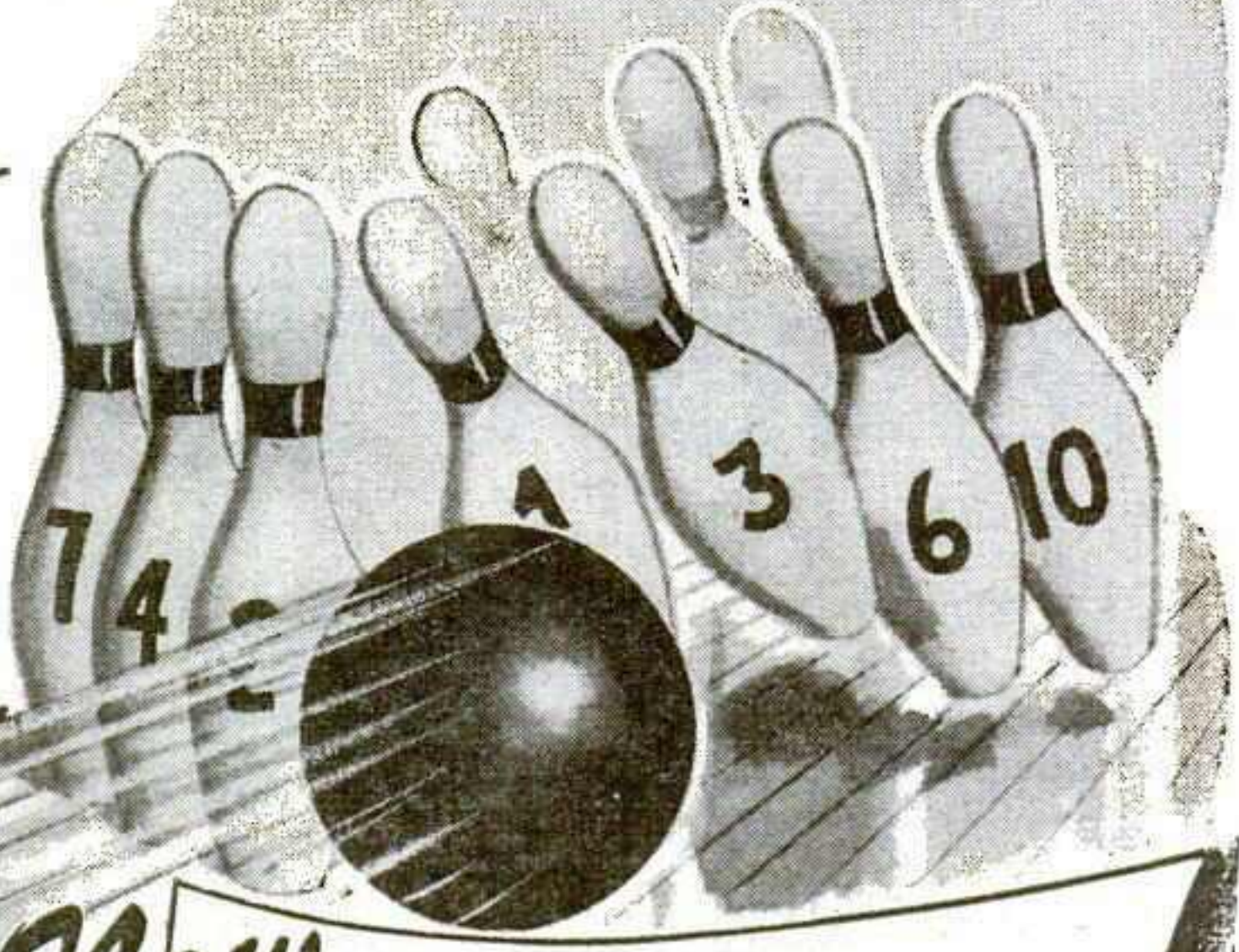
WITH ABC SUPER DE LUXE BOWLER • SUN VALLEY • CARNIVAL • BALLYRIDES

# chicago coin INTRODUCES THE "Big Change" IN BOWLING GAMES

**NO CONTACTS ANYWHERE ON PLAYFIELD!**



**No More  
Wire Formed  
Playfield  
Contacts!**



*Now* **REAL PIN ACTION**  
With 100% Bowling Ball Impact!!  
No Contacts Under Pins!!



chicago coin's

## TV Bowling League

**NEW PROFIT  
MAKING FEATURE!**  
**2 Games for 25c**  
Also available as  
One Game for 25c  
Easily convertible  
to regular 10c play!

