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DECEMBER 9, 1957



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

# Rodeo Big Draw at Fairs' Box Offices

Estimate Cowhand Contest Audiences Over 3 Million for 1957 Season

spawned the sport.

24 States and Canada had rodeos have been in the cowboy West. as one of their principal grand- Looking around for a new grandstand attractions There were more, stand attraction to inaugurate its but that many operated under ap- new fairgrounds stadium in 1956. proval of the Rodeo Cowboys' As- the management of the Kentucky

grandstands can only oe estimated, topped 80,000, and fair manager, but RCA makes a guess that it Clyde Reeves, plans to keep it as was well over the three million a feature.

Included in the list of rodeo- points as reasons behind the sucsponsoring events were six State cess of rodeos. He cites the large fairs, 29 regional fairs and 70 number of adult Westerns curcounty fairs. Most of the remain- rently on television as proof that ing 25 were livestock shows or Americans love the cowboys and agricultural exhibitions. All told, want to see them in action. "Louisfairs and exhibitions put on 29 per ville proved last year that there cent of all the approved rodeos in is no such thing as non-rodeo 1957 as compared with 25 per country," he says. cent in 1956.

#### Drawing Power

Many fair executives are sold on the drawing power of the cowboy contests. Bill Kittle, for years manager of the Colorado State Fair, looks upon rodeos as one of the major fair grandstand attractions that are holding their own in an otherwise changing attraction picture. Kittle this year moved to take over the management of the Central Wyoming Fair at Caspier, which has featured a rodeo for II years.

# **Trend Toward** Eastern Roofs

CHICAGO-Rodeo business is taking a further step beyond that original role as blow-off after round-ups. Where the show-sport used to be contined largely to corrals in the West, it now has expanded, not only in regard to geography, but also in respect to individual show places

Western rodeos are moving to Eastern roofs. A major trend is taking rodeos indoors. The Madison Square Carden and international Amphitheater events long-time indoor rodeos, are gaining more com-

Rodeo producers point to events that have proved successful, both business-wise and with the audiences, inside the new arenas and coliseums that are cropping up throut the South and East, as well as the West.

CHICAGO-Rodeo, the spec- The rodeo at the 1957 New tator sport that stems from a West- Mexico State Fair which featured ern custom of letting off steam after the potent Roy Rogers, pulled a the cattle round-up, has become record-setting 100,000 to the first an important money-making facet event held in the spanking new of the fair business-and not only fairgrounds coliseum. The fair has in the cowboy country that included a rodeo on its program for 17 years.

This year at least 130 fairs in Not all of the recent successes State Fair tried a rodeo. Attend-Total attendance in the 130 ance at the four performances

Kittle underlines three salient

Secondly, Kittle points out that contest rodeos are the only major sports attraction that can't be seen regularly on TV thus holding its appeal.

The third point, according to Kittle, is that the rodeo is a contest as different each year as are football games or innings in baseball. Because at this rodeos pull crowds year after year.

#### RCA Is Backbone

One of the backbones of the growing sport of contest rodeos is the Rodeo Cowboys' Association, which is to rodeo what the PGA is to golf. It sets the rules, approves (Continued or page 58)

# OTHER NAME

NEW YORK -- ABC-TV's offer of prizes for the naming of the first American satellite has drawn 40,000 entries in a week. The contest is being conducted by Dick Clark on "American Bandstand," the daytime deejay strip, and runs thru December 18. Here are some of the names submitted:

"Harvest Moon," "Ike-nik," "Nudník," "Nogoodník," "Marilyn Monroe," "Jayne Mans-field," "Mae West," "Elvis," "Dick Clark," "Green Cheese," "Mad Moonster," "Moon Over Miami," "Minnie the Moon-cher," "Carrie Nation," "Atta Satellite," "Sky King," "A Friend in Need," "Rocket in Roll," "Space Ace," "Space Face," "Space Race," "Space Base," "John Foster Dulles," "Looney Moon," "Sir Launch-alot," "MO-3297, Ring Two," "Pat Boone Moon," "Marjorie Morningstar," "Death and the Salesman," "Fritzie Scheff," and the "Guardian of Freedom Carrying the Message of Truth to a Troubled World.

Other entries, probably more acceptable, include heavy votes for President Eisenhower, George Washington, Columbus, America, United States, Franklin D. Roosevelt and E Pluribus Unum. Each name must be explained in 25 words or less. Many people suggested their own or friends names as being worthy or the names of disliked persons who "ought to be sent out of this world." There are a number of commercial product names, evidently Madison Avenue entries, and at least 200 baseball players.

# A MOON BY ANY Horror Era Looms MAY SMELL, ETC. On Video Front; Opinion Divided

'Shock' Approach Splits Madison Ave. Thinking for Dual Headaches

By BOB BERNSTEIN

NEW YORK -- The growing feeling that TV is in for a horror deluge is accompanied by sharplydivided opinion on whether there can be such a thing as real horror in this "family medium." A chills vs. chuckles battle is shaping up among producers, distributors, stations and industry organizations. joeular or jugular vein?

tempered with comic relief."

the heart beat equally fast, the too insistent." blood micken and the face conmostly wrong."

#### Predictions Uncertain

and disgust and horror and amuse. ries the "Shock" movies. "Watch ment prevent packagers from being with several other people. Throw able to predict with any certainty a monster party. Give out with how viewers will react when the expressions of 'Eeek' and 'Oh, no!' finished product reaches their Decorate the room with smelling screens," Dr. Fromme declares, "If salts, a bowl of blood (ketchup), the new crop of snows proves daggers and smoked rattlesnake

technology hasn't upped the possibilities for horror, nor will it be that the public has outgrown horroi shows. They were, are and always will be a safe form of punishment which provides an outlet for our guilts. And guilt knows no season or style."

#### TV Basically Bland

"Television programming is basic-Shall TV aim for the viewer's ally bland," continues the psychologist. "That's why the quiz format "We're going to straddle the scored heavily; it gave us excitefence," says an understandably ment and action. That's why Westanonymous producer. "We'll aim ems are now a staple and that's for horror and whatever elements why scare snows could grow nufail will be publicized for comedy merous within the next 12 months. values." "For salability," says an- But, tho they give us excitement other, "genuine horror must be and action, it won't be pure horror, excep to children who may hap-"Physiologically, emotional re- pen to watch. The screen is too sponses are 'll the same," states small, the set toc much within Allan Fromme, TV-oriented psy- control, the commercials too frechologist here. "Rage, disgust, pas- quent to build mood, the reality sion, pain, fear and laughter make of who you are, where you are, are

Screen Gems, which is sparking tort. Try cutting a dozen faces out the trend with its successful of adv and identifying the emotion "Shock" package, admits the clasexpressed without the benefit of sic feature films "are no longer the surrounding picture. You'll be really Lorrifying." They "invite humor because they're outlandish and should be treated as such, says "The thin lines between horror an exec of WABC-TV, which carlaughable, it won't be because canapes" are some of WABC's suggestions.

KRON-TV in San Francisco found that 1,200 student; gathered (Continued on page 4)

# NEWS OF THE WEEK

Several Problems on TV Shows

Confront Thompson Agency . . . Mighty J. Walter Thompson Agency is reportedly having its TV troubles on several fronts,

despite leading the pack in billings. Several IWT shows are having rating anemia, and clients are said to be unhappy over program 

'Destination Moon' Launched by United Artists: Others Due . . .

United Artists is firing off "Destination Moon," famed science-fiction feature, as its first guided missile in the field of packaged network color spectaculars, and has a leading food firm eying it for a Christmas Day slotting ..... Page 6

Cleffers Seek to Retain Their Tune Copyrights in Own Names . . .

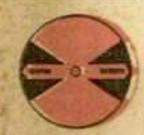
The long-standing desire on the part of many songwriters to retain copyrights in their own names will "quite possibly" be up for discussion when the Songwriters Protective Association commences negotiations with the Music Publishers Protective Association early next month, according to Abel Baer, Council member and 

#### DEPARTMENTS AND FEATURES

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# TV Comics Kid The Chillers

NEW YORK-Network television is already making fun of the expected horror trend, with comics switching from adult Western takeoffs to ghoulish parody. Steve Allen, Jack Paar, and Donald O'Connor (on the Standard Oil spectacular) bave drawn big laughs in the past few weeks with such satire, tho the rash of horror entries is 10 months away. Former nonster Boris Karloff is set for a brace of guest-spot parodies himself this month. Halloween Week, curiously, brought no such sequences this year.



BEST WISHES to U.A. from N.S.S

See Pages 46 & 47



# CAUTION BEFORE CHOOSING

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

sales pick-up so far not materializ- still going begging at NBC. ing. As an indication of what can be had is the reported CBS chop of "I Love Lucy" reruns which can be bought at virtually half price, for an estimated \$17,500, according to trade reports.

"Lucy," in the Wednesday 7:30-8 p.m. slot, has made a surprisingly strong rating showing against two top stanzas - "Disneyland" and "Wagon Train." Similarly, are reports current that an interested client can buy "Treasure Hunt." which goes into the Tuesday 7:30-8 period on NBC-TV for the price of the time only.

The Friday 8-8:30 p.m. NBC slot from Detroit. General Motors is a more realistic basis. is also available to a client who is willing to share it with the P. Lorillard Company, which will AUBREY SAYS chose the program. Anyone interested in Friday at 9 on CBS-TV and "Mr. Adams and Eve," can have it in January, if R. J. Reynolds is acceptable as co-sponsor.

# WB Hunts TV Sales Manager

HOLLYWOOD-Warner Bros. is seeking a sales manager for its expanding television department, and, it's understood, has already begun interviewing for the position both in New York and on the West

New post fits in with the studio's plan to branch out further into the television field. The past two years the company has limited itself to production for ABC-TV.

Growing importance of TV is indicated by firm's latest financial statement, which shows net profit after taxes for year ending August 31, 1957, as \$3,415,000 as against \$2,098,000 for previous year. Presumably a good part of this increase was due to television.

# Carter Buys NBC News Strip, Two CBS Grid Games

NEW YORK-Carter Products has bought alternate Tuesdays of the Huntley-Brinkley "NBC News" strip, 6;45-7 p.m., starting this star's costly contract. week thru March 25. The show is seen at 7:15 p.m. on some of its 113 stations. Other sponsors are comedy," the chuckle stanza aimed Ronson and American Home Prod-

one-quarter each of the Orange comedy aiming for belly laughs.

Bowl and Gator Bowl football "The success of 'Real McCoys' has games on CBS-TV, January 1 and encouraged us to pursue this con-December 28, respectively.

ings in network TV at this time are available to mention on ABC. to see what it can buy to light a at their most toothsome as the sea- Among spectaculars, next springs fire under its Chevrolet sales. son advances toward the mid- hour-long Dean Martin-Rosemary Ford, too, has money available. point, with the expected January Clooney-Frank Sinatra special is But the big question is: "Why no

But advertisers with money are playing it cautious. Bristol-Myers chunk for Ipana Plus.

Palmolive and Procter & Gamble, successful web programs are the while General Foods will probably subject of discreet inquiries. have more money available in Network sales chiefs however,

NEW YORK -- Sponsor pick- And there are too many spots said to be looking over network TV buying?

Quiet Questions

Loaded advertisers are at presis said to have a \$3,500,000 bank- ent canvassing the lists of the most roll ready to spend on network TV. successful network stanzas to see Thirty per cent of it will be used if they can grab any where their for Bufferin, and probably a large present sponsors need relief. Thus Also shopping are Colgate- it is that "Ive Got a Secret," "Gun-smoke," "Wells Fargo" and other

February, as it generally does still continue to be optimistic General Foods picked up half of about the remainder of the season. "Dragnet" last week for a short- They figure that once potential sponsors get tired of dreaming, Rumbles are also emanating they'll be ready to do business on

# New Shows to Bow Live, Switch to Pix

will be starting shows live next ping a mystery adventure film serif successful in an attempt to avoid order of 'Highway Patrol' and long-term commitments, according State Trooper," based on files of to Jim Aubrey Jr., programming the California motorcycle police. veepee for ABC-TV. Skeptical agencies and burned clients seem to be redirecting their thinking on Stan Kenton Show next year's buys along this line, with 13 weeks live to be the test Near for KTTV before conversion.

The January-August months will see a vast increase in live pro- Stan Kenton and indie Station gramming, Aubrey predicts, be- KTTV here are nearing agreement cause casualties of necessity will on a television show to emanate By Stark-Layton be replaced mostly by live shows. from the Rendezvous Ballroom at This will also allow sponsors to Balboa, recently purchased by test new buys for possible switch Kenton. to film in October.

the live half-hour drama and com- to be beamed remote, are Nat King edy stanza, at ABC and else- Cole, Peggy Lee and June Christy. where. "Everything but an ad- Lawrence Welk first gained Everett Rhodes Castle. venture series with strong outdoor national attention thru success of include ABC's upcoming Orson over Station KTLA. Welles series, which must be on film so that residual values can be realized to compensate for the

'Human Comedy' What the exec calls the "human to make viewers feel good, will bloom at the web in 1958, with Carter has also bought, for Rise, the decline there of the situation viction," Aubrey states. He also

D Bill me

NEW YORK - Advertisers confirmed that MCA-TV, is prep-

HOLLYWOOD -- Bandleader

Tentative guest stars already Aubrey sees a healthy return of lined up for the weekly live show,

# HORROR SPECS DUE FOR FALL

NEW YORK-Horror may also be the future trend in spectaculars. NBC-TV is presenting as a program idea for next season's interested spectacular sponsors a series of hour and a half horror melo-

Among the properties being considered is Robert Louis Stevenson's "Dr. Jekyl and Mr. Hvde," possibly with Frederick March, "Frankenstein" by Mary Shelley, with Boris Karloff available, and, if it can be managed, "Dracula," with the possibility of a major talent hunt for a young Bela Lugosi.

# Singer, NBC Differ on Pact

NEW YORK--The Singer Sewing Machine Company and NBC-TV have an interesting difference of opinion. Singer believes its con-tract for "The Californias," Tuesdays 10-10:30 p.m., contains an escape clause which allows it to drop the show in March, after 26 Indicates Dip weeks. NBC, however, maintains that the contract is firm for the full season. The dispute hasn't been settled, but Singer is shopping both at CBS-TV, and ABC-

season and switching them to film les for ABC entry next fall "on the intends to remain in the half-hour and an Average Audience of 47.0 time period for the long haul. The for a total homes count of over advertiser will stay with the show 23,000,000, network researchers sary, but its primary interest is in likely to be reached again. the time period which it feels will deliver an audience throut the year the show-not directly comparable because of its fairly late hour.

# 3 Pilots Readied

NEW YORK-Stark-Layton is getting ready to shoot three pilot films. In various stages of casting are "City Police," "Meg Malone, Inside Detective" and "Abby Tupper," a character created by

More scripts are in work on

# scenic values can be done more remote broadcasts from Aragon "Colonel Flack," which is sparking cheaply and just as effectively Ballroom at Ocean Park, going advertiser interest as a winter relive," says the veepee. This doesn't on the air some eight years ago placement for one of the current crop of weak properties.

# Pressing Problems Face AB-PT Board

problems facing American Broad- the occasion warrants," says Edcasting-Paramount Theaters will ward J. Noble. occupy the board of directors Our troubles are partly a reits large programming budget, brokerage house. while others stress the dip in theaican Broadcasting Network.

responsible. The board is restive a live one. better."

NEW YORK—Frank discussion | "A board is no good if it doesn't and recommendations on pressing raise hell with management when

meeting here today (9). One board flection of the condition of the member expresses most concern world," says John A. Coleman of Night Visitors" will be slotted by over the uses ABC-TV has put to the Adler - Coleman investment NBC-TV for its eighth annual per-

"The Sinatra fiasco shouldn't ter box-office receipts and the have happened but is being rectiheavy financial loss sustained this fied by more live stanzas," says anyear by the radio subsidiary, Amer- other of the directors. The singer ble sponsorship. upped his Friday night rating from

but not in revolt, indicated Hugh | All the board members had ex-McConnell, who represents Metro-pressed their varying degrees of A meeting is set for today (9) be-politan Life Insurance, which last distress before the AB-PT stock hit tween NBC and the agency to work winter poured \$65,000,000 into a new low Friday afternoon. ABC's coffers, adding: "We'd be "Leonard Goldenson and his team pected to be in the form of "Christhappier if things were going are doing the best they can," said mas package" of P&G products of Coleman.

# FOLLOW BIZ

# Agency Row May Run to Westchester

NEW YORK-Ad agencies will either be opening branch offices in Westchester County or running up huge transportation bills, as the major TV advertisers continue to transfer one department after another to the White Plains-Rye-Pelham-Tarrytown cluster. "It's cheaper to buy and build horizontally there than to rent or build vertically in Manhattan," explains one veepee. "It may do for East Coast TV what Burbank has done for the West Coast."

Among the recent arrivals with minimums each of 500 employees and a major division of business in Westchester are Chevrolet, Dodge, Con Edison, Ford Foundation, Continental Baking, Nestle, Royal McBee, Minute Maid, Esso Standard Oil, Allstate, Krug Baking and American Telephone & Telegraph. Arriving in January are General Electric, Union Carbide and International Business Machines.

# Lucy Trendex Due in Nielsen

NEW YORK -- Altho the first Lucy-Desi show of the season, aired November 6, scored a Niel-Lipton, the co-sponsor, however, sen Total Audience level of 57.5 for as long as it is deemed neces- are predicting that this peak isn't

The latest Trendex (Dec. 3) for to Nielsen, but a guide to its competitive values just the samelists an average audience level of 32.2 against such relatively light competition as "Meet McGraw" with a 13.4, "Broken Arrow" with 16.8, and later Bob Cummings with a 13.9 and "Telephone Time" with a 10.7.

The prediction: A Nielsen Average Audience level of less than 40.

# Ohio Oil Mulls TV Ad Policy

NEW YORK -- Ohio Oil, a longtime sponsor of regional vidfilm properties, is re-examining its TV advertising policy. Indications are that the sponsor may switch to spots next season after the end of its current sponsorship of "Men of Annapolis" in several key Middle West markets.

N. W. Ayer is the agency.

# 8th NBC 'Amahl' Set for Christmas On 'Mat Theater'

NEW YORK-"Amahl and the formance on Christmas Day, this time occupying the 3-4 p.m. period as a "special" in the "Matinee Theater" series under Procter & Gam-

The colorcast of the Gian-Carlo All hands denied that any indi- 12.7 to 15.1, according to Trendex, Menotti work, one of TV's few vidual would be singled out as in switching from a film stanza to classics, will carry "soft sell" institutional commercials for P&G. with Benton & Bowles presiding. out details of the commercials, exall sorts.

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# ANY HARBOUR?

# ABC Mulls 'Scott Island' Excites CBS Clearances

station clearances centered about stir. Considered a cross between is to be alternately sponsored by show, programmed twice weekly, R. J. Reynolds, has been renamed is scoring heavily with audiences.
"Adventures at Scott Island" now Owned by Independent Televi that it has been shifted to ABC. But it is having trouble getting 58 Tamrating in October, and an clearances for its future Sunday, 83.5 share of audience. CBS-TV, 8:30-9 p.m. berth on ABC.

CBS-TV affiliates which cannot York's St. Luke's Hospital to add clear Sundays that they keep the to its reality. show in its present Thursday 8-8:30 slot. CBS, however, intends to program "Richard Diamond" Thursdays 8-8:30. It has told its affiliates playing around with ABC series to clear for "Diamond," because a sponsor is waiting in the wings, but the sponsor's name is not known. The communique, it is said, has effectively stymied "Scott Island" clearances.

# Lombardo, Clairol New Year's Eve

NEW YORK-Clairol last week bought the Guy Lombardo show for New Year's Eve on the CBS-TV web. The musical show will for 1957 in AA ratings, up to 10 per be programmed 11:15-12:15 a.m. on a limited Eastern regional net- moved from a 31.4 to 34.4, also work of about 10 stations, being put together specially by the web.

local.

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# British 'Ward'

LONDON -- CBS-TV, thru its London office, is excited about NEW YORK — CBS-TV and "Emergency Ward 10," a top-rated ABC-TV are waging a battle for British TV drama now causing a "Harbourmaster." The show, which "Medic" and a soap opera, the live

Owned by Independent Television, the program got an average if it acquires the property, plans to That network has suggested to produce it on location at New

NEW YORK -- NBC-TV has gained about 10 per cent, ABC-TV has gained about 31 per cent and CBS-TV has lost about 13 per cent both in their average audience ratings and share of audience over last November, according to the first November Nielsen report.

In all commercial time periods between 7:30 and 10:30 p.m., NBC drew a 20.5 for 1956 and a 22.6 cent, while its audience share has up 10 per cent. ABC last year averaged a 14.1 rating against this year's 18.6, up 32 per cent, while Advertisers' distribution is only its share has grown from 21.7 to 28.3, a gain of 30 per cent.

CBS is down from 29.7 to 26.0, dentally, 1956 figures exclude political telecasts.) CBS is also down count to yet another shop. Founded 1894 by W. H. Donaldson from the first October Nielsen, ABC up and NBC about the same.

# Duchess' May **Expire Soon**

NEW YORK--CBS-TV and the sponsors of "Dick and the Duchess," Helene Curtis and Mogen David Wine, are close to giving up paign plans for Air France. on the Saturday night situationcomedy. The big problem at the moment is to find a replacement.

The program has improved slightly, but indications are that it doesn't really have the all-around appeal to make it with American audiences. It is being programmed Saturday 8:30-9 p.m.

Temple Series **Due in Spring** 

NEW YORK -- National Telefilm Associates expects to offer another Shirley Temple series of features for spring sponsorship on its network. NTA owns 16 more ABC Pitches 8 Weeks Shirley Temple features, among them "The Little Colonel" and "The Little Rebel."

The series of four features presented on Sunday afternoons rated in the 40's, according to Trendex, and was completely sold out.

# Cooper Associates **Expands Operation**

NEW YORK -- Frank Cooper Associates is expanding its opera- 'Sugarfoot' One-Shots tion. The packager has dded four new agents to its West Coast office. The are Jack Genung, Lee Siegel, Sonny Shamburg and Dick Hyland.

more space in its headquarters web plans to carry "O.S.S." as a Dotto" to Colgate to replace the slot if its Thursday 9:30-10 p.m. No. 50 "Strike It Rich" strip.

# MANIFOLD SHOW WOES STARE JWT IN THE FACE

Aid to Clients of Poor Choices May Hurt Opposing Programs From Same Agency

Thompson's king-sized video bill- for clients. But, as the ad manager lighted with the program. ings may yet prove to be over- of a non-JWT client points out to The Gisele MacKenzie and Rose-

Reports are gaining ground here that several of the giant agency's show choices this season-particularly those signed from Music Corporation of American and airing on NBC-TV-are in various degrees of trouble.

Also, there are parallel reports of client reaction against nearmonopoly situations in which the Thompson shows face each other on as many as three networks in the same time period. These include the particular Wednesday night when "Kraft Theater," Ozzie and Harriet and the Lucy-Desi show occupied TV slots on NBC, ABC and CBS; the Pharmacraft sponsorship of Steve Allen across from the Kodak-identified Ed Sullivan stanzas, and the losing battle of Gisele MacKenzie against "Have Gun, Will Travel."

NEW YORK - J. Walter two-way stretch works adversely JWT, and Lever isn't exactly de-

the prime JWT problem areas:

Gobel-Fisher stanzas has been gen- Both are from MCA. erally weak, altho a new producto overhaul it. Shulton, the non-JWT co-sponsor for the Tuesday night slot, wanted the "Slezak and Son" package. The Thompson brass hats turned it down cold for co-sponsorship by Lever, and insisted on Eve Arden. Shulton is Thompson execs have, on occa- said to be very unhappy with the sion, denied that the three-way or heavyweight pressure brought by

The Billboard: "Thompson prides mary Clooney Shows. Neither of itself on being able to 'beef up' these have been rating box-officepackage shows with its production at high prices-for Scott Paper and skill. But, suppose your show leads Lux. In the current American Rethe ratings. What happens there- search Bureau National Report for fore to the audience of your strong November, Miss MacKenzie is runshow if your own agency is trying ning in third place behind the lowto jazz up one or even two shows er-priced Lawrence Welk series to fight it? Isn't this a 'fixed race'?" and "Have Gun, Will Travel" series On the battle front of specific with respective ratings of 25.0, 26. programs, these are spotlighted as and 27.0. Miss Clooney is edging "Navy Log" on ABC on Thursdays, The Eve Arden Show. The rat- but with a 19.8 is lagging well ing performance for this new film behind "Playhouse 90" with 32.7. series against "Wyatt Earp" and the Both musical shows are on NBC.

Schlitz Playhouse and Kraft tion team is currently attempting Theater. It's felt around the trade (Continued on page 12)



# America's 10th TV

\$61/4 billion annual income \$3¾ billion retail sales 917,320 TV sets

Harrisburg

Lebanon

Hanover

Sunbury

Carlisle

Pottsville

Shamokin

Hazleton

Hagerstown

Westminster

Lancaster York Reading Gettysburg Chambersburg Waynesboro Lewistown Lewisburg Mt. Carmel

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Channel 8 LANCASTER, PENNA. NBC and CBS

This One

316,000 WATTS

# FUTURE FILE DEPT.

# Air France to Give BBDO a Heave-Ho?

NEW YORK -- Sometime in among foreign airlines of 'keep a loss of 12 per cent in ratings, 1959, Air France will jettison the moving in order to enlarge the and will move its million-dollar ac-

> It will be no real surprise to BBDO at that point, in all likeli-

> That, in essence, is the Madison Avenue form chart against which even tho BBDO "talked-in" the foreign flag carrier only last month in a noisy switch from the Buchanan Agency, and is already involved in TV-radio-print cam-

> An examination of the track record of foreign airlines - mch as KLM Royal Dutch, Sabena, British Overseas, Scandinavian, Swissair, LAI, and Air France-reveals a disturbing (for BBDO) fact.

It's this: Foreign flag carriers are the gypsies of Madison Avenue. A check-up by The Billboard shows that, in the last decade, the over-seas airlines have switched agencies, on the average, a little less than once every two years.

"Keep Movin."

The reason, according to one veteran executive in the airline field, "is an unwritten policy

Of College Basketball

NEW YORK--ABC-TV is peddling an eight-week series of top collegiate basketball games, to begin January 18 in the Saturday 2-4 p.m. time period. Time and talent costs add up to about \$50,000. Miller Brewing.

Bulova Buys 'O.S.S.,'

additional Christmas selling buys on ABC-TV, the December 19 tele-The operation is also taking in "Sugarfoot," December 10. The berth is sold.

with its share down from 45.9 to Batten, Barton, Durstine, Osborn scope of U. S. business contacts 39.4, a loss of 14 per cent. (Inci- Agency with Parisian politeness, thru advertising agencies, and to make fresh rounds of promotional tie-ups that can be continued later on a direct basis, avoiding the original agency." Air France, meanwhile, has been

exhibiting a policy front as suave as a Bahnain model parading a Ben Duffy's shop must place bets, \$700 cocktail dress before a Texan matron, having termed the Buchannan-to-BBDO shift "in keeping with our extensive program of expansion in anticipation of the coming jet age."

A different view comes from the Buchanan Agency, which claims that during its period as Air France's ad counsel the "cost per passenger" for the line was lowered to \$14.36-lowest among any air carrier-and for which its reward was a free ride in the ejection

# U-I Joins Hwd. Majors in TV Pix Production

HOLLYWOOD - Next (and next to last) major studio to enter into production of TV entertainment films is expected to be Universal-International. U-I President Milton R. Rocknil is on the West Coast this week, reportedly making final decision on the matter.

U-I, with 32 theatrical pix in the can, suspended feature production last week, and is faced with the The web has "All-Star Golf" in decision of whether or not to shift the 4-5 p.m. berth for Wildroot and the studio over entirely to televidecision of whether or not to shift sion (see other story this issue). One factor which will probably have a major influence is that U-I for the past several years has been NEW YORK—Bulova has made ducers of TV commercials.

The studio actually experimented with vidpix production as long as cast of "O.S.S." and a participation six or seven years ago, but the experiment was not entirely successful. Two series of 13 half hours here. Cooper recently sold 'Dollar sustainer thru March, in a new were made, one of which, "Combat Sergeant," was finally released thru NTA two summers ago.

# Horror Segs Cue Madison Ave. Horrors

Continued from page 1

at midnight at a spot casually mentioned by the live host of the "Shock" series. They spelled out D-R-A-C-U-L-A in college cheer formation and dispensed red paint from buckets. A police squad broke up the "monster rally." WBAL-TV Baltimore, interviewed an authentic 3,500 - year - old mummy, which at the next break in the film turned into a 35-yearold Marine dressed as an Egyptian princess. The following night, WBAL's late movie scored a rating triumph.

The "Shock" promotions and their public response have split Madison Avenue thinking into two channels. The cautious intend to play it safe and straddle horror-Immor's thin line so that, either way they drop off the fence, it will be into a field of clover. The art purists intend to try for the gold ring, the rare piece of genuine horror. But the NARTB Code Review Board is issuing "cautionary statements," an "enjoinder against the use of horror for its own sake and against morbid material" in early time periods. And minor civic and social service groups are writing protest letters.

So, even the purists must dissemble and resort either to humorous exaggeration or simple suspeuse, Dr. Fromme believes. "No one dares offer the real horror, which all networks have on tap, of filmed war atrocities, or the distortion of everyday things, such as familia living-room objects which actually would surround the viewer at the time of the telecast. That's invasion of the home, I'm told by advertisers and broadcasters. What will be striven for is one of the most difficult writing forms. mystery-comedy like "the Bat," "The Cat and the Canary and 'Ar- 24. VOICE OF FIRESTONE (Firestone,.. senic and Old Lace.'

"The rising of a man from the 25. DEAN MARTIN (Union Carbide, NBC) 9.68 dead was a popular plot back in ancient Greece," concluded Dr. Fromme. "But in those days it filled the audience with terror, as Aristotle explained, so they could purge their emotions. Today, all it will do on TV is provide a smile with your milk and cookies at bedtime. After all, you have to be in the right frame of mind to buy the sponsor's product."

Ted Steele Forms Station Rep Firm

NEW YORK-Ted Steele Radio and TV Station Representatives has been formed to service a small, select group of stations thruout the country.

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



The Billboard Continuing

# COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

By Sponsor Group

Variety and Music Shows **Quiz and Panel Shows** 

Computed by Univac and based on October TV audience measurements of AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the monthly cost efficiency of Class A time network programs compared by program type and sponsor group and broken down by

Each program's cost figures represent the sponsor's actual cost for reaching 1,000 TV homes, men, women or children dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes and then by the total number of homes men, women and children under 16 reached during the last rating period as determined by American Research Bureau, Actual time and talent costs

show costs over a 52-week period.

Since many factors other than cost efficiency are involved In determining the worth of any program to its sponsor, readers are orged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value

# VARIETY & MUSIC SHOWS

#### COST PER 1,000 HOMES PER COMMERCIAL MINUTE

	3-Net Avg., 4.66; ABC Avg., \$5.86 CBS Avg., \$4.32; NBC Avg., \$4.2	5;
1.	L. WELK (Dodge, ABC)	\$1.21
2.	WELK'S TOP TUNES (Dodge, ABC) .	1.81
3.	ED SULLIVAN (LinMercury, Eastman, CBS)	
620	Eastman, CBS)	2.06
4.	ERNIE FORD (Ford, NBC)	2.20
5.	PERRY COMO (Noxzema,	
	Kimberly-Clark, Amer. Dairy,	202
	Sunbeam, Knomark, RCA, NBC)	3.02
0.	PED SKELTON (S. C. Johnson, Pet Milk, CBS)	2 02
7	GEORGE GOBEL (RCA, L&M,	3.03
	NRC)	3 08
7.	EDDIE FISHER (L&M, RCA,	3,00
	MDC	3.08
9.	YOUR HIT PARADE (Amer. Tob.,	
10	Toni, NBC)	
10.	GODFREY'S SCOUTS (Lever, Toni, Readers Digest, CBS)	2 57
11.	STEVE ALLEN (S. C. Johnson,	3.32
	Greyhound, Pharmacraft, NBC)	3.81
	는 실기를 고기하다면서 살아왔다. (요) (5) (5) (5) (5) (5) (5) (5) (5) (5) (5	
	PAT BOONE (Gen. Motors, ABC)	4.03
14.	BIG RECORD (Gen. Motors, Armour, Pillsbury, Kellogg, CBS)	101
15.	AMATEUR HOUR (Hazel Bishop,	4.04
	NBC)	4.06
15.	GISELE-MacKENZIE (Scott	
	Schick, NBC)	4.06
17.	PINOCCHIO (Rexall, NBC)	4.54
19.	POLLY BERGEN (L&M, Max	4,15
	Factor, NBC)	4 85
20.	CLUB OASIS (L&M, Max	7.03
201	Factor, NBC)	5.63
21.	COUNTRY MUSIC JUB.	
22	W'mson, Dickie, ABC)	1.72
11.	75th ANNIVERSARY (Standard	

#### COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., \$5.67; ABC Avg., \$7.32; CBS Avg., \$5.38; NBC Avg., \$5.22

. 1.	L. WELK (Dodge, ABC)	\$1.29
2.	WELK'S TOP TUNES (Dodge, ABC)	2.12
2.	ED SULLIVAN (LinMercury, Eastman, CBS)	2.12
4.	ERNIE FORD (Ford, NBC)	
5.	PERRY COMO (Noxzema, Kimberly-Clark, Amer. Dairy, Sunbeam, Knomark, RCA, NBC)	3.25
6.	RED SKELTON (S. C. Johnson,	

Pet Milk, CBS) ........... 3.60 7. STEVE ALLEN (S. C. Johnson, Greyhound, Pharmacraft, NBC) ... 3.64 8. GEORGE GOBEL (RCA, L&M, NBC) 4.01 9. EDDIE FISHER (L&M, RCA, NBC) . 4.19 10. YOUR HIT PARADE (Amer. Tob.,

Toni, NBC) ..... 4.33 11. GISELE MacKENZIE (Scott, Schick, NBC) . . . . . . . . . . . . 4.70 11. EDSEL SHOW (Ford, CBS) ..... 4.70 13. ROSEMARY CLOONEY (Lever, NBC) . 4.76 14. GODFREY'S SCOUTS (Lever, Toni,

Readers Digest, CBS) ...... 5.17 15. AMATEUR HOUR (Hazel Bishop, NBC) ..... 5.41 PINOCCHIO (Rexall, NBC) ..... 5.53 17. BIG RECORD (Gen. Motors, Armour, Pillsbury, Kellogg, CBS). . 5.55

18. PAT BOONE (Gen. Motors, ABC) .. 5.56 19. POLLY BERGEN (L&M. Max Factor, NBC) ...... 5.94 20. COUNTRY MUSIC JUB. (W'mson, Dickie, ABC) ..... 6.18

21. CLUB OASIS (L&M, Max Factor,

22. 75th ANNIVERSARY (Standard OII, NBC) . . . . . . . . . . . . . . . . 7.12 23. DICK & DUCHESS (Mogen 24. VOICE OF FIRESTONE (Firestone,

25. DEAN MARTIN (Union Carbide, NBC) ......12.23 26. GUY MITCHELL (Max Factor, 

#### COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

	3-Net Avg., \$4.11; ABC Avg., \$5.21; CBS Avg., \$3.95; NBC Avg., \$3.68		
1.	L. WELK (Dodge, ABC)	\$ .98	
	WELK'S TOP TUNES (Dodge, ABC).		
3.	ED SULLIVAN (LinMercury,		
	Eastman, CBS)	1.69	
4.	ERNIE FORD (Ford, NBC)	1.94	
5.	PERRY COMO (Noxzema, Kimberly- Clark, Amer. Dairy, Sunbeam,	grande	
	Knomark, RCA, NBC)	2.47	
6.	EDDIE FISHER (L&M, RCA, NBC) .	2.51	
7.	GEORGE GOBEL (RCA, L&M, NBC)	2.53	
8.	RED SKELTON (S. C. Johnson,		
	Pet Milk, CBS)	2.78	
9.	YOUR HIT PARADE (Amer.		
	Tob., Toni, NBC)	2.92	
10.	STEVE ALLEN (S. C. Johnson,		
	Greyhound, Pharmacraft, NBC)	2.93	
11.	GODFREY'S SCOUTS (Lever, Toni,		
Wilde	Paaders Dinest (RS)	3 17	

Readers Digest, CBS) ...... 3.17 12. GISELE MacKENZIE (Scott, Schick, 13. BIG RECORD (Gen. Motors,

19. POLLY BERGEN (L&M, Max Factor, NBC)

22. 75th ANNIVERSARY (Standard Oil, NBC) 24. VOICE OF FIRESTONE (Firestone, ABC) ........... 8.85

David, H. Curtis, CBS) ...... 8.98

ABC) .....10.02

25. DICK & DUCHESS (Mogen

26. GUY MITCHELL (Max Factor,

Armour, Pillsbury, Kellogg, CBS) . 3.44 14. ROSEMARY CLOONEY (Lever, NBC) 3.52 15. AMATEUR HOUR (Hazel Bishop, NBC) ..... 3.53 16. EDSEL SHOW (Ford, CBS) ...... 3.65 17. PAT BOONE (Gen. Motors, ABC) . . 3.66 18. PINOCCHIO (Rexall, NBC) ..... 4.07 ..... 4.49 20. CLUB OASIS (L&M. Max Factor, NBC) ..... 4.83 21. COUNTRY MUSIC JUB. W'mson, Dickie, ABC) ...... 6.18 23. DEAN MARTIN (Union Carbide, NBC) 8.77

# COST PER 1,000 CHILDREN

PER COMMERCIAL MINUTE 3-Net Avg., \$10.51; ABC Avg., \$19.18; CBS Avg., \$7.25; NBC Avg., \$8.02

	CBS Avg., \$7.25; NBC Avg., \$8.	.02
1.	L. WELK (Dodge, ABC)	\$2.39
2.	PINOCCHIO (Rexall, NBC)	3.37
3.	ERNIE FORD (Ford, NBC)	3.98
4.	PERRY COMO (Noxzema, Kim- berly-Clark, Amer. Dairy, Sunbeam, Knomark, RCA, NBC)	4.00
5.	ED SULLIVAN (LinMercury, Eastman, CBS)	
6.	STEVE ALLEN (S. C. Johnson, Greyhound, Pharmacraft, NBC)	4.63
7.	WELK'S TOP TUNES (Dodge, ABC)	4.77
8.	RED SKELTON (S. C. Johnson, Pet Milk, CBS)	5.57
9.	PAT BOONE (Gen. Motors, ABC)	
10000	GEORGE GOBEL (RCA, L&M, NBC)	10000
VC (42.50)	EDDIE FISHER (L&M, RCA, NBC) .	
12.	AMATEUR HOUR (Hazel Bishop, NBC)	6.77
13.	GODFREY'S SCOUTS (Lever, Toni,	10000
14.	Readers Digest, CBS)	7.39
15.	YOUR HIT PARADE (Amer.	7.75
200	Control of the Additional Control of the Add	

COUNTRY MUSIC JUB. (W'mson. Dickie, ABC) ..... 7.95 17. EDSEL SHOW (Ford, CBS) ...... 8.23

18. BIG RECORD (Gen. Motors, Armour, Pillsbury, Kellogg, CBS) . 9.06 19. DICK & DUCHESS (Mogen David, H. Curtis, CBS) ..... 9.24 20. POLLY BERGEN (L&M, Max Factor, NBC) ........... 9.62 21. CLUB OASIS (L&M, Max Factor,

22. ROSEMARY CLOONEY (Lever, 24. DEAN MARTIN (Union Carbide, NBC) ......19.22 25. GUY MITCHELL (Max Factor, ABC) 26.91

ABC) .....67.06

26. VOICE OF FIRESTONE (Firestone,

# QUIZ & PANEL SHOWS

#### COST PER 1.000 HOMES PER COMMERCIAL MINUTE

Oil, NBC) . . . . . . . . . . . . . . 7.75

ABC) .....11.30

23. DICK & DUCHESS (Mogen David,

26. GUY MITCHELL (Max Factor,

H. Curtis, CBS)

2-Net Avg., \$2.80; CBS Avg., \$2.23; NBC Avg., \$3.29 1. \$64,000 QUESTION (Revion, CBS) \$1.75 Z. I'VE GOT A SECRET (R. J. Reynolds, CBS) .......... 1.78 3. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) ..... 1.97 4. YOU BET YOUR LIFE (Toni, Chrysler, NBC) ...... 2.21 4. TWENTY-ONE (Pharmaceuticals, NBC) ..... 2.21

6. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) .... 2.27 7. TO TELL THE TRUTH Pharmaceuticals, CBS) ...... 2.45 8. THIS IS YOUR LIFE (P & G, NBC) 2.70 9. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) ..... 2.87 10. \$64,000 CHALLENGE (Revion, P. Lorillard, CBS) . . . . . . . . . 3.15 11. WHAT'S IT FOR? (Pharmaceuticals, NBC) ..... 3.54 12. THE PRICE IS RIGHT 

# COST PER 1,000 MEN

PER COMMERCIAL MINUTE 2-Net Avg., \$3.44; CBS Avg., \$2.74; NBC Avg., \$4.04 1. \$64,000 QUESTION (Revion, CBS) \$2.15 2. WHAT'S MY LINE? (H. Curtis. Sperry-Rand, CBS) ..... 2.28 3. I'VE GOT A SECRET (R. J. Reynolds, CBS) . . . . . . . . 2.30 4. TWENTY-ONE (Pharmaceuticals, NBC) ..... 2.50 5. YOU BET YOUR LIFE (Toni. Chrysler, NBC) ...... 2.62 6. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) ....... 3.01 7. TO TELL THE TRUTH (Pharmaceuticals, CBS) ...... 3.19 8. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) ...... 3.24 9. S64,000 CHALLENGE (Revion, P. Lorillard, CBS) ..... 3.47 10. THIS IS YOUR LIFE (P & G, NBC). 3.64 11. WHAT'S IT FOR? (Pharmaceuticals, NBC) ..... 4.62 12. THE PRICE IS RIGHT (RCA, Speidel, NBC) ...... 4.75 13. TIC TAC DOUGH (Warner,

RCA, NBC) ..... 7.93

#### COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

2-Net Avg., \$2.47; CBS Avg., \$1.92; NBC Avg., \$2.94 1. S64,000 QUESTION (Revion, CBS) S1.49 2. I'VE GOT A SECRET (R. J. Reynolds, CBS) . . . . . . . 1.57 3. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) ..... 1.68 4. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) .... 1.90 5. YOU BET YOUR LIFE (Toni, Chrysler, NBC) . . . . . . . 1.95 6. TWENTY-ONE Pharmaceuticals, NBC) 2.01 7. TO TELL THE TRUTH (Pharmaceuticals, CBS) ..... 2.15 8. THIS IS YOUR LIFE (P & G, NBC) 2.38 9. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) . . . . . . 2.51 10. \$64,000 CHALLENGE (Revion, P. Lorillard, (BS) ..... 2.72 11. WHAT'S IT FOR? (Pharmaceuticals, NBC) ...... 3.08 12. THE PRICE IS RIGHT (RCA, Speidel, NBC) . . . . . . . . . . . . . . . 3.38 13. TIC TAC DOUGH (Warner,

RCA, NBC) ..... 5.29

#### COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

2-Net Avg., 7.99; CBS Avg., \$7.65; NBC Avg., \$8.28 1. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) ...........\$3.46 2. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) ..... 3.49 3. I'VE GOT A SECRET (R. J. Reynolds, CBS) ...... 3.51 4. YOU BET YOUR LIFE (Toni, Chrysler, NBC) ...... 5.11 5. TWENTY-ONE (Pharmacouticals, NBC) ..... 5.44 6. TO TELL THE TRUTH (Pharmaceuticals, CBS) ...... 5.85 7. \$64,000 QUESTION (Revion, CBS) . 6.46 8. THE PRICE IS RIGHT (RCA, Speidel, NBC) ....... 6.61 9. THIS IS YOUR LIFE (P & G, NBC). 8.84 10. WHAT'S IT FOR? (Pharmaceuticals, NBC) ......10.48 11. WHAT'S MY LINE? (H. Curtis, 12. \$64,000 CHALLENGE (Revion, 13. TIC TAC DOUGH (Warner, 

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COMING COST PER THOUSAND ANALYSES:



Next Week: Adventure-Suspense-Western Shows News-Sports-Miscellaneous Shows.

The Billboard Continuing

# **COST-PER-THOUSAND**

Analyses of Network TV Shows in Class A Time

By Sponsor Group

Toiletry, Toilet Goods Household Cleanser & Polish

Computed by Univac and based on October TV audience measurements of AMERICAN RESEARCH BUREAU

This chart is the TV industry's only guide to the monthly cost efficiency of Class A time network programs compared by program type and sponsor group and broken down by audience composition.

Each program's cost figures represent the sponsor's actual cost for reaching 1,000 TV homes, men, women or children per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes and then by the total number of homes men, women and children under 16 reached during the last rating period as determined by American Research Bureau. Actual time and talent costs

provided to The Billboard on a confidential basis are average show costs over a 52-week period

Since many factors other than cost efficiency are involved In determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value

# TOILETRY & TOILET GOODS SPONSORS

#### COST PER 1,000 HOMES PER COMMERCIAL MINUTE

#### 3-Net Avg., \$3.86; ABC Avg., \$6.40;

-	CBS Avg., \$3.48; NBC Avg., \$3.5	5
1.	REVLON (\$64,000 Question, CBS)\$	1,7
1	SPERRY RAND (Gunsmoke, CBS)	1.8
3.	P & G (Wyatt Earp, ABC)	1.9
4	H. CURTIS, SPERRY-RAND (What's My Line?, CBS)	1.9
5.	PHARMACEUTICALS (Twenty-One, NBC)	2.2
5.	TONI (You Bet Your Life, NBC)	2.2
7.	GILLETTE, TONI (Caval. of Sports, NBC)	2.2
	PHARMACEUTICALS (To Tell the Truth, CBS)	2.4
•.	AMER. HOME PRODS. (D. Edwards News, CBS)	2.5
10.	MAX FACTOR (Whiting Girls, CBS)	2.5
11.	P & G (The Web, NBC)	2.6
12.	P & G (This Is Your Life, NBC)	2.7
13.	COLGATE (The Millionaire, CBS)	2.7
14.	P & G (Meet McGraw, NBC)	2.8
15.	WARNER (Restless Guns, NBC)	2.8
16	TON1 (People Are Funny, NBC)	2.8
17.	MENNEN (Wednes, Night Fights,	
18.	BRISTMYERS (Alfred Hitchcock,	2.5
	CBS)	2.9
19.	NOXZEMA (Perry Como, NBC)	3.0
20.	H. CURTIS (Oh, Susanna!, CBS)	3.0
21.	AMER. HOME, LEVER (Have Gun, WIII Travel, CBS)	5.0
22.	SCHICK (Dragnet, NBC)	3.0

23. CHESEBROUGH (Bob Cummings,

NBC) ..... 3.14

24. WILDROOT, J&J (Robin Hood, CB5), 3.15

24. REVLON (\$64,000 Challenge, CBS).. 3.15

26 P & G (People's Choice, NBC.... 3.25

27. HAZEL BISHOP (M-Squad, NBC).. 3.36

28. TONI (Your Hit Parade, NBC)..... 3.45

29. TON1 (Godfrey's Scouts, CBS)..... 3.52

31. PHARMACRAFT (Steve Allen, NBC).. 3.81

32. BRIST.-MYERS (Playhouse 90, CBS). 3.84

33. HAZEL BISHOP (Jane Wyman, NBC). 3.95

34. LEVER (Rosemary Clooney, NBC)... 4.00

35. COLGATE (The Thin Man, NBC).... 4.02

36 ARMOUR (Big Record, CBS)..... 4.04

37. SCHICK (Gisele MacKenzie, NBC)... 4.06

39. COLGATE (Mr. Adams & Eve, CBS).. '4.09

40. PUREX (Perry Mason, CBS)..... 4.18

41 LEVER (Life of Riley, NBC)..... 4.33

42. REXALL (Pinocchio, NBC)..... 4.54

43 MAX FACTOR (Polly Bergen, NBC).. 4.85

44. CARTER (West Point, ABC)..... 5.57

45. MAX FACTOR (Club Oasis, NBC).... 5.63

46 WARNER (Tic Tac Dough, NBC).... 5.69

47. LEVER (Shulton, Eve Arden, CBS).. 6.98

48. MENNEN (O. S. S., ABC)..... 7.04

49. H. CURTIS (Dick & Duchess, CBS). . 8.44

50. REVLON (Walter Winchell File, ABC) 9.70

51. MAX FACTOR (Guy Mitchell, ABC).. 11.30

NBC) ..... 4.06

37. HAZEL BISHOP (Amateur Hour,

NBC) ...... 3.54

30. PHARMACEUTICALS (What's It For?,

#### COST PER 1,000 MEN PER COMMERCIAL MINUTE

#### 3-Net Avg., \$4.90; ABC Avg., \$8.03;

	3-Net Avg., \$4.90; ABC Avg., \$8.03 CBS Avg., \$4.64; NBC Avg., \$4.3	1
1,	GILLETTE, TONI (Caval. of Sports,	00000
	NBC)	1.91
2.	SPERRY RAND (Gunsmoke, CBS)	1.92
		2.11
	.com 보기 : (ii) .com 이 시구는 시간 : () 보기 때문화가 되는 것으라고 보고 있는 () .com	2.15
	H. CURTIS, SPERRY-RAND (What's	2122
	My Line?, CBS)	2.28
6.	PHARMACEUTICALS (Twenty-One, NBC)	2.50
	MENNEN (Wednes, Night Fights,	
	ABC)	2.60
8.	TONI (You Bet Your Life, NBC)	2.62
9.	P & G (The Web, N8C)	2.82
	WARNER (Restless Guns, NBC)	
	PHARMACEUTICALS (To Tell the	
	Truth, CBS)	3.19
	TONI (People Are Funny, NBC)	3.24
13.	NOXZEMA (Perry Como, NBC)	3.25
14.	BRISTMYERS (Alfred Hitchcock, CBS)	3 25
15	AMER, HOME, LEVER (Have Gun.	
	Will Travel, CBS)	3.30
16.	AMER. HOME PRODS. (D. Edwards News, CBS)	3.37
17	REVLON (\$64,000 Challenge, CBS)	3.47
	P & G (Meet McGraw, NBC)	3.50
		3.57
	하다 가면 있었다. 내용이 아름답은 가면 없는 것이 없는 것이 없다고 말했다. 그리고 말했다. 사람들은 사람이 되었다.	
100	P & G (This Is Your Life, NBC)	3.64
	PHARMACRAFT (Steve Allen, NBC).	3.64
	이 입사가 되는 사람들이 살아왔다. 나는 바람이 아니는 그리고 있다면 하는 것이 없는데 없는데 없는데 없는데 없다면 하는데 없	3.67
	MAX FACTOR (Whiting Girls, CBS).	3,85
24.		4.02
25		4.18
	TON1 (Your Hit Parade, NBC) CHESEBROUGH (Bab Cummings,	4.33
28.	NBC)	4.34
		4.62
29.	NBC)	4.63
		4.70
31.	PUREX (Perry Mason, CBS)	4.7
32.	WILDROOT, J&J (Robin Hood, CBS).	4.98
34,	TONI (Godfrey's Scouts, CB5)	5.17
	COLGATE (The Thin Man, NBC)	5.27
	HAZEL BISHOP (Jane Wyman, NBC)	5.36
		5.40
38.	HAZEL BISHOP (Amateur Hour,	
10	NBC)	5,4
	REXALL (Pinocchio, NBC)	5.53
	ARMOUR (Big Record, CBS)	5.55
42	MAX FACTOR (Polly Bergen, NBC). COLGATE (Mr. Adams & Eve, CBS).	5.94
42	MAX FACTOR (Club Oasis, NBC)	6.21
43.	MAX PACION (CHIB dasis, NBC)	6.21

#### COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

# 3-Net Avg., 3.72; ABC Avg., \$7.06 CBS Avg., \$3.36; NBC Avg., 3.21

1. PAG (People's Choice NBC)

	**	rad trephie a choice, HDC/	1.34
E	2.	REVLON (\$64,000 Question, CBS)	1,49
	3.	H. CURTIS SPERRY-RAND,	
		(What's My Line? CBS)	1.68
	4.	SPERRY RAND (Gunsmoke, CBS)	1.72
	5.	TONI (You Bet Your Life, NBC)	1.95
		PHARMACEUTICALS (Twenty-One,	
		NBC)	2.03
	7.	PHARMACEUTICALS (To Tell the	
		Truth, CBS)	2.15
	8.	P&G (Wyatt Earp, ABC)	2.17
	9.	P&G (This is Your Life, NBC)	2.38
	10.	COLGATE (The Millionaire, CBS)	2.43
	11.	AMER. HOME PRODS. (D. Edwards	
		News, CBS)	2.4

12. NOXZEMA (Perry Como, NBC).... 2.47 13. TONI (People Are Funny, NBC).... 2.51 14. MAX FACTOR (Whiting Girls, CBS). 2.56 15. P&G (The Web, NBC)...... 2.57 16. P&G (Meet McGraw, NBC)..... 2.58 17 BRIST .- MYERS (Alfred Hitchcock, CBS) ....... 2.69

18. REVLON (\$64,000 Challenge, CBS) . 2.72 19. CHESEBROUGH (Bob Cummings, NBC) ..... 2.75 20. TONI (Your Hit Parade, NBC)..... 2.92 21. PHARMACRAFT (Steve Allen, NDC1 ..... 2.93 22. H CURTIS (Oh, Susanna!, CBS)... 3.02 23. SCHICK (Dragnet, NBC)...... 3.07 24. PHARMACEUTICALS (What's It for?

25. AMER. HOME, LEVER (Have Gun, Will Travel, CBS1...... 3.12 26. TONI (Godfrey's Scouts, CBS)..... 3.17 27. WARNER (Restless Guns, NBC).... 3.25 28 SCHICK (Gisele MacKenzie, NBC).. 3.30 28 BRIST.-MYERS (Playhouse 90, CBS) ... 3.30

30. GILLETTE, TONI (Caval. of Sports,

NBC) ..... 3.08

NBC) ..... 3.34 31. HAZEL BISHOP (M-Squad, NBC)... 3.42 32. ARMOUR (The Big Record, CBS)... 3.44 33 LEVER (Rosemary Clooney, NBC)... 3.52 34 HAZEL BISHOP (Amateur Hour, NBC) ...... 3.53 35 COLGATE (Mr Adams & Eve, CBS).. 3.76 36 HAZEL BISHOP (Jane Wyman, NBC) 3.84

37. COLGATE (The Thin Man, NBC)... 3.89

38. REXALL (Pinocchio, NBC)..... 4.07

39. PUREX (Perry Mason, CBS)..... 4.09 40. LEVER (Life of Riley, NBC)..... 4.11 41. MAX FACTOR (Polly Bergen, NBC/ ..... 42. WILDROOT, J&J (Robin Hood, CBS) 4.61 43 MAX FACTOR (Club Oasis, NBC)... 4.83 44. MENNEN (Wednes, Night Fights,

ABC) ..... 5.20 45. WARNER (Tie Tac Dough, NBC).... 5.29 46. CARTER (West Point, ABC)..... 6.36 47. LEVER, SHULTON (Eve Arden,

CBS) ..... 6.57 48 MENNEN (0.5.5., ABC)...... 8.55 49 H. CURTIS (Dick & Duchess, CBS).. 8.98

50 MAX FACTOR (Guy Mitchell, ABC)., 10.02 51 REVLON (Walter Winchell File, 

#### COST PER 1.000 CHILDREN PER COMMERCIAL MINUTE

-	3-Net Avg., \$8.20; ÅBC Avg., \$15.40 CBS Avg., \$7.13; NBC Avg., \$7.3	8;
1,	P&G (Wyatt Earp, A80)	2
2.	SPERRY-RAND (Gunsmoke, CBS)	2
3.	WILDROOT, J&J (Robin Hood, CSS).	2.
	MAX FACTOR (Whiting Girls, CSS).	2.
100	H. CURTIS (Oh, Susannat, CBS)	2
	REXALL (Pinocchio, NBC)	3.
	TONI (People Are Funny, NSC)	3.
8		3.
	WARNER (Restless Guns, NBC)	3
10	NOXZEMA (Perry Como, NBC)	4.
11.	AMER. HOME, LEVER (Have Gun,	
	Will Travel CBS)	4
12.	PHARMACRAFT (Steve Allen, NOC).	4
13	COLGATE (The Millionaire, CBS)	4
14.	PUREX (Perry Mason, CBS)	4
	TONI (You Bet Your Life, NBC)	5
15		5
17.	Control of the Contro	5
18	PHARMACEUTICALS (Twenty-One, _	0
20	NBC)	5
14	COLGATE (Mr. Adams & Eve, 085), PHARMACEUTICALS (To Tell the	5
20	Truth, CBS)	5
21	BRISTMYERS (Alfred Hitchcock,	3
	CBS)	5
22.	P&G (Meet McGraw, NBC)	5
	COLGATE (The Thin Man, NBO)	6
	SCHICK (Dragnet, NBC)	6
25.	REVLON (\$64,000 Question, C85)	6
26	CHESEBROUGH (Bob Cummings,	
	NBC)	6
27,	HAZEL BISHOP (Amateur Haw),	
133	NBC)	6
28	GILLETTE, TONI (Caval of Sports,	121
-	NBC)	6
	TONI (Godfrey's Scouts C95)	7
30	SCHICK (Gisele MacKenzie, NBC)	7

31 Tult! (Your Hit Parade, NBC ..... 7,95 32 P&G (The Web, NBC)...... 8:28 33. AMER. HOME PRODS. ID. Edwards News, CB51, ..... 8.68

34. P&G :This Is Your Life, NBC1.... 8.34 35. ARMOUR (The Big Record, CB5)... 9.06 36. MENNEN (Wednes, Night Fights, ABC) 37 H. CURTIS (Dick & Duchess, CB5) .. 9.24

38 MAX FACTOR (Polly Bargen, NBC). 9.62 39. PHARMAGEUTICALS (What's It for? NBC/ ..... 10.48 40 MAX FACTOR (Cl. b Oasis, NBC) ... 10.87 41. H. CURTIS, SPERRY-RAND (What's My Line? CB5).......... 11.13

43. HAZEL BISHOP (Jane Wyman, NBC) ...... 11.77 44, LEVER, SHULTON (Eve Arden, CBS), 12.07 45 LEVER (Rosemary Clooney, NBC).. 13.55 46 BRIST -MYERS (Playhouse 90,

42 CARTER (West Point, ABC)..... 11.56

CBS/ ... 13.71 47 MENNEN (O.S.S., ABC) ...... 14.77 48 REVLON (\$64,000 Challenge, C85).. 15.44 49. WARNER (Tie Tac Dough, NBC).... 17.99 50. MAX FACTOR Guy Mitchell, ABCI. . 26.91 51 REVLON (Walter Windhell File,

# HOUSEHOLD CLEANSER & POLISH SPONSORS

ABC) ..... 28.3

#### COST PER 1,000 HOMES PER COMMERCIAL MINUTE

#### 2-Net Avg., \$3.28;

	CB5 Avg., \$3.29; NBC Avg., \$3.28	
1.	P&G (The Lineup, CBS)	2,45
	AMER. HOME PRODS: (D. Edwards	
	News, CBS)	2.51
3	P&G (The Web, NBC)	2.66
4	P&G (This Is Your Life, NBC)	2.70
5.	LEVER (Father Knows Best, NBC)	2.73
6	COLGATE (The Millionaire, CBS)	2.74
7	P&G (Meet McGraw, NBC)	2.82
	P&G (Phil Silvers, CBS)	
	S C. JOHNSON (Red Skelton, CBS)	
10.	LEVER (Have Gun, Will Travel, CBS).	3.07
11.	DRACKETT (Wagon Train, NBC)	3.16
	S. C JOHNSON (Steve Allen, NBC)	
	GOLD SEAL (I Love Lucy, CBS)	
14.	LEVER (Rosemary Clooney, NBC)	4.00
15.	ARMOUR (The Big Record, CBS)	4.04
16	COLGATE (Mr. Adams & Eve, CBS)	4.09
17	PUREX (Perry Mason, CBS),	4.18

#### COST PER 1,000 MEN PER COMMERCIAL MINUTE

44 LEVER (Life of Riley, NBC)..... 6.48

45. CARTER (West Point, ABC)..... 6.69

46. WARNER (Tic Tac Dough, NBC)... 7.93

47. MENNEN (0.5.5., ABC)...... 8.12

49. H CURTIS (Dick & Duchess, CBS).. 11,15 50 REVLON (Walter Winchell File, ABC) 11.62

MAX FACTOR (Guy Mitchell, ABC).. 17.04

48 LEVER, SHULTON (Eve Arden,

#### 2-Net Avg., \$4.21;

	CBS Avg., \$4.35; NBC Avg., \$4.03	
1.	P&G (The Web, NBC)	\$2.82
	LEVER (Have Gun, Will Travel, CBS).	
3.	P&G (The Lineup, CBS)	3.31
4	AMER. HOME PRODS. (D. Edwards	-0/50
	News, CBS)	3.37
5.	P&G (Meet McGraw, NBC)	
6	P&G (Phil Silvers, CB5)	3.53
	COLGATE (The Millionaire, CBS)	
	S C. JOHNSON (Red Skelton, CBS)	
	DRACKETT (Wagon Train, NBC)	
	P&G (This is Your Life, NBC)	
	S. C. JOHNSON (Steve Allen, NBC)	
	LEVER (Father Knows Best, NBC)	
	PUREX (Perry Mason, CBS)	
	LEVER (Rosemary Clooney, NBC)	
	ARMOUR (The Big Record, CBS)	
	COLGATE (Mr. Adams & Eve, CBS)	
	GOLD SEAL (I Love Lucy, CBS)	

#### COST PER 1,000 WOMEN

#### PER COMMERCIAL MINUTE

	2-Net Avg., \$3.04; CBS Avg., \$3.11; NBC Avg., \$2.95	
1.	P&G (The Lineup, CBS)	2.3
2	P&G (This Is Your Life, NBC)	2.3
	COLGATE (The Millionaire, CBS)	
	AMER, HOME PRODS (D. Edwards	
	News, CBS)	2.4
5.	LEVER (Father Knows Best, NBC)	2.4
	P&G (The Web, NBC)	
	P&G (Meet McGraw, NBC)	
	S. C. JOHNSON (Red Skelton, CBS)	
	S. C JOHNSON (Steve Allen, NBC)	2.9
10	J&G (Phil Silvers, CBS)	3.0
	DRACKETT (Wagon Train, NBC)	
	LEVER (Have Gun, Will Travel, CBS).	
	ARMOUR (The Big Record, CBS)	
	LEVER (Rosemary Clooney, NBC)	
	COLGATE (Mr. Adams & Eve, CBS)	

#### COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

## 2-Net Avg., \$6.09

CBS Avg., \$3.29; NBC Avg., \$3.28	CBS Avg., \$4.35; NBC Avg., \$4.03	CBS Avg., \$3.11; NBC Avg., \$2.95	CBS Avg., \$5.54; NBC Avg. \$6.78
1. P&G (The Lineup, CBS)\$2.45 2. AMER. HOME PRODS; (D. Edwards	1. P&G (The Web, NBC)\$2.82 2. LEVER (Have Gun, Will Travel, C85). 3.30	1. P&G (The Lineup, CBS)	1. P&G (Phil Silvers, CBS)
News, CBS) 2.51	3. P&G (The Lineup, CBS) 3.31	3. COLGATE (The Millionaire, CBS) 2.41	3. LEVER (Have Gun, Will Travel, CSS) 4.13
3 P&G (The Web, NOC) 2.65	4 AMER, HOME PRODS, (D. Edwards	4. AMER. HOME PRODS (D. Edwards	4 DRACKETT (Wagon Train, NBC) 4.24
4 P&G (This Is Your Life, NBC) 2.70	News, CBS) 3,37	News, CBS1 2.43	5 GOLD SEAL (I Love Lucy, CBS) 4.40
5. LEVER (Father Knows Best, NBC) 2.73	5. P&G (Meet McGraw, NBC) 3.50	5. LEVER (Father Knows Best, NBC) 2.46	6 S C. JOHNSON (Steve Allen, NBC). 4.63
6 COLGATE (The Millionaire, CBS) 2.74	6 P&G (Phil Silvers, CBS) 3.53	6 P&G (The Web, NBC) 2.57	7 P&G (The Lineup, CBS) 4.81
7 P&G (Meet McGraw, NBC) 2.82	7. COLGATE (The Millionaire, CBS) 3.57	7 P&G (Meet McGraw, NBC) 2.58	8 COLGATE (The Millionaire, CBS) 4.82
8 P&G (Phil Silvers, CBS) 2.87	B. S C. JOHNSON (Red Skelton, CBS) 3.60	8. S. C. JOHNSON (Red Skelton, CBS) 2.78	9. PUREX (Perry Mason, CBS) 4.88
9 S C. JOHNSON (Red Skelton, CBS) 3.03	8. DRACKETT (Wagon Train, NBC) 3.60	9. S. C JOHNSON (Steve Allen, NBC) 2.93	10 LEVER (Life of Riley, NBC) 5-11
10. LEVER (Have Gun, Will Travel, CBS). 3.07	10 P&G (This Is Your Life, NBC) 3.64	10 J&G (Phil Silvers, CBS) 3.04	11 S. C. JOHNSON (Red Skelton, CBS), 5.57
11. DRACKETT (Wagon Train, NBC) 3.16	10. S. C. JOHNSON (Steve Allen, NBC) 3.64	10. DRACKETT (Wagon Train, NBC) 3.04	12 COLGATE (Mr. Adams & Eve, CBS). 5:71
12. S. C JOHNSON (Steve Allen, NBC) 3.81	12 LEVER (Father Knows Best, NBC) 3.79	12 LEVER (Have Gun, Will Travel, CBS). 3.13	13 P&G (Meet McGraw, NBC) 5.95
13 GOLD SEAL (1 Love Lucy, C85) 3.88	13 PUREX (Perry Mason, CBS) 4.73	13. ARMOUR (The Big Record, CBS) 3.44	14 P&G (The Web, NBC) 8 28
14. LEVER (Rosemary Clooney, NBC) 4.00	14. LEVER (Rosemary Clooney, NBC) 4.76	14. LEVER (Rosemary Clooney, NBC) 3.52	15. AMER, HOME PRODS, (O. Edwards
15. ARMOUR (The Big Record, CBS) 4.04	15 ARMOUR (The Big Record, CBS) 5.55	15. COLGATE (Mr. Adams & Eve, CBS) 3.76	News, CBS) 8.69
16 COLGATE (Mr. Adams & Eve, CBS) 4.09	16. COLGATE (Mr. Adams & Eve, CBS) 6.14	15. GOLD SEAL (I Love Lucy, CBS) 3.76	16. P&G (This Is Your Life, NBC) 8.84
17. PUREX (Perry Mason, CBS) 4.18	17. GOLD SEAL (I Love Lucy, COS) 6.42	17. PUREX (Perry Mason, CBS) 4.09	17 ARMOUR (The Big Record, CBS) 9.06
	18 LEVER (Life of Riley, NBC) 6.48	18. LEVER (Life of Riley, NBC) 4.11	18 LEVER (Rosemary Clooney, NBC) 13.55

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#### COMING COST PER THOUSAND ANALYSES:

Next Week: Food & Beverage Sponsors; Drug & Remedy Sponsors; Automotive & Accessory Sponsors.

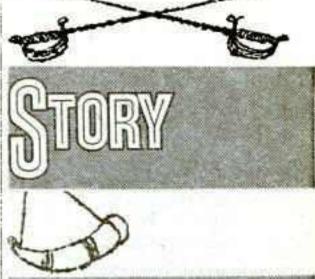
# WCBS Faces Late Pix Fight With a Smile

NEW YORK --- WCBS-TV, here, isn't worried about the buying spree of its competitors, which seems to promise weekend clashes of top-flight feature films from here on in. With a backlog of 1,200 pictures, changed nightly, against the nearest competitor's 700 (WOR-TV, changed weekly) and a record of 162 first-runs in 1957, WCBS is sure its rating edge will continue.

Its average, according to Pulse figures for October and November. remains 12.5 for week nights, 18.7 for Saturdays and 10.8 for Sundays, against the nearest opposition of 6.8, 5.4 and 8.1. WABC-TV made a one-time dent with "Dracula," but subsequent horror films haven't challenged the WCBS "Late Show," according to

# TO TURN RANDOM TUNERS INTO









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Television Programs of America, Inc. 488 Madison Ave., N. Y. 22 • PLaza 5-2100 TV FILM PROGRAMMING

# 'Destination Moon' Launched With Special Sponsor Bait

By CHARLES SINCLAIR

NEW YORK -- In one of the Moon," George Pal's famed science-fiction thriller, into the realm of packaged network color spectaculars.

lining up. First off the mark is a deal, with UA possibly handling being done by the TV off-shoot. large Midwestern food manufac- the sales, in network fashion, of a turer, with whom UA is discussing portion of the spot participations a \$200,000 one-shot at Christmas on this list to national spot adver- TV exposure during the year, in the choice features (such as "The Quiet time for the Technicolor feature. The key problem is one of clearance on a major network, but both NBC and CBS are being mentioned.

The overnight interest in the property, which would mark the first network score for UA in its expanding TV operations, is not hard to analyze. The story, filmed originally with painstaking accuracy, deals with a trip via interplanetary rocket to the Earth's original, non-Soviet satellite, to explore it as a military base, and with the awesome problems faced lines, the interest is understandable.

#### Share Advertising

In addition, UA is uncorking something new in the way of sponsor bait. The film firm, according is pointing for an \$11,000,000 York's Finest," as well as another The board is willing to negotiate to feature sales chief John Leo, gross on all film fronts in 1958- show from Sauphire Films in Engis willing to "split the tab with a nearly double its 1957 take of land, currently rolling with "Robin Rosenhaus interests which own the national sponsor for a nation-wide some \$6,000,000-and is broaden- Hood" and "Sword of Freedom." advertising and promotion cam- ing its co-production and network- For others, he expects soon to paign." This would be a huge level representation to include the scout the program offerings of FCC history. No indications have backstop to any network or spon- William Morris Agency. sor merchandising of the show, and would function along the lines of ing production and sales bluesaturation day-and-date bookings print outlined to The Billboard by producers and pilots in search of a of a major film in theaters.

Even if the right network bid isn't offered, UA has a replacement plan up its sleeve. Having sounded out station opinion on the

# Knell Rings on 'Wire Service'

HOLLYWOOD-The knell has rung on "Wire Service," which producer Don Sharpe has been pitching for a return match on ABC-TV, with the loss of Dane Clark to a ary rights. new Ziv-TV series, "Bold Venture." The actor will star in the half-hour adventure based on Ziv's successful radio property of the same name, based in turn on the movie "To arise ourselves," Hackett states. Have and Have Not."

Sharpe had dropped Clark's costars, George Brent and Mercedes McCambridge, when ratings showed the Clark stanzas far ahead of the alternate episodes of "Wire," and has been offering an all-Clark version until now. "Venture's" pilot will be filmed after January 1 for spring sale.

# NTA Readies Jessel Show

NEW YORK -- National Telefilm Associates is getting ready to offer 39 half hours of its George Jessel show.

refurbished clips of old Jessel from which two-probably "Turnshort subjects, but new footage has pike," a series about long-distance been shot of the entertainer and truckers, and "Treasury Men in areas CNP was allotted, including his name guests, among them Ed- Action"-may get the nod. die Cantor. The program will go into syndication shortly.

film, which can be summed up as | Also newly cleared for TV by "everybody wants it" according to UA, as a result of settlement of best-timed deals of the year, United UA, the movie firm is blueprinting talent-producer money, is "Vice Artists is pushing the sales button a possible one-shot "group buy" Squad," which may soon be which will launch "Desitnation of the property which would in- launched as part of the spring volve as many as 85 stations.

tisers.

#### Two Others

"Happy Go Lovely."

package of features from UA.

This "UA Film Network" would A partial borrowing of the thethen play "Destination Moon" on a latrical theory of "spaced releases" local basis in a Thursday, Friday of big feature films-currently Sponsor possibilities are already or Saturday span, on a one-play spearheaded by UA execs - is

> UA may offer as many as four "specials" for network or national manner of "Destination Moon," but won't try to flood the market. Also, Landed at the same time as long-range plans for TV feature "Destination Moon" from Sol Les- releases call for releasing of no ser-altho not due to be sold in more than one or two packages combination with the interplane- of some 52 titles to be launched tary feature, according to UA- in TV sales annually, even if UA were two other films, the color captures either the big Republic documentary "Kon-Tiki" and a backlog or the Warner features Vera-Ellen, David Niven musical, sold by Associated Artists Produc-

# OFFICIAL AIMS AT by man in "free fall" space flight. With similar projects making head-lines, the interest is understand-

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

NEW YORK -- Official Films tive show, working-titled "New

That's the highlight of a sweep- a West Coast trip. Official's prexy, Hal Hackett.

High on the agenda is "The Invisible Man," now in early script stage, which will be lensed in England for pilot delivery by April. On his last trip to the United Kingdom, Hackett arranged the final details of a new production firm to shoot a half-hour film series based on the H. G. Wells property with Ralph Smart, a director of the "Robin Hood" series also from Of-

The series, which will utilize British National Studios, involves a multi-facet production deal between Official, William Morris, Larry White and Universal-International, which controls the liter-

"Official and William Morris will represent the package jointly on network deals, altho we will handle any syndication which may

"Invisible Man" will be in the "adult mystery" vein, according to Hackett. "It isn't a low-priced show, what with talent costs and elaborate technical work, but we will qualify under the British quota on TV films for a sale there which can be worth \$5,000 per episode today to us," he adds, pointing out additionally that the British quota on U. S.-filmed shows has now been cut to "about 121/2 per cent from 20 per cent."

With the half-hour film viewed by Hackett as "the ideal length for syndication," Official plans to go with as many as five or six major first-run film series in sales

Pyramid Productions, which coproduces "Decoy" and "Big Story" with Official has some 10 proper-The show consists of completely ties on tap, according to Hackett,

> Hackett is also considering the development of a "factual" detec

Hollywood telefilm producers on

"There are no lack of Hollywood financing - distribution operation,' says Hackett wryly.

Pre-Production Up?

If the shortage of first-run film 22 Sales on Its continues thru 1958, Hackett visualizes an upbeat in the kind of pre-production sale to station groups scored by Official with "Decoy," which shot the show into syndication with a \$600,000 sales guarantee against negative costs.

"Big regional deals, however," warns Hackett, "can only be wrapped up on the basis of pilot films, particularly if big regional advertisers are involved.

Altho Official is "creating its he would also have an intensified Bob Rich. search for available rerun shows strip scheduling."

# Republic Gives **NBC** Deadline

NEW YORK -- The proposed deal by a group of NBC-TV executives to spring the Republic Pictures feature backlog into active TV syndication has a deadline of December 15, sources here indi-

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

The bidders, it's also reported, United Artists, which has its canny eye on the backlog's 140 more Man" and "Johnny Guitar") lensed after 1948, 163 miscellaneous Westerns and lesser features, and 15 serials.

# Regents Board Blocks NTA's Buy of WATV

NEW YORK—The Board of legents of New York State last You're There Regents of New York State last week threw a road block into the purchase of WATV, here, by National Television Associates. The board petitioned the Federal Communications Commission to disallow the sale of the station to NTA, and asked that instead it be reassigned for educational purposes. a fair purchase price with the station.

The petition is unprecedented in been given as to the action of the government body. NTA, however, is putting pressure on the FCC for an immediate decision.

# AAP Chalks Up Christmas Pkg.

NEW YORK--While the battle for control of its backlog of features rages elsewhere, Associated Artists Productions is continuing to rack up sales on its four-picture Christmas package of films. Total of 22 additional stations purchased one or more of the four shows, which include the Alastair Sim "Christmas Carol," during the past own backlog" with such shows as "Christmas Carol," during the past week, according to Sales Manager

Markets range from as far south "which lend themselves vell to as San Angelo, Tex., to a TV outlet in Alaska.

# Due soon for the sound stages, POLICY DIFFERS

# Levitt Resigns Job As CNP President

NEW YORK--Robert D. Levitt | veepee, will function as acting a 15-month tenure, because of ment. Levitt replaced Alan Livingwhose plans are uncertain, is said cific division in TV programming, tions on his authority and the inability to move quickly against named president last January. competing film syndication firms.

NBC's attitude is said to be disapproval of Levitt's concentration on first-run syndicated properties and minimization of other diverse Broadway legit investments, opera, merchandising and rerun film sale.

H. Weller (Jake) Keveer, sales

has resigned as president of Cali- chief exec in New York pending an fornia National Productions after NBC decision on Levitt's replacepolicy disagreements with CNP's ston in September, 1956, when the parent company, NBC. Levitt, latter became head of NBC's Pato have rebelled against restric- but kept his title of CNP veepee and general manager. He was

Levitt leaves CNP with two first-run series, "The Silent Service" and "Boots and Saddles," successfully launched; another, "Union Pacific," about to be offered for sale, with 21 episodes already filmed, and two more series on the drawing boards.

# SURPRISE

# SG Package 64% U-I and 40% Col'bia

NEW YORK--The new Screen Gems feature film package contains a few surprises. The package of 112 features contains about 40 per cent Columbia product, and 64 per cent Universal-International product, plus a few independent pictures that Screen Gems acquired from independent sources.

Of major interest is the inclusion of eight films from the "Playhouse 90" series of last season on CBSare almost certain to include TV. Produced for the web by Screen Gems, the pictures contain such names as Linda Darnell, Richard Basehart and Barry Sullivan. Stations which have, so far, been submitted the package have not objected to the "Playhouse 90" product.

Among the more important titles in the package are "Lost Horizon," "Brute Force," "All Quiet on the Western Front," "Here Comes Mr. Jordan," "It Happened One Night," "My Sister Eileen" and the Alec Guiness British produced 1955 feature "The Prisoner."

NEW YORK -- CBS-TV Film Sales will offer 39 half hours of You Are There" to local stations beginning in January. Another 39 half hours are also available for showing during the second year.

Sponsored by the Prudential Life Insurance Company, the program garnered prestige, ratings and several awards. Among the half hours available in the first package of 39 are the Hatfield-McCoy feud, the triumph of Alexander the Great, "The Tragic Hour of Doctor Semmelweiss" and the "Death of Socrates.

# 'Shock!' for WJW, Maybe WJBK, Also

NEW YORK--The Storer station in Cleveland, WJW-TV, last week bought the "Shock!" package from Screen Gems. Storer is also reportedly interested in the package for its Detroit outlet, WIBK-TV.

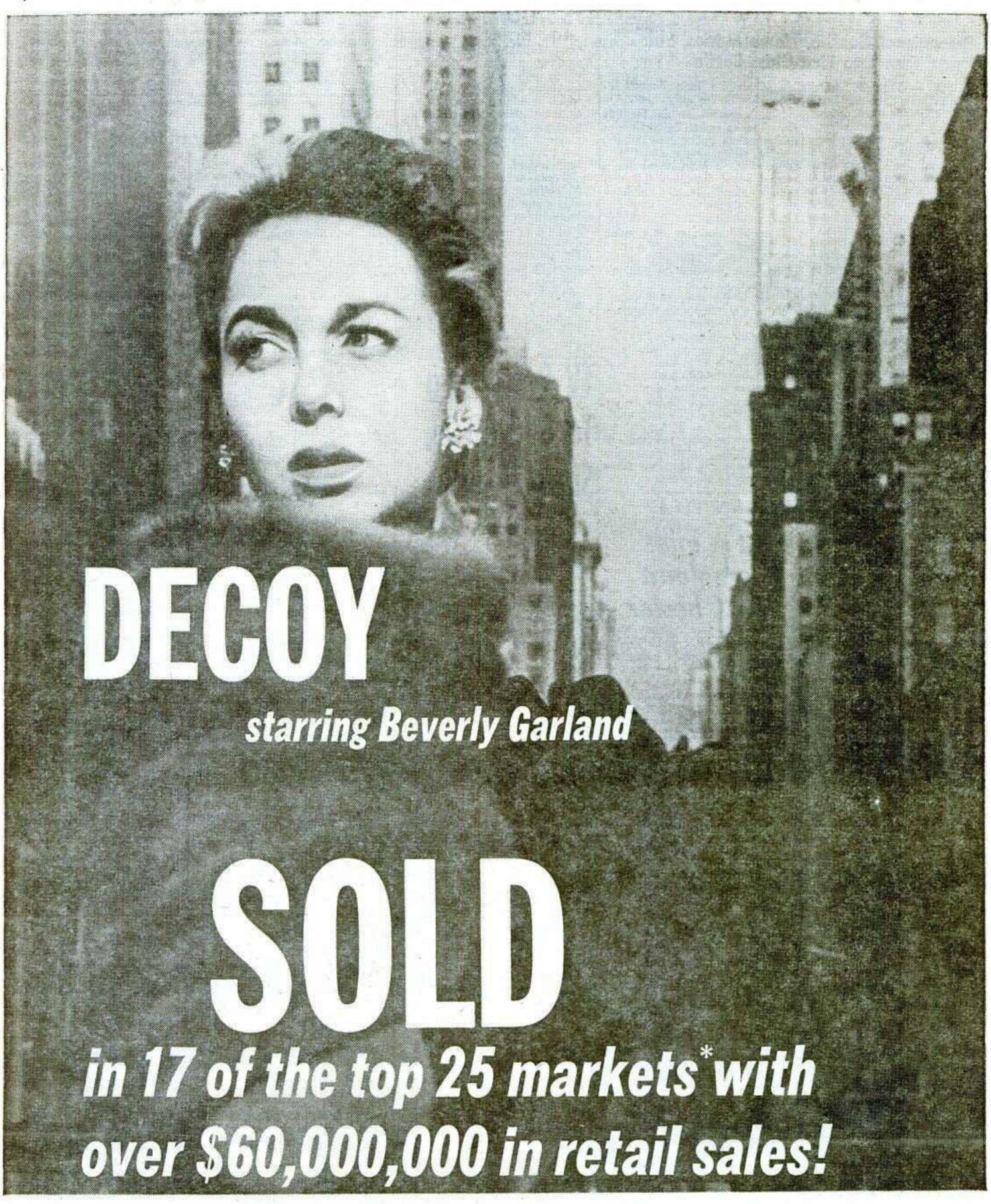
The horror features were also sold to WRGP-TV, Chattanooga, Tenn.; KTTS - TV, Springfield, Miss., and KGUN-TV, Tucson, Ariz.

Baltimore's American Research Bureau ratings for Saturday (9) on WBAL-TV gave the show a 16.9 or 142 per cent better than the previous month.

# Anheuser Buys Spillane Series

NEW YORK -- The Anheuser-Busch Company for its Busch Bavarian Beer last week purchased Mickey Spillane's' Mike Hammer vidfilm series from MCA-TV for a five State area-Illinois, Missouri, Kansas, Arkansas and Iowa. The show was bought within 24 hours after seeing the pilot.

Anheuser - Busch itself also bought the property for a select number of other markets where its advertising needs bostering. RKO-Teleradio owns the show in Boston, Memphis, Detroit, Los Angeles and here.



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



OFFICIAL FILMS, INC.

25 West 45th St., N. Y. 36, N. Y.

REPRESENTATIVES: Atlanta . Bevery Hills . Chicago . Dallas . Minneapolis . San Francisco . St. Louis

New York
Los Angeles
Chicago
Philadelphia
San Francisco
Boston
Pittsburgh
Cleveland
Minneapolis-St. Paul
Buffalo
Milwaukee
Dallas-Ft. Worth
Miami-Ft. Lauderdale
Seattle
Denver
Indianapolis
San Diego

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# CHI STAGES LATE **NIGHT FILM WAR**

Promotional Gunfire, Name Movies, Star Hosts Turn Into First-Class Battle

was first to stage a three-way battle | charged with the assignment. of late-night feature films, suddenly finds itself in an advanced stage show," says Bennett, "what Charles

something-like-live TV.

tions hurled name comedy talent at natural segue from live TV into each other in the roles of hosts to the film shock. How? By doing feature films and backed them up maniacal things, but looking like with promotion which outshadowed I think it's all perfectly sensible." the films themselves. Program director of one of these stations, Frank Atlass Jr., WBBM-TV, frankly admitted that his move was directed against still a third competitor, WNBQ, which has been reducing the film audience by the live appeal of Jack Paar on "Tonight." Meanwhile, WBKB installed a local zany to host the "shock" package which bowed Saturday night (7) bucking up against WBBM's "Best of M-G-M," previously an unchallenged juggernaut.

WBBM's entry is Jerry Colonna on a one-week tryout that began Thursday (5). After the one-weeker. Colonna is committed to a twoweek overseas tour with Bob Hope But if the experiment clicks, Atlass says he will either try to entice Colonna back or slot another comic for a long run. Colonna is cast as the "producer-director" of the 10 p.m. film series. Show opens showing Colonna in a director's chair. As a typical gimmick, on his opening night, he's picked up talking about Hollywood really being a very normal place, then stands up revealing an outlandish costume. From a desk drawer, he removes a running out to the kitchen.

advantages of a good film."

WBKB is out to serve a trickier purpose, that of reducing the less the week notified NTA that the ties. pleasant aspects of shock in contract between them was not "Shock," and the even trickier aim binding because of "obligations, of removing the shock altogether legal and moral, owed to minority from the premium-rate commer- stockholders of AAP by its officers.

