

The Billboard

SIXTY-FOURTH YEAR

PRICE:
35 CENTS

FEBRUARY 3, 1958 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

New 200-Play Juke Strategy in 1958?

Some Offer Jumbo Models in 2 Prices, But Selling Idea Calls for Know-How

By BOB DIETMEIER

CHICAGO—The great juke box debate on 200-play machines sharply defines the industry's need to reshape and strengthen selling and merchandising strategy at every level.

The debate centers on the question of the need, usefulness and potential of 200-selection juke boxes.

However, that the debate occurred at all raises the larger question of whether operators have been sold on the new concept in selective recorded music which is part and parcel of 200s, or whether they have simply been sold a piece of equipment with more plays.

Finally, this further question raises a third which will shape the future of the juke box industry: How far can the industry broaden the horizons of selective music in keeping pace with developments in the music industry?

The fact is that the future for 200s seems assured. But whether the transition from existing equipment to a solid 200 market one day will be smooth or stormy depends on how well operators are equipped now to use the jumbo machines to best advantage. The question is: Will this year see it?

Altho operators bought more 200s last year than any other type by an overwhelming margin—often only as a hedge against competition—many disclaim the superiority of the giant machines in earning capacity.

This could be simply because they operate 200s just as they would any smaller machine—in short, improperly. It could also indicate that even when operated properly, the number of locations in which the big unit will out-pull

a smaller machine is presently limited to top and special locations.

Since there is substantial evidence that few operators use the 200 model as manufacturers designed them to be used, the first probable cause for most operator dissatisfaction will in all likelihood be the primary target of manufacturer and distributor policies in 1958.

There is already evidence that some manufacturers are initiating new policy in offering 200-play models in two price categories—with the cheaper one just above the 100-category machine in list price—for one or both of these reasons:

1. To initiate long-range moves to supplant existing lines with 200-play equipment only.

2. To remove sales resistance to the initial higher cost of the jumbo unit by offering one model with a price tag not too far from the 100-category units.

There is also considerable speculation that this strategy may be followed by one of gradually supplanting the 100-category machines with a unit midway between the 100 and 200 category units; a model with 150 or 160 selections priced just under the 200s.

Thus, manufacturer plans for a new selling approach based on new models appears to be under way. In effect, they are acting to meet the challenge posed by the debate

(Continued on page 8)

BALLOTING SET FOR ANIMAL THESP HONORS

HOLLYWOOD — Balloting for the Patsy Awards, top honors to animals in show business, begins this week. Television nominees are Lassie, Fury, Rin - Tin - Tin, Flicka and Cleo of "The People's Choice." Movie nominees are Spike, dog in "Old Yeller"; Tugfire, horse in "April Love"; Beauty, horse in "Wild Is the Wind"; Gloria, dog in "Up in Smoke"; and Golden Tony, horse in "Hoofs and Goofs."

The 1957 awards, sponsored by the American Humane Association, will be voted by a national press poll, with Patsy ceremonies scheduled here for April. The AHA formerly chose the winners itself.

West Coast insiders see Lassie and Tugfire as this year's prize winners, while East Coast circles are betting on Rin - Tin - Tin and Spike. Heavy write-in votes are expected for Daisy, the alligator in "An Alligator Called Daisy," and Silver of "The Lone Ranger," plus the annual ballots, disqualified, for Mickey Mouse and other cartoon animals.

The AHA has received protests on the exclusion from the ballots of Bimbo, the elephant in "Circus Boy," and King Kong and Mighty Joe Young who returned via TV as stars of their own gorilla features. There's also a hassle in progress, sparked by stations carrying "Shock," as to whether werewolves and vampires are humans or animals.

Blue Pencils Rout Sex, Booze From TV's Sagebrushers

Network Vigilantes Ride Wary Herd on New-Look Westerns

By CHARLES SINCLAIR

The high-riding herd of Western film shows on networks this season is managing one of the neatest diplomatic tricks of the TV season, thanks to the vigilante blue-pencilling of network program censors.

On one hand, Westerns just ain't what they used to be. Gone are the saloons where the dance hall girls smile down on the cowboys from the doorways of rooms opening off the balcony. Gone are the suicides, the rough treatment of animals, the wild scalplings by Indians, the lynching parties, and such frontier English as "that-a-way" from the heroes.

Set New Pace

At the same time, TV's sagebrush sagas are setting new paces for realistic, adult Westerns, guided by the "trail bosses" in network continuity acceptance offices.

Heroes, like Hugh O'Brien and Richard Boone, wear conservative, Ivy League outfits. Other heroes, like James Arness of "Gunsmoke," sometimes actually climb down from their horses and buss a pretty girl or lose the draw to the bad guys. Plot problems are veering from simple bank robberies, Indian raids and sagebrush vendettas to psychological motiva-

tions of almost Dostoevskian depths in which the villain is really the victim of a traumatic childhood.

One thing remains—there's still a hefty dose of straight shooting showdowns between story principals, even tho it's tamed down from the never-run-dry guns of the earliest oaters.

Oddly enough, there have been almost no complaints to networks this season from viewers objecting to the unconscious—but frequently quite obvious—male sexual symbolism found in most Westerns.

Viewers who might gripe if the hero downs a quick drink say nothing when ability to handle a six-gun is clearly equated with masculinity in such familiar scenes as the taunting of the quiet, gunless stranger by the bully sporting a Buntline Special on each hip, or by the fiery heroine who sneers that the hero's something less than a man because he refuses to draw a gun in anger.

One explanation was offered by Stockton Helffrich, veteran head of NBC Continuity Acceptance.

"Westerns on TV are satisfying a deep, basic need in this country today," he says.

"We are suffering a blow to our pride because of the Russian successes with Sputniks and our own failures, so far, to top them. Westerns bolster our national ego and ease our anxieties and frustrations, and are thus increasingly popular.

But network scissors-wielders—NBC's Helffrich, CBS-TV's Herb

(Continued on page 6)

NEWS OF THE WEEK

200's Best Seller in 1957

CHICAGO — The 200-play juke box dominated domestic sales last year, despite the growing debate on their superiority as a money-maker.

All manufacturers with 200-selection models sold far more of them than machines with far fewer selections. In a recent spot check by The Billboard of 100 operating companies representing all areas, nearly half of the firms polled reported they bought nothing but 200s last year; 40.7 per cent said they bought more last year than in 1956.

Key reasons for purchasing them: as a hedge against competition, to help convert to dime play or get a better commission split with locations. Most operators checked in the survey had operated them more than a year, with 45.5 reporting they had had at least one more than 18 months.

TV Quizzers Revived as Clients Seek Short Pacts as Safeguard . . .

Advertisers want flexibility in TV, amid choppy business conditions, and are seeking only short-term commitments. Quiz shows are thus enjoying a spring buying revival . . . Page 2

Movie Exhibits' Pressure Mounts Vs. TV Deals; Lid May Blow . . .

Exhibitors are up in arms, increasingly, over steadily growing numbers of "new" post-1948 features finding their way into TV packages. Movie men say they are killing the box office, and are demanding a halt to TV release . . . Page 8

Industry-Wide Step-Up Seen In 1958 Disk Club Competition . . .

Record club competition will be stepped up to a phenomenal rate on an industry-wide basis this year with hundreds of thousands of dollars expected to be spent for saturation advertising campaigns on clubs by Columbia,

RCA Victor, Capitol, and various other club operations . . . Page 12

Frantic Quest for New Sounds Paces Current A.&R. Activity . . .

In search for new sounds for the rock and roll market, a.&r. men have come up with flutes, young fem vocal groups and rocking instrumentals. At least that's the pattern for this month . . . Page 13

DEPARTMENTS AND FEATURES

Amusement Games 92	Honor Roll of Hits 41
Aud-Arena 66	Best Seller Lists 56
Carnival 73	Tips on Coming Tops 57
Circus 70	Outdoors 63
Coming Events 68	Parks & Pools 69
Classified Ads 78	Pipes 76
Coin Machines 80	Radio 12
Fairs & Expositions 72	Rinks 89
Final Curtain 68	Roulette Advertiser 14
Fever List 67	Romies 68
Merchandise 74	Television 2
Music 12	TV Film 8
Music Machines 85	TV-TV Film Reviews 11
Music Pop Charts—Album Buying Guide 37	Vending Machines 40

One-Shotters Are Headaches

With their stress on action and gunplay, and occasional dashes of frontier sex, Westerns are being watched carefully by network censors. But some, it seems, bear more watching than others.

"It isn't the series Western that really worries us," one chief network censor, Herb Carlborg, of CBS-TV, admits. "Writers and producers get into a steady groove, and abide by our general rules. It's the one-shot scripts on major dramatic vehicles, where the producer is striving for raw realism by an occasional excursion into Western drama, that cause us sleepless nights.

Also, at a more local level, Western films produced in the early 1930's are a prime headache. "The stories may be simple, but when they started shooting, it was like a barrage. The trend in TV is to build up a whole script around a single gunshot," says the CBS exec.

NEED OF THE TIMES

Flexibility of Short Network Buys Forearms Sponsors

NEW YORK — Flexibility is now the key word among the nation's network sponsors. Being buffeted by choppy business conditions, the TV advertisers want to be able to buy quickly, to make short term commitments so that they can change gears, if necessary, to meet the shifting economic conditions.

To that end the spring buying season has seen a small boom in quiz shows as the answer to their needs. Toni wants Tuesday 8:30-9 p.m. on CBS-TV for alternate weeks of "Win-Go," a heavy money giveaway.

Brown & Williamson has also put an order in for half of Saturday 8:30-9 p.m. on the same web for "Lucky Dollar," another quiz show. This last is a TV version of "Ghosts," with a phone gimmick that involves the home audience. Both orders await the acquisition of alternate sponsors before they are accepted.

Quizzers at NBC

NBC-TV is trying to move one of two quiz shows into its open 7:30-8 p.m. slot. They are "Do-Re-Me," a Barry-Enright package, or "The Big Game," another quizer from the Coast. Both shows are also being considered for daytime periods as was "Lucky Dollar" on

Guild to Sell 3 Film Pkgs.

NEW YORK—Guild Films will make three packages for immediate sale out of the 141-film buy of Lippert Productions features, many of which have already been seen on TV. The \$1,410,000 deal last week was Guild's first buy of full-length films and includes "The Steel Helmet," "Lost Continent," "I Shot Jesse James" and "Project Moonbase."

The distributor also acquired foreign rights, including dubbing, to the features.

Aussies Grant TV Licenses

MELBOURNE, Australia—The first big step toward saturating this country with TV will be taken next week, when the Australian government grants initial operating licenses here in Brisbane, Perth, Adelaide and Hobart.

Sydney and Melbourne are currently the only two TV markets here, with actual stations in the four new markets said to be possibilities only in late 1959. Total sets in Australia currently number 175,000, with the industry just one year old.

CBS before Brown & Williamson converted it.

This, of course, is the current practice in a packager's market which is not quite ready to meet the sudden resurgence of interest in this form of programming. NBC has been very successful this season in converting its daytime quiz shows into nighttime properties. Sponsors, who now find themselves short of quiz prime time properties, are consequently converting shows created for the day into evening vehicles.

The infatuation with quiz shows is not only due to their relative success this season, but it is also

because of the flexibility they allow and their low cost. Sponsors want to spend between \$15,000 and \$20,000 per week for their programs. They would be willing to spend that amount of money for Westerns and film packages if they were available for short term buys, but none can be found. Westerns, of course, cost from \$35,000 upwards.

Nets Helpless

The networks must naturally ride along with their sponsors until business conditions settle down and an upward swing begins to take place. They have been badly

(Continued on page 11)

PLANTS PLANS

Live TV May Bud On ABC in Spring

NEW YORK—ABC-TV, while concentrating on film series for next season, is threatening to burst forth with a number of live entries this spring. The newest property is "Mr. Middleton," a family comedy to be produced by Talent Associates, headed for the Monday 7:30-8 p.m. slot late in March.

The Dick Clark show, originally to be hour-long, will debut February 15 in the Saturday 7:30-8 p.m. spot, replacing "Keep It in the Family." Unlike Clark's daytimer, "American Bandstand," there will be no dancing couples on camera but an emphasis on variety talent. Pat Boone and Jerry Lee Lewis top the guest list for the opener, lip-synching to their own records.

Also pencilled in for spring debuts are "Make Me Laugh," the Pat Weaver comedy panel, for Saturdays, 8-8:30 p.m., and "Win a Million," the Summer Rosenthal quiz. Exquisite Form is reportedly bringing its Las Vegas (Nev.) spec-

tacular to ABC in April, its contract with NBC having been dissolved.

Put off till the fall is the web's plan for extending its daytime programming back from 3 p.m. This season, ABC activated the 3-5 p.m. periods; the 2-3 p.m. time will be programmed for a September start. Another postponement may be the new Mike Wallace series, interviews with famous historical personages portrayed by actors, announced for this month and twice delayed.

SERIALS INDICATED

Ratings Back Case For Cliffhangers

NEW YORK — Scattered returns from rating services are supporting the case for serials and cliffhangers. The webs, especially ABC-TV, are continuing experiments with a form which was called "dead" in TV's infancy.

"Disneyland" is the latest show to go serial, with "Saga of Andy Burnett" starting this week for a straight six-week run. Also on ABC, "Wyatt Earp" is launching a nine-week running story for the first time, while "Zorro" continues its cliffhanger format.

Recent excursions by "Alfred Hitchcock Presents" and "Studio One," both CBS-TV shows, indicated that, live or film, running plots not only sustained audience but built ratings. Both Nielsen and American Research Bureau figures for September-December showed Part 2 of each trial scoring higher than Part 1, in one case by 11 rating points. One three-part drama earned a 19.6 the first week, rose to 28.3 the second and leveled off at 25.7 the third, still much higher than the first week.

Consecutive Plea

"Andy Burnett" had three episodes shown last fall, on non-consecutive weeks, with the Disney office and ABC receiving thousands of letters requesting consecutive scheduling. "Zorro," another Disney production, rose from an 18.5 to a 25.1 ARB in four weeks. Disney has also been using the

serial form successfully in ABC's "Mickey Mouse Club" daytime strip.

The running form was used in early TV for transplanting of movie two-reelers. Its unlamented demise was followed by occasional attempts by "Suspense," "Robert Montgomery Presents" and other drama series to revise it in live TV form, but it wasn't until 1957 that healthy ratings recommended serialization to producers.

FALL TIME CHANGE

'Mouse Club' Reduced For New Disney Strip

NEW YORK—"Mickey Mouse Club," cut this season from 60 to 30 minutes, will be further reduced next fall to a three-day schedule, Monday - Wednesday - Friday, 5:30-6 p.m. In the Tuesday and Thursday stanzas of the ABC-TV strip will be a new Walt Disney project, "Serial Theater," an expansion of the current format of short episodes of several adventures within the body of the show. "Mouse" is now in its third year on TV, with about 30 per cent of its time unsold. Insiders say that

IN THE MOOD

KBTU Adds Shock Value To 'Shock'

DENVER—The KBTU production staff goes all out on its introduction and intermission production effects for the "Shock!" package rating well in the 10 p.m. Thursday night slot in this four-station market.

The station utilizes squeaking doors, cemetery back drops, weird spooks and eerie sound effects to introduce the feature each week. Camera craft may include shots thru everything from a tank of water to "dry ice smoke" to get the effect.

Commercials are given the same way, with headless corpses delivering the sales pitch, hollow caverns echoing and re-echoing the sponsor's plug and a host of other "shocking" production gimmicks which reveal considerable time and effort, tho not necessarily a great expense.

Many of the "haunted house," "grave filled caverns" and "ghastly filled chambers" are merely basement store rooms and tunnels of the station which camera and production crews use advantageously along with a full-size platform style elevator. The entire result is often more "shocking" than the film itself.

To Be Served Stations Must Inform Buyers

CHICAGO — Insufficient station and market data for agencies to use in making buying decisions will result in complete surrender to rating services, station operators were warned last week by Frank E. Pellegrin, vicepres of H-R Representatives, Inc.

"Unless a time buyer has complete information about your station, he will rely on audience ratings, the most abused and misused tools of our trade," Pellegrin said here, speaking before the Broadcast Advertising Club.

Fan Letters Plug 'Amer. Bandstand'

NEW YORK — ABC-TV sent out 2,200 copies of an unusual sales presentation last week for "American Bandstand," each copy containing an original fan letter received by the daytime show.

A four-announcement poll drew 700,000 replies without a prize offer in 10 days; letters culled from these were used in the web sales piece.

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

728

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

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

AFTER NIXES

CBS Drops 4 Sunday Sustainers

NEW YORK—With a flock of mid-season evening cancellations already made known, CBS-TV took immediate steps to cut down programming expenses by canceling four Sunday sustainers.

Among them is the long-running "Let's Take a Trip," 12-12:30 p.m.; "UN in Action," 1-11:30; "World News Round-up," which features Eric Severeid, 4:30-5, and "Beat the Clock," the veteran quiz show which moves out of the 6-6:30 period shortly. The last show is still a daytime strip, 2:30-3 p.m.

Most of the time will be returned to CBS affiliates for their local programming. The network, from now on, will probably be extremely careful about using sustainers so as to keep programming expenses to a minimum.

Revlon Pulls In Horns for Now

NEW YORK — Revlon, long tall in the TV saddle, is starting to assume a slightly humpbacked position. The cosmetic purveyor last week gave ABC-TV notice that the "Walter Winchell File" would be canceled in March after a 26-week ride. The show is now in the 10-10:30 p.m. time on Friday.

The sponsor is also well aware that life with its two CBS-TV quiz properties, "The \$64,000 Question" and "The \$64,000 Challenge," would be far from satisfactory during the season of 1958-'59. Both shows, primarily "Challenge," are on a declining audience curve. The advertiser, consequently, is canvassing the field to see what new properties are available.

Rodman for Frisco Post

CHICAGO — WBKB's George Rodman moves to San Francisco effective February 17 to take over as KGO-TV's director of advertising, promotion and press information. Rodman has been assistant to Ell Henry, who holds the same title at WBKB. Both stations are ABC o.&c.'s.

Rodman will be replaced here by Jim Ascher, WBKB publicity staffer.

NBC, Rockefeller Fund To Look at Communism

NEW YORK — NBC-TV and the Rockefeller Brothers Fund have undertaken a cycle of shows for next season dealing with the conflict between democracy and communism. The cycle includes "Look Here" and "Wisdom" chores to produce the live-plus-film stanzas.

ABC, Disney Re-Sign 'Mouse Club' Contract

HOLLYWOOD — ABC-TV has renewed the "Mickey Mouse Club" for next season from Walt Disney. Contract is virtually the same as for the past year, and will see the show continued to be slotted as a five-day strip in the 5:30-6 p.m. time period.

CHICAGO—Frances Horwich, of WGN-TV's "Ding Dong School," is readying a Saturday morning newscast for kiddies, interpreting big world news in one syllable words. Show is reportedly due for a February 15 bow, altho the station has not yet officially scheduled it.

BEST WAYS ON HOW TO GET OUT OF WORK

NEW YORK — A handy list of 10 popular excuses for admen to use in postponing work or facing new plans has been released by B. I. Brownold, veepee at Grey Advertising. The trustworthy work-sloughers are:

That's two years ahead of its time.

Would you put that in memo form?

Let's make a market research test first.

The unions will scream.

It just isn't in the budget.

The Legal Department will never pass it.

What's competition doing about it?

Fine, let's form a committee.

Let's put it on the train and see if it gets off at Westport.

Is it reality?

To which a network exec adds these alternatives:

Oh, that's network stuff.

My attache case is full.

Trees to you, Joyce Kilmer!

Am. Tobacco Renews Benny

NEW YORK—Undaunted by the inroads of "Maverick," American Tobacco has renewed its sponsorship of Jack Benny for 1958-'59 in his same Sunday slot, 7:30-8 p.m. It will be the comedian's ninth year for Lucky Strike, with Benny holding approval right on the alternate week property to be chosen.

"Bachelor Father," Benny's present alternate, is scheduled to remain thru April.

'20 Questions' Return Talks

NEW YORK — Frank Cooper Associates is negotiating to bring "20 Questions" back to TV via CBS-TV next September.

The panel quiz would feature Fred Van Devanter and his wife, regulars on the veteran series until its departure from the old Du Mont web in 1954.

NBC Revamps Fri., Sunday Over 'Sally'

NEW YORK — That Friday-Sunday sponsor shuffle on NBC-TV over the "Sally" series is shaping up like this:

Chemstrand is definitely exiting from "Sally," on Sunday nights, and is moving to co-sponsorship on Fridays of the Goodson-Todman Western formerly called "Quill and the Gun" but now changing to "Jefferson Drum," the name of the frontier editor-hero.

Lorillard is definitely moving into the vacated Chemstrand spot, sharing "Sally" with Royal-McBee, and will hold co-sponsorship of the Friday Western, dropping "Court of Last Resort."

"Sally," however, seems to be far from axed. There now seems a strong chance that the show will continue. This depends entirely on how well "Sally" does in the rating lists, following the show of February 16.

On that date, "Sally" will start into a cycle of seven shows in which the basic storyline has been completely revamped by Producer Frank Ross. The original angle of comedy adventures abroad will be shelved, and the locale shifted back

ACTION OVER PAY TV

Toll Factions Claim Gains; Senate Would Halt Trial; Public Negative

WASHINGTON—Anti and pro toll TV forces both claimed gains last week in the deadlock over whether the Federal Communications Commission's proposed pay TV trial would get underway in March, or be checkreined by Congressional action. On the question of public reaction to the service, there was a groundswell of anti-toll bills and comment on Capitol Hill.

Anti-toll forces hailed a resolution by Sen. Strom Thurmond to put the Senate on record against the FCC trial until Congress had expressly legislated authority to the agency. The resolution was sponsored by five of Thurmond's fellow members on the Senate Commerce Committee Monday (27).

However, pro toll forces noted that the resolution fell short of getting full committee okay at the Wednesday (29) meeting, and was sent to the Communications Subcommittee for consideration. It could be held in the Pastore Committee, even for hearings, and then would have to clear the full committee to make the Senate floor for a vote. All this would have to happen before the FCC's March 1 deadline for the start of the toll trial.

Senators Thurmond and Potter told the press last week that they hoped for "early action" on the resolution. A "sense of the Senate" resolution, even if passed only by the Commerce Committee, is generally felt to constitute a deterrent to further action by the FCC until Congress makes its will known. Senator Magnuson, chairman of the full committee, is on record as favoring a trial for toll. The Cox Report recommending a trial for toll was tabled by the Commerce Committee last session when victory went to the committee faction favoring the FCC handling of the hot potato.