**The QUIETEST Bowler  
Ever Manufactured**

- Entire Ball Return Runway is Rubber lined! This feature eliminates noise of ball return!
- Playfield is Sound-proofed with a Cork backing! This eliminates noise of ball rolling toward pins.
- Back Stop is Sound-proofed with Cork! This eliminates ball noise in back of game.

**GIANT  
BALLS**  
4½ in. DIAMETER  
2½ POUNDS

**GIANT  
PINS**  
REALISTIC SIZE  
Larger Than  
Ever Before!

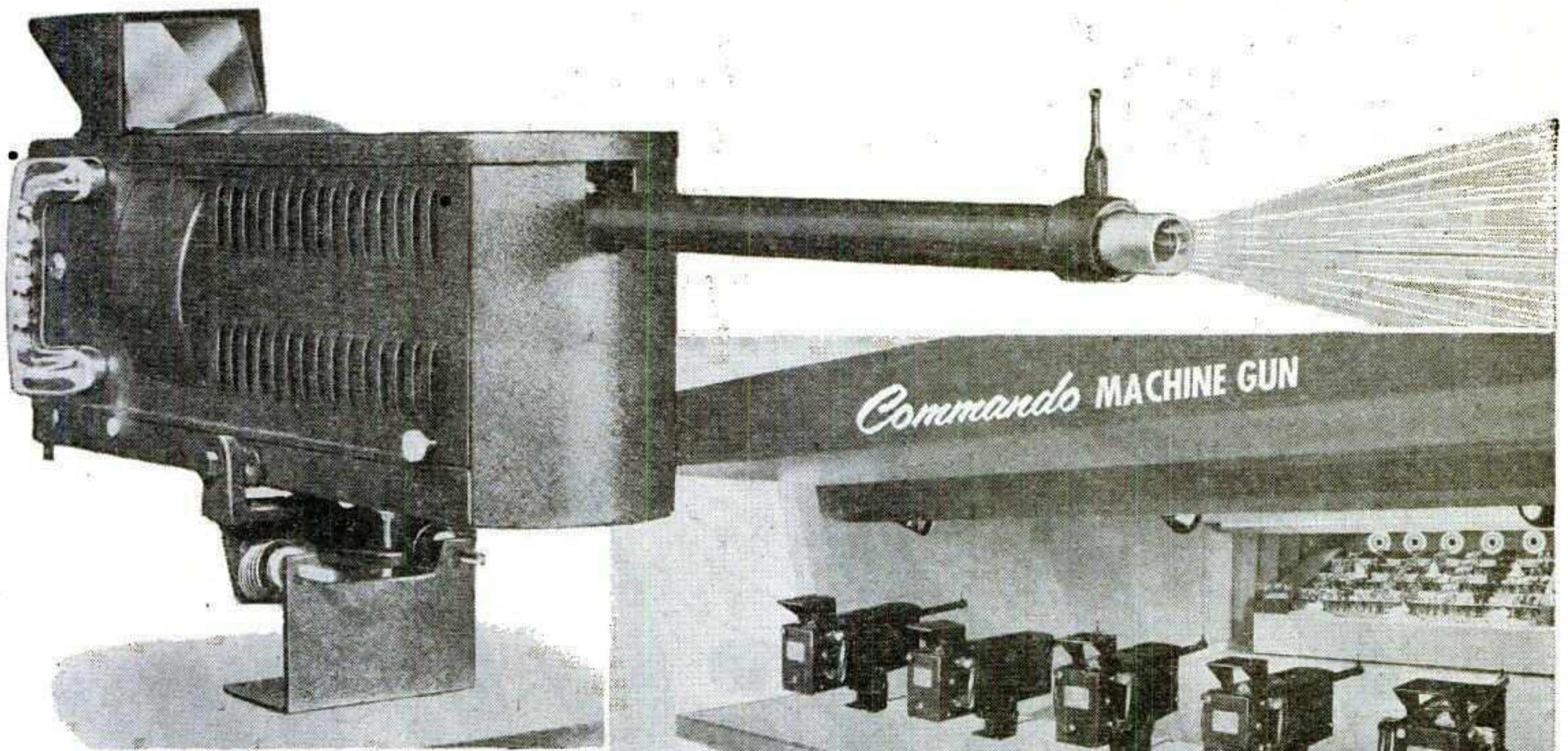
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1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of  
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Proven by Years of Engineering and on Location Tests!