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

FORT SMITH, Ark. --- KFSA-TV, here, a UHF station, had 96 per cent of the families in the area as viewers during the November survey period by the American Research Bureau. The station, a combined NBC-TV and ABC-TV affiliate, had nine of the 10 top shows, and 17 out of 20.

The station's share of audience thruout the week, according to ARB, was 53.9 per cent. KNAC-TV, its closest rival, had a 37.1 share.

#### 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 \$10.00. Af not de-tighted 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-222, 403 Market St., Newark, N.J

CHICAGO -- This city, which cials. Comedian Terry Bennett is

"I'm supposed to do for this of that war: A contest in late-night Addams does in the New Yorker, satirize death, even make you In the past five days two sta- laugh at it. I have to provide a

> A typical gag was his opening for "Shock" debut Saturday with "Frankenstein." Bennett, whose character is known to the audience as Marvin, says:

"This is the story of Frankenstein, a story that asks this question: Can a man over 35 find happiness with a playmate? . . . " Theoretically, his audience is already viewing shock in a framework of humor when the film begins to roll.

Three or four times during the film. Marvin steps in for segues into commercials, again attempting to bridge between horror and receptivity. He'll be available, in fact, to do live commercials, provided the scripts for them allow him to stay in character.

# ANOTHER PLEA

# NTA Files Complaint Vs. Chesler

can of film, blows the dust off and film Associates last week filed a to TV barter campaigns. throws the reel out a window with cross complaint against Lou Ches-NTA.

> and other contending parties is ex- major markets." pected to be settled in the courts here this week.

**Guild Pitches** L. Errol Pkg.

NEW YORK-Guild Films has begun the sale of "Leon Errol Comedy Package," 130 shorts, mostly two-reelers, culled from the 39 half-hour shows.

Two more comedy packages Than Ever" campaign, WTOP-TV from the RKO group will be made launched the "Shock!" features last for 1958 sale by Guild Films, as week as a Sunday night entry. well as the division of the 650 remaining shorts into four adven- Screen Gems Shifts ture, documentary and drama series.

NEW YORK--It's ABC-TV and

The web's programmers are ening a September, 1958, debut.

# KMGM'S PHONE CALLS BOOST ITS AUDIENCES

MINNEAPOLIS -- Station KMGM-TV, here, is working a phone gimmick which will likely drive the telephone company wild, but which is adding substantially to its audiences. The station's personnel are making mass phone calls to let viewers know which features are being televised.

There is no cost to the station, since companies in the area pay a fixed sum for unlimited phone calls. Calls are made in a chain manner, with each employee calling 20 people or more. Two hundred and forty calls were made the first day, and 660 later in the week. Residents seem grateful for the interest shown by the station in their TV habits. Don Swartz is station manager.

# **Barter Org** To Add Radio, Signs Zisser

NEW YORK -- Still another new field is about to be invaded by fast-moving Time Merchants, Inc. The barter firm has just signed Bernard Zisser, former World Broadcasting and Television Programs of America exec, to a new post as vice-president of TMI to head an operation that will add NEW YORK-National Tele- radio as a complementary medium Dexter Sewing Machines, Grant thru

Zisser's new offshoot will opera trademark cue, "Roll it, Dudley." ler, Mac Schwebel and Maxwell ate in radio much as TMI operates Then the film goes on. Colonna Godhar in the Supreme Court, in film bartering, setting deals with also serves as an entertaining New York County. The complaint stations on the basis of an exchange bridge into the commercials, de- asks the court to force specific per- of bartered time for syndicated signed to discourage viewers from formance of the contract between radio programs, either live or NTA and Chesler and associates taped. The new TMI exec's back-"It's a way." says Atlass, "of which would turn over control of ground includes a creative radio combining the live feeling with the Associated Artists Productions to program hitch with M-G-M, which once launched a recorded program Chesler and associates earlier in service built around Metro proper-

TMI chief Dick Rosenblatt feels that the new barter area will broaden the firm's scope considerably, since TMI will then "be able The legal wrangling between NTA, to offer clients combinations of AAP, United Artists, Elliot Hyman daytime radio and nighttime TV in

In its regular barter area, TMI is now able to meet "at least 95 per cent of the television market surfaces agencies, and at least 70 per cent of the stations which appear on most national TV spot campaigns today," according to Rosenblatt.

# WTOP's Features **Atop Late Ratings**

buy of 1,200 RKO properties from here has come with the lion's share among syndicated films in 19 of the sales by Sales Management. C&C Television. The package, of the late night audience, draw- country's top 21 markets. (The sewhich includes a batch of Clark ing an 8.0 average for its feature ries hasn't debuted yet in Deand McCullough and Benny Rubin films against a combined 5.5 for troit.) "Silent" took first place in comedies as well as Leon Errol its three competitors (including the seven of the markets-New York, starrers, is being offered in two "Tonight" show), according to the Chicago, Pittsburgh, Cleveland, Ride Western formats, 26 hour-long shows and American Research Bureau.

# Three Salesmen

not ABC Film Syndication that has last week shifted three of its salesthe inside track on "Flying Tigers," | men. George Hankoff, now coverthe Gen. Genovese adventure series ing Baltimore - Washington - Phil- O. (No. 1, Pulse); Providence (No. which Gen. Claire Chennault pro- adelphia, has been transferred to 8, Pulse and ARB), New Orleans purchased by new sponsors renounced exciting and accurate last national sales. Marvin Fraum who (No. 7, Pulse), Peoria, Ill., (No. 5, cently in 10 States, Guam and thusiastic over the pilot film, mull- Hart, now in New York City, will work state wide.

# 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

Air Travel, Northeast Airlines thru J. Walter Thompson (Prog.) Cheer, Procter & Gamble thru Young & Rubicam (Ann.)

Colgate-Palmolive, Shave Line thru Ted Bates (Ann.) Esso Standard Oil thru McCann-

Ericson (Ann.) Instant Gift Wrap Bows, Burlington

Industries thru Ben Sacheim (Part.) Kent Cigarettes, P. Lorillard thru Lennen & Newell (Ann.) Maxwell House Instant Coffee, General Foods thru Benton & Bowles (ID) Oxydol, Procter & Gamble, DF&S

(Part.) Sylvania, thru J. Walter Thompson

# On Southern Stations

Bayer Aspirin, Sterling Drug thru Dancer-Fitzgerald-Sample (Ann.) Big Top Peanut Butter, Procter & Gamble thru Compton (Part.) Borden's Instant Coffee, thru Doherty, Clifford, Steers & Shenfield (Ann.,

Christmas Wrappings, Minnesota Mining & Mfg. thru MacManus, John &

Adams (Ann.) Dexter Sewing Machines, Grant, thru Arthur Meyerhoff (Prog.) Esso Standard Oil thru McCann-Ericson (Ann., 1D)

Frozen Meats, John H. Dulany thru Erwin Wasey (ID., Part.) Gift Boxes, Bourjois Inc. thru Lawrence C. Gumbinner (Part.) Jet Rocket, Gary Corp. thru Anderson-

Kushin-Takaro (Part.) Kool Cigarettes, Brown & Williamson thru Ted Bates (Ann.) Lionel Trains, thru Grey (ID)

Parker Pen, thru Tatham-Laird (Ann.) Phillips Milk of Magnesia, Sterling Drugs, thru Dancer-Fitzgerald-Sample (Ann.)

Pontiac, General Motors, MacManus, John & Adams (Ann., ID) Preparation "H". Whitehall Pharmical thru Ted Bates (Ann.)

Religion, Rev. Oral Roberts thru C. L. Miller (Prog.) Ronson, Lighters thru Norman, Craig

& Kummel (Prog.) Salad Mixer, Grant thru Arthur Meyerhoff (Prog.)

Starches, Easy Monday Products thru J. Walter Klein (Prog.) "21 Top Hits" (Record) thru Mohr Associates (Ann.)

"21 Top Hits" (Record) Whitehouse thru Victor & Richards (Ann., Part.) Wheaties, General Mills thru Knox Reeves (Ann.)

Zest, Procter & Gamble thru Compton

# On Midwestern Stations

Art Instructions, thru Knox Reeves (Ann.)

Burlington Mill's Ribbon thru Ben Sackheim (Ann.)

Butternut Bread, Interstate Bakers thru Potts-Woodbury (Ann.) Crisco, Procter & Gamble thru Compton

(Ann.) Arthur Meyerhoff (Ann.) Exquisite Form Brassieres thru Grey

Family Circle Magazine, Dancer-Fitzgerald-Sample (Prog.) Instanct Cream of Wheat thru BBDO

Instant Maxwell House Coffee, General Foods thru Benton & Bowies (ID) Real Estate, Mackle Co. thru Erwin-Wasey (Prog.)

Robert Curley thru McGraw (Ann.) Smith Bros. Cough Drops thru Sullivan, Stauffer, Colwell & Bayles (Ann.) "21 Top Hits" thru Victor & Richards

#### On Southwestern Stations

Ford Cars thru J. Walter Thompson (Ann., ID)

Glamorene, thru Product Services (Ann.) Humble Oil thru McCann-Erickson (Prog.) Maryland Club Coffee, Duncan thru

Tracey-Locke (ID) Mid-Atlantic Stainless Steel (Prog.) Pontiac, General Motors thru Mac-Manus John & Adams (Ann.)

Rainbo Bread thru Pitlik (ID) ON ROCky mount 7 west coast stations Alka Seltzer, Miles Labs, thru Geoffrey Wade (Ann.)

Bayer Aspirin, Sterling Drug thru Dancer-Fitzgerald-Sample (Ann., Part.) Conoco Products, Continental Oil thru Benton & Bowles (Prog.)

Du Maurier Cigarettes, Brown & Williamson thru Erwin-Wasey (Ann.) Egg Nog, Bowey's, Inc. thru Sorensoi (Part.) Gift Wrap, Minnesota Mining & Mfg. thru MacManus, John & Adams

(Ann., Part.) Instant Gift Wrap Bows, Burlington Industries thru Ben Sackheim (Ann.) Instant Bows, Burling Mills, thru Ben

Sackheim, Inc. (Ann.) Kent, Newport, Old Gold Cigarettes Lorillard Co., thru Lennen & Newall (Ann., ID)

Press-On Nail Polish, Harrison Lab. thru Product Service (ID, Part.) Shoes, Karl's Shoe Stores thru Chas. N. Stahl (Ann., ID)

Twinkle Copper Cleaner, Drackett Co. thru Ralph H, Jones Co. (Ann., Part.) Waxtex & Northern Paper Products, Marathon Corp. thru Young & Rubicam (Ann.)

# 'Silent Service' in Top Ten in 19 Top Marts

WASHINGTON — WTOP-TV Service" ranks in the Top 10 kets of the top 21, ranked in retail To strengthen its "Better Late cording to both Pulse and American Research Bureau.

> The California National Productions adventure earned Top Five status in Philadelphia, San Francisco, Washington, Dallas, Milwaukee, Cincinnati, Kansas City, Mo., and Atlanta and Top 10 posiscored high last month in Dayton, newals and new business.

rating in October, with a 45.5 lanta and Portland, Ore.

# Autry-Rogers Fad at MCA

NEW YORK -- MCA-TV is benefiting from the current popularity of Western programs on the webs. The chief beneficiary is MCA-TV's Autry-Rogers features, tions in Boston, Miami, St. Louis now in the third year of regional NEW YORK -- Screen Gems and Minneapolis. Among smaller and spot sale, which have been markets, the submarine show racking up a strong record of re-

The feature package has been covered upper New York State ARB), and San Diego, Calif. (No. Australia. It is now in the Top 10, takes over for him. And William 6, Pulse).
Hart, now in New York City, will "Silent" averaged a 23.3 ARB search Bureau, in Syracuse, At-

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# 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)

	(C-Color)	Commercials Producer
OODS AND BEVERAGES ood Ingredients		
Procter & Gamble, Duncan Hines Cake Mix, Compton 7 (60), 3 (20)	LAElliott	, Unger & Elliott
Pracino-Rossi, Macaroni, Runrill 6 (60)	. I.A. SA. Holl	land-Wegman
Kellogg, Corn Flakes. Sugar Pops, Rice Krispies, Leo Burnett 6 (60)	. LA	Universal
Quaker Oats, Wherry, Baker & Tilden 3 (60) Pet Milk, Evaporated & Instant,		wallings now
Quaker Oats, Aunt Jemima Pancake.  J. W. Thompson —		
Ronzoni, Spaghetti, Noodles, etc., Emil Mozul (Honeymooners) 4 (60)	*	
Gold Medal Candy, Cough Drops, Emil Mogul I (60)		
Best Foods, H-O Oats, SSC&B 4 (60), 2 (20) National Biscuit, Fig Newton and	. FA, LA	TV Graphics
Chocolate Grahams, McCann- Erickson, 2 (20)	. LA	Academy
Mars, Milky Way, Forever Yours, Knox Reeves 4 (60)	, LA, SE	Hal Roach
Quaker Oats, Puffed Rice, Wherry, Baker & Tilden 5 (60)	. LA	Lou Lilly
Kellogg, Leo Burnett, Wilding		
rozen Foods  Rath Packing, Meat Balls.  Earle Ludgin 1 (60)	. I.A	hicago Film
Quality Bakers of America, Sunbeam	TATE AND MANUAL PROPERTY.	
Bread —	. NA	Sarra
Lynn 2 (60)	. LA (C. B&W	Academy
4 (60)	. LA. FA (C, E	&W) Academy
4 (60)	, LA, FA (C.B	&W)
Campbell Taggart Assoc. Bakeries.  Colonial & Rainbo Bread	. NA	Sarra
Nabisco, McCann-Erickson	. NA	Sarra
ood Beverages National Dairy, Sealtest, N. W. Ayer 3 (60)	. LA Elliot	. Unger &
Coca-Cola, McCann-Erickson	. LA, SE. J. M . LA	Elliot L.Universal LUniversal
Preston) 5 (6)	. I.A	Lou Lilly
Walker Saussy 3 (60), 3 (20) The Borden Co., Instant Coffee,		and the same and the same
DCS&S 4 (60), 3 (20) 1 (60), 1 (20)	, LA,Sc	ound Master
Canada Dry, Ginger Ale, Club Soda.  Mixes, J. M. Mathes 2 (60), 3 (20),  1 (10)	. SA	Cousen
Dr. Pepper, Grant		
DCS&S (Today) 3 (60)		
	. I.A	& Herndon
Cain's Coffee, Lowe-Runkle	. FAKeitz	
Coffee, Benton & Bowles 4 (08) Cain's Coffee, Lowe-Runkle	. FAKeitz	
Coffee, Benton & Bowles 4 (08) Cain's Coffee, Lowe-Runkle	. FAKeitz . NA . SA, J	Transfilm
Coffee, Benton & Bowles 4 (08) Cain's Coffee, Lowe-Runkle	. FAKeitz . NA . SA, J	Transfilm
Coffee, Benton & Bowles 4 (08)  Cain's Coffee, Lowe-Runkle	. FAKeitz NA SA, J LA	Transfiln Gray-O'Reill
Coffee, Benton & Bowles 4 (08)  Cain's Coffee, Lowe-Runkle	FA Keitz NA SA, J LA	Transfiln Gray-O'ReillyAll-Scop
Coffee, Benton & Bowles 4 (08)  Cain's Coffee, Lowe-Runkle	FA Keitz NA SA, J LA LA	Transfilm Gray-O'ReillyAll-ScopeSarr TV Graphic
Coffee, Benton & Bowles	FA Keitz NA SA, J LA LA LA	Transfilm Gray-O'ReillyAll-ScopSarn TV GraphicPlayhous
Coffee, Benton & Bowles 4 (08)	FA Keitz NA SA, J LA LA LA	Transfilm Gray-O'ReillyAll-ScopSarr TV GraphicPlayhous
Coffee, Benton & Bowles 4 (08)	FA	Transfilm Gray-O'ReillyAll-ScopeSarr TV GraphicPlayhousMPC
Cain's Coffee, Lowe-Runkle	FA	Transfilm Gray-O'ReillySarr TV GraphicPlayhousMPG Sherman GlaSarr
Coffee, Benton & Bowles	FA	Transfilm Gray-O'ReillySarr TV GraphicPlayhousMPG Sherman GlaSarr
Coffee, Benton & Bowles. 4 (08)	FA	Transfilm Gray-O'ReillyAll-ScopSarr TV GraphicPlayhousMPC Sherman GlaSarrPlayhous Gray-O'Reill
Coffee, Benton & Bowles 4 (08)  Cain's Coffee, Lowe-Runkle	FA	Transfilm Gray-O'ReillyAll-ScopSarr TV GraphicPlayhousMPC Sherman GlaSarrPlayhous Gray-O'Reill ound Master ondsel-Carlish Dumphe
Coffee, Benton & Bowles 4 (08)  Cain's Coffee, Lowe-Runkle	FA	Transfilm Gray-O'ReillyAll-ScopSarr TV GraphicPlayhousMPC Sherman GlaSarrPlayhous Gray-O'Reill ound Master ondsel-Carlish DumpheWondsel- lisle-Dumphe

# 'Match Girl' Sold In 21 Markets

NEW YORK -- RCA Recorded Program Services has sold its halfhour film, "The Little Match Cirl," in 21 markets.

The TV adaptation of Hans O.; Colorado, Alaska and Canada.

Christian Andersen's Christmas classic has been bought by KCRA, Sacramento; WWL-TV, New Orleans; WIBW, Topeka, Kan.; WMTV, Madison, Wis., and WBRE, Wilkes-Barre, Pa., as well as stations in Cincinnati, Dayton,

# TPA Racks Up 500G in Sales

NEW YORK-Television Programs of America last week wrapped up an estimated \$500,000 sale to two stations. KTVU, San Francisco-Oakland, and KXLF, Butte, Mont., each bought nine TPA programs.

Both stations bought "Susie,"
"Carlie Chan," "Mystery Is My
Business," "Stage Seven," "Foreign
Legionnaire," "Count of Monte
Cristo" and "Halls of Ivy." Additionally, KTVU bought "Ramar' and "Your Star Showcase," and KXLF bought "Hawkeye" and 29 Edward Small features.

# WPIX Buys Two More Film Packages

NEW YORK--WPIX, here, has bought two rerun feature film packages, as yet unscheduled. the Red Witch."

An M&A Alexander package of 30 films includes "Love Happy,"

# **U-I Cuts Movies;** It's All TV in Hwd.

The last major studio to be on a cials and indie production.

is concerned, altho a number of in- been due to TV. dependents are active, both in quickie and A production. Columbia, M-G-M and 20th Century Fox each have one feature going.

A good deal of production has moved abroad, with some dozen tion. pictures shooting overseas now. Generally, all of the major studios, "The Little Fugitive" and "Night except those extensively engaged in Casablanca." in television, are faced with the

HOLLYWOOD-Production of problem of maintaining huge lots theatrical motion pictures has nose- on which production is proceeding dived to what it's believed is the at a dribble. Because of the overlowest point in Hollywood history. head factor, it's believed by the in-In a reversal of fortune that would dustry that there will be a new have been considered inconceivable spate of activity along two lines by four or five years ago, telefilm pro- the majors: (1) Intensified TV acduction has become the basic sup- tivity; (2) sale of part or all of the port of the motion picture industry. lots. (See other stories this issue.)

What has been happening at the full production basis, Universal-Iu- telefilm studios in the meantime is ternational, last week suspended typified by the Desilu purchase of theatrical filming, pink-slipping RKO. With one or two exceptions, several hundred workers. With 32 production at such studios as Descompleted features in the can, the ilu, California, General Service, et. lot will operate only for commer- | al., has been overflowing onto the major lots. Columbia and Warner The situation is similar as far as Bros. have been fairly active, but a production by other major studios great majority of the activity has

Another factor in the current uncertain situation is the expectation of pay-TV. The majors are loathe to permanently part with From King-Shore, the station has Warner Bros. and Paramount each any of their facilities until this sitobtained 14 movies including "Bit- have three or four, several of these uation is resolved one way or ante Rice," "Anna," "Dillinger," "It's B's. That's the total at the major other since the general feeling is that approval of tollevision would that approval of tollevision would lead to a boom in feature produc-

# Ziv's Reruns Make Strides On Ratings

NEW YORK-Ziv TV continues to make rating strides with its rerun product. Daytime strip programming, as well as evening use, of such Ziv properties as "I Led Three Lives," "Mr. District Attorney" and "Boston Blackie" are producing results for stations.

In the 4 p.m. strip "Mr. District Attorney" got an average 12.6 mystery mold into which it seemed American Research Bureau contain American Research Bureau rating to be squeezed for so long by the the first ratings on "Casey." On the recently during the week on strong hand of the bee and oil basis of the half-dozen markets WTVJ-TV, Miami, higher than its combined opposition.

The strength of evening reruns is indicated by the "District Attorare of the conventional adventure- day 7-7:30 p.m., "Casey" topped ney's" showing on KWY-TV, Clevemystery type. While the three series "State Trooper" and "Men of An- land. The series is programmed currently in subsequent-year pro- napolis." These two drew a 10.5 twice weekly at 10:30 p.m.; on duction tip the balance of new and 17.0 respectively. "Casey" got Monday it scored a 20.3 opposite Burns and Allen's 13.9 and "Bowling Time's" 7.0. On Friday, the stanza hit an 18.5 compared to "Confidential File's" 10.0 and the pieces of one kind or another-are Monday evenings 7:30-8 p.m. The 6.2 scored by a combined newscast

NEW YORK -- CBS-TV Film Westerns on the webs so to some the kiddie andience, beat "Pop- Sales is considering the syndicaextent their success was predict- eye," 16.2 to 12.5, a signal victory tion of "Exploring Space," a halfable. One of the question marks over this usually high-rated show. hour educational show about the in syndication, however, was Another interesting point about jet age. Produced by Paul Thoma, Screen Gems' "Casey Jones." "Casey" is that in markets studied, the initial program explains proso fair, it has pulled up to 64 per pulsion and the theory of rocket-

It features I. M. Levitt, a actually a family situation show exceeds the average 2.4 viewers science professor at the University of Pennsylvania.

# NOT MYSTERY-ADVENTURE

# 'Casey' and Ilk May Crack Molds of Synd.

NEW YORK--Syndication pro- ditionally, it benefits from its ungramming is showing definite signs conventional railroad background. of breaking out of the adventure- The November reports of the

sponsors.

product power well into the mys- an 18.8. tery-adventure camp, the significant angle at this point is that most sponsored by Esskay Meats, it of the other properties—all costume | crossed swords with "Robin Hood," doing quite well.

took their cues from the adult Kasey Jones Potato Chip, seeking

What's Casey?" a Western or a kid program, is Also in most of these markets it which accents adventure. Ad- per set, getting 2.7.

checked so far, "Casey" may be one Of the dozen new shows put on of the sleepers of the season. In the market this season, only half Detroit, sponsored by Ronson Tues-

In Baltimore, where "Casey" is railroad show got a 21.8 to and feature. Three of the new costume shows "Hood's 22.1. In Columbus, O., "Casey," which looks a little like cent kids and 62 per cent adults. ing.

# DOUT OF TOP 5 SYNDICATED SHOWS IN ODESSA, TEXAS

Pulse, April, 57

#1 MAN CALLED X (=8 among top network shows)

#2 HIGHWAY PATROL (also #8 position among top network shows)

**#3 MEN OF ANNAPOLIS** 

**#4 MY FAVORITE STORY** 

**#5 SCIENCE FICTION THEATRE** 

33.5 33.3 32.0 31.8 31.3

ZIV TELEVISION PROGRAMS INC.

# PULSE FILM RATINGS for September

TV PROGRAM RATINGS

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

# The Pulse Audience Composition Studies

# Syndicated Film Comedy Shows

SEPTEMBER RATINGS	AMONG WOMEN
Rank Show & Distrib. Rtg.  1. Amos 'n' Andy (CBS)7.8	Women Per 190 Homes Rank Show & Distrib. Tuned In
2. My Little Margie (Official)6.8 3. Stu Erwin Show (Official)6.3 4. My Hero (Official)5.9 5. Susic (TPA)5.4 6. Life With Elizabeth (Guild)4.2 7. Great Gildersleeve (NBC)3.9 8. Ray Milland Show (MCA)3.5 9. Meet Corliss Archer (Ziv)2.8	1. My Little Margie (Official)
AMONG MEN	AMONG CHILDREN
Men Per 100 Homes Rank Show & Distrib. Tuned In	Rids Per 100 Homes Rank Show & Distrib. Tuned In
1. Ray Milland Show (MCA)79 2. My Little Margie (Official)77 3. Amos 'n' Andy (CBS)74 3. Great Gildersleeve (NBC)74 5. Stu Erwin Show (Official)72 6. Meet Corliss Archer (Ziv)65 7. Life With Elizabeth (Guild)59 8. Susie (TPA)56	1. Meet Corliss Archer (Ziv)44 2. My Hero (Official)38 3. Amos 'n' Andy (CBS)32 4. My Little Margie (Official)31 5. Great Gildersleeve (NBC)28 6. Susie (TPA)27 7. Ray Milland Show (MCA)19

# Syndicated Film Mystery Shows

SEPTEMBER RATINGS	
Rank Show & Distributor Rig.	
4.T-4.H.C   1917   19	Rank Show & Distributor Tuned In
1. Highway Patrol (Ziv) 15.3	1. Highway Patrol (Ziv)93
2. Badge 714 (NBC)13.6	<ol><li>Mr. &amp; Mrs. North (Schubert), .89</li></ol>
<ol><li>San Francisco Beat (CBS) 9.6</li></ol>	2. San Francisco Beat (CBS)89
4. Code 3 (ABC) 8.9	4. Mr. District Attorney (Ziv)86
5. City Detective (MCA) 8.0	5. Public Defender (Interstate)84
6. Crosscurrent (Official) 7.8	6. Code 3 (ABC)
6. Mr. District Attorney (Ziv) 7.8	7. The Whistler (CBS)
8. Racket Squad (ABC) 6.6	8. Boston Blackie (Ziv)79 8. City Detective (MCA)79
	8. New Orleans Police Depart-
9. The Whistler (CBS) 6.4	ment (NTA)79
10. Public Defender (Interstate), .6.2	8. Sherlock Holmes (Guild)79
AMONG MEN	AMONG CHILDREN
Men Per	Kids Per
Rank Show & Distributor Tuned In	100 Homes
가 있었습니다	Rank Show & Distributor Tuned In
1. The Whistler (CBS)84	1. Badge 714 (NBC)
2. Mr. District Attorney. (Ziv)83 3. Highway Patrol (Ziv)82	<ol> <li>Colonel March (Official)48</li> <li>Highway Patrol (Ziv)38</li> </ol>
4. Code 3 (ABC)80	4. Boston Blackie (Ziv)36
5. Racket Squad (ABC) 79	5. Inner Sanctum (NBC)34
6. Lone Wolf (MCA)78	6. Sherlock Holmes (Guild)25
6. Public Defender (Interstate)78	7. City Detective (MCA)24
6. San Francisco Beat (CBS)78	7. San Francisco Beat (CBS)24
9. City Detective (MCA)77	9. Code 3 (ABC)22
9. Mr. & Mrs. North (Schubert)77	9. Crosscurrent (Official)22

# STATION SIGNALS

new Broadcast Center. . . . "The credit from the University of De-Monster," a revolutionary an- troit for its "Introductory Psycholnouncer control console, has been ogy" course. . . . Cameraman Ralph unveiled by WTVT, Tampa, Fla. Mayher of KYW-TV, Cleveland, to enable the station to televise was first on the scene to capture live commercials from the booth as exclusive films of a gun battle bewell as the regular studios. . . . tween six policemen and five ban-WISN-TV, Milwaukee, discovered dits. talent in its own back yard when Bill Burns, news director of Marquette University co-ed singer KDKA-TV, Pittsburgh, recently Judy Conway was signed as Char- presented the first motion picture lie Hanson's "girl Friday" for his films taken during a Pennsylvania new daytime strip, "Homemaker's court trial on his 11 p.m. news Holiday." . . . The ABC web is program. . . . The New York oil recommending that its affiliates go heat dealers continue their sponin for local giveaways based on a sorship of Janet Tyler, the Weather contest on WABC-TV, New York Girl, on WABC-TV. . . . Don Robwhich drew 15,000 letters in one erts has been assigned to nightweek. WISH-TV, Indianapolis, was TV, Denver.

cited by the Chamber of Commerce | Homer Lane and Kenneth Mor-

KVOO-TV, Tulsa, Okla., will State or federal aid . . . CBKIrun an open house December 7 TV, Prince Albert, Saskatchewan and 8 for citizens of its city to becomes a CBS-TV affiliate Declimax the weck-long festivities cember 15. . . . WJBK-TV, Deconnected with the opening of its troit, will offer regular university

time newscasting duties by KOA-

of Greensburg, Ind., for producing ton have been elected vice presia filmed documentary which dents of KOOL-AM-TV, Phoenix. pointed Bill Swanson station manshowed how the community made . . . Edward (Ned) Ryan, formerly ager and Bob Norris assistant staseveral million dollars' worth of of Dowd, Redfield & Johnstone, iton manager. . . . Arthur Gerbel

PULSE LOCAL RATINGS FOR OCTOBER

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

CINCINNATI, O.

3 TV STATIONS-309,800 TV HOMES

reported by The Pulse in the area surveyed

Market Statistics:

as reported by Sales Management's "Survey

of Buying Power." These figures are not

Inclusive of entire TV coverage area, but

embrace Metropolitan County area making

Buying Income-\$1,989,047,000

Drug Sales-\$44,4444,000 (19th)

Automotive-\$228,841,000 (20th)

Above figures include following counties: Campbell, Kenton, Ky.; Hamilton, O.

TOP NETWORK SHOWS

1. Edsel Show, WKRC, Su. ......51.1

2. Perry Como, WLW-T, S. .....42.0

5. Gunsmoke, WKRC, S. ......32.5 6. Pinocchio, WLW-T, Su. .....31.6

7. What's My Line? WKRC, Su. ..31.4

8. Wyatt Earp, WCPO, T. .....29.2

9. Red Skelton, WKRC, T. .....28.5

10. \$64,000 Question, WKRC, T. .. 27.5

TOP MULTI-WEEKLY ! "WS

1. 50-50 Club, WLW-T, M.-F. .... 18.9

WLW-T, M.-F. ......16.1

M.-F. .....11.6

M.-F. .....11.4 8. Bride and Groom, WLW-T,

10. Al Lewis Show, WCPO, M.-F. . 9.6

TOP FEATURE FILMS

Once-Weekly

S.-12:30-1:30 ..... 9.5

M.-S.-11:15-Sign Off ...... 8.5

F.-Su.-Various Times ..... 7.7

M.-F.-4:30-6:15 ...... 7.3

M.-Th., S.-Su.-Various Times .. 6.9

M.-Su.-Various Times ...... 6.9

WKRC, 5.-9:30 ......26.0

T.-9:30 .....24.9

M.-10:00 ......23.2

W.-9:30 ......20.9

M.-10:30 .....19.9

WLW-T, Th.-10:00 ......18.9

WLW-T, T.-10:30 ......18.0

shal (NBC), WKRC, T.-10:30...17.9

Gems), WKRC, Th.-10:00 ....17.9

WKRC. W.-10:30 ......17.5

W.-8:00 ......17.2

F.-10:00 .....17.2

Su.-5:00 ......16.2

WLW-T, W.-10:00 ......15.3

Th.-9:30 .....14.9

wood), WKRC, S.-10:30 .....14.9

TOP SYNDICATED FILMS

Multi-Weekly

M.-F. ..... 9.6

2. Herald Playhouse, WLW-T,

3. Mickey Mouse Club, WCPO,

4. Three City Final (11 p.m.),

7. Queen for a Day, WLW-T,

10. Bob Braun Show, WLW-T.

1. Gold Cup Theater, WLW-T,

3. Premiere Performance, WKRC,

4. Tales of the Trail, WLW-T,

2. Western Corral, WCPO,

f. Film Playbouse, WKRC,

I. Home Theater, WCPO,

2. Million 5 Movie, WCPO.

3. Ladies Home Theater, WKRC,

4. Movietime U. S. A., WLW-T,

4. Hollywood Theater, WCPO.

1. Sheriff of Cochise (NTA),

2. Code Three (ABC), WKRC,

3. Dr. Christian (Zlv), WKRC,

4. Silent Service (NBC), WKRC,

7. Frontier (NBC), WKRC,

8. Herald Playhouse (ABC).

9. Herald Playhouse (ABC),

10. Steve Donovan, Western Mar-

10. Highway Patrol (Ziv), WCPO,

10. Your All-Star Theater (Screen

13. San Francisco Beat (CBS),

13. Whirlybirds (CBS), WKRC,

15. Martin Kane (Ziv), WKRC,

18. Kingdom of the Sea (Guild),

19. Stu Erwin Show (Official),

20. Racket Squad (ABC), WCPO,

20. Stories of the Century (Holly-

17. Cisco Kid (Ziv), WCPO,

15. State Trooper (MCA), WKRC,

5. Parade of Stars (MCA), WKRC,

f. News, Wea. (11 p.m.), WKRC,

3. Standard Oil Show, WLW-T,

Population-1,036,700 (17th in U. \$.)

Retail Sales-\$1,3331,119,000 (19th) Food Sales-\$318,645,000 (17th)

up the center of population.

CHARLOTTE, N. C. 2 TV STATIONS-55,300 TV HOMES reported by The Pulse in the area surveyed

Market Statistics: as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population. Population-235,900 (98th in U.S.) Buying Income-\$415,878,000 Retail Sales—\$338,652,000 (76th) Food Sales—\$55,344,000 (106th) Drug Sales—\$13,628,000 (64th)

Above figures include following counties: Mecklenberg. TOP NETWORK SHOWS

Automotive - \$57,278,000 (81st)

1. Edsel Show, WBTV, Su. ..... 50.8 2. Gunsmoke, WBTV, S. ........49.8 3. Ernie Ford, WSOC, Th. .....46.8 4. I've Got a Secret, WBTV, W. .43.3 5. Perry Como, WSOC, S. .....42.9 6. O.S.S., WBTV, S. .....42.8 7. Line-Up, WBTV, F. ...........41.3 8. Standard Oil Show, WSOC, Su. 40.3 9. Pinocchio, WSOC, T. .....38.8 10. Meet McGraw, WSOC, T......38.3 TOP MULTI-WEEKLY SHOWS 1. Arthur Smith, WBTV, T., Th. .23.8 2. Esso Reporter (6:30 p.m.), WBTV, M.-F. ......23.5 3. Wea., Spannorama (6:45),

4. Theater Tonight, WSOC, T., F. 20.3 5. News, Wea. (10 p.m.), WSOC, 6. Mickey Mouse Club, WSOC, M.-F. .....19.4 7. Popeye, WSOC, M.-F. .........17.8

8. Guiding Light, WBTV, M.-F. ..17.6 9. Little Rascals, WBTV, M.-Th. ..17.2 10. Search for Tomorrow, WBTV, M.-F. .....16.9

TOP FEATURE FILMS Once-Weekly 1. Playhouse 90, WSOC, 2. Sunday Playhouse, WSOC. 3. Miniature Drama, WSOC, 5.-2:00-3:00 ..... 8.4 Multi-Weekly 1. Million \$ Movie, WRTV, S., Su.-11:30-Sign Off .......12.0 2. Movie Matinee, WBTV, M.-Th.-4:30-5:30 ......11.5 3. Late Show, WBTV, M.-Th., Su.-Various Times ....10.0

4. Movie, WSOC, M.-F.-12:00-1:30 8.3 TOP SYNDICATED FILMS 1. Harbor Command (Ziv), WBTV, 2. Highway Patrol (Zlv), 3. Dr. Christian (Ziv), WSOC, W.-9:30 ......32.8 4. State Trooper (MCA), WSOC, 

f. Grand Ole Opry (Flamingo),

6. Waterfront (MCA), WBIV,

WBTV, S.-6:00 ......32.3

M.-10:00 ......29,3

7. Little Rascals (Interstate). WHTV. S.-3:45 ......28.9 8. Mama (CBS), WBTV, T.-9:30 ..28.3 9. Dr. Hudsons Secret Journal (MCA). WBTV, Th.-7:60 .....28.0 10. Twenty-Six Men (ABC), WSOC, 10. I Search for Adventure (Bagnall), WBTV, F.-10:00 ......27.8 12. Esso Golden Playhouse (Official),

WSOC, M.-9:30 ......26.3 12. Hopalong Cassidy (NBC). WBTV, S.-5:00 ......26.3 14. Martin Kane (Ziv), WSOC, W.-8:30 ......25.0 15. Doug, Fairbanks Presents (ABC), WBTV, T.-8:00 ...... 24.8 16. 'Sky King (Nabisco), WBTV, S.-10:30 a.m. ......23.8 17. Silent Service (NBC), WBTV. F.-10:30 ......22.8 12. Frontier (NBC), WBTV

19. Byline (M&A Alexander). WBTV, Th.-10:15 ...........20.0 20. Frankie Laine (Guild), WBTV, Th.-10:00 ......19.5 21. O. Henry Playhouse (Gross-Krasne), WBTV, Th.-9:30 ....19.0 22. My Little Margie (Official),

S.-10:30 ......21.8

WBTV, T.-10:30 ......18.3 23. Federal Men (MCA), WBTV, W.-10:30 ......18.0

come sales director of WAPI-WAFM-WABT, Birmingham, Ala. . . . KTUL-TV, Tulsa, Okla., ap-

ager. . . . Albert J. Gillen has be- tle.

municipal improvements without has joined WBZ-TV, Boston as ad- has been named public relations Marjorie Kemme director of press tion director.

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

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

Population-537,600 (44th in U. S.) Buying Income-\$1,137,800,000 Retail Sales-\$741,111,000 (37th) Food Sales-\$169,147,000 (36th) Drug Sales-\$25,525,000 (35th) Automotive-\$89,922,000 (32d) Above figures include following counties: Greene, Montgomery.

TOP NETWORK SHOWS

1. Edsel Show, WHIO, Su. ..... 49.9 2. Gunsmoke, WHIO, S. ...... 47.8 3. Standard Oil Show, WLW-D, 4. What's My Line? WHIO, Su. . . 40,3 5. Perry Como, WLW-D, S. ....40.1 6. Danny Thomas, WHIO. M. ....38.3 7. Borns and Alien, WHIO, M. ..37.8 8. Godfrey's Talent Scouts, WHIO, 

9. December Bride, WHIO, M. .. 36.8 9. \$64,000 Question, WHIO, T. ..36.8 TOP MULTI-WEEKLY SHOWS 1. Front Page News (10 p.m.), 2. Little Rascals, WHIO, M., W. . . 21.5 3. King's Crossroads, WHIO. 4. Mickey Mouse Club, WLW-D. M.-F. .....16.4 5. Sohlo Reporter, Sports (11 p.m.). 6. Three City Final (11 p.m.), 7. 50-50 Club, WLW-D, M.-F. ...13.8 8. Guiding Light, WHIO, M.-F. . . 13.7 9. Search for Tomorrow, WHIO, M.-F. .....13.0 10. Art Linkletter, WHIO, M.-F. . 12.7 TOP FEATURE FILMS Once-Weekly

1. Showtime, WLW-D. 2. Moving Theater, WLW-D, S.-11:15-Sign Off ...... 2. Premiere Performance, WLW-D. F.-11:15-Sign Off ......11.2 4. Saturday Matinee, WLW-D. 5. First Run Theater, WLW-D. Su.-11:15-Sign Off ..... 9.2

Multi-Weekly 1. Your Evening Theater, WHIO. 2. Movie Matinee, WHIO, M.-F,-4:00-5:00 ..... 9.6 3. Movietime U. S. A., WLW-D.

M.-Th.-11:30-Sign Off ..... 4.8 TOP SYNDICATED FILMS

1. Silent Service (NBC), WHIO, 2. Highway Patrol (Zis), WHIO, 3. Men of Annapolis (Ziv), WHIO. F.-9:30 ......32.5 4. Science Fiction Theater (Ziv), WLW-D, T.-9:30 ..... 24.0 5. Badge 714 (NBC), WHIO, 6. Whirlybirds (CBS), WHIO, W.-10:30 ......21.8

6. Frontier Dr. (Hollywood-TV), 8. Little Rascals (Interstate). WHIO, M., W.-6:00 ...........21.5 9. Death Valley Days (U. S. Borax), WLW-D, M.-10:00 .... 20.8 9. Last of the Mohicans (TPA), WHIO, Th.-6:00 ......20.8 11. City Detective (MCA), WHIO, F.-6:00 .....19.8

12. Little Rascals (Interstate), 13. King's Crossroads (Sterling), WHIO, M., T., F.-10:30 ..... 18.9 14. Captain David Grief (Guild), WLW-D, Th.-10:00 .................16.8 15. State Trooper (MCA), WHIO, W.-6:30 ......14.8 16. Annie Oakley (CBS), WLW-D, 

17. Your All-Star Theater (Screen Gems), WLW-D, Th.-7:30 ....13.1 17. †Sky King (Nabisco), WLW-D, S.-6:00 ......13.3 19. Inner Sanctum (NBC), WHIO,

20. Tracer (Minot), WHIO, Th.-10:30 ......11.8

vertising and sales promotion man-| director for KOMO-TV-AM, Seat-| relations, for its WLW-T, and WLW, Cincinnati. . . . Gerald T. The new production manager of (Jerry) Garden has joined the local WNHC - TV - AM, New Haven, sales staff of WSM-TV, Nashville, Conn., is J. Arthur Stober. . . . The Tenn. . . . Bruce Johns, promotion Crosley Broadcasting Corporation director of WCHS and WCHS-TV, has appointed Anne Hetfield its Charleston, W. Va., has resigned to sales development director, and join TV Guide as regional promo-

# Victor Gives Davis, Bullock Veepee Status

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

Davis has been manager of the Record Operations Department since August, 1956. Previously he was manager of the Custom Records Department for 10 years. Bullock, who joined Victor in 1927, has been manager of the Album Department since last April. He previously had served in numerous managerial positions including that of manager of the Single Records Department.

# Nielsen Named Epic Gen. Mgr.

NEW YORK--William Nielsen, heretofore sales chief of Epic Records, has been named general manager of the company. In this capacity Nielsen will supervise both the artists and repertoire and sales departments, As yet no replacement for Nielsen's sales slot has been named, altho this is expected shortly.

man as director of Epic Records pop a.&r. Sherman, a pianist and arranger, has been associated with Tony Bennett, Ames Brothers and other artists. He is also a cleffer, having penned "Juke Box Baby," "Por Favor," etc. Sherman, who replaces Arnold Maxim, who now heads up M-G-M Records, has scored and conducted Epic sessions for Little Joe, Dolores Hawkins and others. He has been musical advisor and director as well as arranger-conductor for Epic's Sal

# Craft Set for MGM A&R Slot

NEW YORK -- Morty Craft, currently on the artists and repertoire staff of Mercury Records, will the networks, et al. Latter was eye to eye on some key contract leave that label shortly, to join first indicated several weeks ago proposals and may be close to a M-G-M Records in a similar capacity. Craft is the first appointee of a projected code of practice, tinuation of the present deal, with (Continued on page 20) divestiture of network interest in

# Trinity Pacts Cleffer Deal With Rev

NEW YORK--Connie Conway and Jimmy Wilcox, writers and arrangers for Rev Records, have been signed to an exclusive service long-playing disk is now commer- Fidelity product. pact by Trinity Music.

publishing deal whereby these original songs will be jointly puband Trinity.

In addition to being a joint pubbe sole selling agent.

on behalf of the label.

# LUBISKY SETS JAZZ SCHOOL **SCHOLARSHIP**

LENOX, Mass. -- Herman Lubinsky, mahoff of Savoy Records, has made a grant to the American School of Jazz, operated here by Music Inn proprietors, Phil and Stephanie Barber.

To be known as the Herman Lubinsky Endowment, the scholarship will enable one student "regardless of race, creed or color, and to be judged solely on his talent and potential," to get the benefit of one complete session of the course, which is given each summer in this attractive Berkshire community.

"That's the least I can do for the industry that has done so much for me," declared Lubinsky. "What the hell, it's deductible isn't it?"

# Levy Huddles With Fox on Roulette Sale

NEW YORK-Roulette Records prexy Morris Levy is meeting here with 20th-Century Fox execs next week to continue discussions on the possibility of the movie company buying the new label, marking Levy's third confab with the motion picture studio's top brass.

# Nielsen has appointed Joe Sher- Avakian Back to Desk This Month

NEW YORK-George Avakian, Columbia Records' album exec. first of the year. Avakian has been mononucleosis.

ASCAP-TV NETWORK

**HUDDLES CONTINUE** 

toward settlement of the suit of ready incurred.

Songwriters of America vs. BMI,

NEW YORK-Negotiations be- BMI and other areas of possible

tween ASCAP and TV network compromise was discussed. Feeling execs will continue this weel, with has developed, however, in some

a view toward agreement on a quarters of the songwriter level,

contract covering use of music. It that any comprimise would be un-

was learned that exploratory talks satisfactory without a cash settle-

are also continuing, with a view ment to cover legal expenses al-

in The Billboard, where the matter settlement, it was indicated. Con-

# CLEFFERS WANT OWN COPYR'TS

# Debate Cued in Upcoming SPA-MPPA Negotiations

By REN GREVATT

sible that the desire of various writer's disadvantage. writers to retain their copyrights in their own name may be a subject ers' Protective Association commences negotiations with the pubformer prexy of SPA.

because of their lack of control out a writer's permission. over their own copyrights. The Putting all these disturbances to- Just how much do they want for cleffer's plaint is that in dealing gether, resultant feeling of many Heaven's sake? We might just as with record companies, publishers writers toward the publishers can

without any sort of clearance from | cent Bob Allen tune, "Who Needs NEW YORK -- "It's quite pos- the writer and in fact, often to the You?"

Writers Dissatisfied

lishers for a new contract," said picks up the renewal for himself, hysteria. Abel Baer, Council member and rather than reassigning it to the have been circulating in the trade, over all sorts of assignations for a go elsewhere." said there have been many com- tune (for example, placement of a plaints in recent years from writers song for motion picture use) which said, "Many publishers are pretty who feel they have suffered loss publishers are free to make with- low creatures. But if there's any-

can "wheel and deal" on a tune be summed up in the title of a re-

Publishers, often already at the mercy of the a.&r. fraternity, see Dissatisfaction on the part of in such a move, a tendency to for discussion when the Songwrit- writers shows up more and more, whittle away at their functions, when at the end of the initial 28- Their reactions range from quiet year copyright period, the writer firmness to a highly vocal form of

When queried on the matter. same publisher In other cases, one publisher said with confidence, Baer, confirming reports that writer annovance has developed "They (the writers) would have to

Another, in a more virulent tone, thing that's lower, it's a writer. well pack up and go up to Crossinger's for a holiday and let them

Still another had these words to offer: "People in the SPA have nothing better to do than ask for more, more and more! Man, they've got us over a barrel now. Are they willing to go out on the road and spend a lot of loot promoting a

(Continued on page 31)

# Clearing House **Need Questioned**

Proposed Group to Collect Pic Sync., Performance Coin; Draws Some Opposition

At the same time, Levy has been for a clearing house, recently pro- the case of those who don't handle negotiating with Eli Oberstein posed by John Schulman and Sid- sync and performance rates themwith a view toward purchasing ney Wattenberg and designed to selves, it's being done by Harry Convention (Continued on page 20) collect synchronization fees and Fox, agent and trustee for numerlishers from the motion picture dustry. studios, is currently being questioned by publishers, barristers, writers and other interested trades-

convalescing from a throat ailment, should be necessary to form a new group to perform a function many

The ASCAP-TV negotiators see

(Continued on page 20)

HOLLYWOOD-The necessity of them presently perform. And in performance coin for music pub- ous publishing firms in the in-

for such an organization may stem figures have made reservations to from a strong motivation of many attend the first Annual Pop Music The publishers, and there is and performance fees aren't what will be held here, under the sponwill be back at his desk before the evidently a large group who are they should be, and that they opposed to the plan, query why it aren't consulted enough despite the March 7 thru 9, 1958. fact that SPA agreements specify that a writer must be consulted before a sync fee is quoted.

Base Sync, Performance Rates

Schulman represents the Songthat writers' group reported to have considered the inclusion of base sync and performance rates in their new pact currently being drawn. The failure of ASCAP to Miller, WIND, Chicago; Martin collect performance coin at the Block, WABC, New York; Jack source, namely film producers, Lacy, WINS, New York; Gordon since the Liebell decision barred McLendon, head of the Texas Trithe collection of such coin from theatrical exhibitors, is also part and parcel of the intent in the chain. formation of such a new group.

It's argued, tho, that ASCAP most assuredly could have had an agreement for performance col-

(Continued on page 20)

# 550 Deejays To Attend

KANSAS CITY, Mo. -- More than 550 deejays, record manufac-Quite conceivably, the necessity turers and other key disk industry writers who perhaps feel that sync Disk Jockey Convention, which ship of the Storz stations,

Meanwhile, Storz programming chief. Bill Stewart, who is supervising the convention, reports that Frank Stisser, prexy of C. E. Hooper, and Sidney Roslow, prexy of Pulse, Inc., have agreed to parwriters' Protective Association, with ticipate in a special panel discussion of ratings during the conclave.

> New personalities signifying their intentions of attending the March event here, include Howard angle stations, and Harold Krelstein, prexy of the Plough radio

# Commercial Stereo LP Made Available by Audio Fidelity

lisher on this material, Trinity will says he is ready to sell as many of cartridges in use outside of testing disk by a gold, pressure-sensitive "Hit Parade" show. On the Coast, Irwin Schuster has been named is a demand for them. He em- tends to convert his record playing sure, will loudly proclaim its musical director, George Cates, is Eastern representative for Rev and phasized that the disk is a pressed system can start laying up a stereo special stereo merits. will work with distributors here platter and that he can turn them disk library at no penalty in price.

out by the thousands. The price Until the time he is able to play

has been set at \$5.95, the same both channels for full stereophonic monaurally.

(Continued on page 20) also on the same label.

# Jacobs Named lection with the studios, despite the 'Hit Parade' Music Head

NEW YORK -- Dick Jacobs, musical director of Coral Records, has been named Musical Director for the NBC-TV show, "Your Hit Parade." Deal was set for Jacobs by the William Morris Office's Larry Auerbach.

Formerly associated with Sy Ol-NEW YORK -- A stereophonic, level as the single channel Audio effect, he can enjoy the disk iver and the late Tommy Dorsey. Jacobs joined the Coral staff in cially available. Produced and The disk is compatible; that is, Frey stated that his stereo disk 1953. On the "Hit Parade," Ja-Trinity also concluded a joint mastered by Audio Fidelity, the it was produced via the Westrex looks just like the ordinary LP and cobs will be working with another disk features the label's best-selling cutting system and can be played that it contains the conventional Coral artist, singer Alan Copeland. group "The Dukes of Dixieland" on monaurally on ordinary record- amount of playing time. The only Prior to the current season, two lished by Desert Palms Music, Inc. one side with "Railroad Sounds" playing equipment. Therefore, de- difference is in the packaging other Coral artists, Dorothy Colspite the fact that there are few, planned for the item. It will be lins and her husband Raymond Sid Frey, Audio Fidelity mahoff, if any, stereophonic reproducing distinguished from the ordinary Scott were both featured on the the two-channe, platters as there laboratories, the customer who in- label which, the industry can be another Coral man, West Coast al: musical director for the TV Frey is the first to admit that shows of Lawrence Welk, who is

Gopyrighted mater

# Denver Disk Dealers Form Own Association

of the city's leading record dealers a dozen major objectives to be conmet last week in a preliminary or- sidered during the coming months. ganizational meeting to lay plans for a city-wide association of retail discount houses. Dealers, however, of Angel Records, will not continue record dealers, department store admitted that each of them use in that capacity under the new record managers and the eventual inclusion of distributors.

form such an organization has met dealers were scored by members with little success, according to Jack of the DRDA. The group admits Kaufman, of the Harmony Record that one of their biggest problems Shop, who was instrumental in call- is discounting but that everyone ing this first meeting. However, does it in some manner. Other and Dorle Soria, who have conthe turnout was especially gratifying and plans for monthly meetings distributors, source of information to begin in January call for a greater expansion of membership.

Tentatively labeled the Denver tunes. Retail Record Dealers' Association. the group named Joe Commins, of power," says Betty Hayutin, manthe Robert Music Company, temporary chairman, with plans to elect speaking as a group, we feel that has apparently cued some question permanent officers at a later meeting after the membership has been lems and eventually we will be Wallichs put such reports to rest, brought together dealers from all parts of Denver and everyone agreed that altho competition existed between the members, such competition was actually good for

# Rev Label to Deb New LP **Line in 1958**

PHOENIX, Ariz.—Rev Records will bow with a new LP line shortly after the first of the year, with the panding its operations at that time.

closed that the firm will market a line of \$3.98 pop LPs, and are presently surveying the market to determine public taste. Label added four new artists to its talent roster last week, among them Jimmy DuBridge, Bob Waddell, an unidentified vocal group and instrumentalist, and also closed a publishing deal with Trinity Music (see separate story).

Firm also named Irwin Schuster to represent them in New York. Indie diskery has had notable success via several pop singles of recent date, and currently has 35 distributors handling its wares.

# Amsel-Levy Firm Spreads Its Wings

NEW YORK-Directional Enterprises, management firm operated by Fred Amsel and Jerry Levy, is expanding its roster and its scope. Outfit has inked a flock of new properties, organized several new publishing firms, and is getting into TV production.

Talent newly inked includes thrush Teddi King, comic cleffer-My Toes") Carter, ventriloquist Rene Back to Jimmy Nelson and Ethel Ayler, who is Lena Horne's understudy in "Jamaica."

The outfit's three music firms are Opus Music (a Broadcast Music, Inc. affiliate), Billboard Music Publishing Company (American Society of Composers, Authors and Publishers), and Management Music (BMI). The Billboard firm has no connection with this paper.

setting up a TV department, and are already at work on a TV series, in co-operation with one of the branches of the Federal Covernment.

eral comics.

DENVER-More than a dozen the industry. They set forth half

gimmicks that range all the way from club membership to trade Earlier attempts in past years to cards as business getters. Rack problems include back orders from

> ager of Nides, "but together, distributors will listen to our prob-The first meeting able to accomplish something."

meeting were: Paul Dontje, Paul separate staffs devoted exclusively Dontje Radio and TV, Inc.; Mar- to Angel on all of the creative merjorie Havnar, Wells Music Company; Janet Carlson, Platter Parlor, tinued development." The ap-Inc.; Lloyd Wingfield, Lloyd's Hi- pointment of personnel to such a Fi Shop; Russ Baker, Russ' Record staff and the delegation of respon-Shop; Lou Schoen, Lou's Music sibility are to be announced in the Box; Lonnie Licata, Lonnie's Record Shop; Joe Commins, Roberts Music Company; Jack Kaufman, Marilyn Hill, Hill Radio and Rec- and we feel confident that the label Records and Appliances.

# Angel to Keep Own Staff in Cap Combine

HOLLYWOOD - Dario Soria. president of Electric & Musical Dealers here take a dim view of Industries (U. S.) and major domo management of that label by Capitol Records.

Formal disclosure of Soria's departure was made in a statement from Capitol president Glenn E. Wallichs, who declared that "Dario tributed time and talent to the development of the Angel label in on ratings and the national radio this country, will not be part of the trend of playing top 30, 40 or 50 Capitol organization. We understand that their intention is to re-"Individually we have little main in the field of music, and we wish them continued success."

Acquisition of the Angel line regarding possible conflict between the Capitol FDS line and Angel. Members who attended the first declaring the firm will "maintain chandising aspects vital to its connear future.

Label topper further opined that "we are developing plans for next Harmony Record Shop; Ernest and fall and the year beyond for Angel ord Shop; Betty Hayutin, Nides will gain and hold a top position in the classical record field."

# after the first of the year, with the label planning on substantially ex-Floyd Ramsey label prexy, dis- Westminster December Pkgs.

"Mephisto Waltz," both by the Tenebres" is another re-issue. Vienna State Opera Orchestra under Hermann Scherchen. The sec- the classical period is emphasized, ond Lab issue is Schumann's with works by Handel (complete "Rhenish" Symphony by the Phil- flute sonatas with Wummber and harmonic Promenade Orchestra un- Valenti) and other works by Humder Sir Adrian Boult.

In the regular \$3.98 series, etc. Scherchen is again spotted, with the London Philharmonic this time, in Stravinsky's "Firebird" and under the tag "Virtuoso's Choice." day, the calls were still flooding in.
"Petrouchka." The same unit, conducted by Artur Rodzinski, does Tschaikowsky's Symphony No. 4.

in the vocal-choral-operatic cateworks by contemporary French composer Jean Françaix, who also conducts. Group is headed by "Le Diable Boiteux," with singers Cuenod and Conrad. Another package is devoted to a mass and motet to reverse a recent decision by a by Giroust, and a third to Monteverdi's "Lagrime d'Amante al Sep-

# East After New Year

very likely trek here from the West of enforcement (2) of the California Coast around the first of the year, judgment, pending U. S. Supreme Rene, who has been directing re- Court decision. cording dates for Victor on a freelance basis, is also contracted to action (Nov. 6), which sustained Amsel and Levy currently are the diskery as an artist. It is under- lower court decisions, paved the stood that when he comes East, way to the granting of injunctions Rene's schedule of recording work and the appointment of a receiver will be stepped up.

noted that altho Rene left the New decision denied AFM claim that Other pactees of the firm include York a.&r. operation last year, he the California courts lacked juristhe Rover Boys, Bobby Scott, the had never really severed with the diction, since the trust fund admin-Four Voices, Bill Heyer, and sev- company owing to his considerable istrator. Samuel Rosenbaum of ranging in price from \$8.95 to tive to co-ordination between his West Coast activity.

NEW YORK — Westminster olcro dell'Amata," and other pre-Records releasa for December classical choral works sung by the lists 22 packages, of which exactly Morristown, N. J. Masterwork half are re-issues, recouplings or Chorus. There is a new disking of Schutz' "St. Matthew Passion" and In the label's hi-fi de luxe Labor- a re-issue of the same composer's atory Series, there is a coupling of "Four Small Sacred Concerti." Ravel's "Bolero" with Liszt's Couperin's complete "Lecons de

In the chamber music category, mel, Telemann, Loeillet, Scarlatti,

OVER-ALL FAN APPEAL

# **Newport Jazz Diskings** Most Complete Coverage

covers jazz from spirituals and any hesitant buyer. Dixie thru modern and experimental, with a set to appeal to ing, Lester Young, Jo Jones, Illijazz fans of any period.

continues to mount, and the huge success of this year's edition, and resultant international press saturation gives the releases big sales AFM May Nix potential. Increased participation this year by more former, current and promising jazz names will also add a continuing factor to the over-all sales appeal. Last year's For Dragon add a continuing factor to the four-set Newport release on Columbia Records was and still is a winner. This year's larger repertoire includes several potential smashes, plus another handful of good money-makers.

Ella Ftizgerald and Billie Holiday at Newport," with its combined name value. Miss Fitzger-

## REAL TEST

# Canadians Stomach Pious Presley

KINGSTON, Ont .-- The majority of Canadian radio stations apparently don't approve at all of the idea of Elvis Presley singing hymns and Christmas songs. "Elvis' Christmas Album" has been banned by both. most of them on the belief that the gyrating pelvis has no business get-

However, Allen Brooks, on local station CKWS decided last Wednesday (4) to put the Pious Presley to the test. He started playing the RCA Victor LP at 11:15 a.m. and invited opinions. Of his first 800 callers, 93 per cent efforts. This number, says Brooks, priests.

Brooks or the phone operators that Soviet violinist Leonid Kogan they wouldn't listen to Presley undoes a collection of showpieces der any circumstances. On Thurs-

NEW YORK - - The 14-disk ald, who constantly surprises with series of sessions at this year's her freshness and vocal versatility Newport Jazz Festival, just re- is in great voice. The some of the leased on Verve Records, is the numbers have been recorded premost complete disk coverage of | viously, a listen to "Body and Soul" any Festival to date. The package and "Air Mail Special" will sway

"Count Basie with Jimmy Rushnois Jacquet and Roy Eldridge" Interest in the annual event has the Basie name and the air of (Continued on page 20)

# Cap's Plans

HOLLYWOOD-The American Federation of Musicians may throw a monkey wrench into Capitol Records' plans to record a new series of longhair works tentatively Lead seller will most likely be titled "Carmen Dragon Conducts the Major Orchestras of the World."

Plans called for Dragon to record a series of classical albums with top symphonic orchestras in Paris, London, Rome, etc.

Edict passed by the AFM at its 1957 convention in Denver specifically bars any AFM member from performing his services, "where the product of such services is intended to result in or be embodied in recorded music made outside of the United States and Canada.'

AFM spokesmen here declined official comment, tho opining that it was doubtful the Federation would grant Dragon permission to record. A violation of the AFM rule is punishable by a fine of \$5,000, loss of membership, or

# However, Allen Brooks on local Exec Gaps In Roster

NEW YORK-National Artists reportedly endorsed the Presleyian | Corporation, longhair managementbooking firm which recently lost included several ministers and the star-studded S. Hurok roster, has made several executive ap-The other seven per cent told pointments, filling gaps left by recent Hurok raids. NAC also signed a three-year contract with violinist Mischa Elman.

> According to Luben Vichey, NAC president, Marianne Semon becomes vice-president in charge of opera and foreign divisions, and assistant to the president. Dr. Henry W. Levinger, manager of the artists service division, takes over also as director of the conductors' division.

Hurok, who formerly had NAC book his contracted artists, this year set up his own booking office.

# Big 3 Imports R.&R. Works

NEW YORK-The Big 3 Music Corporation, following its recentlyconcluded agreement with Reuter & Reuter Forlags AB of Stockholm, has announced that they are reprinting as well as importing major standard and educational works from the latter's catalog. First publications under the Robbins imprimatur via arrangements with Reuter & Reuter is "Music Through the Ages," educational series for strings, features modern arrangements of works of 16th and 17th century composers. Ed Mc-NEW YORK--Montilla Records | Cauley, Big 3 educational director,

M. Reuterskiold, head of Reuter & Reuter, is expected in New The initial list includes six decks, York shortly for conferences rela-(Continued on page 20) company and the Big 3.

# Schaikowsky's Symphony No. 4. AFM to Take Calif. Court gory, one of which includes five Decree to Supreme Court

By MILDRED HALL ican Federation of Musicians will appeal to the U. S. Supreme Court | Supreme Court if the California California Supreme Court favoring Constitution "in so far as they pur-AFM dissidents in their battle to halt payment to the Music Performance Trust Fund of re-use fees in pix-to-TV and a portion of a recording scale increase. (The Court decision found that "Personal Billboard November 11, 1957.)

In the AFM notice to the Calicornia court last week (December of the union's proposed Supreme Court appeal, AFM counsel NEW YORK-Henri Rene will Henry Kaiser also applied for stay

The California Supreme Court for the disputed funds by California Victor a.&r. topper Steve Sholes | Superior Court. The unanimous New York, was an "indispensable

party" to the law suits brought by WASHINGTON — The Amer- the West Coast dissident musicians. The AFM will ask the U. S.

code of civil procedure violates the port to confer jurisdiction on a California court to adjudicate" a claim against a trusteeship based in New York. The California Supreme service" on trustee Rosenbaum was enough to give the California court jurisdiction to decide his right to receive payments for the Music Performance Trust Fund.

Montilla to Release First Stereo Tapes

will ship its first release of stereo will introduce the publications. tapes this week, according to general manager Harry Sultan.

# SIEGEL TABS POP SALES

# 'By Artist, Not Song' Says German Mahoff

buy the songwriter, then they costs which take off much of the bought the song, and now they gross income, leaving little for disbuy strictly by the artist." So says tribution to copyright owners. phere. Siegel was describing the duced by only a half dozen firms. German pop record buyer, and he It is thus even harder to get a Cerman public buys are Ameri- German non-network radio set-up, cans.

Munich headquarters over the national smash. North Pole to California, carrying On the other hand, German pubdiskeries.

America, particularly in Brazil. places. This was made possible The country is expanding tremen-Cuba, on the other hand, publish- law. ers have great woes, according to Among others, Siegel represents Siegel. The constant threat of in Germany such American firms revolution has put a quietus on as E. B. Marks, Mills, Peer, Leeds, much of the club activity, hence Bourne, Acuff-Rose and Robert there is a cutback on performances Mellin. The German mahoff left of tunes. Also, the performing for his home base Thursday (5).

NEW YO'.K-"They used to rights society there has operating

Ralph Maria Siegel, prexy of the In Germany, Siegel said, the West German publishing empire, publisher has both advantages and Musikverlage, who was here this disadvantages over current condiweek, following a two-month ex- tions in the States. There, the tended tour of the Western Hemis- majority of the records are proadded that many of the artists the record there. And because of the it's possible to have numerous re-Originally, Siegel flew from his gional hits and still not have a

with him over 100 disk masters for lishers collect an 8 per cent possible deals with publishers in mechanical royalty, as compared North and South America. At the to the far lower rate in the States. same time, Siegel has picked up Too, the majority of performance many demo disks on this side of royalties are collected on public the Atlantic as material for possi- performances, in clubs and theable German disks. Naturally, Siegel ters, etc., rather than those on has rights to any of the material radio and TV. Also in Germany, that is brought out by German since 1953, German publishers have collected royalties thru Siegel told The Billboard that CEMA, German performing rights he was greatly impressed on his society, on all juke boxes and radios tour of the potential in Latin or phonographs operated in public dously, he said, and it's a prime cision which re-interpreted the market for music of every kind. In long-standing German copyright

RHYTHM & BLUES - ROCK & ROLL By REN GREVATT -

records in the tradition of the vogue is the schmaltzy recitation of Bessie Smiths, the Lonnie Johnsons, interpolated lyrics right in the the Big Bills, the Tampa Reds, the middle of a torch ballad, (Larry Pinetop Smiths. But the pseudo-sophistication, sentimentality and how"). This trend has been carcommercial tinge of our poorer pop ried to an extreme where the side consists wholly of Edgar Guest type blues market as well. Billy Eck-poetry to a background of organ stine, Sarah Vaughan, Nat Cole music (Herb Kenny's "Why Do I and other stylists in the urban and Love You?"). Even Tin Pan Alley urbane manner (all originally rhy- tunes are offered in the blues and thm and blues favorites, later be-come idols of the pop market) have left their influence and brought "Rag Mop," Dinah Washington on "It Isn't Fair"). about a shift in emphasis. Where rhythm and blues records were once almost unfailingly stamped with the honest sensuality, social identification and strong, steady beat of the unadulterated Southern blues, they have more and more been vitiated by the prurience, fatuity and lack of pulse of the bad Tin Pan Alley products.

"Because collectors are conscious of this vitiation, few buyers look to the rhythm and blues genre for hot items. With a little investigation, however, the hot may be separated from the hoke. The labels to be investigated include Savoy, Atlantic, Regal, Apollo, National, King, Alad-din, Miracle, Modern, Im-perial, Sittin In, etc. These small independent companies, which are more sensitive to changes in the world of rhythm and blues than the bigger, less flexible major diskeries, have virtually captured the field.

"Vocal blues are subdivided into the saccharine blues ballad (Charles Brown, the Orioles); the insinuating, double-entendre blues (Little Esther, Amos Milburn); the shout blues (Wynonie Harris, Roy Brown); the primitive Southern blues (John Lee Hooker, Smokey Hogg); the torch blues (Dinah

"A core of honest blues records | Washington, Ruth Brown) and still continues to find its way to market, other sub-types A current vocal

> "The rhythm instrumental numbers are equally variedbut are almost always built on boogie woogie figures in the bass. Most popular are the riff instrumentals, with a unison phrase dominating, and solos at a minimum. Almost as successful are instrumentals in which one solo instrument leads the way while the band riffs or sustains chords in the back. The lead in such cases may be a tenor sax (Deacon Jay McNeeley), amplified guitar (Pee Wee Crayton), or a piano (Sonny Thompson). Trumpet leads are rare, trombones rarer and clarinet leads are virtually unknown.

"As for the spiritual records, they are consistently fine; buyers want no tampering with the spirit and form of religious music. Some of the best rhythm and blues records currently available are: "Stack-A'Lee," Archibald and His Orchestra (Imperial); "Still in the Dark," Joe Turner (Freedom); "Blues Stay Away From Me," Lon-nie Johnson (King); "Walkin" Blues," Amos Milburn (Aladdin); and "O Solo Mio Boogie," Camille Howard (Specialty)."

These penetrating and somewhat prophetic lines came from the swinging typewriter (Continued on page 57)

Ming December 30% A report to the trade with wrap-up of 1957 . . . the year tape really From Billboard reporters and correspondents across the nation will come reports came of age, on the progress of tape in the field, dealer attitudes on tape, dealer problems, dealer and the outlook successes and dealer needs . . . plus a refor 1958

view of the new tape recorders and playbacks, blank and recorded tape and accessories.

If you are "in tape," you should be represented ad-wise in the December 30 4th Tape Spotlight Issue.



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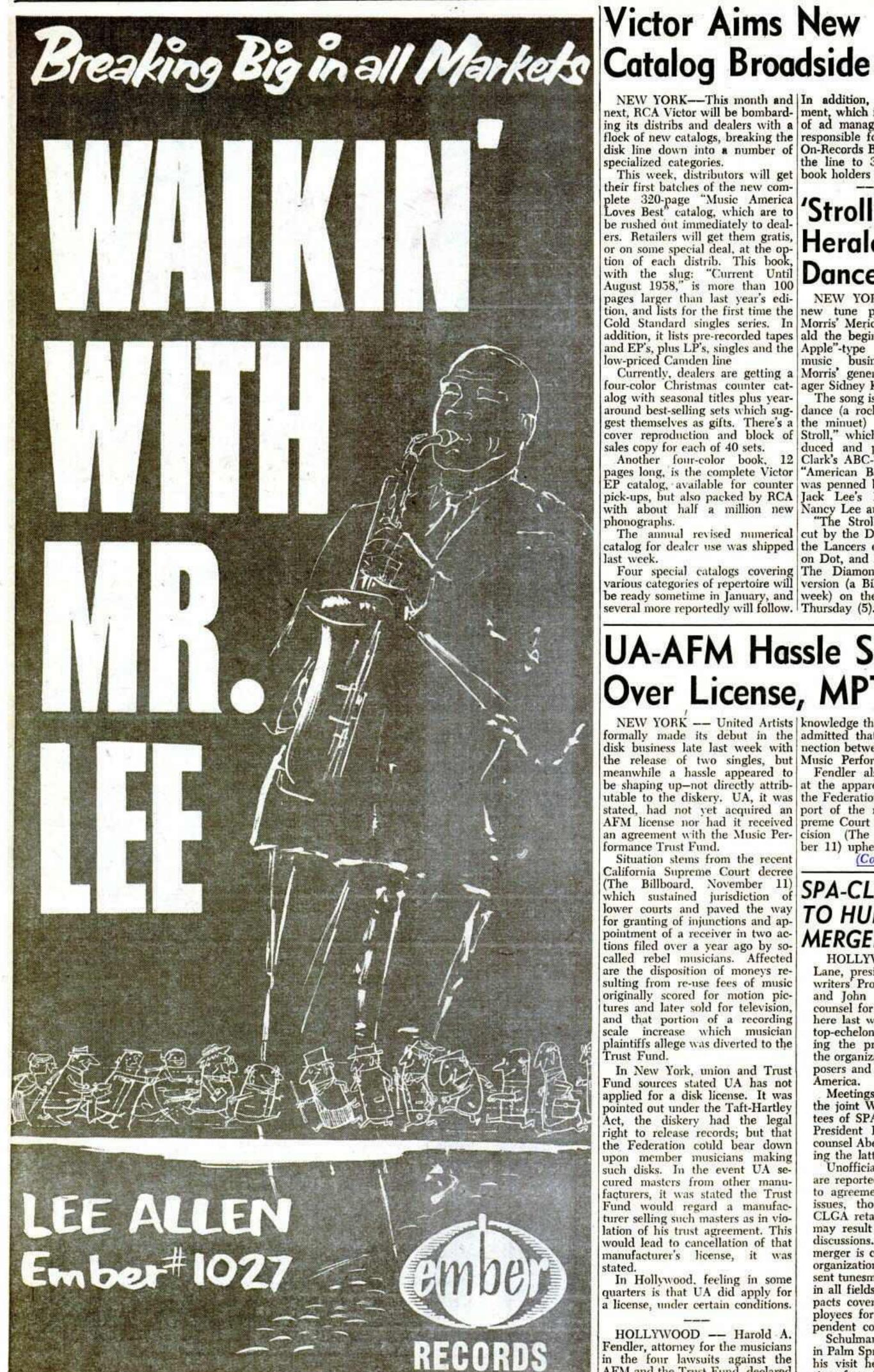
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REMEMBER-ADVERTISING CLOSING DATE . . . DEC. 23



1697 BROADWAY, N. Y., N. Y.

# Victor Aims New

next, RCA Victor will be bombard- ment, which is under the direction ing its distribs and dealers with a of ad manager Bill Alexander, is flock of new catalogs, breaking the responsible for the monthly Savedisk line down into a number of On-Records Bulletin, which pitches specialized categories.

their first batches of the new complete 320-page "Music America Loves Best" catalog, which are to be rushed out immediately to dealers. Retailers will get them gratis, or on some special deal, at the opor on some special deal, at the option of each distrib. This book, with the slug: "Current Until August 1958," is more than 100 pages larger than last year's edilow-priced Camden line

four-color Christmas counter cat- ager Sidney Kornheiser. alog with seasonal titles plus yeararound best-selling sets which sug- dance (a rock and roll version of gest themselves as gifts. There's a the minuet) also "The Rock and cover reproduction and block of Stroll," which was recently introsales copy for each of 40 sets.

pages long, is the complete Victor "American Bandstand." The tune pick-ups, but also packed by RCA Jack Lee's 14-year-old daughter with about half a million new Nancy Lee and Clyde Otis. phonographs.

last week.

several more reportedly will follow. Thursday (5).

NEW YORK-This month and In addition, the catalog departthe line to 300,000 SOR coupon This week, distributors will get book holders via the mails.

# Dance Craze

NEW YORK -- "The Stroll," a tion, and lists for the first time the new tune published by Buddy Gold Standard singles series. In Morris' Meridian Music, may heraddition, it lists pre-recorded tapes ald the beginning of a new "Big and EP's, plus LP's, singles and the Apple"-type dance trend in the music business, according to Currently, dealers are getting a Morris' general professional man-

The song is based on a teen-ager duced and popularized on Dick Another four-color book, 12 Clark's ABC-TV record hop show EP catalog, available for counter was penned by Meridian manager

"The Stroll," has already been The annual revised numerical cut by the Diamonds on Mercury, catalog for dealer use was shipped the Lancers on Coral, Gale Storm on Dot, and Billy Sharp on Kapp. Four special catalogs covering The Diamonds introduced their various categories of repertoire will version (a Billboard Spotlight this be ready sometime in January, and week) on the Clark program last

# **UA-AFM** Hassle Shapes Over License, MPTF

the release of two singles, but Music Performance Trust Fund." meanwhile a hassle appeared to Fendler also indicated surprise an agreement with the Music Per- cision (The Billboard, Novemformance Trust Fund.

Situation stems from the recent California Supreme Court decree (The Billboard, November 11) which sustained jurisdiction of lower courts and paved the way for granting of injunctions and appointment of a receiver in two actions filed over a year ago by socalled rebel musicians. Affected are the disposition of moneys resulting from re-use fees of music originally scored for motion pictures and later sold for television, and that portion of a recording scale increase which musician plaintiffs allege was diverted to the Trust Fund.

In New York, union and Trust Fund sources stated UA has not applied for a disk license. It was pointed out under the Taft-Hartley Act, the diskery had the legal right to release records; but that the Federation could bear down upon member musicians making such disks. In the event UA secured masters from other manufacturers, it was stated the Trust Fund would regard a manufacturer selling such masters as in violation of his trust agreement. This would lead to cancellation of that manufacturer's license, it was stated.

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

HOLLYWOOD -- Harold A. Fendler, attorney for the musicians in the four lawsuits against the AFM and the Trust Fund, declared that the refusal of the Federation to grant United Artists a recording license marks the "first time to my

NEW YORK -- United Artists knowledge that the Federation has formally made its debut in the admitted that there is some condisk business late last week with nection between the AFM and The

be shaping up-not directly attrib- at the apparent "unwillingness of utable to the diskery. UA, it was the Federation to abide by the imstated, had not yet acquired an port of the recent California Su-AFM license nor had it received preme Court decision." Latter deber 11) upheld the plaintiffs con-(Continued on page 31)

# SPA-CLGA HEADS TO HUDDLE ON MERGER TALKS

HOLLYWOOD -- Burton Lane, president of the Songwriters' Protective Association, and John Schulman, general counsel for the group, arrived here last week for a series of top-echelon meetings regarding the proposed merger of the organization and the Com-posers and Lyricists' Guild of America.

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

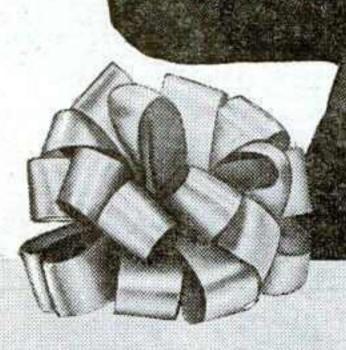
Unofficially the two groups are reported to be quite close to agreement on most major issues, tho the question of CLGA retaining its autonomy may result in prolonging the discussions. Once such a merger is completed the new organization would then represent tunesmiths and composers in all fields of endeavor, with pacts covering writers as employees for hire and as independent contractors.

Schulman spent some time in Palm Springs, Calif., during his visit here, taking depositions from Bing Crosby in the Songwriters of America lawsuit against BMI.



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RCAVICTOR (ADIO CORPORATION OF AMERICA



# MISS FISCHER IS REALLY HIP

MUSIC-RADIO

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

## "I NEVER HAD A DREAM LIKE THIS BEFORE"

Les Baxter with chorus & orchestra Capitol-Record No. 3842

#### "THE OBJECT OF MY AFFECTION"

Danny Davis Cabot—Record No. 3842 Enoch Light Grand Award-Record No. GA-1016B

BOURNE-ABC MUSIC 136 West 52 St. New York 19



# RUSTY WELLINGTON

"ROCKING CHAIR ON THE MOON"

"I LOST MY SOMEBODY TO SOMEBODY ELSE"



# Westminster Tapes to Deb In Pop Field

NEW YORK -- Westminster-Sonotape, stereo tape producing wing of Westminster Records, will enter the popular field this month. The new series will be popularly Court here last week against priced, at \$6.95.

Six decks are scheduled for December release, and four more for January. All of the material is being released on tape prior to release on LP disks.

December's list includes three dance decks by the Hal Otis ork. entitled "Snowfall," "So in Love" tiff in three of the actions for the and "Speak Low." Otis' Quintet alleged unlawful use of Cole Porbacks a new vocalist, Bea Abbott, on another issue. Miss Abbott has Love," Edward Heyman and Johnthe spot to herself on one entitled Abbott." Another dance tape fea-mtures the Joel Herron ork. position, "A Little Kiss Each Morning."

Next month, W-S will head its list with "Friml Plays Friml," which features the cleffer as pianist, arranger and conductor with a Viennese ork. Herron will be back with two additional dance sets, and there will be a Latin-American dance tape featuring Ralph Font, Have Been a Beautiful Baby." his piano and ork.

# Linke Adds 3 Artists to Mgt. Roster

HOLLYWOOD --- Persona manager Dick Linke substantially added to his roster of clients last week with the addition of singers Connie Russell, Wayne Handy and engaged upon a devious scheme to Ray Price.

enjoyed success via his "Say Yeah" sions of the Copyright Act. recording on Reknown Records. Linke will handle country star Ray Price for records, radio, TV and continue with Price's personal appearance functions. Linke's activordinated with Flores via Nash-

# MPHC Sues Tops Miller Nixes For \$275,000

HOLLYWOOD - Music Pubdamages totaling \$275,000 in five new lawsuits filed in U. S. Federal Tops Music Enterprises and Carl

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

Harms Music is named as plainter's "What Is This Thing Called ny Green's "I Cover the Water-"The Remarkable Voice of Bea front" and the Harry Woods' com-

> The Witmark action cites a similar misuse of the Cliff Friend and Dave Franklin tune, "When My Lover' Suit Dave Franklin tune, "When My Dreamboat Comes Home," while Remick is the plaintiff for alleged infringement of the Johnny Mercer-Harry Warren tune, "You Must

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

Complaint specifically charges that "defendant Doshay is now defraud plaintiff of the statutory Dineen without a jury last October. Miss Russell is currently under mechanical reproduction royalties contract to Era Records and before due plaintiff" and that the dethat was with Capitol. Handy is fendant did not comply with the from Durham, N. C., and recently licensing and notice of use provi-

NEW YORK-Cornel Records, motion pictures, with Al Flores to new label, has been organized by Argentina have become members with headquarters at 1674 Broadities in behalf of Price will be co- way. Tanassy is former pianistconductor for Marian Marlowe and Andy Griffith, Tommy Leonetti two rock and roll sides, "Servant and Gloria Lambert. He arrived of Love" and "Woo, Woo Pretty here last week to handle details of Girl" by the Indigos, and two by Griffith's starring role in "The Bob Neblett, "A Lover Always Re-Onionhead" at Warner Bros. turns" and "Du-Bod-Ly-Du."

# **R&B** Influence On Deling'cy

NEW YORK -- When Mitch lishers Holding Corporation sought Miller was asked on the Barry Gray midnight radio show on Tuesday eve (3), what, if any, is the relationship between juvenile delinquency and rock and roll music, he replied: "There isn't a piece of music written or recorded that can do to a child what the home has not already done."

The Columbia Records a.&r. sub-teeners go for rock and roll Bobby Shad. can be summed up as "it is a type of music that is strictly theirs."

(Continued on page 31)

# No Dice on

NEW YORK-Ruling that the plaintiff had failed to substantiate his claim, Judge Benedict D. Dineen, in New York Supreme Court last week, dismissed an action by Andrew McCarter against Barton Music Corporation, Sammy Cohn, K. Toomey, Bee Walker and Capitol Records. McCarter, who wrote a tune prior to 1955 called 'Jealous Lover," charged that Bee Walker had pirated his material and title in writing the tune, "Hey, Jealous Lover," in colaboration with Cohn and Toomey. Barton had been assigned the publishing rights and Capitol had recorded it with Frank Sinatra.

Suit had been tried before Judge

# Two More Join UCC

WASHINGTON -- India and Bill Fisher and Cornel Tanassy, of the Universal Copyright Convention, it was announced last week by UNESCO. The convention assures ALP member countries arranger for Perry Como, Jo Staf- copyright treatment on a par with Linke also handles singer-actor ford and others. First singles are that of its own nationals. India ratification takes effect in January, 1958, and Argentina in February, 1958. They will be the 28th and 29th States to adhere to the convention.

# Gibbs Re-Inks With Mercury

HOLLYWOOD -- Vibist Terry Cibbs inked a new pact with Mercury Records last week, signing another deal for two years.

Gibbs will do a minimum of two packages a year for the label, tho he's been given permission to work as a sideman for Mode Records and also to do a.&r. chores for the latter label.

Gibbs recently formed a new quartet, featuring an accordionvibes combination. New sound of chief stated that, as a result of a the group is to be recorded shortly personal study, the reasons that the by Mercury repertoire topper

# **ELVIS PRESLEY**

Blue Christmas

In Elvis' Christmas Album

9109 Sunset Blvd.

# **Leroy Anderson** "FORGOTTEN DREAMS"

Recorded by

- Leroy Anderson on Decco Records #30403
- Cyril Stapleton on
- London Records #1754 Frederick Fennell on

MILLS MUSIC, INC.

From the M-G-M Production "RAINTREE COUNTY"

THE SONG

ROBBINS MUSIC CORPORATION





BACK DOOR b/w MR. SORROW with JERRY FIELDING and his orchestra 4-41070



GEORGE MORGAN

SWEET, SWEET LIPS b/w PERFECT ROMANCE 4-41063-c

THE SURE-FIRE HITS ARE ON



# ERROLL **GARNER**

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



# JILL COREY

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



# DORIS DAY

4---41071

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



# JOHNNIE RAY

MISS ME JUST A LITTLE b/w SOLILOQUY OF A FOOL with RAY CONNIFF and his orchestra 4-41069

COLUMBIA PRECORDS

# THE WORD ON **PLAYS**

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

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

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

# EXTRA EXPOSURE!

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

A DIVISION OF CBS ® "Columbia" @ Marcas Reg. "CBS" T. M.

# Newport's Complete Coverage

Continued from page 14

genial clambake. It should move winner of the 1957 Down Beat well. Other sets by name artists Critic's Poll for New Star on both that will probably enjoy lively vibes and piano will attract many sales are "The Teddy Wilson Trio new endorsers with the musician-& Gerry Mulligan Quartet with ship displayed here. Accordionist Bob Brookmoyer," "The Oscar Mat Mathews and versatile Elliott Peterson Trio with Roy Eldridge, Sonny Stitt & Jo Jones," "Dizzy score well. Gillespie," and "Count Basie & Joe Williams-Dizzy Gillespie & Mary Lou Williams." Gillespie creates much of the excitement and crowd enthusiasm that Duke Ellington generated at last year's session.