On the House side, an anti-toll resolution was hoped for last Friday (30) from Oren Harris, House Interstate Committee Chairman. Harris says only that he will "present the matter of toll TV to the committee in its next meeting, February 6." Harris and eight members of the Moulder Subcommittee on Legislative oversight will be busy for three days this week grilling agency members on alleged improper personal and official relationships with the industry. (See separate story.)

The Thurmond anti-toll resolution, co-sponsored by Senators

Lausehe, Payne, Potter, Smathers, Butler and Carlson, was part of a rising tide of anti-toll sentiment expressed on the hill last week. The House Judiciary Chairman Celler noted that polls by publications, stations and hill figures indicated "overwhelmingly grassroots public opposition to subscription TV." Senator Mansfield quoted the ABC network anti-toll position, while Representative Lane quoted National Association of Broadcasters President Fellows' anti-toll statement before the House Commerce Committee.

More recent anti-toll bills introduced have come from Representatives Bailey, Beamer, Powell, Madden, Lane Morano, Springer, Burdick, and Rep. Edith Rogers.

Toll proponent Zenith, in answer, is circulating editorials from newspapers across the country, including the Cleveland Plain Dealer, the Chicago Daily News and the Denver Post, recommending a trial for the pay service.

Some Inroads

In introducing his anti-toll resolution, Senator Thurmond told fellow Senators that pay programming must of necessity supplant rather than supplement free. He said some of the sponsored programs would have to go off the air to make way for toll, on prime time, during the trial, and the rest of the free TV

(Continued on page 11)

AGENCIES TONE DEAF

TV Musical Shows Strike a Sour Note

HOLLYWOOD — Never before in the brief annals of television has one category of programming struck such a sour note as musicals have this season. Madison Avenue, it's agreed, will probably be tone deaf for years to come.

The surprise is not that there are failures among the new musicals, but that there aren't any successes. At present about a dozen musicals stand to be axed, and it wouldn't be too great a surprise if only Perry Como and Lawrence Welk are left after the guillotine finished its

work. This is approximately where things stood before sponsors decided that to be a success you had to have a program of note(s).

NBC is hurting the most, but only because it has the most musicals. As far as percentage is concerned, it's no better than any of the other nets.

Already canceled on the web have been "Original Amateur Hour" and Nat King Cole. Almost certain to go—and the network is resigned to it—are Rosemary Clooney, Polly Bergen and Gisele MacKenzie. Definitely shaky are the Eddie Fisher-George Gobel hour and "Your Hit Parade," which needs drastic revamping. Dinah Shore, who so far has been the steadiest of the lot, showed signs of cracking with the advent of the new Sid Caesar Show.

ABC isn't in a much better position. Gone are Guy Mitchell, "American Bandstand" and "Midwestern Hayride." "Country Music Jubilee" gives the network a weak start on Saturday night. On Friday there's a question whether Patrice Munsel didn't provide a stronger lead-in for Frank Sinatra than Frank Sinatra does for Patrice Munsel, and the two may go down together. Of the newcomers only Pat Boone has shown any strength whatever, and his renewal is a question mark.

CBS, which bucked the musical trend, has only on problem, "The Big Record," which so far has made little record. With Kellogg canceling this past week and Pillsbury seated to follow, the program's days seem numbered.

The two principal reasons for the failure, aside from the over-exposure, appears to be the lack of individual character of any of the programs, and the failure to account for the lack of drawing power of feminine vocalists. This has traditionally been true in the night club circuit, and it's difficult to believe that this wasn't taken into account in the musical programming this season.

The Billboard

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.
William D. Littleford

Editors

Paul Ackerman... Music-Radio Editor, N. Y.
Herb Dotten... Outdoor Editor, Chicago
Robt. Dietmeier... Coin Mach. Editor, Chicago
Wm. J. Sachs... Exec. News Editor, Cincinnati
Leon Morse... Television News Editor, N. Y.

W. D. Littleford... President
M. L. Reuter... Vice-President
Lawrence W. Gatto... Treasurer
John Ross... Secretary

Managers and Divisions

L. W. Gatto... Main Office, Cincinnati
R. S. Littleford Jr... Music-Radio Div., N. Y.
Sam Chasa... Television Division, New York
Lee Ziffo... West Coast TV Division, L. A.
Herb Dotten... Outdoor Division, Chicago
Hilmer Stark... Coin Mach. Division, Chicago

Offices

Cincinnati 22, 2160 Patterson St.
L. W. Gatto
Phone: DUnbar 1-6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800
Chicago 1, 188 W. Randolph St.
Maynard L. Reuter
Phone: CEntrol 6-9818
Hollywood 28, 1520 North Gower
Sam Abbott
Phone: HOLlywood 9-5831
St. Louis 1, 812 Olive St.
Frank B. Joerling
Phone: CHestnut 1-0443
Washington 3, 1426 G St. N.W.
News Bureau
Phone: NAtional 8-4749

Advertising Managers

C. J. Latscha, Director
Outdoor-Mdse. ... Robert Kendall, Chicago
Music-Radio ... Dan Collins, New York
Television ... Andrew Calda, New York
Coin Machine ... Richard Ford, Chicago

Circulation Department

S. A. Bruns, Director, Cincinnati
Main Advertising and Circulation Offices
2160 Patterson St., Cincinnati 22, Ohio

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

Printed by WORLD COLOR PRtg. CO., St. Louis, Mo.
Val. 70 No. 3



MEDIC No one else in 1958 will offer a program that approaches MEDIC's prestige, production quality and dramatic content. First run off the network, through CNP exclusively.

CNP

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

'GASLIGHT' CASE

High Court Hears Benny Parody Suit

WASHINGTON — Attorneys arguing the pros and cons of the right of parody to quote an original copyrighted work, told the Supreme Court last Wednesday (29) that the M-G-M vs. CBS-Jack Benny case was a "first impression" case, and could not be resolved by any prior rulings. Lower court rulings which found for the movie people were held partly responsible by a CBS attorney for the "disappearance of parody and satire" from TV screens during the past year.

The case involved findings by California District and Appeals courts that M-G-M had a right to forbid the filing of a live TV parody Jack Benny made on Metro's film "Gaslight" for re-use of a "substantial" use of original copyrighted script in the Benny parody.

W. R. Carman, CBS-Benny attorney who spoke first, pleaded for the traditional right of parody to quote copyrighted works on television as in books. He claimed that altho the taking was "substantial" in the Benny parody, the amount was not the issue, only the "intent" of the parody take-off. The intent of parody would put it under the category of "fair use," said Carman. Any work—a theme, a concept, the attorney pointed out.

Herman F. Selvin, for the movie owners of "Gaslight," recommended that the matter go to Congress for further clarification of the rights of the original copyright owner in regard to takings for parody and burlesque. He saw no reason to believe that the Congress of the 1909 Copyright Act meant to exempt parody from the "exclusivity" granted copyright owners. Nor had Congress so amended the act during the past 50 years, he told the high bench.

Carman was asked by Chief Justice Warren if he felt "fair use" would entitle parodists to "use a whole script—or where would you draw the line?" Carman said there was no question of appropriating a whole script, which would amount to infringement by "marketing" the original owner's work. However, he said strictures in courts against uses of even a sentence or two in some cases had glorified the "exclusivity" of the original copyright beyond the Congressional intent

P&G and Pontiac To Pick Up Costs On Emmy Awards

NEW YORK—Hollywood may be sponsoring the "Oscar" awards as an industry service, but it's "sponsorship as usual" with the 10th annual "Emmy" awards upcoming on April 15 on NBC-TV.

Procter & Gamble for Lilt via the Grey Agency, and Pontiac, via MacManus, John & Adams, will co-sponsor the "Emmy" event, with live pick-ups in New York and Hollywood. The period being cleared is 10-11:30 p.m.

WGN Gets Ampex Hue Equip. in June

REDWOOD CITY, Calif. — First color attachment for an Ampex video tape recorder to be delivered to a station will go to WGN-TV, Chicago, in June, making it the first channel to be equipped for color-taping.

Black and white VTR recorder is to be delivered by Ampex in May, with color attachment following a month later. Total cost will be \$74,000.

WHAT'S EARP IN RUSSIAN?

WASHINGTON — The Soviet Union may soon be watching "Disneyland," "Wyatt Earp" and Frank Sinatra. ABC-TV has been huddling with the State Department on exchange of TV shows with Russia, exploring problems of dubbing and sponsorship policy.

While ABC negotiations are in "an advanced stage," NBC-TV and CBS-TV have reportedly opened talks on the subject with the State Department, following last week's joint statement by the U. S. and Russia that they would "exchange programs."

MOULDER FOCUSES ON FCC RELATIONS

WASHINGTON — Networks and station officials may feel some blows from the three-day probe into the Federal Communications Commission's allegedly "improper" relations with the industry. Hearings will be held this week by the Moulder Subcommittee on Legislative Oversight. The press was told Friday (30) that certain FCC members have received a bill of particulars on their alleged misconduct, to enable them to prepare a defense before hearings.

Rep. Oren Harris, chairman of the full House Commerce Committee, told the press last Thursday (29) that the probing subcommittee would cover the "personal conduct" of the FCC members, as well as alleged official malpractice in station grants, and in failure to safeguard anti-trust interests. However, he told the press that the confidential memos of Dr. Bernard Schwartz, chief investigator leaked to the press last week, would not be used during this week's interrogation.

Harris also announced that he had sold out his 25 per cent interest in KRBB-TV, El Dorado, Ark., and had dropped out of the parent company, South Arkansas Television, Inc.

During morning hearings of the Moulder Committee last Thursday (29), prefacing the haymaker decision to grill the FCC commissioners, House probers questioned the FCC chairman about the relationship of the FCC to the executive branch, to the President and the military.

Congressional questioning went to what they felt was "too much

readiness" by the agency to yield to White House and military pressure. Representative Flynt asked the FCC chairman: "Do you consider the FCC in any sense a part of the executive branch of government?" and: "Do you feel that a representative form of government could be effectively destroyed by a continuing proclamation of a state of emergency?"

Budget Queries

Representative Moss felt that John Doerfer, FCC chairman, indicated too much willingness to "grant any request from the executive." Dr. Bernard Schwartz wanted to know if the bureau of the budget hampered the FCC in its decisions to ask for funds for investigations. Robert W. Cox, FCC's Budget Bureau liaison officer, said the "FCC had never been turned down — but sometime we had to negotiate."

At one point, Doerfer was asked directly if he would step out of the picture if the President decided to shift the chairmanship to another commissioner. Doerfer said he would step down, but remain on the commission if he felt "he could be of service to the country."

No questions were asked concerning possible pressure by members of the House or Senate whose interests in broadcasting could presumably collide with agency impartiality.

A leading editorial in The Washington Post last Friday (30) suggested that this be gone into, and that a sound set of rules to guide commissioners in industry contacts be set up to assure "independence" of the agency.

Blue Pencil Diplomacy Gets Drop on New-Look Cowpokes

• Continued from page 1

Carlberg, ABC-TV's Grace Johnson—usually agree on one point: Westerns on TV are potential powder kegs.

Even when tamed for video, the familiar ingredients in the 1-2-3 Westerns—barrooms, gunfights, sex, fast action, lawlessness, white men vs. racial minorities—can explode into public relations headaches if not handled with extreme care.

"The Western saloon, at one time, was virtually the social center of town," says CBS' Carlberg. "Today, we go out of our way to avoid any glorification of drink in Westerns, even adult Westerns, and use other locales in preference for story action. If we didn't, we would get complaints from temperance groups, church groups and parent-teacher associations."

Similarly, ABC, CBS and NBC are treading carefully in the use of animals—from horses and dogs to snakes and maverick steers—with leading humane societies, and are

playing it safe in all kinds of human problems, too.

Altho the networks have the right to demand changes in Westerns as late as in the final, edited film, the long arm of the network censor now reaches to the earliest stages.

"We even have producers bring us book properties they intend to adapt into Western series, so we can point out potential trouble areas," one network editor admits.

One new problem currently under study is an appraisal by the networks of policy concerning the American Indian, who has emerged suddenly from near-obscure as a TV story character to one seen frequently on Western shows, both juvenile and adult.

Generally, this is a matter of seeing that Indians are treated with "dignity," even when they're filling the wagon train full of holes.

"Historically, they were the 'enemy' in the Old West," says

NETS VARY WIDELY ON SHOW TYPES FOR FALL

HOLLYWOOD — Emphasis on the type of programming being developed by the three networks for the next season differs markedly. As of now, the nets have completed or are working on some 30 pilots, most of the commitments for film shows having already been made.

Action-adventure holds the spotlight at ABC-TV. The primary emphasis of CBS-TV seems to be on detective-mystery dramas. NBC-TV is still concentrating more on Westerns than either of the other webs. At all three, comedy is resurging in popularity.

This is the present line-up:

ABC-TV

Barbary Coast—An action-adventure story for which Barney Girard is writing the script. Developed entirely by the net, it will be farmed out to a production company for filming.

Bold Venture—A combined project involving the net, Ziv-TV, Dave Friedman and Mort Fine. Pilot stars Dane Clark as owner of a boat in Caribbean.

Donna Reed—Family situation comedy built around the star; co-production with Screen Gems.

The 49'ers—Hour-long Western which Warner Bros. is producing, initial stanza to go before the cameras next week.

Frankenstein—Horror series being filmed in conjunction with Irving Briskin and Screen Gems.

The Las Vegas Story—Situation comedy, set in the gambling resort, which Warner Bros. is preparing.

The Man Nobody Knows—Action-adventure melodrama which Desilu is producing.

The Marie Wilson Show—New situation comedy being prepped by Desilu. ABC is presently in negotiations for the property.

Motive—An anthology suspense melodrama to be hosted by Mike Wallace. Ashley-Steiner is the packager.

Road Block—Revue property based on files of California highway motorcycle police. Dick Lewis is producing.

Tokyo Police—Adventure series, still in development stage, to be filmed in Japan.

CBS-TV

Collector's Item—Remake of last season's pilot, starring Vincent Price as an art collector who becomes embroiled in crime and mystery.

Guestward Hol—Comedy based on Patrick Dennis novel about life on a guest ranch in the West; Jeanne Crain in the lead.

My Love Affair With the State of Maine—Comedy based on book by Frances Goodrich about adventures in New England.

Paul Coates Show—An interview-type series built around the interrogator of "Confidential File."

Personal & Private—Mickey Rooney starred as a private eye.

Pursuit—An hour mystery anthology along the lines of "Climax," produced live and on tape.

Rawhide—New hour Western being produced by Charles Marquis Warren from a script by Les Crutchfield.

The Sergeant and the Lady—Crime series about a sergeant and policewoman. Filmed in San Diego, with Peggy Castle and Jack Lord in the leads.

NBC-TV

Blue Angeles—Series on naval aerial acrobatic team, being produced in conjunction with Sam Gallu. Pilot was filmed last spring.

Joan of Arkansas—New Joan Davis comedy, being written, produced and directed by Phil Rapp (Adventures of Hiram Holiday).

Northwest Passage—MGM-TV frontier Western, bought by the network last December.

Pony Express—Another holdover from late last season. The Western is produced by Frank Rosenberg.

Ruditsky—Crime drama based on the files of New York detective Barney Ruditsky. Jack Chertok produces; James Gregory stars.

You Know Me Al—Comedy written by Abe Burrows, being produced by Arthur Lewis, starring Dick York and Diana Vandervliet.

Additionally, NBC has two other Westerns in preparation.

ABC also has an interest, either option or financial, in "House of Wax," "Public Enemy" and "Room for One More" from Warner Bros., "The Texan" from Desilu and a new Disney entry, plus a heavy commitment for the Orson Welles dramas. Web salesmen are also offering several 1957 pilots, "Maggie," "Man Against Crime" and "Flying Tigers."

NBC's Helffrich. "And we're not out to bowdlerize history."

But network censors are taking no chances, and are checking, increasingly, the reactions of such groups as the Californian Indian Congress and the National Congress of American Indians. Sometimes, the results are not quite what the networks expect.

Recently, one of the major webs screened a pilot film of a new Western series, and did a double-take. There, legging it about on the screen, was one of Hollywood's curviest young actresses dressed in the producer's idea of an "Indian maiden" getup.

It consisted of the usual moccasins and braided black wig, but also a skin-tight buckskin blouse that made the starlet look like a frontier Sophia Loren, and a cute little fringed skirt so brief it might have been a pair of buckskin shorts.

The network was horrified. Moaned a v.p.: "The Comanches will declare war."

Promptly, the chief censor turned his West Coast researchers loose on the problem of finding out just what, exactly, an Indian girl of the locale and time period should be wearing. Maximum authenticity, said New York to Hollywood.

Back came the answer, after a check with the official Indian lobby. Indian girls of her tribe, the network censor learned, felt that showing a shapely leg was quite indecent. Hence, they wore long buckskin dresses down to their ankles. So far, so good.

The topside decor, however, was something else.

"The usual costume from the waist up turned out to be a few strings of beads—period," recalls a network exec. "Nothing else. So we said to hell with authenticity, and we're sticking with the blouse and shorts."

The network, it seems, would rather take its chances on a Comanche uprising.

T.V. spot editor

A column sponsored by one of the leading film producers in television

SARRA

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



O'Keefe's Old Vienna Lager Beer proves once again that nothing hits home as hard as a homey situation—like a busy young couple enjoying O'Keefe's Old Vienna as they prepare for company . . . or the guests themselves at the party. Good casting, a pleasing pace—with plenty of product identification—make an excellent case for directness and simplicity in this series of 60, 20 and 8-second commercials. Produced by SARRA for O'KEEFE BREWING COMPANY LIMITED, through COMSTOCK & COMPANY.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street



This series of commercials sells bread for a regional company—in a big way! A jingle and an animated baker are used to focus attention on shots of the product in use and the benefits of Lactose. Here skillful photography makes arresting viewing out of something as uncomplicated as a child eating a piece of bread . . . a man walking with extra spring in his step. Lively, convincing, and produced by SARRA for MICHIGAN BREAD, MICHIGAN BAKERIES, INC.

SARRA, INC.

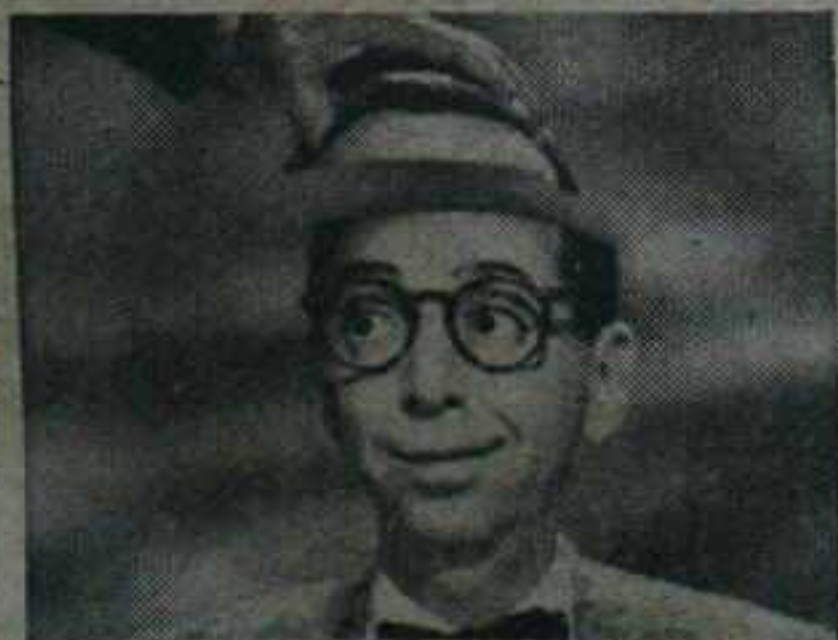
New York: 200 East 56th Street
Chicago: 16 East Ontario Street



Ciltone Paint is sold in French and English versions in 60 and 20-second spots that are as fresh as a wall newly painted with Ciltone. A snowy mountain peak sets the scene for one series; a lovely woman picking flowers establishes the "freshness" theme for another. In each, SARRA's adroit handling points up the product as a logical part of the action. Produced by SARRA for CANADIAN INDUSTRIES LIMITED, through NEEDHAM, LOUIS AND BRORBY, INC.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street



It's quite a stunt to slice off the top of a man's head and make it funny! SARRA does it with trick photography and Arnold Stang's head and histrionics. In a series of 60-second and 20-second live action commercials for Scripto Pens, Stang "talks off the top of his head" while the announcer's hands demonstrate "colorescence" and other features of the product. A technical feat produced by SARRA for SCRIPTO, INC., through DONAHUE & COE, INC.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street



VIDE-O-RIGINAL is a quality-controlled motion picture duplicate, made exclusively by Sarra as an additional service to Sarra clients. Produced in Sarra's own photographic laboratory, a VIDE-O-RIGINAL protects your TV commercial investment. No matter how many you order, each print has all the spark of a Sarra original because it's custom made for maximum fidelity on the home TV screen.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Film Exhib Pressure Mounts Vs. TV Deals, Lid May Blow

NEW YORK—Having had their pride—and their box-office receipts—nicked badly by TV, movie exhibitors are now beginning to turn some real heat on those film companies which are simultaneously in both media.

The mounting pressure is already causing some worried conferences and some slow-downs in current TV plans for launching feature packages in TV, particularly those packages containing strong post-1948 pictures.

Exhibitors are rightfully worried about the thought of "new" films like "High Noon," "The Quiet Man," "African Queen" and others siphoning off even more from their sagging box offices. They want the flow of pictures to TV stopped.

The air-trigger tempers of exhibitors are summed up in incidents like these:

A leading theater chain in the mid-Atlantic area, Walter Reade, just announced it will not play the pictures of independent Hollywood producers who are selling their features in TV deals. This is considered largely grand-standing; almost every indie film maker of importance, from Selznick to Kramer, has one or more pictures currently in TV packages, and many of the films are of recent vintage with more on the way. But, a chain reaction could be set off by it among theaters.

'High Noon' TNT

When "High Noon" got its sock rating (see story elsewhere in this section) on New York's WRCA-TV showing, a leading exhibitor

promptly fired off a blistering letter to United Artists, branding them traitors to the cause of theatrical showings. UA had to suffer in silence. Altho the film was originally a UA release, it is now part of a package from National Telefilm Associates, which has no intentions of yanking it.

The few companies whose pre-1948 backlogs are not in TV distribution—notably Paramount and J. Arthur Rank—are suddenly playing it very cozy on TV deals, until they see just how serious the exhibitor threat will be.

What makes the problem increasingly critical for the TV-movie distributors like UA and Columbia, and those with roundabout TV feature distribution like Warner Bros., M-G-M and 20th Century-Fox, is the fact that TV is romping thru the accumulated backlogs in incredibly quick time. The bottom of the feature barrel is almost in sight.

Post-'48 Use

The next move is obvious—into the post-1948's as never before. Actually, such a move is already

under way. There are, by one industry veteran's count, the following numbers of post-1948 films now in TV circulation: Lippert Pictures—148, United Artists releases—90, Republic Pictures—over 200, RKO—about 80, various foreign producers and independents, largely British—about 600.