**A REAL WINNER!!**

chicago coin's *Commando*  
**MACHINE GUN**



**FEATURES NEVER BEFORE BUILT INTO ANY GUN!!**

- ✓ SELF CONTAINED . . . ELECTRICALLY OPERATED . . . No Troublesome Exterior Compressors or Air Hoses!
- ✓ Hopper in Gun Holds 8,000 Rounds of Steel Balls! Poured in thru Top of Gun!
- ✓ Adjustable to Shoot From 130 to 525 Shots Per 5c - 10c - 25c Coin!
- ✓ No Cartridge Loading! All Automatic!
- ✓ Shoots in 3 Shot Bursts At Less Than 1/2 Second per Burst! (150 Shots for 10c takes about 1 Minute).

Be sure to see our exciting, colorful, companion Target Unit—A natural to go with your Commando Machine Gun set up!

- ✓ Takes Only Seconds to Reach and Service Any Part of the Mechanism!
- ✓ New Velocity Control Adjustment to Fit Every Depth Location! Shoots 50 to 75 ft. Per Second!
- ✓ National Coin Chute is Part of the Gun - Available in 5c - 10c - 25c Play! Each Coin Registers on a Meter.

Noise Maker gives realistic machine gun sound effects!  
New type gun sight for greater accuracy and ease in sighting!  
Authentic push button trigger handle gives the feel of a real machine gun.

A Natural For ALL AMUSEMENT PARKS! FAIRS! CARNIVALS! ARCADES! KIDDIE PARKS! FOR EVERY TYPE LOCATION TO ATTRACT CROWDS!

For The Thrill of Your Life  
TEST SHOOT  
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Commando MACHINE GUN  
At The Outdoor NAAPB  
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BOOTH NOS.  
117 - 118 - 119 - 120 - 121

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1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