#### For Traditionalists

group, featuring some of the most series, climaxed by a three-trom-Dixie fans.

"The Coleman Hawkins, Roy Eldridge, Pete Brown and Jo ers with color shots of Festival Jones All Stars" and "The Ruby Braff Octet with Pee Wee Russell George Lewis & Turk Murphy... & Bobby Henderson" volumes can have a wide range of appeal, focusing on the techniques, tones and styles of the swing era.

Several of the most absorbing and dynamic moments in the entire group of releases are found in those by the newer jazz talent. "The Eddie Costa Trio with Rolf The Teddy Wilson Trio & Gerry Kuhn and Dick Johnson-Mat Mathews and Don Elliott" set is another with wide appeal. Costa,

on mellophone and vibes also

#### New Talents

Included among the albums of new jazz talents are "Toshiko & Leon Sash at Newport." Tho these artists may be relatively unknown at this point, this package should do much to increase their For the traditionalists there's following, and it could move well, "Red Allen, Kid Ory & Jack Tea- if exposed. One of the best LP's garden with J. C. Higgenbotham, to date to exemplify the modern Buster Bailey & Cozy Cole." This sound of traditional jazz in a is one of the surprising sets of the framework of new tonalities and harmonies is "The Gigi Gryceexuberant blowing of the entire Donald Byrd Jazz Laboratory & The Cecil Taylor Quartet at Newbone go on "High Scoiety" with port" edition. For lovers of spirit-Teagarden, Higgenbotham and ual music, "Gospel Singing at Ory. "George Lewis & Turk Newport with The Back Home Murphy" should also click with the Choir and the Drinkard Singers" should be an attractiv item.

As a group, the attractive covscenes are ideal for display.

Verve MGV 8232

Red Allen, Kid Ory & Jack Teagarden with J. C. Higgenbotham, Buster Bailey & Cozy Cole...Verve MGV 8233

Ella Ftizgerald & Billie Holiday ... Verve MGV 8234

Mulligan Quartet with Bob Brookmeyer . . . Verve MGV

# ASCAP-TV Net

• Continued from page 13

a clarification of production costs. are among the key elements of the proposed new contract.

The matter of an additional small percentage of money to take of growth of ASCAP membership -so that the distribution would not thin down excessively-has been discarded by the TV negotiators, it was stated.

Toshiko & Leon Sash...Verve MGV 8236

Don Elliott . . . Verve MGV 8237

The Gigi Gryce-Donald Byrd Jazz Laboratory & The Cecil Taylor Ouartet...Verve MGV 8238

The Oscar Peterson Trio with Roy Eldridge, Sonny Stitt & Jo Jones...Verve MGV 8239

The Coleman Hawkins, Roy El dridge, Pete Brown-Jo Jones All Stars...VERVE MGV 8240

Ruby Braff Octet with Pete Russell & Bobby Henderson . . Verve MGV 8241

Dizzy Gillespie . . . Verve MGV 8242

Count Basie with Jimmy Rushing, Lester Young, Jo Jones, Illinois Jacquet and Roy Eldridge . . Verve MGV 8243

Count Basie & Joe Williams-Dizzy Gillespie & Mary Lou Williams ...Verve MGV 8244

Gospel Singing with the Back Home Choir and the Drinkard Singers... Verve MGV 8345 Howard Cook.

# **Question Clearing House Need**

· Continued from page 13

blanket license unnecessary inasemployees for hire. Theory is that berg. ASCAP, with a representative from each of the film companyowned publishing houses on the board of directors, has not in Continued from page 13 reality wanted a contract with the studios. Since most of the music of Arnold Maxin, who moves in to used at the studios is owned by their own subsidiary firms, the pubberies benefit in levying and Eddie Costa with Rolf Kuhn & collecting their own fees in that Dick Johnson-Mat Mathews & such performance coin is not put into the ASCAP pot for subsequent distribution.

out that such an organization might | Craft also joined the label. Since bring a modicum of stability to the then, it's understood, he has cut broad area of sync and performance rates. There are some who top artists. It is also understood feel that rates presently quoted that Maxim and Craft cut their are completely out of line, and that first date for M-G-M Thursday (5). a fixed schedule of payments, assuming the latter existed, would benefit both writers and publish-

There seems to be little question but that the upcoming SPA pact is somewhere along the line tied to the Schulman-Wattenberg proposal. In view of the fact that SPA and the Composers and Lyricists' Guild of America are currently attempting a merger, and with CLGA presently negotiating with the Association of Motion Picture Producers for a basic agreement, the question of sync and performing royalties is unquestionably of paramount importance.

#### Mechanical Royalties

Among the areas of change that the new SPA pact is concerned with, is the hot potato question of stipulated mechanical royalties. The writer group is known to be interested in specifying that mechanical royalties be paid on 50 per cent of the statutory rate, or in no case less than 1 cent. Such a resolution would put the burden of reduced rates on the publisher, and the cost of any rate lower than 2 cents given to a recording company would have to be borne by the publishers. Writers, and in the main studio writers, are also seeking the right to place a composition with a publisher of their own choice. New pact is also expected to automatically return a copyright to an author if he so desires, after one year in which the publisher has ostensibly failed to perform. In addition, all rights not specifically granted would be retained by the author. In the latter case, there are numerous writers who feel that the television showing of their works, which were contracted for motion pictures, is an unjust use.

Should a majority of music publishers subscribe to the Schulman-Wattenberg proposal and allow such an organization to collect sync and performance coin for them, the net effect would be one that would circumvent the functions now being performed by Harry Fox. Fox, an independent agent and trustee for many publishers, also collects for publishers who are members of

# Montilla Tape • Continued from page 14

\$13.95. Two of the Spanish-style reels will carry all-instrumental arrangements of two important zarzuelas. Allegedly, it is the first time such packages have been issued in the Spanish show-music field. Another reel will group guitar performances by Sabicas and Escudero, two will contain "jotas," and the last will be "Viva Espana," a program of band music by the Spanish Aviation Band.

This week, the diskery is throwing a luncheon in celebration of being awarded an "Oscar" for the best recording produced in Spain in 1957, "Fantasia Espanola."

fact that many studios believe a MPPA, the latter group represented by Wattenberg. Opinion much as a major portion of music here is that the proposal is unused in films comes to them from usual, coming partly from Watten-

# Craft to MGM

head up the label later this month. Craft is the current "Cinderella" man of the industry. Some months ago, he produced a hit on his own Lance label with the tune, "Alone," by the Shepherd Sisters. Subsequently the sister group was signed Conversely, other tradesters point to a Mercury pact at which time, sessions with many of the label's

> The incumbent a.&r. chief at M-G-M is Harry Meyerson, who has been responsible in his tenure there for such hits as Billy Eckstein's "I Apologize;" Art Lund's "M'amselle;" "Four Leaf Clover," and "Cruisin' Down the River," both by Art Mooney; "Why Don't You Believe Me," by Joni James and Leroy Holmes' "The High and the Mighty.'

> At press time Meyerson's future plans were uncertain. He denied, however, that he has had any recent talks with reps of major labels.

# Levy Huddles

• Continued from page 13

the latter's catalog as a basic lowpriced line for Roulette's Rama label. However, the deal, which is understood to involve a settlement of royalties owed to publishers, is temporarily stymied, pending settlement of certain blems.

If the Roulette-20th Century Fox deal goes thru, it will only involve sale of the record company (Roulette, Rama, Gee and Tico). Levy's publishing firms will not be included in the sale.

Roulette is currently one of the hottest properties around singlessales-wise, and Levy reportedly is asking more for the label than Randy Wood got from Paramount for Dot. Levy has also held one meeting with Columbia Pictures here, who are also interested in buying the label.

# Commercial Stereo

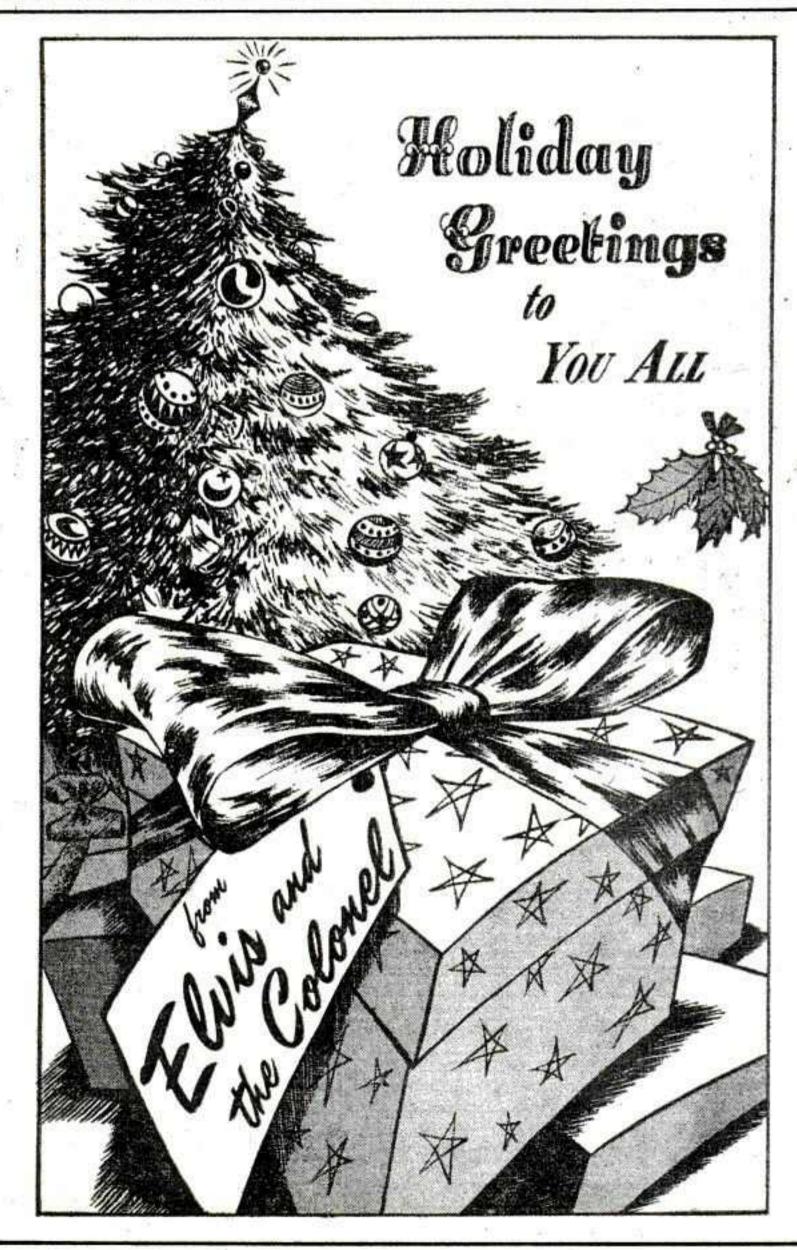
• Continued from page 13

initial demand will not be overwhelming due to the lack of stereo cartridges. He believes that cartridges are being produced, however, and that they are being kept under wraps by their manufacturers for the time being.

The Audio Fidelity move has important ramifications due to the contemporaneous development of rival stereo disk systems. Last October, London Records unveiled a system that had been a project of their parent firm, British Decca. At that time, London emphasized that they had no particular axe to grind and that they wanted the industry to have a look at their system before deciding on any. The move was intended to prevent any repetition of the upheaval that accompanied the introduction of the new speeds.

During October also, Westrex showed their stereo system. The firm said that four diskeries had custom-built cutting heads at a cost of about \$9,000 each. The four firms, according to a Westrex spokesman, were RCA Victor, Columbia, Capitol and Decca.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!



# THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

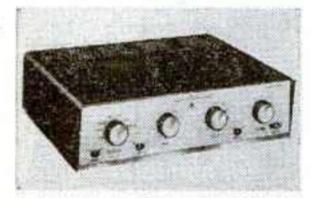
# **NEW PRODUCTS**

ALLIED SHOWS NEW KNIGHT AMPLIFIER . . .

Allied Radio Corporation, Chicago, has just introduced their low-cost Knight KN-515 15-watt "Bantam" amplifier. The unit is budget priced at \$64.50.

budget priced at \$64.50.

The "Bantam" is compact in design, measuring 3½" high, 13" wide and 10" deep. It is housed



"Plextone" finish. The control panel is in contrasting white with brass trim. Included among the features of the amplifier are rumble and scratch filters, seven inputs, three position speaker selector switch and a volume-loudness control.

The inputs, in addition to low level or high level magnetic cartridges, are for ceramic cartridge, TV, tuner, crystal phono, tape head, tape recorder and microphone. The three record compensation positions are Eur, FFRR and RIA.

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

A set of four special knobs and hardware, priced at \$2.25, permits custom installation in a wall, furniture cabinet, etc.

#### NEW ANTI-STATIC LUBRICANT BOWS . . .

"Negastat," an anti-static lubricant for phono records, is being produced by Jack's Creations, Chicago. The fluid cleans and renders disks free of static. By stopping dust attraction to the grooves, the fluid lengthens the



Coming

... in the

Dec. 30

Issue

life of both needle and disk. It can be used safely, is non-toxic and non-flammable. Negastat is supplied in six-ounce bottles and is a \$1.50 seller.

#### UNITED AUDIO HAS SPEAKER CATALOG . . .

United Audio Products has just published a catalog describing its complete line of Wigo loudspeaker systems. The catalog describes 10 models including single and dual cone tweeters, eightinch mid-range speakers, a 12inch extended range speaker, a 12-inch coaxial system and 12inch and 16-inch woofers.

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

The new Wigo catalog may be obtained by writing United Audio at their New York City head-quarters.

#### SHORT STEREOS FROM LIVINGSTON . . .

Livingston Audio Products Corporation, Caldwell, N. J., is introducing a new series of stereo recorded tapes called "Livingstonettes." These are collections of musical material suited to shorter playing time. To assure maximum impact at the consumer level, the firm has created "new and beautiful packaging" for the series.

The shorter playing stereos will be released on a regular basis and will be available either for stacked or staggered head play. The first five in the series already available are: "Dancing Along in Stereo," "Peer Gynt Suite," "Enchanting Strauss," "Lenny Herman Gems" and "Music for a Midnite Mood."

Each tape is a full 5-inch reel and is priced at \$6.95.

# Radios Gain Half Million

Shipments of radio sets from manufacturers show no signs of waning during 1957. The most recent report (from the Electronic Industries Association) shows set shipments for the first nine months of the year one-half mil-

THE FOURTH QUARTERLY

# Tape Merchandising Special

containing latest news, sales tips and store-tested merchandising ideas that any dealer can use to boost his sales of blank, monaural and stereo recorded tape, tape recorders, tape playbacks and tape accessories. Watch for it! BLACK AND WHITE SHOP

# Display Dictates New Store Decor

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

THE BILLBOARD

 Astor Music applies display formula in New York location.

#### By RALPH FREAS

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

His hand gestured toward the wall racks and the island displays. All of the fixtures were custon-made and brand-new.

#### Have to Have Room

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

#### Display Dictates Decor

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

#### No Color Conflict

The display tactor also dictated the decor, which is black and white thruout.

"I didn't want the walls to have any color, not even a neutral color, to clash with the color of the album covers," Robbins said.

As a result, the walls are painted dead white, the wooden fixtures and check-out counter are black. The floor covering is also black and white check. Even the electric sign in front of the shop is black and white.

#### Good Location, Too

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

Within a two-block radius also there are two large high schools— Cathedral High and Arts and Trades High School Both have enrollments in the thousands.

During the first week after opening the shop, Robbins offered discounts on LP's to draw the people in. He does not plan to discount LP's as a general policy, however. Once in the store, disk

lion ahead of **a** like period in 1956.

In September, EIA reported 1,056,274 radios shipped o dealers (including 2,237 units to the Territories). This compares with 833,624 in September, 1956.

Cumulative radio shipments during the first nine months of this year totaled 5,844,280. This figure compares with 5,326,820 in 1956.

purchasers were given a free antistatic cloth which ordinarily lists for \$1. Robbins figured that he would give away approximately 25,000 cloths during the first

weeks of operation.

"The cloths have the name and address of the store imprinted on them," Robbins pointed out. "It will be a good reminder to the customer that we're in business here."

#### LP Organization

A very important element in the store's display facilities is the amount of the album that is seen when it is in the rack. Almost a half of the album cover is shown. Albums are arranged according to type of music-Jazz, Pop Vocal, etc. Within the category, disks are displayed according to artist. The Sinatra customer, for instance, on looking at the latest album by the artist also Robbins believes. It has the essential width and depth. It has dramatic display. And it has good location.

The neighborhood at Lexington and 53d is not distinguished by any particular customer type. There are some large office buildings right in the neighborhood and many others close by. Thousands of white collar workers pass the shop going to and from work and during their lunch hour.

The neighborhood is also resisees four or five other albums that he might not have. The impulse is to take two or more albums at a time, according to Robbins.

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



The front of Astor Records carries out the black and white decorating scheme so effectively used inside.



Peg-Board lines the walls from floor to ceiling. This area doesn't display albums but that's a temporary condition. When the time comes to display them, the facilities are there.



The only area of the shop that doesn't use full face album display is this library section. Here the material is largely classical albums, the type of records that doesn't require display to the same extent as pop material.



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

Copyrighted maters

# IRICEST ALBUM!

Over 250,000 Sold in 6 Weeks



Ask for Ricky's Best Selling
Extended Play Albums

And...A RED HOT SMASH SINGLE!

- and -

# MAITIN IN SCHOOL

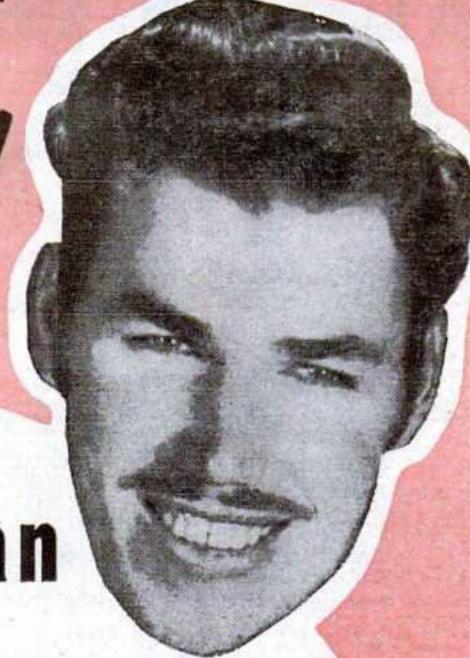
# 5483

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



6425 Hollywood Blvd., Hollywood, Calif.
London Records • In Canada

The World's Greatest Record Salesman!



Slim Whitman

with

# "UNCHAIN MY HEART"

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

b/w

"Hush-A-Bye"

#8312

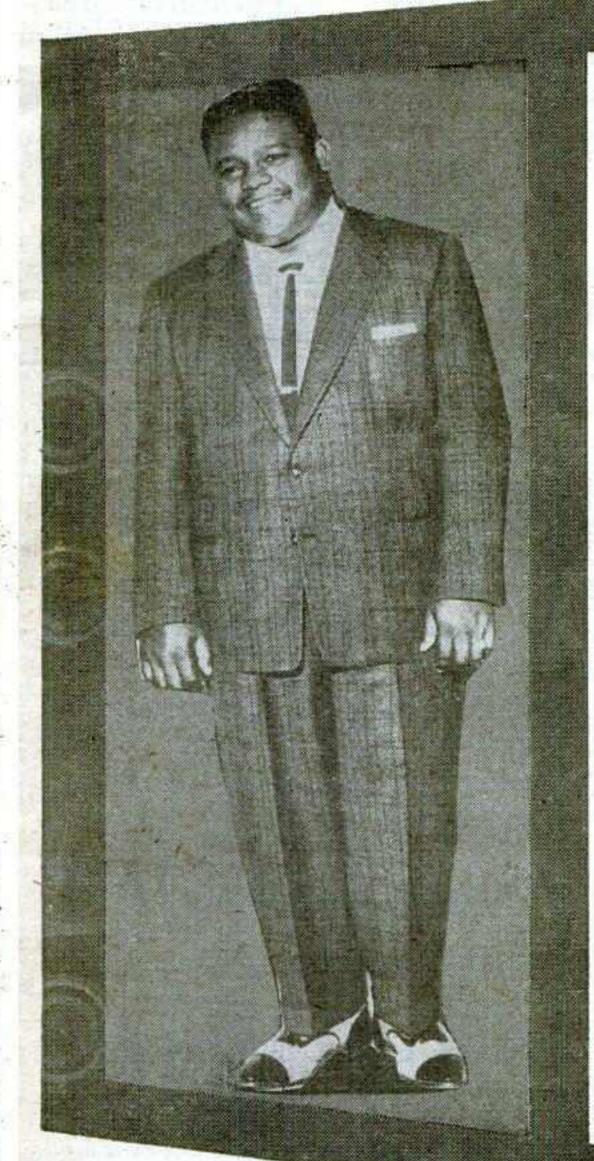


6425 Hollywood Blvd., Hollywood, Calif.
London Records • In Canada

A MILLION SELLER! OVER 600,000 ON INITIAL ORDERS!

... In the Hit Groove!

Fats
Domino



YOU TO KNOW!

BEAT

From the
Universal International Picture
"BIG BEAT"



IMPERIAL RECORDS
6425 Hollywood Blvd., Hollywood, Calif.

#5477

THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide



# BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING NOVEMBER 30

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.

	the School of Retaining of New York University.		Weeks
Week		Last Week	Chart
1.	Around the World in 80 Days Sound Track, Decca DL 9046	1	37
2.	My Fair Lady	3	88
3.	Elvis Presley, RCA Victor LOC 1035	23	2
4.	Merry Christmas	15	2
5.	Pat's Great Hits	5	8
6.	Ricky Nelson, Imperial IMP 9048	8	5
7.	Pal Joey	2	5
8.	Okahoma! Sound Track, Capitol SAO 595	7	117
9.	Christmas Carols	-	1
10.	The King and I	9	74
11.	Where Are You? Sinatra, Capitol W 855	4	12
12.	Film Encores	18	29
13.	Loving You Elvis Presley, RCA Victor LPM 1515	6	21
	Smoke Dreams		. 1
15.	Fascination	-	1
16.	Songs of the Fabulous Fifties Rogers Williams, Kapp KXL 5000	11	36
17.	A Swingin' Affair	19	26
18.	Love Is the Thing	22	29
	The Pajama Game		11
	Dukes of Dixieland, Vol. 3 Audio Fidelity, AFLP 1851		11
	Spirituals		21
25	Wonderful, Wonderful		14
1-15/12	The Eddy Duchin Story	242	70
E SE SE	Tennessee Ernie Ford, Capitol T 756	12	50
25.	There'll Always Be a Christmas Ames Brothers, RCA Victor LPM 1541	16	2
_			_

#### MONEY-SAVING SUBSCRIPTION ORDER

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

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Company	**		
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# 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.

# Classical Album

HOROWITZ PLAYS CHOPIN (1-12")-RCA Victor LM 2137

Superb playing by one of the keyboard masters of our time. Horowitz's phenomenal control, beauty of line and high musicianship would be difficult to match. This all-Chopin program includes two Scherzi, four Nocturnes and a Barcarolle. Top merchandise for now and later.

REY DE LA TORRE PLAYS CLASSICAL GUI-TAR (1-12")-Epic Lc 3418

An uncommonly rewarding recital that should help establish the classical guitar as the equal of any musical medium. Rey de la Torre's interpretations show mature artistry in technique, tone, subtle cloration and phrasing. Varied repertory ranges from 17th century works, thru folk song arrangements, to modern Spanish pieces. Live recording preserves intimacy of instrument.

# Jazz Album

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

Winners of the Playboy magazine jazz poll are all represented in this spectacular anthology, which is being made available to retailers via Columbia Records distributors. It differs from previous poll-winner disks in that no special disking date was held; tracks have been made available to Playboy by various diskeries to whom artists are or were under contract. Thus, it's a big co-operative venture, quite unprecedented in the industry. For example, tracks emanate from Victor, Columbia, Verve, MacGregor, Contemporary, Storyville and Pacific Jazz labels. Poll winners include Kenton, Armstrong, J. J. Johnson, Desmond, Getz, Mulligan, Goodman, Brubeck, Kessel, R. Brown, Manne, Hampton, Sinatra, Ella Fitzgerald-and dozens of other greats are included in their various units. Bound-in booklet by Leonard Feather has bios, pics, data and discographies of winners, listing many labels. Some tracks are newly issued, most are well-selected re-issues. Great cover, extremely heavy promotion and genuine

quality make this an outstanding gift offering at \$9 tag.

# **EP Albums**

THE "CHIRPING" CRICKETS (1-EP)-Brunswick EB 71036

Rockabilly group has clicked on several singles, including "That'll Be the Day," which is one of the four tunes included in this sock teen-slanted package. Also present is their new smash, "Oh Boy!." Same numbers are part of an LP with same package title, and the bigger set may do business around the holidays. This EP, however, must be regarded a sure thing.

THE TWIN-TONES (1-EP)-RCA Victor EPA-

Jimmy and Johnny Cunningham, 16-year-old (Continued on page 28)

# - Album Cover of the Week -



THE PLAYBOY JAZZ ALL-STARS, Playboy PB 1957. Excellent cover by Emmett McBain has the names of the jazz poll winners in bright colors against a black background. Interesting feature is that there is no space between the names, but the first letter of each name is in a different color. Striking design will be a sure attention-getter.

For Reviews and Ratings of New Albums See Page 28

# Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 30

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.

- 5. YOUNG IDEAS
  Ray Anthony Orch. ....... Capitol T 866

- Elvis Presley .........Victor LPM 1515

9. NEW GLENN MILLER ORCH.
IN HI-FI
Ray McKinley .......Victor LPM 1522



# Best Selling Pop EP's

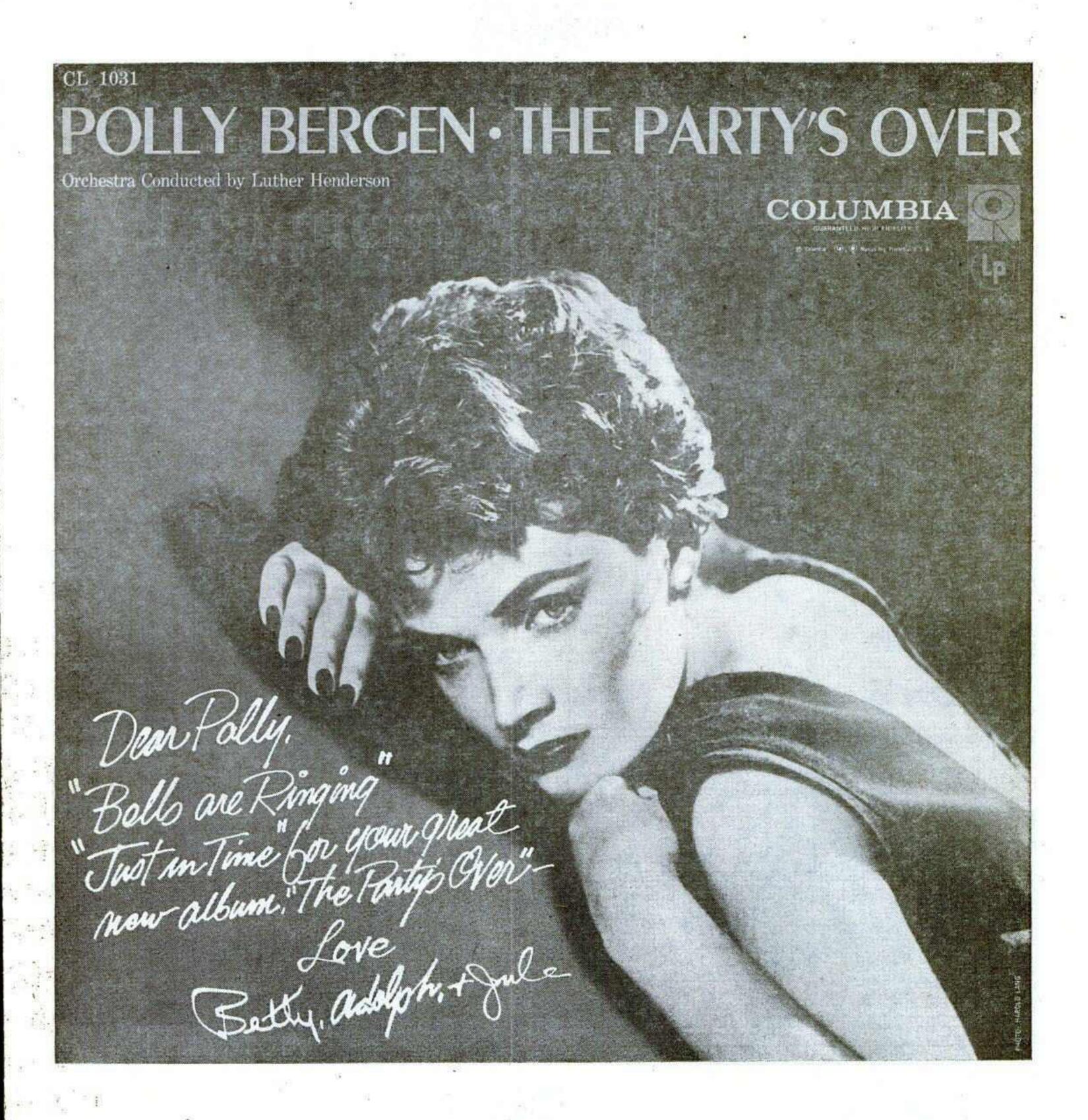
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- 1. JAILHOUSE ROCK
- Elvis Presley.....RCA Victor EPA 4114
  2. ELVIS' CHRISTMAS ALBUM
- Elvis Presley.....RCA Victor EPA 4108
  3. RICKY
- Ricky Nelson......Imperial EP 153
  4. LOVING YOU
  Elvis Presley.....RCA Victor EPA 1-1515
- 6. JUST FOR YOU

  Elvis Presley......RCA Victor EPA 4041
  7. THERE'LL ALWAYS BE A CHRISTMAS
- Ames Brothers....RCA Victor EPA 1-1541

  8. JUST A CLOSER WALK WITH THEE
- 9. FOUR BY PAT



# STRATFORD MUSIC CORP.

1270 Sixth Avenue Buddy Robbins, Prof. Mgr.

# DISTINCTIVE JAZZ IN HIGH **FIDELITY**



"BAGS' GROOVE"

MILES DAVIS

SONNY ROLLINS, MILT JACKSON, THELONIOUS MONK, HORACE SILVER, PERCY HEATH, KENNY CLARKE. 12" LP #7109

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**GIVE TO DAMON RUNYON** CANCER FUND

# Reviews and Ratings of New Popular Albums

GEORGE FEYER & HIS ORK PLAYS COLE PORTER ......80

(1-12")

Vox VX 25,510

Pianist Feyer has built a good audience for his "Echoes" series and this can do just as well as any of the others: Set contains 14 of Porter's top tunes with an ork backing the Feyer piano very much the same as in a recent Feyer "Jerome Kern" package. A good long-haul type seller for the show fans.

24 SHORT DANCES FOR THE

Hank D'Amico Ork (1-12") Golden Crest CR 3031

The veteran clarinet man lead a group of seven stars thru two dozen tastily arranged and unusually listenable or danceable tunes, mostly familiar. Concept of the packaging is good and the merchandise in this case lives up to the billing. Sound is well reproduced and tracks average close to two minutes each which means it's more for the money than many competitors. Can be sold with a push from dealers to dancers and many jazz fans. All tunes are from the Mills catalogs.

(1-12") Decca DL 8655

This one's contents reflect the mood of the title. Package is made up of a broad range of material by many artists, ranging from "Star Dust" and 'The Charleston" to "Rock Around the Clock," "Tavern in the Town," etc. Talent includes Four Aces, Bill Haley, Guy Lombardo, Eddie Condon, Wayne King, Russ Morgan, etc. There are rousing vocal solos and choruses to capture the party mood. A good

INVITATION TO DANCE WITH

BOSTIC ......74 Earl Bostic and Ork (1-12") King 547

Sax man Bostic's seventh album for King includes some of his past singles efforts and most requested tunes. It's all swinging material with the big

# • Review Spotlight on Albums . . .

• Continued from page 26

twins from Hicksville, Long Island High School, represents quite a discovery for Victor. Lads cleffed "Jo-Ann," which kicks off the EP and which already has been covered by several indies. There's heavy teen bait in this quartet of tunes they lay down. Any of the sides would stand a strong chance on a single. Show this one where kids congregate.

Folk Album

THE WEAVERS ON TOUR (1-12")-Vanguard VRS 9013

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

Children's Album

THE LITTLE LAME LAMB (2-EP)-Told by Mary Martin. Disneyland STEP 1002

band as usual spotlighting the Bostic

horn work. "Temptation," "Make

Believe," etc., are samples. A fine

dance disk, especially for the younger

element. Jocks, too, might well spin

some of these bands. Both pop and

AUTUMN ......70

A potpourri of songs autumnal, all

dramatically orchestrated. Piano in-

terludes, choir and the prolific use of

obbligatos heighten the listening in-

terest. An excellent mood music

package, tho it'll require heavy pro-

KING OF ORGAN WITH A BEAT ..... 69

r.&b. potential.

Camarata Ork (1-12")

Disneyland WDL 3021

motion to sell,

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

Don Johnson (1-12")

Kandy LK 115 Johnson, a night club act, plays a souped-up organ, with guitar, bass and drums backing him. It's a danceable package, with good sound, and a fine choice of standards, as "Tuxedo Junction," "Perdido," "Around the World," etc. Plenty of competition in this category of wax; yet dealers who demonstrate this package will be able to move it.

Teddy Phillips Ork (1-12") Decca DL 8561

A varied collection of fox trots and waltzes, done by the ork and alternating vocalists. The chanters are (Continued on page 29)

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

Special Merit Religious Album

SPEAK FOUR TRIO (1-12")-Presented by Paul Baker, Word W 4013 LP

Highly effective and dramatic presentations of passages from the Bible. The trio of girls interprets the Scripture with freshness and clarity, and build moments of intensity and sweetness with excellent spoken tones and tempos. Appeal may be limited, but in this market it ranks among the most interesting. Readings include "The Creation," "The Lord Spoke to Jonah" and "Joshua."

Low-Priced Album

CHRISTMAS HOLIDAY (1-12")-Waldorf Music Hall MHK 33-1231

One of the better \$1.98 disks to come along this season. Fine recording, real pro ork and vocal performances not always encountered on disks at double the price. Mostly pop-type Christmas standards here, as "Santa Claus Is Coming to Town," "Rudolph," "Let It Snow," etc. Excellent talent includes Artie Malvin, Mike Stewart and Enoch Light ork and cho.

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THE LOCKET SNOWBALL



record no. 3855





# • Reviews and Ratings of New Popular Albums

• Continued from page 28

quite numerous, giving the effect of a whole vaude program. Vocals, for instance, are by the Phillipaires group, Nancy Wright, Richard Hayes, Lynn Hoyt, Dick Beavers and Thurl Ravenswood. Songs include "It's a Lonesome Old Town," "Ridin' to Ten-nessee," "Darlin', Say It Again," etc. Moderate potential.

# Childrens'

**FAVORITE STORIES FOR CHILDREN** VOL. 2 ......85

Paul Wing & Ray Middleton (1-12") RCA Camden CAL 394

Another in the series of salable Camden merchandise for kiddies, this contains "More Adventures of Tubby the Tuba," the story of "Peter Churchmouse," "One-String Fiddle," and "The 500 Hats of Bartholomew Cubbins"-reissued from old Victor material, Narrators are Paul Wing and Ray Middleton. Each story has plenty of music and sound effects and each runs to nearly 15 minutes. A terrific item at \$1.98, especially for the Christmas trade.

# Christmas

JOYOUS BELLS OF CHRISTMAS .... 80 Owen Bradley Quintet (1-12") Decca DL 8652

A delightful Christmas program that can be sold heavily if pushed slightly. Organ, chimes, accordion and rhythm run thru pop standards on one side, and carols on the flip. Sound is fresh and flavorsome, and program has variety. Rates with the best entries of the season, All-instrumental, especially good for industrial use.

# Low-Priced

THE ART OF EZIO PINZA ......84 (1-12")

RCA Camden CAL 401

This disk turns the clock back as far as 30 years ago, in recapturing the magnificent voice and style of the late singer. In repertory from his Metropolitan period, the great basso has left a remarkable heritage in which his voice survives remarkably well. Could sell healthily at twice the

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



BEETHOVEN: SYMPHONY NO. 5; SCHUBERT: "UNFINISHED" SYM-PHONY ......84

Vienna State Opera Orch. (Prohaska).

Vanguard SRV 106

Combination of more than routine performance and fine audio qualifies this as a fine bargain at \$1.98. Many offerings of these selections at this price hold forth no virtue but low cost, and recordings are often stale, so present release provides effective contrast.

CHIMES AT CHRISTMAS TIME .... 80 Godfrey Malcolm, Organ; Fredrico on the Chimes. (1-12")

Waldorf Music Hall MHK 33-1230 Another \$1.98 set that compares favorably with similar programs at \$3.98. Quality of organ and chimes recording is good, and program includes 14 best-known carols, listed most legibly on the cover. Cover otherwise is not outstanding. Good mood-setting stuff for yule.

JIVIN' THE VIBES ......80 Lionel Hampton Ork. (1-12") RCA Camden CAL 402

Vintage Hampton small-band recordings done in late 30's with all-star personnel, i.e., J. Stacey, Gene Krupa, J. Hodges, B. Carter, Chu Berry, etc. Set spots Hamp on vibes, drums, piano and vocals, and is filled with typical swing era thrust and rare enthusiasm. Selling at \$1.98, this collation of collectors' items is a steal. Most substantial sale lies with swingoriented customers.

# Rhythm & Blues

DOGGETT BEAT FOR DANCING FEET ......83

Bill Doggett, organ & ork. (1-12") King 557

This is Doggett's seventh package for the label. It has the striding rhythm and beat for which he's noted, and will sell to his fans. Tunes are a combination of standards and material derived from the jazz-rock and roll fields. Included are "And the Angels Sing," "Honey," "Hammer Head" and "Chloe."

BEAUTIFUL WEEKEND ......74 Googie Rene (1-12")

Class CS-LP 5001

Almed at the teen-age market, this set depends mainly on a rocking, heavy piano and rim shots. A number of Rene's previously recorded hit singles are included and these offer the biggest lure.

#### International

Juan Oncina, Tenor; Carlo Sito, Guitar. (1-12")

Westminster WP 6047

Tho this package obviously is oriented to a small and select market, it nevertheless contains some virtuoso performances by Spanish operatio tenor Oncina. The 18 tracks are all spanish folk songs, beautifully rendered to excellent guitar accompaniment, Liner notes explain the meaning of the songs. Goya's painting, "The Bullfight," on the cover lends display value. Dealers will have to judge their market for this, but in the right stores it can do very well.

# Specialty

Paul Winter (1-12") Offbeat 4010

This is really mad-ball material. The clever monologs and vocals are excellently backed with thomes ranging in mood from calypso and folk to sentimental schmaltz. Winter satirizes just about everything possible in one LP. Prime appeal will probably be to the hip set. Selections include "Tired Blood," "Sing a Song of Schopenhauer" and "Actor's Studio (Tempo di Tennessee)."

BOB LOWRY & HIS CLARINET ......68 (1-12")

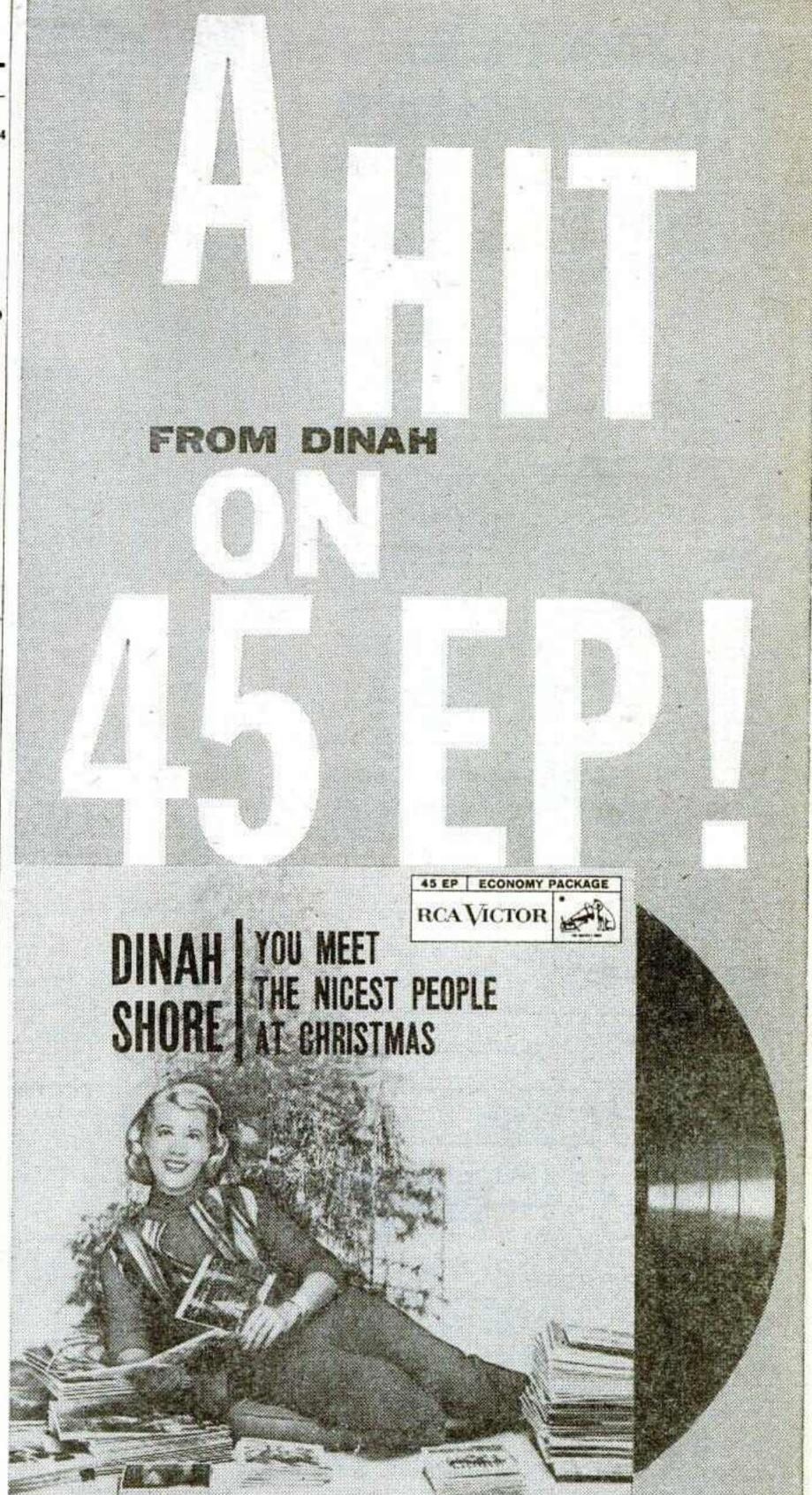
Golden Crest CR 4009

Lowry is a concert-band style virtuoso whose prime appeal would be to band fans and pre-jazz clarinet students. On one side he plays typical semi-classical clarinet pieces, and on flip essays a swing style on a couple of standards and such, with accordion, strings and rhythm, Brilliant sound of this Lab Series disk won't hurt it, but it's for a limited, specialized

DOCUMENTARY TALKING BLUES...74 Pat Foster & Dick Weissman (1-12")

Counterpoint CPT 550

The selections cover a wide tange of events-dealing with recent and (Continued on page 30)



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

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

Advertised coast-to-coast on NBC Radio Network's BANDSTAND, MONITOR, and NIGHTLINE, plus many local stations-

It's going places at 45 rpm-America's favorite speed!



RCA VICTOI



Reviews and

Ratings of New

Popular Albums

current events. The presentations are

highly stylized, but could click with

folk buyers. The tunes are delivered

in a sort of "talk-sing" fashion with

either banjo or guitar accompaniment.

Most of the numbers are of a phil-

osophical nature. They include

"Original Talking Blues," "Talking

Hitler's Head Off" and "Talking

UNIVERSITY SONGS VOL. 2..........72

Male Chorus & Ork of Vienna State

The rousing, romantic songs of Ger-

man undergrads aren't really folk

songs (some are by well-known com-

posers or poets) but they've virtually

achieved this status. Vanguard's

follow-up to its first volume features

Kunz in fine voice, backed by a lusty

chorus. The album might well be

titled "Music to Drink Beer By." for

it has captured the free-and-easy feel

of an Old Heidelberg tavern, and the

melodic air of "The Student Prince."

Highlights: "Aennchen von Tharau"

ALGERIAN REBELS ......67

• Continued from page 29

T.V.A."

Opera (Paulik) (1-12")

Vanguard VRS 1010

# SANTA'S LITTLE HELPER

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

The 8000 series retails at \$3.98 list, the 1200 series at \$4.98 and the 2-12" sets go for \$9.96.



#### LA VERN

12 songs, ranging from ballads to blues (none previously available as singles), in a sizzling recital by La Vern Baker, the Rock & Roll "Temptress."



8011

8012

#### OZ UOY ZZIM I

Chris Connor in the season's best LP buy. Her only LP available at \$3.98 list runs the gamut of the tones and moods of amour.

# HI-FI SOUNDS FOR YOUNG PARISIANS

Georges Brassens has become France's most popular composer In the last years. This is the first collection of his most famous songs in instrumental interpretations by the Ray Ventura orchestra. Recorded in France in dazzling hi-fi.

#### MAC-KAC AND HIS FRENCH ROCK AND ROLL

Introducing France's No. 1 Rock & Roll singer! Mac-Kac's reading of See You Later, Alligator is the funniest disk of the fall. Try it - and all the other R&R novelties in this surprise package from France.

#### DANCE THE ROCK AND ROLL

For teen-age dancers, the ideal LP for parties or evenings at home. 14 rock and roll instrumentals by a variety of bands (Willis Jackson, Tiny Grimes, Chuck Calhoun, Joe Morris, Arnett Cobb, etc.).

# AFTERNOON IN PARIS

John Lewis of the Modern Jazz Quartet and Sacha Distel, the great French guitarist, are featured in this appealing LP, which brings together some of the top jazzmen of America and France.

# THE ART OF MABEL MERCER

2-602

1267

A comprehensive survey of the fabulous career of "Manhattan's Midnight Muse." 28 of her songs in incomparable interpretations. This de luxe 2-12" package is the only gift package for the urban sophisticate.



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# Reviews and Ratings of New Jazz Albums

Ruby Braff & His Men (1-12") RCA Victor LPM 1510

Tunes closely associated with Bunny Berigan interpreted by an assemblage of musicians conversant with, highly notable within traditional-swing style. Trumpeter Braff's full sound and emotionally penetrating solos recall Berigan, tho they are individual in their own right; clarinetist Pee Wee Russell's stints are straight-forward, while being quite personal. Strong, tasteful rhythm section is factor in set's musical success. Should do well with traditional and swing buyers.

#### EDDIE VINSON SINGS: CLEAN-HEAD'S BACK IN TOWN............80

(1-12") Bethlehem BCP-5005

Vinson, one of the great jazz-blues shouters of the '40's follows colleagues Joe Turner and Jimmy Witherspoon into the package field in his return to the national scene. Remade here are his old hits "Kidney Stew," "Caldonia," etc., plus a Kansas Cityinfluenced shout on "It Ain't Necessarily So." Distinctive style, with trade-mark wheezes and screams, will win a legion of new fans in jazz, pop and r.&b. markets. All-star backing is definitely Basie-oriented. Should do very well, if shown.

#### CONCERTO FOR CLARINET & СОМВО ......79

Shelly Manne & His Men (1-12") Contemporary C 3536

Artistically, this is one of the better extended jazz works to come along in many a moon. Clarinetist Bill Smith is featured on his own composition, with Shelly Manne and crew performing admirable accompaniment. Piece breaches both classical and jazz lines, and is performed with sparkling imagination. Flip highlights Manne on straighter modern lines. Worthy of heavy play and promotion.

#### Charlie Rouse and Paul Quinichette, tenor saxes (1-12") Bethlehem BCP 6021

Smart, stimulating jazz package which actually pits two modern, contrasting tenor stylists against each other on the same tracks. Kouse, exponent of the Parker-derived hard-bop school, battles Quinichette, who plays more like Lester Young than "Pres" himself. With good all-star rhythm backing, they run eight tunes, ranging from ballads and blues to jump. Eyecatching cover conveys the idea, and tenor fanciers will plunge.

#### TURK MURPHY'S SAN FRANCISCO

Good Time Jazz (1-12" each) L-12026-L-12027

Previously issued on four 10-inch LP's, these new sets might better have been termed "the compleat Turk Murphy." Historically, they chronicle the rejuvenation of Frisco jazz when Murphy first left the Lu Watters band. Music was originally recorded in 1949-'50-'51, but the sound has been enhanced. Excellent material and top cover will help sell these.

#### Herbie Mann & Buddy Collette (1-12") Mode LP #114

A thoroly pleasant set that swings lightly, but never politely. Essentially a showcase for flute, practitioners Mann and Collette are heard here on clarinet and tenor as well. Arrangements thereof by P. Rugolo, Mann, Collette give the group and the album a light, niry identity. Could sell well, for set is both "musical" and quite accessible. Try "Nancy With the Laughing Face" or "Morning After" as demo-tracks.

# SATURDAY NITE SWING SESSION...76 ERICH KUNZ SINGS GERMAN

(1-12") Counterpoint CPT 549

Conversions culled from star-studded sessions that went out over New York's Station WNEW air-waves 10 years ago, this album of "live" music, as most albums of its kind, prolects more of the immediacy of jazz than regular studio sessions. Such top jazzmen as the late Fats Navarro, R. Eldridge, Buddy Rich, Allen Eager, C. Ventura, Flip Phillips, etc., are to be heard in some strongly virile blowing that is a hybrid of swing and modern. "Sweet Georgia Brown" is a strong demo-band.

#### DIXIELAND GOES BROADWAY .....76 Stan Rubin Ork (1-12")

Coral CRL 57185

Title is misleading in that there is little if any Dixieland, Only approximation is something of a brass band sound, but generally this is swing, and and nothing special despite Rubin's use of top studio and jazz vets as B. Butterfield, Bud Freeman, etc. Rubin's own clarinet is a weak imitation of B. G.'s Gimmick of swinging Broadway show tunes (few of them widely known) will intrigue some adults who favor a brassy, "naughty"

# AL HAIG: JAZZ WILL-O'-THE WISP...73

Counterpoint CPT 551

Haig, one of the pioneers of modern piano, substantiates his reputation with this trio set. His touch is a rare beauty; his ballad interpretations, deeply lyrical. Excursions into uptempo, i.e., "All God's Children Got Rhythm," are flowing, but a technically secure drummer would have helped. Low flame quality of much of this collection makes it serviceable for mood/jazz and regular jazz clientele, as well.

# Rusty Dedrick Plays Berigan Tunes

Counterpoint CPT 552

An oftimes rewarding set which spots substantial blowing by trumpeter Dedrick, Primarily a loose, informal session, the "play as you will" environment makes for decent results except for a few rhythm section lapses. However, if more form had been given to backgrounds, the Dedrick horn could have been set off in a more positive fashion. Sell to swing and periphery modern customers.

#### (1-12")Westminster WF 12006 A package of much interest to folk-

and "Die Lorelei."

FIGHTING SONGS OF THE

lorists inasmuch as it illustrates current development of folk material thru interchange of cultures. Material reflects Arabic, French, Spanish and South American influences. Recording was processed from tapes made in caves, abandoned farmhouses, etc. Obviously has a documentary value. Very modest sale anticipated; yet, a package to be carried by outlets presuming to cover the folk field fully.

# Semi-Classical

OFFENBACHIANA ......75 Heinz Sandauer Ork (1-12") Vox VX 25.540

This potpourri of charming Offenbach tunes manages to qualify as attractive background music while retaining good taste and musical sense. Frothy orchestral settings with occasional piano sequences abound in good humor. Toulouse - Lautrec - inspired jacket successfully captures the mood.

#### Jany Sylvaire & Aime Doniat (1-12") Disneyland WDL 3018

Highlights of several Offenbach operettas, notably "La Vie Parisienne," "La Perichole" and "La Grand Duchesse," competently sired and well recorded by these two French stars and the chorus and orchestra under the direction of Jules Gressier. While the recording is pleasant enough and features surprisingly good sound from a technical view, it must compete with much similar fare now available.

# Christmas

WANT TO WISH YOU A MERRY CHRISTMAS ......80

Sammy Kaye Ork, (1-12") Columbia CL 1035

Nicely assorted selection of Christmas hymns, carols and popular melodies should move well, despite the heavy load of similar sets. Typically styled "Swing and Sway" treatments will click with both youngsters and adults.

#### XMAS SPIRITUALS ......72

(1-12") Gotham LPX 1

the market.

Attractive cover.

Lovely interpretations of traditional and recent Christmas hymns should appeal to lovers of spirituals, especially in r.&b. sectors. Artists are the Harmonizing Four, the Angelic Gospel Singers, the Davis Sisters with Curtis Dublin, Brother Rodney and organist Percy Twindle, Selections include "Sweet Little Jesus Boy," "The First Noel" and Yuletide medleys.

BEETHOVEN: PIANO CONCERTI NOS. 4 & 5 (1-12")-Paul Badura-Skoda & Jacob Lateiner, planists; Vienna State Opera Orch. (Scherchen & Aliberti). Westminster XWN 18540 ..71 Lateiner's fluent rendition of the "Emperor" Concerto is joined to Badura-Skoda's poetic reading of the Fourth, previously available. Recently reinforced competition will make it difficult for

BEETHOVEN: QUARTET NO. 4; MO-ZART: QUARTET NO. 23 (1-12")-Erica Morini, F. Gallmir, violins; W. Trampler, viola; L. Varga, 'cello. Westminster XWN 18595 ......71

this issue to make a strong impact on

# Reviews and Ratings of New Classical Albums

VIVALDI: THE FOUR SEASONS (1-12")-I Solisti di Zagreb (Janigro). 

This is a splendid disk in all respects, presenting Vivaldi's always popular score in a performance that does not sacrifice suaveness while retaining energy and drive. Jan Tomasow's solo violin contribution is in keeping with general conception and recording is excellent.

#### PIANO CONCERTOS-GRIEG, TCHAI-KOVSKY, RACHMANINOFF, LISZT, SCHUMANN, BEETHOVEN (3-12")-Novaes, Wuhrer, Frugoni, Bruchollerie,

Vox innovation offers bargain package of popular standard piano concertos that should prove especially valuable for starting classical collectors. Some notable performances are included in the \$6.95 set priced at less than half cost of component disks. Recorded sound is somewhat uneven.

#### TCHAIKOVSKY; SIBELIUS; GRIEG; LISZT; BIZET; ENESCO; SMETANA; R. STRAUS: MOUSSORGSKY; PON-CHIELLI (3-12")-Horenstein, Perlea, Van Remoortel, Courand, Conductors.

Vox Box 2 VBX-2 ......75 Second "Vox Box" release at \$6.95 tag for three-disk album devoted mainly to tone poems and balet music. Among selections are "Swan Lake," "Finlandia," "Les Preludes," "Die Moldau." Total of 11 works represents excellent value since performances and recording are very respectable.

CHRISTMAS CONCERTOS; CORELLI, LOCATELLI, MANFREDINI, TOREL-LI (1-12")-Corelli Tri-Centenary String Orch; I Musici Virtuosi di Milano; Pro Musica String Orch of Stuttgart; (Eckertsen, Reinhardt), Vox PL 10.500 ....73 Sprightly, clean performances of four Italian works which celebrate, rather than describe, the Nativity, Aside from its seasonal apropriateness, this release preserves engaging early orchestral music of year-round interest. Exquisite jacket reproduction stresses Christmas theme.

PAGANINI: VIOLIN CONCERTO: WIENIAWSKI: VIOLIN CONCERTO; GLAZOUNOV: VIOLIN CONCERTO (1-12")-Bronislaw Gimpel, Violin; Symphony Orch of Southwest German Radio (Reinhardt); Pro Musica Orch, of Stuttgart (Eichwald). Vox PL 10 .-

Gimpel gives expert performances of three mainstays of virtuoso violin literature. The Paganini is presented in Wilhelmj's one-movement edition. Generous contents make for good value, especially considering the high level of playing,

STRAVINSKY: LE SACRE DU PRIN-TEMPS, FIREBIRD SUITE (1-12")-Symphony Orch. of Southwest German Radio (Horenstein). Vox PL 10.430 ..73 Present readings of often recorded

works can claim good recorded sound. Like several other versions, disk offers goodly quantity of music. Interpretations are somewhat wanting in finesse, however, compared with best available perform-

# **UA-AFM Hassle Shapes Up**

• Continued from page 16

tention that local courts had jurisshortly following December 7, order to guide them. when the Supreme Court decision takes effect.

viewed as somewhat unique in musicians when a film in which circles familiar with the law suits. they worked was sold to television. One of the defendants in the suits. Musician plaintiffs contend that tion on the grounds that it does verted to the Trust Fund, an alnot wish to risk a subsequent law leged breach of the Federation's suit by the musicians if their ac- fiduciary obligation. It is these tions whould be sustained by the funds, and the possibility of being courts. UA's case differs from that forced to make dual payment to of other defendant recording com- the Trust Fund and to the musipanies in that UA seeks to withhold cians, that UA is concerned with. pix-to-TV residual money the plaintiff musicians hold should have been paid them and not the Trust Fund.

Virtually all recording companies, including Capitol, RCA Victor, Columbia, Dot, Imperial, etc., are not paying the disputed 21 per cent scale increase to the Trust Fund, but instead are segregating that money pending a decision of the case here. Courts here issued a restraining order some time ago barring the payment of such funds.

# Own Copyrights

Continued from page 13.

record like we do for them? And as far as deals go, who's kidding this group can buy major electrical who? The writers know all about appliances, or any of the other the deals we make to get them household products which usually records. In fact many of them will sponsor the shows. He strongly deal for themselves. The whole idea is just a terrible thing. We would be handing over our life's stations that immediately identify blood."

lease arrangement.

and the Music Publishers Protec- up all over the country, Miller betive Association leading to the de- lieves, there isn't any reason to feel velopment of a new SPA contract they cannot still increase if the inare expected to start right after telligence of their listeners is not the first of the year.

In seeking indemnification, UA diction over trustee Samuel Rosen- is asking for conditions prior to bebaum, and directed the Superior coming a signator to the Trust Court to appoint a receiver and to Fund agreement, unlike the reimpose temporary injunctions. Bar- cording companies who already ring an appeal to the U. S. Su- were licensed by the AFM and preme Court, which is likely, this were parties to the trust fund pact action is expected to take place and who have a court restraining

Such a restraining order is likely to be handed down in the United Artists' request to be in- pix-to-TV case, latter dealing with demnified by the Federation is payments of \$25 formerly made to UA apparently seeks indemnifica- these payments are now being di-

# Miller Nixes

Continued from page 18

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

Miller told Barry Gray and his listeners on the two-station network, which goes out on WMCA and WIP in Philadelphia, that most radio stations today sound alike in the type of records they program. The jockeys, he says, are playing to a sub-teener audience which does not include the 16 and 17-year-old age groups and cannot see how go to an a.&r. man and make the suggested that radio stations strive themselves as soon as you tune Despite the fact that some writers privately admit that they would grammed." But, Miller gave good have a hard time winning agree- music lovers encouragement for, he ment on such a proposal, the feel-ing seems to be, "nothing ven-more and more stations are waking tured, nothing gained." As in some up to the fact that new records, existing agreements, the idea not yet on the Top 40 listings, and would call for a publisher to be- other types of music make for procome a selling agent on a term gramming that will reach bigger and better audiences for their spon-Initial meetings between SPA sors. With stations' gross billings underestimated.

Noted performers join forces to good effect in these ensemble performances. However, other organizations of longer standing have attained finer rapport, more delicately co-ordinated results. Recorded sound is adequate. Name values should help promote sales within restricted field.

SCHUMANN: CELLO CONCERTO: SCHUBERT-CASSADO: CELLO CON-CERTO (1-12") - Gaspar Cassado, 'cello; Bamberg Symphony Orch. (Perdea). Vox PL 10210 ......70

The Schubert "Concerto" is actually an effective arrangement for 'cello and orchestra of the well-known "Arpeggione" sonata. Cassado's playing here and in the popular Schuman work has warm approach, but suffers from unevenness in pitch and in tonal quality.

ELGAR: FALSTAFF, COCKAIGNE OVERTURE (1-12") - Philharmonic Promenade Orch. (Boult). Westminster XWN 18526 ......70

Boult is at his best in these interpretations of some of his compatriot's most notable efforts. "Falstaff," an extended "Symphonic Study," gives a vivid picture of the Shakesperian character. The more familiar "Cockaigne Overture" generates good spirits. Coupled from previous "Lab" series releases.

PETRASSI: CORO DI MORTI; DU-TILLEUX: SYMPHONY (1-12")-Rome Symphony Orch. & Chorus of Radiotelevisione Italiana (Scaglia); Orchestre Du Theatre National De L'Opera (Deraux). Westminster XWN 18539 ...68

Interesting contemporary works for the adventuresome buyer. Petrassi's "Chorus of the Dead" attains somber effects thru rhythmic means. Dutilleux' freely constructed symphony is among few examples of the young French composer's music on disks so far.

BEETHOVEN: SHORT PIANO WORKS. VOL. 1 (1-12")-Arthur Balsam, Pianist. 

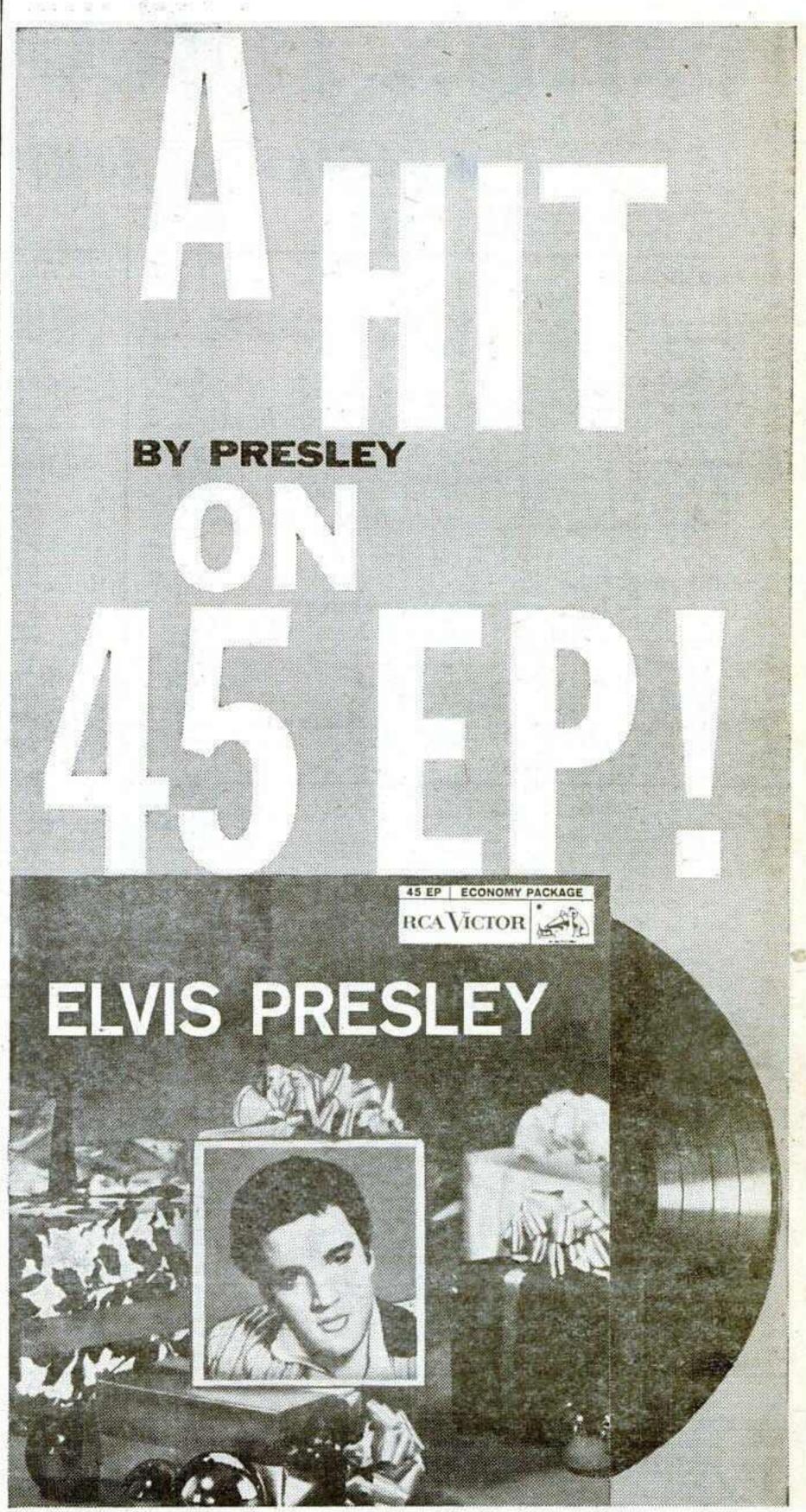
Deft if somewhat cold interpretations of Bagatelles, Ecossaises, Rondos and other standards in the beginner's repertoire. Accurate treble and bass reproduction but middle octaves suffer. Material must vie with powerful competition of Kraus, Kempff, et al. But sales advantage of being collected all on one disk can make it move if pushed toward parents and teachers of budding prodigles.

BEETHOVEN: PIANO SONATA NO. 17; CHOPIN: THREE ETUDES, MA-ZURKA & SCHERZO (1-12")-Dorothy Eustis, Pianist. Alta 1001 ............65

Special attention has been given here to recording of solo viano, and results are very acceptable. Performances are not likely to supplant any of the powerful opposing editions.

VIVALDI: SONATA IN A MINOR. CONCERTO IN G MINOR; TELE-MANN: PARTITA, TRIO SONATA, FANTASIAS (1-12")-New York Woodwind Quintet, Washington WR 402 ...64

This disk, with its clear, well-engineered sound, contributes some unhackneyed, inspired music to the recorded literature of the period. Only the Vivaldi concerto has been done, on a superb, but higher priced album of the Haydn Society. Unfortunately, superficial interpretation and lacklustre playing will cut down sales in this already restricted market.



# RCA VICTOR'S 45 ECONOMY PACKAGE OF "ELVIS" CHRISTMAS ALBUM" EPA-4108

The big name ties in with the big season as Presley sings Santa Claus Is Back in Town, Blue Christmas, I'll Be Home for Christmas and Santa, Bring My Baby Back (To Me). Advertised coast-to-coast on NBC Radio Network's BANDSTAND, MONITOR and NIGHTLINE, plus many local stations. It's going places at 45 rpm-America's favorite speed!



# HONOR ROLL OF HITS

TRADE MARK REG.

# THE NATION'S TOP TUNES

For survey week ending November 30

This Week		Last Week	Weeks on Chart	This Week	Last Wee		Weeks on Chart
1.	You Send Me  By L. C. Cooke—Published by Higuera (BMI)  BEST SELLING RECORDS: Teresa Brewer, Coral 61898; Sam Cooke, Keen 34013.  RECORDS AVAILABLE: Jesse Belvin, Modern 1025; Plas Johnson, Cap 3835.	1	7	6.	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/	8	5
2.	April Love  By Fain & Webster—Published by Leo Feist (ASCAP)	4	7	7.	J. Pleis, Dec 30444; Walter Scharf, Jubilee 5300.  Chances Are  By Stillman & R. Allen-Published by Korwin Music (ASCAP)	7	13
4	BEST SELLING RECORD: Pat Boone, Dot 15660.	_	2 7 <b>4</b> 0		BEST SELLING RECORD: Johnny Mathis, Col 40993.		
3.	By Justis-Manker—Published by Hi-Lo Music (BMI)  BEST SELLING RECORDS: Ernie Freeman, Imperial 5474; Bill Justis, Phillips Intenational 3519.  RECORDS AVAILABLE: Musva (Guitar) Hubbard, ABC-Paramount 9869; Bill State of the Abbard of the Ab		3	8.	Wake Up Little Susie  By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI)  BEST SELLING RECORD: Everly Brothers, Cadence 1337.	6	11
	Vaughn, Dot 15661.	1		9.		9	17
4.	Jailhouse Rock  By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI)  BEST SELLING RECORD: Elvis Presley, Vic 7035.	2	9		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.		
5.	Silhouettes  By B. Crewe and F. Slay—Published by Regent Music (BMI)  BES1 SELLING RECORD: Rays, Cameo 117  RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Cap  ABC-Paramount 9856; Dean Jones, M-G-M 12580.	<b>3</b>	8	10.	Kisses Sweeter Than Wine  By Paul Campbell and Joel Newman—Published by Folkways (BMI)  BEST SELLING RECORD: Jimmie Rodgers, Roulette 4031.  RECORD AVAILABLE: Weavers, Decca 27670.	4	3
		S	ecor	nd Te	en	_	
11.	Melodie D'Amour	10	10	16.	Great Balls of Fire	_	्
	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.			10.	By Jack Hammer-Oris Biackwell—Published by BRS (BMI)  BEST SELLING RECORD: Jerry Lee Lewis, Sun 281,  RECORD AVAILABLE: Georgia Gibbs, Vic 7098.	9	,
12.	Peggy Sue	17	3				
	By Jerry Allison & Norman Petty-Published by Nor-Va-Jac Music, BEST SELLING RECORD: Buddy Holly, Coral 61885. RECORDS AVAILABLE: Jackie Walker, Imperial 5473; Rusty York, King 5103.			17.	Be-Bop Baby  By P Lenghurst—Published by Travis Music (BMI)  BEST SELLING RECORD: Ricky Nelson, Imperial 5463.	3	1(
13.	Little Bitty Pretty One	12	7	10	T	~	91
	By R Byrd—Published by Recordo Music (BMI)  BEST SELLING RECORD: Thurston Harris, Aladdin 3398.  RECORD AVAILABLE: Bobby Day, Class 211.	S	9)	10.	By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61851.	•	21
14.	My Special Angel  By Jimmy Ouncan—Published by Merge (BMI)  BEST SELLING RECORD: Bobby Heims, Dec 30423.	11	8		RECORDS AVAILABLE: Ames Brothers, Vic 6930; George Barnes, Dec 30398; Joseph Gersheson Ork 'Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Snyder, Dec 30433.		
E16	RECORDS AVAILABLE: Frank D'Rone, Mercury 71193; Sonny Land Trio, Prep 115.		72525	19.	Rock and Roll Music 2:  (By Chuck Berry—Published by Arc Music (BMI)	2	4
15.	Around the World  By Victor Young-Published by Victor Young Publications (ASCAP)  BEST SELLING RECORDS: Victor Young and Bing Crosby, Dec 30262; Mantovani,		26		RECORD AVAILABLE: Chuck Berry, Chess 1671.		1-12
	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 195 Manny Lopez, Vic 6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 18 Big Al Sears, Jubilee 5293; Larry Storch, Routette 4024; Lawrence Welk, Coral 61741.	56; 85;		20.	By Kotscher-Lindt—Published by Burlington (ASCAP)  BEST SELLING RECORD: Will Glabe, London 1755.  RECORDS AVAILABLE: Lawrence Welk, Coral 61900; Li'l Wally Ork, Banana 510.	9	•
		- 1	Thir	d Te	n	-	
21.	I'm Available  By Dave Burgess—Published by Golden West (ASCAP)  RECORDS AVAILABLE: Dave Burgess, Challenge 1008; Kendall Sisters, Argo 527	<b>21</b>	5	26.	Twelfth of Never  By P F. Webster & Livingston—Published by Empress (ASCAP)  RECORD AVAILABLE: Johnny Mathis, Col 40993.	5	9
22.	Margie Rayburn, Liberty 55102; Bonnie Lou, King 5094.  Just Born  By Luther Dixon & Billy Dawn Smith—Published by Winneton Music (BMI)  RECORD AVAILABLE: Perry Como, Vic 7050.	18	7	27.	Honeycomb  By Bob Merrill—Published by Hawthorne Music (ASCAP)  RECORDS AVAILABLE: Jimmie Rodgers, Roulette 4015; Georgie Shaw, Dec 30418.		26
23.	At the Hop  By Singer-Medora-White-Published by Singular (BMI)  RECORD AVAILABLE: Danny and the Juniors, ABC-Paramount 9871.	_	1	28.	Put a Light in the Window  By Rhoda Roberts-Kenny Jacobson—Published by Planetary (ASCAP)  RECORD AVAILABLE: Four Lads, Col 41058.		1
24.	IVY Rose  By Al Hoffman-Dick Manning—Published by Roncom Music (ASCAP)  RECORD AVAILABLE: Perry Como, Vic 7050.	23	6	29.	Why Don't They Understand .  By Joe Henderson-Jack Fishman—Published by Hollis Music (BMI)  RECORD AVAILABLE: George Hamilton IV, ABC-Paramount 9862.		9
25.	The Joker  By Billy Myles—Published by Angel Music (BM1)  RECORDS AVAILABLE: Ronnie Gaylord, Kapp. 158: Hilltoppers. Det. 15662: Bi	24	2	30,	Till  By Sigman-Danbers—Published by Chappell (ASCAP)  RECORDS AVAILABLE: Kay Armen, Dec 30474; Leo Diamond, Roulette 4025; Percy	3	4

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

RECORDS AVAILABLE: Ronnie Gaylord, Kapp 158; Hilltoppers, Dot. 15662; Billy

Myles, Ember 1026.

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.

RECORDS AVAILABLE: Kay Armen, Dec 30474; Leo Diamond, Roulette 4025; Percy

Faith, Col 40826; Dinah Shore, Vic 6980; Roger Williams, Kapp 197.

# IT'S A DANCE IT'S A SONG IT'S A HIT! THE STRULL

# BY THE DIAGONAL CONTRACTOR OF THE STATE OF









MERCURY 71242





# Best Sellers in Stores

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

FOR SURVEY WEEK ENDING NOVEMBER 30, 1957

	Weeks
This Last Week Week	Chart
1. YOU SEND ME (BMI)—Sam Cooke I SUMMERTIME (ASCAP)—Keen 34013	7
2. JAILHOUSE ROCK (BMI)-Elvis Presley TREAT ME NICE (BMI)-Vic 7035	9
3. RAUNCHY (BMI)—Bill Justis	4
4. APRIL LOVE (ASCAP)—Pat Boone 7 WHEN THE SWALLOWS COME BACK TO CAPISTRANO (ASCAP)— Dot 15660	6
Johnny Mathis 8 THE TWELFTH OF NEVER (ASCAP)— Col 40993	12
6. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers	. 11
7. SILHOUETTES (BMI)-The Rays4 Daddy Cool (BMI)-Cameo 117	. 8
8. PEGGY SUE (BMI)-Buddy Holly 13 Everyday (BMI)-Coral 61885	5
9. ROCK AND ROLL MUSIC (BM1)— Chuck Berry	5
10. BE-BOP BABY (BMI)-Ricky Nelson 6 HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)-Imperial 5463	10
11. LITTLE BITTY PRETTY ONE (BMI)- Thurston Harris	7
12. GREAT BALLS OF FIRE (BMI)—  Jerry Lee Lewis	2
13. KISSES SWEETER THAN WINE  (ASCAP)—Jimmie Rodgers	3
14. AT THE HOP (BMI)— Danny and the Juniors — Sometimes (BMI)—ABC-Paramount 9871	1
15. MY SPECIAL ANGEL (BMI)— Bobby Helms	8
16. LIECHTENSTEINER POLKA (ASCAP) Will Glahe	4

This		E.net Week	Weeks Chart
17.	JUST BORN (BMI)—Perry Como IVY ROSE (ASCAP)—Vic 7050	. 19	7
18.	ALL THE WAY (ASCAP)-Frank Sinatra CHICAGO (ASCAP)-Cap 3793	16	5
19.	I'M AVAILABLE (BMI)— Margie Rayburn	15	5
20.	MELODIE D'AMOUR (BM1)— Ames Brothers So Little Time (BM1)—Vic 7046	18	9
21.	RAUNCHY (BMI)-Ernie Freeman Puddin' (BMI)-Imperial 5474	11	4
22.	FASCINATION (ASCAP)—Jane Morgan Fascination (Instrumental) (ASCAP)—Kapp 191	17	14
<b>2</b> 3.	HONEYCOMB (ASCAP)— Jimmie Rodgers Their Hearts Were Full of Spring (ASCAP)— Roulette 4015	21	17
	BONY MORONIE (BMI)— Larry Williams YOU BUG ME (BMI)—Specialty 615	24	5
25.	WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV Even Tho' (BMI)—ABC-Paramount 9862	41	2
26.	OH, BOY (BMI)-Crickets Not Fade Away (BMI)-Brunswick 55035	32	2
27.	TAMMY (ASCAP)—Debbie Reynolds French Heels (ASCAP)—Coral 61851	20	20
28.	THE JOKER (BMI)-Billy Myles Honey Bee (BMI)-Ember 1026	25	3
29.	HEY, LITTLE GIRL (BMI)-Techniques In a Round About Way (BMI)-Roulette 4030	43	3
30.	TEARDROPS (BMI)—  Lee Andrews and the Hearts  Girl Around the Corner (BMI)—Chess 1675		2
31.	KEEP A' KNOCKIN' (BMI)— Little Richard	26	10
32.	HULA LOVE (BMI)-Buddy Knox Devil Woman (BMI)-Roulette 4018	26	14
33.	COULD THIS BE MAGIC? (BMI)- Dubs	23	5
34.	TILL (ASCAP)-Roger Williams	33	5

Big Town (ASCAP)-Kapp 197

This Week		Last . Week	Weeks Chart
<del></del>			-
(BMI)	HAPPY BIRTHDAY, BABY  Tune Weavers  River (ASCAP)—Checker 872	. 29	12
		The	
Holly	BUZZ, BUZZ (BMI)— wood Flames	. 38	2
Nat I	YOU ON MY MIND (ASCAP)— King Cole REE COUNTY (ASCAP)—	. 37	5
Cap			
I SERGY - VERSONG DE L'INDOC			- 5
Marty	CORY OF MY LIFE (ASCAP)— Robbins	41	2
	norm ners (meet) m	21	
	END ME (BMI)-Teresa Brewer. I Were (ASCAP)-Coral 61898	.31.	
Manage	Notes Marianas Consumeras Santa		20
40. WUN'E (Parts Cap 381	RFUL, WUN'ERFUL  1 & 2) (ASCAP)—Stan Freberg.  15	. –	4
TREE Merry,	LIGHT THE CHRISTMAS (BMI)-Ruby Wright Merry, Merry, Merry Christmas AP)-Fraternity 787		1
Patti My, Ho	Page	-	1
Cricke I'm Loo	L BE THE DAY (BMI)— ts	36	17
Della	HAT REMINDS ME (ASCAP)— Reese	50	5.
45 DANCE	TO THE BOP (BMI)-		7
Gene	Vincent (BMI)—Cap 3839	-	1
1 Got 1	(BMI)—Cap 3839		72
46. ALONE Congratu	(BMI)-Shepherd Sisters	30	6
47. WAIT A	ND SEE (BMI)-Fats Domino ove You (BMI)-Imperial 5467	45	7
(ASCA	P)-Lawrence Welk w Too Much (ASCAP)-Coral 61900	3	1
49. PEANUT Little	IS (BMI)— Joe & The Thrillers  (BMI)—Okeh 7088	39	10
	O SCHOOL AGAIN-(BMI)- ie Rodgers	40	5

# 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.

I'LL COME RUNNING BACK TO YOU (Venice, BMI)-Sam Cooke-Specialty 619-All of the top markets are hot for this one. It looks like a winner. Flip is "Forever" (Venice, BMI). A previous Billboard "Spotlight" pick.

PUT A LIGHT IN THE WINDOW (Planetary, ASCAP)—The Four Lads—Columbia 41058—The side is beginning to move well in all of the major marts. This appears their biggest recently. Flip is "The Things We Did Last Summer" (Styne & Cahn, ASCAP). Previous Billboard "Spotlight" pick.

LOVE BUG CRAWL (Mayflower, BMI)-Jimmy Edwards-Mercury 71209-Platter has been out for several weeks and is now starting to register strongly. Good sales in all marts. Flip is "Honey Lovin" (Mayflower, BMI). A previously Billboard "Spotlight" pick.

#### CHRISTMAS RECORDS

JINGLE BELL ROCK (Cornell, ASCAP)—Bobby Helms—Decca 30513
—This looks like the biggest Christmas record of the season.
Strong sales are reported in both pop and c.&w.; markets. Flip is
"Captain Santa Claus" (Amber, ASCAP). A previous Billboard
"Spotlight" pick.



# RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING NOVEMBER 30

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No Love (But Your Love) . . . . . . . . Johnny Mathis

(BMI) Columbia 41060

Put a Light in the Window . . . . . . . . . . . . Four Lads

(ASCAP) Columbia 41058

# Dota PARADE of BEST SELLERS

15660APRIL LOVE-WHEN THE SWALLOWS COME BACK TO CAPISTRANO -PAT BOONE

15661SAIL ALONG SILVERY MOON—RAUNCHY —BILLY VAUGHN

15662THE JOKER—CHICKEN, CHICKEN \_THE HILLTOPPERS

15675AT THE HOP-I DO -NICK TODD

15664HENRIETTA -JIMMY DEE

15677RING CHIMES—THE STORY —I. V. LEAGUERS

15666WINTER WARM-GO 'WAY FROM MY WINDOW -GALE STORM

15665THE BRIGHT LIGHT—ROC-A-CHICKA -JIM LOWE

156571'M ALONE BECAUSE I LOVE YOU-DON'T LET IT GET AROUND -TAB HUNTER

15659CRY, CRY DARLING-YOU'RE THE IDOL OF MY DREAMS -JIMMY NEWMAN

15652ONE HEART-EVERY TIME I ASK MY HEART -LEROY VAN DYKE

15643PLAYTHING \_\_NICK TODD

15612MISTER FIRE EYES -BONNIE GUITAR

15586REBEL -CAROL JARVIS

# DOT BEST SELLING LP'S

DLP-3071 PAT'S GREAT HITS\_PAT BOONE

DLP-9000 Music From the Sound Track of the 20th Century

Fox CinemaScope Picture, APRIL LOVE—STARRING PAT BOONE & SHIRLEY JONES

DLP-3075 WORD JAZZ-JAZZ HORIZONS-KEN NORDINE

DLP-3077 PAT BOONE SINGS IRVING BERLIN-PAT BOONE

DLP-3068 HYMNS WE LOVE \_PAT BOONE

DLP-3017 SENTIMENTAL ME\_GALE STORM

DLP-3012 PAT BOONE

DLP-3054D Music From the Sound Track of CECIL B. DE MILLE'S "THE TEN COMMANDMENTS"

DLP-3063 THE THIRTIES IN RAGTIME—JOHNNY MADDOX

DLP-3086 MUSIC FOR THE GOLDEN HOURS—BILLY VAUGHN

**DLP-3073 THE HILLTOPPERS** 

DLP-3080 PEABODY PARADE -EDDIE PEABODY

DLP-3083 CHRISTMAS CHIMES -DR. CHARLES KENDALL

# DOT BEST SELLING EP'S

DEP-1062-MERRY CHRISTMAS-PAT BOOME

DEP-1056-A CLOSER WALK WITH THEE-PAT BOOME

DEP-1057-FOUR BY PAT-PAT BOONE

· Soct RECORDS, Inc. · Sunset and Vine · Hollywood, Calif · Phone HO 2-3141
THE NATION'S BEST SELLING RECORDS

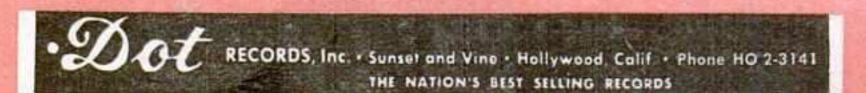
MUSIC-RADIO



First ... "REBEL"

And Now...

and



# The Great Voice of ...



# "MAKING BELIEVE"

# "I SAW YOUR FACE IN THE MOON"

#15678

... Headed for the Top!