This leaves approximately 3,000 other post-1948 films which have not yet been tapped for TV, including those playing at the big first-run houses right now.

Shall we, distributors caught in the squeeze seem to be asking themselves, take a chance on exhibitor wrath and start clearance operations to package new films for TV stations? Or, shall we call a halt before we run into real trouble? These seem to be the horns of the film dilemma on which a growing number of firms are being caught.

In any event, it's shaping up as a sizable scrap in which station film buyers may find that they're in a bare-knuckled fight at last with their neighborhood movie exhibitors.

WEB LINING UP

'Fox Hour' Reruns In NTA Fall Plans

NEW YORK — National Telefilm Associates has made its plans for its network this year. NTA will offer the "20th Century-Fox Hour," reruns of the General Electric sponsored dramatic show on CBS-TV, over its network beginning March 30.

The vidfilm series, which cost \$150,000 per film, will be sold under a "Double Impact" plan, which will allow it to be played twice during the week, Sunday afternoons and in a late prime time

period during the week. It is expected that the show will get an impressive cumulative rating which will virtually guarantee the advertiser a satisfactory cost-per-thousand.

The slotting is interesting for its use of marginal time. NTA got very good ratings with its Shirley Temple features on Sunday afternoons last fall, where they were up against public interest shows programmed by CBS-TV and NBC-TV.

NTA's "Premiere Performance," the package of first run feature films presented on its web, also did very well Saturday and Friday nights at 10 p.m. NTA will present the show for 13 weeks on a 63-station network which covers 85 per cent of the country. It has 39 more hours available.

British Plug TV Stations Earn \$71 Mil

LONDON — Figures released by Media Records here show that in the 12 months between October, 1956, and September, 1957, advertising revenue earned by the London and North of England commercial TV stations was almost equal—£10,337,788 and £10,204,165 respectively.

Over the same period the Midlands station grossed just under half the average of the above figures, £4,902,740. In the only two months they were operating during the period monitored, the Scottish station pulled in £213,440. The grand total over the year for all stations was £25,658,133—or \$71,680,000.

Atlantic TV Makes '10th Anniversary' Pkg. Sales Deals

NEW YORK — Sales deals have been inked by Atlantic Television for its "10th Birthday" package, which consists of 14 first-run features led off by "Devil and Miss Jones," with four more major outlets.

In the East, General Teleradio's WNAC-TV, Boston, bought the group, as did WCBS-TV, New York, and WHCT-TV, Hartford, Conn. In Los Angeles, the package was signed by KNXT-TV.

CNP'S SALES

'Medic' Syndication Racks Up Buyers

NEW YORK — "Medic," offered for first-run syndication less than a month ago, has been bought by Storer Broadcasting for five stations and by DuMont-Paramount Pictures for three, as well as outlets in Seattle, Miami and San Francisco. The Storer buys were for WJW, Cleveland; WJBK, Detroit; WAGA, Atlanta; WSPD, Toledo, and WVUE, Philadelphia-Wilmington. The DuMont-Paramount purchase was for WABD, New York; WTTG, Washington, and KTLA, Los Angeles.

California National Productions scored a January record in gross income last month, with the help of "Medic," while a \$650,000 week set a new weekly sales high for the eight-year-old syndication firm. The "Medic" sales were largely for daytime stripping and multiple run.

'Silent' Renewals

A number of renewals on "Silent Service" coincided with the launching of filming on 39 new episodes of the submarine adventure, while CNP's new "Union Pacific" was bought in a dozen markets. The latter includes buys in

Denver, Salt Lake City and Boise, Idaho, by the Union Pacific Railroad, whose early history forms the springboard for the vidfilm's plots.

The rash of sales "reconfirms our judgment in investing \$8,000,000 in new product for 1958," says H. Weller (Jake) Koeber, CNP vicepres and general manager.

Pilot Filming Slows a Bit

HOLLYWOOD — Following frenetic activity in late December and early January, work in program development has slowed down during the last couple of weeks, with the networks carrying most of the load (see other story). These were the principal happenings in pilot filming last week:

Skippy—series based on the comic strip character is being planned by Jackie Cooper (presently starring in "People's Choice"). Cooper starred in an M-G-M picture of the same name in the early 1930's.

Western Union—based on files of the telegraph agency, being prepped by packager James Saphier. Casting is presently under way.

Five-Cornered Star—Based on files of the Secret Service, being prepped by producers Lou Edelman and Walter Misch as a joint venture. Edelman also has another property, The Raven, based on the Marquis James biography of Sam Houston, which Bob Sisk will produce for him.

CNP May Shift Hq. to Coast

HOLLYWOOD — Indications are that California National Productions, NBC-TV syndication and production subsidiary, will move its headquarters to the West Coast within the next few months.

The company's operation head, Earl Rettig, has had his headquarters in New York, but has been commuting to Hollywood regularly since assuming the position in November.

CNP also acquired another rerun property, "It's a Great Life," which aired on the network for two seasons. It stars Michael Shee, William Bishop and James Dunn. It marks the second such acquisition in the last two months, the first having been "Medic."

NTA Quarter Nets 269½¢

NEW YORK — National Telefilm Associates achieved a record net income of \$269,577 for the three-month period ending October 31, 1957, stockholders were told at a meeting last week. The net was equal to 26 cents per share. There was a 40 per cent increase in film rentals in the three-month period.

The company also reported that it had expanded its activities on the international field. It became 50 per cent owner of the newly organized NTA Telefilm (Canada), Ltd., and recently organized a wholly owned British subsidiary, National Telefilm Associates, Ltd.

Abrahams Has Many Projects

NEW YORK—Mort Abrahams, who resigned last week as producer of the hour-long live "Suspicion" series on NBC-TV, has four TV projects in work for his newly formed D. M. A. Enterprises.

He is working on a half-hour science-fiction series to be produced with Screen Gems, an hour-long property titled "Wanted by Washington," to be co-produced by Frank Cooper Associates, and an hour-long outdoor series based on Irving Stone's best seller, "Men to Match My Mountains."

Still another show in work is a half-hour anthology series titled "Windows," which was a summer replacement several years ago on CBS-TV. Abrahams also has several motion picture properties in various stages of development.

GUNTHER GIVES IN OVER PIEL'S SUIT

Drops Ads Called 'Bert, Harry' Ringers; N. Y. Beer Withdraws Court Complaints

NEW YORK — Gunther Beer is throwing in the towel in its hassle with Piel Bros. over Gunther's use of a pair of cartoon characters in TV commercials which Piel felt were dead ringers for their famed "Bert and Harry" spots.

As a result of official notification in the form of a letter from Gunther, a leading Baltimore brewer, to Piel in New York that they were voluntarily withdrawing the argued-over spot series, Piel is planning to drop its court action pending against Gunther.

Last October, Piel Bros. filed a complaint in both the Supreme Court of the State of New York and in the U. S. District Court in Maryland. Piel charged that Gunther had, in creating a spot series with "Godfrey Sr. and Jr." characters, "wilfully, without authority, justification or license from plaintiff, appropriated and used for its own purposes copies and confusing

simulations of 'Bert and Harry.'" Also named in the complaint as defendants: The Sullivan, Stauffer, Colwell & Bayles agency. Since that time, Gunther has left SSC&B and has switched its account to Lennen & Newell.

(Continued on page 11)

'Hear This' Pilot Finished

NEW YORK — "Now Hear This," a pilot film of a series depicting life in the Naval Air Force, has been completed. The vidfilm program, produced by Taka Productions, was screened by the Pentagon recently and approved.

Charles Weintraub is executive producer; Paul Harrison, director. Scripting is by Harrison and Bernie Gould.

CBC to Study TV Giveaways

TORONTO—Quiz shows are to be given an examination by February's meeting of the Canadian Broadcasting Corporation board of governors.

According to an announcement affecting Sound Broadcasting Stations, the board is considering making a regulation to prohibit the broadcasting of any offer of any prize, gifts or bonuses of any contest, except a contest involving skill only.

In the latter category, all the participants must be present in the broadcasting studio and take part in the broadcast concerned, or entries must be made in writing, and the award or size of all prizes depends on the examination and judging on their merit of all such entries.

'Campobello' Sparks Series

NEW YORK—Spurred by the impressive press notices for Ralph Bellamy in "Sunrise at Campobello" on Broadway, MCA-TV is pushing its 82 half hours of "Follow That Man," the retitled syndicated version of "Man Against Crime." The vidfilm series stars Ralph Bellamy, of course. Bellamy is also the star of a new half-hour vidfilm series being prepared by CBS-TV and titled "Front Office."

MCA, in addition, is releasing 39 new half hours of "If You Had a Million," the retitled version of "The Millionaire." The show has been doing very well in ratings. There will now be 78 half hours in existence.

'SEA HUNT'S' SHOOTING PROVIDES PROBLEMS

NEW YORK—Shooting a syndication series largely under water provides unique locations—but also some unique telefilming problems, according to Ivan Tors, producer of Ziv's "Sea Hunt" vidfilms.

"Our major problem with actors is trying to keep them from getting seasick," says Tors, a Hungarian-born producer who's been a specialist in off-beat and science fiction films. "We do some shooting in the tank at Marineland, but most of it is in the open seas off Catalina Island and the Mexican coast, and we work from small boats which really bounce in off-shore currents."

Altho no sound work is done under water, there are other problems to balance Tors' gain in production ease. "If we're working at a depth of 70 feet or more, the top working stretch you can do is about an hour at a time, with a good rest between."

Weather is important, too. "It's not so much the problems of working under water with aqualungs," Tors says, "since surface conditions have little effect below the water. It's the camera crews and lighting technicians upstairs in the boats. We couldn't operate without them. It's as dark as a coal bin on the ocean floor when you're diving deep, and when you're filming you bring your own lights—and lots of them."

Build Strong Local TV, Vamp Till Net Ready?

SAN ANTONIO—The choice of waiting for its network to sell advertisers with longer line-ups or programming strong local shows in open slots is perplexing many an affiliate, according to Bob Roth, commercial manager of KONO-TV here. "If the sponsor hasn't ordered your market, you either launch a temporary filler, which will be weak, or a powerful series which you then will be loathe to

remove when a web change occurs," he says.

The ABC-TV affiliate marked its first anniversary last week with noon-to-midnight dominance of American Research Bureau ratings Mondays thru Fridays. Moreover, on a seven-day sign-on to sign-off basis, it's been averaging a strong 35.3 against 36.3 for veteran WOAI-TV. The third major competitor in the market, KENS-TV, is drawing a 32.3.

KONO's 10 p.m. news strip is averaging a 27.0 against 10.5 and 15.3 for opposing stanzas which include "Shock!" "26 Men," "Whirlybirds," "NTA Champagne Package" and network entries. The station is now airing 22 feature films a week, some of which will be dropped when ABC plugs Saturday and Monday gaps. "The upcoming Dick Clark variety hour is sure to be a big hit in our market and may solve our Saturday night problems," says Roth.

P.A. Boon

Personal appearances have proved a boon to KONO's syndicated shows. "But not the ego-inflating cocktail party kind," the exec adds. "San Antonio likes its stars to perform, not sign autographs." Color-equipped but anticipating a season's delay in color-casting, KONO has tossed out the concept of mood programming and schedules its programs with little regard to subtleties of audience composition.

"I'm certain the new Arbitron system will support our belief that the public has become dial-twist conscious," Roth states. "Each property will have to stand on its own feet; this market has already found out that lead-ins don't help."

The short line-up headache is a current Sunday night problem for KONO, the problem being what to schedule around Sid Caesar and "Maverick." Programming concentration for the station's second year will be on weekends," says Roth.

Crandall Tops NTA Publicity

NEW YORK—George Crandall has been named public relations director of National Telefilm Associates and its various divisions and subsidiaries. Crandall is coming out of retirement, holding until late 1956 the post of press director for CBS radio for 14 years.

Harry Albus will continue to serve as East Coast press relations chief, while Al Stern will head NTA's West Coast publicity operation. Crandall will work out of NTA's New York office, starting immediately.

Rank Sees TV Use Good for Movie Selling

NEW YORK — The audience that's being lured to TV by "free" features is an ideal market, at the same time, for movie advertising and promotion by local exhibitors.

This seems to be the opinion of Rank Film Distributors of America, which now plans to backstop much of its 1958 releasing program with TV spots for use in co-op campaigns with exhibitors, in addition to other advertising - promotion media.

Plans for the stepped-up promotion job this year by RFDA were aired to company execs at the firm's annual sales conference here last week, with Geoffrey Martin, advertising-publicity chief, presiding. No over-all 1958 figures for RFDA spending in TV was revealed, but it's said to be "sizeable."

Funeral Held For R. Levitt

NEW YORK — Funeral services were held last week in Easthampton, N. Y., for Robert D. Levitt, former president of California National Productions. Levitt, 48, died at his vacation home.

Prior to his 18-month CNP tenure, he served as a key exec at Screen Gems and Hearst Publications.

SAG's Blurb Pact Huddles Recessed

HOLLYWOOD — Talks on a new commercials contract between Screen Actors' Guild and various groups representing advertisers and producers (Billboard, January 20) have been temporarily recessed to permit negotiators to report back to their respective organizations. Indications are that some new proposals have been advanced by both sides.

Talks are scheduled to resume in New York on Monday (10).

DISCOURAGING

Reagan Asks Tax Relief on High Incomes

WASHINGTON—Tax cuts in the upper brackets are necessary to stimulate film making and provide employment for thousands in the film industry, according to actor Ronald Reagan.

Reagan told the House Ways and Means Committee last Monday (27) that the present tax structure "has constantly tended to stifle and reduce over-all production" of films in this country. He contended that writers are reluctant to increase their output due to diminishing returns because of the tax structure.

Appearing in behalf of the Motion Picture Industry Council and Hollywood AFL Film Council, Reagan said those organizations support legislation which would permit individuals whose annual earnings fluctuate widely, to prorate or average their earnings over a period of several years and pay an annual income tax on the average earnings. At present, such persons pay a very high tax based on one year's income when "the preceding or the following years are apt to show little or no income at all," he said.

CBS Newsfilm Adds 8 Buys

NEW YORK—CBS Newsfilm last week added eight new subscribers, including a foreign network. The five new stations taking the service are WHIO-TV, Dayton, O.; WCAX-TV, Burlington, Vt.; WCYB-TV, Bristol, Va.; KROD-TV, El Paso, Tex., and WDXI-TV, Jackson, Tenn.

Among the new overseas networks is the Swiss TV web served from "X" Zurich. The news package is already sold in over 100 markets.

Anderson Top Of NTA Sales

NEW YORK—James W. Anderson has been named national sales manager for National Telefilm Associates broadcasting properties. He will be in charge of national sales for KMGM-TV Minneapolis, and for WATV and WATT (radio) here, when and if the Federal Communications Commission approves the NTA purchase.

Anderson was formerly with the Du Mont Broadcasting Corporation, where he was general manager for WTTG-TV, Washington.

ABC, NBC STRIKE

NABET, Two Webs Reach Pact Impasse

HOLLYWOOD — Key issues of a reduced work week, a 15 per cent increase in pay, and safeguards against cutbacks which might result from automation and TV tape, seemed certain to force NABET into a strike against NBC and ABC on expiration of their contract Friday night (31).

Both sides indicated there was little hope for a satisfactory agreement. The latest network offer was for a 3 per cent across-the-board increase, plus payment of hospitalization and life insurance, which would be approximately \$8 to \$10 per month. The union has called this offer entirely inadequate.

(It was reported that in negotiations with IBEW in Washington CBS has offered a \$5 across-the-board increase, which would be approximately the same as the 3 per cent suggested by the other nets.)

NABET is asking that the work week be reduced from 40 hours to between 32 and 37 hours. The

union contends that CBS actually has a 35-hour work week, since the network absorbs the lunch period, and that the other two webs should conform to this.

Another key point of NABET is that, if automation and tape reduces the work required, the union should share in the benefit of this. The networks, generally, have not wanted to commit themselves on this point.

LOCAL WINNER

'High Noon' Lands in N. Y. Top Ranks

NEW YORK—One of the rare times in which a local show lands in the "Top 10" ranks of all programs in the New York market occurred in the first week of January, according to ARB.

WRCA-TV's telecasting of "High Noon" on its Sunday-night "Movie Four" showcase resulted in a whopping 36.4 and third place honors among the 10 leaders. The only shows to top the feature film were the Perry Como and Loretta Young stanzas, with 44.6 and 38.2 respectively.

The high-scoring "High Noon" even edged the national champion, "Gunsmoke," by a hair, with the network Western pulling 36.3. The film's distributors, National Telefilm Associates, are delighted over the results, to put it mildly.

Seven Sales On '26 Men'

NEW YORK—ABC Film Syndication racked up seven sales for "26 Men" last week, putting the Western in a current total of 165 markets.

New sales are WHBQ, Memphis; KTBC, Austin, Tex., for Safeway Stores; KPLC, Lake Charles, La., for Calcasieu Baking; KRGV, Weslaco, and KFDX, Wichita Falls, Tex.; KVOS, Bellingham, Wash., and WCYB, Bristol, Va., for X Bakery.

Program falls under the quota system.

Show is second sold to British TV since G-K re-entered production, first being "O. Henry Playhouse." A third G-K series, "Trader Horn," will begin production in England on March 1.

'Sea Hunt' Hits 25 ARB in N. Y.

NEW YORK—The big premiere rating garnered by Ziv's "Sea Hunt" in its New York kickoff, a 25.3 in American Research Bureau local findings, is not merely audience-inherited from "Gunsmoke," the show which precedes it on Saturday nights on WCBS-TV.

A check-up on ARB's current New York ratings show that the "Sea Hunt" level is a seven-point gain—an increase of nearly 40 per cent in audience size—over "Playhouse of Mystery," which occupied the Saturday 10:30 p.m. slot a month earlier. "Gunsmoke" rated almost exactly the same in both the December and January measurements.

"Sea Hunt's" sponsor, Bristol-Myers, seems to be stealing most of its added audience for the time period from "Hit Parade," which slumped from an 18.8 ARB to a 12.6 when the Lloyd Bridges starrer premiered.

Assoc. British Buys 'African'

HOLLYWOOD — "African Patrol," Cross-Krasne series being produced in Kenya, was sold to Associated British Pictures Corporation for British video airing last week.

ZIV SETS THE PACE WITH...

3 OUT OF TOP 5

SYNDICATED SHOWS IN

DAYTON

Time after time
in city after city
ZIV SHOWS
RATE GREAT

- #1 MEN OF ANNAPOLIS 33.3
- #3 HIGHWAY PATROL 33.0
- #5 SCIENCE FICTION THEATRE 25.0

Pulse, Sept. '57

ZIV TELEVISION PROGRAMS INC.

PULSE FILM RATINGS for November

For complete information on programs, ratings, audience size or coverage, please consult The Pulse, Inc., 35 W. 46th St., New York, N. Y.

The Pulse Audience Composition Studies

• Syndicated Film Drama Shows

NOVEMBER RATINGS			AMONG WOMEN		
Rank	Show & Distributor	Avg. Rtg.	Rank	Show & Distributor	Women Per 100 Homes Tuned In
1.	Esso Golden Playhouse (Official)	21.7	1.	Esso Golden Playhouse (Official)	95
2.	O. Henry Playhouse (Gross-Krasne)	10.7	2.	Dr. Christian (Ziv)	94
3.	Star Performance (Official)	10.3	2.	Parade of Stars (MCA)	94
4.	Studio 57 (MCA)	9.9	2.	Star Performance (Official)	94
5.	Dr. Hudson's Secret Journal (MCA)	9.1	5.	Science Fiction Theater (Ziv)	93
6.	Dr. Christian (Ziv)	8.6	6.	Famous Playhouse (MCA)	91
7.	Famous Playhouse (MCA)	8.3	6.	My Favorite Story (Ziv)	91
8.	Parade of Stars (MCA)	7.9	8.	O. Henry Playhouse (Gross-Krasne)	89
9.	Science Fiction Theater (Ziv)	7.8	9.	Douglas Fairbanks Presents (ABC)	87
10.	Douglas Fairbanks Presents (ABC)	5.1	10.	Studio 57 (MCA)	86

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distributor	Men Per 100 Homes Tuned In	Rank	Show & Distributor	Kids Per 100 Homes Tuned In
1.	Dr. Christian (Ziv)	89	1.	Esso Golden Playhouse (Official)	61
2.	Esso Golden Playhouse (Official)	88	2.	Parade of Stars (MCA)	36
3.	Famous Playhouse (MCA)	87	3.	My Favorite Story (Ziv)	28
3.	My Favorite Story (Ziv)	87	4.	Dr. Christian (Ziv)	26
3.	Science Fiction Theater (Ziv)	87	5.	Science Fiction Theater (Ziv)	23
6.	O. Henry Playhouse (Gross-Krasne)	86	5.	Star Performance (Official)	23
6.	Star Performance (Official)	86	7.	O. Henry Playhouse (Gross-Krasne)	19
8.	Douglas Fairbanks Presents (ABC)	84	8.	Famous Playhouse (MCA)	12
9.	Parade of Stars (MCA)	83	9.	Douglas Fairbanks Presents (ABC)	8
10.	Studio 57 (MCA)	81	10.	Dr. Hudson's Secret Journal (MCA)	5
			10.	Studio 57 (MCA)	5

• Syndicated Film Adventure Shows

NOVEMBER RATINGS			AMONG WOMEN		
Rank	Show & Distributor	Avg. Rtg.	Rank	Show & Distributor	Women Per 100 Homes Tuned In
1.	State Trooper (MCA)	16.5	1.	Man Behind the Badge (MCA)	96
2.	Silent Service (NBC)	16.0	1.	Soldiers of Fortune (MCA)	96
3.	Crusader (MCA)	15.6	3.	Crusader (MCA)	95
4.	Men of Annapolis (Ziv)	13.8	3.	If You Had a Million (CBS)	95
5.	Whirlybirds (CBS)	13.3	3.	Martin Kane (Ziv)	95
6.	Boots and Saddles (NBC)	11.7	6.	Federal Men (MCA)	94
7.	Harbor Command (Ziv)	11.6	7.	Gray Ghost (CBS)	93
7.	Martin Kane (Ziv)	11.6	8.	I Led Three Lives (Ziv)	92
9.	Ramar of the Jungle (TPA)	10.5	9.	Boots and Saddles (NBC)	89
10.	Twenty-Six Men (ABC)	10.4	9.	Captain David Grief (Guild)	89
			9.	Harbor Command (Ziv)	89

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distributor	Men Per 100 Homes Tuned In	Rank	Show & Distributor	Kids Per 100 Homes Tuned In
1.	Martin Kane (Ziv)	93	1.	Jungle Jim (Screen Gems)	89
2.	If You Had a Million (CBS)	92	1.	Terry and the Pirates (Official)	80
2.	Waterfront (MCA)	92	3.	Ramar of the Jungle (TPA)	86
4.	Crusader (MCA)	90	4.	Flash Gordon (Guild)	83
5.	Federal Men (MCA)	89	5.	Rocky Jones, Space Ranger (Official)	81
6.	I Led Three Lives (Ziv)	87	5.	The Three Musketeers (ABC)	81
6.	Soldiers of Fortune (MCA)	87	7.	Foreign Legionaire (TPA)	79
8.	Harbor Command (Ziv)	86	8.	Whirlybirds (CBS)	78
8.	Man Behind the Badge (MCA)	86	9.	Sirena, Queen of the Jungle (ABC)	73
8.	Man Called X (Ziv)	86	10.	The Falcon (NBC)	62

STATION SIGNALS

William and Mary College will offer Virginia's first courses for credit via WVEC-TV, Norfolk, starting this week. . . KOVR-TV, Stockton, Calif., is prepping "Orbit 13," a series of live panel shows on outer space. . . WRCV-TV, Philadelphia, has launched an 11 p.m. Sunday news show featuring Bill Michelsen. . . New School for Social Research has scheduled a spring semester course in TV writing here. . . KYW-TV, Cleveland, just honored baseball's Herb Score with a telecast about his famous injury of last season. . . Ben K. West has been appointed station manager at WTVP, Decatur, Ill. . . Irwin C. Cowper has been upped to cepee of TV sales at Travelers Broadcasting

Service, which operates WTIC-TV, Hartford, Conn. . . Thomas Brown and Albert E. Moore are new account execs at WBAL-TV, Baltimore. . . Mort Silverman has been named general manager of WJMR-TV, New Orleans. . . Alfred J. Gibbons joins the sales staff of WRCV-TV, replacing Dick Paisley, who joined NBC Spot Sales. . . Thomas B. Jones Jr. has been appointed chief engineer for WVA-TV, Harrisonburg, Va. . . Mt. Mansfield TV, Inc., which operates WCAX-TV in Vermont, has elected C. P. Hasbrook its board chairman. . . Sheldon Feinberg has been named treasurer of Pharmaceuticals, Inc. . . James C. Petrillo, American Federation of Musicians president, made a rare TV appearance last week to thank

ARB'S TOP 10 FILMS IN 15 KEY MARKETS

By Type Program for November

All ratings listed were in ARB's Top 10 for film series in the markets shown.