**REAL BOWLING!**

**NO SWITCHES!**

**SEE**

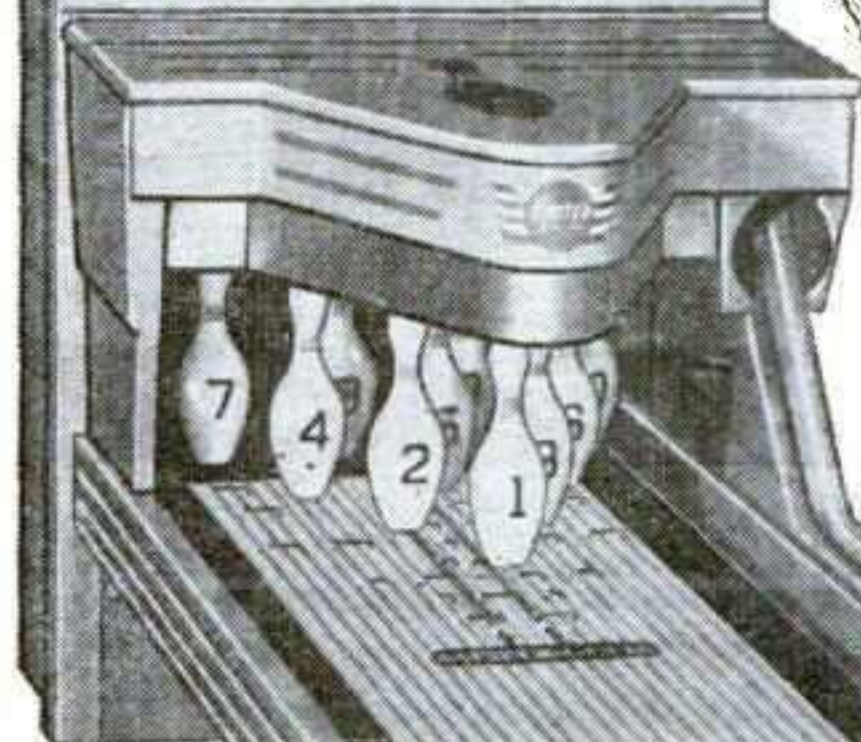
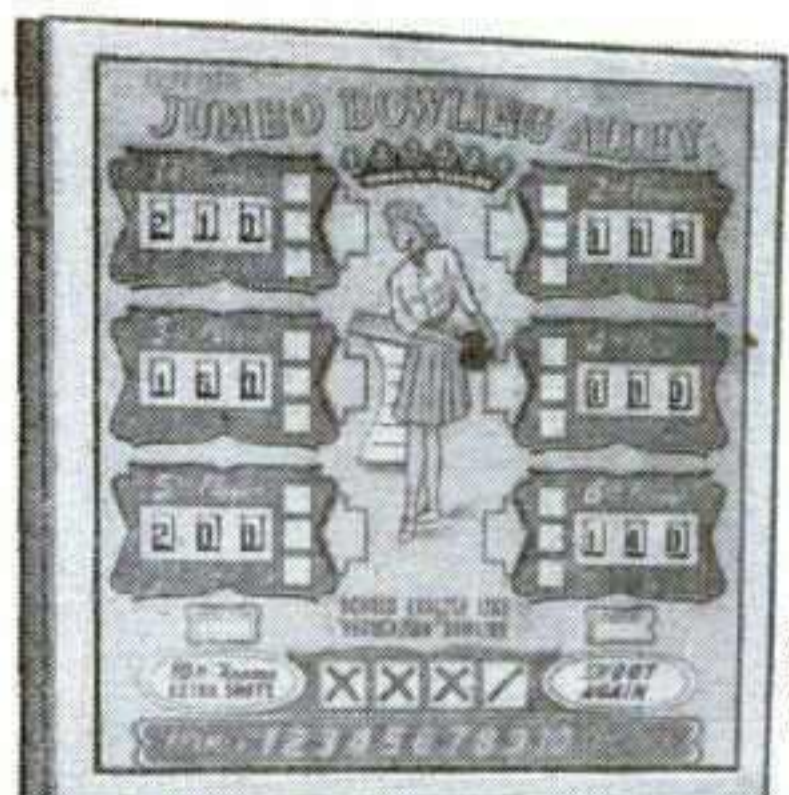
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**146 and 147**

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...and you'll make plenty!

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**JUMBO SIZES**

**13 FT. LONG**

**16 FT. LONG**

Expandable with 4-ft. Sections  
to

**17 FT. LONG**

**20 FT. LONG**

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Today!