# Margaret Whiting

and

# "That's Why Was Born"

#15680



RECORDS, Inc. - Sunset and Vine · Hollywood Calif · Phone HD 2-3141

## 2 Solid Hits!

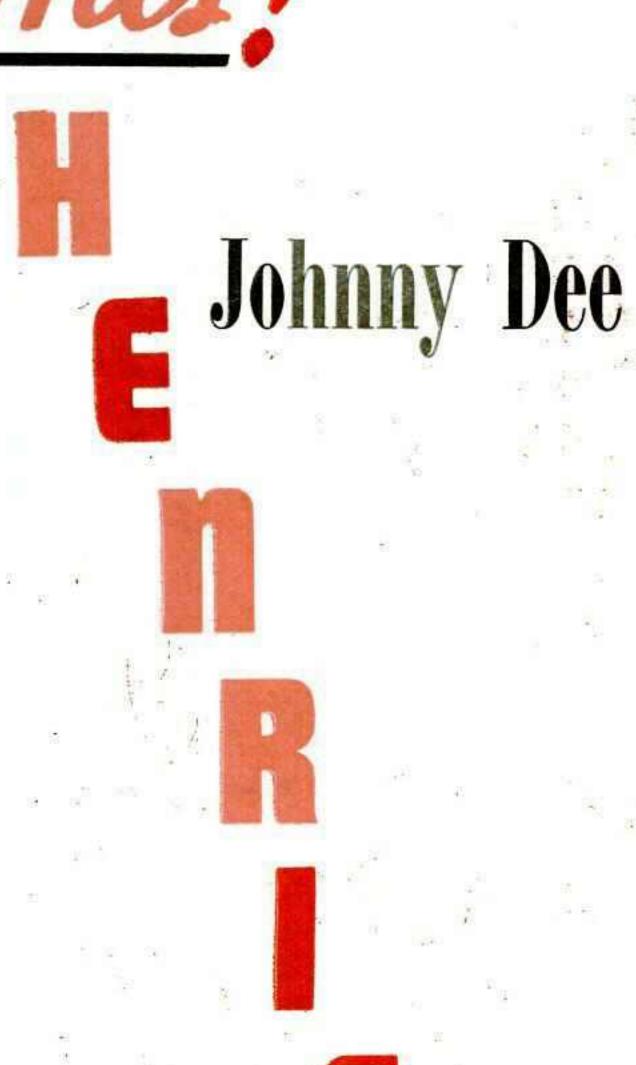
The

## I. V. Leaguers

and

"The Story"

#15677





"Don't Cry No More"

#15644

N Addition a

## Just what the doctor ordered! RCA Custom's TLC\* for your records



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

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

We call it TLC. Whatever you call it, call today, and inquire about RCA Custom's superior service. It's so good for you! \*Tender Loving Care

## RCA Victor Custom record sales

"SERVICE ON A PLATTER"

155 East 24th St., New York 10, N. Y.— MUrray Hill 9-7200; 445 N. Lake Shore Drive, Chicago 11, III.— WHitehall 4-3215; 1016 N. Sycamore Ave., Hollywood 38. Calif.— OLdfield 4-1660; 800 17th Ave. South, Nashville 3. Tenn.—Alpine 5-6691. In Canada, call Record Department, RCA Victor Company, Ltd., 225 Mutual Street, Toronto, Ontario, For other foreign offices, write or phone RCA International Division, 30 Rocketeller Plaza, New York 20, N. Y.—JUdson 6-3800.



## Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 30

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows through 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	Last	Weeks on
This	Week	Chart
1. YOU SEND ME (BMI)—Sam Cooke Summertime (ASCAP)—Keen 34013	. 2	6
2. JAILHOUSE ROCK (BMI)-Elvis Presley Treat Me Nice (BMI)-Vic 7035	. 1	9
3. APRIL LOVE (ASCAP)—Pat Boone	. 3	7
4. ALL THE WAY (ASCAP)—Frank Sinatra Chicago (ASCAP)—Cap 3793	. 6	7
5. RAUNCHY (BMI)—Bill Justis The Midnite Man (BMI)—Phillips International 3519	. 11	3
6. KISSES SWEETER THAN WINE (ASCAP)— Jimmie Rodgers	. 10	4
7. CHANCES ARE (ASCAP)-Johnny Mathis The Twelfth of Never (ASCAP)-Col 40993	. 5	13
8. WAKE UP LITTLE SUSIE (BMI)-Everly Brothers.  Maybe Tomorrow (BMI)-Cadence 1337	. 4	11
9. SILHOUETTES (BMI)—The Rays	. 7	7
10. MELODIE D'AMOUR (BMI)—Ames Brothers So Little Time (BMI)—Vic 7046	. 8	10
11. YOU SEND ME (BMI)-Teresa Brewer Would I Were (ASCAP)-Coral 61898	. 9	5
12. THE TWELFTH OF NEVER (ASCAP)— Johnny Mathis Chances Are (ASCAP)—Col 40993	. 14	9
13. RAUNCHY (BMI)—Ernie Freeman	. 18	2
14. PEGGY SUE (BMI)—Buddy Holly  Everyday (BMI)—Coral 61885	. 15	4
15. PUT A LIGHT IN THE WINDOW (ASCAP)— Four Lads	. =	1
16. I'M AVAILABLE (BMI)-Margie Rayburn  If You Were (ASCAP)-Liberty 55102	. 21	5
17. JUST BORN (BMI)—Perry Como	. 13	9
18. MY SPECIAL ANGEL (BMI)-Bobby Helms Standing at the End of My World (BMI)-Dec 30423	. 17	7
19. LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris	. 12	4
20. GREAT BALLS OF FIRE (BMI)-Jerry Lee Lewis. You Win Again (BMI)-Sun 281	. =	1
21. FASCINATION (ASCAP)-Jane Morgan	. =	13
22. TILL (ASCAP)—Roger Williams	. 25	3
23. SILHOUETTES (BMI)-Diamonds  Daddy Cool (BMI)-Mercury 71197	. 15	6
24. IVY ROSE (ASCAP)—Perry Como	. 22	8
25. BE-BOP BABY (BMI)-Ricky Nelson	. 19	7

## AGAIN THIS YEAR THE CHRISTMAS HIT IS ON COLUMBIA!...



K12590

M. G. M. Lecords'

JONI JAMES

GIVE YOU

MY WORD

NEVED TILL NOW

(From the MGM Prod. "Raintree County") K12565 on 45 & 78 rpm

MARVIN RAINWATER

LOOK FOR ME

(I'll Be Waiting For You)

and

LUCKY STAR

K12586 on 45 & 48 rpm

CHUCK ALAIMO QUARTET

WHERE'S MY BABY LOVERS

K12589

CONNIE FRANCIS WHO'S SORRY NOW

YOU WERE ONLY FOOLING

DANNY WINCHELL

IDO, IDO

K12577

PICKED BY BILLBOARD

LEROY HOLMES and His Orch. & Chorus

WILD IS THE WIND

(From the Paramount Film)
and TIME REMEMBERED
K12587



## Territorial Best Sellers

FOR SURVEY WEEK ENDING NOVEMBER 30

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## TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

April Love/When the Swallows Come Back to Capistrano, Pat Boone, Dot Jailhouse Rock/Treat Mo Nice Elvis Presley, Vic.
Kisses Sweeter Than Wine Jimmie Rodgers, Rit.
My Special Angel, Bobby Helms, Dec. Raunchy, Ernie Freeman, Imp Rock and Roll Music, Chuck Berry, Chs. Silhouettes, Rays, Cam.
Wake Up Little Susie, Everly Brothers, Coc.

CHICAGO

April Love, Pat Boone, Dot Be-Bop Baby, Ricky Nelson, Imp. Jallhouse Rock, Elvis Presley, Vic. Liechtensteiner Polka, Will Glahe, Lon. Little Bitty Pretty One Thurston Harris, Ala.

Thurston Harris, Ala.

My Special Angel, Bobby Helms, Dec.

Rock and Roll Music, Chuck Berry, Chs.

Silhouettes, Rays, Cam.

You Send Me, Sam Cooke, Keen

DETROIT

Buzz, Buzz, Buzz, Hollywood Flames, Ebb Honest I Do, Jimmy Reed, VJ Raunchy, Ernie Freeman, Imp. Raunchy, Bill Justic, Phil. Intl. Rock and Roll Music, Chuck Berry, Chs. With You On My Mind, Nat King Cole, Cap. You Can Make It If You Try Gene Allison, VJ You Send Me/Summertime

Sam Cooke, Keen

Chances Are, Johnny Mathis, Col.
Great Balls of Fire, Jerry Lee Lewis, Sun
I'm Available, Margie Rayburn, Lib.
Jailhouse Rock, Elvis Presley, Vic.
Raunchy, Bill Justis, Phil. Intl.
Rock and Roll Music, Chuck Berry, Chs.
Silhouettes, Rays, Cam.
Wake Up Little Susie, Everly Brothers, Cdc.

FLORIDA -

All the Way, Frank Sinatra, Cap.
April Love/When the Swallows Come Back
to Capistrano, Pat Boone, Dot
Chances Are, Johnny Mathis, Col.
Fascination, Dick Jacobs, Cor.
Jailhouse Rock, Elvis Presley, Vic.
Raunchy, Bill Justic, Phil. Intl.
Wake Up Little Susle
Everly Brothers, Cdc.
You Send Me, Sam Cooke, Keen

- LOS ANGELES

Buzz, Buzz, Buzz, Hollywood Flames, Ebb
Happy, Happy Birthday, Baby
Tune Weavers, Che.
He's Gone, Chantels, End
My Special Angel, Bobby Helms, Dec.
Peanuts, Little Joe and the Thrillers, Okel
Raunchy, Ernie Freeman, Imp.
Silhouettes, Rays, Cam.
You Send Me, Sam Cooke, Keen

- NEW YORK AND NEWARK -

April Love, Pat Boorie, Dot
Jailhouse Rock, 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 Susle
Everly Brothers, Cdc.
You Jend Me, Sam Cooke, Keen

- NORTHERN NEW YORK STATE -

All the Way, Frank Sinatra, Cap. Chances Are, Johnny Mathis, Col. Jailhouse Rock, Elvis Presley, Vic.

Just Born, Perry Como, Vic.

Pretend You Don't See Her, Jerry Vale, Col.
Raunchy, Bill Justis, Phil. Intl.
Silhouettes, Rays, Cam.
You Send Me, Teresa Brewer, Cor.

- NORTHERN OHIO

April Love, Pat Boone, Dot Chances Are, Johnny Mathis, Col. Great Balls of Fire Jerry Lee Lewis, Sun Jallhouse Rock/Treat Me Nice Elvis Presley, Vic. Liechtensteiner Polka, Will Glahe, Lon. Raunchy, Bill Justis, Phil. Intl. Soft, Bill Doggett, King You Send Me, Sam Cooke, Keen

- NORTHWEST-

April Love, Pat Boone, Dot
Be-Bop Baby/Have I Told You Lately That
I Love You, Ricky Nelson, Imp.
Chances Are, Johnny Mathis, Col.
Jailhouse Rock, Elvis Presley, Vic.
Oh Boy, Crickets, Brk.
Raunchy, Ernie Preeman, Imp.
Swanee River Rock (Talkin' 'Bout That
River), Ray Charles, Atl.
You Send Me, Sam Cooke, Keen

## PHILADELPHIA

At the Hop

Danny and the Juniors, ABC-Para.

Be-Bop Baby, Ricky Nelson, Imp.

Bony Moronie, Larry Williams, Spe.

Chances Are, Johnny Mathis, Col.

Jailhouse Rock, Elvis Presley, Vic.

My Special Angel, Bobby Helms, Dec.

Raunchy, Bill Justis, Phil. Intl.

Silhouettes, Rays, Cam.

- SAN FRANCISCO AND OAKLAND -

All the Way, Frank Sinatra, Cap.
April Love, Pat Boone, Dot
Chances Are, Johnny Mathis, Col.
Jailhouse Rock, Elvis Presley, Vic.
Liechtensteiner Polka, Will Glahe, Lon.
Melodie D'Amour, Ames Brothers, Vic.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.

- SOUTHERN OHIO -

Be-Bop Baby, Ricky Nelson, Imp.
Chances Are, Johnny Mathis, Col.
Honeycomb, Jimmie Rodgers, Rlt.
Jailhouse Rock, Elvis Presley, Vic.
Let's Light the Christmas Tree
Ruby Wright, Fty.
Raunchy, Ernie Freeman, Imp.
Wake Up Little Susie, Everly Brothers, Cde,
You Send Me, Sam Cooke, Keen

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

Buzz, Buzz, Buzz, Hollywood Flames, Ebb Chances Are, Johnny Mathis, Col. Honest I Do, Jimmy Reed, VJ Jailhouse Rock, Eivis Presley, Vic. Melodie D'Amour, Ames Brothers, Vic. Peggy Sue, Buddy Holly, Cor. Raunchy, Bill Justis, Phil. Intl. Silhouettes, Rays, Cam. You Send Me/Summertime Sam Cooke, Keen

- WASHINGTON AND BALTIMORE -

April Love, Pat Boone, Dot
Bony Moronie, Larry Williams, Spe.
Buzz, Buzz, Buzz, Hollywood Flames, Ebb
Honest I Do, Jimmy Reed, VJ
Jailhouse Rock, Elvis Presley, Vic.
Little Bitty Pretty One
Thurston Harris, Ala.
Raunchy, Bill Justis, Phil. Intl.
You Send Me, Sam Cooke, Keen

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ON LONG PLAY



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

BL 54038

ON EP

includes

Oh Boy Not Fade Away That'll Be the Day I'm Lookin' for Someone to Love



71036

SIZZLING

OH BOY

b/w

**NOT FADE AWAY** 

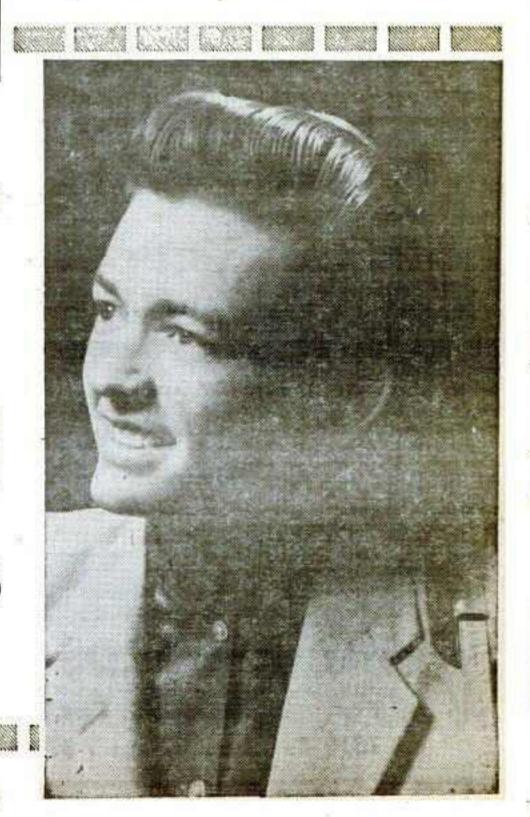
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ZOOMING

# PATTY BABY Terry Nolan



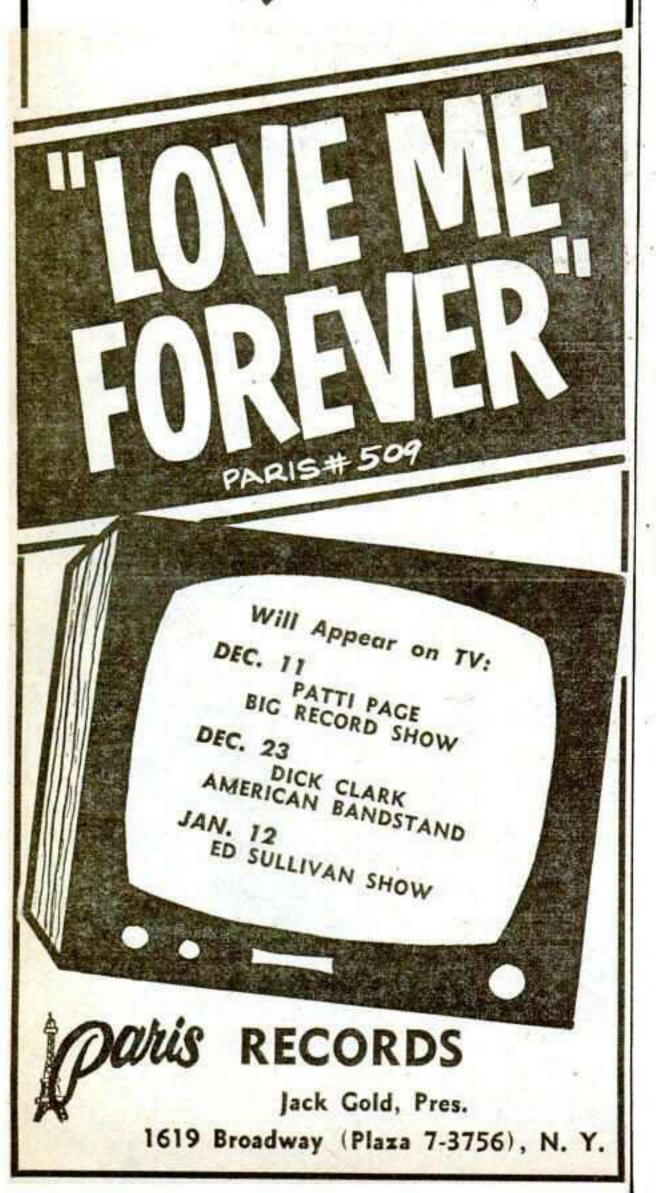
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## THE YEAR'S MOST EXCITING NEW VOICES



## THE FOUR ESQUIRES





## Top 100 Sides

FOR SURVEY WEEK ENDING NOVEMBER 30

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."

	STATES OF THE PROPERTY OF THE	
Pos	. Song, Artist Label Last W	eek
	JAILHOUSE ROCK, Elvis Presley, Victor	
	WAVE UP LITTLE SUCIE Facility Red Color	
	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	
	RAUNCHY, Bill Justis, Phillips International	
	APRIL LOVE, Pat Boone, Dot	
	BE-BOP BABY, Ricky Nelson, Imperial	
	LITTLE BITTY PRETTY ONE, Thurston Harris, Aladdin	
	MY SPECIAL ANGEL, Bobby Helms, Decca	
	ROCK AND ROLL MUSIC, Chuck Berry, Chess	110
	PEGGY SUE, Buddy Holly, Coral	
13000	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	
	FASCINATION, Jane Morgan, Kapp	
	I'M AVAILABLE, Margie Rayburn, Liberty	
	HONEYCOMB, Jimmie Rodgers, Roulette	
19	ALL THE WAY, Frank Sinatra, Capitol	19
	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	
	TAMMY, Debbie Reynolds, Coral	
	AT THE HOP, Danny and the Juniors, ABC-Paramount	
	JUST BORN, Perry Como, Victor	
	HAPPY, HAPPY BIRTHDAY, BABY, Tune Weavers, Checker	
	BONY MORONIE, Larry Williams, Specialty	
27.	COULD THIS BE MAGIC, Dubs, Gone	24
	HULA LOVE, Buddy Knox, Roulette	
	THE JOKER, Billy Myles, Ember	
	YOU SEND ME, Teresa Brewer, Coral	
	HEY, LITTLE GIRL, Techniques, Roulette	
	OH BOY, Crickets, Brunswick	
	WHY DON'T THEY UNDERSTAND, George Hamilton IV,	10
14	ABC-Paramount	
	IVY ROSE, Perry Como, Victor	
	I'LL REMEMBER TODAY, Patti Page, Mercury	
1000	WUN'ERFUL, WUN'ERFUL, Stan Freberg, Capitol	
	AND THAT REMINDS ME, Della Reese, Jubilee	
42.	PEANUTS, Little Joe and the Thrillers, Okeh	
42.	SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER), Ray Charles, Atlantic	43
	THAT'LL BE THE DAY, Crickets, Brunswick	36
47.	BACK TO SCHOOL AGAIN, Timmie Rodgers, Cameo	38
	WITH YOU ON MY MIND, Nat King Cole, Capitol	
50.	WAIT AND SEE, Fats Domino, Imperial DIANA, Paul Anka, ABC-Paramount	33
51.	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	41
	YOU BUG ME, BABY, Larry Williams, Specialty	
55.	HONEST 1 DO, Jimmy Reed, Vee Jay LOVE ME FOREVER, Four Esquires, Paris	45
55.	PLAYTHING, Nick Todd, Dot	51
	BLACK SLACKS, Joe Bennett and the Sparkletones, ABC-Paramount RAINBOW, Russ Hamilton, Kapp	
60.	FRAULEIN, Bobby Helms, Decca LITTLE BITTY PRETTY ONE, Bobby Day, Class	57
62.	AN AFFAIR TO REMEMBER, Vic Damone, Columbia	65
64.	THE TWELFTH OF NEVER, Johnny Mathis, Columbia	56
64.	REET PETITE, Jackie Wilson, Brunswick FRAULEIN, Steve Lawrence, Coral	67
66.	THE JOKER, Hilltoppers, Dot	75
66.	PARTY TIME, Sal Mineo, Epic	75 49
69.	NERVOUS BOOGIE, Paul Gayten, Argo	93
69.	REMEMBER YOU'RE MINE, Pat Boone, Dot	61
69.	RAUNCHY, Billy Vaughn, Dot MR. LEE, Bobbettes, Atlantic	85
74.	SEND FOR ME, Nat King Cole, Capitol	65
76.	MOONLIGHT SWIM, Tony Perkins, Victor	69
78.	AROUND THE WORLD, Victor Young, Decca	71
80.	LIECHTENSTEINER POLKA, Lawrence Welk, Coral	85
82.	ONLY BECAUSE, Platters, Mercury REBEL, Carol Jarvis, Dot	71
83.	DANCE OF THE BOP, Gene Vincent, Capitol  DEEP PURPLE, Billy Ward, Liberty	_
84.	TREAT ME NICE, Elvis Presley, Victor	82
86.	FARTHER UP THE ROAD, Bobby (Blue) Bland, Duke	81
88.	DEEP BLUE SEA, Jimmy Dean, Columbia THE CREATURE, Buchanan & Ancell, Flying Saucer	67
90.	AROUND THE WORLD, Bing Crosby, Decca	91
91.	LIPS OF WINE, Andy Williams, Cadence	98
91.	MISTER FIRE EYES, Bonnie Guitar, Dot	77
95.	PUT A LIGHT IN THE WINDOW, Four Lads, Columbia	93
96.	GOT A DATE WITH AN ANGEL, Billy Williams, Coral	
96.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	83
100.	JUST BETWEEN YOU AND ME, Chordettes, Cadence	77

## BEST SELLERS!

JOHNNY PATE Quintet

## SWINGING SHEPHERD BLUES

Federal 12312

BILL DOGGETT

SOFT

King 5080

RUSTY YORK

## **PEGGY SUE**

King 5103

JOSEPHINE

b/w

JEANNINE, I DREAM OF LILAC TIME

₩ King 5092

LITTLE WILLIE JOHN

## PERSON TO PERSON

King 5091

BONNIE LOU

## I'M AVAILABLE

King 5094



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TWO NEW RELEASES

## "A LOVER ALWAYS RETURNS"

b/w

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BOB NEBLETT

"SERVANT OF LOVE"

"WOO, WOO, PRETTY

THE INDIGOS

WRITE-WIRE-PHONE

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A BRAND NEW RELEASE

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"THE DAY HE WAS BORN"

MARGIE STANTON
WITH THE BLUE SATELLITES

ITH THE BLUE SATELLIT WRITE—WIRE—PHONE

CARNATION RECORDS

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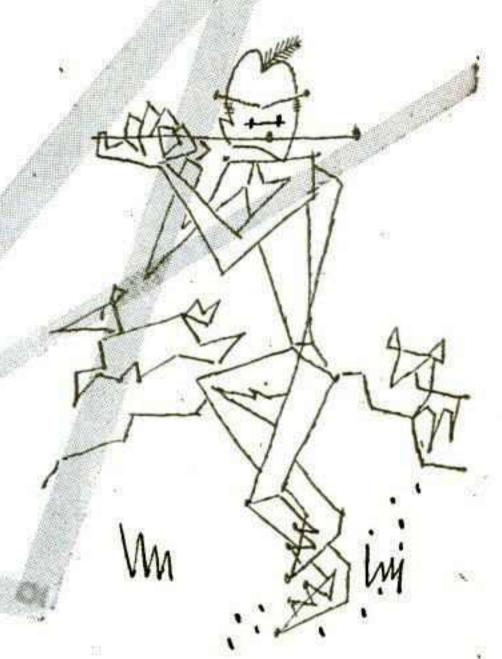
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THE NATION'S NEWEST #1 INSTRUMENTAL!

# THE SHIFT SHEETS BLUES



Demand
for this
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instrumental
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Moe Koffman Long Playing

Album

"Cool and Hot

Sax"

Jubilee #1037

Written and played by

Jubilee 5311

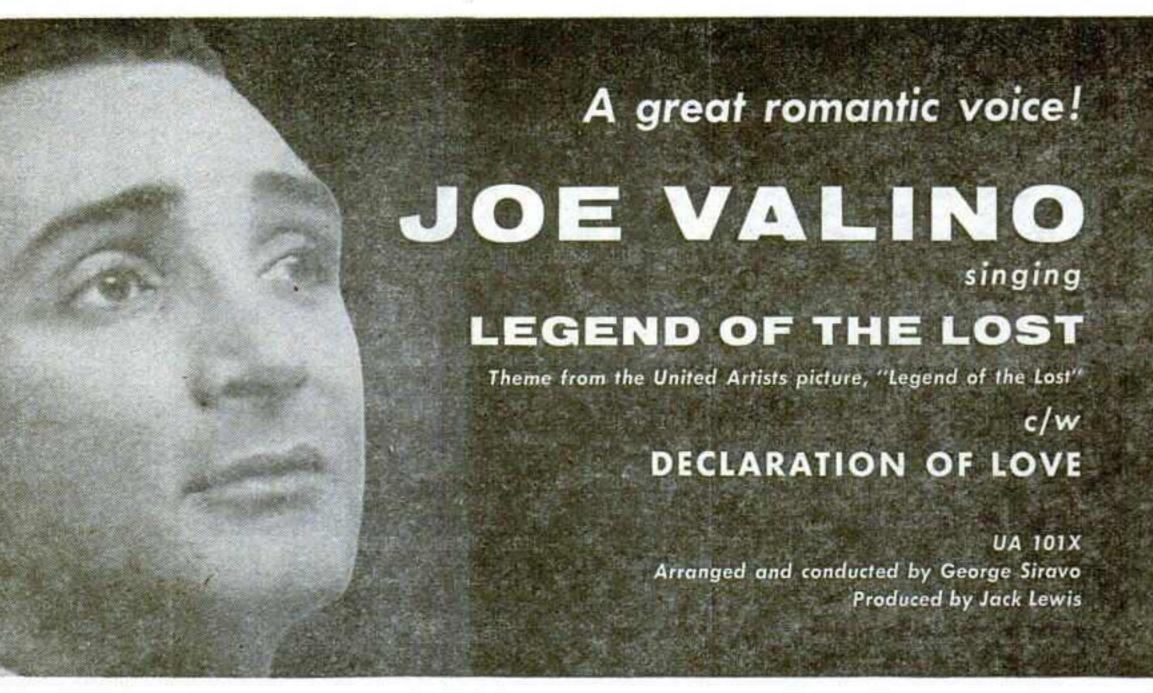


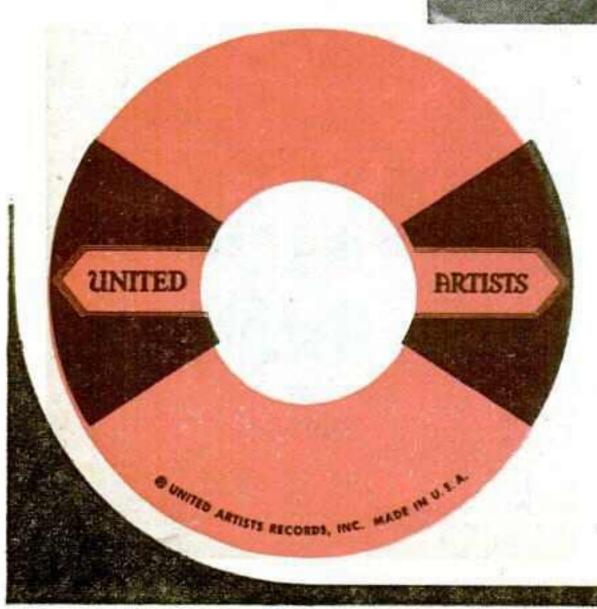


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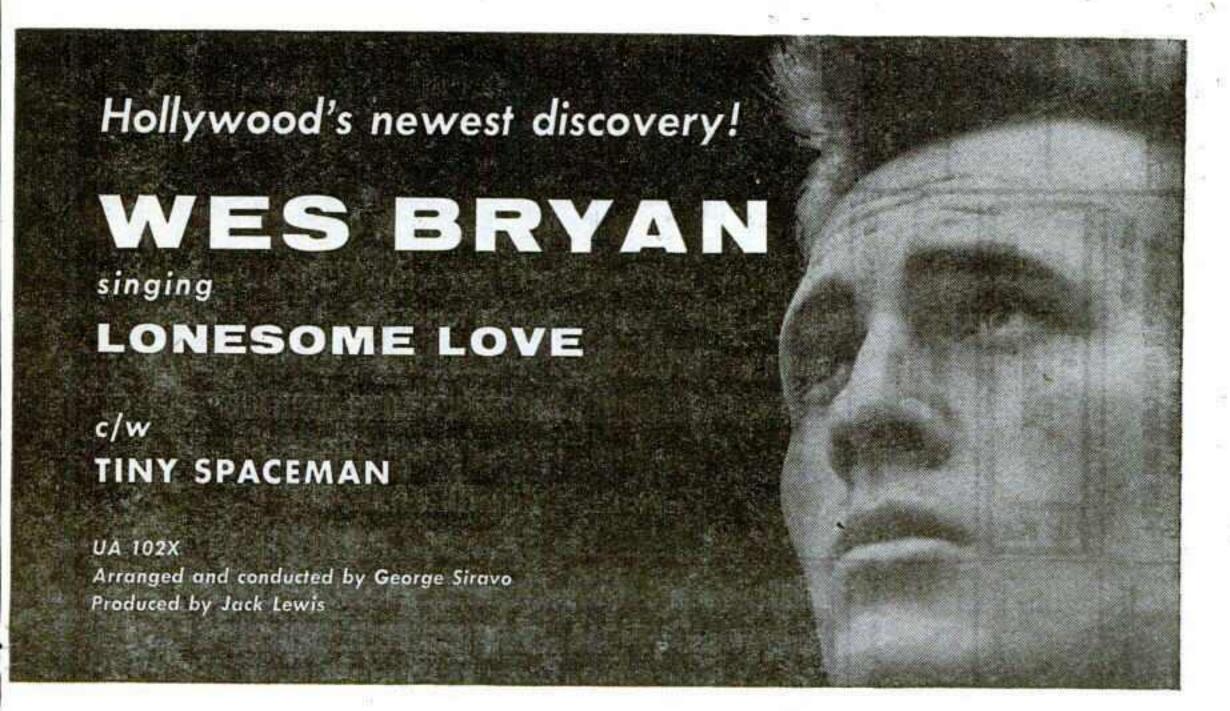
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MADISON, WIS. Tell Music 2702 Monroe St.

MEMPHIS, TENN. Music Sales Co. 1117 Union Ave. MIAMI, FLA. Binkley Dist. Co. 3780 NW 2nd Ave.

MINNEAPOLIS, MINN. Lieberman Music Co. 257 Plymouth North

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

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NEW YORK, N. Y. Ideal Dist. 549 West 52nd St. NEWARK, N. J. All State Dist. 457 Chancellor Ave.

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

PHILADELPHIA, PA. Marnel Dist. 1622 Fairmont

PITTSBURGH, PA. Record Dist. 2226 Fifth Ave.

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HONOLULU, HAWAII Polynesian Dist., Inc.

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

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

S FULL RECORD PROGRAM FOR 1958!

Don't Let Go Coral 61932

mming Weekly Juke Box Progra Billboard

**NOVEMBER 30, 1957** ENDING S.

Guide

BEST

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

Change Time Makes THE DELLS YUS TZ38

FOUR YUS TZ38

.. Jingle Bell Rock

Captain Santa Claus Decca 30513 BOBBY HELMS. **BEST BUY** 

records are the ones released last week that are opinion of Billboard staff reviewers these most likely to be future juke box hits. In the RELE BEST

MOINIGO United Artists 102

HOINIGO

CHORDETTES

HOINIGO Mercury 71241

MOINIGO

DIAMONDS

The Right to Love .. Don't Let Go HAMILTON. ROY

Do Wha

THURSTON HARRIS

... Sugartime MeGUIRE SISTERS THE

Banana Split Coral 61924

MOINIDA

Imperial 5483 NELSON....Waitin'

Back to You Forever Specialty 619 SAM COOKE
T'll Come Running Back YUS TZ38

Victor 6984

Coral 61885

Phillips, International 3519

Cameo 117

\* THE RAYS \*

SILHOUETTES

DADDY COOL

THE MIDNITE MAN \* BILL JUSTIS \*

RAUNCHY

\* BUDDY HOLLY

EVERYDAY

PEGGY SUE

LIVIN' ALONE

GEISHA GIRL

Records eliminat

Love Bug Crawl Honey I JIMMY EDWARDS... PEST BUY

30301

BABY, SQUEEZE ME

CARL SMITH \*

\*

Aladdin 3398

I HOPE YOU WON'T HOLD IT AGAINST ME

Liberty 55102

Decca 30423

STANDING AT THE END OF MY WORLD

\* BOBBY HELMS \*

MY SPECIAL ANGEL

\* MARGIE RAYBURN \*
IF YOU WERE

I'M AVAILABLE

# THURSTON HARRIS #

LITTLE BITTY PRETTY ONE

HOME OF THE BLUES

\* JOHNNY CASH \*

GIVE MY LOVE TO ROSE

55035

Brunswick

Coral 61851

MELODIE D'AMOUR

ROCK AND ROLL MUSIC

\* CHUCK BERRY \*

BLUE FEELING

AMES BROTHERS

SO LITTLE TIME

Chess 1671

PEBBIE REYNOLDS \*

Cadence 1337

★ EVERLY BROTHERS ★

MAYBE TOMORROW

WAKE UP LITTLE SUSTE

TAMMY

\* THE CRICKETTS \* NOT FADE AWAY

OH, BOY!

RAY PRICE \*

DO ME THIS WAY

Columbia HES KEEP WALKING ACK TO YOU MY SHO DOM'T

RCA Victor 7050

\* PERRY COMO \*

RCA Victor 7046

JUST BORN

\* ERNIE FREEMAN \*

PUDDIN'

RAUNCHY

WHY DON'T THEY UNDERSTAND

\* GEORGE HAMILTON IV \*

Capitol 3793

FRANK SINATRA

ALL THE WAY

www.americanradiohistory.com

STORY OF MY LIFE Columbia MARTY ROBBINS ,

Imperial 5474

ed if duplicated in Pop List. Records eliminat

GIRL AROUND THE CORNER

NEW HIT

\* SAM COOKE \*

SUMMERTIME

ABC-Paramount 9871

DANNY AND THE JUNIORS \*

NEW HIT.

AT THE HOP

YOU SEND ME

Keen 34013

TEARDROPS

Chess 1675

FLAMES BUZZ, BUZZ, BUZZ \* HOLLYWOOD FLAMES CRAZY THIS BE MAGIC 3

Roulette 4015

Roulette 4031

Kapp 191

BETTER LOVED YOU'LL MEVER BE

**★ JIMMIE RODGERS ★** 

# JANE MORGAN #

**FASCINATION** 

FASCINATION

(Instrumental)

KISSES SWEETER THAN WINE

THEIR HEARTS WERE FULL OF SPRING

\* JIMMIE RODGERS \*

HOMEYCOM

\* RAY CHARLES \* SUCH LOVIN' TALKIN

Specially 615

Ember 1026

Dot 15660

WHEN THE SWALLOWS COME BACK TO CAPISTRANO

APRIL LOYE

\* BILLY MYLES 7

THE JOKER

\* LARRY WILLIAMS \* YOU BUG ME, BABY

BONY MORONIE

LIECHTENSTEINER POLKA

\* WILL GLAHE \* SCHWITZER POLKA

Have I Told You Lately That I Love You

Lance 125

CONGRATULATIONS TO SOMEONE

\* RICKY NELSON

BE BOP BABY

HOINIDA

WAIT AND SEE \* FATS DOMINO \* I STILL LOVE YOU

London 1755

GREAT BALLS OF FIRE

\* JERRY LEE LEWIS \*

CAN'T BELIEVE YOU WANNA LEAVE 題

Sun 281

Columbia 4993

RCA Victor 7035

\* ELVIS PRESLEY \*

JAILHOUSE ROCK

TREAT ME NICE

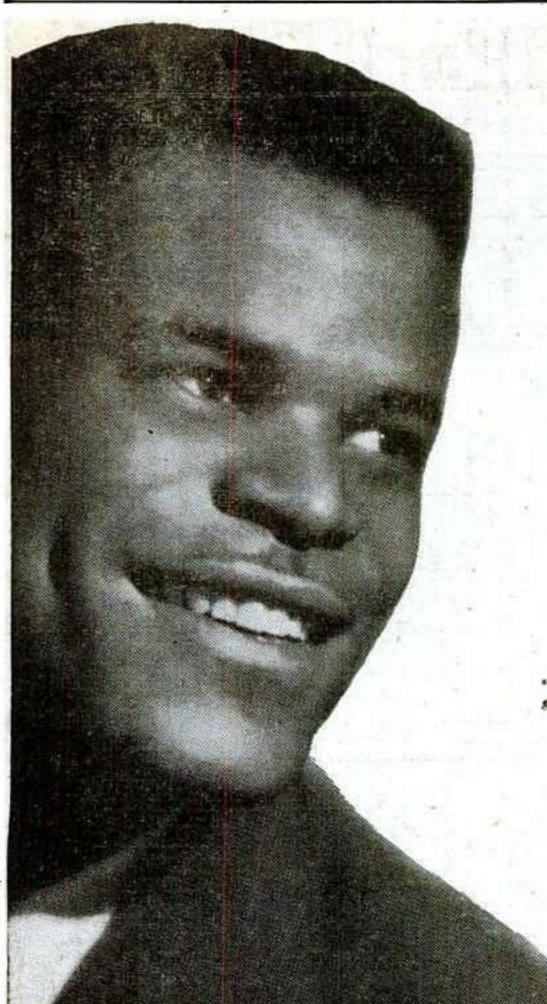
THE TWELFTH OF NEVER

\* JOHNNY MATHIS \*

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... a swinging tune that is sure to attract sales from teenagers and adults alike.

DON'T LET GO'' ... Roy sings with warmth and depth in the same style that has won him a great following.

## "THE RIGHT TO LOVE"

Epic 5-9257

"A BROKEN PROMISE"	The Four Coins Epic 5-9253
	NE" ittle Joe & The Thrillers Okeh 7094
	HEARTACHES" b/w "EVERY NIGHT AT 9 O'CLOCK"  Smith & The Redheads Epic 5-9247
"SHAKE ME, I RATTLE"	Clare Nelson Epic 5-9250
	Lillian Briggs Epic 5-9249
	" Tommy Prisco Epic 5-9239
"WYATT ERP"	The Marquees Okeh 7096
"HEARTS ARE A FUNNY THING	" Eileen Barton Epic 5-9252
	"THE ECHOES KEEP CALLING A b/w "LONESOME"  "I'M GONNA WRAP UP ALL MY Something  "SHAKE ME, I RATTLE". b/w "ONE SEAT UP, ONE AISLE OVER"  "I" b/w "SHE SELLS SEA SHELLS"  "I DON'T WANT TO LOVE YOU b/w "HASTY WORDS"  "WYATT ERP". b/w "HEY LITTLE SCHOOL GIRL"



## THE BILLBOARD'S WEEKLY

## Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP

## Review Spotlight on . . .

## POP RECORDS

RICKY NELSON:...Imperial 5483.........................WAITIN' IN SCHOOL (Reeve, BMI) STOOD UP ......(Commodore, BMI)

Two strong entries by the young artist, who hasn't missed yet. "Waitin" is a rockabilly effort that should go well with the kids. Flip, "Stood Up," is also in the rockabilly idiom. Good support on both sides helps make it a threat in all markets.

CLINT MILLER....BERTHA LOU (Robin Hood, BMI)

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

THE McGUIRE SISTERS....Coral 61924......SUGARTIME (Nor-Va-Jak, BMI)

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

THURSTON HARRIS....Aladdin 3399.......DO WHAT YOU DID (Aladdin, BMI)

I'M ASKING FORGIVENESS .....(Aladdin, BMI) "Do What" is in a vein similar to the artist's current smash, "Little Bitty Bretty One." Strong selling by Harris could make it a repeat. "I'm Asking," the flip, is a rhythm-backed ballad with an interesting minor theme.

THE DIAMONDS.... Mercury 71242...... THE STROLL (Meridian, BMI) This is the best in several tries by the "Little Darlin" crew. Their

expert chanting on this medium-beat rockablues makes it a good bet to score in all marts. Flip is a pretty ballad, "Land of Beauty," that is also nicely treated (Pure, BMI).

THE CHORDETTES....Cadence 1341...... PHOTOGRAPHS

BABY OF MINE ...... (Thunderbird, ASCAP) Good sound by the gals, who made it with their last effort, "Just Between You and Me." The fems use an "Alone" gimmick in telling this rocker with a slight Latin beat. Flip, "Baby," is a rockabilly ditty, rendered with listenable harmonies against good backing.

Strong coupling. 

> YOUR BOOK OF LIFE ..... (Pincus, ASCAP) Two nicely contrasted sides with potential in both pop and r.&b. markets. Top side is a cute, calypso-type melody with interesting ork support. Flip, "Your Book," is a smooth treatment of a ballad with rhythm support that is a good change of pace. Either could

ROY HAMILTON....Epic 9257.......DON'T LET GO (Roosevelt, BMI) THE RIGHT TO LOVE ......(Sheldon, BMI)

Hamilton strikes a mild rocker groove in his belting of "Don't Let Go." Good chorus and ork support help put this in line for loot. Flip, "The Right," is a pretty ballad that is sincerely read. This is his strongest lately.

BILLY WILLIAMS.... Coral 61932......BABY, BABY (Roosevelt, BMI) DON'T LET GO ..... (Roosevelt, BMI)

This could be another "Sit Right Down" for the artist. Strong vocal on the cute, bouncy tune with sparkling guitar and chorus backing is a potent entry. Flip, "Don't Let Go." is an equally fine go on a medium rocker also waxed by Roy Hamilton.

WES BRYAN....United Artists 102.......LONESOME LOVE

Strong disk debut by the artist and label on a rockabilly with a listenable chorus and ork assist. The teen-slanted theme could hit the mark with the kids. Flip, "Tiny Spacemen," is a rocker-novelty that can also go well (Danby, BMI).

## POP DISK JOCKEY PROGRAMMING

MARGARET WHITING....Dot 15680.....

.....I CAN'T HELP IT (IF I'M STILL IN LOVE WITH YOU) (Acuff-Rose, BMI) THAT'S WHY I WAS BORN ..... (Janfra-Planetary, ASCAP) Warm, creamy thrushing by Miss Whiting on "I Can't Help It," the Hank Williams country ballad, is a quality job that should flip listeners. Male group and Billy Vaughn ork provide simple but effective backing Flip, "That's Why," is an equally lovely treatment of a ballad that has also been cut by Janice Harper and Billy Scott.

HUGO WINTERHALTER ORK....RCA Victor 7113..BLUE LOVERS' LAMENT (Bloom, ASCAP) MOONLIGHT IN CAPRI .....(Porgie, BMI)

Pretty, moody topside theme is introed on accordion and then builds up into a pretty string setting. Classy arrangement should click with audiences. "Moonlight," the flip, is a choice treatment of a folkish theme with mandolins prominently featured. Worth whirls as a refreshing change of pace.

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

## Reviews of New Pop Records

THE GEORGETTES

EBB 125-A rock and roller with the chicks contributing a harmonal sound, against a string backing. Tune is a modified blues. Good wax. (Hill & Range-House of Fortune, BMI)

Oh, Tonight .... 82 Rhythm side with a beat that moves right along. Gals have a good sound for the teen trade. (House of Fortune-Ebb, BMI)

## THE PLAYMATES

Jo-Ann ..... 84 ROULETTE 4037-Strong cover of the tune originated in the Twin Tones Victor EP. This could step out. It's a lilting rockaballad with suitably adolescent lyrics. The original has handicap of being available only in the EP at present. (Figure, BMI)

You Can't Stop Me From Dreaming....76 Snappy, rock and roll stomp treatment of the oldie. Good juke coupling with all-market appeal. Boys do a fine job on the teen-type warble. (Remick, ASCAP)

JOHNNY FAIRE

Bertha Lou ......83 SURF 5019-Good bit of excitement in this country blues, which has also been waxed by Clint Miller, Rockabilly Faire has the breathless, hysterical sound that can appeal to the teen set. The supporting group pounds out an intense rhythm pattern. This side could shake them up if exposed. (Robin Hood, BMI)

'Til the Law Says Stop .... 72 He's gonna live it up and have a ball until the law says stop. Tune has all the familiar cliches set in rockabilly blues frame with okay chanting by Faire. Flip is better. (Robin Hood,

JOHNNIE RAY

Miss Me Just a Little......82 COLUMBIA 41069-A swinging vocal, Tune is a good one, slightly touched with country flavor. Ork and chorus provide a full sound. (Acuff-Rose,

Sollioquy of a Fool .... 77 A strong side, with a solid, swinging

vocal, backed by chorus and distinctive ork which showcases rather than obtrudes upon the chanter. Watch it. (Beachmout, BMI)

DORIS DAY

Walk a Chalk Line .....82 COLUMBIA 41071-An exceptionally smart arrangement frames Miss Day's interpretation of this cute and breezy tune. Material is equally smart and the whole effort rates attention. If jocks get on this, it has the strength to break out. (Meridian, BMI) Soft As the Starlight .... 76

Here's a soft and slow folk-derived ballad from Miss Day's album "Day and Night." Fine side for the dreamy dancers and a nice performance, but flip has the ear-catcher sound that can mean more action. (Daywin, BMI)

THE NEPTUNES

"Fraidy-Cat" ...... 81 GLORY 269-Plenty of confusion here on an upbeat, rock and roll blues side. Chicks vie with the Neptunes for the honors in the melee of sound, Good arrangement that could go. (Simon House-Bryden, BMI)

As Long As .... 76 A deeply dedicated message here by the Neptunes, ably supported by group of chicks who contribute the vital crazy-mixed-up sound. Side has potential and rates plays. (Simon

THE LANCERS

House, Bryden, BMI)

Jo-Ann ..... 80 CORAL 61930-Strong cover of the rockaballad, introduced by the Twin Tones in their EP, could cop a good share of loot for the tune. Good ork and chorus support pace the group vocal. (Figure, BMI)

The Stroll .... 80 This version will be going against a strong entry by the Diamonds. The rockablues is well-chanted against a very danceable beat. Fine coupling can click. (Meridian, BMI)

## THE FRATERNITY BROS.

VERVE 10112 - A catchy, rocking arrangement marks this one. The chanting is backed by instrumentation with a Latin beat and attractive musical figures. Deejays will find this interesting. (Longridge, ASCAP) Weeping Willow .... 79

Another one which varies from the common groove. It's a fast rhythm side, with a smart lyric and really unusual arrangement behind the vocal. (Longridge, ASCAP)

## DAVID HILL

Keep Me in Mind......75 RCA VICTOR 7112-A rockaballad delivered with healthy, rich pipes by the promising warbler. Good material in the genre, and with the solid coupling, this disk has real potential. (Eden, BMI) That's Love .... 77

Cleffer-warbler Hill makes one of his biggest threats to date with this lively, personality - packed rocker. Backing also has plenty of zip. (Sheldon, BMI)

THE MARQUEES

OKEH 7096-Smart group swings on this interesting rockabilly chant. Has a fine beat, sound and a message that can get thru. Side has definite potential. Not same "Schoolgiri" as the one in the second row-ho on the Big record, (Cranford, BMI)

Wyatt Earp....70 A gimmicked blues that's definitely not the same tune the kiddies know. This has a minor feel with the new group chanting the story to rhythmic "Earp, Earp, Earp," accompaniment. Has novelty interest. (Cranford, BMI)

PETE MORRIS

Walkin' Together......78 END 1006-Morris builds nicely on this tune with a repetitive pattern. Key moves up one each verse as the chanter outlines the story from walkin' home from school to walkin' down the aisle. Strong message and solid performance could move out. Watch it. (Eden & ReniGone, BMI) -When You're Hurt....67

A slow and somewhat monotonous rock and roll ballad. Morris sings as the he's genuinely hurt. Slim chances, (RealGone, BMI)

VALERIE CARR

by the new thrush. Miss Carr has a powerful belting style which fits well on this hymn of love. Original on Cameo is well ahead, but this can draw spins, too. (Lowe, ASCAP)

Over the Rainbow .... 74 The standard is done in dramatic style with plenty of dynamics by Miss Carr. Side can get plays but flip is likely to move faster. (Felst, ASCAP)

LES BAXTER

I Never Had a Dream Like This Before ......76 CAPITOL: 3842-A tender ballad, slow in tempo, with a vocal group setting the lyric mood to a backing of lush fiddles. Quality for jocks. (Bourne, ASCAP) The Invisible Boy .... 73

This is a waltz side, slow and graceful, with voicing by the chorus. Ork has a lush sound. (Granite, ASCAP)

STEVE LAWRENCE

Geisha Girl......76 CORAL 61925 - A very late pop cover of the Hank Locklin country smash. Lawrence should cop some fair spins and sales, however, with an appealing warble. Good production. (Fairway, BMI) I Don't Know....73

Swingy, Sinatra - type semi - sophosticated tune is handled in relaxed fashion by Lawrence with jazz-slanted backing. Strictly for hip jocks. (Dixie, BMI)

CARL McVOY

You Are My Sunshine......75 HI 2001-Vocal is somewhat in the Domino manner. The oldie is presented as a bright rockabilly. This could create interest in all fields. Good ork and chorus sounds, (Peer, BMI) Tootsie .... 74

Tune is also a rorkabilly. Nice go by the artist with good backing makes this a strong contender. It bears watching. (Peer, BMI)

MELLOWLARKS

Farewell to You My Nancy......75 ARGO 5285-A swingy march tempo here on a song that deals with the sailor "sailing away at break of day." Hackneyed lyrics but a nice harmony delivery and fresh band backing give it a chance. Worth listens. (Sidney, BMI)

Sing a Silly Sing Song....68 Another moderate-paced march tune with a monotonous lyric idea. Sound is bright with okay delivery by the mixed vocal group but the flip has better material. (Sidney, BMI)

JACQUE BAIR

I Didn't Mean What I Said .........74 FRATERNITY 786-A rockaballad, done in extremely tasteful fashion by the chick, with a restrained instrumental arrangement featuring a triplet figure. (Windy City, ASCAP)

(Continued on page 53)

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## VOX JOX

Aycock has rejoined the staff at Jimmy Bowen was singing about KRCT, Pasadena, Tex. He will in the lyrics of the song. Roulette have a morning show Monday thru announced that the contest was a Friday. . . . Bob Crutchfield, for- hyge success and that the firm's merly continuity director for main office was swamped with KXYZ, Houston, has switched to pictures which jockeys from all deejay and now is heard on the station's all-night show, "Night tries.

Scene." Barbara Van Horn replaces him as continuity chief. Chuck

## YESTERYEAR'S TOPS-

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

DECEMBER 13, 1947

- 1. Near You 2. You Do
- 3. How Soon
- 4. Ballerina
- 5. Too Fat Polka
- 6. I Wish I Didn't Love You So
- 7. Civilization
- 8. -And Mimi
- 9. Serenade of the Bells 10. Golden Earrings
- **DECEMBER 13, 1952** 1. Why Don't You Believe Me?
- 2. You Belong to Me 3. Glow Worm
- 4. I Went to Your Wedding
- 5. Lady of Spain
- 6. Because You're Mine 7. It's in the Book
- 8. Don't Let the Stars Get in Your
- Eyes 9. Jambalaya
- 10. Takes Two to Tango

Dunaway, former emsee of "Night Scene," takes over new duties as disk jockey for a series of evening musical programs on KXYZ. . . . Millard Hanxen, jockey and news-caster, WKRS, Waukegan, Ill., moves to the announcing staff of Bob Hope's WREX-TV, Rockford, Ill.

Jack Thayer, general manager of WDGY, Minneapolis-St. Paul, announces that Bill Diehl, long a part of the entertainment scene in the Twin Cities, has joined the staff at WDGY. Diehl will have an evening and Sunday afternoon show and will continue as entertainment columnist for the St. Paul Dispatch. . . . Gene Piatt has resigned from KELO, Sioux Falls, S. D., for a deejay post on WOW radio and TV in Omaha.

THIS 'N' THAT: Jim Scannell, WMBV-TV, Greenbay, Wis., writes Bangor, Me. that he's departing from the usual teen-dance format on his "Teen Time" show on December 26 to entertain orphans from the Green Bay area, who range in age from 4 to 12. He would appreciate hearing from any radio and TV jocks who might have ideas on gimmicks to entertain the kids. ... Ted Harding, WAYZ, Waynesboro, Pa., reports that his "Saturday Nite Record Hop" is a huge success. He hopes he can entice some record personalities for personal appearances. He also states that ballads click as well as rock and roll with the kids.

KITE, San Antonio, claims to be the first station to schedule regular newscasts devoted solely to space news-news of satellites, rockets, missles, space travel and unidentified flying objects. . . . WINS, New York, is giving away turkeys to listeners who phone the station after spotting deliberate errors made by disk jockey Irv Smith on his sixday morning show.

ROULETTE CONTEST WIN-NERS: Roulette Records announced the winners of the Jimmy Bowen "Cross Over" contest this week. The contest was run in conjunction with the label's release of Bowen's recording of "Cross Over." The contest called for deejays to request from their listeners a photo-

CHANGE OF THEME: Earl graph of the girl they thought

Each jockey who sent in a winning photo will receive a \$100 bond. The winning girl will be entitled to a date with the disk star. The five winning deejays and girls whose photos were entered are: Buddy Deane, WAAM-TV, Baltimore - Bonnie Brewer; Joe Smith, WVDA, Boston-Miss Deanna Seydak; Alan Fredericks, WGBB, Freeport, L. I.-Judy Lloyd; Ken Smith, WMDC, Hazlehurst, Miss., Shirley Thompson, and Bob Fleming, KNEW, Spokane, Wash.-Sharon Rogers.

GIMMICK: When Guy Pastor recently appeared on Bud Davies' show over CKLW, Windsor, Canada, the two came up with a clever

## 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:

Pensacola, Fla. "All the Way," Frank Sinatra, Capitol.

Lake Charles, La.

"April Love," Pat Boone, Dot. Madison, Wis.

"Kisses Sweeter Than Wine," Jimmie Rodgers, Roulette. Davenport, Ia.

"Sayonara," Eddie Fisher, RCA

Salt Lake City

"Don't Go Near the Water," the Lancers, Coral. Hartford, Conn.

"I Can't Close the Book," Vic Damone, Columbia.

Philadelphia "Liechtensteiner Polka," Will Glahe, London.

New York "Melodie D'Amour," Ames Brothers, RCA Victor.

"Lovely Ladies of Milano," Dick Jacobs, Coral. St. Louis

"Saddle the Wind," Julie London, Liberty.

and successful contest gimmick, which was run in connection with Pastor's Roulette recording of "Life Is Just a Bowl of Cherries." Guy was asked to leave a memento of his appearance, and left a half gallon jug of cherries. In turn, Davies asked the audience and viewers to send in their guesses as to how many cherries were in the jug. The 12 closest contest answers to the actual amount received a Tony Pastor Roulette album of "Let's Dance with Tony Pastor." Tony's son, Guy, is fea-tured vocalist in the album.

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- Jax, Fla. . Binkley Dist. 301 S.W. 6th St.

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1724 Arapahoe St.

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Dallas, Tex.

· Forbes Record Co. 906 Forbes St. Pittsburgh, Pa.

- . Hit Record Co. 1043 Central Ave. Cincinnati, Ohio
- Indiana State Record 1325 N. Capital St.
- Krupp Record Co. 309 South Santa Fe St. El Paso, Tex.
- Music City Record 127 Lafayette Ave. Nashville, Tenn. One Spot Record
- 1087 Union Ave. Memphis, Tenn. United Record Co.
- Houston, Tex. Pan American 3137 Woodward Ave.

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- · Roberts Dist. 1722 Washington Ave. St. Louis, Mo.
  - David Rosen 908 Broad St. Philadelphia, Pa.
  - Sandel Record Dist. 40 Glenwood Ave. Minneapolis, Minn. Schwartz Bros.
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## Reviews of New Pop Records

Continued from page 50

As Ever Yours .... 73 The chick sings a lilting ballad. Instrumentation is simple and relaxed, creating a tasteful side. (Windy City, ASCAP)

ERROLL GARNER

COLUMBIA 41067—Quality disking for deejay programming. Garner's imaginative keyboard work creates a mood, abetted by delicate orchestration by Mitch Miller, Will get action. (Octave, ASCAP)

Moment's Delight .... 73 Another tone poem, with sensitive piano and orchestration. Both sides are out of Garner's album. (Octave, ASCAP)

THE CASUALS

BACK BEAT 503-Exuberant delivery by the group on a rocker. Side can get action in both pop and r.&b. markets. (Lion, BMI)

Love My Darling .... 73 Rocker is presented at a fairly vigorous clip by the group with gutbucket backing. It may step out. (Lion, BMI)

HOKE SIMPSON

1 Finally Found You.....74 ABC-PARAMOUNT 9876 - Happy sound by the artist on the rockabilly with good chorus and guitar backing could find favor with the kids, A contender for both pop and c.&w. loot, (Pamco, BMI)

Simpson handles his vocal gimmicks well on this teen-slanted rockabilly. Some action possible. (Pamco, BMI)

BUDDY ROBERTS

Strange Sensation......74 GONE 5017 - A slow rockaballad, sing by a warm, new personality, with group backing, Young Buffalo. warbler shows promise. (Tricky, ASCAP)

Where There's You....70 Brisk, bright ditty is sung ingratiatingly, but flipside material is better geared to teen market. (Goodwill, ASCAP)

THE DE CASTRO SISTERS

Blue and Broken Hearted......74 RCA VICTOR 7108 - Medium-beat rockaballad is listenably belted by the sisters against bright orking and a chorus assist. The catchy melody could catch on, (Mills, ASCAP)

Old Timers Tone .... 69 As the title implies, the tune is in a ricky-tick groove. Clever orking accompanies, (Leeds, ASCAP)

PEANUTS WILSON

BRUNSWICK 55039 - Rockabilly blues is strongly warbled by the artist. Fine ork backing nicely complements. It could do something in all markets, (Nor Va Jak, BMI)

You've Got Love .... 72 Side has a New Mexico flavor. The ballad-type with rhythm backing also has mild chance in all fields, (Nor Va Jak, BMI)

CHAMBERLIN BROS.

My Baby Walked Out on Me......73 PORTER 1002-A pretty melody, very well chanted. The Chan terlin Brothers' vocal is backed by a folktype string accompaniment, giv # the side considerable charm. Merits good exposure, (Stella Lane, BMI)

Cry Blue Baby .... 72 This is a rhythm side, chanted in rockabilly style by the Brothers, to a rocking string accompaniment. Tone is a modified blues. Good wax. (Stella Lane, BMI)

GLORIA WOOD

COLUMBIA 41070-A quality ballad, with a bluesy feeling, and the touch of material. Gioria Wood's performance here has a delicate jazz quality. For jocks. (Amenra, ASCAP)

Back Door....72

A fast blues. The thrush chants it with a touch of rockabilly, to a rollicking rhythm. (Amenra, ASCAP)

**GUY LOMBARDO** 

Lida Rose......73 CAPITOL 3854-A bouncy, melodic and danceable tune by the Lombardo forces from the new musical "The Music Man," Chorus assists Kenny Gardner in the vocal. (Frank, ASCAP)

Return to Me ... 70 Latin-beat tune with a pleasing vocal by Kenny Gardner and the chorus. Primarily for dancing interest, (Southern, ASCAP)

MERV GRIFFIN

DECCA 30525-Bright, brisk interpretation on a gay, folkish theme. This is the strongest side for the artist in some time. Excellent banjo and guitar accompany. (Hollis, BMI)

Think of All the Nice Things He's Done ... . 69 Pretty tune is taken at a shuffling pace. Nice vocal by Griffin, but much stronger things are available. Good chorus and ork backing. (Spier, ASCAP)

THE BLAKE BROTHERS

Winter in Wisconsin (Instrumental)..73 GLORY 268-Here's a simple melody with a calypso-inspired rhythm, performed by guitar and organ, Side has an appealing sound which could pull some jock plays, (Bryden, BMI) Winter in Wisconsin (Vocal)....68

Vocal side has the Four Corners on the lyric, extolling the virtues of the beer state. In Wisconsin the vocal will take it, otherwise the flip is the side. (Bryden, BMI)

NELLIE HILL

BRUNSWICK 55038 - Very smart piping by Miss Hill on a happy tune that borders on the rockabilly. If pushed a little, this might move. (Sheldon, BMI)

Don't Say Wait .... 72

The thrush has a way with a lyric. Good backing on the rhythm-paced ballad nicely complements the pleasant vocal. Potential similar to flip. (Roosevelt, BMI)

VICKI YOUNG

Triangle Love......72 BRUNSWICK 55040 - Attractive chirping by the thrush on a cheerful rockabilly melody. This is her best recently. Nice sound could cop play. (Figure, Krondes, BMI)

A Quarter's Worth of Love .... 72 Rockaballad is given a pleasant go by the chick. Often-used idea of love via the juke box sounds may still be able to draw play. (Aberbach (Canada) ASCAP)

GINNY GIBSON

ABC-PARAMOUNT 9872 - Real quality thrushing job on a fancy, tender ballad. Quality-conscious jocks will dig it. (Knollwood, BMI)

September Till June ... . 70 Nice teen-type ballad, sans the usual rock and roll backing, is pleasantly sung, with double-tracking by the excellent thrush. Will need heavy plugging. (Gil, BMI)

BILLY MAY

Young and Dangerous......72 CAPITOL 3846-Mixed choral group offers a rock and roll rhythm tune that seems to have as its subject, teen-age chicks. From the pic of same title, the side has some fairly wild sounds which could attract some action. (Fiest, ASCAP)

76 Trombones....68 This joins "Colonel Bogey" in the current interest on marches. Male chorus delivers the vocal on the military air from the score of upcoming musical "The Music Man." Probably strong stage material but not likely to break big in the disk field. (Frank, ASCAP)

THE ROCKS

PORTER 1009-A blues, with a rocking beat, using strings and horns. Lyric has the swain losing his girl via a satellite instead of a train. There are beeps, of course, Vocal is good. (Stella Lane, BMI) Arrow in My Heart .... 69

A country-flavored rockaballad, describing a heartbroken condition, against a string and plano background, with a triplet figure in the arrangement, (Stella Lane, BMI)

LARRY GREEN

PARIS 410-Instrumental. A pretty melody. Performance is tasteful and has a continental quality. For jocks seeking a change of pace. (Gold, ASCAP)

The Stars Look Down....69 Instrumental with chorus. Material very romantic and pianisite in quality. Like the flip, for jocks seeking wax out of the teen groove. (Greta,

THE BIG BEATS

Clark's Expedition.....70 COLUMBIA 41072-A bluesy rock and roll instrumental with a striding rhythm and typical triplet figure. Performance has considerable color and mood. (Normike, BMI)

Big Boy .... 69 Another instrumental, similar in mood and tempo to the flip. (Lois, BMI)

HARRY JAMES ORK Andrea ......69

CAPITOL 3849-A slow instrumental ballad, with subdued instrumentation which showcases James' trumpet. A nice side for deejay programming. James' first Cap single. (Schneider, ASCAP)

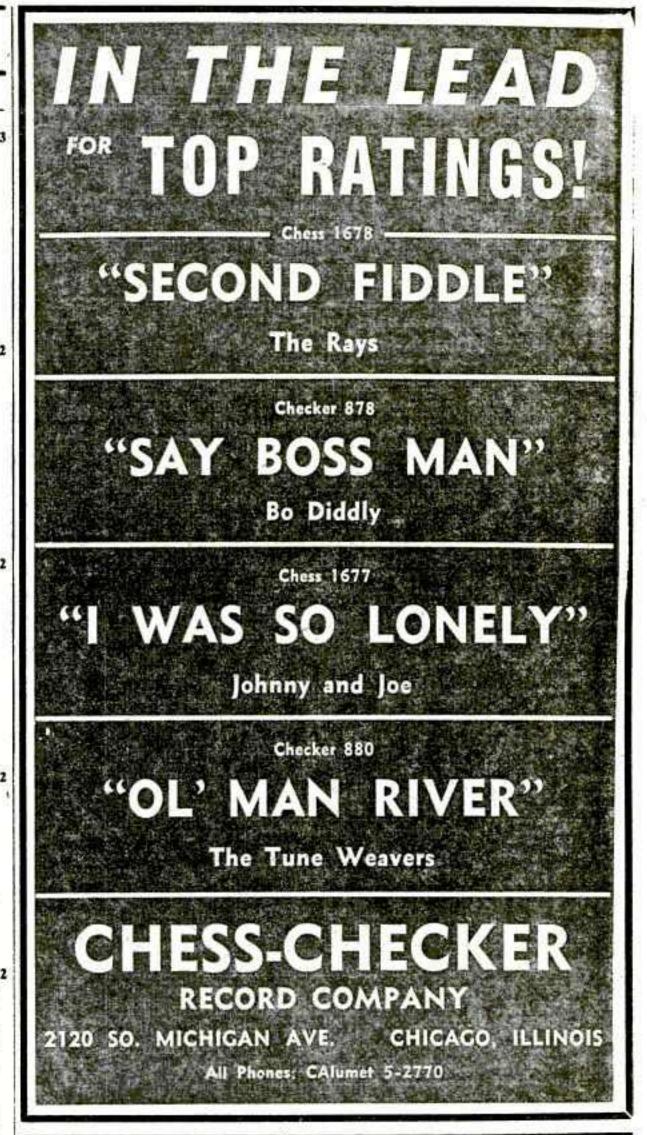
Vuelva....69

Instrumental with a Continental quality, with typical Mediterranean-type string work, James' trumpet takes over midway for flashy blowing. (Music Makers, ASCAP)

MARK ANTHONY

Wolf Call.....69 PORTER 1005-A blues, with the chanter imitating the call of a wolf with a properly wild sound. Has the flavor of country blues, (Stella Lane & Desert Palms, BMI)

I Told You So....68 A rhythm side, with the strings and percussion delivering a solid beat (Continued on page 54)



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## Previews of New Pop Records

## Continued from page 53

behind the chanter, (Stella Lane & Desert Palms, BMI)

ROBERTO

CORAL 61926-The instrumental has also been recorded by Nelson Riddle, It sounds somewhat like "The Poor People of Paris." A good side for deejays. Whistled theme by chorus. Some coin in store. (Sherwin, ASCAP)

On the Rue De La Paix....68 Listenable instrumental on a tune with a Gallic flavor. This could also click with jocks. Potential similar to flip, (Sherwin, ASCAP)

THE SUGARMINTS

BRUNSWICK 55042-Breezy rendition of an up-tempo theme in a rockabilly vein. Side has rhythm backing. Fair chances. (Gil, BMI) You'll Have Everything .... 68

Rockaballad is dramatically delivered by the group with piercing group support. Fair potential. (Gil, BMI)

ART DECOO

STARLA 5-Decoo offers a reading that's strongly reminiscent of the Ink Spots' Bill Kenny. Tune is an attractive oldie done in slow rock and roll fashion. Not a strong contender but plays possible on quality job. (DeSylva, Brown & Henderson, ASCAP)

Je T'Aime .... 64 With a guitar only backing, Decoo attempts a continental tune with a



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Long Beach, Calif. Hotel WILTON

Gollup, N.M. Hotel EL RANCHO

CHICAGO

World famed hatels

RESTAURANTS

HOTEL

breathy approach, which fails to register with any impact. Flip is by far the better. (Arles & Drive-In, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less.

BUDDY CHILDERS: My Lovin' Arms/ Two Young True Hearts-Dub 2838

ED CURRY: Ya' Gotta Give Love a Try/ Forbidden—Brunswick 55041

RONNIE DEL: A Coca-Cola With You/ You Made a Hit With My Heart-RSJ 101 JERRY FIELDS & NOEL REGNEY ORK: God Bless Us Everyone/I'm Gonna Learn to Ride a Reindeer-Opal

JACK HARRELL: Rock Rock, Who's There/Rock Around the Christmas Tree-

RICHARD HIMBER ORK & CHORUS: In

That Hat/Today-Coral 98032

MARGI STATON: The Day He Was Born Santa Claus Is Coming-Carnation 101 THE TEENOS: Airightee/Love Only One-Dub 2839

RED GARLAND TRIO 

PRESTIGE 105-Garland, Chambers and Taylor, on a moderately-slow blues. Chambers starts with a great bass solo, then pianist Garland blows some real "down" piano. Late hour jocks can use this. Garland is a gas. Fine mood disk the it could get lost as a single. From an LP. (Prestige, BMI)

MILT JACKSON QUARTET

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Stonewall, Parts 1 & 2 ...........74 PRESTIGE 102-Jackson, Heath and Kay-or the MJQ minus leader John Lewis, and plus Horace Silver, It's a medium-tempo blues, and juke joints can use it for the hip dance crowd. Album excerpt is also good

for jazz jocks. Side One is mainly vibes: Side Two is mostly Silver and Heath. Good jazz, but singles sales limited. (Prestige, BMI)

JACKIE MeLEAN QUINTET

PRESTIGE 104-Like the others in Prestige's singles release, a blues, Altoist McLean, Don Byrd, Elmo Hope, etc., featured at medium-slow tempo. "Funky-modern" style has some juke and dance appeal. Again, best possibilities would be in the LP it comes from. (Prestige, BMI)

MILES DAVIS QUARTET

Green Haze, Parts 1 & 2 ...........68 PRESTIGE 103-Davis, Pettiford, Garland and Philly J. Jones in a slow, moody blues. For the jukes in hip foints where the lights are low. As a single, this album excerpt is unlikely to mean much, however. (Prestige, BMI)

## Polka

KENNY BASS ORK

My Polka Lovin' Gal ......80 DECCA 30527-Here's a polka side with a strong, bright, juke boxey quality. Scoring has some of the Ferko sound, Simple harmony vocal duet by Kenny Bass and Dick Flaisman. Terpable stuff. (Bergaliam, BMI)

Eins, Zwel, Drei, Vier Polka ....77 Another bright polka side. This one is instrumental but it also rates a good juke box chance. (Lake Erie, BMI)

## Children's

THE PRAIRIE CHIEFS Broken Arrow & Sweet Betsy

RCA VICTOR WBY 69-Theme song from 20th Century-Fox TV production is sung to clip-clop backing. Story in lyrics will have meaning to fans of the TV Westerns. Title will sell it on racks at 49 cents. Folk song filler may be the favorite once the disk is taken home.

SONS OF THE PIONEERS The Restless Gun & Bunkhouse 

RCA VICTOR WBY 71-Topside is theme from NBC-TV production., Western type song, beautifully sung and appropriately orked, will be picked off the racks by parents of cowboy-loving moppets, the it's not actually children's material. Flip is a rhythmic novelty ditty. A 49-cent

PAUL LAVALLE & THE BAND OF AMERICA The Big Brass Band & Big Joe,

RCA VICTOR WBY 66-A minor kidisk entry, with possible school use for marching, and impulse appeal to parade-conscious tots. A 49-cent

## Religious

BILL CARLE

RCA VICTOR 7102-With Paul Mikkelson ork and chorus, bari does a standard-type religioso song. For specialized market, with best potential perhaps in an album. (Herman, ASCAP)

Trouble....72 Bari, with piano, sings a semi-legit type song, with some quality of a standard spiritual. Much feeling displayed, but sales may be limited to a scattered adult market. (Manna,

## Spiritual

THE GOSPELAIRES How Much Longer ......77

PEACOCK 1781-Lovely, expressive reading of the spiritual will lure buys from devotees of this sort. Good group support for the lead. (Lion, BMI)

They Don't Understand Me....77 Real down-home flavor on this stirring delivery of the hymn. It can do as well as the flip. (Lion, BMI)

STATESMEN QUARTET

Mansions Can't Be Bought......77 RCA VICTOR 7103-Sincere reading of the pretty gospel should go well with lovers of pretty religious music. Listenable harmonies by the group. (Abernathy, SESAC)

God Is God....77 Dramatic interpretation of the religious theme is presented at a faster pace than the flip. It can do equally well. (Hill & Range, BMI)

THE GOSPEL LIGHT SINGERS

Lord I'm Coming Home to Thee ..... 65 FRIENDLY 2141 - Very muffled sound. Spiritual theme is nicely rendered, but sound detracts terribly. (Reed & Reed, BMI)

Faith Reaches Out .... 65 Same comment. (Reed

## 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 ou Chart
1. AROUND THE WORLD (Young)	. 1	23
2. FASCINATION (Southern)	. 2	17
3. APRIL LOVE (Feist)	. 3	5
4. ALL THE WAY (Barton)	. 5	4
5. TAMMY (Northern)		21
6. SILHOUETTES (Regent)	. 6	5
7. MELODIE D'AMOUR (Rayven)	. 11	8
8. IVY ROSE (Roncom)		5
9. CHANCES ARE (Korwin)		11
10. YOU SEND ME (Higuera)		2
11. WHITE CHRISTMAS (Berlin)		1
12. RUDOLPH, THE RED-NOSED REINDEER (St. Nicholas)		1
13. KISSES SWEETER THAN WINE (Favorite)		1
14. I'LL REMEMBER TODAY (Hollis)		4
15. JAILHOUSE ROCK (Presley)		7

## Best Selling Sheet Music in Britain

(for week ending November 30)

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.

Mary's Boy Child-Bourne (Schumann) Tammy-Macmelodies (Northern) Forgotten Dreams-Mills (Mills) Alone-Duchess (Selma) Diana-Mellin (Pamco) Man on Fire-Robbins (Robbins) Be My Girl-Sheldon (Stratton) That'll .Be the Day-Southern (Nor-Va-Jak) Remember You're Mine-Belinda (Traye & Lowe)

Island in the Sun-Feldman (Clara)

Affair to Remember-Feist (Feist) Love Letters in the Sand-Francis Day (Bourne) Wanderin' Eyes-Bron (Shapiro-Bernstein)

Gotta Have Something in the Bank, Frank-Campbell-Connelly (Reis) My Special Angel-Bron (Blue Grass) Puttin' On the Style-Essex (Melody Trail) Wake Up Little Susie-Acuff-Rose (Acuff-Rose)

Let Me Be Loved-Frank (Livingston-Evans) With All My Heart-Bron (Debmar) My Dixie Darling-Southern (Rossiter)

## Best Selling Pop Records in Britain

(For week ending November 30)

Printed thru the courtesy of the "New Musical Express." This Last Britain's Foremost Musical Publication. Week Printed thru the courtesy of the "New Musical Express," This Last Britain's Foremost Musical Publication. Week 1. MARY'S BOY CHILD-Harry Belafonte (RCA) ...... 2. WAKE UP LITTLE SUSIE—Everly Brothers (London) ...... 3. BE MY GIRL—Jim Dale (Parlophone) ..... 4. I LOVE YOU BABY-Paul Anka (Columbia) ..... 6. MA, HE'S MAKING EYES AT ME-Johnny Otis Show/Marie Adams (Capitol) ...... 12 9. THAT'LL BE THE DAY-Crickets (Coral) ...... 6 11. GOTTA HAVE SOMETHING IN THE BANK, FRANK-Frankie Vaughan & Kaye Sisters (Philips) ..... 12. HE'S GOT THE WHOLE WORLD IN HIS HANDS-13. MAN ON FIRE/WANDERING EYES-Frankie Vaughan (Philips) ........... 9 16. TAMMY—Debbie Reynolds (Coral) ....... 10 17. REET PETITE-Jackie Wilson (Coral) .....-18. KEEP A KNOCKIN', Little Richard (London) ..... -19. ALONE—Shepherd Sisters (HMV) ..... 13 20. CHICAGO/ALL THE WAY-Frank Sinatra (Capitol) .....

## 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

A Long Last Look (R)—Saunders—ASCAP All the Way (R)-Maraville-ASCAP April Love (R) (F)-Feist-ASCAP Careless (R)-Bourne-ASCAP Chances Are (R)-Korwin-ASCAP Fascination (R) (F)-Southern-ASCAP Got a Date With an Angel (R)-Chappell-ASCAP

I Never Felt More Like Falling in Love (R)-Korwin-ASCAP If I Can Help Somebody (R)-Leeds-

ASCAP I'll Never Say Never Again (R)-Bregman, Vocco & Conn-ASCAP I'll Remember Today (R)-Hollis-BMI

I'm Available (R)-Golden West-BMI Just Born (R)-Winneton-ASCAP Katsumi Love Theme (R) (F)-Witmark-ASCAP

Kisses Sweeter Than Wine (R)-Folkways-BMI

Las Vegas (R)-Peer-BMI Liechtensteiner Polka (R)-Burlington-ASCAP Listen to the Rockin' Bird (R)-Warnow-

ASCAP Love Me Forever (R)-Greta-BMI Melodie D'Amour (R)-Rayven-BMI

Pretend You Don't See Her (R)-Rosemeadow-ASCAP Put a Light in the Window (R)-Plantetary

-ASCAP Sayonara (R) (F)-Berlin-ASCAP Story of My Life (R)-Famous-ASCAP Swedish Polka (R)-Mills-ASCAP Till (R)—Chappell—ASCAP Twelfth of Never (R)-Empress-ASCAP Winter Warm (R)-Famous-ASCAP

Television

All the Way (R)-Maraville-ASCAP April Love (R)-Fifth Avenue-BMI At the Hop (R)-Singular-BMI Ca C'Est L'Amour (R) (F)-Young-ASCAP Ca C'Est L'Amour (R) (F)-Buxton Hill-Chances Are (R)-Korwin-ASCAP

Fascination (R) (F)-Southern-ASCAP (I Love You) For Sentimental Reasons (R)-Duchess-BMI I'll Never Say Never Again (R)-Bregman,

Vocco & Conn—ASCAP I'm Available (R)-Golden West-BMI Jailhouse Rock (R) (F)-Presley-BMI Just Born (R)-Winneton-ASCAP Kisses Sweeter Than Wine (R)-Folkways-

Let's Light the Christmas Tree (R)-Broadcast-BMI

Liechtensteiner Polka (R)-Burlington-ASCAP

Little Sandy Sleighfoot (R)-April-ASCAP Merry, Merry Christmas (R)-Buckeye-BMI My Special Angel (R)-Merge-BMI

Never Go Way-Joy-ASCAP Peggy Sue (R)-Nor-Va-Jak-BMI Pretend You Don't See Her (R)-Rosemeadow-ASCAP

Push De Button (R) (M)-Morris-ASCAP Raunchy (R)-Hi-Lo-BMI Silhouettes (R)-Regent-BMI So Sweet (R)-Harvard-BMI

Take a Chance (R)—Skidmore—ASCAP That'll Be the Day (R)-Nor-Va-Jak-BMI Till (R)-Chappell-ASCAP Why Don't They Understand (R)-Hollis-

Winter Wonderland (R)-Bregman, Vocco & Conn—ASCAP

Distributors: Write, Wire, Phone

344 W. 88th St., New York City SU 7-5165

## **C&W Best Sellers in Stores**

FOR SURVEY WEEK ENDING NOVEMBER 30 RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are

This Week	combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.	Last Week	OB Chart
1.	MY SPECIAL ANGEL (BMI)-Bobby Helms Standing at the End of My World (BMI)-Dec 30423	. 3	9
2.	JAILHOUSE ROCK (BMI)—Elvis Presley TREAT ME NICE (BMI)—Vic 7035	. 1	9
3.	WAKE UP LITTLE SUSIE (BMI)-Everly Brothers.  Maybe Tomorrow (BMI)-Cadence 1337	. 2	11
	THE STORY OF MY LIFE (ASCAP)-Marty Robbin Once-a-Week Date (BMI)-Col 41013		
5.	GEISHA GIRL (BMI)-Hank Locklin LIVIN' ALONE (BMI)-Vic 6984	. 5	16
6.	FRAULEIN (BMI)—Bobby Helms	. 6	37
	GREAT BALLS OF FIRE (BMI)-Jerry Lee Lewis. You Win Again (BMI)-Sun 281	. 14	2
3-5%	MY SHOES KEEP WALKING BACK TO YOU— Ray Price		18
9.	WHY, WHY? (BMI)—Carl Smith	. 7	11
10.	RAUNCHY (BMI)—Bill Justis	. 7	3
	HOME OF THE BLUES (BMI)—Johnny Cash GIVE MY LOVE TO ROSE (BMI)—Sun 279	. 10	13
	IS IT WRONG? (BMI)-Warner Mack Baby Squeeze Me (BMI)-Dec 30301	. 13	17
13.	KISSES SWEETER THAN WINE (ASCAP)— Jimmie Rodgers		1
14.	HOLIDAY FOR LOVE (BMI)-Webb Pierce DON'T DO IT DARLIN' (BMI)-Dec 30419		10
15.	HONEYCOMB (ASCAP)—Jimmie Rodgers Their Hearts Were Full of Spring (ASCAP)—Roulette 4015	. 12	8

## Most Played C&W by Jockeys

This Week	the state of the s		
1.	WAKE UP LITTLE SUSIE-Everly Brothers	. 1	10
2.	WHY, WHY?—Carl Smith	. 4	12
3.	HOLIDAY FOR LOVE-Webb Pierce	. 6	11
4.	MY SPECIAL ANGEL-Bobby Helms	. 2	9
5.	MY SHOES KEEP WALKING BACK TO YOU- Ray Price	. 3	19
6.	I HEARD THE BLUEBIRDS SING- Jim Edward, Maxine & Bonnie Brown	. 6	15
	GEISHA GIRL-Hank Locklin		14
8.	JAILHOUSE ROCK-Elvis Presley	. 9	8
9.	HOME OF THE BLUES-Johnny Cash	. 11	11
10.	PLEASE PASS THE BISCUITS—Gene Sullivan		1
11.	I FOUND MY GIRL IN THE U.S.AJimmy Skinne Mercury 71192-BMI	r 15	3
12.	FRAULEIN-Bobby Helms	. 10	15
13.	THE STORY OF MY LIFE-Marty Robbins	. 5	2
14.	TANGLED MIND-Hank Snow	. 13	17
15.	IS IT WRONG?-Warner Mack		12

## FOLK TALENT & TUNES

- By BILL SACHS -

## Around the Horn

The Everly Brothers will guest on the Pat Boone show over the ABC-TV network from Hollywood, December 19, and January 5 will perform a similar chore on the Ed Sullivan TV-er over the CBS-TV network. . . . June Carter recently became the bride of Rip Nix, Nashville sportsman-businessman. . . . Ernest Tubb is set for Amarillo, Tex., December 13-16. . . . Ray Price stops off in Owensboro, Ky., December 19. . . . Flatt and Scruggs are routed as follows: Sandy Hook, Ky., December 10; Waterloo, O., 12; Paris, Tenn., 13; Monteagle, Tenn., 16; Mount Sterling, Ky., 17, and Fort Gay, W. Va., 19.

Denny Bolin, pianist and rock 'n' roll specialist with the Lucky Hill band, sustained a broken neck and collar bone recently when the auto he was driving skidded off a wet road near Joplin, Mo. A friend riding with him was killed in the resultant crash. Bolin will be laid up several months but the Hill combo will play the dates booked. . . . Tex Ritter and Smiley Burnette share the guestar spot on Saturday's (14) edition of NBC Radio's "Red Foley Show." Ritter, back for his second visit on the Dowsponsored program in less than a month, will present his new Christmas release on Capitol, "Here Was a Man," recitation dealing with the life of Christ. Foley plans to do the same recitation to conclude ABC-TV "Country Music Jubilee" December 21.

Hank Snow has purchased the Kendle Music Company, 810 Church Street, Nashville, and has set plans for immediate expansion to include a music school, radio and TV sales and service, a repair department, and a music publishing company. The firm is now known as the Hank Snow Music Center, Inc. Hank will do a radio remote from the store, 11-11:30 p.m., Fridays, beginning December 20. He says he'll continue with

(Continued on page 57)

 Reviews of New **C&W** Records

ROY ACUFF

HICKORY 1073-Sardonic opus is in the true country weeper tradition. It's Acuff's first on the label, and sure of support. Acuff's huge personal appearance following will count here. (Acuff-Rose, BMI)

Once More ....77 Another typical country opus delivered with strong heart by Acuff. (Acuff-Rose, BMI)

JIMMY DEAN

Nothing Can Stop My Love ........78 MERCURY 71240-Dean sounds most at home on this cheerful rockabilly item. Fine country string backing helps put this in line for big coin. (Four Star, BMI)

Bumming Around ....72 The popular TV star hits a light, easy groove on this medium-beat philosophical ditty. Pop coin also possible. (Four Star, BMI)

NEIL SEDAKA

DECCA 30520 - Bright, cheerful sounds by the chorus on this rock-ablues gives it good potential in both pop and c.&w. markets. It could catch on. (Norman-Leonard, BMI) Snowtime ....70

Rockaballad is fervently sung by the crew. This, too, could cop play, but flip appears a stronger try. (Norman-Leonard, BMI)

JIMMY WAKELY & BETSY JONES Just a Boy and a Girl in Love ......77

DECCA 30524—Country ballad is rhythmically paced with country strings. Pleasant vocal by the artists on the pretty melody gives the side potential in both pop and c.&w. marts. (Wakely, BMI)

My, Oh! My ....70 Rendition by the artists is far superior to the material. Wakely name could attract buys, however. Side is a rockabilly with slight pop overtones. (Wakely, BMI)

GENE WYATT

EBB 123-Exciting performance. Wyatt's rockabilly vocal is backed by honky tonk biano, strings and other percussion, giving a rolling beat. Merits exposure. (Ebb, BMI)

Lover Boy ....76 Good country blues-which by definition today has strong pop appeal, Wyatt's vocal has the true swamp sound. (Ebb, BMI)

WANDA JACKSON

CAPITOL 3843-A weeper of considerable power. The lyric itself can create a rush of tears. The chick's interpretation is very solid indeed. (Southern Belle, BMI) Fujiyama Mama ....75

A blues. Wanda Jackson chants it in gravel-voiced style. The oriental title reflects a current fad, but does not detract from fact that the side is strong country blues. (Goday, BMI)

GEORGE MORGAN

COLUMBIA 41063-A touching lyric, wherein the swain argues mightily to sway the chick. A chorus is in the arrangement, but the country feeling is uppermost. (Cedarwood, BMI)

Sweet, Sweet Lips ....74 A strong rhythm side, with both country and pop appeal. Chick is not his darling anymore, according to the lyric. (Cedarwood, BMI)

LAWTON WILLIAMS

Don't Burn the Bridge Behind You ... 74 RCA VICTOR 7105-Don't burn the bridge because you may want to return, he chants. This constitutes a strong message for the c.&w. market. Williams does it in the traditional style. (Glendell, BMI)

Foreign Love ....74 Interesting weeper. He's coming home, but can't get a foreign chick out of his mind. Traditional country style. (Fairway, BMI)

LESTER FLATT, EARL SCRUGGS

1 Won't Be Hanging Around ........74 COLUMBIA 41064-A bright, traditional type ditty wherein the cat asserts his independence. It's a ballad of a break-up but it has the happy "hill" sound. Good wax for the territories, (Cedarwood, BMI)

A Hundred Years From Now ....73 Another snappy tune with plenty of the backwoods quality Has much the same pace and sound as the flip, and should compete for the spins. (Marks, BMI)

FRANKLIN STEWART

I'm Not Going to Cry ......74 LU 501-A weeper. Stewart does it well, giving the performance the quality of a dirge, Deejays should find this potent wax. (L&L, BMI) That Long Black Train ....72

A train blues, with typical string backing with funky sound and driving

## This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

## Review Spotlight on . . . **C&W RECORDS**

RICKY NELSON

Waitin' in School (Reeve, BMI) Stood Up (Commodore, BMI)-Imperial 5483 See review in Pop Spotlight section.