15 KEY MARKETS SURVEYED EVERY MONTH BY ARB

SERIES (DISTRIBUTOR)	ATLANTA	BALTIMORE	BOSTON	CHICAGO	CINCINNATI	CLEVELAND	COLUMBUS	DETROIT	LOS ANGELES	MINN.-ST. PAUL	NEW YORK	PHILADELPHIA	SAN FRANCISCO	SEATTLE-TACOMA	WASHINGTON, D.C.
	COMEDY SERIES														
AMOS 'N' ANDY—CBS	—	15.1	—	—	—	—	—	24.4	—	—	—	—	—	—	—
THE HONEYMOONERS—CBS	—	—	24.1	11.7	—	—	28.7	17.0	12.6	—	18.1	21.2	20.3	19.6	—
OUR MISS BROOKS—CBS	—	—	—	—	—	—	23.9	—	—	—	—	—	—	—	—
STU ERWIN—OFFICIAL	—	—	—	—	—	—	—	—	—	—	—	—	—	—	15.8
TOPPER—TELESTAR	—	—	—	—	—	—	—	15.7	—	—	—	—	—	—	—
MYSTERY SERIES															
BADGE 714—NBC	18.9	—	—	—	—	—	—	—	—	—	—	—	—	—	—
CITY DETECTIVE—MCA	—	13.7	—	13.7	—	—	—	—	—	—	—	—	—	—	—
ELLERY QUEEN—TPA	—	—	—	—	—	—	—	—	—	—	—	—	—	—	14.1
FEDERAL MEN—MCA	—	—	29.3	—	—	19.2	—	—	—	—	—	—	—	—	—
MAN BEHIND THE BADGE—MCA	—	14.4	—	—	—	21.5	—	—	—	—	—	—	—	—	—
THE VISE—THOMPSON-KOCH	—	—	—	—	—	—	—	—	—	—	11.9	—	—	—	—
DRAMA SERIES															
DICK POWELL—OFFICIAL	—	—	—	—	—	—	—	—	15.8	—	—	—	—	—	—
DR. CHRISTIAN—ZIV	—	—	—	—	22.5	—	—	18.1	—	21.0	—	—	—	—	—
GOLDEN PLAYHOUSE—OFFICIAL	—	—	22.7	—	—	—	—	—	—	—	—	14.5	—	—	—
HEART OF THE CITY—MCA	19.4	—	—	—	—	—	—	—	—	—	—	—	—	—	—
IF YOU HAD A MILLION—MCA	20.1	—	—	—	—	—	—	—	—	—	14.8	—	—	—	—
MAMA—CBS	—	—	—	—	—	—	21.9	—	—	—	—	—	—	—	—
O. HENRY PLAYHOUSE—GROSS-KRASNE	—	—	—	—	—	—	—	—	—	14.9	—	—	22.7	—	—
PUBLIC DEFENDER—INTERSTATE	—	14.0	—	—	—	—	—	—	—	—	—	—	—	—	—
SAN FRANCISCO BEAT—CBS	—	—	—	—	—	—	—	—	12.5	—	—	23.9	17.9	—	—
SECRET JOURNAL—MCA	—	—	—	—	—	—	—	—	—	—	—	—	18.2	—	—
WESTERN SERIES															
ANNIE OAKLEY—CBS	—	13.7	—	14.6	—	—	20.3	14.8	—	16.7	—	—	—	—	16.2
BOOTS AND SADDLES—NBC	—	—	—	—	—	—	—	—	11.5	—	8.7	14.9	—	—	—
BRAVE EAGLE—CBS	—	19.5	—	17.0	—	—	—	20.8	—	—	—	—	—	—	14.5
CISCO KID—ZIV	—	—	—	—	22.3	21.2	—	—	—	—	—	—	—	—	—
DEATH VALLEY DAYS—PACIFIC-BORAX	—	—	—	—	—	—	28.9	29.6	27.8	16.2	21.3	16.1	17.1	—	21.8
FRONTIER—NBC	—	—	—	—	—	—	—	—	—	—	—	—	—	—	21.0
FRONTIER DOCTOR—H-TV	—	—	22.7	—	—	—	—	—	—	—	—	—	—	—	—
KIT CARSON—MCA	19.5	—	—	—	25.6	27.0	22.6	28.4	—	—	—	—	—	—	—
LAST OF THE MOHICANS—TPA	—	—	—	—	—	—	—	—	14.8	—	—	—	—	—	15.7
RANGE RIDER—CBS	—	—	—	—	—	21.8	—	—	—	—	—	—	—	—	—
SHERIFF OF COCHISE—MTA	26.8	18.8	—	13.3	—	—	—	—	—	11.3	—	—	—	17.6	19.3
STORIES OF THE CENTURY—H-TV	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
26 MEN—ABC	—	—	21.1	—	—	20.4	—	—	—	—	—	9.5	—	—	21.4
WESTERN MARSHAL—NBC	—	—	—	—	—	21.5	—	—	—	—	—	—	—	—	—
WILD BILL HICKOK—SCREEN GEMS	—	—	—	—	—	—	—	—	—	15.6	—	—	—	—	—
ADVENTURE SERIES															
BYLINE—MCA ALEXANDER	—	—	—	—	—	—	—	—	—	—	—	—	—	15.4	—
CASEY JONES—SCREEN GEMS	22.5	21.8	—	—	—	—	—	18.8	—	—	16.4	11.3	—	—	—
CODE 3—ABC	24.6	—	—	—	—	—	—	—	—	—	—	—	—	—	—
DECOY—OFFICIAL	—	—	26.6	—	—	—	—	—	—	—	—	—	—	—	29.8
GRAY GHOST—CBS	—	—	—	—	—	—	—	—	—	—	9.0	—	—	—	17.9
HARBOR COMMAND—ZIV	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
HIGHWAY PATROL—ZIV	28.3	26.3	22.4	14.8	24.8	22.9	22.2	25.3	16.7	—	19.1	26.7	27.9	28.4	21.0
JUNGLE JIM—SCREEN GEMS	—	—	—	—	—	—	20.1	—	—	—	—	—	—	—	—
MEN OF ANNAPOLIS—ZIV	—	18.8	—	12.0	—	—	—	—	—	17.0	13.3	—	—	19.1	15.1
RAMAR OF THE JUNGLE—TPA	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
SCIENCE FICTION THEATER—ZIV	—	—	—	—	—	—	22.9	—	—	—	—	—	—	—	19.5
SEARCH FOR ADVENTURE—BAGNALL	—	—	—	—	—	—	—	—	12.9	—	—	—	—	—	27.1
SILENT SERVICE—NBC	—	—	21.8	24.3	—	26.5	—	—	—	—	14.3	12.3	17.9	—	28.4
SOLDIERS OF FORTUNE—MCA	—	—	—	—	—	19.3	20.7	—	—	—	—	—	—	—	—
STATE TROOPER—MCA	25.4	—	—	16.3	—	—	—	—	—	—	—	—	—	—	—
WATERFRONT—MCA	—	15.5	—	—	—	—	—	21.3	—	—	—	—	—	—	—
WHIRLYBIRDS—CBS	22.2	—	28.1	—	—	—	—	23.1	14.8	14.3	—	—	—	17.8	25.9

WEWS, Cleveland, for its promotion of live music programming. . . Crown Stations of Oregon and Washington staged a New York treasure hunt for 300 ad agency execs last week. . . KING-TV has launched a live women's bowling show in Seattle. . . "Ask the Camera" switches to Saturdays at 5 p.m. on WRCA-TV here. . . Bell Telephone is sponsoring a new 7:25 a.m. weather strip in Philadelphia on WRCV. . . KEDY-TV, Big Spring, Tex., expected 150 youngsters for a "Children's March on Polio" telecast a fortnight ago and wound up with 3,000 kids bringing piggy banks.

SHORT SCANNINGS

Robert B. Lindsey has been appointed research director of Batten, Barton, Durstine & Osborn, succeeding Ben Gedalia, who becomes research vicepres. . . Keith Culverhouse has been upped to the post of sales development director at Television Bureau of Advertising. . . CBS-TV Film Sales has named Frederick L. Gilson an account exec. . . Joseph M. Brandel, director of European operations for International TV,

Ziv-TV's overseas distrib, has been elected a vicepres. . . Michael Sasunoff has been named creative director for TV-radio and Edward Pivo, named an art director at Lawrence Compton Advertising Agency. . . The Emil Mogul Agency has elected Bernard Kramer, Rayco Auto Seat account supervisor, and Alfred Paul Berger, copy chief, vicepres. . . Mogul also made Richard Lockman general manager of the

The Billboard Scoreboard

TV PROGRAM REVIEWS

NETWORK REVIEW

'20th Century' Makes Another Contribution

By LEON MORSE

20th Century (Net)
Narrators, Walter Cronkite, and Austin Mac Cormick. Producer-director-writer, Stephen Fleischman. Presented by the Prudential Insurance Company thru Reach, McClimon & Company. (CBS-TV, 6-7 p.m., EST, January 26.)

Probably the most underrated show in TV today, "20th Century" presented another major contribution to understanding with its "The Face of Crime," an hour documentary which illuminated some of the psychological forces behind juvenile crime and the new techniques used to treat it.

The first part of the show was a fascinating study of the mind of a 14-year-old delinquent. Most impressive was the interview conducted by Dr. Ralph Brancali while the boy was under sodium amytol. The boy revealed the knowledge that he was adopted—and his mother's subsequent withdrawal of love.

Group Therapy

The second part of the program was even more fascinating. It presented a session in group therapy at the Bordentown, N. J., Reformatory. The participants, a group of youngsters, were understandably concerned with how they would be received by society when they were released. Also of great interest was discussion as to relationships with their parents. The talk had a frank, open quality to it, and the boys seemed to be any normal youngsters rather than the stereotypes of criminals.

The Prudential commercials were soft sell and mostly along institutional lines. The best of them was one which used newsreel footage to show how the company has grown with the country. Narration was mainly by Austin

agency... Bob Hoffman has rejoined Associated Artists Productions as Midwest sales exec, with John McCormick named Midwest sales manager.

Smith & Dorian, publicity-advertising firm, will open a San Francisco office next week... Alcoa and Goodyear have officially dropped "Turn of Fate" as a title for their joint NBC-TV dramatic series, reverting to "Theater" and their names... John M. Clifford, NBC sales exec veepee, is chairman of the advertising-publishing-entertainment section of the 1958 drive for the New York chapter of American Red Cross... The Television Zoomar Corporation is now demonstrating its Super Studio Zoomar lens for web and station brass here.

Kathi Norris conducts a fashion show in Portsmouth, Va., February 5... Edwin Cox, board chairman of Kenyon & Eckhardt, heads the 1958 fund drive for Allergy Foundation of America... Frank G. Silvernail, station relations manager for BBDO, will head the TV-radio section of the Red Cross public information committee... The Ad Agency Sputniks will play the WABC Big Wheels at a Roller Derby Party the station is tossing February 13.

Jud Jaffee, former Block Drug exec, becomes an account exec at Product Services, Inc... Pharmaceuticals, Inc., and J. B. Williams Company have received a citation of merit from the Muscular Dystrophy Association... The cast and staff of "Your Hit Parade" have contract renewals thru June... Harnett T. Kane, one of the South's most prolific authors, served as special consultant on yesterday's New Orleans stanza of "Wide, Wide World."

MacCormick, a noted penologist and professor of criminology at the University of California.

George Gobel Show (Net)

NBC-TV, Tuesday (28), 8-9 p.m., EST (caught again).

Long on song and short on sport, the latest Gobel stanza came out on the dreary side. Was it the scripters or the guest-bookers who set up an endless succession of vocals by Eddie Fisher, Johnny Mathis, Shirley Harmer and Lonesome George, with a backstage ballet sandwiched in for inadequate variety?

The show's only sketch featured Gertrude Berg, who looked glamorous, as an old clothes' collector for charity. She and Gobel worked hard, but it just wasn't a funny sketch. Mathis did a medley of his newer recordings, quite an original approach to TV guesting, and wound up the show on twin ladders with Gobel in pleasant harmonizing.

Norman Abbott's direction had style and a sprinkling of deft touches, while the physical production was attractive and the ensemble numbers peppy. The burden of a trite format and the absence of humor were too much for the cast to handle, that's all.

RCA Victor and Whirlpool commercials were serviceable if not distinguished, with L&M faring better via on-location vignettes. Bob Bernstein.

Sid Caesar Invites You (Net)

Star: Sid Caesar, Imogene Coca and Carl Reiner. Cast: Paul Reed, Milt Kamen, Jeanne Bal, others. Producer, Hal Janis. Director, Frank Bunetta. Head of writing staff, Mel Tolkin. Writers (premiere): Larry Gelbart, Nell Simon, Danny Simon, Mike Stewart. Music director, Bernard Green. A Shellrick Production. Sponsor: Helena Rubenstein, Inc., thru Opilvy, Benson & Mather. (ABC-TV, 9-9:30 p.m., EST, January 26.)

It's rare in TV that "brought back by public demand" has any real meaning. But in the case of Sid Caesar and Imogene Coca viewer insistence on a re-uniting of the famed pair has created what may soon develop as a leading comedy.

Not that the first stanza of "Sid Caesar Invites You" was letter perfect, or that it rose to the heights occasionally touched by Caesar & Co. on "Your Show of Shows" and later "Caesar's Hour." Caesar was tense, and showed it. There were more hints at, than examples of, the comic fire that is struck when he and rubber-faced Miss Coca indulge in their peculiarly urban brand of humor. And the writing team—headed by Mel Tolkin—isn't quite back in the groove.

But, this is largely carping. For a premiere effort, the new half-hour package of Caesar and Coca more than ably demonstrated that it should quickly hit its stride. In a season when shows like "Dick and the Duchess" and the Eve Arden show have been launched under the banner of "comedy," it was a downright pleasure to watch the neat timing, the subtle interplays and the genuine wit of the two comedy veterans in a sketch about a girl-shy boy and a boy-shy girl being introduced by friends hoping to spark a romance.

Carl Reiner, the best "straight man" televised comedy has ever

Omnibus (Net)

NBC-TV, Sunday (26), 4-5:30 p.m., EST (caught again).

The Metropolitan Opera condensation of "La Perichole" gave "Omnibus" one of its happiest, most successful stanzas. The bubbly Offenbach score had to be reduced and some of the delightful bits of stage business in the original Met production were absent, but the operetta was given a merry, expert whirl which made it fine TV fare.

Cyril Ritchard was in top form as the zany, wolfish Viceroy of Peru, with Laurel Hurley pert and mellifluous in the title role. The real hit of the telecast was Theodor Uppman, who seemed of lesser importance in the stage version but here shone like a comet in singing, comedy and dancing departments, with a good measure of sex appeal included. Effective contributions were also made by Heidi Krall as a cafe owner and Alessio de Paolis as a lecherous prisoner.

The camera work seemed under-rehearsed, but the performance came off with verve, and Maurice Valency's translation stood out as a gem despite poor choral diction. Union Carbide delivered some inventive commercials, while Aluminum stayed on its nature kick with beautiful but very far afield footage of the Canadian wilderness. Bob Bernstein.

Heckle and Jeckle (Net)

Cartoon series produced by Terrytoons. Executive producer (CBS), Mike Grilikhes. Music director, Philip Scheib. Televised in color. Features such cartoon characters as Gandy Goose, Dinky Duck, Terry Bears, and Heckle and Jeckle. Sustaining. (CBS-TV, 11-11:30 a.m., EST, January 25.)

As it happened to adult shows before it, "Susan's Show," the modest, whimsical live entry fed out of Chicago, was recently given the axe in favor of action-packed Hollywood film, in this case the "Heckle and Jeckle Cartoon Show," returned to the CBS web.

The pace of the film prodigal is fast and breathless, and its slapstick cartoon antics—featuring such Terrytoon creations as the two crafty magpies, Heckle and Jeckle, Little Roquefort, Dinky Duck, the mischievous Terry Bears, Gandy Goose and others—should have little trouble appealing to the mop-pet trade.

It is neatly put together by executive producer Mike Grilikhes, and features some clever introductions to the timeless cartoon shorts which are its basic draw. So far, the show hasn't a sponsor, with the time being taken up with network promotional plugs.

Since its network competition is confined to "Fury" over at NBC, "Heckle and Jeckle" should have a fairly clear field for the "under-teen-age" viewing market, and a good chance of building a rating. Charles Sinclair.

produced, was as usual a perfect, versatile foil for the Caesar-Coca antics. Supporting cast on the premiere, as well as the general production by Hal Janis and Bernard Green's music, was top-notch.

Oddly, one feature of the show which doesn't quite match with its other ingredients are the chi-chi commercials for Helena Rubenstein Cosmetics. There is a coyness of copy, a self-conscious posing of models and a pseudo-snob appeal that would seem to be more at home in the pages of Vogue or Harper's Bazaar than in a TV comedy.

In a sense, the commercials strained so hard for the "haute couture" effects that they looked like ideal material to be satirized by the show's stars—an idea which, it is to be hoped, doesn't occur to them. Charles Sinclair.

SYND. REVIEW

Hammer: At Last TV That's Good, Dirty Fun

By BOB BERNSTEIN

Mike Hammer (Synd.)
Star, Darren McGavin. Director, Boris Sagal. Scripts based on Mickey Spillane characters by Frank Kane. Sponsors, various. (WCBS-TV, 10:30-11 p.m., EST, January 28.)

At last, a show for sadists! That hidden core in each of us which thrills to the exploits of a heel will be well satisfied by this gutsy film series, until stations start spoiling the fun by deleting dangerous moments.

The Spillane "hero" covered a lot of ground in the opener, pushing a man down a flight of stairs, making love to a married woman, surprising a guy and beating him up and choking a stranger in a cloakroom. It was great fun and novel TV. They could have done without the plug for a rival New York station and Mike Hammer's deep closer, "The pay-off is always grief or a shroud," but the violence was spicy and plentiful and there wasn't a boring or restful moment.

Darren McGavin is tough and amorous as Hammer, but he's

Seven Lively Arts (Net)

Narrator for "Blast at Centralia No. 5": Jason Robards. Host, John Crosby. Executive producer, John Hausman. Producer, Jud Kinberg. Adaptation, Loring Mandel. Director, George Roy Hill. Sustaining via the CBS-TV network. (CBS-TV, 5-6 p.m., EST, January 26.)

"Seven Lively Arts," whose cancellation is more and more to be regretted, presented another impressive program in "Blast at Centralia No. 5." The documentary, a dramatization of the article by John Bartlow Martin, told the story behind the needless mine disaster at Centralia, Ill.

It was a story of man's inhumanity to man. The mine was put on report five years before the disaster. Nothing was done. The company that owned the mine ignored the warnings. The head of the Mining Department of the State sided with the company. The union did not help the miners. Nothing was done to clear potentially explosive coal dust from the mine in spite of warning after warning.

Most interesting was the last several scenes. After the disaster a hearing was held, but so complex was the case—with one party passing the buck to another—that responsibility could not be assigned.

The last scene with Maurene Stapleton as one of the miner's wives was extremely touching. She read a note her husband had sent her when he knew he was about to die.

Jason Robard's presence as narrator was completely wasted. His lines could have been spoken by any competent narrator. Production under Jud Kinberg was top-flight. Leon Morse.

Pay TV Action

Continued from page 3

stations would have to compete with the cream of the toll presentations. Pay TV would thus threaten the "full morning to midnight service to which the public is now accustomed," said Thurmond.

Thurmond believes FCC authority to begin a pay TV trial is doubtful. He fears that premature testing of toll might mean heavy consumer investment in equipment, which would be lost to them if the system "later was found not to be in the public interest."

faced with the task of playing explosive rage and casual cruelty minus all motivation. It's a tribute to his personal magnetism that he makes it all seem real. Fay Baker and Stacy Harris offered fine assists in the episode. Boris Sagal's direction caught the punch and speed of both the original model and the accurate script adaptation. It's wonderful to have a vidfilm show that isn't meant for family viewing.

Piel Suit

Continued from page 8

Piel's concern over what seemed to most observers a real carbon-copy job on the "Bert and Harry" low-pressure spots is understandable.

Slightly more than three-quarters of the entire Piel ad budget is built around the use of "Bert and Harry" spots in TV and radio, with Piel currently investing an estimated \$1,750,000 in TV and about \$150,000 in radio thru Young & Rubicam to cover 10 markets in a six-State area. Much of the rest of Piel advertising-promotion efforts in the same market area features the cartoon pair in print ads, point-of-purchase material and packaging.