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AT NAAPB CONVENTION,  
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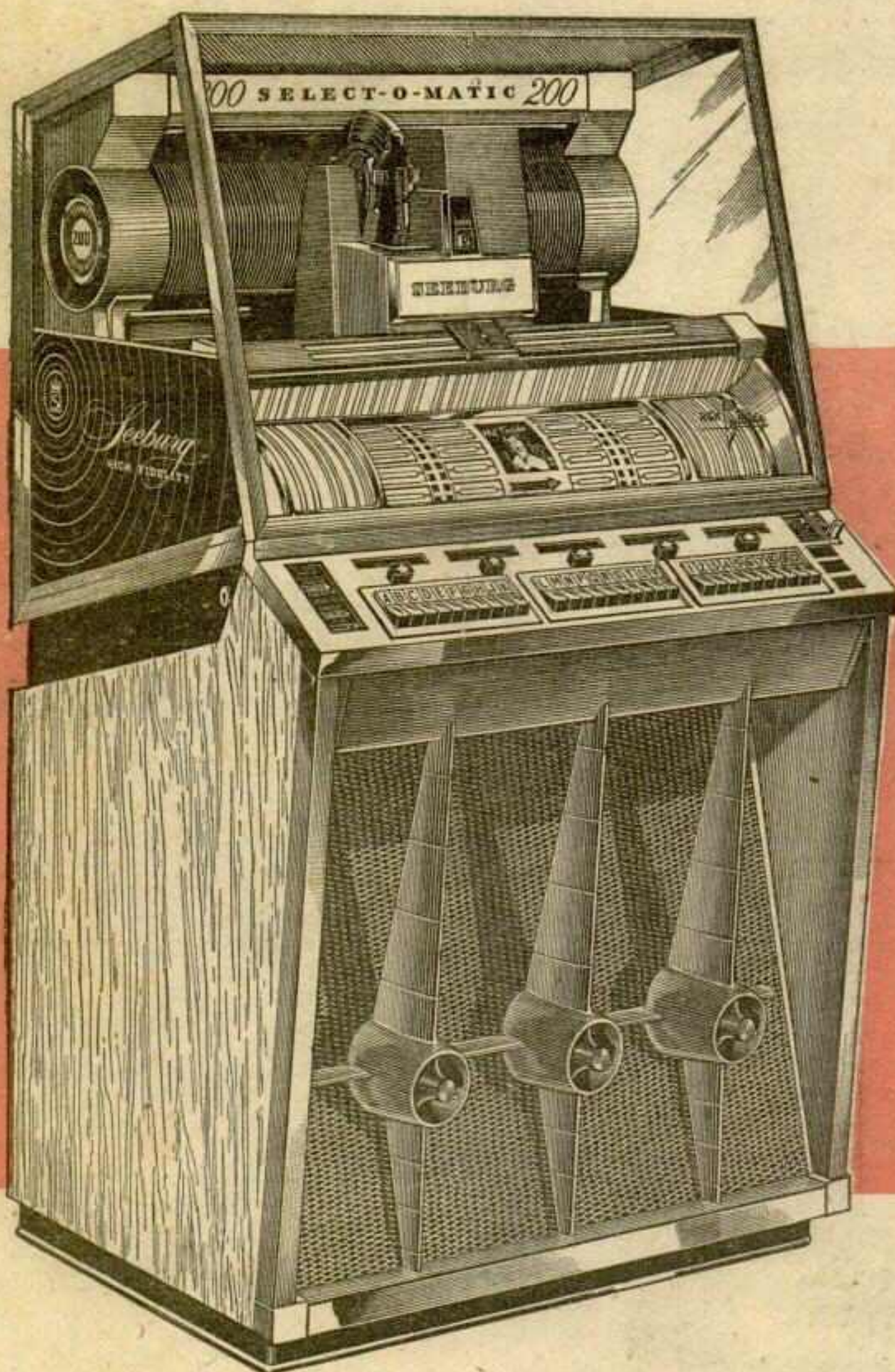
**BUILDS PROFITS FAST**

# WHY ALBUM RECORDS AND DUAL PRICING

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ARE THE ANSWER TO

## PROFITABLE PROGRAMMING



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Most of the fine music the public wants to hear—standards, show tunes, jazz and classics—is available principally on E.P. album records. This type of music is as essential to profitable programming as hit tunes singles.

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Dual pricing permits taking profitable advantage of album records (2 tunes per side) because the operator is compensated for the additional playing time required

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