CLINT MILLER

Bertha Lou (Robin Hood, BMI)-ABC-Paramount 9878 See review in Pop Spotlight section.

## C&W TALENT

**IOHNNY SIX** 

Mademoiselle (Trans World, BMI) Tennesseean Rollin' Rollin' Home (Old Charter, BMI)-Decca 30512-Impressive intro to wax by the talented newcomer on two interesting sides. "Mademoiselle" is a pop country ballad with a theme similar to "Geisha Girl" and "Fraulein." "Tennesseean" is a folkish train melody that gets a Rockabilly delivery. Good backing on both sides by the talented Anita Kerr Singers.

## **C&W Territorial Best Sellers**

FOR SURVEY WEEK ENDING NOVEMBER 30

City-by-city listings are based on late reports secured from top country and western dealers and luke box operators in each of the markets listed.

Birmingham

1. Jailhouse Rock, Elvis Presley, Vic. 2. The Story of My Life

3. My Special Angel, Bobby Helms, Dec. 4. Great Balls of Fire

Jerry Lee Lewis, Sun. 5. Kisses Sweeter Than Wine Jimmie Rodgers, Rlt.

Marty Robbins, Col.

6. Is It Wrong? Warner Mack, Dec.

Dallas-Fort Worth 1. My Special Angel, Bobby Helms, Dec.

2. The Story of My Life

Marty Robbins, Col. 3. Fraulein, Bobby Helms, Dec.

4. Great Balls of Fire Jerry Lee Lewis, Sun

5. Jailhouse Rock, Elvis Presley, Vic. 6. Wake Up Little Susie

Everly Brothers, Cdc. 7. Geisha Girl, Hank Locklin, Vic.

8. Honeycomb, Jimmie Rodgers Rit.

9. Is It Wrong? Warner Mack, Dec. 10. Holiday for Love, Webb Pierce, Dec.

Houston

1. Wake Up Little Susie Everly Brothers, Cdc.

rhythm. The debt to Presley and Sun is obvious, but it's good wax nevertheless. (L&L, BMI)

JOHN BENNEFIELD

Lullaby Waltz ......70 STARS 553-An easy-going and attractive waltz by Bennefield, supported by the Holloway Sisters. Attractive sound for jukes and some jocks. (Lowery, BMI)

Crying the Blues in My Dreams ....66 Country rock and roll material doesn't really get off the ground, tho Bennefield and the sister group try hard. Flip has more appeal. (Lowery, BMI)

GRANDPA JONES

Old Rattler's Pup ......69 DECCA 30523-Jones presents an uptempo tribute to a hound on this hill-styled theme. Territorial interest possible. (Copar, 6MI)

Mountain Dew ...69 Production is similar to the flip, Real mountain sound by the artist. This could also click with lovers of this brand of c.&w. fare. (Tannen, BMI)

JOHNNY STARK Rockin' Billy ......69

CRYSTALETTE 715-Good rockabilly chanting by Stark with interesting back-up sound by chorus and rhythm group. Fairly persuasive sound but material is not the strongest. Moderate chances. (Hilder-Merenbuch, Drivin' Me Out of My Mind ....62

Upbeat tune holds only alim interest. Other side considerably stronger. (Balboa, BMI)

FRANK WAKEFIELD & BUSTER TURNER

WAYSIDE 150-Country waltz is rendered with hill harmonies. Attractive

banjo, guitar and fiddles accompany. Some action possible. (Musicountry, SESAC) Leave Well Enough Alone .... 66 Tune is an up-tempo weeper with a

modal, folkish sound. Potential appears similar to flip. (Ethelbert, BMI)

The following records, also reviewed by The Billboard susic staff, were rated 65 or less:

CHUCKIE WITH DICK MONE'S TRIO: I Must Be a Geen-ee-us/Santa Claus Is on His Way-Ohio 145

(Continued on page 57)

2. Great Balls of Fire

Jerry Lee Lewis, Sun 3. I Found My Girl in U. S. A.

Jimmie Skinner, Mer. 4. The Story of My Life

Marty Robbins, Col.

5. Is It Wrong? Warner Mack, Dec. 6. Love Bug Crawl, Jimmy Edwards, Mer.

Memphis

1. The Story of My Life

Marty Robbins, Col. 2. My Shoes Keep Walking Back to You

Ray Price, Col. 3. I Found My Girl in the U. S. A.

Jimmie Skinner, Mer.

4. My Special Angel, Bobby Helms, Dec. 5. Is It Wrong? Warner Mack, Dec.

Nashville

1. The Story of My Life

Marty Robbins, Col. 2. My Special Angel, Bobby Helms, Dec.

3. Great Ball of Fire

Jerry Lee Lewis, Sun 4. Jailhouse Rock, Elvis Presley, Vic.

5. Why, Why, Carl Smith, Col.

6. Wake Up Little Susie Everly Brothers, Cdc.

7. Geisha Girl, Hank Locklin, Vic.

8. Home of the Blues, Johnny Cash, Sun

New Orleans 1. My Special Angel, Bobby Helms, Dec.

2. Why, Why, Carl Smith, Col. 3. Jailhouse Rock, Elvis Presley, Vic.

4: Geisha Girl, Hank Locklin, Vic. 5. My Shoes Keep Walking Back to You

Ray Price, Col. 6. Wake Up Little Susle

Everly Brothers, Cdc.

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

8. Fraulein, Bobby Helms, Dec.

9. Home of the Blues, Johnny Cash, Sun 10. My Arms Are a House, Hank Snow, Vic.

St. Louis

1. Ranneby, Bill Justis, Phil. Intl.

2. Jailhouse Rock, Flvis Presley, Vic. 3. Klsses Sweeter Than Wine

Jimmie Rodgers, Rlt. 4. Great Balls of Fire

6. At the Hop

Jerry Lee Lewis, Sun 5. My Special Angel, Bobby Helms, Dec.



SENSATIONAL

GREAT BALLS FIRE"

JERRY LEE LEWIS

Sun #281

## Reviews of New R&B Records

THE FIVE STARS 

MARK-X 7006-Group has a good authentic gospel blues sound on this repetitive plaint. The side moves and builds to a good bit of excitement. Lead stands out as a talented cat. Worth exposure. (RealGone, BMI) Ooh Shucks ....68

Modified blues tune with more sound and beat than message. Side with shouting by the group and clinking piano chords has a churchly quality. Better material could help. (Real-Gone, BMI)

THE ROULETTES

The Way You Carry On ......73 EBB 124-Unusual material, Lead singer's chanting is set off by smart percussion and horns. Tune is a blues. Worth exposure. (Ebb, BMI)

> Climbing Fast! Vee Jay #261

## THE WATER"

Billy the kid **EMERSON** 

Vee Jay Record Corp.

2129 So. Michigan Ave. Chicago 16, Illinois All phones: CA 5-6141

You Don't Care Anymore .... 70 This side is a pop-styled rockaballad. Lead singer's refined chanting is backed by a chorus and typical triplet figure in the arrangement. (Ebb, BMI)

LEWIS LYMON

END 1007-Here's the answer to Frankie Lymon's first hit, "Why Do Fools Fall in Love." Good performance by the young lead with the Teenchords adds to a moderately commercial side. (Figure, BMI)

Tell Me Love ....70

A breezy tune by Lymon and his sidekicks, with the younger member of the Lymon brigade singing much in the style of the earlier Frankie. No particular selling power to this but some focks will give it a whirl. (Monument & Round, BMI)

BOBBY GRAY

Deedy So ......71 OKEH 7097-A Blues. Gray sings it with gravel-voiced intensity. Arrangement has beat and growling horns. (Sigure, BMI)

I Still Love You ....71 A rockaballad, Gray sings it in the really refined style, to a backing which includes a restrained triplet figure. (Cranford, BMI)

THE VANGUARDS

IVY 103-Good performance by group on a blues rocker. Better recording and pressing would have helped. (Walnut, BMI)

Moonlight ....66

Bird-type group wails a gentle rockaballad. Better pressing would have helped this get over, tho the opus meanders about quite a bit. (Walnut, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less.

THE COOLBREEZERS: My Brother/You Know I Go for You-ABC-Paramount

## New Singing Sensation THURSTON HARRIS'S NEWEST RELEASE A 2-SIDED SMASH! "DO WHAT YOU DID" "I'M ASKING FORGIVENESS" Aladdin = 3399 WILL CAPTURE BOTH POP AND RHYTHM & BLUES MARKETS And Don't Forget -"LITTLE BITTY PRETTY ONE" Aladdin = 3398 (ON ALL CHARTS) Aladdin

## **R&B** Territorial Best Sellers

FOR SURVEY WEEK ENDING NOVEMBER 23

Listings are based on late sales reports secured via Western Union messenger service from top thythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Raunchy, Ernie Freeman, Imp. 2. You Send Me, Sam Cooke, Keen 3. Raunchy, Bill Justis, Phil. Intl. 4. Peggy Sue, Buddy Holly, Cor. 5. Silhouettes, Rays, Cam.

6. Little Bitty Pretty One Thurston Harris, Ala.

7. Jailhouse Rock, Elvis Presley, Vic. 8. Bony Moronie, Larry Williams, Spe.

9. At the Hop Danny and the Juniors, ABC-Para. 10. Be-Bop Baby, Ricky Nelson, Imp.

Charlotte

1. Jailhouse Rock, Elvis Presley, Vio. 2. You Send Me, Sam Cooke, Keen 3. Raunchy, Ernie Freeman, Imp. 4. Little Bitty Pretty One Thurston Harris, Ala. 5. Peggy Sue, Buddy Holly, Cor. 6. Silhouettes, Rays, Cam.

7. Be-Bop Baby, Ricky Nelson, Imp. 8. Bony Moronie, Larry Williams, Spe. 9. Rock and Roll Music, Chuck Berry, Chs.

Chicago 1. Raunchy, Bill Justis, Phil. Intl. 2. You Send Me, Sam Cooke, Keen 3. My Special Angel, Bobby Helms, Dec. 4. Rock and Roll Music, Chuck Berry, Chs. 5. Silhouettes, Rays, Cam.

6. Peggy See, Buddy Holly, Cor. 7. Jailhouse Rock, Elvis Presley, Via. 8. Kisses Sweeter Than Wine Jimmie Rodgers, Rlt.

9. Be-Bop Baby, Ricky Nelson, Imp.

Cincinnati

1. Little Bitty Pretty One Thurston Harris, Ala. 2. Raunchy, Ernie Freeman, Imp. 3. You Send Me, Sam Cooke, Keen

4. You Can Make It If You Try Gene Allison, VJ 5. Well, Oh Well, Otis Williams, Del,

6. Soft, Bill Doggett, King 7. Farther Up the Road Bobby (Blue) Bland, Duke

Detroit

1. You Send Me, Sam Cooke, Keen 2. Rannchy, Bill Justis, Phil. Intl. 3. Silhouettes, Rays, Cam.

4. At the Hop Danny and the Juniors, ABC-Para. 5. Jailhouse Rock, Elvis Presley, Vic. 6. Rock and Roll Music, Chuck Berry, Chs.

Jimmie Rodgers, Rlt. 8. Great Balls of Fire Jerry Lee Lewis, Sun 9. Wake Up Little Susie

7. Kisses Sweeter Than Wine

Everly Brothers, Cdc. 10. I'll Come Running Back to You Sam Cooke, Spe.

Los Angeles

I. Raunchy, Ernie Freeman, Imp. 2. Jailhouse Rock, Elvis Presley, Vic. 3. Wake Up Little Susie

Everly Brothers, Cdc. 4. Silhouettes, Rays, Cam. 5. You Send Me, Sam Cooke, Keen

6. Chances Are, Johnny Mathis, Col. 7. Be-Bop Baby, Ricky Nelson, Imp. 8. Could This Be Magic, Dubs, Gone

9. Honeycomb, Jimmie Rodgers, Rit. 10. Honest I Do, Jimmy Reed, VJ

New Orleans 1. Raunchy, Ernie Freeman, Imp.

2. You Send Me, Sam Cooke, Keen 3. Little Bitty Pretty One

Thurston Harris, Ala. 4. Bony Moronie, Larry Williams, Spe. 5. Jailhouse Rock, Elvis Presley, Vic. 6. My Special Angel Bobby Helms, Dec.

8. Wait and See, Fats Domino, Imp. New York

I. You Send Me Sam Cooke, Keen 2. Silhouettes, Rays, Cam.

7. Could This Be Magic, Dubs, Gone

3. Juilhouse Rock, Elvis Presley, Via.

4. Wake Up Little Susie Everly Brothers, Cdc.

5. My Special Angel, Bobby Helms, Dec. 6. Rock and Roll Music, Chuck Berry, Chs.

7. Raunchy, Bill Justis, Phil. Intl. 8. Kisses Sweeter Than Wine

Jimmie Rodgers Rit. 9. Peggy Sue, Buddy Holly, Cor.

10. Little Bitty Pretty One Thurston Harris, Ala.

Philadelphia

1. You Send Me, Sam Cooke, Keen 2. Swance River Rock (Talkin' 'Bout That River), Ray Charles, Atl.

3. Jallhouse Rock, Elvis Presley, Vic. 4. Silhouettes Rays, Cam.

5. Bony Moronie, Larry Williams Spe.

6. Be-Bop Baby, Ricky Nelson, Imp. 7. My Special Angel Bobby Helms, Dec.

## St. Louis

1. Raunchy Bill Justis, Phil. Intl. 2. Rock and Roll Music, Chuck Berry, Chs.

3. You Send Me, Sam Cooke, Keen

4. Bony Moronie, Larry Williams Spe. 5. At the Hop

Danny and the Juniors, ABC-Para. 6. Honest 1 Do, Jimmy Reed, VJ

7. Silhouettes Rays, Cam.

Washington, D. C.

1. You Send Me, Sam Cooke, Keen 2. Raunchy, Ernie Freeman, Imp.

## R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING NOVEMBER 30 RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in rhythm and blues records. When significant

action is reported on both sides of a record, points are

This Week	combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.	Last Week	Weeks on Chart
1.	YOU SEND ME (BMI)-Sam Cooke	. 1	7
2.	JAILHOUSE ROCK (BMI)-Elvis Presley Treat Me Nice (BMI)-Vic 7035	. 2	, 9
3.	SILHOUETTES (BMI)—The Rays	. 3	7
4.	RAUNCHY (BMI)-Bill Justis	. 4	3
	RAUNCHY (BMI)—Ernie Freeman	. 8	2
6.	LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris	, 5	7
7.	ROCK AND ROLL MUSIC (BMI)-Chuck Berry	. 7	4
8.	PEGGY SUE (BMI)-Buddy Holly	. 11	2
9.	WAKE UP LITTLE SUSIE (BMI)-Everly Brothers.  Maybe Tomorrow (BMI)-Cadence 1337	. 6	11
10.	MY SPECIAL ANGEL (BMI)—Bobby Helms Standing at the End of My World (BMI)—Dec 30423	. 10	6
11.	BONY MORONIE (BMI)-Larry Williams You Bug Me, Baby (BMI)-Specialty 615	. 13	4
12.	BE-BOP BABY (BMI)-Ricky Nelson	. 9	7
13.	CHANCES ARE (ASCAP)-Johnny Mathis The Twelfth of Never (ASCAP)-Col 40993	. 12	3
14.	KISSES SWEETER THAN WINE (ASCAP)— Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Roulette 4031		1
15.	GREAT BALLS OF FIRE (BMI)-Jerry Lee Lewis. You Win Again (BMI)-Sun 281		1

## Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 30 SIDES are ranked in order of the greatest number of plays on disk lockey radio shows thruout the country according to The Billboard's

weekly survey of top disk jockey shows in all key markets. Weeks This Week Week Chart 1. YOU SEND ME-Sam Cooke..... Keen 34013-BMI 2. LITTLE BITTY PRETTY ONE—Thurston Harris... Aladdin 3398-BMI 3. JAILHOUSE ROCK-Elvis Presley..... 2 Vic 7035-BMI 4. HONEST I DO-Jimmy Reed..... 4 Vee Jay 253-BMI 5. RAUNCHY-Bill Justis..... Phillips International 3519-BMI 6. RAUNCHY-Ernie Freeman..... Imperial 5474—BMI 7. ROCK AND ROLL MUSIC-Chuck Berry..... 10 Chess 1671—BMI 8. SILHOUETTES-The Rays..... 5 Cameo 117-BMI 9. BONY MORONIE-Larry Williams..... 8 Specialty 615-BMI 10. FARTHER UP THE ROAD-Bobby (Blue) Bland . . . . 9 Duke 170-BMI Imperial 5467-BMI 12. KEEP A' KNOCKIN'-Little Richard...... 6 Specialty 611-BMI 13. PEGGY SUE-Buddy Holly..... -Coral 61885-BMI Mercury 71197-BMI 15. SWANEE RIVER ROCK (Talkin' 'Bout That River)-Ray Charles..... Atlantic 1154-BMI

## Teenerama Label to Bow

NEW YORK-Teenerama Records, a new pop diskery has swung into action here helmed by Ray Rand, Leo Rogers and Leo Gold-

Outfit has signed exclusive artists pacts with Mickey Calin and Kathy Stuart, both singers. Former, whose first disk is due this week, is featured in the Broadway musical, "West Side Story."

Outfit also has obtained some masters cut by Rogers in a previousenterprise, featuring the jazz organist Jimmy Smith (now on Blue Note), and thrush Teal Joy (now on Bethlehem).

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

3. Little Bitty Pretty One

Thurston Harris, Ala.

4. Silhouettes, Rays, Cam.

5. Bony Moronie, Larry Williams, Spe.

6. Rock and Roll Music, Chuck Berry, Chs. 7. Jalihouse Rock, Elvis Presley, Vic.

8. Wake Up Little Susie Everly Brothers, Cdo.

9. Great Balls of Fire Jerry Lee Lewis, Sun

2 GREAT HOLIDAY HITS! FOR STORE OR JUKE BOX "WHITE CHRISTMAS" THE RAVENS FEATURING RICKIE! B/W "SILENT NIGHT" \$6040 "SILENT NIGHT" BIG MAYBELLE B/W "WHITE CHRISTMAS" =6041 RECORD CO

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THE CASUALS

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## This Week's R&B Best Buys

PAIN IN MY HEART (Gladstone, ASCAP)-The Dells-Vee Jay 258-After a slow start, the side is beginning to show in most of the top r.&b. marts. Elsewhere, sales are building. Flip is "Time Makes You Change" (Conrad, BMI). A previous Billboard "Spotlight"

## Review Spotlight on . . . **R&B RECORDS**

RICKY NELSON

Waitin' in School (Reeve, BMI) Stood Up (Commodore, BMI)-Imperial 5483

THE DIAMONDS

The Stroll (Meridian, BMI)-Mercury 71242

THE DEL VIKINGS

Snowbound (Shannon, BMI) Your Book of Life (Pincus, ASCAP)-Mercury 71241

THURSTON HARRIS

Do What You Did (Aladdin, BMI) I'm Asking Forgiveness (Aladdin, BMI)-Aladdin 3399

ROY HAMILTON Don't Let Go (Roosevelt, BMI) The Right to Love (Sheldon, BMI)-Epic 9257

BILLY WILLIAMS

Baby, Baby (Roosevlet, BMI) Don't Let Go (Roosevelt, BMI)-Coral 61932 See review for above records in Pop Spotlight section.

## Reviews of New C&W Records

Continued from page 55

Picture in My Heart-Caprock 100 MARY KLICK: Castaway/Humble Heart-Columbia 41048

J. C. HARLINE: Rock & Rhythm Boogie/ Sweet Potato Child-Friendly 1010 DORAN TWINS: I Love, I Love/Blue Seive BILL PEASLEE: Hyptonized/Tellin' Lies-Suit-Antler 4004

HANK HARRAL: Fabulous Oklahoma/ | VERNE ISAACS: Silence/Afraid to Take a Chance-Bakersfield 124 HOYT JOHNSON: Standing in Your Window/Enle Meanie Minie Mo-Erwin 555 BETTY LOGAN: Empty Chair Boo Hoo, Little Heart-Stars 554

Solid Gold 715



## BEST SELLING

- LAFF OF THE PARTY Vols. 1, 2, 3, 4, 5 & 7-REDD FOXX
- LAFF OF THE PARTY Vol. 8-BEXLEY & TURNER
- BEST GOSPEL SINGERS ZION TRAVELERS & others
- **BEST VOCAL GROUPS** 'N' ROCK AND ROLL PENGUINS, CUFF LINKS & others
- DEXTER BLOWS HOT & COOL DEXTER GORDON'S JAZZ STARS

## **HOT SELLING SINGLES!!!**

THAT'S HOW MUCH I NEED YOU ........ Penguins 428 EARTH ANGEL THE GOLF GAME .(From Laff of the Party, Vol. 8) Bexley & Turner 431

YOU GOT THE NERVE OF A MONKEY .. Filmore Slim 429

HIT INSTRUMENTAL!!!

DANCE PARTY ..... (From the Album Dance Party) Peppy Prince 430

**BEST SELLING BLUES!!!** 

## DOOTO RECORDS

Your ticket to SALES RESULTSthe advertising columns of THE BILLBOARD!

## FOLK TALENT & TUNES

Continued from page 55

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

Ronnie Self has taken leave of the Philip Morris Country Music Show for a brief period to call on one-stop ops, distributors and deejays in the Midwest area to hustle his socko Columbia release, "Ain't I'm a Dog." . . . Orella Myers, heard on the Canadian Regency label, is headlining the Tuesday night "Western Jamboree" at the Colonial Theater, Port Arthur, Ont. The Silver Mountain Boys and traveling added attractions round out the bill each week. Negotiations are under way to sign Miss Myers to an American label. . . . Jack Turner, of Montgomery, Ala., hopped into Nashville last week to record his own tune, "Shake My-Hand-Meet Mr. Blues," as his initial release for M-G-M.

Rex Allen was in Chicago last week for the national outdoor showmen's convention at the Sherman Hotel. . . . Frank Wakefield and Buster Turner, current feature at the You and I Night Club, Monroe, Mich., have a new re-lease on Wayside Records entitled "Leave Well Enough Alone" b.w. "You're the One (I See in My Dreams)," both of which they penned themselves. Doyle (Dobbin) Niekirk, banjoist, does the backing on both tunes. Deejays may obtain a copy of the disk by writing to Wade Birchfield at 1298 St. Jean Avenue, Detroit 24. . . . Cookie McKinney, 7-year-old country music cutie from Johnson City, Tenn., makes her initial "Country Music Jubilee" appearance with Red Foley and Company December 21. Cookie was last seen on network television as a guest on ABC-TV's Ray Anthony show. "Louisiana Hayride" returned to its home base, Shreveport, December 7, when guests were Carl Storey, Gene Sullivan and Jimmy Edwards.

Charlie Phillips, whose ini-tial Coral waxing, "Sugartime" and "One Faded Rose," has just been released, is working

## Number of Releases This Week

Label	P	ор	R&B	C&W
ABC-PARAMOU	NT	3	. 1 .	
ANTLER				
ARGO		1		
		1		
BAKERSFIELD				
BRUNSWICK .		5		
		4		
		1		
COLUMBIA		5		
CORAL		4		
CRYSTALETTE				
DECCA		1		
DOT		1		
DUB		2		
EBB		1		
END			1	
ERWIN				
FRATERNITY				
FRIENDLY				
GLORY		2		
GONE			:: =	
A 71, 7 to 1		Jane		
HI				
			:: =	
IMPERIAL		::		
IVY			:-:	
IUBILEE			-,,-	
KEEN				
LIBERTY				
LU		1	20	••••
MARK-X				
MERCURY		1		
OKEH	44444			
OPAL	700.5 500.55	200		
PARIS		MEDITE	200	
	•••••	Gr 200 (200		
RCA VICTOR.				
ROULETTE		2		••••
RSJ	******	1		
SOLID GOLD .		1		
SPECIALTY		1		
STARLA STARS SURF VERVE		1		
STARS				
SURF		1		
VERVE		1		
VIM		1		
WAYSIDE				

under the personal management of Odis (Pop) Echols Sr., owner of Station KCLV, Clovis, N. M., where Charlie got his start as a deejay. Echols is well known in the country music field as one of the founders of "Louisiana Hayride." . . . Billy and Bobby Sprout, currently plugging their initial RCA Victor release, "Goodbye, She's Gone" b.w. "Teen Billy Baby," were in Chicago Friday (6) for an appearance on Howard Miller's annual charity show, and then hopped into Philadelphia for the "American Bandstand" show Monday (9).

Webb Pierce played for the annual livestock event at the Coliseum, Montgomery, Ala., Saturday (7) and then hit out for California where he's set for personals at Porterville, Los Angeles and San Diego. His manager, W. E. (Lucky) Moeller, has set a deal with Universal- International wherein Pierce will make a short-subject film for that firm before returning to Nashville. Moeller also has a string o talent set for appearances at Raye Perkins' Flame Theater Cafe, Minneapolis. The Louvin Brothers were there last week, having followed in Bill Monroe and his band

Marijohn Wilkin, writer of Red Foley's current Decca release, "This Could Very Well Be It," and Wanda Jackson's newest for Capitol, "No Wedding for Joe," has been named full-time artists contact for Earl Barton Music, Inc., BMI affiliate with offices in the Radio-TV Building, Springfield, Mo. The firm has a batch of new tunes placed as a result of Si Siman's visit to the recent deeiay conclave in Nashville. . . . Jackie Miller, Fort Smith, Ark., singer, is working a string of personals thru Arkansas, Texas, Louisiana and Oklahoma. She recently appeared on "Red River Jamboree," Paris, Tex., and "Big T Jamboree," Texarkana, Tex.

The Miller Brothers' Band last Friday (6) concluded a three-week trek thru New Mexico, Arizona, California and West Texas, and from now until early in January will play one-nighters out of Wichita Falls, Tex. In mid-January, the combo holds forth at the annual Cattlemen's Days Celebration in Denver. Sam Gibbs continues as manager. . . . The Chamber of Commerce of Fort Wayne, Ind., Monday (9) sponsored a country show tagged "Country Music Spec-tacular" at the Civic Playhouse, formerly the Palace Theater, The two-hour show featured such c.&w. talent as Charlie Walter and His Trail Riders, Joe Taylor and His Red Birds, the Silver Star Boys, the Barrier Brothers, the Roanoke Rainbeaux Square Dancers, Rocket Head, Carol Mills, the Stewart Brothers and Charles (Smokey) Montgomery, emsee. All seats were pegged at 90 cents.

## With the Jockeys

Luke Butler, deejay at Station KPIX, Colorado Springs, Colo., scribbles that he'd like to receive wax from such pickin' and singin' artists as Bill Monroe, the Louvin

## ON THE BEAT

· Continued from page 15

of one Jerry Wexler, writing for the July 1950 Saturday Review. In view of recent discussions in this column on various wings of the world of the blues and authentic American folk material, we felt these observations would be of interest to more than one sector of the trade.

Tony Iello, head of the shipping department at the plant of a New York distrib, is leader of a new group, the Ebbtides. . . . Shaw Artists has set a three-year deal at Manhattan's Latin Quarter for thrush Sallie Blair. She'll play an engagement each year thru 1960. The gal, incidentally, was pictured in Life Mag this past week. . . . The Alan Freed spring cross-country tour, has been extended to 45 days. . . . The Five Satins, on their recent Honolulu date, broke Presley's record at the same locale. . . Tom and Jerry, whose current disk is "Hey, School Girl," on the Big label, attend Forest Hill High School, New York. After school, they work respectively as a supermarket checker and a shoe store clerk. . . . Charles Howard of the Indianapolis based Jet Records, says he is trying to bring back the older tunes, for their curiosity value. . . . The Platters appeared on the Ed Sullivan Show December 8. They introduced their new Mercury disking "You're Making a Mistake."

DISTRIB DOINGS: From Boston comes word that Allied Appliance Company, for 10 years a leader in the disk distribution picture there, will reactivate its record department on January 1. A line of indie labels is being set up. Allied brass feel their reputation as a record distributor, built over the years as the Columbia outlet here prior to the label's setting up its own branch, will stand them in good stead. The firm has also built a strong dealer organization. Allied will shortly announce its new lines.

Brothers, Carl Storey, the Stanley Brothers, Bill Clifton, Tommy Jackson, Buck Ryan, Jimmy Martin and Flatt and Scruggs. Butler's program is labeled "Cousin Luke's Trading Post and Country Junction." . . . Bobby Metzel, who has just started a new series of country music shows on WGCB in Red Lion, Pa., infos that he's badly in need of records. He's on the air Monday thru Friday, 5-6:45 a.m., featuring the latest c.&w. as well as the bluegrass type of recordings. Bobby continues as a member of the Rhythm Ranch Gang on WGCB, Red Lion, and WCBG, Chambersburg, Pa., and soon will appear on Bud Messner's TV show on WTPA-TV, Harrisburg, Pa., on Saturday nights.



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## Fairs Shop, Do Little Buying Of Attractions at Chicago

By HERB DOTTEN

CHICAGO - More fair men than ever before left the International Association of Fairs and Expositions convention here without making firm commitments for grandstand and coliseum attractions than ever before.

Intent on coming up with the best they could afford, they shopped vigorously. The offerings were numerous and varied - so numerous and varied that many left uncertain as to which to pick.

Others left without completing SURVEY DATA their attraction program because various factors prevented finalizing contracts at the convention. Some departed unsure whether their booking circuits would hold together. Still others left considering new convention-sparked possibilities, such as buying attractions jointly with another fair to enable offering split-run attraction bills.

There were others who left unsure whether confirmation of their dates would be forthcoming from the name attractions they sought. And there were more fairs than ever before who asked booking

## Rodeos Grow Big as Fair Moneymakers

Continued from page 1

and regulates the sport on a national basis. Originally formed 20 years as first while two listed TV as first. ago as a contestant organization, it now often finds itself worried as much about helping the rodeo succeed and the problems of rodeo

work television.

At least three times in as many seasons the association has been approached with offers of weekly network television programs featuring rodeo competition. Each time, altho the offers meant a great deal in added prize money, the association turned them down.

In 1957, rodeo was aired on national networks only twice-both times in one-hour programs set by special arrangement with the association, which recognizes that such limited sampling goes a long way toward stimulating interest in the cowboy sport and creating new logged healthy ratings.

Altho there is no hard and fast rule, the board currently is of the mind that two network shows a

year are plenty.

## **GODFREY GETS** SLA AWARD

CHICAGO — Arthur Godfrey was presented the "Showman of the Year" award by the Showmen's League of America here last week during the outdoor show business meetings and conventions here.

The plaque was presented Codfrey by Al Sweeney, League president. It was the first such award presented by the club in its 45-year history,

be an annual event ure.

convention which closed Wednes- fair season in the U. S. day (4) at the Hotel Sherman the biggest gains went to Jimmie

of America. Theatrical Agency, Huntington,

## Newspapers, TV Top Media For Fair Ads

CHICAGO - Newspapers are still overwhelmingly the preferred fair advertising media according to a survey conducted at the publicity advertising forum of the International Association of Fairs and State Fair has special significance, Expositions here last week.

The panel, a new departure at the fair convention, was conducted by Doc Cassidy, Kentucky State Fair, assisted by Barney Chio, Louisiana State Fair; Dick Fredericks, Michigan State Fair, and Larry Fairall, Iowa State Fair.

In order of importance, following newspapers, were television, radio, outdoor, general publi-cations such as the livestock magthe contests, names the champions azines, and r iscellaneous. Twenty out of 22 fairs listed newspapers

> Budget-wise, the fairs spent 43 (Continued on page 61)

office representatives to make W. Va., snared the contract for presentations to their full fair the five-member Western Canadian boards on the latters' home A Circuit, a pact of marked importance because the loop's early dates Of the bookings finalized at the come before the start of the major

Spirited Bidding Hetzer garnered the contract in Hetzer, Roy Rogers and Eldred the face of spirited contention-Stacey of the Music Corporation the strongest in the long history of the Canadian loop. Twelve Hetzer, who heads Hetzer's bookers and attraction representatives presented shows over the greater part of two days before the decision was made.

The award to Hetzer brought (and thru him this year GAC-Hamid Inc., with which he then to an end the years Ernie Young joined) had supplied the show at Calgary, Edmonton, Saskatoon, Regina and Brandon.

North, closed on convention eve to appear at three fairs—the Wisconsin State Fair, Milwaukee; Exposition, Springfield, Mass.; and the Kentucky State Fair, Louisville.

Additionally, North talked with a few other fairs and indications were that Rogers would close for at least one other U. S. fair.

Rogers' signing by the Wisconsin for it marks a break in the major Midwest fair circuit, which this vear also included the Ionia (Mich.) Free Fair; the Illinois State Fair, Springfield; Minnesota State Fair, St. Paul; Kansas Free Fair, Topeka; Kansas State Fair, Hutchinson; Oklahoma State Fair, Oklahoma On the board are Virgil Miller, Showmen's League of America. City; Alabama State Fair, Birmingham, and the Louisiana State Fair,

This circuit for years has been serviced by the Barnes-Carruthers Theatrical Enterprises, Chicago. The remaining members of this circuit agreed to defer any action (Continued on page 67)

## N. C. Fairs Move To Pre-Date Graham

power of Billy Craham is so strong two fairs will swap dates. This and respected that two North would let Charlotte run the third Carolina fair dates will likely be week in September, while Shelby altered out of deference to one of will run the first week in October. his upcoming crusades. Dr. J. S. Both fairs have been held by the Dorton, manager of the Cleveland James E. Strates Shows. County Fair in Shelby and father of Sib Dorton who manages the Southern States Fair in Charlotte, awaited a telegram here reporting the crusade's dates in the Charlotte Coliseum. It confirmed that the religious event will run from September 21 thru October 19, embracing the fair dates.

## egina and Brandon. Rogers, represented by Mike Re-Elected

CHICAGO -- Joe Monsour, manager of Louisiana State Fair, Shreveport, was re-elected presi- including dates at the Blackpool dent of the international Motor Circus, London. For nine years, Contest Association at its annual Orton and his wife, Dorrie, toured directors' meeting here Monday both this country and Europe,

Along with Monsour, all other Skies". officers and directors were renamed. Included were C. G. (Pete) Baker, Oklahoma State Fair, Oklahoma City, vice-president, and John Libby, Minnesota State Fair, St. Paul, secretary-treasurer.

Kansas State Fair, Hutchinson; Ed Schultz, Nebraska State Fair, Lin-State Fair, Des Moines; R. H. Mc- Robert Neely Intosh, Alabama State Fair, Birmingham, and Doug Baldwin, Minnesota State Fair.

The meeting was recessed until (Continued on page 61)

CHICAGO -- The drawing Dorton's decision was that the

## Dallas Fall

DALLAS - Vern Liedtke, 45, high performer known professionally as Vern Orton, plunged 36 feet to his death here Sunday (1) while practicing on a new sway pole rigging. The fall was reportedly caused by the failure of a hook on a ratchet.

A member of the Sensational Ortons, he had been scheduled to leave the U. S. on a European tour featuring their "Flirtation in the

Survivors include two daughters, Norma and Dixie, and a brother,

Funeral services were held here Wednesday (4) with internment in the Chicago cemetery plot of the

## Dead at 47

MARSHALL, Tex. - Robert S. Neely, 47, former outdoor showman, lost his life here recently when he was drowned while attempting to rescue another man who had fallen out of a boat. Neely has been in the boat construction business here for a number of years.

During his years in the business, Neely was with Gordon Fireworks Company, was a roller skating rink operator, and was connected with Bill Hames, Tommy Tidwell, Dee Lang and United Exposition Shows. During World War II he served with the Seabees.

He leaves his wife, Ruth; a son, and 22 last year. Output will be | One of the largest amounts of Robert Jr., and a brother. Burial was here in Marshall.

> version and the latter a two-level. spiral-ended auto ride.

Mouse Unit Popular Both Ben Schiff and Miler Manufacturing plugged Wild Mouse units, with Schiff posting a "sold out" sign to indicate that his spring deliveries are spoken for. Schiff said 12 parks will get Mouse units and 14 other names are on the list, representing more than \$1,000,000 in rides. Charles Garvin, who operated the ride at the fairs in Louisville, Memphis and Shreveport, La., will receive another Wild Mouse for 1958 fairs. Efforts will be made to increase shop space in Miami to allow production of a few n.ore Mouses for the spring. Schiff's Kiddie Coaster also went well, with five being ordered on Tuesday (3).

Ottaway Amusement Company introduced a miniature streamlined train to augment its line of steam train rides and handcar rides. The firm's full production of the new train has been sold for this year, it was reported.

San Antonio Roller Works, a newcomer to the trade show after (Continued on page 71)

## The organization has fallen heir to many of the sport's problems, including what to do about net-LAGS AT NAAPPB SHOW

## Chicago Pulls Industry's Biggest **Exhibit; Floor Purchases Trail**

By IRWIN KIRBY

millions of dollars' worth of riding devices and other outdoor amusement equipment-no person knows version units to enhance dated than \$10,000 constructing and exactly how much-will be put into use for the 1958 season as a result on a Disneyland flavor by applicaof the National Association of tion of Fiberglas cup-and-saucer one of which, a three-car Trackless fans. Both programs, incidentally, Amusement Parks, Pools and Hotel Sherman. It was the largest presentation of equipment and represented a substantial increase in space over last year's show. Exhibit | Showboat sternwheeler has enjoyed awards posed more of a problem this year's participants.

traditional interest of park and another survey. ..... traveling showmen in innovations.

was said.

A couple of firms displayed con-Cr.zy Cups bodies offered by Train, was bought off the floor by Hrubetz has a new set of cars for Park, Detroit. National was award-

Outstanding examples of this are coming mail with more anticipation Herschell's Helicopter unit, which than last year, in the light of strong manufacturers received numerous hit the field in large numbers in interest but lighter buying at this inquiries, but outright purchases of 1957 and for which some two year's show. The decrease was most the costly units will be pending for dozen orders were received here, evident in purchasing of complete several weeks while decisions are and Eli Pridge's Scrambler. The ride units, but activity was re- made. Eric Wedemeyer displayed Scrambler's phenomenal waiting ported as high as ever in sales of scale models of the European Melist is 400 names long. There were replacement parts such as ride teor Monorail and Alpine Express, 16 produced in 1955, 17 in 1956, bodies.

CHICAGO --- Another output of increased to 25 or 26 for 1958, it space was that occupied by National Amusement Device Company, which reportedly spent more major rides. The Cuddle Up takes transporting its display. The price was exclusive of the rides shown, Beaches' annual trade show in the Philadelphia Toboggan Company, Harry Stahl of Jefferson Beach the Spitfire ride, known as Para- ed the Davies Award for the most troopers. Alan Hawes, whose Little meritorious exhibit. It reported the sale of a train unit to Sans Souci wide success, offered two paddle- Park in Wilkes-Barre, Pa., replacthan usual due to the ingenuity of wheel propelled units, a Jungle ing a 30-year-old train. Kennywood Boat and a Pirate Ship. These are Park, Pittsburgh, purchased three While potential buyers exhibited intended for use in vinyl plastic four-car Roller Coaster trains. The their usual interest, the sum total of channels at locations not having firm also showed its new six-horse finalized orders reported from the suitable water for a boat unit. Steeplechase rocking horse unit. floor was down from last year. Hawes flew out of Chicago on This ride is on wheels and has an New rides which have developed in Thursday (4) to New York, to eight-foot diameter, and is boosted recent years continued to be in de- measure and estimate three jobs, for shopping centers and drive-in mand, however, indicating the then was due in California for theaters. Earl Husted of Myrtle Beach (S.C.) Farms bought the ex-Exhibitors will be surveying in- hibit's distortion mirrors.

In the major ride grouping, all the former being a Roller Coaster A. E. Forcier, Owner Gopher State Shows,

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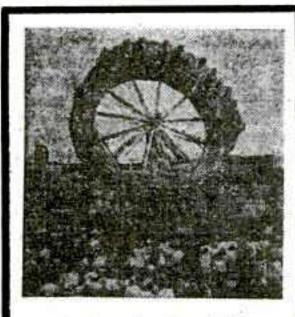
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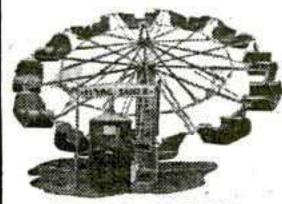
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plane Ride, Water Boat Ride.

## MEETING NOTES

## Florida State Fair Shows New Plant Plans

proudly displayed tentative land- native State. use plans for their proposed new fairgrounds and received much interest and much comment from dozens of fair executives. The plans, still in the formative stages, call for a 178-acre plant, a grandstand, half-mile track, a coliseum, lagoons and bridges and many impressive buildings.

Bill Naylor, veteran outdoor press agent, walked around the convention gingerly. Shortly after he arrived here he was struck by an automobile and knocked down. Suffered bruises but nothing seri-

Mr. and Mrs. K. H. Garman, owners of Sunset Amusement Company, were busy planning their Mediterranean cruise, the first European jaunt for both. They're scheduled to leave New York January 5 on the U. S. Constitution and will visit Rome, Casablanca, Algiers and Gibralter among

John Leach, Vegreville, Alta., president of the Western Canada Fairs Association, and G. A. (Archie) Anderson, president of the Prince Albert (Sask.) Agricultural Society, enjoyed the meetings and the fair sessions.

Bill Masterson, manager of the Wisconsin State Fair, Milwaukee, received the nod from the Breeder's Gazette and was awarded its annual trophy for the best job of selling farm products and the farm family during the fair season. As an added award, Sam Guard, Gazette publisher, presented Frank Kingman, veteran IAFE secretary, with a blue ribbon from the National Cattlemen's Association for service.

Clif Wilson, longtime producer of midways and midway shows, noted that he had again booked the Wild Mouse into the Mid-South Fair, Memphis, along with Velare's new Double Skywheels.

Dudley Fortin, manager of the California State Fair, Sacramento, reported that plans for their new \$75 million plant have been changed many times due to changes on the world-wide scene. Said that the 10th set of revised plans came off the drawing board just last week.

Two new Cadillac drivers were added to the nation's highways last week as a result of the Showmen's League of America car giveaway. The lucky ones were Cliff LeBlanc, Beaumont, Tex., who purchased his ducat from Olson Shows and Jimmy Allegretti, who bought his from Maurice Ohren, former SLA president.

Thrill show operator Jack Kochman became a grandfather just prior to the Chicago meetings. Marcy Fisher was born to Kochman's daughter Arlene Fisher on Wednesday (27) in Barnet Hospital Paterson, N. J. The father is Stanley Fisher.

Allen Travers, agent for the James E. Strates Shows, was a Sherman Hotel lobby fixture for a day and a half. He was holding J. S. (Doc) Dorton's room key while waiting for the North Carolina fairman to arrive. From time to time Allen would stake out the lobby with assistants while he conducted business elsewhere.

King Reid, operator of the show bearing his name, had a particular interest in winning a Showmen's League of America Cadillac. He recently lent out his sedan and the borrower smashed it up. The philosophical Reid noted the car was not a total loss, as he got \$75 for it from a junkman.

One face missed in Chicago was that of Pat Reithoffer of the Penn-

and M. E. Twedell, manager and he couldn't attend, as nothing ever assistant manager respectively of disturbs his deer hunting once the the Florida State Fair, Tampa, season opens in the hills of his

Circus figure Floyd King usually makes the Chicago meetings, but was sidetracked on business this year, in Washington and New York City. It was the first convention visit for Jackie Weiss, Miami attorney and son of Bennie Wesis, the bingo operator. Jackie exhibited his usual flair for combining business and pleasure and his dad, an officer of the Miami Showmen's Association, hustled up several ads for the Florida club's yearbook.

The abdominal operation of Frank Bergen, World of Mirth Shows operator, was a success and he will be released from Richmond (Va.) Memorial Hospital in a week. The news was reported by Greald Snellens, show general representative who got it from Mrs. Bergen.

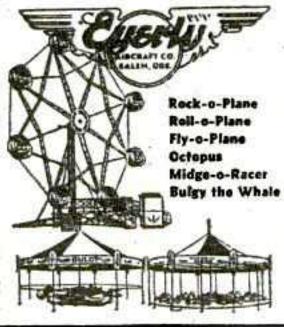
The popularity stock of Paul Little and Roy Jones, Pepsi-Cola representatives, soared in Chicago when they made their initial lobby appearance with a pair of gorgeous amazons, wearing slinky gowns festooned with Pepsi insignia. The reasoning was logical to them, that admiring glances would also fasten on the company's trade-mark.

Ray Oakes Jr., concession games and equipment supplier of Tampa, was on hand with Mrs. Oakes Ir., the former Arline Kaufman of ried November 3 in Tampa.

his permanent home in Sarasota, secretary for the Pacific Coast Anwas at the convention thru gus Association. During the past Wednesday (4) and on the follow- four years, he managed the State ing day tendered his resignation Fair horse shows as well as the as president of the Chicago District family ranch near Napa. The Sac-Golf Association a position he had ramento County Fair which Cutler • RODEO • TWISTER • 18-CAR CAT • held for 12 years.

## **Swenson Quits** At Troy Hills

NEW YORK-Swante C. Swenson, manager of Morris County Fair, Troy Hills, N. J., has resigned after guiding the event thru four seasons. Swenson, who succeeded Alexis Clarke, left the post last week and reported the fact at the National Showmen's Association banquet. His plans are not definite yet, he noted.





## Calif. Fair Names Cutler **Exhibit Head**

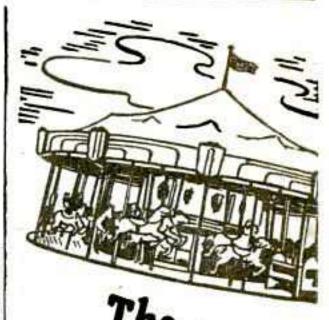
SACRAMENTO -- Harrison Cutler, manager of Sacramento County Fair for the past year, has been named exhibits supervisor of California State Fair and Expositions here. He succeeds Ed L. Paine, who was named assistant manager of the State Fair, replacing Theodore Rosequist, who became co-ordinator for the new fair site on the American River.

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

Rosequist was shifted to the new post about a month ago with Paine's new duties outlined a few days later. Rosequist was assistant State Fair manager for 11 years. Paine, the son of the late Charles Paine, who was manager of the State Fair for several years, has been associated with the fair in various capacities for many years.

Cutler was the livestock supervisor at the Golden Gate International Exposition in 1939-1940. He also managed the horse shows at the Oregon State Fair and Utah Tampa, a non-pro. They were mar- State Fair. In addition to managing the arena events at the Pacific Syd Jessop of the U.S. Tent and International Livestock Exposition Awning Company, who now makes in Portland, Cutler also served as managed during 1957 is located on RECORD PLAYER . RECORDS . TAPES the grounds of the State Fair, being . RIDE TIMERS . CANVAS moved here several years ago from Galt.

> Fans Orlo Rahn and Frank Upp recently made a trip to Lancaster, Mo., to see remnants of the William P. Hall operation there.



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## ARENAS & AUDITORIUMS

## Music Festival May Have Launched New Jazz Ideas

By TOM PARKINSON

TPON COMPLETION of a modernization program for Oakland Auditorium's Civic Theater, a special series of musical events has been held by way of a grand reopening. One of these events in particular won accolades, and, in the mind of Manager Lindsley Lueddeke, it may have sparked a new attraction series for the building if not for the nation.

This Oakland Music Festival began with an opera concert by the San Francisco Symphony and Dorothy Kirsten, as well as other opera artists. Marco Sorisio appeared in two concerts. The Civic Music Association featured ballets and the Symphony wound up with another concert. Midway in this program was the appearance of the Modern Jazz Sextet, and it is this one which Lueddeke believes points to future auditorium arena events.

The jazz program included the Allyn Ferguson Chamber Jazz Sextet and poet Kenneth Patchen in a combination that made its debut only a month earlier. This was the first concert presentation of poetry-jazz. Here (and on the group's records) Patchen's poetry is heard against a background of jazz by the sextet.

Oakland Auditorium's offering added the benefits of complete theatrical lighting treatment to the program. Three electricians worked with full lighting cues to heighten the particular mood of each selection.

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

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

## Orange Show Switches, Contracts Crafts Shows

COSTA MESA, Calif.—In a in the booking of the midway surprise move, the Orange County games. Fair board changed its plans for While Yost would not disclose sions for the next two years.

Olivia Waldron, Fair Time presi- sions from the rides and contract-At the time, the trade thought that Yost declared. the concession block would go to Cecchini & Levaggi of Sun Valley, Calif. The arrangement would have been similar to that at the Southern California Exposition in Del Mar, where Louis Cecchini, C & L head, represents the fair

## Moose Jaw, Sask., Plans Rink Bldg. On Fairgrounds Site

MOOSE JAW, Sask. -- Construction of the Moose Jaw civic hockey rink is scheduled to get under way at the exhibition grounds next spring. The structure will also be used for livestock shows and other types of enter-

Burgesses, in a recent vote, approved a city grant of \$200,000 towards its construction.

The building, 200 by 266 feet, will have seating for 4,000. There will be no pillars to obstruct the Wiltse and Louis Bell.

With the exception of foundations, walls and the ground floor Saskatoon Voters slab, all sections of the building are to be build from precast con- Approve Rink Buy crete.

The roof, which will swoop down to the center, will be made of 2 1-2 inch planks of concrete suspended by two-inch steel cables connected in triplicate thru steel castings with tension rods plunging vertically down to the reinforced concrete foundation system.

The roof design, the architect claims, reduces interior space by costs.

used in the building.

a fair-operated concession set-up the amount the Crafts organization and contracted the Crafts Shows will pay for the midway, he said to furnish both rides and conces- that the amount was considerably over 1957 when the show was on Stewart Yost, fair manager, had a per capita basis. The price was sent contracts for rides only to upped to cover increased revenue Crafts, Fair Time Shows. Inc. and that the fair believes it would have Frank W. Babcock United Shows. made by separating the concesdent, had agreed to play the date, ing two different organizations,

## Set 15 Fairs

CHICAGO -- The World of Pleasure Shows has been signed to play 15 fairs in '58, Rod Link, manager, announced here last week.

Fair season begins July 6 in Illinois, he said with Charleston, Ill., a new one on the route. Fair will also play Florence and Dothan, in Alabama, and has been resigned to play at Warsaw, Ind., and Bay City, Mich.

Plans are to strengthen the back-end this coming year and new equipment was purchased here in Chicago at the meetings.

In addition to Link, the show was represented here by Mrs. Link, Mr. and Mrs. Bud Davis, Cash

SASKATOON, Sask. -- Voters approved the purchase of the Arena rink by the city, and steps are being taken to have the transaction completed by December 1.

The rink is to be purchased from its present owners, Arena Rink, Ltd., for \$239,000. Of this, \$100,-000 will be paid to the rink company in city of Saskatoon debentures. The collegiate board's in-50 per cent, thus cutting heating terest in the property, \$35,000, will be paid by the city in 1891, Ramps, instead of stairs, will be and the remaining \$100,000 will be raised thru a debenture issue.

## Jasper, Ala., **Acquired** for **Drew Route**

CHICAGO - The James H. Drew Shows will make its first appearance at the Northwest Alabama Fair in Jasper next season. owner Jimmy Drew reported here. The new spot was added to such Drew fair dates as the Wabash Valley Fair, Terre Haute, Ind.: Edgar County Fair, Paris, Ill.; Martinsville (Ill.) Agricultural Fair; and Valparaiso (Ind.) Fair, which will be played for the 10th year.

Drew's fair inquiries were more numerous than usual this year, the possible result of his acquisition of King Bros. Circus parade equipment. Included were a band wagon and animal cages which Drew intends to use in parades next season. He also reported the purchase of a second air calliope near Shreveport, La. It had been bought originally for a skating rink which was not completed, he noted.

This will be the 10th season for the Drew show, which will go out of Augusta, Ca., with a basic layout of 12 rides and six shows and be augmented at fair dates. Several new tractor - trailer combinations were added last year.

Martinsville will open the fair season in July. The show tours Georgia, Tennessee, Illinois, Ohio and Indiana.



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## THE BILLBOARD

## THE FINAL CURTAIN

BENJAMIN-C. W.,

87, Monday (December 2) at his Sidney, O., home. He was with Great Wallace Circus in 1902 and subsequently was with other shows, where he was known as Pancake Benny. Later he operated a shovel handle factory and then a restaurant. His widow and two children survive.

GORDON-Sam,

66, concession manager of the Royal American Shows for 15 years until his retirement early this year, December 1 in Tampa. (Details in Carnival Section.)

HILL-Clare,

former manager of Lorain County Fair, Wellington, O., recently after a lengthy illness. He left the fair post about a year ago. Services and burial December 3.

KELLEY-Harlan W.,

54, son of John Kelley, former attorney for the Ringling brothers and shows, at Baraboo, Wis. Altho he was blind and both legs had been amputated for diabetes some years ago, Harlan Kelley was active as an attorney and in politics. In 1948 he presented the nominating speech for Gen. Douglas Mac-Arthur at the Republic National Convention, and the talk has been hailed as a masterpiece by many. Later he was state's attorney and was active in Wisconsin on behalf of Sen. Joseph McCarthy, Survivors include his father and two brothers.

NEELY-Robert,

47, former outdoor showman, recently in a drowning near Marshall, Tex. (Details in General Outdoor section).

ORTON-Vern,

45, veteran sway pole performer, December 1 in Dallas. (Details in general outdoor section).

RUSH-Lawrence,

directors of Ozark Empire Fair, Dobritch, and E. K. Fernandez.

Springfield, Mo., since 1957, December 1 in Springfield following a heart attack. He had been on the board since the fair was reorganized 20 years ago and was in charge of beef cattle, hogs and sheep. Rush was a partner with his brother in a and Jake Sherwin. livestock commission firm. His widow and brother survive.

TAYLOR-Teresa,

wife of Herbert Taylor, circus clown, at a Roxbury, Mass., hospital Saturday (November 30) after a year's illness. Her husband has been a clowr for 40 vears, with Ringling, Hamid-Morton and others as well as fairs.

YOUN :-- Fred (Brig),

68, former performer with American Circus Corporation shows, at Peru, Ind., Friday (November and for 12 years after that he cent on other .ypes of media. had the Indiana Bar in Peru. vaude as well as outdoor circuses. Surviving are his widow, Delvin. Burial was at Peru.

## MARRIAGES

MASSEY-

A son, Wallace Ross Jr., to Mr. Nashville, November 13. Father and coliseums as well. is owner-operator of Fai- Park Kiddieland, Nashville.

## **BIRTHS**

BRADLEY-CAPPI-

Lee Bradley and Hazel Cappi, November 14.

Additional conventioneers included Art Concello, Harry Dube, 70, a member of the board of Werner Buck, Harold Voise, Al

## Fair Execs Study Midway at Confab

ways and concessions were studied the largest fairs, based on attend- rector due to the press of other last week by the International ance, 14 changed carnivals during business. Association of Fairs and Exposi- the last three years. tions at a round-table discussion on fun zones which was moderated by Lem Jones, concession manager of of the fair executives said they the Oklahoma State Fair, Oklahoma City.

In the discussion many phases of the midway operation were touched on, based on the results of a survey conducted this year by Frank Kingman, secretary of the IAFE.

On percentages paid by carnivals the range was from a low of 25 to

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FRANCES BARR HOLTZMAN

our sorrow.

Quite a bit of discussion was given liability insurance, and many planned to increase their coverage after the confab. Kingman's findings indicated that some fairs have too low a coverage of their own and also pointed out that 10 of 31 top fairs do not get a certificate from the carnival saying that the midway organization has a liability

Ralph Lockett, long-time staffer of the Johnny J. Jones Exposition and now manager of the Petersburg, Va., Fair, explained to fair managers the operation of merchandise concessions inside a backend show. He said that many of these shows must give the performers these concessions or they'll

lose them. On the topic of children's days, a number of major fair representatives reported that food concessionaires co-operate by lowering the price of their various sandwiches and refreshments on that particular day. The question of paved midways was highlighted by a statement from Harry Frost, concessions and exhibit space manager at the Minnesota State Fair. Frost said that in 1955 the St. Paul Fair paved its midway. This year the fair almost got the cost back on

one rainy day.

## Yorkton, Sask., Fair Honors Senior Execs

YORKTON, Sask .-- Life membership certificates were presented three senior directors of the Yorkton Agricultural and Industrial Exhibition Association at the annual President's dinner. Honored were Jim Harris, Ernie Lamson

A gladstone bag was presented Stan Wood who recently retired as secretary after five years' serv-

Construction has started on the new \$100,000 grandstand at the fairgrounds.

## Survey Data

Continued from page 58

per cent of its advertising money on newspapers, 18 per cent on TV, 16 per cent on outdoor, 13 per 29). He and his wife performed cent on radio, eight per cent on as the Aerial Youngs until 1933 general publications and two per

So popular was the session, They played Shrine shows and which was held Wednesday morning (4), it ran over into the afternoon. Originally scheduled to Mrs. Louise Dangerfield Young; operate from 10 a.m. to noon, it two brothers, John and Harold, recessed to 1 p.m. and then was and a daughter, Mrs. Virginia called only when the regular session of the IAFE was called to order shortly after 2 p.m.

One point stressed by Cassidy during the forum was that once it was the job of the publicity and advertising department to bring the people thru the outside gates. Now, he said, it is also their job and Mrs. Wallace R. Massey, at to get them inside the grandstand

## Joe Monsour

Continued from page 58

Sunday (8) when it will be resumed at Des Moines, the site of Waring, Fred, Hi-Fi Holiday: Rathe annual banquet and meeting between IMCA officials and drivers and car owners. The directors set up a \$6,000 point fund that will be distributed at the Des Moines meeting.

Other plans call for a complete revision of the rule book The new IMCA year book was also distributed and will be sent out to a long list of newspaper and radio stations. The directors will vote on a list of 30 new race records at the Des Moines meeting.

It was announced that Dave Speer, St. Paul, had been forced CHICAGO -- Carnivals, mid- a high of 40 per cent. Of 31 of to resign as IMCA publicity di-

IDA E. COHEN

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## **Carnival Routes**

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Capell Bros.: Casa Grande, Ariz., Hottle, Buff, No. 2: Baton Rouge, Pool Trade Show

Royal Texan: Freer, Tex. Scott, Turner, Rides: (College Park) Orlando, Fla., 9-28.

## Circus Routes

Henson Bros.: Georgetown, Ky., 9; Mount Sterling 11; Nicholasville 12; Morehead 13; Jackson, 14.

Packs, Tom: Havana, Cuba, 20-Jan. 12.

Ringling Bros. and Barnum & Bailey: Mexico City, Mex., 9-Jan. 6; Shreveport, La., 16-19; Little Rock, Ark., 21-23; Memphis, Tenn., 24-26; Montgomery, Ala., 28-29; Tampa, Fla., 31-Feb. 2; Miami 6-9.

## Miscellaneous

Green, Dr. Morton, Hypnotist: Villisca, Ia., 10; Ottawa, Ill., 11; Marshalltown, Ia., 12; Ogden 14. Matchstick City: Miami, Fla., 9-

Meier's, Josef, Black Hills Passion Play: Macon, Ga., 9; Pensacola,

Fla., 12-15.

No Time for Sergeants: Burlington, Vt., 9; Providence, R. I., 10-11; Waterbury, Conn., 12; Allentown, Pa., 14; Hartford, Conn., 15-17; Wilmington, Del., 25; Baltimore, Md., 30-Jan. 4.

Royal Ballet (Sadler's Wells): Minneapolis, Minn., 11, 13-14; Chicago, Ill., 16-Jan. 5; Detroit,

Mich., 7-11.

leigh, N. C., 9; Savannah, Ga., 10; Tallahassee, Fla., 11; Gainesville 12; Orlando 13; Daytona Beach 14; Fort Lauderdale 15.

## Ice Shows

Ice Capades, 17th Edition: Sacramento, Calif., 10-15; Spokane, Wash., 25-Jan. 1; Seattle 3-12. Ice Capades, 18th Edition: Springfield, Mass., 9-15; Boston, Mass., 27-Jan. 12.

Shipstads & Johnson's Ice Follies: New Haven, Conn., 9-15; Philadelphia, Pa., 25-Jan. 12.

## Hartford Sets 2d INSURANCE Boat Show Dates

HARTFORD, Conn.-The second annual Hartford Boat Show will be held March 27-30, 1958, in the West Hartford Armory, according to Merritt W. Treat, president of the Charter Oak Marine Dealers' Association, show spon-

## Blaze Sweeps Houston Hall,

HOUSTON -- Fire swept the convention exhibit hall at the Shamrock Hilton Hotel here Tuesday (3), burning about one-third of the booths and displays in the National Swimming Pool Exposi-

The fire was on the next to the last day of the show, which is intended as an annual event sponsored by the National Swimming Pool Institute. Despite the damage, the show continued thru Wednesday (4).

Damage was estimated at from \$100,000 to \$150,000. Damage to the hall was estimated at another \$100,000. Fire department estimate of \$25,000 loss on the show was called low by the association president because of value placed on equipment in the displays.



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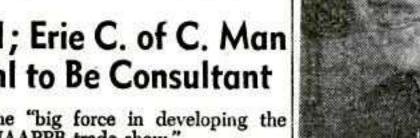
## NAAPPB Directors Name John Bowman To Huedepohl Post

## Effective January 1; Erie C. of C. Man Elected; Huedepohl to Be Consultant

CHICAGO-John S. Bowman, the "big force in developing the of Erie, Pa., was chosen Sunday NAAPPB trade show." (1) as successor to Paul Huedepohl as executive secretary of the fully twice as strong," he added, National Association of Amusement as a result of accomplishments Parks, Pools and Beaches. Bow-during Paul Huedepohl's tenure."
man, Chamber of Commerce offi-Huedepohl is 67 years old. He cial in Erie, Pa., was named at a came to the association from Jantmeeting of the full NAAPPB zen Beach, Portland, Ore. A strong board of directors. association worker and administrator, he assisted Al Hodge, who

A search for Huedepohl's successor extended for a year, since the veteran association official indicated a desire to retire. He has suffered for two years from injuries mishap. A committee of four members, president John Coleman of Riverside Amusement Park, Indianapolis, Don Dazey of LeSourdsville Lake, Middletown, O., Bill Schmidt of Riverview Park, Chicago, and Jack Singhiser of Fon-taine Ferry Park, Louisville, screened several applicants over

Bowman's application was supported by several park operators in the Mid-Eastern area. He will serve technically as association "manager" until the new year, after which his appointment as executive



"The organization has become

died 12 years ago, and was appointed to succeed Hodge. He is

a former president of the NAAPPB.

CHICAGO—Interest in the

proposed charter air tour of

Europe and its funspots by

NAAPPB members next Sep-

tember was great and backers

were encouraged to think the

plans may be finalized. John

and Earl Redden Jr., reported

a substantial number of mem-

bers had signed up for more

information as it is available.



## NAAPPB Fest Is Fun Break At Convention

CHICAGO—The usual carefree turnout attended Tuesday's (3) annual banquet of the National Association of Parks, Pools and Beaches in the Hotel Sherman's grand ball-

into the wee hours after introductions and a talent show, as members and friends took a welcome



WILLIAM B. SCHMIDT

## SCHMIDT NAMED TO HEAD NAAPPB

## Muar, Singhiser, Batt Elected; 6 Additional Directors Chosen

CHICAGO-William B. (Bill) Schmidt, president of Riverview Park, Chicago, was elected president of the National Association of Amusement Parks, Pools and Beaches at a directors' meeting here Tuesday (3).

He succeeds John L. Coleman, of Riverside Park, Indianapolis. Schmidt has one of the nation's largest parks and he has been active in NAAPPB for several years. Last year he was first vice-president. Schmidt's father, the late George Schmidt, was one of the founders of the park associa-

Other officers include:

William Muar, Roseland Park, Canandaigua, N. Y., first vicepresident; John R. Singhiser, Fontaine Ferry Park, Louisville, second vice president; and Harry Batt Jr., Pontchartrain Beach, New Orleans, third vice president.

A. L. Filograsso was re-elected secretary, and John Bowman was named executive secretary, while Paul H. Huedepohl was made con-The 39th annual banquet lasted sultant to the secretary (see separate story).

## (Continued on page 71) BROADCASTS **HURT FOURTH**

CHICAGO — Fourth of July, long the best day in park business, has dropped off sharply for some parks and "as long as the National Safety Council preaches" that business will be less and less, it came out in the NAAPPB convention. One park operator noted that some broadcasts of accident tolls have the effect of keeping people home to see and hear radio and TV instead of going out. Other parks, however, reported no decrease in holiday business.

In addition to these actions by the board of directors was the election from the convention floor of additional members of the board of directors. Those elected to the board are:

Robert E. Freed, Lagoon Park, Salt Lake City; Arnold B. Gurtler Jr., Elitch's Gardens, Denver; E. J. Kilcullen, Playland, Rye, N. Y.; Jack Ray, Belmont Park, San Diego, Calif.; Marvin Staton, Springlake Park, Oklahoma City; and J. W. (Patty) Conklin, Conklin & Garrett, Ltd., Toronto.

## RIDES PRICED AT 10 TO 35c

CHICAGO - Ride prices are fairly standardized thru the nation, according to comments at the park convention. Usual range appears to be from 10 cents for kiddie rides thru 15, 20 and 25 cents for major rides, to 35 cents for special devices.

Major parks often charge less for tickets to kiddie rides than do the independent Kiddielands, it was noted, but the big parks rarely have reduced children's prices on their major rides.

awarded to Carl O. Hughes, who told about "TV Day" at Kennywood Park; and Edward L. Schott, Coney Island, Cincinnati, who described his spot's "Hot Dog Day."

Henry S. Bowen was chairman of the Service Awards Committee.

More Exhibit Awards Robert Guenther was chairman of the Exhibit Awards Committee.

Cited for honorable mention in the Davies Award, won by National Amusement Device, were Alan Hawes Amusement Company and Animated Display Creators, Inc. Pepsi-Cola won the Wilson

Award for the best display of equipment or supplies. Honorable mentions went to Allied Sign and Sheet Metal Company and Hotpoint Company.

The Humphrey Award for dis-play of a new device went to Erio Wedemeyer, Inc. Honorably mentioned were Arrow Development Company and Hot Rods, Inc.

The Guenther Award for the best display of games or arcade equipment went to Mike Munves Corporation. Chicago Coin Machine Company and Capitol Pro-Honorable mention for discus- jector Corporation were honorably

JOHN S. BOWMAN

secretary becomes effective. Huedepohl will work closely with him and will remain a salaried consultant for three years.

Bowman, 47 years old, is a native of Mattoon, Ill., and a veteran of 15 years' newspaper experience. He has been executive vice-president of the Greater Erie Chamber of Commerce since 1953, following a year as campaign director of Ketchum, Inc., a Pittsburgh fund - raising organization. Editorial experience was gotten on the St. Louis Star-Times, St. Louis Post Dispatch, Peoria Journal-Transcript, Bloomington (Ill.) Pantagraph, and Mattoon Journal. He attended Bradley University in Peoria and Sinclair College, Dayton, O.

Coleman lauded Huedepohl as

## SELF-SERVICE COME TO PARK

CHICAGO—Self-service in the manner of the super markets has come to amusement park concessions. Infra - red light supplies heat for some items and other types of food are in freezers. Idea permits customers to help themselves to hot dogs, ice cream, soft drinks and more, then pay at gate.

## AREA Elects Wilson, Hears Floyd Gooding

Equipment Association at the or-Monday (2). He succeeds Arthur M. Sellner, of Sellner Manufacturing Company.

Principal speaker at the AREA dinner was Floyd Gooding, head of Gooding Amusement Company. He outlined a "proving grounds" operation that could be designed to check amusement rides further for safety.

The program he suggested called for testing a ride under conditions comparable to those of busy kids' days at a fair or a big picnic day at a park. It should be stopped and started twice each five minutes, for example, he said, and the operator should be an average person rather than a trained engineer.

Gooding made it clear that manufacturers of amusement rides already are setting good examples Dancer - Fitzgerald - Sample in safety standards. He also suggested that all rides should be designed as portable units to increase their resale value, even if a ride is only to be moved from one permanent location to another.

Honor Walter Evans John Coleman, outgoing presi-dent of NAAPPB, and Paul Huedepohl, secretary of NAAPPB, were guests at the dinner, which was attended by more than 40 persons in the business of supplying show equipment for parks, carnivals and other show facilities.

AREA voted to present E. Wal ter Evans, president of The Billboard Publishing Company, with an honorary permanent membership in recognition of his many years of service and interest in the outstanding promotion. field.

CHICAGO — Lyndon Wilson, John Allen, Philadelphia Toboggan president of the Allan Herschell Company, vice - president; Ben Company, Inc., was elected presi- Roodhouse, Eli Bridge Company, dent of the American Recreation secretary; Fred Markey, Dodgem Corporation, treasurer, and R. D. ganization's annual meeting here Robertson, Allan Herschell Company, Inc., and Art Sellner, new members of the executive commit-

## SERVICE, EXHIBITS

## Trade Show, Program Award Winners Named

ment Device Company, Dayton, won the Davies Award for the most meritorius exhibit at the NAAPPB trade show here last week.

agency, Chicago, was awarded the N. S. Alexander Award for the finest program appearance on a subject dealing with parks. He headed a panel discussion about how newspapers, TV, radio and outdoor advertising can be used in park advertising.

Winners of NAAPPB service awards, in addition to O'Connell, were Robert E. Freed, the Andrew S. McSwigan Award for out- of directors. standing service to the industry; R. J. McCarthy, the A. R. Hodge Award for finest pool and beach program appearance; and Benja-min Sterling, Moosic, Pa., the Harry J. Batt Award for the best program appearance on the most ness.

Wilson, for the coming year are costs, and James W. McHugh, edi- on the board and what Clemens

CHICAGO - National Amuse- | tor of Funspot Magazine, who described the new publication and its aims, were awarded honorable mentions in the Alexander Award

Thomas P. O'Connell, of the sions about promotions were mentioned.

## Park Association Acts To Clarify Bylaws

association amended its bylaws the program. He asked what the Monday (2) to clarify the eligibility NAAPPB attitude toward kiddieof kiddieland owners for the board lands was to be.

NAAPPB executive session and as on the program were expected to a result of complaint by a kiddie- be of value to kiddieland men in land owner that some operators of particular. President John Colethe kid spots felt NAAPPB tended to slight that branch of the busi-

H. Alan Tiemeyer, Coney Island, Miami Kiddielander, asked why none was forthcoming. AREA officers, in addition to Cincinnati, who spoke about food kiddielands has no representation

CHICAGO -- The national park | termed inadequate participation in

Program Chairman Robert Freed The action came during the answered that several specific items man then pointed out that a moment before he had asked if there were any nominations from the Ferd Clemens, Cincinnati and floor for the board of directors and

> Brady McSwigan, Kennywood (Continued on page 71)

## ROLLER RUMBLINGS

Does Van Horn Move Cue Trade Consolidation? . . .

rink owner in the country realizes move is important to the industry the value to roller skating of the and gratifying to me. I am not cerreturn of Earl Van Horn to the tain how this all came about, but Roller Skating Rink Operators' As- in my mind exists the belief that sociation of America," writes C. V. Van Horn's action may be at-(Cap) Sefferino, manager of Price tributed to the fine hand of Victor Hill Roller Rink here. "No doubt J. Brown. other rink owners will follow the example of Van Horn, and this should eventually lead to complete consolidation of the industry. The skaters who represent Van Horn have a nationally known reputation for their ability, and the personality and effectiveness of the man can not help but enhance relations within the industry. Van Horn has been a key figure in the national roller skating picture. Businesswise, he is rated tops by his fellow oper-

ators, and politically he was big enough to form and perpetuate an CINCINNATI—"I hope every opposing organization. This last

> "As I sat preparing this article on Thanksgiving Day the thought occurred to me that roller skating as an industry and recreation was being given its greatest opportunity to regain its status as America's foremost participation sport. The reason for the thought was the Macy New York parade, altho prior to its telecast, I must confess, I never dreamed that all the things I had ever hoped for in my chosen profession was about to be-

> "Then it happened. In a clear and precise announcement the man at the mike began a description of the next segment of the procession. It went something like this: 'And now coming into your view is the recently crowned queen of roller skating. He went on to say where the coronation took place and gave a description of the float. picture of the queen.

come reality.

Who she was or what rink she represented meant nothing to me. The important thing was that this girl embodied everything I had ever hoped to see in a person representing the type of young people who go roller skating. However, that was not all, for following the float carrying the queen came a bevy of well-trained and wonderfully costumed young ladies who went thru a routine on skates on the street. As they concluded their stint I noted specifically that they received an ovation from spectators, bigger than that given any other segment of the

procession. "I don't know how many millions of people witnessed this spectacle, but I do know this: Normally we do not open for business on Thanksgiving Day afternoon, but as I sat writing this article I was being constantly interrupted by phoned inquiries and groups of young people in the lobby asking about a matinee and expressing disappointment when I asked them

to return for the evening session. What better proof is there of the value of a promotion than the incident I have just cited. Who is responsible for this? For my money, the operator and the allied industry have at last found a man, Irwin N. Rosee, who realizes the posbackground and who possesses the capabilities of developing these elewould like to say that right now is the big opportunity for every person even remotely connected best in co-operation - morally, with roller skating to give him their physically and financially.

## Large Crowds Hear Panels, Talks At Park Association Convention

Parks, Pools and Beaches.

Largest crowds in memory were on hand for the sessions (2-4).

the theme with his address on Monday, saying that while public conversation about show business often centers on Broadway or New York TV, there is top flight show business to be found thruout the nation, and particularly on park midways. He said also that big parks have much to be learned from small parks. Thirdly, he said that ticket people report amusement parks are the only class of show business which has increased consumption of tickets recently.

A. B. Gurtler Jr., Elitch's Carden, Denver, was chairman and Robert G. Haire, Globe Ticket Company and D. S. Humphrey, Euclid Beach, Cleveland, were panelists for a discussion of the time. use of central ticket offices. Concensus was that the systems usually work well, that it is important to Then across the screen came the require tickets, rather than cash, for rerides and that the idea is being extended by many to games and food as well as rides.

## Spotlights Funspot

to cover the amusement field.

Inc., New York, demonstrated his andaigua, N. Y., participated. firm's products and pointed up that houses and woodlands.

& Associates, public relations firm, J. Carroll, George A. Hamid, Don discussed the question of whether Dazey, and Henry G. Bowen, chairthe park industry needs a national man. public relations program, traced growth of that service, and outlined how such a program might be useful.

Thomas P. O'Connell and a panel from Dancer - Fitzgerald-Sample, Chicago ad agency, discussed how newspaper, television, radio, and outdoor advertising can be used by parks and what parks may expect to gain from each.

Among strong features of the program was the Promotion Workshop, in which 21 successful promotions were described, usually by the manager who carried them off.

## **Promotion Speakers**

Participants in the workshop insibilities of big-time promotional cluded Dr. Louis Firestone, Flint elements inherent in the industry's Park, Flint, Mich.; H. J. Terrill, cluded Dr. Louis Firestone, Flint Silver Beach, St. Joseph, Mich.; Carl O. Hughes, Kennywood, ments to their utmost. Of course, Pittsburgh; Ben Sterling, Rocky he can't do it all alone, and I Glen, Moosic, Pa.; Edward J. Lee, Sans Souci Park, Wilkes-Barre, Pa.;

'In conclusion I would like to say that the Rosee effort in the Macy parade should put to shame forever the author of the uncalledfor column on the subject of the queen contest in a Miami paper. Without showing the slightest understanding of the roller skating picture this person took it upon himself to belittle the spectacular efforts of the men behind this promotion. The best way to evaluate the damage of the column is to say that it represented only one man's opinion in one paper. From reports I have been able to gather I learn that the overwhelming majority of press opinion was favorable to the promotion. Personally, I thought the queen promotion and the follow-up Macy parade were terrific, and the best way I know of expressing my gratitude as a rink manager is to say: 'This is my idea of a real roller rink pro-

motional effort. Thanks a lot.

large meeting room in the Hotel mer, Summit Beach, Akron, O.; Lemmon, of Disneyland, presented Sherman was taxed repeatedly dur- Fred W. Pearce Jr., Walled Lake, a film, "Disneyland USA" as one ing the 1957 convention of the Detroit; Lawrence Stone, Paragon of the closing features of the con-National Association of Amusement Park, Nantasket, Mass.; Edward L. Schott, Coney Island, Cincinnati; J. M. Gurlter, Elitch's Gardens, Salt Lake City, program chairman, Denver; T. Darwin Kepler, Con- not only was instrumental in bring-President John L. Coleman set neaut Lake Park, Pa.; Laurence ing out the large attendance for Canfield, Santa Cruz Seaside Com- the sessions but also arranged for pany, Santa Cruz, Calif.; R. M. the room to be decorated with a Spangler, Rolling Green, Sunbury, collection of cartoons pertaining to Pa.; John Batt, Pontchartrain the park business plus banners and Beach, New Orleans; Otto Weber, other decorations. National Ballroom Operators Association, and Jack Sayers, Disneyland, Anaheim, Calif.

> Papers by J. A. Helprin, Willow Grove Park, Willow Grove, Pa., and George P. Consolver, Kiddieland, Wichita, Kan., who were not able to attend, were read for them. Papers by. J. R. Singhiser, Fontaine Ferry Park, Louisville, and Don Dazey, LeSourdsville Lake, Middletown, O., will appear in the transcript of the meeting, but could not be given in the allotted

> Wednesday (4) brought a panel discussion of food costs by Robert F. Henninger, Kennywood, Pittsburgh; H. Arlan Tiemeyer, Coney Island, Cincinnati; and Robert L. Plarr, Dorney Park, Allentown, Pa.

There also was a panel discussion about the percentage of mer-James W. McHugh, editor of chandise that should be awarded Funspot, told of the successful in games. R. K. Templeton, Walled launching of the publication, of Lake Park, Detroit; Ray S. Oakes how it and The Billboard combine Jr., of Ray Oakes & Sons Manufacturing Company, and a repre-Frank Caplan, of Playsculptures, sentative of Roseland Park, Can-

Past presidents taking part in a they help fill the role formerly discussion called Idea-O-Rama infilled for kids by caves, deserted cluded Fred W. Pearce, Paul Huedepohl, A. B. McSwigan, Edward Harry E. Schaden, of Carl Byoir L. Schott, Harry J. Batt, Edward

CHICAGO -- Capacity of the Gordon Winkler, Chicago; Ed Pal- | Jack Sayers and E. R. (Doc)

Robert Freed, Lagoon Park,

the market for a short or long-term lease Known to millions, this attraction has received 13 years of concentrated publicity, including coast-to-coast TV appearances on all major networks. Complete with concessions, operating every day of the year. Only financially responsible parties need inquire, as it will require at least \$25,000.00 to handle.

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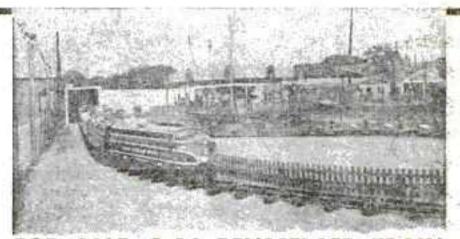
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cial day in which all the cities and

towns in the county are honored.

Each sends its own float and many

send bands to the fair on that

day. They are all paraded thru the

fairgrounds and have generated

much good will thruout the county

as well as serving as an important

Themes were discussed by Paul

Corson, Topsfield (Mass.) Fair,

who reported that his fair has

adopted various phases of agricul-

Homer Tripp, Allegan County

## Joe Monsour Named DOUG BALDWIN, IAFE President; Hartnett Is Veep

## Increase Board Members to 10; Open Discussions Prove Popular

By CHARLIE BYRNES CHICAGO -- Joseph T. Mon- various speakers. sour, general manager of the Tuesday afternoon and Wednes-Louisiana State Fair, Shreveport, day morning was turned over to was elected president of the Inter- this type of exchange of informanational Association of Fairs and tion and all six sessions were well

(2-4). He succeeds Jack Reynolds, lively discussions. Eastern States Exposition, Spring-

field, Mass.

the Calgary (Alta.) Exhibition and Points discussed included children's Stampede, was named vice-presi- villages, fashion shows, hobby \*dent. Frank H. Kingman, Winston- shows, outdoor theaters, conserva-Salem, N. C., veteran secretary- tion, ice shows, atomic exhibits,

that position. office are: Zone 1, John Leahy, wa, Ont., handled the discussion Adopts Free Danbury, Mass., 2 years: zone 2, on operations. Danbury, Mass., 2 years; zone 2, on operations. Ed Leidig, Allentown, 1; zone 3, Yakima, Wash., 2, and, zone 10, Emery Boucher, Quebec City, 1. Outgoing president Reynolds was also named to the board as was BLUE RIBBONS C. C. (Cliff) Hunter, Taylorville, Ill., new president of the Federation of State and Provincial Asso-

Panels Popular Newest inovation at this year's meeting-and a popular one-was the introduction of a series of open forum meetings which replaced the

ciations of Fairs.

## Canada Assn. Names McGugan '58 President

TORONTO-E. D. McGugan, general manager of the Western Fair, London, Ont., was elected president of the Canadian Association of Fairs and Expositions, at the annual meeting here recently.

Hiram McCallum, manager of the Canadian National Exhibition, this city, was named vice-president, and Emery Boucher, Exposition Provincial of Quebec, was reelected secretary-treasurer.

Named to the executive committee were Jack Clarke, Central Canadian Exposition, Ottawa; Al Anderson, Edmonton (Alta.) Exhibition, and Alex Thomson, Nova Scotia Provincial Exhibition, Truro.

## Nokomis, Sask., Sets Dates, Officials

NOKOMIS, Sask. - Bob Edwards was re-elected president of the Nokomis Agricultural Society at its annual meeting. Charles Rennie and Wilmot Johnston are vice-presidents and Mrs. Ruby Stevenson is secretary-treasurer.

The 1958 fair date will be August 6. A three-day agricultural short course will be sponsored in January.

usual list of prepared addresses by

Expositions at its 67th annual meet- attended by fair executives who ing here Monday thru Wednesday also participated to make them

Typical of the forums was one on attractions and exhibits moderated Maurice Hartnett, manager of by Andy Hansen, Cedar Rapids, Ia. treasurer of IAFE, was renamed to name attractions, pulling contests, horse shows, square dancing, Thru a change in the bylaws, teacher days and tractor contests. the number of zones and directors A second forum on concessions was was increased to 10. The board, moderated by Lem Jones, Oklahoaccording to zones and the terms of ma City, while Jack Clarke, Otta-

Commercial space was treated J. C. Huskisson, Tampa, 2; zone 4, by a group under the gavel of Gate for '58 D. Robert Jones, Columbus, 1; Harry Frost, St. Paul. Much of the zone 5, G. W. (Bill) Wynne, 2; discussion centered on space sales zone 6, Maurice Fager, Topeka, 1; thru advertising agencies but no zone 7, Clyde E. Byrd, Little Rock, conclusions were drawn. Up-grad-(Continued on page 71)

## MERRILL GET IAFE 'OSCARS'

CHICAGO - Douglas K. Baldwin, manager of the Minnesota State Fair, St. Paul, and Louis S. Merrill, executive director of the Western Fairs Association, received the first Hall of Fame awards issued this year by the International Association of Fairs and Expositions.

The awards, inaugurated this year, are given to the fair manager and the secretary of a state association, who has contributed the most to the fair movement. In order to be eligible, he must be identified with the fair industry for 10 years, contribute to the industry over and above his own fair, attend and participate in the IAFE meeting and develop and build his own fair or fair organization.