"Bert and Harry have become one of the most valuable advertising properties in TV. You can't blame us for protecting them," says Steve Schmidt, advertising head of Piel.

Need of Times

Continued from page 2

hit already by cancellations, with a minimum of 10 shows already axed this season, as well as a large number of sustainers. (See other story this issue.)

There also are many advertisers who are still crying for relief. Schlitz would be more than willing to give up half of its "Playhouse of Stars," CBS Fridays 9:30-10 p.m. at a time when the shift of Phil Silvers, into the preceding half hour is liable to mean an additional five points in ratings.

Economic State

But the boards of directors of these major clients are getting edgy. They want to see that they are not overly committed. Not only are they worrying about unsettled business conditions, but hanging over their heads is the possibility of strikes in such key industries as autos and steel. Strikes or large wage increases could mean a changing profit picture, a factor which naturally must be taken into consideration in making any current commitment.

The Billboard... television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

Col. Skeds Heavy Feb. LP Release

Thirty Packages Cue Fine Spread in Pop, Masterworks, Jazz Categories

NEW YORK—Columbia Records' packaged product for February includes some 30 packages with strong representation in the pop, Masterworks and jazz categories. Number one item is Erroll Garner, with "Soliloquy," an album of great standards. The drive on Garner is motivated by the company's belief that the artist has matured to major stature, as evidenced by his string of successful concert dates around the world and his increasingly broad disk acceptance. The Garner promotion will plug the entire Columbia Garner catalog with special displays, browsers, disk jockey kit, etc.

Other major packages in the February pop list are two albums in the Twin CL series. One is Doris Day's "Hooray for Hollywood," with Frank De Vol's orchestra, intended to be a definitive Hollywood album in view of the singer's film stature and the selection of repertoire. Other chief Twin CL package is "The Frank Sinatra Story," which traces the singer's career during his period with Harry James and others.

The Doris Day and Sinatra packages are the first Twin CL's since the initial release of the series. The Day package is made up of new recordings.

Other pop highlights include a package by Maurice Chevalier with Michel Legrand; a bi-lingual album by Jacqueline Franco, "The Sweet Language of Love"; a package of marches by Mitch Miller, including "March From the River Kwai," "Yellow Rose of Texas," etc.; "I Remember Buddy," made up of Buddy Clark's hit songs sung by Jerry Vale; "Dial J. J. 5," by the J. J. Johnson Quintet; "Ellington Indigos," standards by the Duke; "The Roaring Twen-

ties," with Eddie Condon's All-Stars; "Emerald Strings," an Irish package by Frank Weir and orchestra; a package of dance music by Ted Straeter, similar in concept to the successful Lanin albums; "The Music Man," played by Stan Freeman; "The Sound of Jazz," featuring Count Basie, Billie Holiday, Henry Red Allen, Jimmy Giuffre, etc.; Vic Damone's "The Gift of Love," sound track from the Twen-

(Continued on page 28)

N. Y. CHAPTER NARAS MEETS

NEW YORK—The New York Chapter of the National Academy of Record Arts and Sciences will meet on Wednesday, February 5, at the Park-Sheraton Hotel here. The meeting will be attended by Jim Conkling, temporary chairman of NARAS and Lloyd Dunn, Capitol Records merchandising and sales veepee. The meeting will be chaired by John Hammond, temporary chairman of the New York Chapter. This first meeting of the New York branch will be devoted to election of officers and members of the executive committee.

Pix-Disk Weddings Still in Abeyance

Imperial Prexy Nixes Report of Columbia Buy; Other Negotiations Denied

By JOEL FRIEDMAN

HOLLYWOOD—Despite reports circulated in other trade papers and rumors that echoed from the Brill Building to Gower Gulch, neither Columbia Pictures, 20th Century-Fox or Warner Brothers had locked up a record company acquisition at week's end.

A statement from Lew Chudd, president of Imperial Records, categorically denied that Columbia Pictures had purchased his company. "Altho there were discussions with

Abe Schneider, executive vice-president of Columbia Pictures, no papers were ever signed," Chudd said. "Imperial is having its biggest grosses in its history, and purchase feelers have been made to me by every major studio that doesn't already have a record company. Imperial is not sold and still wants to retain its position as the leading independent label in the industry."

Chudd's statement was echoed by Jonie Taps, music chieftain for Columbia Pictures. Speaking for the studio, Taps, a former general manager of Shapiro-Bernstein, said: "I was dickering with several companies and tried to find the best deal. Chudd's firm was the best deal, and an agreement was drawn, tho no papers have yet been signed or sealed."

It's known that Chudd had similar offers from other studios.

An indication of the frenetic state of affairs involving film firms and a number of indie diskeries was the published report in a Hol-

(Continued on page 28)

Sholes to West Coast

NEW YORK — Steve Sholes, head of pop a.&r. for RCA Victor flew to the West Coast for recording sessions with Elvis Presley. While in California Sholes will hold discussions with the firm's West Coast a.&r. staffers Don Pierce and Dennis Farnon.

Angel Skeds 17 Albums for Feb.

HOLLYWOOD — Angel Records will release a total of 17 albums in its February release this week, highlighted by factory-sealed sets of "The Mikado" and "Petite Messe Solennelle." Both of the latter packages will come complete with librettes and will also be released in the firm's Red Label line.

Other sets scheduled for release are "Callas at La Scala," "Liszt Hungarian Rhapsodies," "Symphonie Fantastique," "Night on Bald Mountain," "Sardanas of Catalonia" with Pablo Casals, "Concert Music for Strings" conducted by Paul Hindesmith, "Mozart Arias" by Nicolai Gedda, "Music on the Desert Road," "Brahms Symphony No. 2 conducted by Otto Klemperer, "Petrouchka" conducted by Efrem Kurtz, the Prokofiev and Rachmaninoff Piano Concerto No. 1 by the Philharmonic Orchestra, Mendelsohn's "Violin Concerto in E Minor" conducted by Michael Rabin and the Philharmonic Orchestra, and "Myra Hess Plays Schumann."

Label will place heavy promotion on the Maria Callas album and her complete roster of Angel works tying in with the singer's Metropolitan Opera debut in New York next week. Capitol President Glenn Wallich is scheduled to plane East for the event.

Industry-Wide Step-Up Seen In Disk Club Competition

Heavy Accent On Expanded Promotions

NEW YORK — Record club competition will be stepped up to a phenomenal rate on an industry-wide basis this year with hundreds of thousands of dollars expected to be spent on saturation advertising campaigns by the Columbia Club, the new RCA Victor Book-of-the-Month Club, the new Capitol Club (see story elsewhere in this issue) and various other disk clubs.

Dealers recently received a statement from Columbia prexy Goddard Lieberman and veepee Hal Cook reminding them that the Columbia LP Record Club was created in 1955 to help the dealer by expanding the record market. The letter recapped the club's advantages to dealers.

The letter, which quotes from a Billboard editorial (November 1,

AIP MEETS TO PICK OFFICERS

NEW YORK—The Association of Independent Publishers is meeting here Monday (3) at the Warwick Hotel at 3:30 p.m. for the purpose of electing permanent officers and to set the specific, immediate objectives of the organization.

The meet will be attended by the Association's 30 charter publisher-members. In addition, more than 200 invitations were sent out to other BMI and ASCAP publishers.

1957) headed "Disk Club Challenge," said dealers have already earned more than \$500,000 in commissions from the club.

In reference to "the entry of new major label record clubs into the field," the letter said, "We believe they will expand the market for all of us in the record busi-

(Continued on page 28)

Cap Skeds Heaviest Pkg. Slate to Date

February Agenda Spots 37 LP's Themed To Label's 'New Horizons in Sound'

HOLLYWOOD — Capitol Records will release a total of 37 LP's this week as the firm kicks off its February merchandising program themed "New Horizons in Sound." Total album product represents the heaviest slate of package goods ever released by the diskery.

High points of the February campaign include a new series of light classics marking the solo debut of Carmen Dragon conducting the Capitol Symphony Orchestra, the label's Album of the Month promotion with George Shearing spotlighted, and the release of 12 albums in the firm's "Just for Variety" series. All of the latter have been given special advertising, promotion and merchandising aids. Regular terms and discounts will apply during the February program.

There are two Carmen Dragon packages in the release, "Serenade" and "A World of Music," both in the new de luxe double-jacket PAO series which lists at \$4.98. Full color-photo and window display pieces, a biographical supplement, and ad blow-ups have been prepared to launch the new series by Dragon.

Date Label Newest Entry In R&R Field

NEW YORK—Latest entry into the rock and roll disk field is a new label called Date Records, with initial sides cut in Nashville, reportedly by Wesley Rose and others. Label, understood to be a Columbia subsidiary, will be distributed thru indies. First release is being issued in 10 markets.

At press time, no comment was forthcoming from Columbia or others.

First disk will feature a new male vocalist.

Additional longhair wax includes the sixth Stokowski package, "Music for String," the Tchaikovsky Concerto No. 1 with pianist Penarrio and Leinsdorf conducting the Los Angeles Philharmonic, a new Nathan Milstein set, and "Swan Lake" by the Ballet Theater Orchestra conducted by Joseph Levine.

Pop sets include material by the Four Freshman, Stan Kenton, Bobby Hackett and Jack Teagarden, Joe Fingers Carr and Pee Wee Hunt, Fred Waring, Milt Buckner, George Shearing, Woody Herman, Mickey Katz, the official "Music Man" release and the debut on LP of Danny Kaye, Johnny Otis, Ethel Ennis and Ruth Welcome.

The firm's "Just for Variety" series features present and departed Capitol artists on tracks previously issued as singles and albums. A special browser box designed to hold approximately 40 albums will be earmarked for dealers with the purchase of the series.

There are five Capitol of the World albums in the February release, with sets recorded in Greece, Spain, Paraguay, Dublin and England.

As in past programs, Capitol is backing up its album product with a heavy array of dealers aids which include window and counter display units, new divider displays for browser boxes, special die-cut pieces, "Horizons in Sound" miniatures, a heavy campaign of trade and consumer advertising, and continued promotion and emphasis of its "Artist of the Month" and "Greatest Symbol in Sound" programs.

Decca Offers School, Phono Brochures

NEW YORK — Decca Records moved ahead on the printed promotion front this week in two different directions. First, the company has made available a revised and expanded educational catalog for use in schools, colleges and libraries. Secondly, a colorful consumer brochure has been prepared illustrating the diskery's recently expanded phonograph line.

The educational catalog, released in response to numerous requests, lists and illustrates Decca albums in many different categories. These include Literature, Speech and Theater Arts; Music Appreciation and History; Folk Music and Dance, Band Music, Christmas Music, and a number of categories for the primary and lower age groups.

The phonograph leaflet is being shipped to dealers for consumer giveaway.

Eight Feb. LP's For Jubilee

NEW YORK—Jubilee Records is releasing eight LP's for the month of February, according to vice-president Morty Palitz. The packages include Carl Ravazza's "Hold Hands," "Uncle Remus Stories," Med Flory's "The Jazz Wave," Jackie McLean Quintet, Marilyn Lovell's "Scotch Mist," the Albimoor's ork's "Music for Happy People" and a jazz album by Joe Puma.

Cap. to Offer Dealers Share In Club Plan

HOLLYWOOD — As soon as present tests are completed and final details worked out, Capitol Records will present a plan enabling record dealers to participate in the Capitol Record Club.

Lloyd Dunn, vice-president of Capitol Records, pointed out that "during the early planning and the current testing period, we believed it would be premature to offer a plan for dealer participation."

"We made a study among record dealers to get their point of view," Dunn continued, "and it seemed that dealers had little time or patience with plans involving complex operations and token payments, particularly during the early stages."

"Therefore" said Dunn, "It seemed wise and reasonable to

(Continued on page 28)

Hi Fi Show Space Nearly Sold Out

WASHINGTON — Exhibit space for the Washington High Fidelity Music Show is nearly sold, according to show committee chairman M. Robert Rogers.

Only three out of the 50 rooms available are not taken. Renewals of exhibitors from past Hi Fi shows account for most of the early advance sale. The Washington show has always been a sellout, according to Rogers, and has pulled capacity crowds. More than 15,000 paid admissions were counted at the last show.

Among the nationally known brand names who will exhibit their products are Ampex, Audio Fidelity Records, Bell, Bogen, Bozak, Columbia, Emerson, EMI, Fisher, Fleetwood, Garrard, General Electric, Grundig-Majestic, H. H. Scott, Karlson, James B. Lansing, Leak, Lee, Livingston, Motorola, Newcomb, Penron, Pickering, Pilot, Presto, Recoton, RCA Victor, Stromberg-Carlson, Tanberg, Telefunken, University, V-M, Weathers, Webcor, Whatfedalew. Audio Magazine and High Fidelity Magazine will also exhibit.

Show will open March 14, and run thru the sixteenth.

AFM Asks U. S. Supreme Court Coast Ruling

WASHINGTON — The American Federation of Musicians last week (30) filed a jurisdictional statement with the U. S. Supreme Court. The statement protests California Supreme Court's assuming that it had power to act in the battle between the AFM West Coast dissident musicians and the Musician's Performance Trust Fund which operates out of New York State.

The dispute is over payment of certain re-use fees in movies shown on television, and a portion of a recording scale increase which went to the Performance Fund, rather than directly to the West Coast musicians. Record and movie manufacturers and distributors are indirectly involved. (The Billboard Dec. 9, 1957.)

Filing of the jurisdictional statement will achieve a ruling on the merits of the case by the Supreme Court, possibly without formality of hearing arguments at this juncture. The court could now call for argument, or it could either affirm or reverse the lower court ruling. (Continued on page 28)

UA-MURRAY DISK DANCE HOOK-UP

NEW YORK — United Artist Records has made a tie-up with Arthur Murray, whereby the latter has created a special Swivel dance for a joint-promotion on the label's new waxing "The Swivel," featuring Al Taylor and the Poodles.

U. A. has prepared 250,000 dance instruction cards, which will be distributed to teenagers, via deejays across the country, a la the recent "Stroll" promotion. U. A.'s field staff is currently making arrangements for Arthur Murray instructors to introduce the dance at deejay record hops and on TV deejay shows across the country.

Asks Court To Dissolve Partnership

HOLLYWOOD — An action seeking dissolution of an oral partnership agreement was filed in Los Angeles Superior Court by Bob Keene against John Siamas, president of Rex Productions, and their subsidiary labels, Keen and Andex Records.

Suit charges that Keene was excluded from the premises, was refused access and that Siamas took advantage of Keene's labor and skills.

Action was filed by attorney Arthur Katz and seeks the appointment of a receiver, an accounting of the profits and payment for deferred compensation. Superior Court Judge Bayard Rhone handed down a temporary restraining order against the defendants late last week, returnable at a hearing on February 7. Firm is enjoined from further action. (Continued on page 58)

New Sounds Keep A&R Ears Alert for Switch in Trend

Current Push Spotlights Flute Leads, Fem Groups, Instrumentals

By BOB ROLONTZ

NEW YORK — It may be a rock-and-roll market, but the search for new sounds still goes on. Although male singers still dominate the charts and male groups break thru with some regularity, a.&r. men have no intention of being left behind in case the trend changes. And this month the big push is on flutes, young fem groups and instrumentals.

Any new trend is created, obviously, by a record out of the usual routine that breaks thru for a hit. The flute kick started with Bill Doggett's "Soft" last fall and again with "The Swinging Shepherd's Blues," by Moe Koffman this winter. As soon as this hot flutist's dulcet tone started to be heard on

radio and juke boxes, other diskeries cut instrumentals with flute leads. Just last week, for example, a Bill Doggett record of the old standard, "Flyin' Home," was issued featuring a flute lead. And the first Tiny Bradshaw record in two years, a tender effort titled "Bushes," is embellished with a swinging flute lead. There haven't been so many flutes about since Pan played the first flute solo, sans backing, in a mythical pastoral setting aeons ago.

Girl singers, especially girl groups, have been having tough sledding over the past few seasons. And in the rock and roll field the thrushes have had especially hard times. The girls first began to come back in the a.&r. picture with a

ghostly descant behind a male singer, and as they prospered they were even added to male groups to give the quartets a new sound, or as Billboard music editor, Paul Ackerman, put it, "... a hormonal-hysterical quality..."

But with the success of the Bobbettes' "Mr. Lee" everything changed. Girl groups were no longer unwanted. The Shepherd Sisters had it with "Alone." The (Continued on page 44)

NEW SPIN PATTERN

Block Picks 'Em Via Weekly Poll

By JUNE BUNDY

NEW YORK — Veteran disk jockey Martin Block, WABC, here, has revamped his entire record programming pattern. Under a new plan—designed "to cover all musical preferences"—Block is selecting disks on the basis of a special weekly poll conducted on an exclusive basis for the jock by Teen-Age Survey, Inc.

The survey polls disk preferences of 60,000 people—including stu-

dents in every high school and college in WABC's extensive listening area—each week. Survey information is broken down into separate listings for high school boys and high school girls, college boys and college girls, and parents.

Block kicked off the new programming pattern last week on his Saturday (1) show, following a "test-run" of the survey January 6. According to Bob Moss, who heads up all of Block's Enterprises, the new plan was conceived to "personalize the show," with Block's programming approach now being that "there is no such thing as a No. 1 song—just popular songs." Therefore, he decided to shelve all "Top 40"-type disk programming and adopt the new format, thus acquiring a "broader base of music for the show."

In line with this, Moss said that when disk preferences are broken down into age and sex groups, it becomes clear that in addition to the obvious rock and roll favorites teen-agers have decided preference in mood music, show albums, jazz, and tunes heretofore considered strictly adult-pop material. Incidentally, Moss stated that returns on the test-run exceeded 85 per cent.

More romantic tunes turned up (Continued on page 46)

Disneyland Launches Vista Subsid

HOLLYWOOD — Disneyland Records formally launched its pop label last week with the formation of Vista Records. New label will handle all non-Disney musical repertoire, with Disneyland to be restricted to kidisk works from the studio's theatrical and television film features, and the Mickey Mouse Club line to embrace all product from the TV show of the same name.

Label also inked Mary Martin and James Mason to non-exclusive recording pacts. Mason is expected to do a series of spoken word packages for the company. Firm also added accordionist Johnny LaPadula to its recording roster last week.

Cocoanut New Star Policy

HOLLYWOOD — The Cocoanut Grove, one of the few remaining locations in Los Angeles booking record acts with any degree of regularity, has revamped its booking policy to include "new stars along with the tried and proven ones."

Cus Lampe, managing director of the Grove, declared that the night club industry will have to develop its own new people, averring that unless new talent is given a chance "where are we going to get new stars from?"

The Grove has a solid roster of record names booked thru July Slate includes Edye Gorme in her first round at the spot opening on February 6. J. P. Morgan, Sophie Tucker, Tony Bennett, Marie McDonald, Nat King Cole, Teresa Brewer and Pearl Bailey.

Dot-London Adds Distrib Hook-Ups

HOLLYWOOD — In a move which vastly emphasizes the importance of their distribution operation, Dot and London Records last week consummated new agreements calling for the joint distribution of their lines in two additional marketing areas, St. Louis and San Francisco.

Both labels presently enjoy a similar arrangement in Los An-

geles, Boston, Chicago, Minneapolis, New Orleans, Cincinnati and Memphis (The Billboard, July 28, 1956).

The addition of the St. Louis and San Francisco distribution pacts was jointly disclosed by Dot President Randy Wood and Lee Hartstone, vice-president in charge of sales for London Records. Distribution in St. Louis will be handled by Gay Distributing Corporation, a new independent firm organized by Bob Hausfater, president of Roberts Record Distributing Company. Latter firm until now distributed the Dot and London labels in addition to numerous other lines. Under the new set-up, Gay Distributing Corporation will concentrate primarily on Dot and London and will be housed in new quarters with its own separate sales and promotion staffs. There is little likelihood that other competitive labels will be added.

Distribution in San Francisco will be handled by Stone Distributing Company, which presently handled London Records. Until now, Dot has been serviced in this area by Chatton Distributing Company. Dot Prexy Randy Wood strongly emphasized that Chatton has rendered excellent sales and service, repeatedly ranking well above sales quota. Change is only made to enable Dot and London to enjoy certain advantages not otherwise available to them.

The Stone firm is a member of the distribution organization owned and operated by the Hartstone family which also includes Mutual (Continued on page 60)

Roulette Tabs 1st Birthday With Special Sales Gimmick

NEW YORK — Roulette Records, which observed its first year in the business last week, in launching a new sales plan, tagged "Blueprint for Profit," whereby dealers and distributors purchasing 12 LP's will receive free any two LP's of their choice.

The plan, an extension of Roulette's fall sales program, includes all of Roulette's LP's (with the exception of the new "Birdland" series and the firm's first classical package, "The Orchestra That Refused to Die") plus the entire Tico, Gee and Rama catalogs.

Dealers and distributors may purchase 12 of one number or mix the selections. If a distributor purchases any 12 EP's included in the plan, he receives free choice of any three EP's, thereby enabling him to cash in on the label's new hit by Jimmie Rodgers.

The plan, brainchild of Roulette's Executive Veepee, Joe Kolsky, also

spotlights a special incentive prize for distributors. The label for the duration of the plan—will issue quotas to distributors, with a bonus of 500 free albums (of his choice) going the distributor who chalks up the greatest percentage of volume sales above his assigned quota.

In addition, every distributor who tops his assigned quota will receive an additional 5 per cent free goods on all merchandise over the quota amount. Quota set will be for LP sales only.

Roulette kicks off "Blueprint for Profit" Wednesday (5) and it will run thru March 15. At the same time, the label is marking its first year in business, via a special birthday and mailing to dealers across the country. The card is made in the shape of a miniature record sleeve, with a pull-out tab, featuring models of best selling platters by Jimmie Rodgers, Buddy Knox and Frankie Lyman.

U. S. Methods Hype Overseas Disk Mkt.

NEW YORK — Modern American merchandising methods are being adopted by the record business overseas, according to George H. Prutting, manager, RCA International Record Division. Prutting, who visited affiliates in England, France, Belgium, Holland, Switzerland, Denmark, Germany, etc., states more and more retail shops are being revamped and are making excellent use of point of sale material, browsers, album displays, etc. Distributors are supplying more point of sale material.

This is all in keeping with the booming overseas disk business, which, according to Prutting, anticipates great expansion even though 1957 was an excellent year in sales.

Recently, there have been indications in Europe of a drop in LP prices, according to Prutting. The exec stated this results from the fact that disk sales have been increasing—which has made possible a lowering of costs. Generally, European LP prices have been approximately \$2 more than American LP prices. A downward price movement would benefit the disk business materially, the exec claims.