James Stewart, manager of the State Fair of Texas, Dallas, awarded the honors.

## Trenton, Mo.,

CHICAGO -- The North Central Missouri Fair will go to a free gate zone 7, Clyde E. Byrd, Little Rock, conclusions were drawn. Up-grading of exhibits was said to be Mont., 1; zone 9, J. Hugh King, needed. According to Frost, the Posey, director of entertainment Midwest Loop

(Continued on page 65)

## IAFE Names Winners Of Promotion Contest

CHICAGO -- The International | Tennessee-Carolina Fair, Newport, Association of Fairs and Expositions last week announced winners State Fair of Virginia, Richmond, in its annual contest for the top and Calgary Exhibition and Stampromotional material of all types, with a long list of events from Fair, Petersburg, and Tennessee- in Kansas City, Virgil Miller, Hutcoast-to-coast sharing in the na- Carolina Fair, Newport, Tenn. tional awards.

and a veteran fair special events man, was judge of the material. Two categories were designated, No. 1 for fairs with over 100,000 attendance and No. 2 for events with less than 100,000.

Winners of the newspaper advertising division were the State Fair of Texas, Dallas; Calgary Exhibition and Stampede, and the Midland Empire Fair, Billings, Mont., in the No. 1 group. No. 2 was the Clearfield County Fair, Clearfield, Pa., and the Four States Fair, Texarkana, Tex.

Premium list cover: No. 1, Eastern States Exhibition, Springfield, Mass.; Eastern Idaho State Fair, Blackfoot; Pacific National Exhibition, Vancouver, B. C. No. 2. Southside Virginia Fair, Petersburg, Va., and the North Haven Fair, North Haven, Conn.

Livestock catalog cover: Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., and Illinois State Fair, Springfield. Souvenir programs: No. 1, Eastern States Exposition, Springfield, Calgary Exhibition and Stampede, and State Fair of Virginia, Richmond. Commercial space brochure: Mid-South Fair, Memphis, and Illinois State Fair, Springfield.

Letterheads: No. 1, Florida State Fair, Tampa, and Calgary Exhibition and Stampede. No. 2, Southside Virginia Fair, Petersburg, and Tenn. Business envelope: No. 1,

Billboard-photo: No. 1, State Attendance at the meeting was Col. Jack Reilly, director of spe- Fair of Texas, Dallas, and the almost 100 per cent, Miller said. Fair, Newport, Tenn.

## VARIED TOPICS

## County Events Have Innings at Chi Meet

CHICAGO -- Representatives to a beauty contest, they have a of county fairs discussed topics Mrs. contest based on community ranging from beauty contests to activity and homemaking, and the giveaways at a special session dur- Southeastern Fair, Atlanta, reing the annual meeting of the International Association of Fairs Year" contest. and Expositions. The county execs met Monday afternoon (2), with Everett Erhart, Kansas Fairs Association, as chairman.

The unofficial theme of the session was the fact that county fairs are the spokes in the wheel of the fair movement with the State events as the hub, this being tossed out by L. Doc Cassidy, Kentucky State Fair, Louisville. Cassidy also described the success of a contest to select "Miss County Fair of 1956" at their annual State meeting. The stunt proved highly successful in upping attendance. He said that some 20 fairs brought in their individual queens and inside of two years attendance at the annual banquet jumped from 150 in 1955 to 550 in 1957.

Ralph Lockett, Southside Virginia Fair, Petersburg, described the success of their "Maid of Virginia" event. Donald Swanson, manager of the Michigan State Fair, Detroit, said that in addition

## Seeks National

over which national advertiser exhibits could be toured, were drawn up at the annual meeting of the Middle West Fair Association here Monday (2). Further planning along this line will be aired at the chinson, Kan., president, disclosed.

Southside Virginia Fair, Petersburg to an informal discussion on the and Four States Fair, Texarkana, Danish system of judging 4-H and Tex. Letter insert: No. 1, Florida FFA livestock entries. Altho no position, Springfield, Mass.; No. 2, not in favor of the Danish system North Haven Fair, North Haven, but said this was an individual by each fair to its own advantage.

## ture. In 1957 it honored the fruit industry and fruit growers from a wide area set up elaborate exhibits. In 1958 the fair will be themed to cattle and expects the same cooperation, Corson said. In an open discussion on advertising budgets, several fairs re-

attraction.

ported how much they spend each year. The average was somewhat between 6 and 10 per cent of the various fair's gross income. R. B. Harris, Walworth County

Fair, Elkhorn, Wis., spoke in favor of an "everybody pay gate," which has been in effect at Elkhorn for a number of years.

Wilbur E. Layman, secretary of the Logan County Fair, Lincoln, Ill., and also president of the Illinois Association of Agricultural (Continued on page 65)

## for setting up as circuit of fairs Mrs. T. Robinson **Elected Prexy**

CHICAGO-Mrs. T. O. Robinson, wife of the president of the cial events for the City of Chicago Florida State Fair, Tampa. No. 2, Part of the session was devoted Western Fair, London, Ont., was elected president of the Fair Women's Affiliate Association of the International Association of State Fair, Tampa; State Fair of definite stand was taken, the ma- Fairs and Expositions. Mrs. Robin-Texas, Dallas; Eastern States Ex- jority of the fair executives were son, who succeeds Mrs. Leon Harms, Albuquerque, N. M., was named at the women's annual Conn., and the Tennessee-Carolina problem and should be worked out | meeting here Monday (2) at Henrici's Restaurant.

> Mrs. George A. Hamid Sr., wife of the president of the New Jersey State Fair, was elected vice-president. Mrs. Lee Carteron, wife of the manager of the Southeastern Fair, Atlanta, was named secretarytreasurer, succeeding Mrs. Willard Masterson, Wisconsin State Fair, Milwaukee.

Ladies present and the fairs they represented included Mrs. Ray C. Mrs. Everett Erhart, Kansas State Fair; Mrs. R. C. Beezley, Kansas State Fair; Moxie Mulrooney, Saginaw (Mich.) Fair; Mrs. Perry H. Lambert, Kansas State Fair; Mrs. W. L. Yount, Iowa State Fair; Mrs. Bill Getz, Iowa State Fair; Mrs. J. H. Nutter, Iowa State Fair; Mrs. W. J. Campbell, Iowa State Fair: Mrs. Edna Ikemire, Illionis State Following lunch a film, "Ionia Fair; Mrs. Joseph Bartlett, North Haven (Conn.) Fair; Mrs. F. S. Lammers, Minnesota State Fair; Mrs. Virgil C. Miller, Kansas State Fair, and Mrs. Roy W. Davis, Garfield County (Okla.) Fair.

Also Mrs. B. C. Sheets, Pan-(Continued on page 65)

## Federation Elects Cliff Hunter Prez

Illinois director of agriculture, Stillman J. Stanard.

Win Eldridge, secretary of the Wisconsin Association of Fairs, was ticut Fairs, was re-elected secretary-treasurer.

The meeting, which was held in chairman.

CHICAGO -- C. C. (Cliff) the Hotel Sherman, was in two Hunter, long-time secretary of the parts, a morning session and an Illinois Association of Agricultural early afternoon session, with Sorenson, Minnesota State Fair; Fairs, succeeded Harry B. Kelley Kelley presiding. Following the as president of the Federation of routine business, there was an State and Provincial Associations of open discussion on "A Detailed Fairs at the annual meeting here Study of Association Operation,' Monday (2). Hunter, in addition prepared by the International to his association activities, is also Association of Fairs and Exposian administrative assistant to the tions and moderated by Everett Erhart, Kansas Association of

named vice-president of the Fed- Free Fair," was shown and was cration and Joseph Bartlett, secre- followed by an open discussion on tary of the Association of Connec- the "Classification of Fairs for Securing Exhibits," with Alan J. Williams, Ionia (Mich.) Free Fair, as

## FAIR MEETINGS

Iowa, Hotel Fort Des Moines, Des Fairs, Rainbow Hotel, Great Halls, Moines, December 9-11. C. S. Mont., January 26-28. Clifford D. Miller, Tipton, secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 3-4. Mabel C. Hetzer, 307 First National Bank Building, Huntington, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 4. Robert S. Turner, Horseheads, N. Y., sec-

Indiana Association of County and District Fairs, Severin Hotel, Indianapolis, January 5-7. Robert L. Barnet, 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 Parkhili, 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, 3151/2 East Mill Street, Plymouth, secretary.

Deshler-Hilton Hotel, Columbus, tary. January 14-16. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

South Carolina Association of ter, Donaldsonville, secretary. 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, secre-

mer, Jasper, secretary.

Association, Hotel Bradford, Boston, 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.



Fair Managers' Association of Rocky Mountain Association of 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. Me-Clellan, Arlington, secretary.

Western Canada Fairs Association, Bessborough Hotel, Saskatoon, Sask., January 27-28. George K. Ross, Prince Albert, Sask., secretary-treasurer.

South Dakota Fair & Exposition Association, Pierre, January 29. Kenneth E. Johnson, Colome, secretary-treasurer.

Pennsylvania State Association of County Fairs, Americus Hotel, Allentown, January 29-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Association of Fairs, Youngblood Hotel, Enid, February 2-4. Roy Davis, Enid, presi-

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 Ohio Fair Managers' Association, East Locust Street, Tyler, secre-

> Louisiana Fair and Festival Association, Bentley Hotel, Alexandria, February 9-10. Adolph Net-

## North Battleford Elects Shepherd; '57 Profits Off

NORTH BATTLEFORD, Sask. ---Cordon Shepherd was elected president of the Battletords Agricultural Society at its annual meeting. He succeeds A. Millar Craig, who retired after seven years as president. Vice-presidents are Alex Boulton and H. A. Osborn.

Secretary-Manager N. W. Symonds termed the financial picture good, despite rainy we ther during the summer fair which cut the exhibition's surplus by some \$4,000. This was the first year in the last decade than an increase had not been shown.

The gross profit, Symonds said, for the greatly increased deprecia-Association of Alabama Fairs, tion costs on the substantially Jefferson Davis Hotel, Montgomery larger assets of recent years. Avail-January 20-21. Christie W. Sum- able reserves, it was noted, had been fairly well used up, and some Massachusetts Agricultural Fairs time would have to elapse to permit the society to recoup before undertaking large-scale projects again.

> Members expressed satisfaction with the improvements made to the buildings this year. Outlays included \$2,000 for the farm school buildings; \$500 for the ticket office; \$400 for the cattle washing room and \$800 on the electrical distribution system.

One of the big expenditure items was \$4,000 for special help . Continued from page 64 at fair time.

## Invermay, Sask., Elects

INVERMAY, Sask. -- Clarence Pilkey was elected president of the its annual meeting. He succeeds ers, a 50-cent increase all across Ronald Knight, who retired from the board. the post after nine years. Knight is now first vice-president and Har-Willis.

## Pueblo, Colo.,

PUEBLO, Colo .-- Three nights of variety entertainment and three nights of rodeo will feature the Colorado State Fair's 1958 show.

The six-day schedule was approved by the Fair Commission Friday (22). The commission postponed until January a decision on naming the new manager of the yearly event. Commission President Samuel T. Jones said they had reviewed 11 applications for the \$719-per-month position, but decided they needed additional information from the governor and Civil Service Commission on the job requirements.

Gov. Steve McNichols had earlier asked the commission to recommend the person he would name to the job. Jones said the information needed would be completed by January and their recommendation would be made at that time.

## Canada B Fair Loop Meets Jan. 27

REGINA. Sask .-- Annual meeting of the Western Canada Fairs Association, the Class B loop, will be held in the Bessborough Hotel, Saskatoon, January 27-28. President is John Leach, Vegreville, Alta., and secretary-treasurer is George K. Ross, Prince Albert, Sask.

## Rome, Ga., Elects Near

ROME, Ga.-Frank Near is the new president of Coosa Valley Fair Association.

Other new officers are Bill Camp, first vice-president; Doug Bagley, second vice-president; J W. Franks, treasurer, and James Perry, secretary. Franks and Perry were reelected to second terms.

## County Events

• Continued from page 64

Fairs, spoke on carnivals. He stressed several points for the carnivals to live up to, including prompt settlement, prompt setting up, operation in line with fair policy, cash settlements at definite times, cleaning up the midway and leaving the grounds in good shape after the fair.

Layman said that the fair manwas not quite sufficient to provide agement also has responsibilities to the carnival owner. Among these were: Give a true representation of the potential gross to the earnival owner before signing the contract, shape the fair program to co-operate by not holding grandstand crowds too long, keep midway passes at a minimum and co-operate with the carnival in keeping the grounds clean.

One of the chief speakers of the afternoon was Don McDowell, Wisconsin director of agriculture, who spoke on "Mobile Exhibits of the Wisconsin Department of Agriculture."

## Trenton Adopts

and concessions, announced here fast week.

The fair, which will operate August 11-14, has re-scaled its stand to \$1.25 for reserved, \$1 for grand-Invermay Agricultural Society at stand and 75 cents for the bleach-

Officers include Frances Karr, president; Harold Pond, vice-presold Fogg second vice-president. ident; Homer Browning, secretary, Mrs. K. A. Lee was named sec- and Bob Jones, treasurer. Pond is retary-treasurer to replace Don also director of advertising and publicity.

## Fems Elect Mrs. Robinson

• Continued from page 64

(Wis.) Fair; Mrs. R. B. Harris, Wal- | igan State Fair. worth County (Wis.) Fair; Mrs. Fair.

Idaho State Fair: Iune Swanson, Michigan State Fair; Mrs. O. H. Holman, Tulsa State Fair; Mrs. H. Staadt, Kansas State Fair; Mrs. Arthur K. Hale, State Fair of Texas; Mrs. James H. Stewart, State Fair of Texas; Mrs. Floyd Mrs. Jack Reynolds, Eastern States Pohlman, Nebraska State Fair: Mrs. Irving McArdle, Nebraska State Fair; Mrs. Mildred B. Stark, Michigan State Fair; Mrs. H. L. Crawford, Brandon Exhibition; Mrs. J. H. Warren, Saskatoon Exhibition; Mrs. M. Love and Mrs. G. Love, Calgary Exhibition and Stampede; Mrs. Hazel McIntyre, Saskatoon Exhibition; Helen Walker, Canadian Lakehead Exposition; Mrs. A. J. Anderson, Edmonton Exhibition; Mrs. W. J. Connelly, Edmonton Exhibition; Jean Maxie, Calgary Exhibition and Stampede.

Also Mrs. Alex McPhail, Brandon Exhibition; Anne MacEachern, Saskatoon Exhibition; Alice Bailey, Indiana State Fair; Blanche McFadden, Clay Center, Neb.; Ione Peterson, Minden, Neb.; Donna Carlberg, Fremont, Neb.: Ina Winner, Rockville, Ind.; Helen LaPorte, Upper Peninsula State

handle District Fair; Mrs. H. B. | Fair; Virginia Hackleman, Indiana Kelley, Hillsdale (Mich.) County State Fair; Carol Lacey, Michigan Fair; Mrs. L. R. Schrader, St. State Fair; Sylvia Wasung, Michi-Joseph County (Mich.) Fair; Mrs. gan State Fair; Wilma Lundberg, Charles B. Drewry, Plymouth, Michigan State Fair; Mrs. Evan Wis.; Mrs. Win H. Eldridge, Wis- McGugan, Western Fair; Mrs. R. consin Association of Fairs; Mrs. O. Planert, Northeastern Wiscon-J. F. Thorpe, Walworth County sin Fair; Mrs. Harold Zorlen, Mich-

And Mrs. R. E. Allingham, Lem Jones, Oklahoma State Fair; Michigan State Fair; Mrs. Margetta Mrs. Louis London, Illinois State Cassell, Indiana State Fair; Mrs. Fair; Evelyn Hansen, Utah State Harry Fitton, Midland Empire Fair; Thelma Harmer, Utah State Fair; Mrs. J. Hugh King, Central Fair; Billie Torell, Southeastern Washington Fair; Mrs. Joe Fair: Goldie Scheible, Montgomery Schermerhorn, Indiana State Fair: County (Ohio) Fair and secretary Mrs. Paul J. Walker, North Dakota of the Ohio Fair Managers' Associ- State Fair; Mrs. Theo E. Eckberg, ation; Maxine Kramer, Ohio State North Dakota State Fair; Mrs. M. O. Dahle, North Dakota State Fair; And Leta Johnson, Western Mrs. John A. Craft, Indiana State Fair; Mrs. Willard Masterson, Wisconsin State Fair; Mrs. Leon H. Harms, New Mexico State Fair; Mrs. Ruth C. Hartkopf, Eastern Idaho State Fair; Mrs. Lloyd B. Cunningham, Iowa State Fair, and Exposition.

> A total of 78 ladies attended the lunch from 21 States and Canada.

## COMMITTEES and SECRETARIES

Now contracting for the 1958 season Can furnish up to 15 modern Rides Will book with or without Con-

DELUXE RIDE CO. Mt. Clemens, Mich.

For Our 1958 Fairs and Celebrations

J. C. MICHAELS ATTRACTIONS Reliance Bldg. Kansas City, Mo.



## ,, One Way You CAN'T Slip Up...

on remembering to wish ALL your friends in Outdoor Showbusiness

Run a "Greetings" ad in The Billboard's Dec. 23 issue that will reach our readers BEFORE Christmos Day.

Rates are the same and we have various attractive Christmas borders on hand to "dress-up" your ad appropriately.

Deadline Is Wednesday, Dec. 18

## ANNUAL MEETING ASSOCIATION OF ALABAMA FAIRS

JANUARY 20 & 21, 1957 Montgomery, Alabama, Jefferson Davis Hotel

CHRISTIE W. SUMMERS, Sec. J. D. WARREN, Pres. Jasper, Ala. Childersburg, Ala.

Miss BeBe Says . . . AND ANYONE INTERESTED IN THE FAIR BUSINESS-NEEDS THE BILLBOARD EVERY WEEK!

Make Money-Save Money. Subscribe NOW-This Easy Way.



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15)

## Communications to 188 W. Randolph St., Chicago 1, Ill.

## Voise, Big Bob Plan Floto Arena Circus

Stevens Holds Western Sponsors; **Expect to Add Eastern Auspices** 

operate a promotional circus to in the flying return business for play indoor and ballpark dates years. was formed here last week.

Bros. Eastern unit, will be presi-silver panels and is 17 feet high. dent and general manager of the

The outfit is being formed as the Arco Corporation, and it will do business as the Floto Circus. While details were not forthcoming, there were strong indications that the show has powerful pals in the firm met in Chicago backing.

Voise said his aim would be to build the show "along the lines of a Polack Eastern," with emphasis on traditional circus features.

It was anticipated that this show would make a pitch for many of the dates being dropped by the Polack organization as it combines its Eastern and Western routes for next season. Voise confirmed that the Floto Circus is in touch with numerous Shrine temples which formerly had Polack Eastern.

expected to play a route of Western Shrine temple and club dates which have been contracted by Bob Stevens for the past several years. Stevens said up to 61 dates are in this group. He has previousown shows as well as well Cristiani, Gil Gray and Packs units.

Floto will use promotion and Voise and Stevens both said they expected to make wide use of both outdoor advertising and heralds.

Performance they have in mind would include use of spec floats and elaborate wardrobe. Animal acts will be used. Much of the equipment and stock is expected to come from Sarasota. In addition, Voise bought some equipment from Polack Eastern and brought the equipment he owned there already. This included lighted ring curbs.

Voise said that his flying return and bar acts will be with the new show, but that he will no longer work in them himself. His flying acts have been with Polack for several years and earlier have been with Clyde Beatty Circus, Cole Bros., Sells Floto and others. He

## **Bardex Minstrels** Back in Sarasota After Spotty Tour

SARASOTA, Fla.-Doc Milton Bartok's Bardex Tent Show has returned to winter quarters here after closing the season with a three-week stand on a downtown lot in Mobile, Ala.

The 35-week season was spent mostly in the South Business was spotty because of weather and crop conditions, especially poor crops in the Mississippi Delta region.

Numerous changes are anticipated in the 1958 Bardex Minstrels, in order to cut the overhead. The show last year carried up to 28 people and used a 60 by 160 ring style of cable big top.

the Henry Brunks and Neil Shaff- Auditorium here four days ending ner, also tent show people, and Sunday (1). This was reported to Eddie Moran, owner, with S. H. be well above last year's attend-Rabbit Foot Minstrel.

CHICAGO -- A new firm to | was associated with Art Concello

Equipment also is to include a Harold Voise, until ten days ago backdrop for outdoor dates. This the general manager of Polack is made up of alternate blue and

While Voise made no detailed announcement about make-up of Robert (Big Bob) Stevens, last the performance or staff, he said season with Western unit of Tom that acts will be booked thru Al Packs, is vice-president and booking director of the new show.

Dobritch, that the Norbu gorilla Dallas, and two football games act will be on, that Henry Kyes coincided. The games are in Fort is to be bandmaster and that Rex and Kitty Ronstrom also will come on for the band. Paul Kaye will handle designing.

Voise, Stevens and other princiduring the outdoor conventions to running to 384 pages. formulate the plans.

Stevens dates.

## Attendance Up At Fort Worth Shrine Annual

FORT WORTH-The annual Shrine Circus at Will Rogers Memorial Coliseum here thru Sunday (1) closed with a 12 per cent increase in attendance over last year, it was reported by Sproesser Wynn, general chairman.

The increase was counted as especially good, since the date had bad weather for the first five days. it had rivalry with Ringling at Worth on alternate years and to score the increase over a year when the games were elsewhere was an accomplishment.

The Shrine's souvenir program was the largest ever sold here,

Program was carried out as antic-The Floto Circus is scheduled ipated by line-up of acts reported to open in the East in March, earlier, except that Miss Mara was Voise and Stevens stated. Shortly replaced by the Ninon Sisters and after that it is likely to jump Valitha and Aldino, injured in the westward for the package of first performance, were replaced by the Henrys, rolling globes.

## BEATTY MOVING In addition, the Floto show is spected to play a route of West-

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

Reynolds, superintendent, has dis- (9). patched much of the paraphernalia via motor truck to New Orleans, where it is being shipped via the Mackey Air Lines and steam-

Twenty-one crates of animals, several elephants and other animals, the big top and props will make up what is believed to be the largest cargo of circus equipment yet dispatched to that island. Walter Kernan has been in San

## Henson Show **Doing Okay**

SPRINGFIELD, Tenn.--W. E. (Shotgun) Page's Henson Bros. Circus has been rolling along okay for four weeks of indoor dates. It will close down December 21 for the holidays, and reopen January 15, in Alabama.

Personnel includes the Bob Hogden family, Tommy Whiteside and Jimmie O'Donell, -Grover O'Day, the Walter Harters and Tex Watson, performers; W. O. (Hoot) Black, agent; Jim Brooks, billposter; Boyd Balding and Tom Gibbs, props; and Page. Show runs about 90 minutes.

## Evansville Up On Attendance

EVANSVILLE, Ind. - Shrine Circus played to a total attendance Visitors during the tour include of 69,000 at the new Municipal show.

DELAND, Fla.-Winter quar- | Juan for the past week making | ly played most of these with his ters of the Clyde Beatty Circus at final preparations for the opening the Fair Crounds here is busy of the show. Jerry Wilson, the sending equipment and animals to show's foreign representative, has Puerto Rico where the show begins been on the scene for the past six an engagement of several weeks weeks. Frank McClosky, general at San Juan, Wednesday (11). Bob manager, will depart Wednesday

> The performance will follow along the same lines as in the U. S., with a deletion of some of the acts. Clyde Beatty's big animal act will head the list of features, this being its first time on the Havana, Cuba, for Tom Packs and island. Tommy Clark will have the 1958 Polack Western show; charge of the big top and other the George Hanneford Family, canvas. Raymond Aguilar will again direct the band. In addition to the engagement at San Juan, Ponce Riddle will have a week's Rochester, Ind.; Mandarins, Hetzer engagement of the circus.

and personnel, other than bosses and workingmen, will fly from Miami on December 9, 10 and 11.

On account of previous bookings at the Detroit Shrine Circus and an engagement in Cleveland for the Crotto the show was compelled to cancel a projected engagement of sever weeks in Venezuela.

## Ringling Discusses Possible Fair Dates

Dube, Buck, Concello in Chicago; Revision Coming in Winter Route

to include on its future routes.

several fairs where engagements to New York. might materialize in the future, but await later negotiations.

before the representatives of the to his Los Angeles base. Western Canadian A Circuit.

It appeared likely the show would make the Los Angeles Macon Shrine County Fair, Pomona, and possibly the California State Fair at Sacraments next season.

Dube also said that the show had been able to contact proper parties at the Chicago convention to complete contracts for some of the show's upcoming dates in the South. These included fair managers in whose arenas the show will play still dates after it completes its current stand at Mexico

Dube stated that a route announced by the show from Dallas recently was premature in some

## Polack Closes

JACKSONVILLE, Fla.—Polack Bros. Circus shuttered its Eastern unit after its stand here, closing ahead of 1956. Saturday (30). Destinations included:

The Joanides, Beatty Circus in Puerto Rico and for 1958; Walter Jenniers, Peru, Ind., and then Polack's Western unit; Frielanis, wintering at Osprey, Fla.; Captain Eddie and Charlene Kuhn, Sarasota; Rio and Irma Zavatta, Christmas dates and Orrin Daven-All of the performers, musicians port in February; Dick Slayton, Hetzer and Davenport dates.

Pinky and June Madison, with Polack's elephants, Callahan, Fla.; Ray Sinclair and John Thompson, Hunt Bros, quarters for holiday dates; Rollo and Charley Cheer, Chicago; Bob Lorraine, Maine and California; Norbert and Arden

(Continued on page 67)

## Mills Sets Opening Day, Plans Blues Seat Units

here last week that Mills Bros. was used last year. Circus will launch its 1958 season on April 19 at Jefferson, O., where the show now is in winter quar-

grandstand and chairs.

tested last season are to be used again. In addition, construction has about 350 people, Mills estimated. Lebeeuf, band leader.

CHICAGO - Manager and The Mills show will come out Co-Owner Jack Mills announced with its 130 with three 40's that

## Schuler Has Press

Charles Schuler, recently with Ringling-Barnum and formerly Decision has been made to equip with Mills Bros., will come back Richards, who has been manager the show with additional seat to the Mills show next season as of Ring Bros, Circus, sustained wagons in sufficient number to director of the publicity depart- what was reported as either a eliminate all but a spare set of ment. He is scheduled to come on after he completes duties as press Three reserved-seat chair wagons agent for the Cleveland Grotto Circus.

CHICAGO -- Ringling Bros. and instances and that another revision Barnum & Bailey Circus pitched in this route was to be prepared here last week for major fair dates in a matter of days. He said some changes were being made not only Booking director Harry Dube in the show's route from Mexico said talks were underway with to Sarasota, but also from Sarasota

Arthur M. Concello, general that finalization of any deals would manager of the show, was in Chicago for the negotiations and H. Werner Buck, promotion he returned to the show in Mexico executive of Los Angeles and Chi- City. Dube returned to his New cago, represented an appearance York headquarters. Buck returned

## Closes Ahead On Attendance

MACON, Ga .-- Three turnaways and three capacity crowds gave the 23rd Macon Shrine Circus its biggest attendance in history for the six-day run which ended Saturday (30).

For the first time in history all seats were taken on Wednesday, Thursday and Friday nights, and there was no standing room between 8 and 9 p.m., causing hundreds to be turned away. Because the Macon show has several intermissions for concession play the standees thinned out after 9:30. The crowds were capacity on Monday, Tuesday and Saturday

W. J. Bailey, chairman, estimated the Shrine's net will be between \$16,000 and \$17,000, approximately \$1,500 to \$2,000

Wilson F. Storey, making his first appearance as booker and producer of the Macon show, returned to Sarasota Sunday. Ollie Bradley, who has peanuts, popcorn and several catering concessions at every Macon Shrine show, said his business was ahead of 1956.

The Guy Theron bicycle act went to Chicago to play for the NAAPPB banquet. Oscar and Pat Konyot returned to Sarasota and will leave soon for Havana, Cuba; Jimmy O'Neil, barrel jumper, and wife, Dee Dee Dawn, contortionist, flew to St. Louis in their private plane. Other destinations: the two Carmenas, Deland, Fla.; Lona Antalek dog act, Chicago; Veno Berosini, Hollywood, Fla.; Liza DeRizkie, Pensacola; Herbie and Chatita Weber, and the Antonetts, Sarasota.

Showmen visitors during the week included Floyd King, Arnold Maley, Ben Davenport, Pete Cristiani, Charles T. Underwood, Walter Nealand, Charles Blaum, Charlie Ruark, Kenneth Ikirt, Ringling Richards, Mr. and Mrs. Red Dingler, Ben Thomas, Tom Kennedy Jr., and Bob Wade.

## Franco Richards Stricken, Brother Gets Ring Billing

PENSACOLA, Fla. -- Franco heart attack or stroke at his home here Saturday (30).

Meanwhile, the billing of the Ring show has been changed, it Among those who will be with was reported elsewhere, to include started on the first of four wagons the Mills show again in 1958 are Ringling Richards, a brother of that will be equipped with blues Paul and Jinx Nelson, horse Franco. The billing now reads Dudley, producer, of F. S. Wolcott ance. Al Dobritch produced the seating. Each wagon will seat trainers and riders, and Frenchy "Ringling Richards presents Ring Bros. Circus."

Among those attending the

funeral for Dutch Orton in Dallas

were the Gus Bells, the Howard

Bells, the Fritz Hubers, Betty and

Benny Fox, Buster Hayes, Barney

Dexter, Bill Moore, Cleo Plunkett,

Max Craig, John Herriott, Dick

Dowd, the Hal Pierces, the George

Engessers, the Roy Romas troupe

and personnel of Royale Bros.' Cir-

cus, Karen Risting, Bobby Peck

McGough; Gracie Orton Barnes-

dale and her daughters, Norma

Cedars and Dixie Ness; Mrs. Dorie

Josephine Berosini was prepar-

ing last week to go to Puerto Rico

for the Beatty date. Her son,

Randy, 21 months old, has been

ill and under treatment at South

Bend, Ind., where the Polack

Western show closed its season.

weeks. Among those on hand were

Nick Carter, Patty Conklin, Justus

Edwards, the Rev. L. N. Arrell,

Leo Carillio, Bill Green, Red Son-

nenberg, Billy Senior, Ralph Bang-

hart, Tom Carroll, Babe Boudinot,

Harry Bert, Jack Mills, Walt Hoh-

enadel, Aut Swenson, Tom Durant,

Bozo Cooper. Nat Green, George

Flint, Earl Shipley, Louis Berger,

Bob Stevens, Dwight Pepple and

Among circus people spotted at

the outdoor conventions in Chi-

cago last week were Dukie Ander-

son, Bill Green, the Art Millers,

the Walter Hohenadels, Big Bob

Stevens, Leo Hamilton, C. A. (Red)

Sonnenberg, Justus Edwards, Paul

Geyer, Herman Linden, the Rink

Wrights, Earl Shipley, Dwight

Pepple, Bill Naylor and the Joe

Frank Davis.

Basiles.

Chicago's Atwell Club had good

Litke, and Ingrid Ablott.

## Fairs Shop, Buy Little in Chi

Continued from page 58

until late in January, when they an increasing number of fairs for will meet here with representatives next year, is to put on a late afterof Barnes-Carruthers.

It was at a similar meeting last year that the Barnes-Carruthers office, at the suggestion of several of the fair secretaries in the circuit, came up with a submission on "West-O-Rama."

Much Shopping

Board members of some of the fairs in the circuit spent considerable time during the convention listening to presentations by representatives of other booking offices and attraction representatives. Some were still at it Thursday (5), the day after the formal closing of the convention.

Tennessee Ernie Ford, offered thru Eldred Stacey of MCA, was that office's most sought-for name at the confab. At convention's end, indications were that Ford will play fairs for about three solid weeks, the period he had indicated he will be free to appear at fairs.

One fair which made a firm commitment for Ford was the Michigan State Fair, Detroit, which plans to present him on a two-a-day basis for four days in its Coliseum. Another was the Kentucky State Fair, Louisville, which, with both Rogers and Ford will present what are generally rated as the two strongest boxoffice names for fairs.

Bob Hope, who last year made a few appearances at U. S. fairs to good results, was represented by Stephen Yates. Indications were that Hope will accept only a few, if any, dates.

Want Autry

Much-sought-after Gene Autry made an appearance at the convention but reiterated his intention to play few fair dates. A number of booking offices and some fairs The circus did not make a strong sought to persuade Autry to accept pitch for dates, confining itself to dates as a result of his highly an introductory appearance before successful appearance on a per- the Western Canadian A Circuit. centage basis at county fairs this

Several fairs gunned for names. three days on a two-a-day basis and also put in a bid, thru GAC-Hamid, for Pat Boone, for two days.

The plan at Syracuse, as with

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Knoxville, Tenn.

who knows how to sell advertising, both local and national, Have elephant (Big Babe) for shopping centers; gentle and rides. Call:

C. A. VERNON Bryan, Texas

Wants high caliber Promotional Director with crew for Miami, Ft. Lauderdale, Hollywood, West Palm Beach, etc.

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## TANGIER SHRINE CIRCUS

Omaha, Neb., week April 7, 1958 Standard Acts Interested contact

RINK WRIGHT

Box 384

Stanton, Neb.

noon show, as well as the usuallytimed night shows. To do this in the Coliseum at Syracuse, judging of livestock would be moved up to free the building by 4 p.m. so could be set up for a 4:30 p.m.

with a whopping nine-day gross.

Bob Jones, of the Ohio State Fair, which in the last two years has gained considerable stature by the use of name stars, also reportedly was in the market. Indications are that Tennessee Emie Ford will return in 1958 to the Columbus fair, in the Coliseum, rather than in front of the grandstand, for part of the run, and at least one or more names will be signed.

The Louisiana State Fair, Shreveport, next year will shift its major attraction from the grandstand to its coliseum, which since it opened a few years ago had been used solely for other purposes during the fair's run.

Aut Swenson, owner-operator of the Thrillcade, went into the convention fresh from signing a 10day contract from the Canadian National Exhibition, Toronto. The Swenson thrill show will open the second day of the CNE and give 10 successive matinees, excepting Sundays, when the CNE is idle.

Swenson will follow the Ringling-Barnum circus into the CNE as the matinee attraction. The Ringling show was represented at the convention by Art Concello, Harry Dube and Werner Buck.

Ringling reps, in leaving, said that the show will play at least New York State Fair at Syracuse Pomona, and possibly another, the sought Tennessee Ernie Ford for California State Fair at Sacra-

> The Polack Bros. Circus was cocks. signed for a repeat appearance at the Calgary Stampede. It was sold to Calgary by Hetzer, who also had booked the same circus into Calgary's coliseum this year.

Show sold by Jimmie Hetzer to the Western Canadian A Circuit calls for a 24-girl and six-man line produced by Russell Markert, of New York's Radio City, plus the following:

Walter Dick's International Diving Champions, 10 people, featuring Acapulco Cliff Diver; Evers and Dolorez, wire act; Hanlon and Clark, comedy act; Florida Trio. Gollywog act; Oswino, foot juggling; Julindas, acrobatic, and Ochsenhirt's Singers.

considerable interest and some firm Birmingham. This location has not contracts for Herb Shriner, Dennis been good for other shows but the Day and the "Riverboat Follies," which features Preston Foster.

Tulsa State Fair, announced he Belle Vue and Tom Arnold shows will have Icecapades in 1958 as a replacement for "Holiday on Ice" which played his fair for the past four years. He also disclosed he had booked Swenson's Thrilleade for two days.

Clair McOmber, director of grandstand attractions at the Allegan (Mich.) Fair, disclosed he had closed a two-year pact with Swenson's Thrillcade for a two-day appearance both years.

More circus folks at the Hotel Sherman included the Jack Millses, Obrecht, Elsie and Francis Kitzman, Gene Randow, Paul Kelly, Larry Benner, Bill Atterbury, and ing of the Bertram Mills Circus at

## UNDER THE MARQUEE

ver City, Calif., that Louis and Lautrec circus painting. Cherie's All-Star Circus is playing sponsored dates in California. Business at Gardena was reported very that added seats and the stage good. Acts include Dedrick's Ponies, Dick Berg's Seals, Frank's Elephants, Robinson and Bonran, The New Mexico State Fair, Cleda Mann's Aerial Dolls, Harry Albuquerque, represented by Leon Ross and Pal, Louis and Cherie, Harms, was seeking a name who Hill's Dogs, Doris DePrey, Frank could follow Roy Rogers, who this Campbell as emsee, the Thomas year opened the fair's new coliseum Accordion Band and Organ (15), and clowns Harry Ross, Duke Johnson and Jack Smith.

THE BILLBOARD

Frank J. Lee, formerly with circuses, closed his season with Gem City and Empire State carnivals and returned to San Antônio, where be 107 years old, is ill at the Bapthere for Polack, "Ice Capades" and other shows. The Beatty circus used his boards.

Circus, made some fair dates be- Fla., just after Christmas. tween Peck's summer route and its New Orleans stand. The joeys has been signed for his ninth season with K-M.

Eddie Howe, press agent who has been with Cole, Beatty, Ringling and Polack, reports he now is with "Cinemiracle," upcoming film, that he made 121 towns for "Ten Commandments" plus a string of spots for "Raintree County," both

Buckles Woodcock is to enter the Army in January. He made the Evansyille Shrine date with his parents, Bill and Babe Woodcock, who have Miller Woodcock Elephants (3). At Norman, one California fair, probably Okla., the bulls were used to bally a college party and they visited all the dormitories. Wayne Newman made the date with the Wood-

Jack Niblett, British circus observer who caught many American circuses last summer, writes that he saw the Bertram Mills and Chipperfield shows make their final shows of the season under canvas. These shows have been arch rivals and had a strong opposition clash not long ago, but nevertheless Mills has booked Chipperfield elephants for ots annual Christmas season run at Olympia. The Mills elephants are playing the Kelvin Hall show at Glasgow. . . . The British Mills show missed two matinees this year due to weather and mud; in all its previous years the show had missed only one show. . . Chipperfields will spend the Eldred (MCA) Stacey reported Christmas season at Bingley Hall, show is looking for what might be a successful annual stand. . Clarence Lester, manager of the Niblett plans to see the Mills, at Christmas time.

> Earl Tegge, Chicago, is playing weekend clown dates and has some Santa time coming up.

The Omaha World Herald carried a picture of little Kay Allen, daughter of Charlie and Beverly Allen, with one of the family's trained bears. Attending a party for the Allens in Omaha were CFA's John and Marie Graf, Howard and Agnes Hansen, Frank and Caroline Jershin, Holly Jershin, Floyd Sanders, and Mary Nick Carter, John Facer, Harry Jane and Floyd Henton, as well Lamarr, Lew Christy, Christy as the Joe Sharps and Edna Kline.

> Invitations for the grand open-Olympia, London, December 18,

Louis Nowelle writes from Cul- carry a reproduction of a Toulouse

Raymond Aguilar, bandmaster of the Clyde Beatty show, reports that Red Floyd joined the band.

Russell Harrison, who has been with circus bands in recent years, is at Veterans' Hospital, Hines, Ill., and would enjoy mail. Before going with circuses, he was with the Harry James band and several other bands, and he is the father of the Harrison Sisters, who were on a network broadcast series some time ago.

Don Cavilla, who is reported to he has snipe boards and plant. He tist Men's Home at Millen, Ca. handled the outdoor advertising The former clown would enjoy mail, writes Fred B. Magee of At-

Helen Haag's Chimpanzees will attendance thru the past couple of S. J. Clauson, former circus bill- make Christmas dates around Daler, has left St. Paul in favor of Los las and then resume work with Angeles. . . . Whiteside and O'Don- Orrin Davenport at Detroit. The nell, clowns with the Tom Packs act will be at home in Gibsonton,

Two new circus books have been also bought a new truck at published in England. One is the Wichita, Kan. . . . J. Eddie Holmes, autobiography of Grock, internapress man for the Kelly-Miller Cir- tionally famous clown. World's cus, writes that Jess (Corky) Clark Fair, the British show paper, says the book comes up with new material, including Grock's explanation about why he refused to come back to England. . . . The other new book is "No Bars Between," by Alex Kerr. The author is wild animal trainer with the Bertram Mills Circus and currently is doing an act in which he brings one of the tigers to the arena on a leash. His book considers methods of training animals.

> Mrs. Borghild Ford writes that her husband L. B. (Doc) Ford suffered a heart attack and will be at the Veterans Hospital at Fayetteville, Ark., for at least a month. He would enjoy having mail to read.

The Zacchini cannon act scored a booking coup of some sort when on a single afternoon last week in Chicago it was signed for a triple cannon at the Canadian National Exhibition, a double cannon at the Chicago Sports Show and a double cannon with Ringling-Barnum, starting at New York and Boston.

Polack Eastern

Kreisch, the Ed Sullivan TV show

December 29, and Sarasota; Paul

Kaye, Leo Krezcmer, Ralph Oyseth

and George Voise, Harold and Ar-

lene Voise, the Rudis and Henry

Kyes, Sarasota; Rex and Kitty

Mrs. Bessie Polack, managing

The Madisons hosted the per-

sonnel for Thanksgiving Dinner,

honoring their daughter, Audrey

Ching, whose engagement to Billy

Porter, of the Aerial Voises, has

been announced. The dinner was

televised by the Jacksonville

director, went to her Chicago

Ronstrom, Galva, Ill.

· Continued from page 66

For Charity Show for Variety Boys Club & Little Leaguers, January 15. Straight advertising deal-Programs, 25% com-

> No Drunks. No Collects.

LEW GORDON

Capitol 4-7781

Sam Houston Colliseum, Houston, Texas

## A FINE XMAS PRESENT

CIRCUS COLLECTORS ITEM

A story of the late Charles T. Hunt Sr. Price \$3.50 per copy. Approximately 1,000 copies to be offered of first and only edition. Makes checks payable to

MR. CHARLES J. HUNT c/o Hunt Bros.' Circus Burlington, New Jersey

For Cerebral Palsy hospital deal here. Book, banners, UPC's for famous country music show, 25% straight thru. Boys, this is your 1957 Santa Claus within the next 3 weeks. Contact

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on remembering to wish ALL your friends in Outdoor Showbusiness

Run a "Greetings" ad in The Billboard's Dec. 23 issue that will reach our readers BEFORE Christmas Day.

Rates are the same and we have various attractive Christmas borders on hand to "dress-up" your ad appropriately.

Deadline Is Wednesday, Dec. 18

Communications to 188 W. Randolph St., Chicago 1, Ill.

## Midwest Carnivals Relax at Chicago

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

contracts were few-and those were organization. confined to lesser fairs.

before the fair men gathered.

were few in number.

the Royal American Shows-went show bearing his name, was on into the proceedings with its '58 the receiving end of many quesroute, the same as this past season, tions over his recent trip to the already wrapped up. Carl Sedl-mayr Sr., spent some time ride-picked up two new fairs, Albert AS SLA Prexy shopping and at the convention Lea, Minn., and La Crosse, Wis., wind-up said he had placed orders and that he had closed with Mike for a new Fly-o-Plane, Octopus, Miller for the latter to have the and two new Roll-o-Planes as revue and posing show on the replacements for old units on the Collins midway in '58.

nival, the Olson Shows, which is announced the addition of the Al Sweeney in the top spot. set to repeat its '57 route, will National Peanut Festival, Dothan, have a new double Ferris Wheel Ala., to his route.... The Art B. as an added attraction at four of Thomas Shows went into the meet- vice-president; Paul Olson, second its '58 fairs. The ride, built by ing with another fair addition to vice-president; Edward Sopenar, Curtis and Elmer Velare, will join its route, Fargo, N. D. at Chippewa Falls, Wis., and also operate at the Illinois State Fair, Springfield; the Iowa State Fair, Des Moines, and the Kentucky State Fair, Louisville, Paul Olson, 1,000 Celebrate the show's manager and co-owner

Floyd E. Gooding, head of the Gooding Amusement Company, announced the re-contracting of fairs at Knoxville and Nashville,

## Hank Shelby Named League Exec Secy.

J. W. (Patty) Conklin and Carl SLA president. The first was Sedlmayr Sr., each donated \$500 awarded Col. Tom Parker, personal toward the building bond retire- manager of Elvis Presley, for his ment fund and between them 1956 donation of \$1,000 to the brought in 24 pledges of \$100 each club's home plaque drive. Paul

Jack Duffield was installed as Olson Shows received a plaque for tive secretary.

## KLINE COLUMN

CHICAGO — Virginia Kline's popular column "With the Ladies," a complete report on what was worn at the 45th Showmen's League Banquet and Ball here Wednesday night (4), will be carried in the December 16 issue of The Billboard.

CHICAGO -- For carnival Tenn.; Atlanta, Rome, Columbus, people, the annual outdoor con- and Savannah, all in Georgia; Penvention which closed at the Hotel sacola, Fla.; Centerville, Monroe, Sherman here Wednesday (4) was Kalamazoo, Corunna, Saginaw, all "fun and frolic." Kalamazoo, Corunna, Saginaw, and Hillsdale, all in Michigan. There was no scrambling for Hillsdale, he pointed out, was concontracts. In fact, shifts in fair tracted for the 60th year by his

Al Kunz, new owner of the Heth A large number of contracts had Shows, announced Eph Glosser been bundled up long before the would join the show as concession convention started, so that even manager. . . Tom Hickey, owner of the formal signing at the get- the Gem City Shows, was called to Quincy, Ill., Wednesday (4) due to a critical turn in the condition of his son, Tom Ir., who was hos together here was out of the way to Quincy, Ill., Wednesday (4) due Shifts in show personnel also of his son, Tom Jr., who was hospitalized there.

The biggest of the carnivals— William T. Collins, owner of the show bearing his name, was on the the proposed by the proposed

The otler Midwest railroad car- manager of the Blue Grass Shows, here last week. Duffield succeeds

The event was held in the grand

One of the high points of the

plaques by Al Sweeney, outgoing

Olson, co-owner and manager of

Sweeney then spoke briefly, re-

calling the accomplishments of the

League during the past year. He

pointed out that the Gallagan

Blood Bank had been instituted, a

memorial room established in Alex-

ian Bros.' Hospital, and thru a

number of various efforts, a total of

ballroom of the Hotel Sherman.

At SLA Banquet

Plaques Awarded Col. Tom Parker,

Paul Olson, F. E. Gooding for Service

outdoor show people, friends and bership card in the League.

CHICAGO - Close to 1,000 | Sweeney with a gold lifetime mem



JACK DUFFIELD

CHICAGO - John M. (Jack) Duffield, of Thearle-Duffield Fireworks, Inc., was elected president of the Showmen's League of Amer-C. C. (Specks) Groscurth, owner | ica at the annual outdoor meetings

> Named to serve with the new president were Bill Carsky, first (Continued on page 69

8 for Marks; C&W Signs Ronceverte W. Va. State Replaces Sedalia Fair; Vivonas Leave N. Y.: South Shuffled CHICAGO -- Re-emergence of at the fairs in Rocky Mount and

John Marks on the fair booking Greenville, and has added South scene hung over the eastern carni- Boston, Va., and Union, S. C. In val picture this week. Representa- addition, Oscar Buck reported a tion from the east was notably four-day date in Reidsville, N. C., lacking at the Chicago conventions, is being promoted to follow Labor all but a few midway organizations Day up North and open the Southholding back while working on ern tour. Last year the show laid southern fair committees.

Orangeburg, S. C., by the Marks- Buck will repeat in New York State Ross Manning combination has with Malone, Elmira, Bath, Goverbeen followed by seven other dates. neur and Plattsburgh. The result is a necessary flurry of fill gaps in their late-season routes. Marks and Manning have Orangeton, Woodstock and Roanoke, Va., fairs are expected to be announced by them soon.

Also affecting the picture is the relinquishing of three New York fairs and two North Carolina spots by the Amusements of America. The Vivonas in deciding not to play New York fairs surrendered Batavia, Rochester and Morris. They report replacing Leaksville, as a result of getting the West N. C., with Fredericksburg, Va., and Henderson, N. C., with Burlington. In addition to signing the fair in Charleston, S. C. recently, giving them both the Agricultural and Industrial Fair and Colored Show Folks Farmers' Fair, the show announced here the signing of the Lions Club Vivona also added Huntington, Pa., for one of the early weeks.

Save Rail Costs

The West Virginia State Fair In Ronceverte was signed by Cetlin & Wilson Shows to fill the gap formerly occupied by the Missouri State Fair, Sedalia. That phase of the C&W route represents a guests celebrated the end of the Included among those on the saving of some \$6,000 in rail costs, outdoor meetings in Chicago dais were E. E. (Ernie) Farrow, the show reported. It had moved Wednesday night (4) at the 45th International Showman's Assn.; Art from Ionia, Mich. to Sedalia to annual banquet and ball of the Frazier, Arizona Showmen's Assn.; Indianapolis last year, putting out Showmen's League of America. Ned Torti, Michigan Showmen's over \$10,000 to rail into Sedalia. (Continued on page 69) O. C. Buck Shows will repeat

over several days prior to opening Initial acquisition of the fair in the Dixie dates in Hickory, N. C.

Reithoffer, which played six activity by eastern truck shows to Southern fairs this year in its first venture into cotton and tobacco country, was not represented in burg, S. C.; Albemarle, Monroe Chicago, nor were Penn Premier and Rutherfordton, N. C.; Coving- Shows, Beam's Attractions, Johnny T. Tinsley Shows, and others. and Athens, Ga. Several additional Reithoffer played more than 20 fairs in New York and Pennsylvania in 1957.

In addition to signing Ronceverte, W. Va., Cetlin & Wilson announced contracting Fayetteville and Reading for repeat engagements and are all but set on several fairs in the South. In addition, the show has a week open

(Continued on page 69)

## fair date in Petersburg, Va. Ralph Lockett, manager, made the award. '58 President

SAN FRANCISCO -- Alex Freedman was elected president of the Show Folks of America at its annual election here Monday (2).

Elected with him were Harry Myers, first vice-president; Sam Dolman, second vice-president; Earl Leonard, third vice-president: Charlotte Porter, treasurer; Joe Clemons, financial secretary; Lola Cox, corresponding secretary, and Bonnie Townsend, recording secretary.

Named to the board of directors were Teddy Texiera, Charles Albright, Bobby Cohn, Harry Martin, Louis Leos, Lola Krekos, Barbara Hellwig, Hazel Christiensen, Isabel Myers, John Provenzale, Joe Barell, Barney Stevens, Flossie Fitzgerald, Sam Landesman.

Also Jimmy Lynch, Del Emery. America were honored here Sun- J. W. (Patty) Conklin, Frank Duf- Ruth Davis, Joe Richards, Ray day night (1) by over 700 mem- field, Frank Conklin, Carl Sedl- Cox, Ewell Harrison, Oscar Mattbers and guests at the annual mayr, Floyd Cooding, Sam Solo- ley, Arthur Unger, Mary Texiera, presidential party in the Hotel mon, Fred H. Kressmann, Bob Bill Coles, Al Rodin, Harry Baker, Lohmar, Bob Parker, Morris Lip- Ernest Santanni, and Dave (Continued on page 69) Cavagnaro.

## R. H. McIntosh, manager of the Alabama State Fair, Birmingham, served as toastmaster, introduced the greater's table of the Shelby, served as toastmaster, introduced the greater's table of table of the greater's table of ta AT SLA Prexy Party

Sherman.

High point of the evening was the presentation of a monolog by radio-TV announcer Ken Nordeen, which traced the beginning produced by Les Lear and Bill Carsky, started in 1913 with the first meeting, touched on the service of the organization following the 1918 wreck of the Hagenbeck-Wallace Circus train near Gary, Ind., the establishment of the cemetery plot and the addition of the monuments.

The role the League played in World War II and the post-war bonus payments to showmen who Sherman. served was described and the announcer said this all culminated during 1957 with the establishment gavel by Frank Bering of the Hotel of the new clubhouse here in Chi-

CHICAGO -- Outgoing Presi-| Lou Dufour served as toastdent Al Sweeney and all past presi- master and introduced many past dents of the Showmen's League of presidents, including Sam J. Levy,

of the League and its growth over the years. The skit, written and produced by Les Lear and Bill SLA in Tribute to **Deceased Members** 

> deceased members at impressive lain George B. Flint. memorial services here Sunday (1) in the Bal Tabarin of the Hotel Square Post No. 232, American

> Shlomoh Z. Fineburg, noted Jewish rabbi, who also delivered the eulogy and the traditional memo-"Me Yagur," "Rachel Weeps for (Continued on page 69)

> CHICAGO—Close to 230 mem- | Her Children" and "Total Eclipse." bers and friends of the Showmen's The memoriam for the League League of America paid tribute to members was delivered by Chap-

Colors were presented by the Legion, while members of the The services were conducted by League's Al Sopenar Post of the Legion served as ushers.

Liturgical prayers and psalms were rendered by Cantor Wilhelm

longtime concessionaire, was ap- the guests at the speaker's table pointed executive secretary of the and read congratulatory wires Showmen's League of America at from all over the country. Jack its annual meeting here Thursday Herbert, comic, was speaker of the night (5) in the Hotel Sherman, evening. He replaces Homer Briant, who will stay on for two weeks to assist event was the awarding of Shelby.

for the memorial plaque fund.

the new president along with Bill raising over \$3,000 for the League Carsky, Paul Olson and Ed Sope- and F. E. Gooding, president of nar, first, second and third vice- Gooding Amusement Company, represidents, respectively; Bernie ceived one for topping the \$4,000 Mendelson, treasurer, and Shelby mark thru fund drives on his who is secretary as well as execu- shows.

## NEXT WEEK

\$52,200 was raised during the year. New President Sweeney then introduced the new president, Jack Duffield, who spoke briefly and was awarded a Sherman. Duffield also presented cago.

## Sam Gordon Dies; Concession Mgr.

TAMPA -- Sam Gordon, 66, | Church, Culbreath concession manager of the Royal Chapel, with Dr. Charles Bolton American Shows for 15 years thru officiating. Graveside funeral serv-February of this year, died in a ice were conducted by the Hillhospital here Sunday (1) following borough Masonic Lodge No. 25. a long illness. Interment Wednes-Showmen's Association.

Born in San Francisco, he spent | He was survived by his widow, his early years in St. Louis, initially Mrs. Myldred Frank Gordon, of in the concession supply business Tampa. and then as a concession operator.

He toured with a number of shows and was for many years with the Beckmann & Gerety Shows prior to joining the Royal American Shows. During his last year with the Royal American his health failed, forcing his retirement early Pacts Fairs,

He was past president of the Greater Tampa Showmen's Association and past president of the Adds 3 Rides Royal American Shrine Club. He was a longtime member of the Showmen's League of America, Chicago, and the Miami Show- and one kid ride to its Northern men's Association.

Hillborough Lodge No. F.A.M., Scottish Rite, Egypt Temple Shrine, and the First Baptist Church.

## **Poole Pacts** 3 Wis. Fairs

CHICAGO -- Gladstone Exposition Shows will invade Wisconsin fair territory this coming year Mike Krekos is president of the for the first time, having been corporation with Harry Myers gensigned to provide the midway at- eral manager and Louis Leos sectractions at three fairs in that State, J. O. Greene, new general representative, announced here last Heart of America

Show will play at Tomah, Fond du Lac and Oshkosh in the Badger State. It will also play Arkansas, Louisiana, Indiana and Illinois. Show will carry seven major and seven kid rides.

Greene was accompanied here will be making a series of other stands at Fort Leonard Wood, Mo., Midwest meetings this winter.

## RIDES FOR SALE

ı	1	#16 Eli Ferris Wheel \$4	,500.00
ı	1	7-Tub Tilt-a-Whirl 3	,500.00
ı	22	Lusse Skoofer Cars 2	,000.00
	1	Portable Skooter Bldg 1	,500.00
	1	2-Abreast Parker Merry-	
	521	Go-Round 3	,500.00
	1	Boat Ride	700.00
	1	Airplane Ride	400.00
	1	Kiddie Car Ride	700.00

## CHAS. COOMBES

Route 2, Box 258 Corpus Christi, Texas

## 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

MR. JOSEPH KING New York 35, N. Y. 2334 First Ave. Phone: EN 9-6010

## Help Fight TB



**Buy Christmas Seals** 

Pallbearers were Tom T. Arger, day (4) was in Showmen's Rest, Earl Maddox, William Clain, E. T. L. Bolding and Charles W. Owen.

SAN FRANCISCO -- West Coast Shows will add three majors Unit and the two shows will play He also was a member of the virtually the same route as in 1957, Bobby Cohn, the organization's WAIT, was at the piano.

general agent said here last week. of contracts with the Silver Dollar Funeral services Tuesday (3) Fair, Chico; Sacramento County Brantman. Also serving were were held at the First Baptist Fair, Sacramento; Yuba - Sutter Obispo County Fair, Paso Robles, and the Monterey County Fair, Monterey. The West Coast's first Fair's May Day in Los Banos

Ed Hellwig is again scheduled to manage the Northern Unit with E. W. (George) Coe as business manager. Al Rodin will manage

Opens in April

KANSAS CITY, Mo .-- Heart of America Shows will open its season in April with 10 rides, Ted Corv, owner-manager, announced. The route is already shaping up, Cory by F. O. Poole, owner, and both said, and early dates will include Manhattan, Kan., five weeks in Kansas City and two weeks in Omaha.

## Jack Duffield

• Continued from page 68

third vice-president; Bernie Mendelson, treasurer, and Hank Shelby, secretary. Mendelson was reelected while Shelby takes over the secretary spot from George Johnson. Frank McDermott was named a trustee for a five-year

Elected to the board of directors were Randy Avery, Doug Baldwin, Louis Berger, Mickey Blue, Max Brantman, Elmer Byrnes, Noble Case, William T. Collins, Hadji Delgarian, Herb Dotten, Harry Duncan, Lou Dufour, Hal Eifort, ing Bill Carsky, Ed Sopenar, Bernie K. H. Garman, Benedict Garmissa, Mendelson, George W. Johnson, Sam Gordon, C. C. Groscurth, Eph Glosser, Morris A. Haft, William Andy Kasin, Ed Levinson, Sam J. Levy Jr.

Also John Lempart, P. A. Marco, and Dr. Max Thorek. Arthur Morse, Charles Moss, Charles Owen, Harold Paddock, Petey Pivor, Archie Putnam, Harry Singer, Sam J. Solomon, Norman Breese and his orchestra. Schlossberg, Louie Stern, L. I. Thomas, Bernard Thomas, Sol Wasserman, O. J. Weiss, E. W. (Slim) Wells, Ralph Woody and Charles Zemater Sr.

on Thursday night (5).

## Contracts Inked

Continued from page 68

Booking announcements are Memorial forthcoming from the James E. Strates Shows and World of Mirth Shows. The latter's Southern dates include Greensboro and Winston-Salem, N. C.; Anderson and Columbia, S. C., and Augusta, Ga. Raleigh, N C., and Florence, S.C. kee concession supply house, was consumption." The fair in Charleston, S. C., has been relinquished.

> King Reid Shows reported signing Skowhegan, Me., and Lachute, Que., reportedly Canada's oldest agricultural fair. John Leahy, of Danbury, Conn., reported awarding the Great Danbury Fair again to the I. T. Shows, Reid also said the Dowis Double Sky Wheel is contracted for the 1958 Eastern States Exposition, West Springfield, Mass.

## SLA Tribute

• Continued from page 68

of Austin, and Arnold Miller, musical director of Radio Station only.

Cohn announced the re-signing services, assisted by two co-chairmen, Harry Cherniak and Max Jimmy Campbell, Tom Sharkey, Fair, Yuba City; the San Luis Hyman Neitlich, Charles Bohden, Harold Barrows and Jimmy Stan-

The names of 28 members who fair will be the Merced County passed on during the past year were read by Chaplain Flint in the

They were Tom T. Jones, Albert Schlossberg, Robert H. Morton, Michael Doolan, Frank O. Earle, the second unit for the third year. R. Elmer Yates, Jimmy Downey, Joseph Hass, Carl J. Lauther, Bob Revolt, John Gallagan. Art Signor, Paul Flanigan.

Albert Hock, Walter R. Moffett, Lester J. Davis, Elmer A. Winters, Jack L. Greenspoon, Jack Ray Lindsey, L. J. Heth, Walter F. Driver, Johnnie Moisant, Harry (Fitzie) Brown, Rube Liebman, Harry Atwell, Dave Gordon and Harry Thomas.

Those buried in Showmen's Rest included Haas, Davis, Moisant, Liebman, Gordon and Thomas.

The death in Tampa of Sam Gordon, who died on the morning of the services, was also announced.

## **SLA Banquet**

• Continued from page 68

Assn.; Jeff Harris, National Showmen's Assn.; William T. Collins, Midwest Showmen's Assn.; William R. Dyer, Hot Springs Showmen's Assn.; John L. Coleman, National Association of Amusement Parks, Pools & Beaches; Elmer Velare, Pacific Coast Showmen's Assn.; Jack Reynolds, International Association of Fairs and Expositions; Earl Shipley, Al Sopenar Post, American Legion; Max Cohen, American Carnivals Assn.; W. A. (Junior) Schafer, Lone Star Showmen's Club of Texas.

Also the League officers, includ-Homer D. Briant, Hank Shelby, Kaplan, Al Kaufman, C. J. Kwiet, Flint, William Hetlich, Morris A. Haft, Arthur Morse, Louis Herman, C. N. Kushner, Dr. John C. Havlik

Talent in the floor show included Tony LaRue, xylophone; Renowns, comedy dance; Three Jays, songs-Ross, Harry Russell, Dave Russell, music; Mr. Sound Effects Man, Jack Ruback, Chick Schloss, Rudy Lou Breese Choral group and Lou

Ned E. Torti Jr., son of Mr. and Mrs. Ned E. (Wisconsin De Luxe Company) Torti is at home in Milwaukee on a 30-day furlough Duffield and the rest of the of- from the Army. He flew in from ficers were installed at ceremonies Stuttgart, Germany, where he is stationed.

## Merchandise House Virginia date since it required two weeks to play Sedalia. Booking announcements are Wins in Tax Case

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

wholesale and not subject to fed-Federal court of appeals here.

luggage, watches and jewelry. The internal revenue service maintained that the sales were at retail and were taxable.

Maurice Weinstein, attorney for Wisconsin De Luxe, contended that its sales were on a wholesale basis as it sold to organizations, churches and clubs which used the goods as prizes and were not sold to the public. The firm specified in its catalog that "we sell wholesale

District Court Judge Robert E. Ed Sopenar was chairman of the Tehan found for the firm and the government appealed.

> The appeals court said "there was ample evidence in this record to support the findings of the district court that the firm conducts a business at wholesale."

## Sweeney Honored

• Continued from page 68

sky, Lou Keller, Sid Jessop, J. P. (Jimmie) Sullivan, C. J. Sedlmayr Jr., Ned Torti and Maurice (Lefty) Ohren.

Dufour presented Sweeney with a set of matched luggage. In accepting, Sweeney termed his bowing out as president comparable to getting the checker flag in an auto race. In his honor, as president of National Speedways, Inc., the tables were decorated with checkered flags and stage scenery carried NSI paper.

Following supper, a floorshow of acts, all of whom donated their services, was presented. Included on the bill were the Noel Dancers, Lee Marx and Billie, Crew Cuts, Ron McAdams, Tony Marvin, Farrell Sisters, Jack Durant, Louis Tops, Puggetts, Ernie McLean's chorus, Pomp Off, Frank Marlowe, Corrinn and Elsa, Gaynor and Ross, and the Lou Breese orches-

CHICAGO -- A ruling by the | The appeals court defined a re-Strates has followed York, Pa., with United States district court in Mil- tail sale as one which "usually cemetery of the Greater Tampa Cuddeback, Babe Alvarez, Edward Shelby, N.C.; Greenville, S. C.; waukee that merchandise sold by encompasses a sale in small Charlotte, N. C.; Danville, Va.; Wisconsin De Luxe Co., Milwau- quantity for personal use or

> The opinion cited that the comeral excise tax was upheld by the pany selfs to operators of carnivals, parks, and coin machines in addi-The Milwaukee firm had sued tion to organizations and that the in district court for a refund of merchandise is used "as prizes in excise taxes paid on its sales of connection with various games and tests of skill."

"The customers of the firm did not purchase the merchandise for their personal wants or for family use. They made the purchases for business reasons," the opinion pointed out.

## MUST SELL IMMEDIATELY

1-1956 KING SWING ROCKET RIDE Seats 20 children, lighted center, standard automatic timer, silent geared electric motor, canvas covers for rockets ......\$1,000.00

KING SHOOTING GALLERY 7'x7' metal side walls and top, two new Rifles .....\$ 300.00

PLAYLAND, INC. W. G. HORSFALL, R. R. #2, Ballwin, Mo.

## ROYAL TEXAN SHOWS

OUT ALL WINTER WANT RIDES, SHOWS, CONCESSIONS NOT CONFLICTING. Anyone who

E. J. McDANIEL or FRANK HARRISON Freer, Texas, Dec. 9-15

For Sale

LORD'S LAST SUPPER

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## FOR SALE—USED VERY LITTLE

1954 Model Allan Herschell Kiddy Merry-Go-Round, brand new condition, original cost \$5,950.00-price \$3,750.00 for quick sale.

157 Orange Ave., Oceanway, Fla. Phone: Jacksonville-Poplar 5-5240

## WANTED

Large Chuck Wheel, 48 or 54 spaces, Mason or Evans. Also Big Six Wheels. Must be in good condition. Give full

KINDEL & GRAHAM 782 Mission St., San Francisco 3, Calif.

## REGULAR ASSOCIATED TROUPERS 3115 WEST ADAMS BLVD.

You are invited to attend the following festivities:

Dec. 5th—Past Presidents' Night—Helen Vaughn, Chairman
Dec. 12th—Election of 1958 Officers
Dec. 19th—Christmas Party, Emily Bailey, Chairman
Dec. 26th—Awarding of Bazaar Book Prizes
Dec. 31st—Installation of Officers and New Year's Eve Party, Ruth Wolff Wood,
Chairman; Jim Manley's Orchestra
Jan. 7th—Annual Banquet and Ball, Larry Potters Famous Supper Club,
Bill Davis, Chairman; Olivia Waldron and Helen Vaughn, Co-Chairmen
Grand Door Prize Awarded.

Wonderful Time Is Promised to All in Attendance

## WANTED For LOUISIANA EXPOSITION SHOWS

Prize-Every-Time Concessions of all kinds, \$15.00 per week. Also Diggers, Popcorn, Floss and Apples. Also want Man to handle Elephant-good proposition. This show out all winter. All replies: ROBERT VOGT, Mgr.

KILLONA, LA., THIS WEEK; THEN AS PER ROUTE.



## One Way You CAN'T Slip Up... on remembering to wish ALL your friends in Outdoor Showbusiness

Run a "Greetings" ad in The Billboard's Dec. 23 issue that will reach our readers BEFORE Christmas Day.

Rates are the same and we have various attractive Christmas borders on hand to "dress-up" your ad appropriately.

Deadline Is Wednesday, Dec. 18

Communications to 2160 Patterson St., Cincinnati 22, O.



## NOVELTY SALT & PEPPER SHAKERS

An outstanding assortment of the latest American made Salt & Pepper forms-Individually Boxedproven Best Sellers

Send us \$7.20 for a dozen assorted samples. Re-order only those numbers you select. Your money refunded if not completely satisfied with our selection.

When in Chicago Visit Our Modern Showrooms 25% dep., bal. C.O.D., F.O.B. Chicago

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Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whipa, Balloons, Hats, Canes, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.



## MERCHANDISE TOPICS

items. Included are imported for- are available at \$1.50 per gross. get-me-not pearls, one-half-ounce bottles of perfume, hand-made sachets, one ounce of perfume with imported lavender sachets, all in colorful satin-lined gift boxes. Two additional items are Blue Fire Perfume, cellophane wrapped, and Blue Valour, boxed with 14k. gold stamping. The firm offers these to the trade at less than cost, as they were originally manufactured and sold for \$1 and \$3 each. A sample dozen of these perfumes, assorted only, may be had for \$6, f.o.b. factory.

ighter to be placed within the tation. reach of every smoker, New Method Company, Box B3-57, Bradford, Pa., is showing Hurricane, a windproof lighter. This lighter is of sturdy construction. May be operated with one hand, is chromium plated and individually boxed. A post-paid sample is \$1. A dozen

West 17th Street, New York, has men, novelty dealers, etc., who million dollars the price is \$10. write to the firm and mention The Billboard.

charm on bracelet. It is offered to should prove to be a money maker.

Lyn-White Creations, Inc., 442 the trade at \$2.75 per dozen or Broome Street, New York, special- \$30 per gross, plus shipping ist in gift and novelty close-outs, charges. Minimum order is three offers the trade a quantity of gift- dozen. There is no federal excise boxed novelties and Christmas tax on the item. Key chains for it

About 50,000 Fireball fire extinguishers are being closed out by Seaboard Industrial Supply Corporation, 151 North Third Street, Philadelphia. This item looks like a Christmas ball when hung on a Christmas tree. Any flame or fire automatically releases the fire-ex tinguishing liquid it contains. All are individually boxed. This item was a \$2.95 retailer last year and is now surplus priced for promotional selling or premium giveaway. A sample dozen is \$5 postpaid, but if you need larger quan-Claiming it has the first line tities, write for close-out price quo-

If you would like to be a Deep South millionaire, write to Best Values Company, Department M-172, 403 Market Street, Newark, N. J. For \$2.98 they will send you one million dollars cash in Confederate money. You can do everyting with this money except spend it. Amaze and amuse your cotton-D. Robbins & Company, 127-B pickin' friends, says the firm, by lighting your smokes with \$10,000 just issued its new No. 30 whole- bills. You get one million bucks sale catalog of magic tricks, party in \$10's, \$20's, \$50's, \$100's, etc., jokes and novelties. About 500 enough to keep your friends laughitems are illustrated and described. ing for months. One million dol-A free copy will be mailed to pitch- lars is \$2.98, but if you order four

According to Harris Novelty Company, 1102 Arch Street, Phila-Sterling Jewelers, 1975 East delphia, the hottest item of the Main Street, Columbus, O., claims year is its Hallmark Classic sixit has the world's smallest cigarette | piece set. Packed in a see-thru gift lighter. This lighter, smaller than box with strong flash, the set cona postage stamp, is all metal with sists of a money clip, cigarette a chrome finish and sure-fire ac- lighter, ball-point pen, two-tone or watch chain or as a ladies' er's price of \$18 per dozen, it

## tion. It is individually boxed and pencil, cuff links and tie bar, Priced may also be worn on a man's key at the unusually low quantity buy-

PIPES FOR PITCHMEN By BILL BAKER

IN HIS ANNUAL . . time: The Mighty Atom was seen doing okay recently with med in York, Pa. Charlie Hudson is working in a Newberry store in Atlanta. Herman Hiatt is working sales in North Carolina to so-so business. Iack Wilson of med note is doing the same in Tennessee. Cecil (Gadgets) Cowart has headed south. Our informant, writing from Greensboro, N. C., is eyeing the burley markets in the mountains. Jim Cirt is managing Harry Miller's big bargaintown on the Greensboro-High Point road and welcomes pitchmen at 10 per cent.

W. J. (DOC) BLANTON . . . the former med showman who is now in retirement in Spindale, N. C., at the age of 89, was the subject of a feature article in a recent issue of the Spindale Sun. Doc, according to the article, eneast, Pennsylvania and New York State, later selling the rights for the manufacture of the tenic, a with a Model T Ford, but the Spindale.

money came in so fast that he soon letter to the Pipes desk, Harry Day | bought a bigger truck. At the time gives the lowdown on a number of his retirement he had three of the brethren whose activities large trucks. Starting with eight have been unrecorded for a long performers, Doc had 18 when he quit the business. During that time he had bought and worn out 13 cars and trucks used in the business. Starting with white performers, he soon switched to Negroes, who did buck and wing, comedy and minstrel-type performances. Doc's tonic and linament sold for \$1 a bottle or six for \$5, the feature recalled, and were good for just about every ailment affecting man or beast. Altho Blanton has suffered a broken knee, broken fingers, four broken ribs, undergone several major operations and has a crippled hand, he is still active. On weekends he will be found on the streets of Spindale and Rutherfordton, pitching a line of jewelry and second - hand watches. Born on Cleghorn Creek in Rutherford County, Doc left home at the age of 18 and remained away for 40 years. He served 71 days with the Army in joyed many thousand-dollar nights the Spanish American War and upduring the 24 years he worked in on his discharge joined the Ringthe business. During the era when ling Bros' Circus. Later he worked med shows were in their heyday, with the Ben Wallace, Sells Bros., Doc purveyed his Blanton's Ernest Haag, Downey, Sun Bros. Goldenrod Tonic and Blanton's and Buffalo Bill shows, doing a Quick Relief thruout the South little of everything, from driving stakes to operating concession stands. Upon leaving the circuses Doc entered the med show business. To help pass the time Doc product which, incidentally, still would like to receive letters from bears his name. The article recalled acquaintances in the business. They that Doc started in the business may write to him at P. O. Box 631,

Appliances • Silverware • Hardware • Hand Tools • Portable Electric Drills & Saws P Tool & Tackle Boxes • Giftware • Watches Costume Jewelry
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Electric Sewing Machines.

Entirely New Varied Brands Toy Line 

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## Costume Jewelry Manufacturer

Miracle Prayer Crosses, boxed. .\$4.25 Men's 3-Rhinestone Rings, boxed 2.75 Ladies' Rhinestone Adl. Rings, Ladies' Bridal Ring Set, individ-Tailored & Rhinestone Earrings 1.50
DeLuxe Hollywood Styled Earrings ........ Scatter Pins, boxed ...... SEND FOR FREE "ATALOG 48 Illustrated Pages. 25% Deposit on C.O.D.'s.

## 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 oach 26 inch ...... 1.25 each 30 Inch ..... 2.00 each ORDER TODAY!

Write for Catalog Sheets on other Alligator Novelties.

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## WORLD'S SMALLEST LITER

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 Dez.



Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. Ne Federal Excise Tax. Free catalog.

STERLING JEWELERS 1975 East Main St. Columbus, Ohio

ideal for Engravers, State Your Business





## Sales Lag at NAAPPB Show

Continued from page 58

numerous years in the ride business for the Conklin Shows. Junior Hot got good reception for its kiddie Rods were bought by Harry Alt-Ferris Wheels. A new model, on man of Buffalo, the Prell's Broadwheels and designed for use in way Shows, and Bill Gullette's shopping centers, got good sales. Imperial Shows. Ben Sterling also The firm also reported interest in bought Scooter carr from Hot Rod its Merry-Go-Round models was for Rocky Glen Park, Moosic, Pa. far above expectations.

selling their new Up'n'Atom ride to with cartoonish boats on undulat-Pacific Ocean Pier in Santa Monica ing platforms. Sixteen orders were Calif. Custer Specialty sold a reported. Bubble Bounce to Harry Stahl of Jefferson Beach Park, Detroit. Sell- volume of sales on a par with the ner Manufacturing took orders on 1956 show, representing some several sets of new-model replace- \$100,000. Sold were four Roundment cars and has a few deals ups, and four Paratrooper converpending on complete rides.

Exhibitors wary of discussing in-Dodgem, altho both enjoyed popu- tering the ride field with a full line larity of their Dodgem and Scooter of units was the Amusement Rides cars. Dodgem's two models in- Division of the Carpenter Hetzler cluded one Fiberglas car and one Company, Los Angeles. It showed of traditional steel. Lusse produced a working model of a Flying Swan a model rimmed with rubber as kid unit, using swan-shaped Fiberwell as a steel-banded one. Scooter glas gondolas, undulating at the importations handled by Hot Rods ends of booms. Ride top is ribbed include a 20-car installation for the Fiberglas sections. Rolle Building in Seaside Heights, Working equipment on view in-N. J., and an assortment of German cluded Pretzel's Thunderbird

## NAAPPB Fest

• Continued from page 62

breather from the strenuous dayconsiderations.

Handling the microphone, George A. Hamid introduced outgoing president John Coleman, in- Meinch and Feltman and by Chicoming president Bill Schmidt, vice-presidents John Singhiser and Harry Batt, Jr., and new executive secretary John Bowman. The annual "Happy Birthday" was sung photos of buildings it has erected to Ed Schott, who quickly found for theme installations in the East. himself surrounded by womenfolk These are individually designed extending congratulations.

The introduction of Paul H Huedepohl, retiring secretary by Tracy. Tracy will make two pointed up his efforts on behalf of the association for 12 years. Huedepohl replied with a short expression of thanks for the co-operation he has received, and made reference to the traffic injury to his hip which has curtailed his activities the last two years.

Hamid also pointed out Leo Carillo; Al Sweeney, Showmen's League of America president, Jack Reynolds, International Association of Fairs and Expositions president, and Aurel Vaszin of National Amusement Device Company, which was awarded the Davies at the trade show.

Don Belloc's orchestra, and the tion. following acts: Theron Family, bike and Ross, ballroom dance parody.

## Clarify Bylaws

• Continued from page 62

firm the general opinion that kidunanimously on the motion of Henburg, Mass.

of kiddie park people and urged and Bill Masterson, Milwaukee, bigtime promotion should be put him to contact next year's nominat- who spoke on "Feed-O-Rama." ing committee in advance of the

convention. were made.

King Amusements showed its Carll and Ramagosa reported new Kiddie Tugboat, a round ride

> Frank Hrubetz reported dollar sion units for Spitfire rides.

The Strato Car debuted a stallations are Lusse Bros. and bumper-banded race track car. En-

decorative figures and ride bodies tracked auto ride, which runs on a Weldwood track impregnated against dry rot. Arrow Development had steam-type train models on display and elicited numerous inquiries with color films of its Flying Platform and other rides. Flytime activities of meetings, round ing Platform has a Chairplane tables, exhibiting and equipment principle but features stand-up baskets for kids to hang onto.

Machine gun shooting galleries were successfully shown by cago Coin, the latter preferring to lease out its coin-operated guns.

Tracy Display showed several of its caricaturish wastebaskets and units. Sales of about 100 automatic bubble machines were made trips shortly, one to the Boston area to design elements to enhance an existing park, and one to Texas to plan a theme attraction on part of a 400-acre tract.

Eyerley Aircraft had increased attention paid this year to its Rocko-Plane in addition to actual purchases of kiddie units.

## COMING EVENTS

Phoenix-Ariz. Natl. Livestock Show (Fairgrounds), Jan. 1-4. Phoenix-Commercial Rabbit Show (Fairgrounds), Dec. 7-8. Commercial Rabbit

Phoenix—Christmas Flower Show, Dec. 7-8, Phoenix-Parada Del Sol, Jan. 31-Feb. 2. Scottsdale Jr. Chamber of Commerce. Phoenix—All-Western Stampede, Peb. 8-10. Western Saddle Club. Wickenburg—Rodeo, Nov. 28.

California

Los Angeles-Great Western Boat Show 19. H. Werner Buck.

Turlock-Par West Turkey Show, Dec. 3-5. M. S. Johnson.

Colorado Denver-Denver Automobile Show (Collseum), Feb. 10-15,

Connecticut Hartford-Connecticut Sportsmen & Boat

District of Columbia Washington-National Capital Area Auto Show (Natl, Guard Armory), Jan. 11-19. Florida

Goulds-S. Fla. Mardi Gras & Home Show, Jan. 31-Feb. 9. Kiwania Club. Hollywood-Hollywood Home Show, Jan.

Washington 4. Miami—International Air Show & Expo (Master Field), Jan. 22-26. Miami-Miami Automobile Show (Dinner Key Aud.), Dec. 14-19, Miami-Southern Trade Pair (Dinnery Key Aud.), Jan. 5-8. Tampa-Tampa Auto Show (Fort Hesterly Armory), Jan. 23-28.

Atlanta-Southeast Boat & Vacation Show (Aud.), Feb. 28-March 17. Atlanta Marine Trades Asan.

Chicago-Chicago Auto Show (Intl. Amphitheater), Jan. 4-12. 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 & Boat Show (Coliseum), Jan. 23-28 E. Indianapolis - Indianapolis Automobile

Show (State Fairgrounds), Jan. 17-25. Iowa

Kansas Wichita-Kansas Sports, Boat & Travel Show (Forum), Peb. 12-16. R. G.

Kentucky Louisville - Louisville Automobile Show (Fairgrounds), Feb. 1-9.

Louisiana

## St. Francisville-West Felicianna Parish Fair, Peb. 23-24. W. D. Magee. Cameron—La. Fur & Wildlife Festival, Jan-17-18. Mrs. Marie Vaughan.

Arizona

(Great Western Exhibit Bldg.), Jan. 10-Los Angeles - Great Western Livestock Show, Nov. 29-Dec. 4. A. M. Mathews. San Prancisco-San Francisco Auto Show (Cow Palace), Nov. 29-Dec. 8. San Francisco—San Francisco Natl. Sports & Boat Show (Cow Palace), Peb. 28-March 9.

Denver-Natl. Western Stock Show, Jan.

Show (Armory), Jan. 18-25. R. E. Al-Hartford-8th Annual National Autorama Expo., Feb. 19-23, 1958 (Conn. State Armory). Joe Kizis.

Fort Pierce-St. Lucie Co. Home Show, Feb. 15-19. Al Stern, Pilot Club, Arcade

25-29. A. Stern, National Press Club,

Georgia

Illinois

Des Moines-Des Moines Home & Plower Show, Feb. 22-March 2.

Langenwalter.

Baton Rouge-E. Baton Rouge Parish Fair, Feb. 22-25, C. L. Flowers,

## Massachusetts Boston-New England Poultry Show (Me-chanics Hall), Jan. 22-25. Boston-New England Sportsmen's & Boat Show (Mechanica Bldg.), Feb. 1-9. Albert

Boston-New England Home Show (Mechanics Hall), Feb. 14-19.
Boston—Eastern Dog Show (Mechanics Hall), Feb. 22-23.

Michigan Detroit-Detroit Automobile Show (Artillery Armory), Jan. 18-26. Detroit-Detroit Boat Show (Artillery Armory), Peb. 22-March 2. Prank Jen-

Minnesota Minneapolis-Upper Midwest Auto Show

(Municipal Aud.), Jan. 3-11. Missouri Kansas City-Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 31-Feb. 9. P. W. Kahler.

St. Louis St. Louis Boat, Sports & Vaca-tion Show (Arena), Peb. 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), Peb. 22-March 2. Marine Trades Assn. of Western New

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), Peb. 1-8. Syracuse-Syracuse Auto Show, Feb. 16-22.

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 Bidg.), 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. Pennsylvania

Harrisburg-Parm Show, Jan. 13-17. Pittsburgh-Pittsburgh Automobile Show (Hunt Natl. Guard Armory), Jan. 18-25. 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, Peb. 13-16, M. G. Dennis, 1006 Van Buren St. Show (Aud.) Feb 25-March 2. Ira W. Curry. 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 Expc. & Pat Stock Show, Jan. 24-Feb. 2. Wm. R.

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, Peb. 19-March 2. Herman Engle. Laredo—Washington Birthday Celebration, Peb. 18-March 2, J. George Loos, Box Odessa-Sand Hills Hereford-Quarter Horse

& Rodeo Show, Dec. 28-Jan. 5. San Antonio-San Antonio Auto Show (Bexar Co. Collseum), Jan. 17-22. Auto Dealers' Assn.

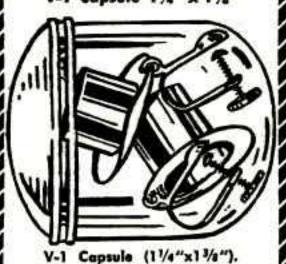
Uvalde-Uvalde Co. Jr. Stock Show & Sale Jan. 31-Feb. 1. W. B. Sherrill. West Virginia Huntington-Huntington Automobile Show

(Memorial Pield House), Jan. 22-25. Wisconsin Milwaukee-Milwaukee Auto Show, Peb.

Wyoming Cheyenne-Cheyenne Auto Show (Prontier Pavilion), Feb. 21-23.

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PLENTY OF STOCK ON HAND Stuffed toys from \$5.00 Dox. Tigers, Bears, Imports, etc.

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One Way You CAN'T Slip Up ... on remembering to wish ALL your friends in Outdoor Showbusiness

MArket 7-1225-MArket 7-2283

Run a "Greetings" ad in The Billboard's Dec. 23 issue that will reach our readers BEFORE Christmas Day.

Rates are the same and we have various attractive Christmas borders on hand to "dress-up" your ad appropriately.

Deadline Is Wednesday, Dec. 18 CHARLE PROPERTY AND THE PROPERTY OF THE PROPER

## Monsour Named IAFE Prexy

• Continued from page 64

fairs have only scratched the sur-scribed the California State Fair's award for most meritorious exhibit face on exhibits. Any attempt to One Hundred Year Club. make uniform rates and charges GAC-Hamid office had Tony Mar- ing to the panel, due to the differvin, Vince Gottschalk as emcee, ences in each fair plant and opera-

There was a good turnout for carcasses. act; Roger Ray, comedy xylophone; the address of Joseph Trouveroy, Johnny Biacchi; Lola Dee, vocal; Chicago consul general for Belgi-Candy Candido, comic; Three Leg- um, who spoke on the Brussels gers, novelty dance, and Gaynor International Exhibition of 1958. In his talk, Tourveroy said that the fair expects a daily average attendance of 175,000 and somewhere between 30 and 35 million people for the six-month run.

Park, Pittsburgh, then proposed included Hiram E. McCallum, To- rural people to the city. In addithat bylaws be changed to con- ronto, who spoke on the new tion, thru TV and other media, Queen Elizabeth Building at the farmers' tastes have been updieland operators are eligible for Canadian National Exhibition; Wil- graded," Wynne said. the board. The change was made bur E. Layman, Lincoln, Ill., on "Junior Good Citizen Award"; Wil- less stress on agriculture and more ry Bowen, Whalom Park, Fitch- liam F. Baker, Syracuse, N. Y., on other phases of the fair is who described how Syracuse Uni- necessary. Livestock exhibits Coleman assured Clemens that versity students publish a news-should be glamorized, exhibits there had been no intentional slight paper at the New York State Fair, should be up-graded and themed,

In addition to Trouveroy's ad- tures, and a maximum of free atdress on Wednesday afternoon, tractions, such as talent contests, J. M. Gurtler, chairman of the C. G. (Pete) Baker, Oklahoma City, beauty contests and square dancing nominating committee, declared spoke on his fair's annual news- type of entertainment should be that kiddieland people had not paper contest; William Graham, been omitted intentionally and said | Purdue University, on his school's that the committee had considered role at the Indiana State Fair; Presidents Club of the IAFE, was the entire membership list at the Donald L. Swanson, Detroit, farm- held Tuesday noon with James H. time the selections for nominations city youth awards, and Dudley T. Stewart, 1956 president, as toast-Fortin, Sacramento, Calif., de- master.

D. N. Roberts, Monroe, Mich., Entertainment provided by the would be a difficult task, accord- described the success of an oldfashioned farm yard and John Cory Jr., Des Moines, reported how the Iowa State Fair is now exhibiting

> G. W. (Bill) Wynne, Mid-South Fair, Memphis, speaking on "What About the Future," warned the fair managers that "hayseed is history," urging them to up-date their fairs to direct a bigger lure to the city people.

"During the past 20 years and especially since World War II, Other speakers on the program there has been a big movement of

> For this reason, he pointed out, behind bigtime entertainment feaprovided, Wynne said.

The annual luncheon of the Past



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attract more attention and produce quicker and greater results thru the use of larger type and white space. Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

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Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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GET WITH IT: ASSURE YOUR SUCCESS!!

Top parody, "She/He's All Mine," \$1.
Comedy song, "Ears Filled With Tears," \$1.
Show opening "Greeting Song," \$1. All
three, \$2. Will include glant list of Gags,
Bits, Blackouts, Skits, Sketches, etc. Hurry!!
Hollywood Writers, Dept. B. 1500 No. LaBrea Hollywood Writers, Dept. B, 1600 No LaBrea Ave., Hollywood 28, Calif. de16

100 SPUTNIK AND SATELLITE GAGS, \$1. 1,200 Gags, \$8; 800, \$5; 500, \$3. Eddie Gay, 242 W. 72nd St., New York 23, N. Y. de16

"RICH AND RARE"-OVER 1,000 ALL-NEW classified gags and retorts. Spicy! Only \$1. Edmund Orrin, 2682 Filbert, San Fran-cisco 23, Calif. de23

SEND FOR FREE CATALOG OF ORIGINAL new comedy material: Gagfiles, Skits, Monologs, Parodies, etc. Laughs Unlimited, 106 W. 45 St., New York City.

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs., doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. de23

## AGENTS & DISTRIBUTORS

BE THE FIRST TO TRY OUR LATEST IN Balloons, 9 in., Biblical picture and verse. \$5.50 per gross. Send for sample. Michigan Echo, 2513 First St., Wyandotte, Mich. del6 CHRISTMAS EARRINGS, \$3 DOZ. JINGLE Bell, \$2.50; Pearl Chokers, \$1.20 doz. Terrific closeouts. Voguecraft, 20 West Jackson Blvd., Chicago 4, Ill.

CHRISTMAS EARRINGS - HANDMADE | SQUIRREL MONKEYS \$15 EACH, 3 FOR (\$1 values) special closeout lot, 144 pairs \$21. Unusual handmade Sweater Guards, 6 dozen \$24. Lastufka Products, Box 10248, Tampa, Fla.

COMEDY CARDS! RAGE OF THE COUNtry! Promotional imprint deal! Ninety different, resalable samples, \$1 postpald. Sebastian, 10934-B Hamlin, North Hollywood,

DECALCOMANIA TRANSFERS NOW OFfered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted, also make money with our line of automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 10, Massachusetts.

EARRINGS - ASSORTED STONED AND tailored, \$6 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I.

## FAMOUS MFR. CLOSEOUTS Assorted Stoned Brooches ......\$1.75 dz. Stoned & Tailored Earrings ..... 1.75 dz. Pierced Earrings on Display ..... 1.25 dz. Charm Bracelets, asst. ..... 1.50 dz.

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Eng. Lord's Prayer Neck, boxed	3.00	
Aurora Borealis Stoned Cross, boxed	4 00	
Stoned Miracle Cross bared	7,00	۱
Stoned Miracle Cross, boxed	5.00	ļ
Stoned Heart Miracle, boxed	5.00	į
Cruciiix Cross, boxed	3 000	
Children's Jowelry, boxed, asst	0.00	١
Aget Tin Stides conded, assis	3.30	ı
Asst. Tie Slides, carded	1.00	į
2-rc. Stoned Set	7 90 .	i
Tie & Cuiting Set, asst	2 50	į
Summer Earrings, asst	1 63-C	١
Pearl Nacklans (dament)	2.00 1	Į
Pearl Necklace (domestics)	1.45	į
NECK of Earrings, asst., boyed	G DILL .	i
Cufflinks, carded, asst	1 05 .	
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Sond for description the street,	1,50 (	
Send for descriptive literature on oth	ter to	į
rific values on jewelry of all descr	ption	1

20% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I. FASTEST SELLING 50+ SPECIALTY EVER offered. \$25 daily easy. Sample assort-ment \$1. Federal Trading Co., 176 Federal St., Boston, Mass.

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HOSIERY-LOW PRICES: LADIES', MEN'S, Children's. Ladies' Nylons \$1 dozen up. Slightly imperfect Nylons, packed cello bags, \$3 dozen. Prompt shipment and sat-isfaction guaranteed. S. F. Poilard Hosiery Co. (AM5-1741), 1258 Market St., Chatta-de23

LADIES' AND MEN'S BENRUS, GRUEN, Bulova and Elgin 17 Jewel Watches, \$12 each; boxed \$12.50. Chain Store Novelty, 19 West 34th St., New York, N. Y.

MEN'S WALLETS-PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island.

NEW FLASHY 7XII" SIGNS: LIGHT REflecting, illustrated, color blended, 2,000 varieties. Sample, 10r; 12, \$1; 100 best sell-ers \$6 postpaid U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo.

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NEW ENGLAND JEWELRY CO., INC. 124 Empire St. Providence, R. 20% deposit with order. Balance C.O.D.

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Samples \$5-Lots of 6, \$4.50. J. G. RALSTON ENTERPRISES

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WANTED TO BUY-TRAINED DOGS, THE younger the better. Send full details. Box A.199, Billboard, 1520 N. Gower, Holly-

\$13.50 ea., 6 for \$12.50 ea., 12 for \$11 ea. Baby Alligators \$2.50 ca., postpaid, or \$9 per dozen, and \$60 per hundred. Free lists, Cash with order. "Gators", Box 7241, Miami 55,

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FOR RENT-20-ROOM HOTEL AND BATH House on Boardwalk, Seaside Heights, New Jersey. Contact Venice Amusement Corp., Grant Ave. and Boardwalk, Seaside Heights, N. J. SEaside Park 9-1100. ch

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ABOUT ALL MAKES OF POPPERS, CARAmel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill.

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8—"Lis'n Dear" Perfume, Bxd. Dz. 21.00
460—Stone Necks & Ears, Bxd. Dz. 7.50
470—Stone Necks & Ears, Bxd. Dz. 9.00
2256—3-Piece Pearl Set, Bxd. Dz. 8.50
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BF122—Ladies" Wallets. Dz. 6.50
BF124—Men's Wallets, Dz. 3.60
BF446—Ladies" Wallets, Bxd. Dz. 15.00
BF447—Men's Wallets, Bxd. Dz. 11.25 BF447—Men's Wallets, Bxd. Dz. . . . 11.25 TA1—Teen Brace & Necks, Bxd. Dz. 6.00 L1—Ronson-Type Lighter. Dz. . . . . 5.00

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To Order Your Market Place Ad

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Costumes, Uniforms, Wardrobes Food and Drink Concession Supplies Formulas

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REGULAR CLASSIFIED AD-20¢ a word. Minimum \$4. ☐ DISPLAY CLASSIFIED AD-\$1 per agate line. One inch \$14. (14 agate lines to the inch)

Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio 

I enclose remittance of \$......

Name ......

City ..... State..... State.....

Instructions, Books, Cartoons

Musical Instruments, Accessories

Photo Supplies and Developing

Magical Apparatus

Partners Wanted

Salesmen Wanted

Miscellaneous

Personals

Printing

WORLD'S ZANIEST PENCIL

1335 LaSalle Ave. Minneapolis, Minn.

5601 University Way 32" PLUSH BEAR

Vinyl Rubber Painted Nose Asstd. Colors

Hand-tooled Mexican Purses and Wallets \*



PEARL SALES CO.



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PDQ CAMERA CO.

FOR THIRTY-FIVE YEARS

Children's Ident Bracelet. . 2.50 per gr.

WHITIE'S NOVELTY HOUSE

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JUGGLING CLUBS, PLAIN AND DECO-rated. Rolling Globes, Devil Sticks, Torches, Lariats, other juggling props. Arthur Mann, 1627 N. Spaulding Ave., Chicago 47, Ill.

NEW, SENSATIONAL. THE MOST NATU-ral looking dog that ever falled to breathe. 31/2 x41/2 in All breeds. Sample \$1 each postpaid. Rosenberry, Craft Village, St. Peters-

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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-np FREE-A GOSPEL OF JOHN TO EVERY Showman. Put Christ in Christmas. Send

name and address to Showman's Testament Fellowship, 149 W. St. Clair Street, Romeo. LAS VEGAS, NEV. LARGEST GAMBLING center in world. Six weeks' divorce. Confidential remails, 25c; 83 mo. Classified.

\$1. Unique, Box 1376, Las Vegas, Nev. del6 THE SHRINER'S PRAYER-IDEAL CHRISTmas gift. Beautiful engraving. Size:
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Developers, Frames, everything for direct
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Chicago 22, Ill. ch-tfn

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ALWAYS FASTEST SERVICE-QUALITY 3 color posters! 14x22 window cards, \$8 hundred; 17x26 size, \$12.50 hundred Tribune Press, Dept. 457 Earl Park, Ind

MIDWAY SPECIAL-200 BUSINESS CARDS, 200 81/2x11 Letterheads, 200 634 Envelopes \$5 postpaid. Printing by Ace, Box 262. Lyndhurst, N. J. de23

200 812X11 LETTERHEADS AND 200 6% Envelopes, \$3.95, black or blue ink. Mallo Press, 5468-B Clovis Ave., Flushing, Mich.

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\$300 FIRST WEEK OR MONEY BACK -New Glow Ad Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10.

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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

TATTOOING-1 WILL TEACH YOU PROF-itable, fascinating business. Complete licensed course, supplies, secrets. Free in-formation. Zeis, 728A Leslie, Rockford, Ill.

## WANTED TO BUY

LARGE MANUFACTURER WISHES TO PURCHASE TAPES OF NAME ARTISTS SUITABLE FOR LP's

**BOX C-254** 

c/o The Billboard Cincinnati 22, Ohio ROLLER RINK EQUIPMENT, USED -Wanted. Skates, Sound Equipment, Portable Equipment, including Tent. Contact Abts Agency, 159 Walnut St., Winona, Minn. Phone 4242—3184.

## **HELP WANTED**

REGULAR CLASSIFIED ADS . . . Set In usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word-Minimum \$4. CASH WITH COPY.

Forms Close Wednesday for the Following Week's Issue

LADY OR GENTLEMAN ADVANCE Agent. World's greatest Baseball At-traction (organized 28 years) has opening. Must be capable of lining up organizations to sponsor games. Car necessary, Send de-tails and background. Ed Hamman, Box 84,

## WANTED MANAGER:

Have 7-acre Bay Front Tract on most heavily traveled highway on Florida West Coast. Need capable manager with ability and foresight to create premanent Kiddleland. For immediate action.

T. F. TANNER 666 Sixth St., S.

## AT LIBERTY

**ADVERTISEMENTS** 

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Wednesday for the Following Week's Issue

## CIRCUS & CARNIVAL

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.

## DRAMATIC ARTISTS

MAURINE DILLINGER-SHE SINGS, SHE dances, she acts, she writes. Interested in TV. Single, 35. Contact her at 708 8th St., Alexandria, La.

## 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, trust-worthy. Not broke, can furnish bond. Join anywhere. Jack Scharding, P. O. Box 1762, Long Beach, Calif.

HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F Diehl, Route 3, Staunton Va. je2 '58

WANTED-JOB AS DISHWASHER, SECOND class Hotel Clerk, Watchman or Guard Duty, or Chauffeur. Will work anywhere in U. S. A. Can give references. Charles Sherrick, Harrison, Mich.

WORLD FAMOUS HYPNOTIST, CURRENT- Demetry, Peter ly doing one niters in Middle West, now Earle, Beatrice Considers for 1958. 59 season. Dr. Morton Eardley, Jean ly doing one niters in Middle West, now available for 1958-59 season. Dr. Morton Greene, 3457 W. Monroe St., Chicago 24, Illinois.

THE BILLBOARD

## MUSICIANS

COMMERCIAL LEAD, ALTO OR TENOR, double Flute, ad lib. Clarinet, Bass Clarinet, read shows well. Name experience. Consider combo or hotel work only. Prefer location in South. Write or wire Eddie Beau, Taycheedah, Wis.

DRUMMER - YOUNG, NAME AND SEMI-name. Experience playing shows, Latin, society, swing, etc. Will consider all good offers. Drummer, 317 S. Galena Ave., Dixon, III. 2-3851.

HAVE TOP WESTERN DANCE BAND, 4 men and girl that sing and plays. Have drums, steel guitar, piano, lead guitar and bass fiddle. Transportation Cadillac and trailer. Like sat down job. Union, Local 306.

Available the first of January. Write or wire: Bill Mounce, 1704 S. 12th St., Waco, Texas.

PIANIST, WELL EXPERIENCED, AVAILable from December 21 thru New Year's Eve. Write for details. Musician, 64 N. Georgia Avenue, Mobile, Ala.

TENOR, CLARINET-AVAILABLE AFTER Christmas. Read or fake; young, sober, reliable; will travel. Al Rader, General Delivery, Surf City, N. C.

TENOR SAX, CLARINET-DESIRES FLORida location. Club, hotel, fine tone, com-mercial, society, Dixie, no bop or progres-sive. Read, fake anything; know hundreds tunes. Join trio or quartet, Union, soher, age 37. Write Musician, 252 Park Ave., Apt. 1, Portland, Me.

## PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Dennison, Indianapolis 21 Ind.

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Rieder, Mickey Rogers, H. L. (Whitey)

Rucker, Mrs. Betty Russell, Wesley J. Sakobie, James

Sakobie. Mrs. Myrtle

Salter, Hubert E. & Mrs.

Sargent, Edna Louise Sargent, William H. Saunders, Larry

Stanley, Bob & Mrs.

Stephenson, Oney

Stevens, Elmer Stoltz, Lloyd F. &

Swart, Roger T.

Tan, George Thomas, Robert L.

Thompson, Carl Thomson, Carl F. Toler, C. H. Touner, (Towner)

Treadwell, Mrs.

Williams, Joseph Williams, Mrs. Mark Williams, Ted & Mrs.

Willis, George (Tex)

Reichert, Frank
Reno, Mrs. (dancer) Zamichowski. John
Richmond, Edward

MAIL ON HAND AT

NEW YORK OFFICE

1564 Broadway

New York 36, N. Y.

Pauline

Salyina, John A.

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 CINCINN ATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post (License plates, 38c) Glynn, Peter E.

Gino, Alfred

Glisson, John Glosser, Benj.

Gritzes, Harry

Hailen. Vic (Vince

Halley, Leo Lee

Ackley, Jimmie
Ahrhart, "Howdy"
Allen, Billy & Family
Anderson, Robt,
Burns
Andrews, Guy C.
Annin, Ralph J.
April, Arthur
Arlington, K. E.
Ashe, W. J.
Averill, Wm. G.
Billiott, Walter
Ellis, Leon LeRoy
Extern Mrs. Vi
Ferranad, Carl
Ficther, Duke
Fink, Harry
Fisher, E. L.
Fleming, James F.
Fordyce, Jim Annin, Ralph J.
April, Arthur
Arlington, K. E.
Ashe, W. J.
Averill, Wm. G.
Ayers, Jimmie & Fordyce, Jim Francis, Russell Franks, James L. Frazer, Joyce Gable, Jos. Gallickio, Mike &

Baker, Edw.
Baker, Louis
Balley, John J.
Bays, Richard (Dick)
Beard, Joe & Family
Galluppo, Jack
Gates, O. A. Bellows, Alan & Gates, O. A. Mrs. Generalia, Sonny Bengor, Nicholas

Biddle, Wm. J. Biggen, Nonie Bishop, B. M. & Mrs. Golden, Geo. Blackwood, D. H. Gordon, Geo. H. Green, Pete Grignon, N. Connie Hackett, Edw. J. Hall, E. W. (Gulf Brese Trailer

Boley. James E. Boyce, Louis Bradley, Albert C. Brady, F. J. Brenneman. Eugene Brod, Mrs Ruth

Brooks Jr., Paul Brooks, Peggy Brown, Mary Edna Brown, Raymond W Brownfield, Bill Brunk, Henry (Hank) Burke, Anthony trwin Busby, Stanley Butler, Gil (Fishhead)

Caloian, Karl Campbell, C. Ray Camper, Hale P. Hinds, Darlene & Cannon, John Carawan, C. L. &

Collins, Mrs. Few (Bull Whip Artist)
Conners, Mrs. Earl Jonners, J. Conners, J. Conners, Mrs. Earl Jonners, J. Conners, Mrs. Earl Jonners, J. Conners, Mrs. Earl J. Conners, Mrs.

Conner, Mrs. Earl
Conners, Jack S.
Cooper, Quey
Cost, Jack
Costner, Jimmie Ray
Cox, John W.
Craden, Sam K. &
Johnson, Mike
Johnson, Ruby
Johnson, Wm. Teddy
Jordan, Marion
Clark
Charlie

Crenshaw, J. P.
Crowe, W. J.
Cummings, Wm.

Glenn
Dalrymple, Marcelyn
David, Jack
Davidson, Virginia
Davis, Jimmie

Glying Saucer)
Davis, Jimmie
Elisworth & Mrs.
Davis, Vic A.
DeArment, Bill

(Drummer)

Grunden, Marion

Jordan, Marion

Kelly, Jack M.

Kibbey, J. D.

Kinard, Kathleen M.

King, Luke
Kinko

Kirks, The Cycling

Kiser, G. B.

Kleban, Harry

Kneeland, E. C.

Knight, I. T.

Knippenberg, Jackie

DeArment, Bill
(Drummer)
De Bannagan, Eloisa
De Rosia, James
Demetro, Archie &
Betty
Demetro, Dewey
Demetro, Dewey
Devine, Allce
Dewsbury, Mrs. June
Dickerson, Mrs. Mary
Doxsey, Elmer
Eberhart, Mrs. Ruby
Elerding, Pearl B.

Knight, I. T.
Knippenberg, Jackie
Knirk, John V.
La Breche, Freda
La Grow, Howard
La Pearl, Jack
Lane, Dixie
Lane, Mrs. Lie
Lee, T. Tona
Leonard, Aaran Wolf
(Harry)

Lewis, Chas. Ed Longear, Louie E. Lowe, George D. Longe Louis
Lowe, George L.
Lytton, Louis
McGarry, K. C.
McGee, Lester & Rossi, Peter
Royal, Danny
Royer or Roger,
Sidney Jr.
Mrs. Betty

McLaughlin, Alice Mace, Herb & Mrs. Machen, Dale Mack, LeRoy E. Madd, Edward P. Manhan, Richard Manley, Harold A. Manning, J. F. & Mrs

Manning, Mrs. M. Mannuzza, Carmella Mannuzza, Carmella
Marion, Betty
Marshall, Red
Mason, Norma
Mathers, J. & Mrs.
Maynard, Tex
(Drummer)
Medecke, Mrs. C. E.
(book, 15¢ due)
Medlin, Jimmie
Mannuzza, Carmella
Saunders, Larry
Saxe, Reggie
Schuch, Pete
Scott, A. C. (Duke)
Scott, H. L. & Mrs.
Settle, Ethel
Shaffer, Jimmie
Sharkey Jr., Gene
Sharkey, Mrs. Marion. Betty Marshall, Red Mason. Norma Mathers, J. & Mrs. Maynard, Tex

Sharkey, Mrs. Barbara Medlin, Jimmie Mellon, George
Messing Jr., Roswell
(Spudnick)
Metzger, Burt
Meyer, Clint V.
Mikloiche, Jos. & Smith, William R.
Mary
Miller Bros.' 101'
Ranch Wild West
Show
Show
Stanger, Mrs. Esther
Miller Don Mellon, George

Miller, Don W. Stanley, Lois J.
Stanley, Robert G.
Star, Faith
Steffen, J. E.
Stephens, Arthur L.
& Edith M. Miller, L. W. Miller, Wallace F. Ming, Ala Mitchell, G. L.

Morgan, Joseph Quinn Murray, Edw. & Norma Myers, Paul & Mrs. Nathan, Milton Neeland, Walter

Stuiber, Mrs.

(Mike)

Swan, W. L.

Swank, Ruth (Ruth
Henderson) Newbrey, Gerry Nichols, Albert L. Nippo. Wm. M. Nord, Melvin T. Norman, Charley

Hamilton. Buddy Hamlin, Mel Harrod, Carla Sue Hatcher, Ward V. Haught, Frank J. & (Skillo) Swart, Ernest B. Syzdek, Stanley J. O'Connor, J. O'Matta, Mike Oneal, Jack Hazelwood, Howard & Melodie Henderson, Grabo Hess. M. C. Hill, James Martin O'Reilly, Jerry O'Reilly, Jerry Oliver, Jack Orleck, Norman Osteen, Clarence Pace, Terry Paris, Bill Kenneth

Hinkle, Milt D. Hintzman, Donzell Parry. Elizabeth May Treadwell, James C. Parsons, Carl Tyrie, Dewey & Mrs.
Parsons, Palmer W. Tyski, Walter
(Chuck) United States Shows Patton, Arnold
Payson, Walter
Permento, Henry F.
Phillips, Clyde S. & Mrs.
Phillips, Mrs. Russell
Phillipson, G.
Piercey Howard & Wagner, Buddle
Wagner, Buddle
Thrill Show)
Wagner, Harry (Fire

Phillips, Mrs. Russell (Joie Chitwood Phillipson, G. Thrill Show) Piercy, Howard & Wagner, Harry (Fire

Pike, Estellene
Plume, Chuck
Porter, Roland & Walden, J. D.
Walker, Earnest
Wandol, John
Ware, Chester B.
Watson, Harry
Wats, Ira M.
White, Waley
Walte, Waley
Wats, Waley Ramsyer, Earl Ranson, Ted & Mrs. Raye, Ginger Raymer, Ford E. Reed, James E. Reese, Barney & Winburn, Herb Mrs. Wison, Frank Regan. Louis George Young, Joyce Reichert, Frank Younger, Carl

Are, Bill Braun, Henry Buchanan, Paul

Carter, Jack & Shella Dancer, Bill

A. Zimm. George

Flannery, Francis Gaver, Jack Gerlings, William J. Goldie, Jack Hall, Sam Karp, Vincent Kaplan, Herbert Keeler, Bob King, Sally Maricle, R. A. Michalson, Henry Michalson, Henry E. Millett, Mr.

Morgan, Vivienne Omer's Mechanical Presson,
Quigley, William.
Rand, Sally
Razat, Andy
Sandfor, Marvin
(Twin Drive-In
Theater) Theate Thomas, Charles Vintaloro, Michel White, E. Yates, Robert

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, III.

Hines, Donald

Arenz, Mr. & Mrs.
Tommy
Bachman, H. D.
Brown, Morris
Clewis, Dr. J. M.
Dallman, Emil
Dittenheimer, Gerald
Harkins, Mr. & Mrs.
John
Hicock, John W.
Jessup, Charles
Quist, Eugene H.
Segal, Benjamin
Shelton, Charles
Smiles, J. Lee
Thomas, Harry
Todd, Robert H.
John
Watson, Harry Tai Shelton, Charles J. Smiles, J. Lee John Watson, Harry Taft

> MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Rendelle, Jean, 25¢

Ackley, Mr. & Mrs. Lerner, Aaron James Allen. H. S. Anthony, Joseph Baesten, L. A. Littlefield, Jack Liewellyn, John Loe, James H. Longcore, John M. McCabe, Mrs. Ruth Barry, A. J. Bennet, Mr. & Mrs.

Bennet, Mr. & E. M. McC.

Bennett, Jack Clark
Bonta, W. H.
Boyd, D. L.
Briggs, B. V.
Caldwell, Mr. & Mrs.
Sam Martin, Sam Matthews, Mr. & Mrs.
Mrs. Sport Carle, Frankie Clark, Jack Cook, Jack

Crowe, W. J. Croy, Charles P. Cummings, Mr. & Mrs. E. Davis, H. T. Davis, Mrs. Vic Daubenspeck, R. Drain, Mr. & Mrs. Eby, Norman R. &

Ferguson, Danny Festor, Charles G. Gates, O. A. Gazell, Edward W. Glbson, Raymond E. Gonsalves, James J. Harrigan, Jack Henderson, Les &

Kirby, Ray Kortes, Peter

Hicks, C. C. Taylor, Gien E. Timberiake, Forest Leonard, Harry

Metzger, Burton Mitchell, Steve Partington, John Edward (Red) Pendleton, C. T. Prevost, David J. Raley, L. E. Rankin, Russell Rex Bros.' Circus Rice, W. B. Roberts, Max Robertson, Murry J. Ruccitoo, Emil B. Gerl Segal, Ben

y Segal, Pat
G. Sharkey, Thomas F.
Shaffer, William
W. Shelford, William Shipley, Leonard L. Sinderen, C. Van Starnes, Lucky Stephens, Frazier Vera Stutz, Jim

Hoot, Scott
Harton, Wm. D.
Jessop, Mr. & Mrs.
Harold
Harold
James D.

Varnes,

Varnes,

EugenVinson, Jack E.
Warren, Mrs. G. R.
Welch, John
Wetherbee, Harold Larsen, Orvin Ray Lauther, William E. Leonard Bros. Williams, Walter L. Leonard Harry Wood, John L.

> RUBBER REINDEER INFLATES

..... \$ 4.20 dz. 24" ..... 6.00 dz.

36" ..... 12.50 dz. Bambis with Squawker, \$1.80 dz.; \$20.00 gr.



WIND-UP HOPPING FUR DOGS \$3.00 dz. \$35 gr.

Terms: 1/3 deposit w/order, balance

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Phone: COrtland 7-8986



-Cigarette Lighter— CHROME. Table or Pocket Models. Size 11/ax134" Guaranteed

Reg. 2.95 Value for Postage Prepaid 2 Doz. for \$10.80 Send Cash, Check or Money Order to

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## CI ENGRAVERS and SWEETHEART NECKLACES

Gold or Nickle Plated with \$24.00
25" Chain and Spring Ring \$24.00
6 Desem \$13.50 - \$24.00 Green
Gold or Nickle with 28" Endless Chain \$27.00 Green.
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25% Deposit with all C.O.D.'s.

GEORGE ROSE & CO. INC. 401 E. 12th Street

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!



Men's Waterproof WATCHES Round, waterproof cases. EACH Expansion or leather band. (17-Jewel, \$7.95)

Sparkling Beauty! 7-JEWEL Rhinestone WATCHES

17-Jewel, \$8.95 Latest style rhinestone or

plain Cases. In exquisite ox: Reconditioned and GUARANTEED LIKE NEW!

7-JEWEL

WALTHAMSI 17-Jene Reconditioned and Guaranteed like new! Sell at sensational profital.

SPECIAL Ladies Late Style

7-Jewel Watches 6x8, Yellow or white. Complete with stretch bands. \$795

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## MAIN ST., MEMPHIS, TENN

**NEW YEAR'S PARTY SUPPLIES** Crepe Flat Hats ...... \$ 4.80 gr. Miniature Party Hats ...... 5.50 gr. 
 New Year Top Hats
 30.00 gr.

 8" Horn
 3.20 gr.

 7" Cardboard Horn
 5.50 gr.
 2.25 gr. 7.50 gr. Round Bailoons ..... 2.50 gr. 3.50 gr. 4.50 gr. Round Balloons ..... 11" Round Balloons ..... Serpentines-per assortment 9.00 Include postage with order 25% deposit with COD order.

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## WATCH SPECIALISTS

FOR 67 YEARS Men's Copy \$275. Dia Watch, 3 New Styles Every Looker A Buyer \$6.50; Boxed \$7.25 Netl Ad 10 pc. Sets \$5.95; 8 pc. \$4.60 Thin Model Men's 17J \$9.95; Ladies' \$8.95. 25 Jewels. Natl. Adv. Very Thin Men's \$18. Catalog Available.

RESULT SALES | Dept 8 580 FIFTH AVE., NEW YORK 36, N. Y.

Communications to 188 W. Randolph St., Chicago 1, Ill.

## Logan Distributing Relocates Dec. 14

CHICAGO — The Logan Dis- ment pushes a supermarket-type tributing Company will move to cart up and down the aisles selectlarger quarters December 14-15, ing charms on his right and left. reports Jack Nelson, president.

quarters and introduce other merchandising techniques, said Nelson.

Charm Bar In his present location Nelson has been using what he calls a Charm Bar, which he reports has proved successful, and will accordingly expand at his new address to include all bulk-vending products. The Charm Bar is set up similar to a supermarket, with charms packaged in 100, 500 and 1,000 count displayed on long tables. Aisles separate the tables, and the customer entering the establish-

## Cig Mfr. Tells **FTC Customer** Payment Equal

WASHINGTON -- The Brown and Williamson Tobacco Corporation last week denied Federal Trade Commission charges that it discriminates among its customers, including vending machine operators, in granting promotional al-

issued earlier (The Billboard, Octo- the man considering entering bulk ber 28), Brown and Williamson said vending and the operator who it paid venders more than \$343,000 wishes to diversify. In the room in allowances during 1956. The will be displayed every type of company denied, however, that no bulk vender Nelson distributes. (Continued on page 88)

In the new location Nelson tenta-The new location will expand tively plans to expand selection to the supermarket type of merchan-include bulk venders, machine a separate table. Parts of all the bases. machines Logan handles will be Kaplan used oustom-made heavy placed separately in bins to facili- steel bases which are formed from tate selection by the customer of 21/2 - foot - high section of heavy defective or missing parts on his machines.

The tables will be approximately 40 feet long, and the whole merchandising set-up in the super-market room of the new quarters will be arranged according to the price list mailed out. This has a double purpose, says Nelson. On the one hand, customers reasonably familiar with prices of dif-ferent types of merchandise will be able to save time by quickly finding what they want.

Time Saver The arrangement is also designed to save the time of Logan employees. Being thoroly familiar with the price lists, employees will be able to expedite mail orders by themselves, taking carts and going directly to the ordered merchandise. Says Nelson, even tho Logan is not adding to its staff, the arrangement will enable the company to follow its policy of mailing out orders the same day they are received.

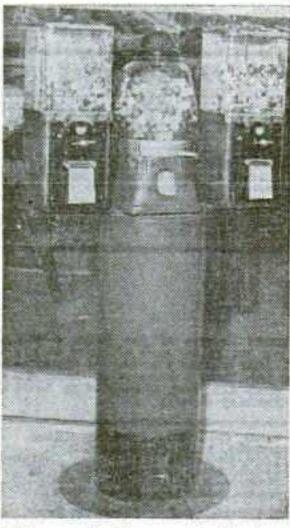
The new quarters will also have a special sales display room de-In answering the FTC complaint signed to give information to both

(Continued on page 88)

## Heavy Stands Stop Breakage

DENVER-Shown in the picture is the heavy stand used by Sam Kaplan, Kap's Vending Company, to prevent the unit from being knocked over.

He reports that the base has the dising methods used in the present parts, candy and gum as well as greatest utility in front of store charms. Candy and gum will be entrances, where careless patrons combined, while venders, ma- or mischievous youngsters are apt chines and charms will each have to knock over machines on standard



steel pipe. As shown, the pipe is welded to a 2-foot-wide heavy iron disc, while at the top a support arm of similarly heavy iron is used to accommodate two, three, or even four machines, according to the location.

Prior to welding on the support arm, the stands are filled with heavy rock fragments, sand, or whatever materials are convenient, to produce a ponderous base which may often weigh up to 100 pounds.

The bases are painted a bright red with black trim. Kaplan said that the immovability of the bases helps to relieve the location owner of all worry.

## BULK BANTER

Write your likes and dislikes, news and views of bulk vending to the Bulk Banter editor, The Billboard, 188 West Randolph, Chi-

## By FRANK SHIRAS

With winter stalking in on icicle

Another bulkman off to sparkling sunshine is Alvin (Bob) Kantor, Confection Specialties, Chicago. His wife and two daughters with production scheduled to get will accompany him on the S. S. Constitution, boarding ship De-cember 13, destination the Mediterranean and Europe. . . . Harold within 30 days are racks for mul- an operation. He was 62. He had Schaef, Victor Vending Corporation, Chicago, will take to the air The wire racks will have silk After his graduation from Prince-(Continued on page 88) ing machines.

Initial FTC Decision Prohibits 'Bait Ads' of Candy Distrib . . .

Federal Trade Commission hearing examiner issued order last week (6) which would prohibit Kolman Freedman, president and co-owner of Old Distributors, Philadelphia, from using bait advertising to sell candy vending machines and from misrepresenting profits customers will make operating them. In ruling on complaint, issued earlier, examiner Loren H. Laughlin cited 19 false claims made either in newspaper advertising or by salesmen of company who visited prospects. Examiner's order would prohibit these and "similar misrepresentations" in future. FTC pointed out this is not a final decision of commission and may be appealed, stayed or docketed for review.

Cater-Mat to Entertain 5,000 At Five-Day Open House . . .

Cater-Mat System and its affiliate, Lewis Vending Service, full-line Newark, N. J., vending operation, will entertain some 5,000 potential location executives at a five-day open house, Wednesday thru Sunday (11-15). Virtually every type vending machine will be displayed at show, with following manufacturers supplying equipment: Rowe, Continental, Interboro News, Apco, Stoner, Vendo and National. Food and sirup suppliers will participate in exhibition as well. Executives from manufacturers and suppliers will be on hand.

CAVA Holds One-Day Equipment

Show, Banquet in L. A. . . .

The first one-day (November 23) equipment show and banquet of the California Automatic Vendors' Association were sellouts at Los Angeles in the Venetian Room of Ambassador Hotel. Originally, display space for manufacturers was limited to 20 booths. Later one or two were wedged into the room with some distributors and manufacturers having their displays or hospitality rooms in other parts of the hotel. The CAVA event also ran concurrently with the three-day show of the Bert Mills coffee machine line. There were no speeches at banquet of 300 and introductions were limited to founders of CAVA, which included, in addition to Grenier, Jack Powell, Sylvan Howard, Herb Rousso, Ted Nicolay, William Tracy and Hugh McManus, the latter legal counsel for the association.

Oggier, Vice-President Prophet Company, Dies in Detroit . . .

Arnold J. Oggier, 71, vice-president of Prophet Company, major national organization in industrial catering and vending field, died November 22 in Detroit. He was with company about 20 years, serving as general manager when it was known as the Fred B. Prophet Company. He is survived by his widow, Louise, and three children-Oscar, Arnold and Mrs. Armin Mulheim.

Cole Products Reaches Sales Agreement With London Firm . . .

Agreement has been reached between Cole Products Corporation, Chicago, and Ditchburn Organization, London, England, for the manufacture and sale of Cole equipment thruout United Kingdom, the Channel Islands, Isle of Man, Erie and all British Commonwealth countries (except Canada) and all British colonies. Cole products has been making beverage equipment for past 20 years. Complete sales and manufacturing facilities are comprised in combined companies. Cole-Spa special 4-drink and Cole-Spa special 7-drink machines, and Hot-Spa 7-selection hot drink machine will go into production first. First deliveries scheduled for late spring of 1958. Export of Cole machines to Continental market will also be possible for Ditchburn.

New Hot Chocolate, Coffee Unit Made by Vend-Rite . . .

> Vend-Rite Manufacturing Company, Chicago, has new hot drink dispenser handling packaged chocolate, coffee, etc. Capacity 102 packets with 68 coffee, 34 chocolate. ABT rejector and nickel or dime coin mechanism standard. Weight 100 pounds. Dimensions 68 inches high, 21 inches wide, 1034 inches deep. Price \$165.

## Vending Trade Begins 1958 Polio Campaign

of 10 leading firms in the automatic March of Dimes drive. merchandising field were guests of Apco, Inc., at a Blair House luncheon here Thursday (5) as the Auto- Reiss, of the National Foundation, matic Merchandising Division of the 1958 National Foundation for licited for donations. He urged Infantile Paralysis mapped plans the vending executives there, all for the drive.

Division chairman is Melville B. Rapp, Apco executive vice-president, according to an announcement by Roy W. Moore, of Canada be solicited by two letters, the be-Dry Ginger Ale, Inc., and general

## WVMOA Takes Up Tax Laws at **Monthly Meet**

LOS ANGELES-During the November 26 meeting of the Western Vending Machine Operators Association, president Leo Weiner reported that a committee went before the Monterey Park aldermanic group that has under consideration a change of tax laws George Pattis, Dixie-Cup; M. E. governing bulk vending machines.

The tax is presently \$3 for 5cent and \$1.50 for penny machines per year. Weiner hopes that the committee's action will be effective magazine. in providing relief from the per

NEW YORK -- Representatives chairman of the 1958 New York

Rapp said that his firm was turning over its customer list to Lester so that the operators may be soco-chairmen, to do the same. These lists, he explained, will be in strict confidence by the Foundation. Rapp said that each operator will ginning and end of January.

## Rehabilitation

Rapp said that funds collected will be used to rehabilitate, the thousands of children who have already contracted polio and to educate the many thousands of Americans who have not yet taken their first polio shot.

Cuest speaker was Richard S. Joseph, a former polio victim. He reminded the audience that despite the Salk vaccine, thousands of children who contracted polio before the distribution of the vaccine are still in need of rehabilitation.

Present were William Seldy, Lily-Tulip; Dan Callahan, Canada Dry; Richard Gibbs, Du Grenier; Edward J. Shugrue, Coca-Cola; Fillet, Pepsi-Cola; John Pero, Maryland Cup; Jack Convery, ABC-Paramount; Leonard Pollack, Leow's, and Jack Davis, Vend

(Continued on page 88) in its 1958 drive.

legs, at least a few bulkmen will shortly be scrambling away for sun and warmth over the holidays. Sam Eppy, Samuel Eppy & Company, New York, will board the ocean liner Christoforo Columbo December 12, headed for Naples. Christmas he will spend in Rome, and before he returns to New York at the end of January he will visit various bulk vending customers on the Continent.

## George Eppy to Head Firm's Charm Division

NEW YORK -- George Eppy, vice-president of Samuel Eppy & 4, 8, 12, 16 and 20-machine in-Company, has been placed in com- stallations. Each section will list plete charge of the firm's charm for about \$10, with wheels opdivision. He will be responsible tional. for selecting charm items, production, sales and promotion.

Sam Eppy, president, will head the candy and Christmas ornament divisions and will also be in charge of the vending machine division, soon to be set up.

will have a prototype of a bulk gum and charm vender in January, under way in the spring.

Vending Racks

The sections may be placed for

Sam Eppy leaves next week for a seven-week European sales trip. He will visit Italy, France, Switzerland, Belgium, Holland, Germany and the United Kingdom.

## Eppy disclosed that the firm O. P. McComas, Dead at 62

NEW YORK --- O. P McComas, president of Philip Morris, Inc., Slated to get in production died here Tuesday (26) following

The Foundation seeks to raise late in December bound for a re- screen designs, with each section ton University and service in machine levy. The committee was \$44,900,000 for rehabilitation work prieve from winter in Honolulu. capable of holding four bulk vend- France during World War I, he (Continued on page 87)

COWBOY WESTERN BOOT



Vacuum Plated Lots of 5,000 . . . 4.50 M Lots of 1,000 ...\$5.75 M

PARKWAY MACHINE CORP.

715 Ensor Street Baltimore, Maryland 

### MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLuxe 1¢ & 5¢ Comb	12.00
N.W. #39 1¢ Porc	7.95
N.W. 239 15 Porc	6.50
N.W. #33 1¢ Porc. B.C	6.50
Columbus 5¢ Bulk	1,000,000,000
Silver King 1¢ B.G. or Mdse	8.00
ABT Guns	30.00
Acorn, 16 or 5¢	9.50

### MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	
Bistachio Nuts, Jumbo Queen	
Pistachio Nuts, Large Tulip	
Pistachio Nuts, Vendor's Mix	
Pistachio Nuts, Sheik	
Cashew Whole	
Cashew Buffs	
Peanuts, Jumbo	
Spanish	
Mixed Nuts	
Tabby-Lets, 520 ct	
Rainbow Peanuts	
Boston Baked Beans	
Jelly Beans	
Licorica Gems	
Leaflets, 650 ct	
M & M, 550 ct	
Hershey-ets	
	_

Rain-Blo Gum, 60 ct. 210 ct.

Rain Blo Ball Gum, 100 ct.

200 lb. minimum, prepaid on all

Rain Blo Ball Gum.

Adams Gum, all flavors, 100 ct.

Wrighey's Gum, all flavors, 100 ct.

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

GET YOUR SHARE WITH <u>Northwestern</u>

### **49 NUT VENDOR**

Interchangeable SANI-CARRY globe for faster servicing.

Displays merchandise to best advantage. Also available

in Hot Nut. MEMBER MACHINE DISTRIBUTORS, Inc.



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LOW Factory Prices

### BUBBLE . CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-176 & 

F.O.B. Factory 150 Lb. Lots AMERICAN CHEWING PRODUCTS ARS OF MANUFACTURING

EXPERIENCE Mt. Pleasant + Newark 6, N. J



Under 5 M. \$15.00 per M. Gold & Silver with colored glow-in-the-dark jewel stones

FREE ADVERTISING LABELS at your distributor or . . .

### Kark Juggenheim

33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5-8393



VICTOR'S PROVEN MONEY-MAKER

TOPPER BALL GUM

VENDOR

\$12.75 EACH

100 or more

Packed and sold 4 per case, Write for Lowest Prices

on our complete line of · CHARMS · BALL GUM CAPSULES
 MACHINES

Order Now From Victor's Southeastern Distributor.

H. B. HUTCHINSON, JR. 2086 N. Decatur Road, N.E.

Atlanta 7, Ga. Phone: DRake 7-4300

GIVE TO DAMON RUNYON CANCER FUND

### SUCCESSFUL VENDING REQUIRES:

machines which can be economically and quickly serviced. One example is the NORTHWESTERN 5c PACKAGE

For full information on our complete line of profit-making venders

27122 ARMSTRONG ST.

write to-

are inexpensive, trouble-free

The evallability of quality merchandise which most people buy at frequent intervals; inexpensive troublefree machines which be economically and quickly serviced and a fair margin of profit.

THE NORTHWESTERN CORP.

MORRIS, ILL.

### Cullman Named PM President

of Philip Morris, Inc., to succeed Hedges Division. the late O. P. McComas, who died last week. Wirt H. Hachter becomes senior vice-president.

After his graduation from Yale University in 1935, Cullman worked with the Schulte Cigar Stores as a retail salesman and with the Upman and Webster cigar companies During World War II, he served in the navy.

Cullman joined Benson & Hedges in 1946 and is now a director of B&H division of Philip Morris, In 1956 he was elected

### 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.

W. 50th St., Chicago 32, 111.

5¢ 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 vendors

CANDY BARS CIGARETTES POSTAGE STAMPS

Manufactured and guaranteed by us. Our 25th year! Write

SHIPMAN MFG. CO. LOS ANGELES 23, CALIF.

### I. SCHOENBACH

Distributor For oak Manufacturing Co., Inc. 1645 BEDFORD AVE., BROOKLYN 25, N. Y. PResident 2-2900 PHONE or WRITE FOR PRICES

### FINEST RECONDITIONED N. W. Jet Capsule Mach. .... \$ 9.95

Topper Cabinet, B. G	9.95
Advance Comb Machines	12.95
	9.95
Post-War 8 Col. Stoners 19	95.00
Model V, B. G. Wheel	8.95
Pre-War 8 Col. Stoners, theater 1	25.00
2-Col. Card Machine, 3 for 5c	19.50
THE RESERVE AND ADDRESS OF THE PARTY OF THE	22.50
	12.50
Assid. Counter Games	19.50
The second secon	Langue .
The state of the s	15.00
Silver King, 1c or 5c	8.50
N. W. Model 49, 5c Machine	12.50
Master, 1c and 5c	8.50
	22.50
DuGrenier, 6-Col., 1c Tab	
	17.50
Factory Reconditioned "Popcorn	
Soz" Machines	00.00
MEMBER MACH. DIST., IN	c.
	4.4.44

Send for 1957 Catalog-Mdse. List! All Machines Completely Checked and Ready for Location. Order With Complete Confidence. 1/3 Dep., Bal. C.O.D.

609-A Spring Garden St., Philadelphia 23. Pa. LOmbard 3-2676

Rake Coin Machine Exchange

first president of Philip Morris Overseas.

Hachter, who joined Philip Morris in 1919, has been vice-president NEW YORK-Joseph F. Cull- in charge of leaf since 1939. He man III, has been elected president is a director of the Benson &

### SCHOENBACH ... STAMP VENDORS Folder Type

US POSTAGE

STAMP

SANITARY FOLDERS

ATTRACTIVE OUTSTANDING

Built to last for years. Perfect slug detection Mechanism closes: when empty. Easy loading. Reliable performer. Guaranteed.

Col. Vendor as illustrated.) \$24.50 ea.

3 Col. Vendor \$32.50 ea.

Very Low Prices. STAMP FOLDERS

With Order, Balance C.O.D.

647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900

### Vending Machine HEADQUARTERS

- SANITARY PRODUCTS
- SANITARY NAPKINS
- COMBS
- BALL POINT PENS
- RAZOR BLADES
- COIN TOILET DOOR LOCKS

ALL Machines and Refills for Men's and Women's Restrooms.

Authorized Factory Distributors of ADVANCE MACHINES

A complete supply of merchandise for ALL TYPES of machines . . .

WRITE FOR FREE CATALOG

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The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most . . . for profits. Write, Wire, Phone Immediately

1028 44th Avenue Oakland, California STANDARD SPECIALTY CO.

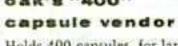
# the new OAKS "PREMIERE"

vends Ball Gum and Picture Card both for 10

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



oak's "400"



Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1¢ coin carrier and insert to changeover to vending jawbreakers or large 1" gum, "400" Conversion Head fits your present standard Acorn Vendor!

contact you DISTRIBUTOR of

East & Midwest Factory Sales Office M. J. ABELSON, Phone: AT 1.6478

West Coast Factory Sales Office OPERATORS VENDING MACHINE SUPPLY 1023 So, Grand Avenue, Los Angeles, California 2033 Fifth Ave., Pittsburgh, Pa. QAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, California



**VENDING MACHINES** 

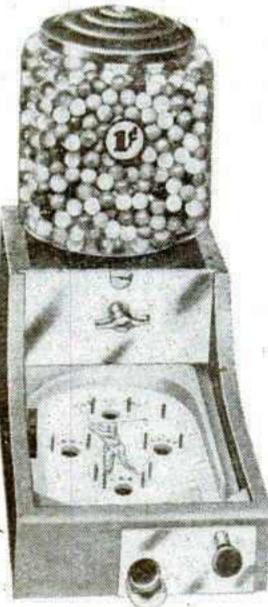
Now Features 10c and 25c Capsule Vending Gives You Greater Profits. Holds 200 of the New 11/2" x 11/2" V1 Capsules

Be first in your territory with this tested and proven outstanding 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, III. Mfrs. of famous Line of TOPPER Vendors

### J. SCHOENBACH

For Victor Vending Corp. Machines, Parts, Globes Charms, Merchandise Supplies 1645 BEDFORD AVE., BROOKLYN 25, N. Y PResident 2-2900

SATELLITE RING

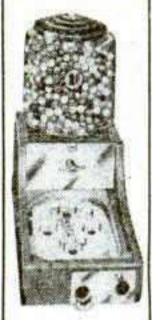


From Outer Space! Beautifully vacuumed plated ring with tinseled effect on stones to give it that stardust appearance! Every kid will want his own Satellite Ring from outer space. Order now and cash in on this satellite craze! \$15.00 per M

Labels available at your distributor or:

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VICTOR'S SENSATIONAL NEW



GAME and VENDOR e first with this

new money-mak-

ing sensation. Solid oak natural finish cabinet, 7" wide, 15" long. ORDER NOW FROM NEW YORK'S EXCLUSIVE VICTOR DISTRIBUTOR

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Invented and made only by

Manufacturing Company 4650 W. Fulton St. Chicago 44, III. Est. 1899. Telephone: Columbia 1-2772 Cable Address: WATLINGITE, Chicago

### **Bush to Distribute** Eastern Cig Venders

MIAMI -- Bush Distributing Company has been appointed distributor of cigarette venders for Eastern Electric Products in South Georgia, Florida and Cuba.

Bush will also carry a complete parts department and have a staff of specially trained servicemen.



OPERATORS! **Enjoy Big Profits!** 

Place on consignment in retail stores. Make up to \$100.00 a month per location. Complete forms & information, sales & marketing

Write, Wire or Phone Now!!

BESTEST

Tube Testing Co. 19963 Livernois Ave. Detroit 21, Mich. Phone: Dlamond 1-2316



WESTERN MIX CHARM **ASSORTMENT** 

Mix of All Large Western Charms including, Western Hat, Western Boot, Arrowhead, Gun & Holster,

Lots of 1,000 .....\$5.75 M Lots of 5,000 ..... 4.50 M OHIO GUM SUPPLY CORP.

P. O. Box 155 Wickliffe, Ohio

THIS WEEK'S SPECIAL

U-SELECT-IT MODEL J CANDY BAR VENDOR

Many makes, models, sizes and prices.

GUARANTEED SAME AS NEW

Write or Phone Telephone: 20592

O. THOMAS CO

1572 JEFFERSON PADUCAH, KENTUCKY



VICTOR Standard TOPPER 1c

BALL GUM VENDOR \$13.25 Each

100 or more 30 day moneyback guarantee if not satisfied

1/3 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.

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TIME PAYMENT PLAN WRITE FOR FREE 40-PAGE CATALOG TODAY

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Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywherecompare.

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 STONER 8-COLUMN CANDY, postwar, 5-10-20 ...... 165.00 NATIONAL CANDY, 9-column.... 90.00 ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. . . 85.00

10-col., all coin, 25c & 30c. . . 125.00 All equipment unconditionally guaranteed. Fast delivery. Onethird deposit, balance C.O.D.

EASTERN ELECTRIC CIGARETTE,

NATIONAL VENDING SERVICE CO. 308 Furman St. Brooklyn, N. Y. TRiangle 5-1857

GIVE TO DAMON RUNYON CANCER FUND

VENDING MACHINES — Parts, Supplies; Ball Gum, all sizes; 1s Tab Gum, 5s Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hersheys, 320 or 620 ct.; Candy-Coated Gum Leaflets, Coin Wranners, Stamp Folders, Sanitary Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brack-ets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. KING & CO., North-western Distributors, 2700 West Lake St., Chicago 12, III.



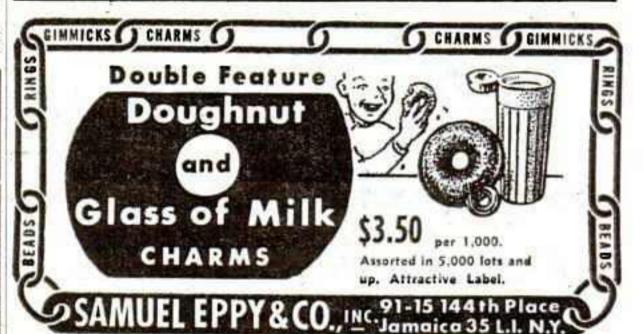
TREMENDOUS SALES INCREASE!

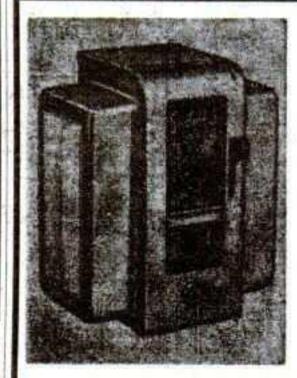
There Must Be a Reason Beats All Others "All Hollow" Cramer's 7 SOLID BALL

BUBBLE GUM 9 COLORS 9 FLAVORS

Ask your distributor to stock Cramer's "Star-Brite" for youl 210-170-140 BALL GUM

150 Orleans Street East Boston 28, Massachusetts Member of National Vendors' Assn.





### LIVE DISTRIBUTORS WANTED

For the greatest money maker in its field, Coin Machine Operators in all parts of the country are adding Swami and Madam X napkin machines to their routes. Swami and Madam X has more location potential than any other coin machine, because you can place from 10 to 40 or more units in each restaurant location. A natural for juke box operators.

Swami and Madam X is the only machine of its kind in the world, no competition. Our Los Angeles distributor sold approximately 50,000 units in three and a half

Write teday for proof and free information and demonstration.

F. E. ERICKSON CO., INC.

P. O. BOX 3666

Send

35€

N. SACRAMENTO, CALIFORNIA



Diamond Ring Probably the richest looking ring a child has ever owned! Terrific attraction. Giant center

SURE-LOCK, the perfect capsule. Outstanding Items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



2538 Mission Street, Pittsburgh 3, Penn. orld's Largest Selection of Miniature Charms

NATIONAL SALES HEADQUARTERS FOR ATLAS-MASTER MACHINES

Communications to 188 W. Randolph St., Chicago 1, III.

### **EDITORIAL**

### ommon Ground

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

At both sessions, the s. kers were peppered with questions from the floor. In neither case did the speakers evade these questions, nor did they equivocate. There is little doubt that every operator attending these meetings carried away with him some knowledge which will make him a better businessman. Some of this knowledge was provided by the speakers-a goodly amount was provided by themselves.

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

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

These meetings serve many purposes. They give the operator the chance to meet his competitor. They give him the opportunity to call the distributor to task for any practice which is either not understood or approved of. They allow the distributor to air his criticism of the operator. They give the operator the advantage of outside expert opinion he might never hear.

In short, they provide a meeting ground where ideas are exchanged, where disagreements-if they are not settled-are at least aired, and, most important of all, they provide an understanding of an industry which the operator might not acquire in

We hope these forums continue here and that they spread to other cities. We feel that both the operator and the distributor will be better off because of them.

# Wurlitzer Shows Distribs New Line

HOLLYWOOD BEACH, Fla .-- | day sales meeting November 21 New 200 and 104-selection juke thru 23. boxes were reportedly unveiled to Wurlitzer's world-wide distributor organization here during the three-

### **Need Dual** Pricing for EP's: Gordon

By CAMERON DEWAR

music operators was on hand last week to hear a talk and demonstra-dent; Bob Bear, sales manager; and music operators was on hand last tion by Jack Gordon, regional district representative for the See- addressing the meeting. burg company. The talk was entitled, "The Past, Present and Future of the Music Business."

Gordon analyzed the record business and the situation particularly as it applied to EP's. He said the upsurge in the use of EP's stressed the need more than ever for dual pricing. He pointed out that EP's were featuring all the current hits and favorites and were no longer

(Continued on page 79)

### Davis Schedules Mystery Meeting

SYRACUSE-The Davis Distributing Company, New York State Seeburg distributor, has scheduled a series of demonstrations and presentations the nature of which will be disclosed next Standard Financial Corporation, week.

ecutive, is in charge of the program forum sponsored by the Atlanticwith all sessions beginning 8 p.m. at the following Davis offices: day night (2). Buffalo, Tuesday (10); Rochester, Silbert, who Wednesday (11); Syracuse, Thursday (12), and Albany, Tuesday

comment on the purpose of the meeting. But reliable sources told The Billboard last week that the firm plans to introduce counterparts for its present two-unit line sometime early next year.

No details could be learned about the machine nor the date they will be introduced.

A total of 43 distributing companies with 53 offices from 21 countries attended the meet, as BOSTON-A large turnout of well as top officials of the firm.

Roy Waltemade, vice-president, all

# MONY Seeks Injunction Vs. Local 19 and Officers

### Operator Group Charges Union Exists To Drive MONY Ops From Locations

Workers' Union.

Wednesday (11). On Thursday (5) Roes. lawyers for both parties agreed to an adjournment in New York Su- defendants from threatening locapreme Court.

the defendants are operating a "paper" union for the purpose of

### Plaintiffs

In addition to MONY, plaintiffs Raisen doing business as Banner Music, Morton Lynn doing business as the Ocean Automatic Company, and the H&M Music Company.

In addition to Local 19, other

# Fabiano New For Rock-Ola

DETROIT - Rock-Ola Manufacturing Company today announced the appointment of Fabiano Distributing Company, a newly ing firm headquartered here. formed distributorship headed by There still has been no official Frank Fabiano, as exclusive dis- on the several units which have tributor in Detroit.

> Besides Fabiano, the new firm will have Lou Nemesh as general sales manager. Nemesh was formerly general sales manager for Music Systems, Detroit outlet for tions captioned beneath Seeburg.

### Other Offices

distributor for the past 10 years, been tested since then. with offices in Buchanan, Mich. The Buchanan offices will be mainin Detroit.

(Continued on page 89) location from the standpoint of

NEW YORK-The Music Op-|defendants are Charles Scale, Local|owned by the plaintiffs and replaclocal juke box operators are seek- John Amalfitano, Local 19 business the defendants. ing an injunction against the Ciga-rette and Coin Vending Machine Norman J Clark and Jake Lichten-They also would enjoin the de-

The plaintiffs seek to enjoin the MONY. tion owners and directing or coerc- junction are that the defendants Briefly, the plaintiffs chare that ing them into removing juke boxes

erators of New York, Inc., and six 19 president; seven John Does; ing them by machines owned by

Employees Union. Local 19, af- stein, all of the LaBella Music fendants from intimidating, threatfiliated with the Federal Service Company; Charles Wapner presi- ening or compelling the location dent of the Federated Service owners from breaking their opera-The case is scheduled to be heard Workers' Union; Frank Lombardi, tor contracts where the location is in New York Supreme Court and seven Richard Roes and Harold serviced by Local 1690, RCIA, AFL-CIO the union recognized by

> Other points sought in the in-(Continued on page 78)

# driving existing operators from their Slide Film Hikes erating Company, Boro Automatic Music, Lincoin Service, Philip Baisen, deing transfer the Majestic Op-

Initial Results Show Increases of 50% To 75% During Six Months of Testing

of a juke box indicate that this graph play." He described the stop form of record play can increase as a "downtown location catering music machine collections.

vision, reported test results to The nighttime trade." sequent installations.

Walters, who heads two firms in motion picture and slide film production, is the son of Ray C. Walters, of W. & W Music Company, a 20-year-old music operat-

He said that gross collections been installed in Dayton locations have increased 50 to 75 per cent as result of using color slides of recording artists with the names of the tunes and selection combina-

The projection unit was debuted at the Music Operators of America convention in Chicago in May (The Fabiano has been a Rock-Ola Billboard, June 3). The units have

Walters said that a tavernrestaurant downtown location tained, along with the new outlet called the Town Tap was selected as first test spot for Phono-The Detroit area was formerly vision because, altho it was "a top

DAYTON-Initial test results traffic, it had been only a fair loof color slides projected on top cation at best in terms of phonoto business people for luncheon and Glenn R. Walters, who devised cocktail trade and to a slightly the projection unit called Phono- more sophisticated than average

Billboard last week on the first He said that because of this, Dayton location where the unit was it seemed to be ideally suited to installed June 26, and on two sub- experiment with because it was (Continued on page 89)

# Bond, Margold Tour Europe

BOSTON--David Bond, president of Trimount Automatic Sales Corporation, has left for a European tour to better evaluate the used juke box and games business. Also on the trip is Irwin Margold, the firm's general manager.

Because of the large volume of Trimount's export business, Bond felt it was time to personally talk with his customers abroad. The pair will visit accounts in Holland, Belgium, Germany, Italy and Switzerland. The trip will take several weeks.

Bond has made several trips on business and pleasure over the years to Europe, but this will be the first time for Margold. In a (Continued on page 89)

SILBERT CANINE TAKES 4 PRIZES

'NEW YORK--When the average man pulls photos from his wallet to show to friends, the snaps are generally of the wife and kiddies. In the case of Art Silbert, vice-president of the Standard Financial Corporation, the photos are just as likely to be of a Doberman Pinscher. Silbert, who acquired the canine just eight months ago, has a prize-winner. The dog has won three blue ribbons and one red ribbon in competition at the Suffolk County, Nassau County, Westchester County and Goshen kennel clubs. And more prize-winners may be on the way, as Silbert dis-closed that a breeding schedule has been set up for the

Doberman.

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

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

By AARON STERNFIELD

of a complete, detailed, honest and, of course, promising financial statement is a requisite for a bank loan to a juke box operator.

This was the stand taken by Art Silbert, vice-president of the and Joseph Klein, prominent CPA, Jack Gordon, Seeburg sales ex- at the second regular operators New York Corporation here Mon-

> Silbert, who is in charge of financing coin-operated equipment, traced the growth of his firm from 1932, when it started with a capi-

NEW YORK--The presentation has a net worth of \$8,000,000.

out that the distributor finance firm's coin machine paper. rate on coin machines has risen in that time only from 5.75 per cent has found coin machine , paper to 6.5 per cent. In other words, much sounder than most other while the borrowing cost to the forms of financing. He explained finance house has risen by 2 per that juke boxes earn money as soon cent, the finance house has only as they are placed on location, increased its charges by .75 per while automobiles just cost money.

Silbert explained that large

tal of \$1,000, to today, when it banks are tough on direct coin machine paper for two reasons: He traced the rising interest The lazy bookkeeping methods of rates from 1951, when the prime many operators, and the underate (the rate charged by banks served stigma attached to the into financial houses) was 2.5 per dustry. He added that even major cent, to 1957, when the current banks lending large sums of money rate is 4.5 per cent. Silbert pointed to Standard will often question the

Actually, said Silbert, Standard

While banks frown on lending (Continued on page 81)

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# **Empire State Coin Assn. Officials** Meet With N. Y. Distribs, Org Heads

and operator association executives members of an estimated 1,000 the Music Operators of America. met with officials of the New York operators in the State. About 600 He said that additional does to a State Coin Machine Association at of these operators are up-State, State group might be difficult to the Sheraton-Astor Thursday (5) to and 400 are in the New York City get. discuss how the local groups can area. co-operate with the State organization and outline the role of the dis- concentrated its membership drive dues. He added that a high pertributor in the NYSCMA.

blanketed the Empire State held music and game groups and that to pay dues to an organization down attendance. President Tom a strong State showing would be which will do a job for them. Greco missed his first meeting, as required to induce New York City Mrs. Greco had given birth to a operators to join the NYSCMA. daughter the day of the meet. John Bilotta, New York State Wurlitzer support the State group and would purely local matters, but will act distributor, was unable to get plane advocate membership in that orconnections from Chicago, where ganization for MONY members. He group. he had been attending the suggested that the State group NAAPPB show.

meeting were Carl Pavesi and Mal- basis. colm Wein, Westchester Operators' Guild; Max Cohen, Woodridge operator; Mrs. Amelia McCarthy, NYCMA treasurer; Barney Sugerman, Runyon Sales, and Russ Car- NYSCMA as associate members transacted, it was agreed that both penter, Chester operator.

Morano, Associated Amusement reduced to nominal fees for those hand, would consider an arrange-Machine Operators of New York; Al Denver, Music Operators of

Charles reported that the State ciations; game, cigarette and music members.

up-State. The theory has been centage of operators are driving The unexpected blizzard which that New York has strong local Cadillacs and that they can afford

could operate with regional groups Jack Wilson, Newburgh operator, operating as locals, and individual acted as chairman. Present at the operators paying on a per capita

### Morano Suggestion

Mrs. Morano suggested that the tions. various local associations join the and that the individual operator the State group on one hand, and Also Irving Holzman and Claire dues in the State association be the New York groups on the other who belong to member groups.

New York, and Al Simon, Chicago City operators often must pay dues group, and that the State group to game, music and cigarette asso- has reduced fees for local group

NEW YORK--Local distributor association now has about 300 machine employees' unions, and

However, Denver answered that Until now; the State group has employees, not operators, pay union

### Wilson Position

Wilson made it clear that the Al Denver said that he would State group will not interfere in only if called upon by the local

> He explained that the NYSCMA will concentrate on State legislation and cases that are Statewide in application. The NYSCMA, he added, will concern itself primarily with legislation and public rela-

While no official business was ment whereby the local holds asso-Irv Holzman said that New York ciate membership in the State



OPERATORS AND THEIR WIVES gather on the steps of the Castle Harbour Hotel in Bermuda prior to an evening of entertainment. The group were guests of Music Distributing Company, Wurlitzer distributor in Pittsburgh, on an all expense paid trip last month (see story).

### OPERATOR SERVICE

# **How Jones Builds** Backgd. Business

By SAM ABBOTT

SAN FRANCISCO --- A growing tendency for some operators to augment their routes with background music installations has high." caused R. F. Jones Company, Seeburg distributors, to maintain spemajor Western cities.

Besides here, the firm has estab- a prime prospect. Seattle, Denver, Salt Lake City and Portland, all under the direction of Stuart Auer Jr.

### Crews

The crews are divided into sales and service personnel. The latter is concerned with not only maintaining equipment for operators, in setting up and planning the installation of the original unit.

Since the units are usually installed in "class"-type spots, many All three locations, serviced by of whom object to juke boxes as being too "commercial," the instalwith the plugs later pulled. In lation problems require great care.

Usually the firm will send several of their men with the operator Similar affidavits were presented to survey the location, plan the

### Installation

Once planned, the equipment is installed with both the operator's service personnel and Jones' background teams pooling resources.

A basic background music unit costs the operator approximately \$700. However, cost of speakers the basic cost of the unit considerably.

### Locations Rent

Operators generally place the background equipment on a tricacies of installation.

Auer said that demand for background service has increased considerably during the past six months-especially in spots like re- is executive director. tail stores, markets, department stores and offices of banks physicians and building and loan associations.

### San Francisco

Of the five Jones' background music sales and service set-ups, ulation," Auer explains.

Auer would not say just how many operators in each of the cities ran background installations, but indicated the "percentage was

### Field Unlimited

His feeling is that the field is cialized crews in that field for unlimited with virtually any type operator service in each of five of location servicing customers (and even some that don't) being

lished background music crews in | Some of the unusual spots where Jones has helped make an installation certainly attest to this. Possibly the most intriguing is a dairy in Vallejo, where large herds of contented bovine "customers" are said to be staunch supporters of the system.

> The firm also installed a unit supplying Christmas music 364 days a year from speakers hidden in the trees at Santa's Village in Santa Cruz. It is not a year-round service for the only day Santa's Village is closed is Christmas Day.

# Y. Coinmen Give \$500 to

NEW YORK-Members of the New York coin machine industry and amplifiers varies, depending have contributed \$500 to date to upon the spot, and can increase the Cathedral Canteen here for its annual Christmas entertainment program for servicemen. The Canteen is operated by the National Catholic Community Service.

Last year, some 60 coin mastraight lease arrangement. Instal- chine firms and individuals conlations rent for upward of \$30 per tributed more than \$1,000 to the month and can often go as high USO here. Chairmen for the drive as \$300 or \$400, depending upon are Meyer Parkoff, Atlantic-New the type of unit used, number of York, and Al (Senator) Bodkin, speakers and amplifiers, and in- Queens juke box operator. The Reverend John P. Kelly, who has delivered the invocation at the annual Coin Machine UJA banquet.

> Members of the industry are being solicited by mail. Checks may be sent to the National Catholic Community Service at 641 Lexington Avenue, New York 22.

Servicemen are welcome at the USO irrespective of race, color or San Francisco is the busiest, "Pri-creed. The policy of the Canteen marily because of the heavier pop-lis "that every serviceman is welcome and everything is free."

## MONY SEEKING INJUNCTION

Continued from page 77

may not interfere with the busi- 19 is not a labor organization or a sentative to pull the plug on his ness of the plaintiffs, that they may labor union. It is simply a tool juke box, serviced by Local 1690, not threaten or compel members and front for racketeers and others or he would continue to picket the of Local 1690 to join Local 19, to gain complete control of an in- establishment. that they may not picket locations dustry, to destroy the businesses operated by the defendants, and of the plaintiffs and to destroy the Gottlieb added that Myra Resthat they refram from "creating a only legitimate, bona fide union, taurants, Inc., another of his locafalse impression that a labor dis- Local 1690, Automatic Coin and tions serviced by Local 1690, was

made the following statement in AFL-CIO, and which has repre- be picketed. The plug was pulled.

# Youth Leader Cites Parkoff For Juke Gift

NEW YORK-Local juke box distributors have long followed a policy of donating music machines to youth groups in an effort to provide wholesome entertainment to Gotham teen-agers Indicative of the results of this policy is a letter from Jane Somers, community organizer of the San Juan Hill Boys' Club of the YMCA, to Mever Parkoff, Atlantic-New York president. Portions of the letter follow.

"Thank you for the juke box which you gave to our San Juan Hill Boys' Club. Needless to say, it has become one of the highlights in our evening programming.

"All teen-agers love to dance, and ours are no exception. Before this, we used a small table phonograph. The volume was never quite enough, and the records were, of course, in constant need of replacement due to either breakage or poor usage.

"Now, however, since the records are never handled, the youths themselves have voted to supply Local 19 ever ask that operators all the latest hits and keep the hire its members, nor did reprejuke box up to date songwise.

"As you can see, the gift has proach workers for membership." served many functions. Not only In an affidavit, Harold S. Gottis it wonderful for music, but it lieb, Majestic Operating Company, has given the Center members said that Burgerama, Inc., one of something they feel was given to his locations, was approached by a action are Sam Mezansky, who conthem; and it becomes a special Local 19 representative something that they feel respon- According to Gottlieb, Michael 531, and Joe Godman, MONY tion."

Al Denver, MONY president, Union, affiliated with the RCIA- box or the establishment would the complain: "The alleged Local sented the employees in this industry for many years."

precedent, and also the conspiracy Brooklyn. indictment against Al Cohen, president of Local 531. The charges made against Local 19 are roughly the same as those made against Local 531.

Denver pointed out that MONY members number about 190, with by Lincoln Service, Banner Music, replacement of the phonograph as each member operating from 10 to Ocean Automatic Music and H&M well as the various speakers. 300 juke boxes. Each juke box, he added, represents an average investment of \$1,000.

The contract with Local 1690, Denver continued expires on June 30, 1959. He said there is no dispute with the union on wages, hours or working conditions.

No Record no record of Local 19. and that Workers' Union, exists merely to the organization is not a union but an "instrument of intimidation."

not listed in the telephone book at 26 Court Street, Brooklyn. and that the address which the union lists as its office fails to carry the name of the union in its di-

However, said Denver, the Laundry Workers' Union, Local 12, is in with the operators and that the the same building. This union is allegedly operated by John Amalfitano, one of the defendants. Denver said the door to the office is always locked.

At no time, said Denver, did sentatives of Local 19 ever ap- they service have been picketed

sible for keeping in good condi- Prisco, Burgerama president, said counsel. Leon Reich, of Perlmuthe was told by a Local 19 repre- ter & Reich, represents Local 19.

Other Examples

Vending Machine Employees forced to pull the plug on its juke

Arthur Herman, of Boro Automatic Music, filed an affidavit at-He cited the recent injunction testing to similar incidents with granted by Supreme Court Justice three of his locations, the Clinton Coleman against Local 531 of the Cafe, the New Corner Restaurant United Industrial Workers as a and 1308 Flatbush Avenue, all in

Local 1690, he said, were picketed. one case, he added, the juke box was pushed into the street.

"Climate of Fear"

The complaint charged that these alleged practices were performed to create a "climate of lear" among location owners and to push the established operators out of the location and get Local 19 "pets" in.

It further charged that the par-Denver said he was able to find ent union, the Federated Service issue charters for fees and that the organization is headed by Charles He explained that the union is Wapner, an attorney with offices

> Barney Schlang, president of Local 1690, said that his union has 300 members who service some 10,000 juke boxes in New York. He said that no labor dispute exists alleged actions of Local 19 have caused loss of wages to members of Local 1690.

### 1690 Affidavits

Affidavits by Local 1690 members were presented. The servicemen charged that locations which by Local 19, and that at no time have they ever been asked to join

Representing the plaintiffs in the ducted MONY's case against Local

### COINMEN YOU KNOW

### Milwaukee

### By BENN OLLMAN

A series of service schools in both the music and games departments is being planned at the Pasing to office manager Sam Cooper, fab. the schools will be scheduled for some date following the Christmas holiday period. Visitor last week at the Paster headquarters was Hank Havenaar, AMI factory engineer, en route to Minneapolis.

"Business could stand some improvement," informs Mrs. Ray Lax, Ray's Amusement, West Allis music and games firm. Firm has purchased a few 200-play music machines, but results have not been gratifying, she claims. "The customers say it is like looking at a dictionary."

Coinmen making their regular weekly visits to Beer City distributors during the pre-Thanksgiving weekend were Elmer Schmitz, Hilbert; Tony Hirt, Sheboygan; Walter Tetting, Oconomowoc, and Joe Roberts, West Bend Amusement. All were hunting for good deals

# **Wait Court Decision** on **Boston Fees**

BOSTON--Juke box operators with routes in the City of Boston are eagerly awaiting the result of a hearing this week in Suffolk Superior Court which would bring relief from the heavy license fee imposed by the city for weekday operation of a music machine.

This is a step in the battle to abrogate or bring a reduction in the juke box license fees which now amount to a total of \$160. The State charges \$50 for Sunday operation and the City \$50 for Sundays and \$50 for weekday operation. The \$10 federal tax brings the cost of operation for seven days to \$160 per machine per year.

### **Current Suit**

The present suit this week involves the \$50 fee for weekday operation and was taken under advisement by Judge Frank J. Murray. A verdict is expected within a few days. Another case which is concerned with the \$50 fees charged by the State and the city for Sunday operation is pending before the Supreme Court of Massachusetts. It is due to be heard during December.

The license fees are payable on December 31 and Hirsh Freed of the legal firm of Brown Rudnick and Freed which is handling the case, urged the judge to hold the fees in escrow in the event that a decision was not forthcoming before that time.

### Seek Judgement

The over-all suit seeks a declaratory judgment with respect to the constitutionality of the State statutes and city ordinances and charges prior restraint on the freedom of speech and press guaranteed by the State and federal constitutions. It asks that a 1956 law and city ordinance imposing the licenses and fees be abrogated.

This fight by the Music Operators Association of Massachusetts was emphasized by George A. Miller, president of MOA in his recent visit to Boston. He promised moral and financial aid in the cause. Other New Fngl.nd operator groups are also rallying with financial support which could set business.

on music and games equipment. . . . Johnny Sipple, Mercury Records home office sales representative, visited the Milwaukee branch last week. Little John Heidner is spending some time in Chicago at ter Distributing Company. Accord- a Mercury Records promotion con-

> Reports from milk vending machine operators indicate that the dairies' boost in price has forced them to switch to slightly smaller containers in order to maintain their margins. In response to a number of queries about the Milwaukee Braves baseball suit that Herb Geiger wore at the recent NAMA convention in Philadelphia, says Herb: "It was actually one of Eddie Matthews' uniforms. How I managed to get it is a real long story."

Arcade takes are in a dip, according to Joe Beck, operator of the game room at the Billy Mitchell Air Field. "Just a seasonal slump," he says. . . . Erv Hoeth and Cliff Cottrell, Mitchell Novelty staffers, went deer hunting and came back empty handed, according to reports. . . . Harry Jacobs Jr., United, Inc., boss, is spending a few extra days in Miami following the Wurlitzer distributor's meeting.

Enlarged store at Radio Doctors enables the one-stop disk shop to give improved cash and carry service, according to Stu Glassman. Operators shopping at Radio Docs for holiday wax included Jack Zimmerman, Jack's Amusement, Watertown; George Brixius, Manitowoc; Roy Subrod, Burlington, and Les Reder, L. R. Distributing Company. Harvey Cohen, Badger Tobacco Company, and wife were among the group of NATD executives who traveled to Havana, Cuba, recently for a three-day tobacco trade mission.

(Continued on page 85)

### **EP Dual Pricing**

• Continued from page 77

the unacceptable types of a few years ago.

A price of 10 cents for singles and two for 15 cents on EP's was essential to sound business, Gordon said. He also demonstrated the proper use and balance of speakers in juke boxes and showed how to use additional speakers for the best possible sound.

Gordon also showed the proper use of the library unit in conjunction with the coin-operaced music boxes, and generally demonstrated the best way to utilize the machines to make more money. Several operators praised the talk and said it was the most practical lecture on music machines in years.

Attending the Boston 'alk at Trimount Automatic Sales Corporation's plant 'n Boston were Bob Sylvester, Bob Wolbarst, Cyrus Jacobs, Steve Pielock, Dave Gropman, James Geracos, Ralph Lackey, Saul Robinson, Perry Lipson, Donald Foote, Leon Sherter, Harold Bond, Tony Grazio, Johnny Fiore, Arthur Sturgis, Stanley Cokas, Bob Rome and Bill Spiller. Most of the operators brought along their chief servicemen.

Among those attending the Providence session in the Biltmore Hotel were Stanley Lapata, of Central Falls; John Aloisio, of Pawtucket; Walter Stadnicki, of Cumberland Falls; Chris Alexiow, of Providence; Ed Dyer, of Providence; Everett Demers, of West Warwick, and Joe Alimeida, of Woon-

Subsequent talks will be made a precedent for the entire music by Gordon to operators in Syracuse, Buffalo and Rochester.

# Why Operators Cold-Shoulder Disk Play Promotion Via Juke Displays

Ops Say: Not Enough Time, Results No Good, Look 'Messy,' Locations Object

companies thruout the country.

Despite isolated examples, P-O-P items for juke boxes designed to boost record play are ignored, a check of operators in major cities by The Billboard has revealed.

And the few firms which do use materials of some sort are using them to impressive advantage (The Billboard, December 2).

Actually, it may come as a shock to some quarters that some operators-and even distributors-were found who do not know that there are any juke box display materials in existence.

Others don't know what is meant by "juke box display materials" or point-of-purchase juke box record promotion items."

Still others know but don't care. In some cases where materials have been used it has been very successful. In other cases, operators say they have tried some forms and have abandoned them. In still other cases, the majority of cases, no materials of any kind have ever been tried.

### Objections

Among operators, the reasoning varied. Many feel the proper use of the material takes too much of the serviceman's time. Others cite location objection. Many a restaurant and tavern owner feels the material cutters up his place and clashes with the decor. Where not kept up, it is even worse.

Still another group of operators feel the material just won't work, "so why bother?"

In Boston, most operators point out that the expense and trouble of getting out these sales boosters is not worth the effort. There is too much opposition from location owners.

### Dime Play

Yet this is a city where promotion material was used for years (successfully) in adopting dime play. Here, too, the Music Operators' Association of Massachusetts ran campaigns for two years for the Cerebral Palsy Drive, with promotion material around the juke box playing a big part in stimulating business.

But operators answer this by savpoint out, it has to be cared for and changed regularly. Most aren't too eager to shoulder this burden. even on the chance that juke receipts would be improved.

### Baltimore

In Baltimore only one operator was found (out of a score interviewed) that bothered with promotion material. His story was of excellent results-but it failed to convince a legion of others who were just plain skeptical.

Nearby Washington operators claimed the material posed too many problems. As one large juke box and games operator put it, 'Most locations are small and already loaded with posters and display material. Location owners are reluctant to add more to the already existing display.

The majority of the Capital's music men felt that programming of the proper tunes was more valuable and less troublesome) than display material. But they mutely ignored the obvious problems: how to call the customer's attention to this pro-

Reaction in the Middle-West was equally blaze.

### Not Deejays

Operators in Gary's fast moving steel center showed little inclination to even give the material a

CHICAGO-Juke box display | trial. "We're not disk jockeys," | material is about as popular as pick.

> One large operator in Lake County whose activities reach into Gary, Hammond, East Chicago and a number of heavily populated centers, never even heard of pointof-sale material.

> 'And one of the nation's largest distributors reached in Indianapolis was equally mystified when queried about the promotional displays.

### Beer to Baseball

In Milwaukee's beer city, where talk ranges from pretzels and cheese to baseball pennants, the use of the juke box promotional

materials are being given the cold they note. "We supply the music, an autographed photo of Casey shoulder by most music operating let the customer make his own Stengel-tolerated but not displayed.

Some operators complain the signs and pictures make their machines look "messy."

Yet Woody Johnson, Wurlitzer distributor, said it "sounds like a terrific idea." He was puzzled that operators didn't utilize the space around their machines for advertising and create a "music corner" in the location. He pointed out that night clubs were successful in displaying pictures of their entertainers. Why not the music men?

### Lukewarm

But Doug Opitz, of the same city, was only lukewarm. "It could (Continued on page 89)



Machine Personnel, Products. Services and Opportunities.

The National Exchange for Coln

### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph no display. First line set in regular 5 pt

RATE: 20¢ a word-Minimum \$4.00. CASH WITH ORDER

### 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.

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

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Call-Write-or Wire Dept. B. MID STATES DISTRIBUTORS Hamilton, Ohio 969 Main Street

Phone: TW 3-9367 WE HAVE PANORAM AND SONOVISION parts for sale. Lakes Panoram Service and Parts, 1905 N. Wabash, Round Lake, III. Kimball 6-2358 de16

### **Used Coin-Operated** Equipment

ANYTHING IN VENDING MACHINES -But operators answer this by saving the material was timely. If display material is to work, they

chines; reconditioned, refinished, guaran-teed like new. T O. Thomas Co., 1572 Jefferson, Paducah, Ky. de30

FOR SALE—50 EVANS TEN STRIKES, \$50 ea.; 50 Seeburg Ray Guns, \$35 ea.; 25 United Classics and Olympics, \$40 ea. Victory Coin Machine, 1248 Noble, Chicago.

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex \$29.50 each, like new. Folders direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. ja6

U-SELECT-IT CANDY MACHINES, \$35; Rowe Diplomat Cigarette Machines, 30¢ vend, \$75: 144 capacity Sanitary Machines, \$35. Send 1/3 deposit. Texas Associated Enterprises, P. O. Box 1068, Amarillo, Tex.

### Wanted to Buy

### USE THIS HANDY FORM TODAY

rorms	ciose	44.0	anesaa	y 101	100 10	HOW	ring	Mecv 3	12706
P	lease	use	pencil	when	filling	in	this	form	

Check classification	you	want	your	ad
to appear under.				
<b>Business Opportun</b>	ities	8		
Help Wanted				

- Parts, Supplies & Services Positions Wanted
- Routes For Sale Used Coin-Operated Equipment
- Wanted To Buy

indicate on your ad the words you want emphasized. Rates above. Sorry, no Check whether you want Regular or illustrations or cuts.

Display Classified. If Display is wanted,

☐ Regular ☐ Display

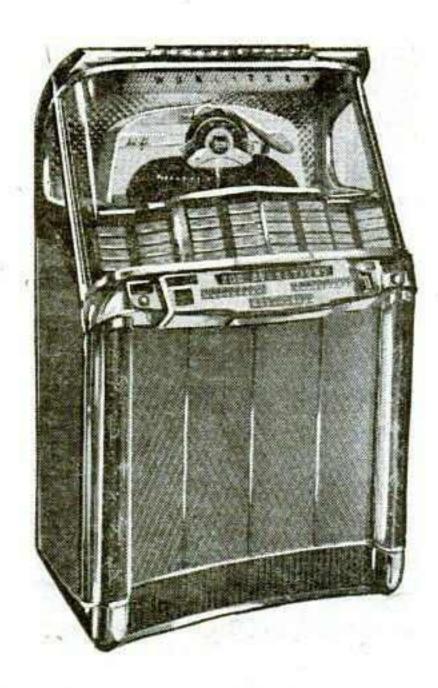
4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information"

The Billboard Coin Market Place 2160 Patterson St. Cincinnati 22, Ohlo

Address

Please insert my ad in "Market Place" and run as Indicated below:

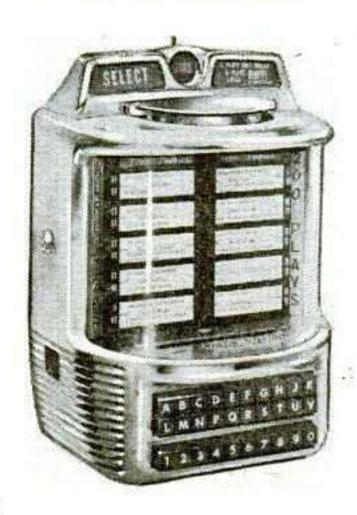
Next 6 issues Next 4 issues Next 3 issues Next issue only Payment enclosed



50-CENT PLAY
HERE



50-CENT-PLAY-HERE



Adds up to the Highest Earnings in History PYOUR WURLITZER
DISTRIBUTOR IS
OFFERING SKY-HIGH
ALLOWANCES ON
OLD EQUIPMENT

TURN IT IN NOW

50-CENT PLAY

ON 200-SELECTION

WURLITZER

SEE
YOUR LOCATION
EARNINGS

ZOOM TO NEW LEVELS

THE WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

\*\*ESTABLISHED 1856\*\*

# FINANCING, TAX PROBLEMS

Continued from page 77

money to members of the coin will is an important element in the of the fact that he is a coin op-

Silbert explained why Standard works thru distributors rather than loan money on equipment directly to operators. In many States, New York among them, 6 per cent is the maximum legal rate of interest to an individual. If the firm were to pay 4.5 per cent for its money and lend it at 6 per cent, the 1.5 per cent margin would not be sufficient to cover operating expenses.