Owing to the high cost of disks, the 10-inch LP is still an important factor of the business overseas, Prutting notes. He also states that the singles business is now approximating the American picture in that it has become primarily a (Continued on page 28)

Thanks for making our first anniversary...



... a **GOLDEN** anniversary



ROULETTE

A CHRONOLOGICAL LOOK AT Roulette's First Year

Jan., 1957 — Dec., 1957

THE FIRM has barreled thru a spectacular first year—financially, artistically and in sheer physical growth. As far as money goes, there was never a wolf at the door. The first two singles, "Party Doll" and "I'm Sticking With You," made the grade with over a million and close to a million sales respectively. Before the embryonic firm had installed office furniture, they were on their way.

Artistically, Roulette has been able to develop new talent. This is always a kick, especially for A&R men. Jimmie Rodgers, Buddy Knox, Frankie Lyman and The Playmates are cases in point. In addition, important established talent was attracted to the label (Pearl Bailey, Count Basie and Joe Williams, Jeri Southern, Milton Berle and David Niven).

Look at the physical growth. The doors were opened with the executives and one secretary on hand. Today, Roulette employs over a hundred people, including field personnel all over the U. S. The office is bursting at the seams. Every month or two, the carpenters come in to try and break up the available space into additional offices to make room for the expanding functions of the firm. At the beginning they used the services of one indie pressing plant. Now they have four and they use the Columbia, RCA-Victor and Capitol custom pressing operations to keep up with the demand for the product.

Here's how it all happened—month by month.



JANUARY, 1957

The seven present Directors (Morris Levy, Joe Kolsky, Hugo Peretti, Luigi Creatore, Phil Kahl, Halsey Cowan and Morris Gurlak) met and formed the Roulette partnership. Their first act was to buy out George Goldner's interest in the Tico, Gee and Rama labels. These were made divisions of Roulette. Before the month ended the fledgling firm had released Buddy Knox's "Party Doll." Reaction on the disk was immediate. Smelling a hit, everybody in the firm went on the road to exploit this first record. Promotion people were hired on the spot and distributors were appointed. By the time the group got back to their New York headquarters, Roulette was a swingin' organization. They had forty distributors and they were on their way.

FEBRUARY, 1957

The label started consolidating the gains they had made in having a hit record. They hired office personnel. They began looking for talent to add to their small roster and signed Shay Cogan and the Playmates. Their plan of operation and growth accelerated. An important element in the plan was an album catalog so they immediately started cutting albums. Pearl Bailey was signed. And importantly, the happy circumstance of having a hit record was continued by Jimmy Bowen with "I'm Sticking With You."

MARCH, 1957

"Party Doll" continued to rack up sales. Thus encouraged, Roulette released Buddy Knox's second big one, "Rock Your Little Baby to Sleep." It didn't disappoint and went over a half a million. Jimmy Bowen's second tune, "I Trusted You," was also released. It also made money even tho it wasn't a sensational side. Meanwhile, the album program progressed. Talent was lined up and recording dates set. Repertory decisions were made. As part of this album activity, Arnold Myers was hired as Art Director.

APRIL, 1957

This month remains in the memory of Roulette staffers as that of one recording session after another. The decision had been made to include 12 albums in the first package release, and taping went on at a furious clip. Another memorable event was the signing of Jimmie Rodgers—he auditioned with "Honeycomb" and was given a contract on the spot. Then, because the staff was so busy with the album program, Jimmie Rodgers dropped out of sight and couldn't be located.

MAY, 1957

This was another month of feverish activity on the album program. Test pressings were being okayed, liner notes and album jackets were put in production. Buddy Knox was called up for a tour of Army duty as a 2nd Looie (reserve) so, before he left, a week of steady recording was done. This allowed for a Knox album and some singles. Larry Storch, night club and TV comic, was signed and cut what was to become a hot novelty. His rock and roll satire, "I'm Walkin'," caught the fancy of the deejays and was on the charts in no time. And, last but not least of the important events of the month, the label found Jimmie Rodgers singing in an LA bistro and brought him back to New York.

JUNE, 1957

Despite the beginning of the traditionally slow summer months, Roulette brought out the album release so long in preparation. There were twelve items, divided between big name draw and standard catalog fare. An important element in the release was a special promotion program for distributors and dealers. Every dealer who purchased the entire 12 albums got two free. The program was called the "2 on 12" and it was responsible for getting the release in the stores in a hurry. On the singles front, Jimmie Rodgers "Honeycomb" was released. Sales topper Joe Kolsky took Jimmie on a two-week cross-country trek to promote the disk, and by the time they got back to New York the record had broken out in all areas. By the end of the month "Honeycomb" was on the charts.

JULY, 1957

"Honeycomb" continued moving out in front and "Hula Love," one of the sides Buddy Knox had recorded before going into service, was released. This soon became Buddy's third chart record in a row. Frankie Lyman's "Goody Goody" was released this month. The "2 on 12" program caught on with dealers and the firm was solidly in the album business. Entry into the C and W field was made with the signing of Jimmie Lloyd and Willie Phelps. The second album release was now "in work." Included was the Rodgers album which had been recorded at the same time as "Honeycomb."

AUGUST, 1957

"Honeycomb" at this point was rising toward the very top. Roulette's pace during the summer heat was greatly increased because of the September album release. Again, covers were being planned, liner notes written. Milton Berle was signed and the label began recording him im-

mediately so he could be included in the September release. Count Basie and Joe Williams were signed, a pact that gave birth to the idea of a Roulette "Birdland" series of jazz albums. Preparation was made for the first Roulette convention to be held in September.

SEPTEMBER, 1957

The Roulette convention was the month's big event. Distributors and field promotion men converged on New York's Park Sheraton Hotel from every compass point. The new album release was introduced and enthusiastically received. But the high point of the meeting for the men behind Roulette came when one of the distributors proclaimed, "Roulette will be the next major company in the record industry." This statement was followed by sustained and spontaneous cheering. It could be said that the label really solidified at this moment. Milton Berle joined the meeting via phone from Las Vegas and spoke to the distributors. An important addition to the staff was made in the person of Bud Katzel, Advertising and Public Relations head.

OCTOBER, 1957

Jimmie Rodgers followed up his "Honeycomb" success with "Kisses Sweeter Than Wine." Everybody had been waiting to see what would happen on his second record and, as history has shown, he didn't disappoint. "Kisses" took off right away. The other important event of the month was the Berle promotion. Milton agreed to travel to the 10 biggest cities and appear in large department stores on behalf of the label. This was very important because the entire Roulette album line was "shirt-tailed" with the Berle appearance. The Techniques made their first sides for the label and Guy Pastor was signed.

NOVEMBER, 1957

"Kisses" went to the top of the charts. The Roulette staff went to Nashville to meet their deejay friends. "Jo-Ann," by the Playmates, was released and singles by Count Basie and Joe Williams also were issued. Important signings were made, including Lennie Hayton and Bob Merrill.

DECEMBER, 1957

The first of the "Birdland" series of jazz albums were prepared and the label entered the classical field with the release of "The Orchestra That Refused to Die—A Tribute to Toscanini." Looking back over 1957's events, the Roulette staff viewed with satisfaction the release of 24 albums, eight EP's and about 50 singles. Nine of those singles—almost 20 per cent—had hit the charts.

A LOOK AT Roulette's Artists

WHO HAVE SPARKED
THE ROULETTE
SUCCESS

THE ROULETTE product stems from many sources. Just a glance at these pages will prove this. Here you will find youngsters who are just starting in the business, together with established names in the entertainment world. Roulette's aim is to help these talents realize their full artistic potential whether they are old hands at cutting disks or just starting.



JIMMIE RODGERS is the fellow who almost disappeared out of a Roulette contract. After signing he went back to the West Coast when Hugo and Luigi didn't record him immediately. He thought they had forgotten him. He was finally discovered working in a small histro and his subsequent recordings of "Honeycomb" and "Kisses Sweeter Than Wine" for Roulette is musical history. His Roulette album "Jimmie Rodgers" is also a national best seller.



JERI SOUTHERN adds an attractive jazz touch to the Roulette roster. Her early training—it began at age five—on the piano has given strong foundation to her work. In fact, her initial appearances before night club audiences were not as a singer but as a keyboard instrumentalist. Today, she is well known as the girl who sings a love song as if it were the story of her life. Her first efforts for Roulette will be on the market soon.



THE TECHNIQUES are four enterprising young seniors from the University of Georgia Tech. Jim Tinney, first tenor; Jim Moore, bass; Jim Falin, baritone, and lead singer Buddy Harold. Their Roulette release "Hey Little Girl" hit the best seller charts. They plan on finishing school and trading their engineering careers for the business there is no business like.



HENRY JEROME is well known to nation-wide audiences for his long tenure on the podium at the Hotel Edison in New York, where his broadcasts have made him a household name. Henry has played the major theatres and ballrooms around the country and his Roulette album "Memories of Hal Kemp" is a national best seller. Jerome's Orchestra is booked by General Artists Corp.



FRANKIE LYMON for as long as he has been able to remember has wanted to sing. The young star doesn't have to remember too far back since he is only 15 years old. But he has packed a lot of living and entertaining into those years. He appeared on such top network TV shows as Ed Sullivan's and at the London Palladium. His first Roulette hit, "Why Do Fools Fall in Love," sold over a million in the U. S. alone and he is looking to repeat this success with "Goody, Goody."



THE PLAYMATES is an apt name for the group composed of Donny Conn, Chic Lewis and Morey Carr. They sing and perform with an individual brand of enthusiasm, verve and brashness that is very attractive. No wonder this is the first vocal group Roulette signed. Their recording of "Darling It's Wonderful" got a nice reception from jockeys and the public and they quickly followed up this initial success with "Jo-Ann." The label looks for great things from the group in the future.



LARRY STORCH has panicked TV and night club audiences with his special brand of humor. This talent was well employed by Roulette when the label cut "I'm Walkin'," a rock and roll satire. The disk was particularly successful on the deejay level and Roulette is cooking up some new material for their comedy star.



MARY LOU WILLIAMS was signed by Roulette to be an integral part of their "Birdland" Series. This famous jazz personality has appeared with famous orchestras all over the world and is also a composer. The first Roulette album by this great performer will be issued soon and promises to be another milestone in a great jazz career.



BUDDY KNOX hit the music business jack-pot with "Party Doll," a song he recorded with a quartet composed of friends. The group, called the Rhythm Orchids, was formed just after his graduation from West Texas State College. One of the most consistent of the new, young artists signed by Roulette, Buddy has had three money songs. He followed "Party Doll" with "Rock Your Baby to Sleep" and "Hula Love." The Roulette mahoffs expect Buddy to surpass even this brilliant record in his second year with the label.



CAROL HUGHES has one ambition. She wants to make a hit record for Roulette. This youthful-Carol is 15—enthusiasm may be realized sooner than she expects. Those in the know at Roulette feel she has a big future ahead. Carol is a sophomore at West Orange (N. J.) high school. She has been singing since the age of two and has had plenty of TV experience, having appeared on such network favorites as the "Arthur Murray Dance Party," "Dean Martin Show" and many others.



CHUCK REED is one of those exciting talents with country orientation who has made the transition to the pop musical world. "Sugar Corsage" was his big record for Roulette. The label feels that his talent hasn't been fully exposed and is banking on his simplicity and folksy charm to come up with one of those really big ones.



RAYMOND PAIGE is Director of Music at the Radio City Music Hall in New York. This amateur yachtsman who made his Roulette album bow with "Showplace of the Nation" has directed for both radio and motion pictures. His first Roulette album recreates the musical splendor of a national institution millions visit annually.



PEARL BAILEY has two big selling albums on Roulette. This artist, who is one of America's great entertainers has been re-recorded exactly as she works on a night club floor where her act is boffo. Her two Roulette albums "Pearl Bailey-Abroad" and "Pearl Bailey Sings for Adults Only" are new record portraits of Pearl. A facet that was never recorded before has become best selling in album format.



COUNT BASIE is a legendary jazz band leader who was signed by Roulette to lead the Birdland series. His early records have become collectors items. His Roulette album may in years to come do the same. His current single "The Kid From Red Bank" is kicking up action. Roulette is proud to have on its roster one of the real giants of jazz.



MILTON BERLE needs no introduction to anyone. The employment of his talents as a recording artist is to the credit of the Roulette organization. They conceived the idea for the album and then got behind it with as great a promotional push as that accorded to recording artists of long-standing. Roulette feels that the Berle album will be a staple item in their catalog for many years.



JOE WILLIAMS is a great blues talent who can actually do anything. He handles a ballad as easily as something with a big beat. His range is extraordinary and is, in the opinion of many in the music business, a "singer's singer." He is most often associated in many minds with the Basie orchestra. His first disk for Roulette "A Man Ain't Supposed to Cry," is the first in which Williams is featured as a solo artist. His first single, "Gee, Baby Ain't I Good to You" and "What's New" was released last month.



JIMMY BOWEN, like many musical talents, got his start in school and church groups as a child. But his current success as a singer-composer is linked with that of another top Roulette artist, Buddy Knox. Both joined the label as members of the instrumental group that recorded the tune "Party Doll." "I'm Sticking With You" was Jimmy's first big-time hit. It sold over a million copies and started the young artist off on a series of TV and theatre engagements. He has also appeared in films.



LENNIE HAYTON has been in the music business for thirty years. This pioneer orchestra leader is best known for starting the Hit Parade back in 1933. Prior to that, he orchestrated for the great Paul Whiteman orchestra. His first Roulette release just out is the music from the Broadway smash, Jamaica. He is working with the label on many new and exciting recording ventures.



SHAYE COGAN lives up to the billing "Star of Stage, Screen and TV," and now adds records. TV credits include "Stop the Music" and "Break the Bank." Motion pictures include "Jack and the Beanstalk" with Abbott and Costello and "Comin' Round the Mountain," also with them. Her first Roulette release was "The Get Acquainted Waltz" and "Pathway to Sin." Keep your eye on tiny (five foot) Shaye whom Roulette feels will rise to record heights.



GUY PASTOR is the son of band leader Tony Pastor. Like many another son of a famous man Guy had a tough time breaking out from under his father's shadow. His first single for Roulette "Life Is Just a Bowl of Cherries," taken from Tony Pastor's album in the "Let's Dance" series was a hit on its own. Roulette looks for big things from its own Pastor star.



TONY PASTOR was a member of the Artie Shaw Orchestra that made "Begin the Beguine." Soon after this he got his start as a band leader. Many successful records and dance dates are behind this fine performer, who comes to Roulette as an artist in the "Let's Dance" series. The album "Let's Dance With Tony Pastor" features his vocalist son Guy.



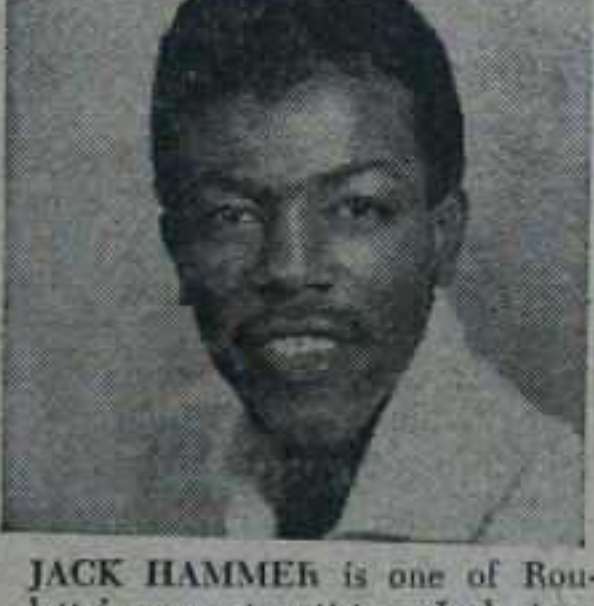
SPECS POWELL is a musician's musician. His first Roulette album "Movin' In" has already achieved critical acclaim. He is the kind of drummer that can cut everything, and the fact that he is one of the busiest Radio and TV drummers in the business attests to that. From Alfredo Antonini to Dizzy Gillespie, they say "here is a real jazz drummer as well as a drummer's drummer."



DORI ANNE GRAY has been singing professionally since her eighth year. She was voted "most likely to succeed" in high school. Only 20 years old, she has show biz credits like the Robert Q. Lewis show, Paramount Theater and the Copacabana. 94-lb. Dori Anne has had further acceptance with her Roulette Album "Copa Girl," a collection of standards.



LEO DIAMOND is one of America's foremost harmonica virtuosi. He broke into the pop single field with "Off Shore" a chart record of a few years ago. His Roulette album "Hi-Fi Harmonica" delighted his many fans. Leo is a West Coast resident and his new release "Flimky" and "Te Amo" is expected to break through to new horizons for this established star.



JACK HAMMER is one of Roulette's newest artists. Jack is a multi-talented individual. He dances, emcees, writes songs as well as sings. He is known to night club audiences thruout the country. "Girl, Girl, Girl" is his first release for Roulette, backed by "Chant of Love." Jack wrote both of these songs. The label expects his belting style to attract many disk buyers.



VALERIE CARR comes to Roulette Records via the demonstration record route. Hugo and Luigi heard her on a demo and signed her. They waited for the right piece of material, and "You're the Greatest" her first release was it. Coupled with "Over the Rainbow" this disc shows another potential Roulette chartmaker on the way. Valerie is managed by George Treadwell and Alan Douglas.



FOY WILLING and the Riders of the Purple Sage are familiar to lovers of the Western idiom from coast to coast. The group formed in Oklahoma City where they did a network radio show once a week. They worked in pictures for many years and have been seen in numerous night spots, rodeos and many other places where their talent was in demand. Their first effort for Roulette, an album called "Cowboy," will be released soon.



JACK SHAINDLIN is well known for his work in the movie industry. Jack resides on the West Coast. His first Roulette album is "Hollywood, U. S. A." which features themes from such movies as "Around the World in 80 Days" etc. He distinguished himself by conducting the first recording session with the "Symphony of the Air" orchestra.



BOB MERRILL is one of the most successful of the Tin Jan Alley fraternity. He has had 19 songs achieve Hit Parade status. "Doggie in the Window" is one of his more popular items. He also penned the music for the hit musical "New Girl in Town." Roulette presents him for the first time as a vocalist in his own right with two of his own tunes, "Jump When I Say Frog" and "Nairobi." He takes an active part in Roulette promotion and is currently on the road plugging the tunes.



JIMMY LLOYD was one of the 1st Country and Western artists signed by Roulette records. His very first release "Where the Rio De Rosa Flows" stirred up action, and is still selling. Jimmy is a C & W Disc Jockey when not recording. Roulette feels strongly that Jimmy will be one of the country field's next really big stars.



**MORE
ON
ROULETTE
RECORDS**



A LOOK AT THE Executive Talent THAT BOOMED ROULETTE

WHO RUNS Roulette? Despite the fact that the label has a Board of Directors, a president and vice-presidents, it's a hard question to answer. It's doubtful that any one member of the firm would take the credit for its product or its progress. For a company like this depends on the special talents of many people. Each is important in his own right and each is important to the company as a whole.



MORRIS LEVY is a young man with experience beyond his years. It is hard to pin down his special talent other than to say that he approaches every job to be done with a prodigious energy that is in direct contrast to his outward quiet demeanor. As a night club entrepreneur, he established New York's "Birdland" as an important jazz center with an international reputation. He has sent out jazz tours, been an artists' manager, music publisher, show business promoter. He has achieved success in a rough, tough field that separates the men from the boys. Forward-looking and enthusiastic, he is able to spark the rest of the operation. It was not by mistake that Morris Levy was chosen president of Roulette organization.



JOE KOLSKY has concentrated on sales and administration work thruout his life. Since the age of 16 he has been his own boss in one enterprise or another. Much of his experience has been in food lines and he came into the Roulette top echelon with only about two years' experience in the music field. In his sales operation he directs more than 100 people and works with 40 distributors. These distributors are hardly strangers to Joe Kolsky. He makes a complete tour of the national distribution network by phone every week. During the first year's operation he was personally on the road for 36 weeks. This he considers his most important training for the key sales spot he occupies.



HUGO AND LUIGI are so well known in the industry as an A and R team that few people use their last names (Peretti and Creatore). Hugo is the musician of the team (trumpet) and Luigi is the writer (one novel, many shorter pieces). When they first met eight years ago they turned their separate talents to creating the Mayfair kiddie record line which they wrote, produced and manufactured. In rapid succession, they headed up a kiddie operation for Mercury and then turned their talents to Mercury's popular A and R. More at home in a recording studio than anywhere else, they are able to conduct recording sessions with a sense of ease that is evident in the finished product.

DON CARTER (National Sales Manager) is the former general manager of Tico. When the Tico organization was absorbed by the new Roulette operation, Carter was elevated to his present post.

BUD KATZEL (Director of Advertising and Publicity) comes to Roulette with seven years of major label experience under his belt. He has done field promotion as well as national publicity.

ARNOLD MEYERS (Art Director) is key man in the album operation. His extensive experience in graphic arts has pre-

pared him for creating an attractive product for Roulette.

MEL TUROFF (National Promotion Director) handles the all-important job of disk jockey contact man. Mel's boys are in every major market selling the label and its artists to the deejays.

RUDY TRAYLOR (Recording Supervisor) follows the wild fluctuations taken by popular music in today's market. His forte is arranging, a talent that is being put to good use by the firm.

DONALD SINGER (Foreign Operations Manager) brings his

business administration background to bear on the job of making Roulette an international organization. His is the newest division of the label.

RALPH SAJEO (Latin A & R Head) has worked with the Tico operation from its earliest beginnings. This being the case, he is the logical choice for his present spot—an extremely important one.

HOWARD FISHER (Comptroller) is the "money man" and is therefore in one of the label's most sensitive spots. He keeps expenditures under control and gives the firm financial direction.



The term, Board of Directors, usually calls to mind an image of paneled conference rooms and stuffy gentlemen with piping on their vests. The Directors of Roulette bear little resemblance to that image. As this picture proves, Roulette is a "shirt-sleeves" operation with a top-echelon team that isn't afraid to get its hands dirty with the

day-to-day problems of building a business. Maybe that's a clue to the rapid progress they've made in one year. Reading from left to right, Roulette's Directors are Joe Kolsky, Morris Gurlak, Halsey Cowan, Morris Levy, Hugo Peretti, Luigi Creatore and Phil Kahl.

A LOOK AT Roulette's Future

A RECORD LABEL, like anything else in life, moves nowhere without a plan. Roulette has one. Their first year was exciting but they're not just sitting back counting their hits.

In their overall philosophy, the Roulette staff has an enormous faith in the future of home entertainment. They intend to move in whatever direction the business takes. Extending this idea, the firm's top echelon states that they are not even committed or bound to the notion that home entertainment consist of a flat disk with music pressed into it. Who knows what the future holds?

Roulette is, however, committed to this idea—whatever the future is, Roulette will be a part of it.