In addition, Standard cannot repossess and operate machines. The distributor can. So Standard prefers to work thru distributors, with the distributor doing most of the work except for the credit check.

Equipment Only

Silbert pointed out that while Standard will advance money for coin equipment, it will not figure any advance commission, loan or bonus to the location in its financ-

He explained that while good



Eyes see faster . . . ears hear truer . hands move surer, swifter with the coin to play the big take SHOWBOX "H-200." Nowat your distributor's!

AMI Incorporated 1500 Union Ave S. E., Grand Rapids 2, Michigan originator of the automatic selective juke box in

machine industry, many smaller resale value of a route (generally banks will lend money directly to 50 to 60 times the gross weekly that double taxation must be paid an operator as an individual. But profits), it means nothing to a fi- on unsubstantiated expenses not they will do so because they know nance house. The finance house approved by the federal authorithe individual and often in spite will not operate the route in the ties. event of a repossession. It can only sell the equipment at market rent administration in Washington prices.

> to advancing money to locations, the welfare of small business. the small operator cannot compete with the large operator. He termed and bonuses "a Frankenstein created by the operator."

### Time Price

difference between a cash price to verify his expenses. and a time price is not governed by law. Hence the distributor can

when the operators are set up as you be good to the business."

paper outstanding has rocketed.

**Business Form** 

prominent theatrical persons as when he really may need it. well as several coin machine firms corporate set-up does not necessar- the new equipment. ily mean a tax saving.

One of the disadvantages of a corporation, Klein explained, is

Klein sharply criticized the curas being controlled by big business Silbert said that when it comes and not too much concerned with

He charged that internal Revenue men are more concerned with the entire system of location loans checking the small man and questioning his expenses than they are with plugging tax losses in large corporations.

Silbert also explained how, in He cited the example of a faireffect, a higher interest rate may sized juke box operator whose exbe charged the operator when the penses had averaged \$80 a week paper is handled by the distributioner a three-year period. Governtor. While the maximum rate of ment investigators actually visited interest may be 6 per cent, the 300 of the man's locations in order

Tax Savings

Klein said that small businesscharge a higher time price and men are less prone to take full adhave the interest discounted from vantage of the tax laws than are the cash price by the finance house. the larger corporations. He out-According to Silbert, the firm's lined the tax savings which accrue policy of working primarily thru to an operator who re-invests profdistributors is being examined. He its in new equipment and said, said that direct operator loans, "If the business is good to you,

a corporation, are being considered. He also pointed out that taking Silbert disclosed that while the the maximum depreciation initially firm's outstanding paper in the juke on equipment is not always the box field has shown a steady best tax policy. In many cases, he growth, the amount of vending explained, straight line depreciation (taking 25 per cent a year) gives the small businessman a de-Klein, who handles taxes for preciation write-off in four years,

On trading in equipment, Klein and operators, told operators to said the operator is often better make sure they are set up in the off taking a capital gain between proper form-either as an individ- the residual value of the depreciual, partnership or corporation. He ated equipment and the sale price ing; Abe Bernstein: Al Cohen, explained that in many cases the and then listing the full price of Phonograph Service; Ben Gottleib,

For example, a new juke box Jackie Hearn, LaSalee Music.

may sell for \$1,200 and the trade- Graver Coast Distrib in machine would have a market value of \$500. The net cash the operator would have to spend is \$700. If the deal is figured as a trade-in, the operator can take depreciation only on the \$700 he

But, on the other hand, he may sell the old music box for \$500, giving him a profit of \$400 over the residual value of \$11 after depreciation. He would have to pay a capital gains tax on the \$400, but this would be at a relatively low rate.

However, he then can take depreciation on the \$1,200 for the new machine and the tax savings there could be more than the capital gains tax he pays on the old machine.

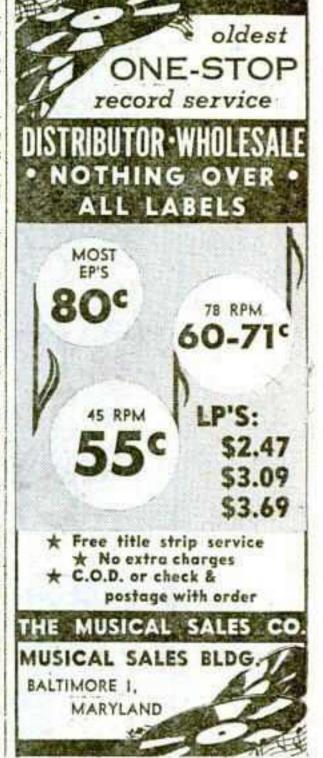
Klein warned operators against lumping all expenses in financial statements prepared for banks. He also advised them to show equipment, not on depreciated values but on market values, with the statement showing increased market values when such increases take place.

Meyer Parkoff, Atlantic - New York president, moderated the session. Neither speaker relied on prepared talks, but answered questions from the floor; the operators didn't run out of questions.

Among the operators attending were Phil Kurtz, Phonograph Service; Jerry Kunrenther, Pioneer Amusement; Lou Desiderio; Dick DiCicco, Westchester Amusement; Manny Feder, Beam Amusement; Irv Fenishel, Janel Music; Mike Mulqueen, M&M Vending; Nat Teller; Ben Chicofsky, Benray Music; Jack Ezrate, Jabco Amusement; Nat Bensky, Peekskill Music, and Jerry Basile, American Cigarette and Music.

Also Niek Franco, Nyack Music; Howard Seymour, M&H Vend-Majestic Operating; Al Ford, and

CHICAGO -- In reporting the appointment of Pacific Distributing Corporation to represent Wurlitzer in San Diego (The Billboard, November 11) the name of its owner, Noble Graver, was misspelled. Graver's name should be as written



SAVE MORE MONEY-MAKE MORE MONEY

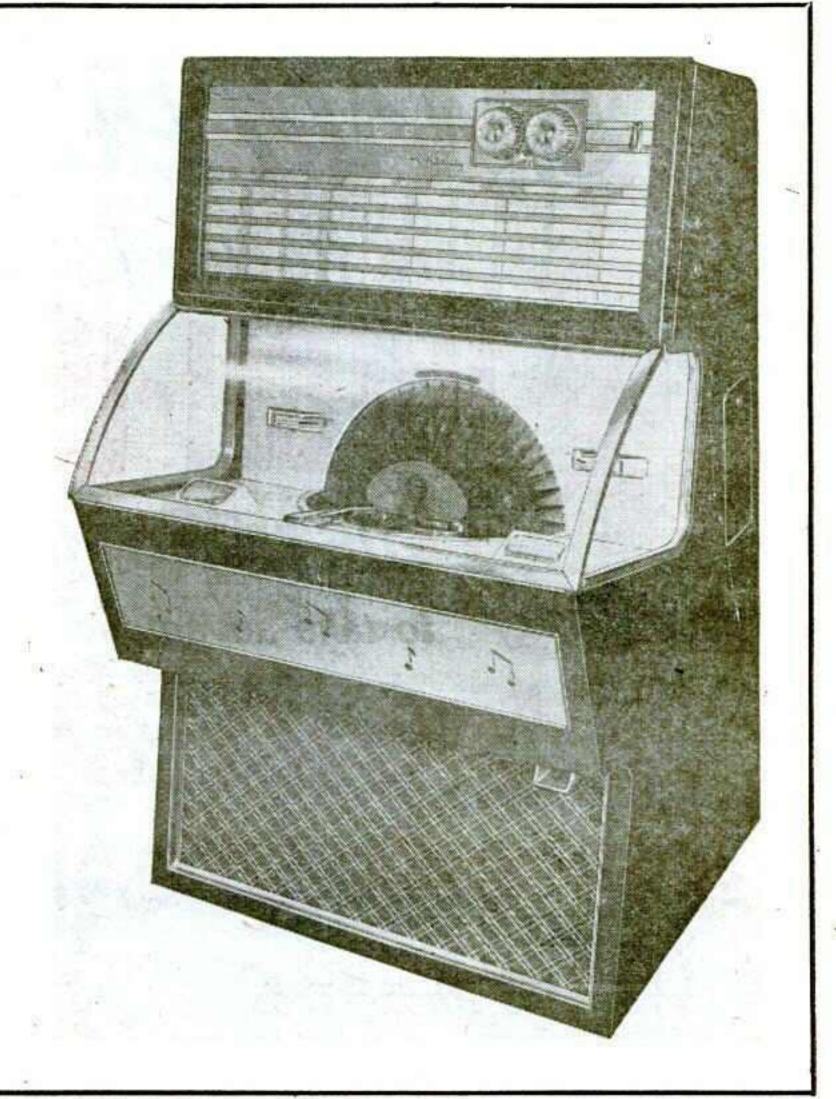
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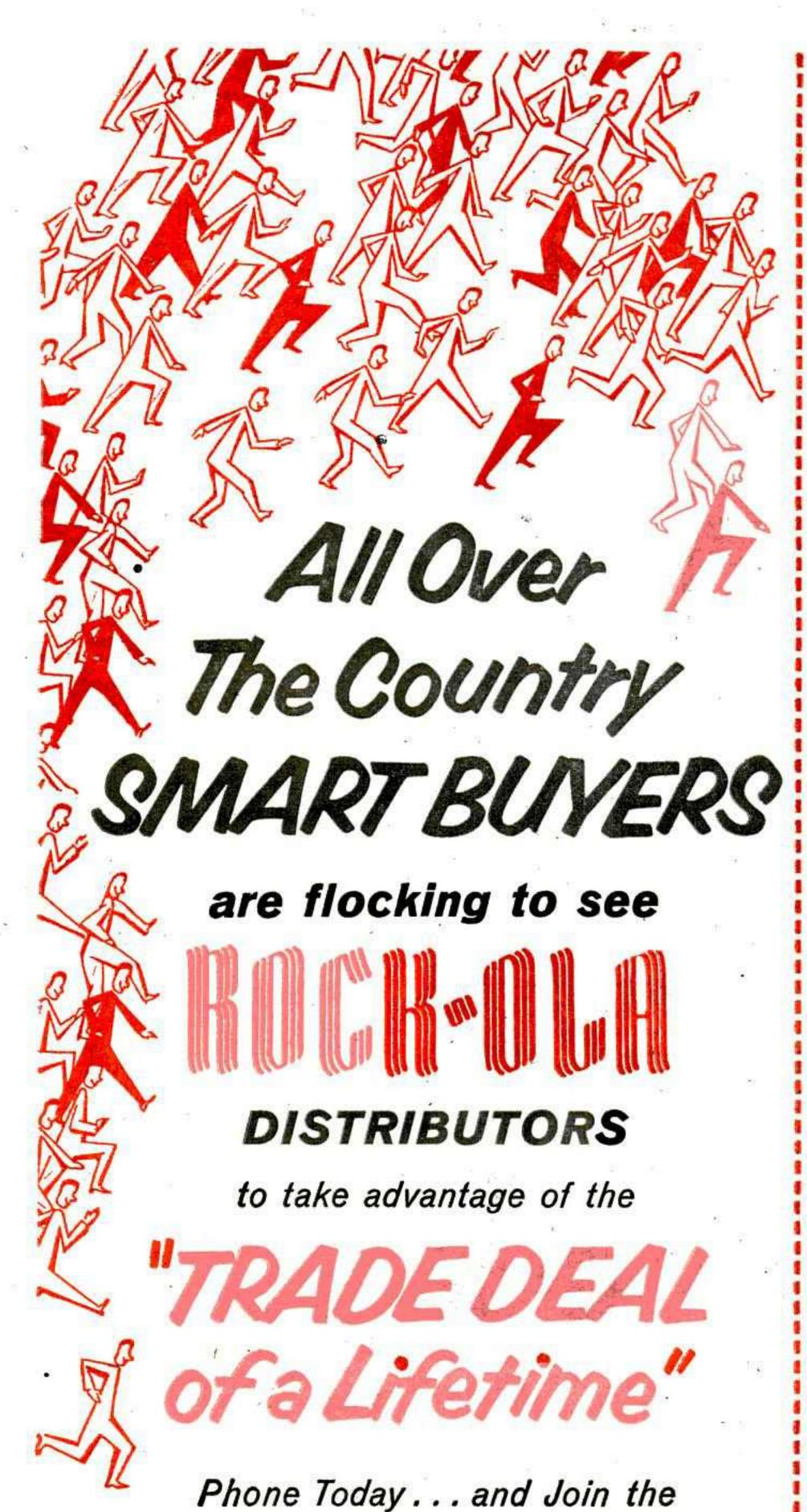
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THE BILLBOARD WEEKLY

# Coin Machine Price Index

### How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average. PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

(For 10-week period ending with issue of November 25, 1957)

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" on "distressed" equipment.

MUSIC	MACHIN	ES.		
AMI	High	Low	Mean Avg.	
Model C-40	.\$ 69.00	\$ 69.00	\$ 69.00	
Model E-40 (53) 40 sel., 78 RPM	. 225.00	225.00	225.00	
Model E-80 (53) 80 sel., 45 RPM		350.00	350.00	
Model E-120 (53) 120 sel. 45 RPM	×.	345.00	395.00	
Model F-80 (54) 80 sel.,			SINGUAL.	
45 RPM		485.00	485.00	
45 RPM	. 595.00	350.00	565.00	
ROCK-OLA 1432 (50-51) 50 sel.,				
78 RPM		\$ 95.00 125.00	\$ 95.00 125.00	
1432 Rocket	112121222	135.00	149.50	
78 RPM	. 195 00	175.00	195.00	
1434 Rocket	. 150.00	135.00	135.00	
45 RPM	. 175.00	175.00	175.00	
45 RPM	. 445.00	395.00	395.00	
45 RPM	. 445.00	445.00	445.00	
SEEBURG				
HM-100A-Hideaway (9/49)	.\$149.50	\$149.50	\$149.50	
M-100-A (9/49) 100 sel., 78 RPM	Language Marrier	69.50	185.00	
M-100-B (10/50) 100 sel., 45 RPM		375.00	395.00	
M-100-C (5/52) 100		00017225		
sel., 45 RPM HHF-100-G (1/54) 100		450.00	495.00	
sel., 45 RPM HF-100-R (8/54)			695.00 675.00	7
100-W (9/53)	. 575.00	575.00	575.00	
WURLITZER				
1015 (46) 24 sel., 78 RPM	.\$ 35.00	\$ 35.00	\$ 35.00	
1100 (47) 24 sel., 78 RPM	. 75.00	50.00	50.00	
1250 (50) 48 sel., 45 or 78 RPM		69.50	115.00	
1400 (51) 48 sel., 45 or 78 RPM	CO MIANTENENNO	124.50	165.00	
1500 (52) 104 sel.,	maximenetic to	1000 V 1000	NETENTAS:	
45-78 RPM Mix 1650 (53) 48 sel.,		175.00	225.00	
45 RPM or 78 RPM 1650A (54) 48 sel.,	. 325.00	225.00	265.0 <b>0</b>	
45 RPM	. 295.00	225.00	225.00	
45 RPM		495.00 135.00	515.00 675.00	
1800 (2/55) 104 sel., (W		E019	075.00	
BALLY	L GAM	ES	-17	
Atlantic City (5/52) Beach Beauty (1/55)	.\$ 65.00	\$ 65.00 30.00	\$ 65.00 175.00	
Beach Club (2/53)	75.00	25.00	30.00	
Beauty (11/52) Big Time (1/55)	. 75.00	43.00 110.00	65.00 125.00	
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	185.00	245.00	
Coney Island (9/52) Dude Ranch (9/51)	. 45.00	45.00 45.00	45.00 60.00	
Frolic (10/52)	[발 :	43.00	65.00	
Gayety (3/55)	. 95.00	55.00	60.00	
Caytime (6/55)	75.00	95.00	125.00	
Hi-Fi (6/54)	245 00	• 60.00 45.00	115.00	
Miami Beach (9/55)	, 150.00	110.00	125.00	
COLUMN TO THE PARTY OF THE PART	. 265.00	210.00	250.00 65.00	
Nite Club (3/56) Palm Beach (7/52)	. 105.00	35.00	05.00	
Palm Beach (7/52) Palm Springs (11/52)	. 65.00	55.00	60.00	
Palm Beach (7/52)	. 65.00	55.00 45.00		

	High	Lew	Mean Avg.
Tahiti (10/49)	.\$100.00	\$ 50.00	\$ 69.50
GENCO Golden Nugget (2/53)	\$95.00	\$ 35.00	\$ 65.00
COTTLIEB			
Arabian Knights (11/53) Auto Race (9/56) Basketbail (10/49) Chinatown (10/52) Cinderella (3/48) Classy Bowler (7/56) Coronation (11/52) Crossroads (5/52) Cyclone (4/51) Daisy Mae (7/54) Derby Day (4/56) Diamond Lill (12/54) Dragonette (6/54) Duette (3/55) Flying High (2/53) Four Belles (10/54) Four Stars (6/52) Frontiersman (11/55) Gold Star (8/54) Grand Slam (4/53) Green Pastures (1/54) Guys & Dolls (5/53) Gypsy Queen (2/55) Happy Days (7/52) Harbor Lites (2/56) Hawaiian Beauty (5/54) Jockey Club (4/54) Jubilee (5/55) Lady Luck (9/54) Lovely Lucy (2/54) Marble Queen (6/53) Mystic Marvel (3/54) Niagara (12/51) Pin Wheel (10/53) Poker Face (8/53) Quartette (2/52) Queen of Hearts (12/52) Quinette (3/53) Rose Bowl (10/51) Score-Board (3/56)	. 270.00 . 200.00 . 65.00 . 25.00 . 45.00 . 75.00 . 145.00 . 145.00 . 145.00 . 175.00 . 195.00 . 165.00 . 185.00 . 185.00 . 185.00 . 185.00 . 100.00 . 100.00 . 120.00 . 120.0	95.00 235.00 25.00 25.00 45.00 45.00 125.00 135.00 120.00 135.00 150.00	115.00 245.00 200.00 65.00 25.00 45.00 40.00 130.00 150.00 175.00 150.00 165.00 165.00 165.00 100.00 65.00 170.00 65.00 170.00 100.00 125.00 110.00 125.00 110.00 125.00 110.00 125.00 110.00 125.00
Sea-Belles (8/56) Shindig (9/53) Skill Pool (8/52)	. 110.00 . 70.00	285.00 60.00 35.00	285.00 100.00 65.00
Sluggin' Champ (4/55) .  Sluggin Champ Deluxe (4/55)  Southern Belle (6/55)  Spot Bowler (10/50)  Stage Coach (11/54)  Sweet Add-A-Line (7/55)  Toreador (6/56)  Wishing Well (9/55)	180.00 170.00 30.00 150.00 175.00 295.00	125.00 180.00 165.00 30.00 130.00 175.00 275.00 165.00	165.00 180.00 165.00 30.00 150.00 175.00 275.00 205.00
UNITED  ABC (2/25) Caravan (1/56) Circus (8/52) Havana (2/54) Hawaii (6/54) Manhattan (4/55) Nevada (8/54) Pixie (9/55) Rio (11/53) Singapore (10/54) Starlet (11/55) Triple Play (8/55) Tropicana (1/55) Tropics (7/55)	225.00 25.00 80.00 120.00 80.00 43.00 145.00 25.00 43.00 25.00 75.00	\$545.00 50.00 25.00 30.00 45.00 60.00 43.00 70.00 25.00 40.00 50.00 65.00 75.00 35.00	\$545.00 200.00 -25.00 45.00 45.00 60.00 43.00 93.00 25.00 40.00* 125.00 78.00 75.00 69.50
WILLIAMS  Army & Navy (10/55)  Big Ben (9/54)  C. O. D. (9/53)  Colors (11/54)  Dealer '21' (2/54)  Deluxe Baseball  Disk Jockey (11/52)  Fairway (6/53)  Grand Champion (8/53)  Gun Club (11/53)  Hayburner (6/51)  Hong Kong (10/52)  Jalopy (8/51)  King of Swat  Lazy Q (2/54)	125.00 80.00 43.00 50.00 195.00 85.00 60.00 40.00 75.00 40.00	\$ 50.00 65.00 60.00 43.00 50.00 85.00 39.00 60.00 35.00 40.00 50.00 42.50 40.00 225.00 75.00	\$ 50.00 95.00 80.00 43.00 50.00 125.00 85.00 60.00 80.00 40.00 50.00 40.00 225.00 75.00

The same of the sa	High	Low	Avg.
Nifty (12/50)\$	20.00	\$ 20.00	\$ 20.00
Nine Sisters (1/54) Peter Pan (4/55)	95.00	95.00	95.00
Peter Pan (4/55) Quarterback (10/49)	150.00 195.00	135.00 85.00	135.00 185.00
Race the Clock (1/55)	200.00	100.00	150.00
Rainbow 5 Ball (11/48)	275.00	275.00	275.00
Regatta (10/55) Screamo (4/54)	135.00 75.00	95.00 75.00	135.60
Silver Skates (2/53)	70.00	70.00	75.00 70.63
Sky Way (9/54)	85.00	60.00	65.00
Spark Plug (10/51)	30.00	30.00	30.00
Spitfire (2/55)	85.00	75.00 85.00	75.00 85.00
Struggle Buggie (12/53)	125.00	119.50	125.00
Twenty Grand (12/52)	50.00	50.00	50.00
Times Square (4/53) Thunderbird (5/54)	70.00 125.00	35.00 115.00	70.00 125.00
Three Deuces (8/55)	180.00	145.00	180.00
Super World Series (4/51) . Wonderland (5/55)	60.00	60.00	60.00
Wondenand (5/55)	133.00	125.00	130.00
ARCADE E	QUIPM	ENT	
Code: AP-Auto Photo; B-Baily;			
Ex—Exhibit; G—Genco; Gl Mutoscope; R—Roovers;			
Shipman; T—Telecoin; U—			
Advance Shockers\$	22.50	\$ 22.50	\$ 22.50
Air Raider (K) ('48)	125.00	125.00	125.00
Atomic Bombers (M)	125.00	125.00	125.00
Balloonamat Capitol P	133.00	1795.00	1795.00
(1/55)	295.00	295.00	295.00
Bat-A-Score (Ev) (8/48).	145.00	145.00	145.00
Bat-A-Score, Sr. (Ev)	Series de la companie	50000000 5000000000	//10 SERVICES
(8/48)Bert Lane Merry-Go-Round .	65.00 350.00	65.00 315.00	65.00 325.00
Big Broncho (1/51)	345.00	325.00	325.00
Big Top (G) (6/54)	250.00	250.00	250.00
Carnival Gun (U) (10/54). Champion Baseball (G)	175.00 185.00	175.00 185.00	175.00 185.00
Champion Hockey ('46)	125.00	125.00	125.00
Coon Hunt (S) (2/54)	115.00	115.00	115.00
Dale Gun (Ex)	65.00 195.00	50.00 195.00	65.00 195.00
Flying Saucer (M) (6/50).	125.00	60.00	125.00
Goalee (CC) (1/46)	95.00	65.00	95.00
Heavy Hitter (B) Hockey (CC)	65.00 75.00	50.00 75.00	50.00 75.00
Jet Fighter (W) (10/54).	225.00	225.00	225.00
Jet Gun (Ex) (12/51)	110.00	110.00	110.00
Kicker & Catchers Lite League (W) (2/54)	52.50 75.00	52.50 75.00	52.50 75.00
Lovemeter (Ex)	25.00	25.00	25.00
Midget Movies (CC)	125.00	125.00	125.00
Mercury Counter Gripper Panoram (Mills)	25.00 325.00	25.00 325.00	25.00 325.00
Pennant Baseball (W)	100.00	100.00	100.00
Photomatic (M) (1/50)	395.00	245.00	275.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (1/49)	75.00	75.00	75.00
Pitch'm & Bat'm (S)		125.00	175.00
Pop Up	20.00 195.00	140.00	20.00 185.00
Rifle Gallery (G) (6/54) .	175.00	150.00	165.00
Round the World Trainer	375.00	325.00	225.00
(CC) (10/53) Shoe Brush Up	95.00	95.00	325.00 95.00
Sidewalk Engineer (W)			-0100000000
(5/55)	150.00		150.00
Silver Bullets (Ex) (11/49) Silver Gloves (M)	125.00 195.00	125.00 175.00	125.00
Six Shooter (Ex)	125.00	50.00	95.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC) Sky Rocket (G) (5/55)	125.00	125.00 195.00	125.00 195.00
Space Ship	95.00	95.00	95.00
Sportland (Ex) (11/51)	120.00	120.00	120.00
Sportsman (K) (11/54) Standard Metal Typer, F. S	185.00 325.00	175.00 199.00	175.00 275.00
Star Shooting Gallery (Ex)		45000000	
(9,54)		150.00	185.00
Steeple Chase	75.00 125.00		75.00 125.00
Super Home Run (CC)	125.00	(25.00	123.00
(3/54)	175.00	175.00	175.00
Super Jet (CC) (4/53)		175.00	175.00
Telequiz (1/49) (T)		65.00	65.00
Three Way Gripper (Gb) World Series (W) (4/51)	25.00 50.00		25.00 50.00

World Series (W) (4/51) . 50.00

Zingo (1/51) (U) ..... 65.00

50.00

50.00

Communications to 188 W. Randolph St., Chicago 1, Ill.

# Spotlight Arcade Equipment At Park Show's Coin Exhibits

Munves, Capitol, Chi Coin Walk Off With Honors; Variety Ups Interest

attention from exhibitors at the Na- Projectors. tional Association of Amusement Parks, Pools & Beaches Show at was devoted to a formidable disthe Sherman Hotel here last week play of Arcade machines, among (December 1-4).

with honors.

equipment walked off with roses. The annually awarded Henry A. Guenther plaque for the "most rieritorious exhibit of coin-operated equipment" was plucked by Mike Munves Corporation. Gaining "honorable mention" were

# Williams Ships Jig Saw Pin, **New Feature**

CHICAGO -- Jig Saw, a singleplayer five-ball pin game with a held at the Morrison Hotel last new "mystery puzzle" play fea- week (1), the 26 members attendture, was shipped to distributors ing also voted down NCMDA last week by Williams Manufac- setting up a "credit agency." turing Company.

rectangular two-way mirror which confer with manufacturers to disreproduces in color segments of a cuss "certain problems" common to jig saw puzzle as roll-overs are hit distributors. on playfield.

ments to complete the puzzle. ment.

Mike Munves' winning entry them several newly introduced Not only did Arcade-type equip- units. Included were the Ten Comment pull top interest of visitors at mandments coin inscriber, Pop the Show, but it also brought nods | Gun Circus gun game, card vendfrom the judges who bestowed it ers, Burp gun, Road Test, Horoscope fortune teller, Squoits water featured their new Super Com-Three exhibits featuring Arcade polo, Bike, Model T, Toonerville

CHICAGO --- Arcades drew top | Chicago Coin Machine and Capitol | Trolley and Tusko coin rides, group of three venders, including "Valet," "Souvenirs" and "The Maid," offering handy commodities for pocket and purse; a coin telescope unit, cigarette venders, candy venders and other machines all distributed by Munves.

> Guns in Action Chicago Coin Machine's display (Continued on page 87)

# NCMDA Kills Plans For Bowling Tourney

Distribs Scrap Credit Agency Proposal; Pick Committee to Confer With Mfrs.

Coin Machine Distributors' Association.

In other action at the meeting,

At the same time, the group On the Jig Saw backglass is a named a three-man committee to

puzzle show thru, with player at- that of prices of new equipment, tempting to reproduce all 14 seg- particularly on ball bowling equip-

(Continued on page 90) Another possible area of dis-

CHICAGO --- A plan to set up a discussion was believed to spring bowling tournament program for from operators' current complaints operators was axed at the fourth about the swift changes of models general meeting of the National in the ball bowling equipment. Operators complain that high prices on these types of games plus too-frequent model changes combine to squeeze their profit margins

The three named to the commit-(Continued on page 87)

# Genco Preems one at a time, segments of the problems distributors want to air is that of prices of new equipment. Of New Pinballs

CHICACO - Show Boat, the first of Genco Manufacturing's new line of five-ball pin games, was introduced at the National Association of Amusement Parks, Pools and Beaches Show here and shipped to distributors last week.

The single-player pinball has CHICAGO - Capitol Pro- machine. It features a test of the six backglass light-up card symbols new machines amid a large array playback sounds and instructions corresponding light-up card sym-(Continued on page 90)

fit of those operators who missed the National Association of Amusement Parks, Pools & Beaches Convention here last week, here is a brief rundown on one major line of equipment exhibited at the booths-the models.

1. Bally Manufacturing

2. Manley, Inc. Well-built brunette. Somewhat reserved, but interesting. Dressed in black, abbreviated costume, mesh stockings. Popped pop-

3. Pepsi-Cola, Tall, amazon thru halls.

### **EDITORIAL**

# Why Not Tourneys?

Members of the National Coin Machine Distributors Association attending the December 1 meeting voted down a proposal to set up a tournament-league program for bowling games. (See story elsewhere in this section).

We hope they reconsider. The amusement games business needs ideas that will make money. It needs them now more than ever.

Business is down; in some sections, down badly. No one can afford not to face up to that fact.

But the fact will not go away by itself; action must be taken by all segments of the business to revitalize the business. New Ideas

Many distributors are retrenching in the face of dwindling buying. But now is the time to pump new ideas into the business, new merchandising, new approaches that will move equipment; lure more coins into the operators' coffers; provide the new flow of money for all segments that all segments need so badly today.

Leagues or tournaments are a good starting point. Operators have proved-and are proving now-they work. They are proving they make money. But few use them. Such an idea to be of good to many operators must be started on an organized basis. NCMDA is the ideal association to sponsor and promote such a program.

It's easy to offer excuses for not trying something new. It's hard to try something new. But it's even harder to understand why something that has already worked-and works nowis not exploited to the fullest.

NCMDA today is in a position to provide a great service to the industry and thus to themselves.

They should hold a session at the earliest date to reconsider their action and give the tournament idea a try.

### MUNVES EXHIBIT:

# A Complete Arcade In NAAPPB Halls

CHICAGO -- Equipment enough | chine, popular Mutoscope machine. to fill a spacious Arcade was dis- Player inserts a penny and a dime. played by the Mike Munves Cor-poration here last week at the of inscribing the Ten Command-National Association of Amusement Parks, Pools and Beaches convention.

Featuring everything from a coin-operated version of the Ten Commandments, to a coin-operated Burp Gun, the Munves showing was presented with the Henry A. Guenther Award for "the most meritorious exhibit of coin-operated equipment."

On display was a wide variety of Munves-distributed Arcade equipment, manufactured by a score of different companies thruout the U. S. and abroad.

Among the latest pieces of equipment were the Ten Commandment machine, .nade by International Mutoscope, and the Roadracer drive machine, made At Convention by Dale Engineering Company. Magic Coins

Ten Commandments is a new version of the Lord's Prayer ma-

Keep Lid on

authorities.

free plays.

Ohio Pinballs

CINCINNATI -- City pinball

operators here are currently under

fire from both city and State

The city calls for conversion of

The Ohio Liquor Department

threatens to seize any machine

which pays off, or which awards

preted as about two months, to

make conversions to single coin

The State, however, has already

play, or to remove their machines.

all multi-coin pins to single coin

play, with the threat of seizure.

features player operation of a rac-(Continued on page 86) **Exhibit Intros** Softball Game

ments-in tablet form-on the

penny. It actually delivers a token

with the Commandments pre-in-

scribed. The new machine can be

used either as an entirely new

piece or as a \$45 conversion for

Roadracer is an adaptation of

the popular driver machines. It

the Lord's Prayer unit.

CHICAGO-Soft Bail League, a new Exhibit Supply game designed for Arcades, received heavy play at the National Association of Amusement Parks, Pools and Beaches Show here last week.

The 13 by 3½-foot action game has players throwing nine-inch regulation type soft balls overhand at ball hole targets on a diamondshaped board at the far end. Balls return automatically and game is enclosed with netting

Automatic scoreboard, at front end of game, depicts the infield of a baseball park and has light-up

(Continued on page 90)

### Standard-Harvard The city has given operators "a reasonable time," generally inter-Typer Mechanism

CHICAGO -- Standard - Harmade seizures of games considered vard Metal Typer, Inc., introduced to be operating illegally under a new counter mechanism for its metal typer machines here last A recent court ruling removed week at the National Association an injunction protecting city pins of Amusement Parks, Pools and from seizure, and in effect banned Beaches convention.

The counter mechanism cuts off (Continued on page 92)

# Capitol Bows Five New Arcade Units

jectors, New York, displayed five player's timing in following tape with carry-over feature, and six of Arcade equipment at its ex-hibit at the annual Park Show here flight projected on a screen in fast week.

The five new pieces of equipment were a Test Pilot "driver" machine, two new kiddie rides, a coin-operated vibrator chair and a lead shot target set-up.

The Test Pilot is similar in some respects to the firm's Auto Test

# Commando Gun, Show Favorite, To Be Leased

CHICAGO -- Chicago Coin Machine, makers of the Super Commando Machine Gun, a crowd pleaser at the National Association of Amusement Parks, Pools and Beaches convention here last week, will put the gun on a lease basis in the U.S.

Samuel Gensburg, co-head with Samuel Wolberg of Chicago Coin, said arrangements will be made to

(Continued on page 91) Kansas.

front of him.

chief, termed the game "a reflex race." Player, seated in simulated AT THE NAAPPB: low control buttons, steps on left SPECIAL REPORT cockpit, presses red, blue and yeland right rudder controls to steer plane on its course. He is scored on his ability to quickly follow control tower instructions.

Test Pilot

List price on Test Pilot is \$1,095. Its companion piece, Auto Test, featuring a similar type of (Continued on page 87)

### McGuire Opens New Arcade Spot

WICHITA, Kan. - Sam Mc-Guire, Kansas City, Mo., opened a new Arcade and snack bar here to be known as Wonderland.

He leased a corner store building at 400 East Douglas Avenue, remodeling it at a cost of \$10,000. The Arcade is now stocked with coin-operated amusement equip-

McGuire operates concessions at lease the gun to Arcades and other Fairyland Park in Kansas City and establishments in the United States, other Arcades in Johnson County,

# Sam Goldsmith, Capitol sales WITH THE GIRLS

CHICAGO -- For the bene-

Company. Petite, vivacious blonde, dressed in abbreviated kiddie costume. Straddled the coin-operated kiddie rides. Munched double dip icecream cones and cotton candy.

State Liquor Department law. blonde. Dressed in abbreviated costume clustered with Pepsi-Cola labels. Pepsi-Cola caps decorated bust. Strolled the multi-coin pinballs. (The Billboard, December 2.)

### Boston

### By CAMERON DEWAR

So impressed were local operators with the visit of George A. Miller, president of MOA, that 15 of them signed up as members of that organization. . . . The Massachusetts Music Operators' Association also has attracted a number of new members. This, according to David J. Baker, president, was because of the successful banquet the group put on, as well as its strong fight in the city against the heavy juke box license fees.

Also benefitting from MOAM's success is Mrs. Dave Baker, who acts as that body's secretary. Husband Dave, who operates Melo-Tone Vending Company when not dashing about for MOAM, presented her with a fulllength mink coat.

Marshall Caras, Trimount Automatic Sales Corporation, is earning his spurs these days with President Dave Bond and General Manager Irwin Margold off on a business trip to Europe. They will visit half a dozen countries, meeting and talking with clients in connection with the export business, which is assuming a high volume. . . . Ernie Geramondie, Bristol, Conn., is receiving condolences on the death of his mother last week.

Silas Redd, Redd Distributors, looking fine after a trip to Florida. Chief serviceman Earl Schultz is happy to be back at work again after an operation. Sales chief Bob Jones swinging around the Connecticut territory and finding business brisk in anticipation of the Christmas season.

The unusually mild weather has been bringing in operators from outlying territories these days. Seen around this week were Ken Progin, Fitchburg; Louis Zideman, Portsmouth, N. H.; John Hagberg and Ralph Ridgeway, Springfield; Fred Mielnikowski, Chicopee; Roger Turatto, Willimansett: Roland Hebert, Holyoke; Charles Pomietlarz, Aldenville, and John Angelo, Norwich, Conn.

### Miami

### By RAOUL SHAPIRO

Bobby Schwartz, B&B Vending, announced this week that he has split up partnership with Buddy Cohen and has taken as a new partner Irving Holtzman, long-time operator from New York. . .

Moe and Harry Steinberg have lost their dad. Moe is president of Stirling Amusement Company in Hialeah, and Harry is connected with Marino Music in the operation of a game route. Both are flying to New York for the funeral.

Morris Marder, still feeling the effects of his recent attack, has been taking it easy for the past few weeks, with his partner, Sol Tabb taking complete charge. Morris recently gave a sweet-sixteen party for his daughter Ellen at the San Souci.

Ted Bush, Bush Distributing Company, proud of the plaque presented him by the Wurlitzer Phonograph Company at the recent meeting of Wurlitzer Dis-tributors in Hollywood, Fla. This is the third time in a row that Bush Distributing Company has won this award. Ozzie Truppman, manager of Bush Distributing Company, won an award for excellence in sales efforts.

Bob Norman, Miami branch manager of Southern Music Company, Florida AMI outlet, officially opened the season at Tropical Park by heading for the cashier's window.

Lucky Skolnick, Music Makers, Inc., is proud of the many first prizes his horse has been winning at the local horse shows. . . . Rex Holly, head serviceman for Music

# Coinmen You Know

Continued from page 79

### Little Rock

### By ELTON WHISENHUNT

Melvin Lapides, owner of Osceola Amusement Company, Osceola, is expanding. He plans to put some 200 phonographs out. He's been in business only a year. . . . J. W. Singleton, Singleton Music Company, Marked Tree, is also going for the big 200 machines, converting his entire route. . . . John and Frank Bruner, John & Frank Inc., Marked Tree, are expanding their cigarette route. They also operate music and game routes.

Morris Berger, Berger Amusement Company, West Memphis, Ark., is going into an interesting diversification. He's opening a restaurant specializing in Mexican food and also plans one across the Mississippi in Memphis.

Sam Torjusen, B&T Amusemen

Company, Blytheville, says his collections are off some. Excessive rain has hurt fall business, he says. . . . . Walter Day, Day Amusement Company, Blytheville, has a sideline of rearing Shetland ponies and selling them. He was seen at a sale of ponies at Morrillton recently. . . . Mrs. R. L. Eblin, owner of Paragould Music Company, Paragould, doing a good job carrying on the route since the death of her husband last year.

Charles Cole, Melody Music Company, Paragould, says heavy rains have also hurt his business. Lot of cotton is rotting in the fields because of rain, he said. . . . Nathan Wheeless, Service Amusement Company, Jonesboro, was seen unloading 25 new cigarette machines.

E. V. Womack, Womack Amuse ment Company, Jonesboro, says his daughter, wife of a Navy officer, is off to Istanbul, Turkey, where her husband is being transferred. Womack is president of Arkansas-Missouri Operators' Association. . . . Billy Bledsoe, Chicot Amusement Company, Lake Village, reports he is 100 per cent on dime play now and finished with his conversion. He reports collections are well up, averaging 20 to 30 per cent.

Bill Purifoy, Purifoy Amusement Company, is also at work on converting his route to dime play, hopes to be finished by January 1.... George Sammons, president of Sammons - Pennington Company, Memphis, seen on a swing thru Arkansas last week calling on music and game operators.

Guy Morgan, Morgan Music Company, Crossett, says his conversion to dime play has been successful. He reports a 30 per cent increase in collections. . . Manuel Caras, M&H Music Company, Pine Bluff, reports business good. . . . Another dime play con-

Makers, Inc., is not far behind. His horse, Black Magic, has been winning blue ribbons almost everytime he has been entered. . . . Ed Haughten, Palm City Music Company, Ft. Myers, in town looking over some new equipment in preparation for the coming winter sea-

Mac McLarty, Mac's Music Company, Key West, has been feeling slightly better and has been transferred from Jackson to a hospital in Key West. In the meantime, Mrs. McLarty, the having no experience in running a route, has been very capably running the route, with a little help from the other Key West operators.

version is being made by H. L. Hopkins, Hopkins Music Company, Fordyce. Says he expects the entire South Central section of the State to be solid dime play by January 1.

Jimmy Ward, 23, son of Vernon Ward, owner of 19 Music Company, Pine Bluff, is doing a good job managing his father's route. . . . Billy Foster, Foster Music Company, Pine Bluff, reports the big bowling games are going well and he's putting a lot of them out.

Operators from the territory in Little Rock recently shopping for equipment included: Charles Gist, Gist Music Company, Helena; W. S. Kennedy, Kennedy Music Company, England; Edward Wilcox, Baker Music Company, Pine Bluff; Jack Walker, Danville Music Company, Danville; Gurt James, James Music Company, Thornton; Lynn Farr, Central Music Company, Texarkana, M. L. Armstrong, Armstrong Amusement Company. Brinkley; E. K. Eby, Pine Bluff Music Company, Pine Bluff.

Hot Springs operators are getting their equipment and routes in shape for the big winter season, expected to be a big money-maker, with race horse fans coming in from all over months before the racing stars in February.

Operators seen readying themselves for the rush included W. E. Lewis, Lewis Novelty Company; Van Eddinger, Van Eddinger Music Company, and Phil Marks, Phil Marks Amusement Company. . . . J. Earl Gill, Gill Amusement Company, has gone into broad diversification. Besides a music and game route, he has 250 cigarette machines out. He recently went into candy and drink vending. He has a lot of those machines out and is thinking of milk vending.

Phil Marks, owner of Phil Marks Amusement Company, is relaxing these days while son, Bobby, 24, directs the business. . . W. E. Lewis, Lewis Novelty Company, says he anticipates a good business this winter. He's getting his route ready for all the wintertime vacationers who come in . for baths and, next spring,

Wilbur Green, owner of Spa Amusement Company, who owns a tavern on the side, was seen setting up two new amusement games for the big winter trade. . . . Duane Faull, owner of Faull Amusement Company, recently bought a new airplane. He soloed last week, says he now plans to do all his business traveling by plane. . . . R. G. Jennnigs, Jennings Coin Machine Company, says his business has picked up considerably lately.

At Jonesboro, Nathan Wheeless and Bobby Joe Adams, partners in Service Amusement Company, report they are replacing all their new 200 models. They report the bigger machines draw more plays.

H. L. Hopkins, Hopkins Music Company, Fordyce, is talking about going to dime play and hopes to get his county (Dallas) on dime play by January 1. . . . Curt James, James Music Company, Thornton, was fox hunting recently. "We don't kill the fox," he said. "Just try to catch him. Sometimes we don't even do that."

Bill Smead, owner of Camden Novelty Company, returned from a recent weekend in which he saw three college football games. the Arkansas-Baylor gang

Waco, Tex., then went to Dallas for the Texas-Oklahoma afternoon game and SMU-Rice game that night.

Bill Purifoy, Purifoy Amusemen Company, Louisville, plans to convert to dime play by January J . . . Orell Bledsoe, National Nov elty Company, El Dorado, was fishing at Lake Village, Ark., re cently. . . . Guy Morgan, Morgan Music Company at Crossett, says his county (Ashley) is now 100 per cent dime play. He reports a 30 per cent increase in collections. . . Billy Bledsoe, Chicot Amusement Company, Lake Village, is also or 100 per cent dime play now.

### Detroit

### By HAL REVES

Mort Secor, sales representative of Chicago Coin, was in town visiting Miller-Newark Distributing Company, Manager Art Hebert reports, and discussing sales plans. . . . Headquarters of Donel Vending Service, operated by Donald E. Liss, on Somerset Avenue on the East Side, is being razed for construction of the new Edsel Ford Expressway. The firm operated a diversified route of peanut, cigarettte, gum and candy venders.

Robert Evans, owner of Evans Music Company, headed north for about 10 days of deer hunting. Formerly in the armed forces and for a time in the contracting business, he established his growing juke box route some months ago, with headquarters on the East Side at Mary's Bar, which is operated by his mother.

Plans for new vending activity in the area are indicated in the in the Dime Building. They are: Company, Pontiac Vending Company and Fraser Vending Company. Incorporators of the com- ing relatives. panies are listed as William A. Hamlin and George A. Van Pelt, of New York, while directors, all of East Orange, N. J., are Benjamin, Manuel and Sheldon Smerling, and Louis and Charles Stern.

Henry Olszewski, real estate salesman, is entering the coin machine business with the

establishment of a small route under the name of O'Keefe Amusement Machines. He is now operating skee balls and pool tables and is considering adding the newly-approved types of bowling games.

The former F&W Products Corporation, one of the early specialists in industrial vending locations in this area, is now being operated as Servend, Inc. Earl Poppenger, who has headed the company here for about two decades, remains as active manager. . . . Web Service, headed by Walter E. Button, is branching out more extensively into full-scale catering service, in addition to its diversified vending operations.

Lou Fisher, veteran head of Fisher Music Company, is returning to the operation of amusement games after 13 years, with the advent of the new type bowling games in Detroit. He is confidently looking forward to a big future in them. For the past dozen years, Fisher has concentrated exclusively on juke box operation with one of the larger Detroit area routes.

### Twin Cities

### By MAURICE BERNSTEIN

Lou Ruben, Liebman Music Company, is back home after spending several days on a selling trip thru North Dakota. . . . Al Thoelke, service engineer for United Manufacturing Company, Chicago, stopped here on one leg of a business trip thru Southern Minnesota, Wisconsin and Michl-

Roy Hagen, Slayton, Minn., is back on his feet after spending 10 days in bed with the Asiatic flu. . . . Lawrence Balow, Eau Claire, Wis., is almost completely recovered from his bout with the flu, as is Al Stephan of La Crosse, Wis., who was bedridden for two weeks.

Just back from Florida is Irving recent incorporation of five com- Sandler, head of Sandler Distributpanion companies, all with offices ing Company, who was in the Everglades State to attend a na-Bay Vending Company, St. Clair tional conference of Wurlitzer dis-Vending Company, Niles Vending tributors. . . . Mr. and Mrs. Ike Sundeen, Montivideo, Minn., spent the weekend in Minneapolis, visit-

> In Minneapolis, visiting local distributors, were several coinmen from small towns around this State-among them Frank Phillips and Lloyd Williamson, Winona; Floyd and Sonny Shaw, Eden Valley; E. E. McDaniel, Wadena, and Pete Wornson, Mankato.

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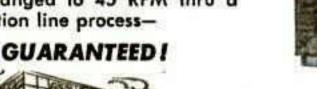
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THE MIKE MUNVES DELEGATION poses at the National Association of Amusement Parks, Pools and Beaches Show with the Henry A. Guenther plaque awarded to Munves for "the most meritorious exhibit of coinoperated equipment." Representing Munves at the convention in Chicago's Sherman Hotel last week (December 1-4) were, left to right, Natt Faber, John Berdner, Mike Munves, Bob Cronk, Milton Tone, Joe Munves, Pat Razano, Fred Schork and Henry Grauf.

### Arcade in NAAPPB Halls

Continued from page 84

the road" while at the same time maintaining the fastest possible speed by stepping down on accelerator.

Roadracer has "on road" and "off road" signals, a "road" flashed in color on backglass, speedometer, scoremeter and score ratings of "fair," "good," "excellent," "super" and "champion." Came is set for dime operation.

play included Exhibit Supply's effects. Pop Gun Circus and card venders; the Dale Burp Gun; Genco Gypsy Grandma fortune teller; Squoits water polo; a coin-operated telescope made by Nova Apparate, Hamburg, Germany; a trio of handy item vending machines, one for men's, one for women's items and one souvenir machine, all made by Mechanical Servants, Chi-

Still other machines included a

### OP SOURED BY SUPER VENTURE

An ever-present danger of vending operations in chainowned supermarkets is the possibility of a sudden can-cellation of the contract.

Aware of this danger, William H. Siegle, Siegle Vending Service, restricted his first venture into this type of vending to 50 machines.

It didn't work out. One morning Siegle received a letter from the chain requesting the removal of all his venders. As it happened, the chain had been bought out by another, and the new owner decided to turn over the newly acquired locations to the operator servicing the parent chain.

Siegle quickly hired a young man to help him take out the machines. That was 10 days ago. That night the venders were overflowing his

Tackling the job of relocation of the machines, Siegle found that competition has become keener since he first put his venders in the supermarket

Siegle has been specializing in sponsored machines where the commissions go to civic groups. Nevertheless, suddenly having to remove 50 machines posed a serious problem, as it would to any fulltime operator of his size. Commented Siegle dourly: "Cost about \$200 to remove the nes. I've had it.'

ing car. Seated inside racer body wide selection of kiddle rides conthe player strives to "keep 'er on sisting of Bally's Bike, Model T and Toonerville Trolley, and a Tusko coin-operated elephant ride.

Also displayed were the Capitol Auto Test driver machine, Du-Grenier cigarette venders, candy venders and several types of viewers. Among the viewers were several new Munves-made machines, each showing four different talking "movies" consisting of colored cartoon slides. Player views comic List of Munves machines on dis- strip to accompaniment of sound

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### **NCMDA Nixes Tournament**

Continued from page 84

tee are Harold Lieberman, Lieberman Music Company, Minneapolis, chairman; Joe Kline, First Coin Machine Exchange, Chicago; and Exchange, Chicago.

ponsored tournament was turned down was the feeling that it would take "too much time," and possibly not be worth effort, time and money spent.

Al Schlesinger, NCMDA's managing director, who proposed the tournament plan, is still recuperating at home from a recent gall bladder operation. Schlesinger does not know when he will be able once again to resume his duties. Recovery is much slower than was believed would be the case.

### Arcade Equipmt.

Continued from page 84

mando Machine Gun. The large five-gun, multi-target set-up, in operation at the Show, was one of the top attention-getters. It is specially designed for Arcade use. Also on exhibit was the firm's new smooth alley ball bowler, TV Bowling League.

Capitol Projectors showed the biggest array of new machines, mainly of the Arcade variety. Among them were several utilizing built-in tape recorders, adding a welcome touch of originality to the Show's coin exhibits. Included were Capitol's Auto Test and a new version of this type, Test Pilot. New Capitol kiddie rides included a Stage Coach and a "talking" Lancer Horse. Still other new pieces were a coin-operated planned with United Air Lines to vibrator chair and a target set-up for lead-firing shooting galleries," called Peel-a-Peach.

Another strong attention-getter was Exhibit Supply's Soft Ball League game. Also designed mainly for Arcade use, the game features throwing of regulation softballs at a target board. It has net covering and automatic score-

Other new equipment unveiled at the Show included Genco Manufacturing's first of a new line of five-ball pins, Showboat. Irving Kaye Company bowed new hockey and pool games. King-Pin Equipment Company displayed two new kiddie rides.

With most of the new Arcade effects to this ride also. games slated for immediate shipment or shipment this spring, Arcade operators should have their pick from an outstanding new crop of 1958 equipment. Operators attending the NAAPPB Show in search of new location-type games, however, undoubtedly left disappointed. Nothing appeared at the Show that looked like a solid contender for 1958 locations. Location games displayed were standard types for the most part.

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Attending the meet, besides Kitt, Kline and Lieberman were:

Milton Marmer, Marmer Distributing Company, Cincinnati, presi-Gil Kitt, Empire Coin Machine dent; Irvin Blumenfeld, General Vending Sales Corporation, Balti-Prime reason why the distributor more, secretary; J. D. Lazar, treas urer, and B. D. Lazar, B. D. Lazar Company, Pittsburgh.

> Directors attending were: Ted Bush, Bush Distributing Company, Miami; Don Moloney, Donan Distributing Company, Chicago; Hy-mie Zorinsky, H. Z. Vending & Sales Company, Omaha; Jack Bess, Roanoke Coin Machine Exchange, Richmond, Va.; and John Bilotta, Bilotta Distributing Company, Newark, N. Y.

> Abe Witsen, Philadelphia; J. R. Pieters, King-Pin Equipment Company, Kalamazoo, Mich.; Dave Stern, Seacoast Distributors, Inc., Elizabeth, N. J.; Joe Robbins, Empire Coin, Chicago; Norton Lieberman, Lieberman Music, Minneapolis; Sam Solomons, University Coin Machine Exchange, Columbus, O.; Joe Auton, Detroit; Mickey Anderson, Erie; Irving Kaye, president, and Charlie Katz, sales manager, The Irving Kaye Company, New York, and Lou Bennett, NCMDA's general counsel.

### Capitol Bows

• Continued from page 84

operation in an "automobile," lists

Goldsmith said that the instrument panel on Test Pilot is to be improved in design to make it more realistic. A hook-up provide souvenir buttons consisting of pilot's wings and stewardess badges to present to kiddie riders.

Lancer Horse, one of the new kiddie rides, is a knight's steed decorated with regalia of the Middle Ages. A tape recorder, built into base with speaker attached to the coin box, enables the horse to "talk." Dialog is flavored with knighthood adventures, trumpet calls and horsy asides to the rider. Lancer lists at \$498.

Wells Fargo Stage Coach, the other new Capitol ride, features a horse-drawn coach of Old Western vintage. It moves back and forth with rolling motion, lists at \$595. Capitol plans to add taped sound

Peel-A-Peach, the new target set-up for lead shot, consists of two units, silhouettes and target to be placed in front of a shooting gallery and an electrical time clock that flashes off 20 seconds of fire. Silhouette targets of a strip-teaser revolve when hit, showing stripper in succeeding stages of undress. Set-up can be tied in with sound effects.

The Castro Vibrator Lounger, coin-operated via coin box attachment next to arm rest, gives patron a vibration massage as he is seated comfortably in upholstered chair. It is designed to eliminate fatigue and tension.

The Capitol exhibit received an honorable mention award at the NAAPPB Show.

### McComas Dies

Continued from page 74

joined a Wall Street firm as a foreign trader. In 1928 he joined the Bankers Trust Company and later became vice-president in charge of the commercial banking and foreign departments.

He joined Philip Morris in 1946 as a vice-president and director. The following year he became executive vice-president, and two years later he was named president.

McComas was president of the United Hospital Fund of New York, a trustee of the Lenox Hill Hospital and a director of the Greater New York Fund. He leaves a widow, son and daughter.

14 FT. BOWLERS . . . \$475

AMI F-120, \$495 AMI 6-120, \$575

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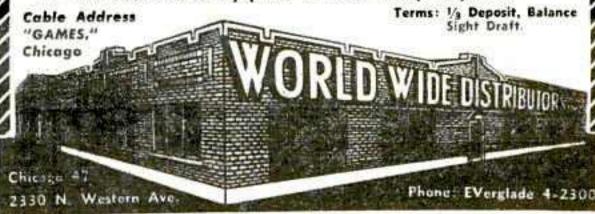
IWIN HOCKET				-				
Wms. KING OF SWAT	-	-	,-	_	-			
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Wms. CRANE		*				÷		,
United FIFTH INNING		٠					4	4
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Genco SKY ROCKET GUN ..... Seeburg COON HUNT

### **5-BALL GAMES**

ROYAL FLUSH ................\$285 | 2-PI. SEA BELLES .... ACE HIGH 275 2-PI. TOREADOR CLASSY BOWLER 235 2-PI. MARATHON DERBY DAY 195 4-PI. SCOREBOARD HARBOR LIGHTS 185 HAWAIIAN BEAUTY FRONTIERSMAN ...... 165 DIAMOND LILL ......

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### Logan to Relocate Dec. 14

· Continued from page 74

an appropriate type of merchandise quickly give a prospective buyer and a lettered card will be atcommission given, and profit to be expectations. expected. Nelson hopes that this

### **Bulk Banter**

• Continued from page 74

Basking with him over the holidays adjoining parking lot 2,000 square will be friends.

Milton Raynor, counsel general of National Vendors Association, is hard at work making contacts and Company will be 1850 West Dihandling correspondence in preparation for the NVA convention this May in Miami. At the recent committee held at the Graemere Hotel in Chicago, she kept the disefficient handling of pertinent correspondence as different questions came up.

Logan Distributing Company, Chi- Continued from page 74 cago, went up to Salem, Wis., for Thanksgiving with relatives and composed of Weiner, Daniel Lally, but Dick recently began singing Arguelles, both members. with a barbershop quartet. It may simply be a case of a nice tenor.

son, president, Whitey learned this ciation's secretary. feeling of urgency during years of Door prizes from Morgan Venddown on short notice.

house, workshop and separate chandise prize to Bill Siegle. garage. The company operates everything from penny peanut last Tuesday of the month, will venders to hot coffee machines, hold its next session January 28 at with most of its machines spotted in industrial locations. Seven peo- Restaurant. ple are on the payroll besides Owner Russell Copeland, and one of the mechanics has been with ports continued difficulty lining up the firm for 22 years.

equipment sales and parts at Badger Novelty, Milwaukee, re-

The machines will be filled with simplified visual presentation will an idea of the investment he must tached stating cost of fill, typical make in order to fulfill his business

5,000 Square Feet

Nelson's present quarters occupy approximately 3,000 square feet, while the new ones will be 5,000 square feet. There will also be an feet in size for the accommodation 916 Milwaukee Avenue, the new address of Logan Distributing vision Street.

The same personnel will con- clause" of the Fifth Amendment. tinue with Logan in the new quarmeeting of the convention steering ters. They are: Dick Boylan, sales manager; Lee Cavalluia " Whitey Lehrter, office helpand Warmene cussion running smoothly thru her Smith, shipping an receiving clerk.

### Dick Boylan, sales manager of WVMOA on Taxes

friends. Motivation is 'unknown, treasurer, William Siegle and Joe

Altho an increase in the number of influenza cases reduced attend-Whitey Lehrter, also of Logan, ance at the group's annual Ladies was in the membership booth of Night held in connection with the the Showmen's League collecting regular monthly dinner meeting at dues at the recent convention held the Unique Restaurant, the regular at the Sherman Hotel in Chicago. program was presented. This in-Whitey has been with Logan for 11 cluded a brief resume of the years and makes the practice of month's activities and the showing hustling orders out the same day of a sports short and a full-length they are received. Says Jack Nel- movie by Robert Biro, the asso-

working for the circus when the ing, Long Beach; Acme Vending, big top had to be put up and taken Ace Vending, and Operators Vending here were awarded. The Russell Candy Service, Mil- awards were solicited by Arguelles waukee, marked its 25th year in and won by Juanita Siegle, Harry vending by moving to a new loca- McKinney, Biro, and Bob Feldman, tion that will house office, ware- a doner, who gave his bulk mer-

The association, which meets the its usual meeting place, the Unique

information on whereabouts of Ray Van Toor, in charge of bulk some bulk machines. . . . Samuel Roy Hutchison, Hutchison Vending, Detroit, usually has busy weekends carrying out his policy of rush service on all emergency calls.

ford, northwest of Detroit, has joined ranks of the very few bulk operators in the metropolitan area with a sizable route of machines.

Henry C. Lemke, Lemke Machine Exchange, Detroit, has been in the bulk vending business about 40 years. Suffering from arthritis, he is planning to take a trip with his wife to Florida in the near future. Lemke reports that a former partner and old-time Detroit operator, Ben Marshall, is now living in Hollywood, Calif., where he has two apartment houses, a bowling alley, theater, chicken farm and | 821 So. Salina Street, Syracuse 3, N. Y. real estate.

### Cig. Mfr. Tells

· Continued from page 74

allowances were available, or proportionally unequal allowances were available, to competitors of these customers. Under sec. 2 (D) of the Clayton Act, if promotional allowances are given, they must be made available to all competing customers on proportionally equal terms.

Brown and Williamson asserted that the law is unconstitutional, if construed to make the challenged practices unlawful without regard to whether their effect may be substantially to lessen competition Lauretta Cooke, secretary to of customers. Presently located at or tend to create a monopoly. Company contends that its promotional practices are necessary to meet competition, and that to apply this law to such practices violates the "the due process

Firm asks that the complaint be

dismissed.

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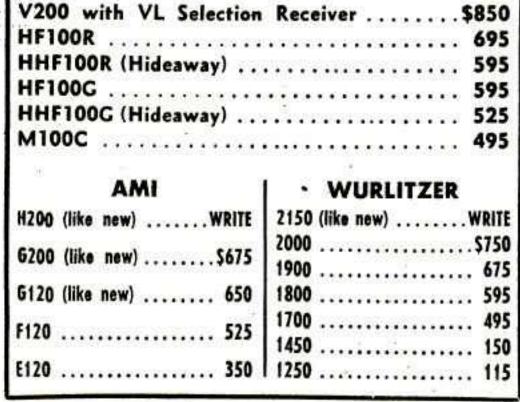


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### Bond, Margold

• Continued from page 77

phone conversation with the office here he said things were going along well and that the flight over had been excellent. However, he pointed out that it wasn't the best way to do much sightseeing. The method of doing business in Europe keeps them indoors for long hours just talking things over.

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MODEL C's .....\$ 65.00 MODEL D-40 ..... 125.00

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WURLITZER	4851,	Like	New !	\$10.00
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MANHATTAN	\$ 60.00
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Rock-Ola 1448 ....\$550

Seeburg M100A ... 150

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Wurlitzer 1900 . . . . 695

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### Why Ops Shun Disk Display

Continued from page 79

bring good results," he noted, "but void of point-of-sale material. Loour experience with printed cards, cation resistance was again cited. pictures and even fancy title strips has never been completely satis- trying display cards and posters

According to Opitz, operators are already faced with the problem of removing a lot of objective week later, the material location owners and patrons place ing people. on the music equipment-objects like liquor advertisements, overcoats and half-filled glasses.

Detroit is likewise singularly de-

### Slide Film

Continued from page 77

"characteristic of the operator's main problem - growing public apathy toward coin-operated music even in a popular and prosperous

Walters said that collections in the machine in the Town Tap have increased from an average gross chine wins half the battle," one of \$33 per week to an average of \$57 per week since installing it.

Three collections over a period of three weeks averaged \$56.80 in a reeent sampling. This compares with an average of \$32.52 per week for similar weeks before installing the slide film unit.

Both artists on singles and EP's have been used to boost play on both kinds of records.

In the beginning, however, only singles were promoted. Two weeks after installing Phonovision, only singles had been promoted with the unit. The EP play meter was checked the week of July 10. Just 180 EP selections had been made during the week from July 3 thru

On July 10, three slides promoting three EP (album) disks were included in the total of 14 sides used in the unit.

When the collection was made on July 17, the EP play meter to turn to his means of boosting showed that during the week from July 10 thru July 17, 354 EP selections had been made, or an increase of nearly 100 per cent (96.7) in number of plays on EP's.

singles, 15 cents for EP's.

he would like to organize a detailed survey of results with the slide film unit in a variety of locations thru the co-operation of other operators in the area. He then hopes to be able to "merchandise Phonovision on an all-out basis later in the spring." Walters seems confident that the detailed survey results will support his initial findings of several locations in the past six months.

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Hi Fi Wall Model \$19.95 | Hi Fi Corner Model \$23.95

CoMco Extended Range SPEAKERS

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Extra Spins Chester Moros, of the same city, used numerous photos and display cards over a test period. A few extra spins were earned, but Moros felt it didn't offset the extra time needed for putting in the display.

One operator, Erwin Moss, told of

This reaction was voiced by many other operators. In Miami only three out of 45 operators interviewed had any experience with the material. Strangely enough, those that had used various push gimmicks, reported good results. "Anything to attract the customer's attention to the ma-

### operator pointed out. Extra Time

But another large music man stated his routemen just didn't have enough extra time to spend on setting up displays. He'd rather they spend the time cleaning up the

In Memphis results were equally negative. Only one man, Parker Henderson, mentioned using album pictures "sometimes."

Others said it was "too expensive," "took too much time," "wouldn't fit into the location," or just plain, "wasn't worth the trouble.

One distributor in Denver pointed out he'd had notable success with different promotional pieces on his own route. But he wasn't able to convince other operators in the area of its value. Even operators who complained of reduction in play weren't too eager take.

### Los Angeles

Possibly the most encouraging reaction was in Los Angeles. Here Play is priced at 10 cents for extensive efforts by three of the city's distributors in talking up pro-Walters said that early in 1958 motional material has had encouraging inroads. Many operators have tried the material-with notable results.

Many others say they intend to try it soon.

Altho certainly not a business standard, the material is getting a thoro trial from some corners with good result.

### Rock-Ola Disrtbi

• Continued from page 77

handled for Rock-Ola by Brilliant Music Company under Joe Bril-

Fabiano will be responsible for the entire State of Michigan with the exception of the extreme Northern counties.

The new distributorship will handle the full Rock-Ola line, maintaining a full showroom, parts and service set-up. Appointment of service personnel have not as yet been announced by Fabiano.

\$24.50 • \$69.50

F.O.B. Los Angeles

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### Bally

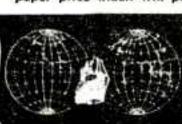
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equipment, like blue chip stock, represents the smartest investment an operator can make today in this era of fluctuating values. New or used, a Bally piece will pay you dividends from the moment you place it on location. It will earn its keep and more, up to and including the time you trade for another Bally piece. The depreciation is probably the lowest of any machine on the market. Bally performance makes for greater profits on any given location against any other machine. The reason is quality . . . from inception of a "game" idea to the finished piece you place on location. From start to finish Bally management will guide you to greater profits. A close check of any tradepaper price index will prove our point!



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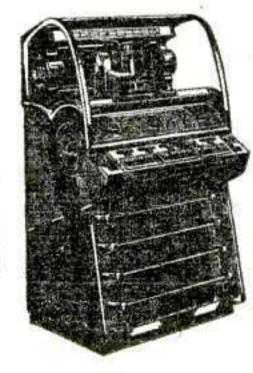
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COIN MACHINE EXCHANGE INC

2423 Payne Ave. Cleveland 14, Ohio SUperior 1-4600

### Genco Preems Show Boat

Continued from page 84

bols on the playfield. Show Boat also has a match play feature.

Cards on backglass light up when player hits a ball target at center playfield. Cards on playfield change lights when player hits either of two yellow ball bumpers at top of playfield, or either of two bumpers at sides of playfield.

### Playfield Features

Show Boat has three numbered roll-over lanes at the top of playfield and thumper bumpers along playfield sides.

The ball target at center gives special scores when lighted, as does a single ball hole below target, and lighted rollovers.

### **Exhibit Intros**

Continued from page 84

base runners circling the bases when singles, doubles, triples and homers are scored. Player scores by landing ball in holes labeled with various base hits. Center hole scores a home run.

### Flash Signals

Red and green lights flashing near scoreboard indicate to player when to throw and when to hold up. Game delivers nine balls per dime.

Exhibit president, Chet Core, reported "solid acceptance" of the new game, and sees potential for the game as a tavern piece as well as Arcade unit.

Williams

G-

SAM

with the

**PUZZLE**"

See it at your

Williams

Today!

Williams

5-Ball

Games

Equipped

With

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"MYSTERY

Show Boat scores over 9,000, 000. Button - operated flippers shoot balls at target and up the playfield. A "direct view ball count window" at bottom of playfield shows player the number of balls played.

The game is equipped with a drop chute with National slug regame has a metal door in metal frame. Cabinet has locked corner construction to provide added strength. (See electro-mechanical details in December 2 issue.)

### Williams Ships

Continued from page 84

When either side of puzzle is completed, roll-overs light up for special scores. Two top ball bumpers and lighted holes score specials when the picture is completed.

At game's end, the game resets and image disappears from mirror.

Jig Saw has jet-action ball bumpjector. Legs are all-metal, and ers, ball flippers, and other fiveball play features. According to Williams, the game showed top results during a test period of about two months.

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- BALLY CIRCUS
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Donald Duck .... \$275.00

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Lancer Horse .... 495.00 Space Ship ...... 295.00

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Dale Gun, Ex. ....\$ 65.00 Drive Yourself ... 425.00

Bat A Score ..... 145.00

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Goales ...... 95.00

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Hayburners ..... 75.00

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Foot Vibrator .... 145.00

Jet Fiter, Wms. .. 225.00

Love Tester ..... 125.00

Midget Movies ... 125.00

Flip Pictures ..... 35.00

Merc. Grip ..... 75.00

Photomatic ..... 395.00 Muto. 3d ...... 175.00

Voice Recorder .. 375.00

Pitch'm & Bat'm. . 175.00

Pistol C.C. ..... 75.00

Rifle Gallery ..... 175.00

Rock 'n' Roll ..... 95.00

Sportsmen Gun .. 185.00

Squoit, new ..... Write

Silver Bullets .... 125.00

Shoe Brush Up ... 95.00

Shoe Shine ...... 150.00

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Spear the Dragon.. 125.00

Wms. Crane ..... 125.00

Zingo ..... 65.00

Zodiac Vendors ... 87.50

Grandma in Glass

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### CANDY & MISC. Mills, 5 col. .....\$ 65.00

U-Select .......... 35.00 Vendall, 8 col. ... 95.00 DuGrenier, 8 col., National, 9 col. .. 95.00 Ship. 2 col. Gum., 18.00 N.W. 2 col. Roll Stamp ...... 74.50 U.S., 2 col. ..... 35.00 Ship. 3 col. Stamp 39.50 Harmon Kotex ... 25.00 Harmon General .. 35.00 Frigid Fruit .... 240.00 6 col. Film Vendors 175.00 Andico Coffee, cup 325.00 Colespa Coffee, cup 325.00 Keeney Coffee, cup 295.00 Spacarb 3 flavor Mills Coca-Cola, Craig Ice Cream Bar .......... 150.00 Revco Cup Ice

BINGOS Big Show .....\$295.00 Beach Beauty .... 175.00 Big Time ...... 135.00 Frolic ..... 75.00 Gayety ..... 75.00 Key West ..... 345.00 Nite Club ..... 245.00

Leaping Lena .... 165.00 Dopey Duck ..... 240.00 Reindeer ..... 240.00 Pluto the Pup .... 240.00 5 BALL PIN GAMES Blondie ......\$210.00 Band Wagon .... 200.00 Circus Wagon .... 215.00 Continental ..... 340.00 Hot Diggity ..... 250.00 Mystic Marvel .... 120.00 Piccadilly ...... 255.00 Race the Clock ... 190.00 Scoreboard ..... 195.00 Spit Fire ...... 110.00 Stage Coach ..... 150.00 Shindig ...... 100.00 Timbue Tu ..... 175.00 Thunderbird .... 115.00 Cream ...... 125.00 World Champ .... 295.00

20 Wuglitzer Model 1717, 104-selection Hideaways, reconditioned like new, \$445.00 each.

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104-selection Wall Boxes, Model 5207, \$39.95 each. 10 AMI Model F-120, \$475.00. 10 AMI Model G-120, 60 Seeburg 200-sel. Wall-box, \$120.00.

### RADIOS

200 coin-operated, 25¢ operation, 1 or 2 hour, excellent condition. Sample \$35.00, 10% discount 10 or more. Special price on all 200:

> WURLITZER DISTRIBUTOR



Phones: Tower 1-6715



### Commando Gun

• Continued from page 84

with direct sales to be made only

The Commando set-up is available with batteries of three or more pieces, resembling 50-calibre machine guns, a target set-up which

can be purchased in whole or in



ADVERTISERS

know exactly what

THE BILLBOARD

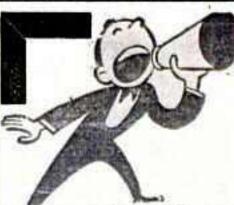
delivers because The Billboard is a member of the Audit Bureau of Circulations. part, and automatic steel ball washing mechanism.

Firing Adjustable

Hopper in gun holds 8,000 rounds of steel balls, poured in thru top of gun. Guns are adjustable to shoot from 130 to 525 per coin, have realistic push-button trigger handle.

Gensburg said that the guns would be leased on a three-gun minimum arrangement. Targets for the set-up will be sold to the operator, as will the ball washing mechanism.

Gensburg reported brisk interest in the Commando at the NAAPPB show, where the Chicago Coin exhibit received an honorable mention award.



See FIRST for the Bowler that's FIRST in Every Way....

Chicago Coin's

TV BOWLING LEAGUE!

NO CONTACTS ANYWHERE ON SLAYING FIELD!

More Realism Than Ever Before! • real Pin Action—190% Bowling
 Ball Impact! No Contacts Under Pins! • Rubber Lined Ball Return—Sound-Proof Playfield and Back Stop! • Giant 4½-Inch, 2½-Lb. Balls!
 • Giant Realistic Size Pins—Larger Than Ever!

NOW SHIPPING!

Exclusive Distributor for Chicago Coin in N. Illinois and Indiana

ARCADE

**FIRST-Conditioned** 

FIRST-Conditioned

Chi Coin BOWLING LEAGUES
United BOWLING ALLEYS
Bally BOWLING LANES
Exh. TRU-BOWLERS

Write, Phone for SPECIAL PRICES!

# WANTED FOR EXPORT--

ALL BALLY BINGOS!
UNITED—BALLY
CHICAGO COIN—KEENEY
SHUFFLE ALLEYS

Highest Cash Prices Paid!!

CLOSING OUT-

WRITE—WIRE— PHONE—CABLE

100 LATE GOTTLIEB 5 BALLS

10 NEW UNITED PLAYTIME

10 BALLY 14 FT. ABC CHAMPION BOWLERS - Like New

5 CHICAGO COIN SKIBOWL

25 SEEBURG 100 A's

POOL DISTRIBUTING CO., 298 LINCOLN ST. ALLSTON 34. MASS.-AL 4-4040

WURLITZER
BALLY
CHI. COIN
GENCO

### POOL GAMES

Kaye Super Deluxe
SLATE POOL GAMES

Finest mahogany cabinet. Genuine Slate S215
Tops! Jumbo Plastic
Bumpers!

6-POCKET POOL GAMES

Slate or Regular Tops Write for Price A Brand New Model!

KAYE'S

"COMPETITOR"

6-POCKET POOL

Greatest Value in the Industry I Largest selection

FIRST-Conditioned

Write for listings

### GUNS

FIRST-Conditioned

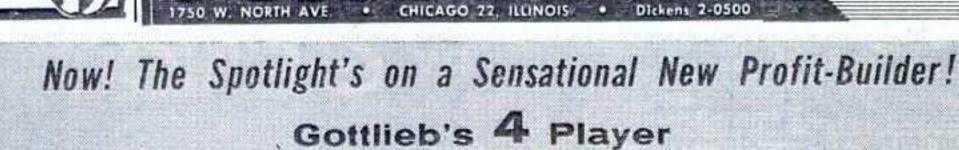
### KIDDIE RIDES

**FIRST-Conditioned** 

"FIRSTCOIN"—Chicago

COIN MACHINE EXCHANGE, INC. 56-PAGE CATALOG for IMPORTERS







Competitive play and outstanding player appeal make Falstaff a natural profit-builder... proven by world-wide location tests.

FEATURING

ADVANCING VALUE" ROTO-TARGETS

Exclusive new "Advancing-Value" Roto-Targets have attained phenominal 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.

"Rollunders" that add to upper playfield action; 2 holes that score 100 times target values when lit; "Two-Way" Double Match Feature for more Specials; super-powered flippers that fire ball up field at targets; cyclonic kickers; twin chutes and an all steel door and door frame.

See your distributor today!

D. Gottlieb 1140-50 North K

1140-50 North Kostner Avenue • Chicago 51, III.

ALL GOTTLIES MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

World's largest manufacturer devoted exclusively to the design and production of amusement pinhall ma-

A American as Baseball and Hot Dogs

Convrighted materi



### Std.-Harvard

· Continued from page 84

play on the machine after the disc has been imprinted thru a full cycle.

Henry F. Barnas, vice-president, explained the new development: "The operator's chief complaint from the field has been that customers were continuously printing more than the full 32 spaces for which the disc is designed, with the result that these medals would jam and put the machine out of operation. Now we have the problem solved."

Andy Wierdak, at the Standard-

Harvard exhibit booths, explained the operation of the locking assembly thru visual aid of a display model with plexiglass front which permitted visitors to see the workings of the new device.

The new counter will be incorporated on all future models of the Typer and will be available for the market in mid-January.

UNITED and CHI COIN
14 FT. BOWLERS
\$495.00

A STATE OF THE PARTY OF THE PAR

### **NOW DELIVERING**

CHICAGO COIN: T. V. BOWLING

(No roll-overs on the alley)

GENCO: FABULOUS MOTORAMA

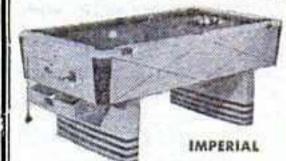
WILLIAMS: JIG SAW, 5-BALL NOVELTY

FISCHER: SIX HOLE POOL

NIVERSITY Machine Exchange

Exchange 858 No. High St. Columbus 8, 0H10 Tel: AXminster 4 3529 "DECOR DESIGN"
POOL TABLES
by Aischer

GET and HOLD the



Now, the location's own choice of finish, "customized" to location decor, gives you quick, easy entre to the top spots! 3 IMPERIAL beauties in Blond Hardwood (illustrated), Dark Mahogany and Color-Flek, plus the multi-toned Color-Flek SPECIAL, to satisfy location decor requirements. Fischer quality construction, dependable performance and low, low prices help meet your profit expectations!

See Your Distributor or Write Bill Weikel

FISCHER SALES & MFG. CO.

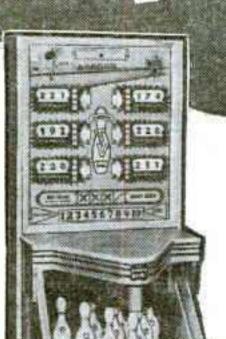
9 S. Clinton Chicago 6, III. SPring 4-5514

All the news of your industry every week in The Billboard . . .









PLAYS LIKE REAL BOWLING!

Monore Roll-over Switches on Playfield!

Mow REAL PIN IMPACT

REAL BOWLING ACTION!

NO MORE ROLL-OVER

**SWITCHES UNDER PINS!** 

Available in 3 Sizes 13' - 16' - 20'



- ✓ Entire Ball Return Runway is Rubber Lined!
- ✔ Playfield Sound-proofed with Cork Backing!
- ✔ Back Stop is Sound-proofed with Cork!

NEW PROFIT MAKING FEATURE!

2 Games for 25c

Also available as One Game for 25c Easily convertible to regular 10c play! GIANT BALLS

4½ in. DIAMETER 2½ POUNDS GIANT PINS

REALISTIC SIZE Larger Than Ever Before!

chicago coin machine
1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of Chicago Dynamic Industries, Inc.



# Bally Strike-Bowler is REAL bowling alley... sensational money-maker

Smooth-alley bowling realism attracts new players, opens new locations, injects new life into present locations, boosts bowling profits to new highs. Get in on the ground floor of the real bowling boom. Get Bally STRIKE-BOWLER today.

NO SWITCH-ACTUATORS ON ALLEY Strikes...Spares...Blows scored by hitting

pins with ball...exactly like real bowling

New extra-profit coin-chutes

player not forced to buy 2 games but gets bargain when he does ALSO AVAILABLE WITH DIME-A-GAME CHUTE

TOURNAMENT PROMOTION KIT WITH EACH GAME

1 to 6 can play

**BOWLING RULES** 4-INCH BALLS

QUIET RUBBER BALLS

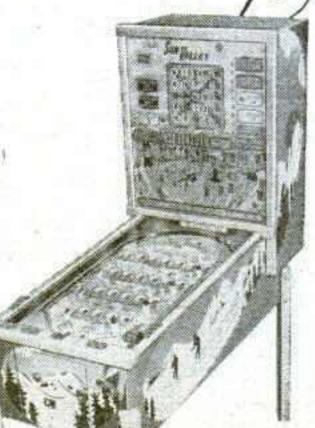
**GIANT PINS** 

11 ft., 14 ft., 18 ft. long

# More Magic! More Money!

Bally.

Biggest blaze of money-making "magic" ever flashed on a backglass! All 25 numbers in Magic Squares or Magic Lines Results: more fun for players, more coins through the chute, more profit for you! Get your share ... get SUN VALLEY now!

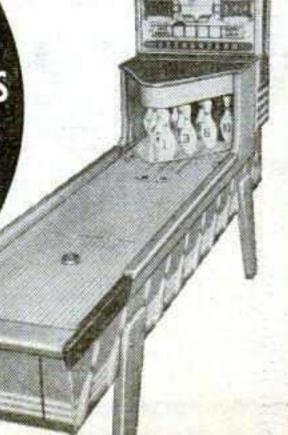


Boost profits in SHUFFLE spots with new

SUPER-SIZE **PUCK** SUPER-SIZE PINS OFFICIAL BOWLING SCORES DE LUXE CLUB-STYLED CABINET

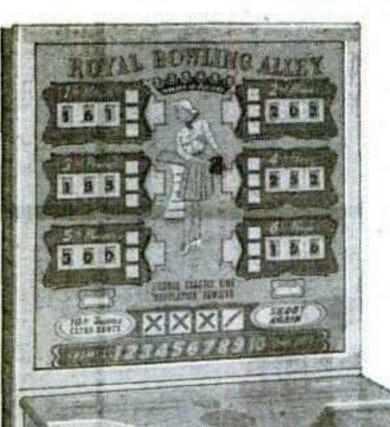
BOWLING BEAUTY BACKGLASS LIGHT-UP TOTALIZERS

SPEEDY PIN-SET



See your favorite distributor or write BALLY MANUFACTURING COMPANY . 2640 BELMONT AVENUE, CHICAGO 18. ILLINOIS

# CASH IN ON THE BIG SWITCH TO NO SWITCHES!



REALISTIC BOWLING REGULATION SCORING BALL HITS PINS JUST AS IN REGULATION BOWLING NO PLAYBOARD SWITCHES ON SMOOTH ALLEY

BIG 41/2 INCH BALL EXTRA QUIET ... EXTRA FAST

1 TO 6 CAN PLAY BIG, DURABLE PINS

2 GAMES FOR 25#

CREDIT UNIT

ACCEPTS UP TO 20 QUARTERS AT ONE TIME FOR FUTURE PLAY

ALSO AVAILABLE IN ONE PLAY FOR 254

CONVERTS EASILY TO 10¢ PLAY

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New DROP CHUTE MECHANISM

with NATIONAL REJECTOR on Pull-Out Drawer for Easier Servicing



UNITED MANUFACTURING COMPANY 3401 H. CALIFORNIA AVENUE, CHICAGO 18, IIIINOIS

**ALL MECHANISM** LOCATED IN BACK-BOX

with Hinged Insert for Easier Servicing

**EXTRA STURDY CONSTRUCTION** THROUGHOUT

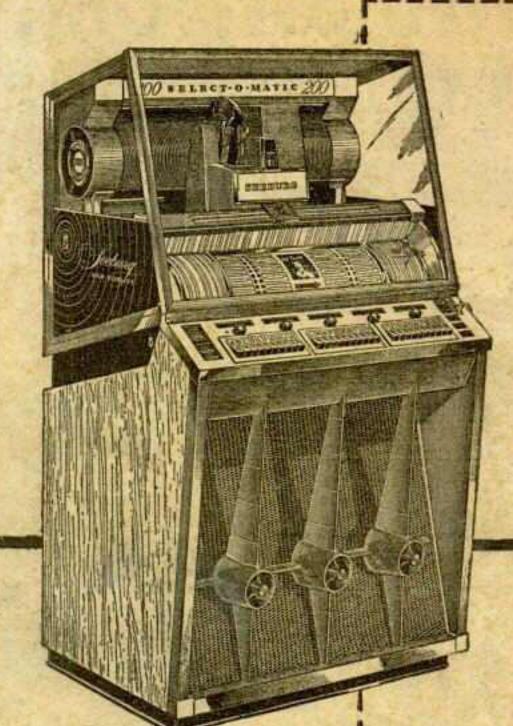
SEE YOUR DISTRIBUTOR NOW!

4 ALL-LOCATION SIZES

13 FT. LONG . . . . 16 FT. LONG

EXPANDABLE WITH 4 FT. SECTIONS TO

17 FT. LONG ... 20 FT. LONG

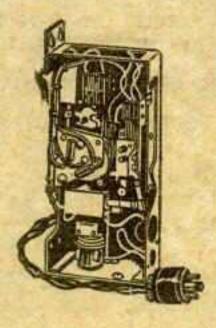


# DUAL PRICING GIVES YOU TWO OPPORTUNITIES FOR PROFIT

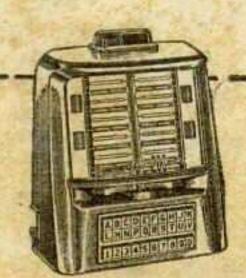
the opportunity to program hit tunes and all other current releases on singles at one price.



the opportunity to program standards, show tunes, jazz and classics on EP album records (2 tunes per side) at a proportionately higher price.



Wall-O-Matic 200 are equipped with dual pricing units for programming singles at one price and albums (two tunes per side) at a proportionately higher price.





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