At right are some of Roulette's thoughts on their immediate future in the record business.

TALENT

Here's how Roulette feels about talent. The label looks to create new stars not only for themselves but for the entire entertainment industry. Their search for new people is not predicated on the need of "hits." Their primary aim is to help talented people realize their full artistic potential.

Because of this attitude, the firm believes it has been able to attract established artists. But here again, they don't use talent merely for name value. Everything recorded by name talent is done with a specific purpose.

Roulette cites their Pearl Bailey albums as an example. They went to Pearl with a specific program in mind. They wanted to present her on records as she never has been before; that is, as the "Pearl Bailey of the night club." They did not want just an album of singles with her name on the cover. Pearl liked the idea and, after two albums had been made, she was so pleased with the results that she signed an exclusive contract with the label.

With Milton Berle, Roulette applied the same formula. They believe that Berle's album stands on its own as an album with a purpose and that it will have a consistent sale year after year.

Listen as Luigi Creatore, half of the Hugo and Luigi A and R team, tells how he feels about some of the things they have done in their first year of operation. ("We 'go with' talent. Take Jimmie Rodgers, for instance. If he hadn't hit it with 'Honeycomb,' we would have kept working with him until he hit with something. He was lucky. But his not having a hit wouldn't have made any difference.

"The Playmates, on the other hand, didn't hit the first time. We did three records and an album before they had 'Jo-Ann.'

"And you have to go along with somebody like Bob Merrill. He can write, he can sing, he has conception. Maybe you don't hit it the first time but you have to 'go with' someone like this.

"In looking for new talent you look for vocal quality, inherent talent and conception. With others, you can coach them and gimmick them on a record. But you can't give them conception.")

SINGLES

In Roulette's first year approximately 20 per cent of their singles output hit the charts. More than 50 per cent of the balance were money records. With a record like this, what do you do for an encore?

The pattern and philosophy which the label has followed and will follow is this: they will not release singles just to produce records. If they find material worthy of recording and they feel they have sufficient time and energy to devote to a side, that side will be made. Many companies have a regular schedule of releases which they insist on adhering to. Not so

Roulette. They intend to keep their output down and, as a direct result, to keep the percentage of money records high.

Lots of people, says Roulette, call the firm with demos that are plenty good. But, if Roulette feels they cannot put sufficient thought and energy into the disk they turn the record down despite its potential excellence.

The distributors and promotion people have filled the Roulette coffers with confidence. As a result, they're not afraid to compete with any label in the business. Regarding releases, they'll cover a tune if they think it has a chance of making it. But even this is no hard, fast rule. Says Roulette: It's an instinct business; you've got it or you haven't.

PACKAGED RECORDS

Roulette had two album releases of twelve packages each during their first year. 1958 opened with the release of the "Birdland" series of jazz albums and the label's first classical disk effort—"The Orchestra That Refused to Die—A Tribute to Toscanini." This last, incidentally, was their first de luxe package. Other de luxe packages will be created when there is a release worthy of this treatment.

A third major album release is scheduled for March. For the first time it will include more than Roulette releases. There will be some Birdland and Tico items.

In creating an interesting and saleable catalog, Roulette feels that they do not have to stay within their artists' roster, that they can reach out for a Milton Berle or a David Niven. This gives them latitude to experiment from time to time. The same holds true for the classical field.

Recorded tapes are also in the label's future. Everything they have recorded has been put on tape stereophonically. Before long they hope to have recorded tapes on dealer's shelves. As far as repertory on tape is concerned, their minds are open. They don't hold to the view that big orchestral groups lend themselves to stereophony any more than the small instrumental combo. Here, too, the label is experimenting. They are studying the factor of "movement" in stereo tapes and are trying such things as having various instruments and voices emanate from various places. At the present time, Roulette has made no specific rules for themselves in this regard.

CATALOG

The firm believes that catalog is essential to a disk company's success in today's market. And, to Roulette, this means satisfying the varied tastes of the public. While there may be only 20,000 people interested in buying a particular jazz piano album, this group is important and must be catered to.

A good catalog, once established, should sell continually, Roulette believes. Tastes, like

those of the people who like jazz piano, do not change. If they like jazz piano now, they'll like it two years from now. The same holds true for an album called "Italy" or "The Music of Hal Kemp."

The firm had at '57's close 24 albums. To this nucleus they have already added five jazz items and, by the end of the year, they expect to have over 150 albums in their permanent catalog (including 60 with the Tico label).

From an A and R point of view, Roulette regards album production as a chance to be more "musical." In creating a single they have to cater to popular tastes. This doesn't hold in album production. The label points out that it is impossible to get the flavor of an entertainer like Pearl Bailey on a single. And, of course, an album lend itself to such specialty items as narration by David Niven. This change of pace is very satisfying to an A and R man.

PROMOTION

Most firms hand promotion to a single individual. Altho Roulette, too, has a promotion department under the able direction of Mel Turoff, they do not subscribe to the theory that he alone will promote the label. The entire staff is out-going and enthusiastic for their product and, in a real sense, they are all promoters. To this important quality in the staff as a whole, they attribute their sudden success.

On the specific subject of promotion at the dealer level, Roulette demonstrated a keen awareness of the job to be done when they wrapped their initial album release around the "2 on 12" program. When the second album release appeared, "2 on 12" was extended to these items and, in addition, point-of-sale displays, counter cards, stuffers, etc., were offered to back up the merchandise.

Needless to say, the firm has ideas a-plenty for the future. These will be revealed when the time comes.

AND FINALLY . . .

It sounds like a cliché for Roulette to say that their first year couldn't have been so successful without the tremendous support of the distributors, deejays and dealers throught the country. But, as someone has remarked, a cliché is only a truth oft-repeated.

In a single year the label took a gigantic step forward to their stated goal of becoming the next new major record company. When the seven directors got together a year ago they didn't expect that their progress would be so fast.

But if the first year's business has pleased them, it has also made them aware of their responsibility to the artists on their roster, to the distributor and dealer, to the disk jockeys and, finally, their responsibility to themselves.



THE WINNERS ARE ON ROULETTE!

THE PLAYMATES

JO-ANN
R-4037



JIMMIE RODGERS

OH-OH, I'M FALLING IN LOVE AGAIN
b/w
THE LONG HOT SUMMER
R-4045



CAROL HUGHES

LEND ME YOUR COMB
R-4042



BUDDY KNOX

SWINGIN' DADDY
R-4041



FRANKIE LYMON

THUMB-THUMB
b/w
FOOTSTEPS
R-4044



BOB MERRILL

JUMP WHEN I SAY FROG
b/w
NAIROBI
R-4043



THE HEARTBEATS

AFTER NEW YEAR'S EVE
GEE-1047



THE CLEFTONES

LOVER BOY
GEE-1048

*a sound bet . . .
buy*



ROULETTE

ROULETTE'S DEALER PLAN - "A BLUEPRINT FOR PROFIT"

A DEALER SALES PLAN DESIGNED TO MAKE EVERY DEALER A WINNER IN THE MOST IMPORTANT CATEGORY OF ALL... MONEY!

ANY 2 LP's FREE ON ANY 12 LP's PURCHASED

Buy any 12 LP's included in this plan and receive any 2 LP's of your choice free. Purchase 12 of the same number or any combination you wish.

ANY 3 EP's FREE ON ANY 25 EP's PURCHASED

Buy any 25 EP's included in this plan and receive any 3 EP's of your choice free. This enables you to take advantage of the hit EP-303, "JIMMIE RODGERS". Purchase 25 of the same number or any combination you wish.

ANY ROULETTE LP AND EP IS INCLUDED IN THIS PLAN

Except the Roulette "Birdland Series" and RSP-1 "The Orchestra That Refused To Die".

ANY AND ALL TICO GEE AND RAMA LP's AND EP's OF YOUR CHOICE ARE INCLUDED IN THIS PLAN

This enables you to take advantage of the Tico Catalog - The Finest in Latin-American Music.

THE "BLUEPRINT FOR PROFIT" SALES PLAN BEGINS FEB. 1st AND ENDS MARCH 15th.

Order now from your nearest ROULETTE distributor... Every dealer wins because every number pays off on ROULETTE...

ONLY 45 DAYS TO CASH IN!

A SOUND BET - BUY ROULETTE



GETS RIGHT INTO GEAR

Dutch Mahoff Finds No Hit Disk Distrib Bugs

AMSTERDAM — "I never encounter any difficulties getting right into my territory with American hit material." The statement comes from Mynheer Coen Solleveld, president of the Dutch diskery, Phonogram, which distributes the Philips, Decca and London labels in this country. The statement came in reply to remarks attributed to the Belgian distributor, Peter Plum, in a story in The Billboard (December 16 issue).

In the earlier story, Plum was quoted to the effect that "American labels can't sell records on the continent solely thru British affiliation deals." "You have to get right into the territory itself so you can move fast with a hit," Plum had pointed out. Plum later told The Billboard in a letter that he had intended to imply that "it was not that an affiliation with a British company is harmful, but that this should go hand in hand with

facilities with local pressing of popular hits." Plum had also discussed the advantages of dealing with small independent operations in moving fast with a hit.

Solleveld told The Billboard that in Holland, his company offers many advantages that smaller independents lack. "Advantages in production speed, international co-operation thru the head offices in the domains of publicity and advertising, sleeve production, internal advance information, name prestige, etc." were listed as strong points. "Smaller independents on the contrary," said Solleveld, "have to do the complete job on their own and their American business friends fall back for their representation in Europe on an intricate web of connections with each territory separate, which as a whole slows the speed of this presentation and is more costly."

Meanwhile in London, E. R. (Ted) Lewis, president of British Decca, learning of the Solleveld

(Continued on page 58)

The Winnah 'Tequila'—Am-Par Up!

NEW YORK — ABC-Paramount and Roulette Records were playing "Who's got the master?" last week, when both firms sent out wires to their distributors announcing the acquisition of the Decor instrumental waxing "Tequila" by Eddie Platt and his ork.

Following some heated long-distance phone calls it was finally established that the winner was ABC-Paramount, altho Roulette execs said they were under the impression they had closed a firm deal for the disk on Wednesday (29), the day both labels sent out wires to distributors, and released stories to the trade.

Roulette execs said their deal called for a five-figure purchase price. However, Am-Par prexy Sam Clark said he bought the master on a straight royalty basis, plus the cost of the session, which was less than \$2,000. Clark also stated he knew Roulette had bid for the disk, but that he had no knowledge of any prior deal made on the record by Roulette.

The Platt disk (a cover of the Champs' on Gene Autry's Challenge label) was cut by Bill Buchanan on his new Decor label, and the Am-Par sale deal was made by Buchanan. Both the Champs and the Platt disks have been stirring up some action in Cleveland (with the Champs also showing up well in other areas) where KYW jocks are playing the Champs version, while WERE jocks are pushing the Platt platter. Both disks are Billboard "Spotlights" this week.

An interesting angle to the story is that Buchanan, formerly co-owner of Lumiverse Records, handles all outside promotion activities for deejay Bob Ancell, who recently joined WERE.

Del-Fi Label Inks Gene Nelson

HOLLYWOOD — Indie Del-Fi Records signed singer-dancer Gene Nelson to a recording contract last week, with Nelson set to air his own libretto of "The Valiant Little Tailor," adapted from Grimm's Fairy Tales.

Label will introduce Nelson on a new series titled "Sing Me a Story" and will also record him in its pop disk line. Deal was completed last week with attorney Arthur Katz representing both parties.

'STAR' RATINGS SYSTEM FOR PACKAGE DISKS

NEW YORK — The Billboard this week inaugurates a new star rating system for packaged records. This rating method has been set up to enable the dealer to immediately classify his store with regard to stocking the new releases. In practice, it is intended to cut his reading time considerably.

The system, as explained on the reviewing page, classifies packages, as before, into specific categories but sub-divides each category via the "star" method. Four stars are for packages that are considered "essential inventory;" three stars for those of "special merit — worth pushing;" two stars for packages recommended "for dealers who have the extra money and space" and one star "for dealers who stock everything." One star packages will only be listed.

The above system does not, in any way, change the LP spotlights. These continue on the same page as the Best Selling LP and EP charts.

DRDA Asks Price Code; Flays Disk Discounters

DENVER — The Denver Record Dealers Association, in their second meeting, proposed a price code to be maintained on all major labels by retailers. They scored discounters for their under-the-counter technique. Large department stores were listed as major offenders in discounting major labels, but record department managers of these stores were invited to join the newly formed DRDA in an effort to weld the entire local industry into a unit that would be able to solve basic problems of the 39 local retail outlets in metropolitan Denver.

Election of officers placed Russ

Baker in office as chairman; Jack Kaufman, vice - chairman; and Marge Havner, secretary-treasurer.

Baker pointed out that one of the biggest detriments to the local record business was the heavy emphasis placed upon "top tunes" by half a dozen radio stations that "play nothing else but tunes they say will be tops or that are tops by juggled figures shown to them by wholesalers." Baker said that such practice is not giving a true picture of the song and music industry and proposed that the organization consider methods of working out an amiable agreement with distributors.

Good Variety in Attendance

The meeting of the organization brought out 20 local dealers including representatives from shops specializing in r.&b., and c.&w. Representatives from the record department of Sears Roebuck and

(Continued on page 59)

WESTMINSTER INTRODUCES 'PREVIEW' SALES HYPE

NEW YORK — Westminster Recordings is introducing a plan designed to increase store traffic and boost sales of their LP record lines. The core of the plan is a seven-inch LP "Preview" record and coupons which enable customers to get a \$1.00 discount from dealers on disk purchases at list price.

Here is the way the plan works. The customer slips a coupon from a Westminster ad in one of many media being used this spring. The firm's consumer ad budget has been greatly increased, incidentally. The coupon is sent to Westminster—with 25 cents to cover mailing and handling—and the firm sends the customer a "Preview" record and four coupons.

The customer auditions excerpts from four releases on the "Preview" record and goes to his dealer to buy the complete LP. He presents one of the coupons to his dealer and earns a \$1.00 discount thereby.

The customer can use all four coupons in the purchase of all four releases. This means that his savings would total \$4.

The "Preview" plan is a double-

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Is it good, sound policy to send an artist overseas, once he's made noise in the States? Considerable interest has focussed on this question in recent months among rock and roll and pop groups and single acts, booking agents and talent managers here.

The interest has developed out of certain facts of life that become readily apparent with a cursory look at best-selling charts in, for example, Great Britain. In the British charts the domination of American artists and records has grown heavily with each passing month for the past year.

This week, in the charts of the Melody Maker, for instance, 15 out of the top 20 records are by American acts. In the same paper, the jazz LP best-seller chart shows that 17 out of the top 20 disks are American recordings. And it's getting so that whenever an American single lands on the charts in Britain, feelers immediately go out from London to the big agencies here on when they can get the act over for a variety tour.

There is often a mixed reaction from this side on the value of accepting these offers. "Why should we bother with that market, when we can get top loot for the act here," they say. "When we're hot (the plural stems from the manager or agent talking as tho he were a physical part of the act) in the States, we figure on getting the most mileage possible. We figure on hitting every possible location to exploit the talent, before we worry about overseas territory."

But in this day and age of the single hit phenomenon, perhaps this thinking is a fallacy. Other agents view foreign offers with a bright glint in their eyes. "It's better for any act not to wear out its welcome here. The more territory you can cover, the better chance the artist has of staying alive for a longer spell," say the people on this side of the fence. This latter theory of operation has saved more than one artist. It might be noted that Slim Whitman has been helped by his British following. It might also be

asked, what has happened to Charlie Gracie here in recent months? Yet both are consistent sellers in England, and Gracie was so big there last fall that he goes back for a return tour soon.

Still another theory runs to the effect that "If they want us that badly (the personal manager or agent again employing the plural) then let 'em pay thru the nose." This has happened and it fails to generate any good will. Some acts, in fact, have been known to succumb to Australian offers for high loot and all travel expenses prepaid instead of accepting offers from England, despite the fact that the disk market in England is nearly five times that of Australia.

Both Gracie and Paul Anka have made the British scene in recent months and both are returning. Latest group to agree to a British tour, after months of discussion, is Buddy Holly and the Crickets, which makes the trek in March. In great demand there currently, are Jerry Lee Lewis, Jimmy Rodgers and the Everly Brothers, all of whom have disks on the British charts now. Fats Domino, who

(Continued on page 62)

Supermarkets May Seek Suit Indemnities

HOLLYWOOD — Supermarkets currently handling a wide variety of low-priced disk product in this area may seek to be indemnified against any possible legal action as a result of a series of copyright infringement suits recently leveled at Sears Roebuck, Thrifty Stores and F. W. Woolworth.

Later suits were levied against the stores by the Warner Bros. Music Publishing Company firms in line with their current litigation against Tops Records for infringement. According to Arthur Katz, attorney for the plaintiff, the defendant has all but admitted liability by attempting to make payment of royalties due based on "records sold." The copyright law specifically states under the notice of user provisions that statutory and treble damages shall be based on "record manufactured and sold."

Additional actions are expected to be filed against a string of local supermarkets currently handling disk product that includes any of the alleged infringed Warner material.

It's doubtful that the case will go to the Supreme Court since the U. S. Court of Appeals in the Second Circuit (New York) held recently that dealers as well as manufacturers are liable in infringement matters.

Altho damages of \$25,000 were sought against Sears, Thrifty and Woolworth, these outlets might seek recourse by filing a cross-complaint against the supplier.

'Lions' Track Rights to Decca

HOLLYWOOD — Decca Records has acquired the soundtrack album rights to the score from the 20th Century-Fox production, "The Young Lions," composed and conducted by Hugo Friedhofer.

Film is due for release this spring, and marks Friedhofer's fourth score on wax. Others were "Boy on a Dolphin," "An Affair to Remember" and "The Sun Also Rises."

Thanks Frank and Everyone -

... for all the wonderful things
you've said and done about our song

WITCHCRAFT

Carolyn Leigh & Cy Coleman

P.S.

We hope it will go "All The Way," too.

Indie Label's Hat in Disk Club Ring

BAKERSFIELD, Calif. — It is not only the major labels who are tapping the record club market. Bakersfield Records, indie diskery here, headed by R. B. "Chris" Christenson, has notified dealers that the Bakersfield Record Club will go into operation April 1. It will offer selected records, singles initially and LP's at a later date.

New members will receive free a postage stamp size Bible of over 200 pages, in return for purchase of a 45 r.p.m. single for 98 cents, plus C. O. D. and postage. If paid in advance, disk will be shipped postpaid. New member will also agree to buy six additional singles within 12 months at the 98-cent price. Thereafter, the member receives one free single for each three purchased.

Dealers have been informed that every disk sold by the club to members enrolled by a dealer allows that dealer 25 per cent commission.

Members will be notified by monthly newsletter of three available singles from which to choose. If no choice is made, the club will send one tagged "Record of the Month."

Bel Canto Sets Tape Research Experiments

HOLLYWOOD — Bel Canto Magnetic Tape Company, young mushrooming tape firm, is currently undergoing initial research on "two important and exciting phases of stereo tape development, color by sound and full depth of panoramic sound," according to Russ Molloy, vice-president of the firm.

Company moved into its new offices and tape reproduction plant last week, which will allow the firm to substantially increase its production of stereo tapes. Molloy also expect to set up experimental labs to conduct more advanced research and plan new concepts of sound reproduction.

Molloy noted that Bel Canto is working toward the day when both image and sound will be produced on one-quarter-inch tape for home playing.

"Television presently employs magnetic tape for this technique," he said, "and I believe it will be available for general distribution in the not too distant future." Firm presently employs a total of 62 distributors and 14 sales representatives in its two-step sales policy. Altho the company started with monoaural tape, it has since switched over to a 100 per cent stereo policy.

Nippon Prepping Folk Song Album

KAMAKURA, Japan — A new LP package, to be titled "Japanese Sketches," will soon be released for world-wide distribution. The set will become a part of the "Capitol of the World," series of music from many countries issued in the United States via Capitol Records.

The new dishing was recorded at International Radio Center, in Tokyo, by the new Tokyo Chamber Orchestra under the baton of Ikuma Dan. The package consists not only of usual arrangements of Japanese folk songs, but of entirely new music composed by Miss Drosy G. Britton, English composer who makes her home in the Tokyo suburb of Hayama. The selection consists of two parts with the subtitles, "Impressions of Tokyo," and "Fantasy of Edo (Old Tokyo)." Each of these contains five short selections.

DISTRIBUTOR NEWS

By HOWARD COOK

This is the kick-off of a column which will deal with the happenings among distributors. This feature will mirror much of the excitement of the record business. Tips on disks beginning to show action, territorial hits, changes in lines, trends, personnel notes, business conditions in various sections of the country, etc., will be discussed and reported.

A note in the mail from any of you distributors who have gripes, hypes, chatter or news of import will be welcome. As many of you as can be directly contacted or reached by phone will be covered under a rotating plan. Your help in making this an interesting and lively column will be sincerely appreciated.

THE NEW YORK SCENE: Johnny Halonka and Harry Apostoleris, of Acha Records, are flipping over Specialty Records' new find, 16-year-old Roddy Jackson. His platter, "I've Got My Eye on Someone New," is getting a strong initial reception. They are getting action on Johnny Cash's Sun Record, "Ballad of a Teenage Queen." This disk is already on The Billboard c.&w. best-selling chart and results from heavy New York sales and coin from several other markets makes this a good bet to hit the pop chart soon. The gents also report that Andy Williams' Cadence recording of "Be Mine Tonight" is breaking out. Hottest disk in the place is Chuck Berry's "Sweet Little Sixteen" on Chess. Over 5,000 records were moved on Monday, and 10,000 more were ordered. "Oh, Julie," by the Crescendos, which is also on the pop chart, was slow in catching on in this area but the Alphaites report that it's one of their biggest disks now. It started last week and by Wednesday they had gone thru 10,000.

One of the hottest items around, according to Bernie Boorstein of Leslie Distributors, is "Tequila," by Eddie Platt, on ABC-Paramount. This is the record that Roulette thought it had bought but ABC-Paramount got there first and \$\$\$-er (see separate story). Meanwhile, the original version by the Champs on Challenge is also hot.

Benny Blaine, at Cosnat Distributors, is real hot on "The Fires Burn No More," by the Chesters on Apollo. "Young Dove's Calling," by the Couplings on Josie, is also beginning to show, according to Blaine. Two other hot platters for Cosnat are the Turbans' "The Waddo Doo" and Herald and "Zoom, Zoom, Zoom," recorded by the Collegians on Winley. Blaine is also pushing a new record on Glory, "Honeyrollin'," by the Honey Strollers.

The freebie bug has started to bite dealers, too, according to certain distributors. Seems when a dealer takes records, he wants a few gratis copies too. Some ask as high as 25 per hundred. As one distributor put it, "It's gettin' out of hand."

DISTRIB DOINGS: Two employees of long tenure at All-State Distributors in Newark, N. J., have been upped in position. Irwin Fink has been elected vice-president of the firm and Milton Arnoff is the new comptroller. . . . Ralph Berson, national sales manager of Pickwick Sales Company, parent firm of the Design \$1.49 LP and Cricket kiddie disks, returned to the Brooklyn home offices recently after a nationwide tour during which 12 new distributors were signed for both labels.

HOT NEW WAX: "Click Clack," by Dickie Doo and the Dont's (Swan), is moving strongly in New Jersey, Pennsylvania, Ohio, Oregon and Georgia. . . . The Everly Brothers' Cadence recording of "This Little Girl of Mine" is hottest in New Jersey, Tennessee, Ohio, California, Arizona and Delaware. . . . "Come to Me," by Johnny Mathis on Columbia, is showing well in Colorado, New Jersey, Maryland and California. . . . Watch "Oh-Oh, I'm Falling in Love Again," by Jimmie Rodgers on Roulette and "Swingin' Daddy," by Buddy Knox, also on Roulette.

Distrib-Dealer Meetings Hike Col. Disk Sales

DENVER — "Inviting all the dealers in one area to a showing of our new releases is paying off handsomely in saved time, greater concentration of sales messages and increased sales." This report from Dick Phillips, general manager of record department of B. K. Sweeney Distributing Co., points up one way that Columbia sales representatives are whipping the lost time problem faced by every salesman calling on retail outlets.

"We use one of the better display rooms in major hotels in each city," Phillips said. "We can display more of our material, have ready access to price lists, stock lists and other information without having to dig into our brief case or files and best of all, we have the undivided attention of our retailers, which is something we seldom get when we call on them in the store."

He pointed out that the time lost while waiting for the store or department manager to wait on a customer is great, but even worse is the loss of concentration due to such interruptions. A light buffet is often served and the cost is very minor when compared to the increased sales that result from the

Chatton Adds To Personnel

OAKLAND, Calif. — Chatton Distributing Company last week revamped its sales and promotional departments, with Prexy Bob Chatton naming Elma Greer to handle label promotion and rack jobber sales. Miss Greer's activities include service with Armed Forces Radio Service, radio and TV production assistant to disk jockeys Al Jarvis and Bob McLaughlin in Los Angeles, and more recently as producer of the "Del Courtney Showcase" teleshow in San Francisco.

Rita Braunstein will continue as radio-TV promotion contact for singles and albums. Vince Cosgrave, for the past two years a salesman in the firm's San Francisco peninsula territory, has been promoted to sales and promotion co-ordinator, with Ralph Gallotto, until recently manager of Campbell Music, San Jose, succeeding him.

Chatton intends to further add to his promotion and sales staff during 1958 with additional concentration on each of the firm's labels they distribute.

uninterrupted sales presentation. Phillips said that this method has been used successfully in showing Columbia's new spring releases to dealers in Denver, Colorado Springs and Pueblo.

Ask Copyright Revenue Tax Law Reforms

WASHINGTON — The tax-writing House Ways and Means Committee was asked last week to consider tax reform for income derived from copyrighted material.

Dan Lacy, who appeared before the committee on behalf of the American Book Publishers Council, said that present federal tax law "has gradually evolved so as to discriminate against income from copyrights as compared with income from other forms of property."

Lacy said he was concerned for the author who is an "independent businessman" rather than the regularly salaried writer. The income from a successful work is compensation for years of effort, he contended, and such income must also repay the writer for years devoted to work that was unsuccessful.

According to Lacy, even to income from "standard musical compositions" and certain other types of copyrighted matter are spread more evenly over a longer period of time, the income in general is still concentrated and separated by long periods with little or no income.

He recommended that improved "spreading" provisions be adopted, that copyrights be placed on the same basis as patents so far as capital gains treatment is concerned, and that legislation be adopted which would extend to the self-employed an opportunity to make provision for voluntary pension plans.

Local 47 Hassle Ends In Compromise

HOLLYWOOD — AFM Local 47 averted the threat of another inter-union hassle last week when a compromise decision was reached between ardent anti-Petrillo forces and supporters of local President Eliot Daniel.

Minor battle erupted over the inclusion of a clause in the motion picture studio committee recommendations barring the payment of any sort to the Music Performance Trust Fund. Latter clause was declared invalid at the monthly membership meeting of the union which was preceded by a round of conferences between the two opposing forces. Local 47 Prexy Daniel won a resounding vote of confidence in his stand for "a unified local."

Musicians' committee is scheduled to go East next month to sit in on negotiations with the film studios and Petrillo, an unprecedented event in the history of the AFM.

The union voted to establish a strike fund of \$50,000, the latter construed to be an action necessary in the event the local finds it necessary to halt work at the studios. Studio committee previously endorsed a resolution seeking the return of residual pay-to-TV coin presently being paid into the Trust Fund and which formerly went directly to the musicians.

General membership meet also unveiled a new quota plan, regarded to be far more liberal than the quota presently in force. Latter plan will be voted upon at the local's next meeting February 24.

Hollywood Label Inks Dick Haymes

NEW YORK — Dick Haymes has signed a pact with Hollywood Records. The chanter will do albums and singles—with the first album set for release in mid-February.

COPYRIGHT FEES BIGGEST IN '57

WASHINGTON — Revenues from fees received by the Copyright Office for registration of copyright claims were the largest in its history, in fiscal 1957, the Library of Congress announced last week. A total of 225, 807 works—books, magazines, music and other items—brought in close to \$900,000.

At the close of fiscal 1957 the Library had close to two million pieces of music, and 101,490 phonograph recordings.

Dick Clark to Kick Off New ABC-TV Airing

NEW YORK — Dick Clark's new Saturday night show will kick off over ABC-TV February 15 from 7:30 to 8 p.m. with a disk-star lineup including Pat Boone, Jerry Lee Lewis, Connie Francis, and the Royal Teens of "Short Shorts" fame.

The show will originate from ABC's Little Theater in New York. Clark will commute from Philadelphia, where his daily ABC-TV "American Bandstand" (top-rated airtel in its time period) originates over WFIL-TV. Some 300 teenagers will make up the studio audience, but dancing (an important feature of Clark's daytime show) will be only a small segment if any—on the new nighttime program.

Most of the guest stints will lip-synch to their current records, altho live performances will be utilized if an act carries its own combo (e.g. the Crickets, etc.). Ex-jazz trumpeter Chuck Reeves will produce, while Sylvania-Award winner Deke Hayward is listed as writer; Garth Dietrich, director and Tony Mammarella, associate producer. Mammarella also produced "American Bandstand" in Philly.

Macquarie to Microgroove Program Disks

SYDNEY, Australia — The Macquarie network of Commercial Broadcasting Stations is planning to streamline the size of its program disks from the present 16-inch variety to a new slim line 10-inch microgroove. Approximately 4,000 sides of serials, variety shows, quizzes, plays, etc., are sent weekly to 91 stations from the org's central dispatch center in Sydney. On top of this a regular weekly dispatch of programs is made to Canada, United States, South Africa, New Zealand and the Far East, Singapore, Hong Kong, etc. New Zealand takes all programs and South Africa the majority. The center also handles the weekly dispatch of World Programme service disks to 69 stations in Australia and overseas.

It is planned to commence the new service with the Cadex Hour and General Motors Hour and then gradually to place all the programs on the new microgroove disks with a subsequent improvement in quality and great economy in production and freight costs. This will, of course, depend on all stations being equipped to handle microgroove. All the Macquarie stations are so equipped and a check is being made of all other stations using any or all of the programs handled by Macquarie.

M-G-M Records

SMASHING THROUGH FOR A HIT!

Connie Francis

WHO'S



See her
on First
Dick Clark
Saturday
Night
ABC TV
Show,
Feb. 15th

SORRY NOW

B/W YOU WERE ONLY FOOLING (While I Was Falling in Love)

K12588

WHOLE LOTTA HIT from

Marvin

Rainwater



WHOLE LOTTA WOMAN

and

BABY, DON'T GO

K12609 on 45 & 78 rpm

CLICKING IN ALL MARKETS!

The

Kartunes

RAINDROPS

and

WILL YOU MARRY ME

(When We Graduate)

K12598

The New M-G-M Records Great in '58

Listeners to Pass on WNBC Music Picks

NEW YORK — Radio station WNBC, Birmingham, N. Y., is literally putting its 1958 musical programming in the hands of local listeners, via a new music-jury panel plan.

At regular intervals thruout the year station officials plan to meet with a group of 10 people (representing a scientifically determined cross-section of the area's population) for a joint-listening preview of more than 100 current disks. The panel will indicate its preferences in platters for various segments of WNBC's broadcasting day.

Each panel-jury will be chosen from different age and occupational groups representative of the local radio audience. The first meeting—a dinner-discussion affair—was held at the Hotel Arlington in Binghamton January 19.

Celestial Demo Tapes at Cost

SEATTLE—In an effort to aid dealers faced with the problem of used tape package, Celestial Hi-Fi Recorded Tapes is making a series of seven stereo tapes available to dealers at cost as demonstration packages.

Firm began soliciting orders for its demo tapes last week, pointing out that dealers have been plagued with the problem of broken seals on tapes sets. Demo packages will come to dealers in plain white carton packing with each reel marked "Not for Sale" and "For Demonstration Only." Sets will cost dealers \$2.97 and \$3.97.

"NOW"
Gordon MacRae—Capitol 3864

"EVER SINCE I MET LUCY"
Nick Todd—DOT 15688

Mark Stone—KAPP 205

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

Seabreeze Music, Inc.
129 E. 5th St. Chester, Pa.

HITS WITH A SMASH
— on Coral 61631 —

WEE WILLIE BROWN
by LOU GRAHAM
B/W YOU WERE MEAN, BABY

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

'KATSUMI LOVE THEME'

Merton Gould RCA Victor
Percy Faith Columbia
Leroy Holmes MGM
Frank Chabfield London

M. WITMARK & SONS

ONE-STOP SERVICE
Writers Supplies
Music Plates and Printing
Recording and Record Manufacture.

MUSIC-MART
286 Carnegie Hall, NYC 19, JU 4-3643
Send for free catalog.

MUSIC AS WRITTEN

Ross Joins Southern And Peer Music . . .

Benny Ross, veteran professional manager of the Dorsey Brothers Music firms, has joined the Southern and Peer Music organizations. Ross is also known as one of the top amateur mimics in the business. Someone has said, and rightly so, "there is only one Benny Ross."

Taylor to Speak at NME Conference . . .

Jazz pianist Billy Taylor will address the National Music Educator's Conference in Los Angeles on March 24 on teaching techniques. The Billy Taylor Trio will demonstrate some of his ideas during the address. In April Taylor will address the New England Regional Conference of the National Music Educator's Conference meeting in Boston.

Charlop, Gimbel to Write B'dway Musical Score . . .

Cleffers Moose Charlop and Norman Gimbel have been set to write the songs for the musical version of the book "Stay Away Joe" by Dan Cushman, which will be presented on Broadway in the spring under the title of "Whoop-up." Charlop has penned such pop songs as "My Favorite Song" and "A Long Last Look" (with Norman Gimbel) and wrote the music for Mary Martin's "Peter Pan" with Carolyn Leigh. Gimbel has written many pop tunes and had a smash a few years ago with "Richochet."

Florida Distrib Wins Concertgebouw Contest . . .

Pan-American Distributing Corporation in Miami has won the Epic Records Concertgebouw Orchestra Promotion Contest. The contest, which ran in December, 1957, concerned performances and promotion of albums of the Concertgebouw Ork. Marvin Leiber and wife, head of Pan-American received as their prize a trip to Europe to visit Epic's affiliate Philips Electrical Industries and to attend some recording sessions of the Concertgebouw in Amsterdam.

Conard Named Western Rep for Pickwick . . .

Pickwick Sales Company, parent firm of Design Records, the \$1.49 LP line, and Cricket Records, named Brent Conard regional Western representative of the firm this week. Conard, former warehouse branch manager for Capitol Records on the Coast for three years Coast rack jobber, was appointed by Ralph Berson, national sales

U. S.-Soviet 1958 Artist Exchange Set

NEW YORK — The agreement this week between the United States and Russia on cultural exchanges will permit a number of important American singers and orchestras to visit the Soviet Union and will allow top Russian musicians and dancers to visit the United States. The American artists that will visit Russia in 1958 include the Philadelphia Orchestra, singers Blanche Thebom, Leonard Warren and Roberta Peters, and Leopold Stokowski.

In return the Russians will send to the United States pianists Emil Gilels and V. Ashkenazi, and violinists Leonid Kogan and I. Bezrodin. Russian vocalists include I. Petrov, P. Lisitsian, and Z. Dolukhanova. The State folk dance ensemble of Russia, and the Red Banner song and dance ensemble of the Soviet Army will also visit the United States under the exchange program.

manager of Pickwick. Conard will be in charge of distributors, rack jobbers and department store sales in the west.

New York

Robbins Music is working on the tune "Gift of Love," from the flick of the same name to turn it into a big one by St. Valentine's Day. This is the date on which the picture will open in New York. Tune has been waxed by Vic Damone.

Marshall Brown, conductor and songwriter, will speak at the North Texas State College Band Clinic under the sponsorship of the Regional Educational Conference in March. . . . Alan Freed returned to New York this week after a three-week vacation in Florida resting after his record-breaking 10-day stand at the New York Paramount over Christmas and New Year's. . . . Roy Hamilton, hot again with his Epic waxing of "Don't Let Go," has been lined up for a string of dates during March. In addition to appearing on the Dick Clark Show over ABC-TV he will play a number of one nighters in the South plus one week at the Safari Club in New Orleans starting March 12. He will also play one-nighters at the Club Riviera in St. Louis and the 54 Ballroom in Los Angeles. . . . Joe Sherman, Epic a.&r. chief, is on the West Coast to wax sides with actor-singer Jack Lemmon. Sherman recently signed two new names for the label, warbler Jimmy Breedlove and a new singer Ursal Hickey from Buffalo. . . . Neil Hefti, whose album "Singing Instrumentals" has racked up healthy sales at Epic recently, has been signed to wax another album for the label.

Pianist Randy Weston will have a concert at the Enchanted Room, Yonkers, on February 7. The event will be sponsored by Mort Fega, New Rochelle deejay. . . . Ted Steele, who recently accepted the musical directorship of Bethlehem Records, has completed his first LP for the label, "Let's Dance to the Music of Ted Steele." . . . "Your Hit Parade" has renewed contracts of all its stars for the rest of this season. Jill Corey, Virginia Gibson, Tommy Leonetti and Alan Copeland joined the program last September. Dick Jacobs, who was appointed music director last month, will also continue in that capacity.

The Four Voices, Columbia artists, will be the star attraction at a benefit for the St. Vincent de Paul Infant's Home in Providence on February 16. . . . Teddi King, RCA Victor recording star, will be seen on the new Dick Haymes CBS radio show during this week. Shep Fields and his ork will be holding forth at the Shamrock Hilton Hotel in Houston for the next three months. . . . Marty Kraus has been named director of publicity of radio station WAMO, Homestead, Pa. . . . Varel and Bailly, top French song writers and their Chanteurs de Paris, are expanding their activities on this continent during the present season. The group plans a coast-to-coast tour starting February 5, with several concerts added to the original schedule.

Broadcast Music, Inc., has signed Tony Lavelli, BMI-affiliate songwriter, accordionist and former "All-American" basketball star, to a new songwriter's contract. . . . Roulette thruh, Jeri Southern, will appear at New York's Bidland thru February 13. . . . The Mitchell-Ruff Duo started a tour of one-nighters, playing college dates around the country on January 30.

The Trio Los Panchos was feted by Tico-Records, a subsid of Roulette Records, at a luncheon last

Friday (31). The Latin American vocal and instrumental group is currently appearing at the Puerto Rico Theater in New York. . . .

Burt Taylor, who warbles for Atlantic Records' East-West label, has been booked for a four-week stay at the Bellevue Casino in Montreal starting March 27. . . . Johnny Mathis will be backed by Claude Gordon's band on the warbler's whirlwind California one-nighter tour February 20 thru 25.

Johnny La Padula, young accordion star, has joined Disneyland Records' talent roster. . . . Johnny Mathis starts a four-week stint in his home town, San Francisco, on February 27. . . . Enzo Stuarti, Jubilee artist, is now appearing at the Flamingo in Las Vegas.

Hollywood

Singer Pat Morrissey, just returned from a four-week stint in Miami Beach, has signed a recording pact with Verve Records. She's set for a shot on Bobby Troup's "Stars of Jazz." . . . Champ Butler's "Mississippi Mud" will be released by Keen Records shortly.

Challenge Records named Irwin Zucker Associates to handle its national publicity and disk jockey promotion, with the label's "So Tough" by the Kuf-Linx his first project. . . . Rusty Draper back from one-nighters at the University of Oklahoma and Texas Tech and continues with his CBS radio show. . . . Nick Todd (nee Boone) is in town rehearsing for his upcoming appearance on the Bob Hope show. In addition to a routine with Hope, Nick will sing both sides of his latest Dot release, "Ever Since I Met Lucy" and "Teenage Cutie." . . . Composer Jack Marshall has been signed by Robert Mitchell to write and conduct the music for the DRM production, "Thunder Road."

Jerry Gray and crew departed the Hollywood Palladium last week, with the Harry James ork in for four frames beginning January 31. . . . Robin Records has inked the Show Brothers from Houston. . . . The Stan Kentons (Mrs. Kenton is the former singer Ann Richards) welcomed their first boy, Lance, at Cedars of Lebanon Hospital, Los Angeles, recently. Baby was born the same night that Kenton premiered his new television show. Maestro recently acquired the Rendezvous Ballroom in Balboa.

Smart Disk Sales Build

DENVER—A combined promotion campaign between local booker Joe Leber and Dick Phillips, Columbia recording sales manager in Denver, helped boost both the disk sales and ticket sales for Johnny Mathis for his one day, two-show stop here this fortnight. Window displays in some of the larger retail stores, along with large counter displays and repeated playing of Mathis' top-selling disks helped call attention to the artist as well as promote his records. Advertisements, publicity stories and pictures of Mathis hit local papers nearly a month before his appearance and Joe Leber reported the combined promotion of both enterprises was profitable.

The same bill included the Hi-Los, Linda Leigh and Keith Williams orchestra. Both Leber and Phillips scored Mathis' management for not allowing at least one personal appearance or radio or TV appearance while in Denver and they pointed out that other stars with an even tighter schedule make at least one or two guest spots on radio or at a local dealer's outlet.

Nets Join For Hillbilly Taping Bee

SPRINGFIELD, Mo. — Bled CBS and NBC will get together here later this month on an unusual two network recording session of their country music programs, when CBS Radio's "Philip Morris Country Show" and NBC Radio's "Red Foley Show" are taped under the same roof, on the same night, and with the same two staging stars.

The cigarette sponsor will record one of its Sunday evening series on February 20, immediately followed by the recording of the Saturday noontime Foley opus, sponsored by the Dow Chemical Company. Carl Smith, regular host of the Philip Morris show will have Foley as his guest, and minutes later Smith will appear as guest in taping Foley's program.

To make the network situation seem just a bit more complex, the studio to be used is the Jewell Theater, home of ABC-TV's "Country Music Jubilee."

New Distrib In Denver

DENVER—LeRoy Smith announced this week that his newly formed company, the Rhythm Record Distributing company is now representing Ebb label as well as Duke and Peacock. The company has leaned heavily toward rhythm and blues disks as well as progressive jazz but Smith reported that additional personnel and sales representatives make it possible for him to accept other labels who do not have a representative in the Rocky Mountain area.

Smith is covering most of the Rocky Mountain region but concentrating especially heavy in Colorado, New Mexico, the Texas Panhandle, Utah and Wyoming. He reports that he sold over 7,000 copies of "Buzz, Buzz, Buzz" by the Hollywood Flames, within a few weeks of its release.

Theme Melody of the
20th Century-Fox CinemaScope Production
"THE GIFT OF LOVE"

THE GIFT OF LOVE

ROBBINS MUSIC CORPORATION

SONGS WANTED
Our doors are open to writers in all categories—

- rock and roll
- rhythm and blues
- and pops

Lead sheets requested

F. W. FISHER PUBLISHING CO.
1674 Broadway • New York City
Circle 6-1660

FROM SWEDEN
The Captivating
SWEDISH POLKA

- Ron Goodwin on CAPITOL
- Gene Wisniewski on BANA and others . . .

MILLS MUSIC, INC.

a little name for a

BIG HIT

"Teeny-Weeny"

c/w **SHE WON'T PET**



**JIMMY
DELL**

47/20-7134

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



RCA VICTOR
RADIO CORPORATION OF AMERICA





If you sell tape and tape equipment as a

DEALER

DISTRIBUTOR

MANUFACTURER

you will not want to miss The Billboard's first

TAPE QUARTERLY ISSUE

If you are a **MANUFACTURER** of tape or tape equipment—the editorial atmosphere of this issue provides the ideal companionship for your advertising.

Advertising deadline: **FEBRUARY 11th**
 Issue date: **FEBRUARY 17th**

PREPARE YOUR STRONG SELLING MESSAGE NOW!

Your nearest Billboard salesman is ready to help you



The **Billboard** THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
 NEW YORK CHICAGO HOLLYWOOD ST. LOUIS CINCINNATI

Accent on More Promotions

• Continued from page 12

ness. We hope you will sell subscriptions to all clubs."

The letter continued: "We hope that none of these clubs will be so foolish or so selfish as to try to avoid their responsibility to you, the dealer—after we have demonstrated so conclusively that such co-operation is both possible and profitable."

Some dealers already received a color-print job fact file from Columbia on the club, with questions and answers relative to the club and a variety of forms and selling aids.

Meanwhile, rumors of the entry of other record firms (both major and minor) into the disk club field were strong. Book Find Club exec George Braziller said his firm is currently discussing the possibilities of starting a classical record club with "one of the major record companies," but refused to name the label, pending further negotiations. The club would be conducted with Book Find's "Seven Arts Book Society."

It is known that Mercury approached Book Find on a record club idea, but Braziller said Mercury is not involved in the current deal. Decca veepee Leonard Schneider acknowledged that Decca has "been talking about the club idea." However, he declined further comment as to whether or when the diskery might start a club.

Doubleday Book Shops, Inc., reportedly has also been approached by record companies

about setting up a record club. However, a Doubleday exec said that while the company considered the idea of a record club "some time ago," they are now working closely with RCA Victor on that label's record club, and do not contemplate going into the club field themselves at this time.

Three of the leading indie record companies recently discussed the idea of pooling their catalog resources and starting a record club of their own. However, the idea never went beyond the discussion stage—the main snag supposedly being that competition from major labels loomed as a major block, in view of recent saturation campaigns, etc.

Meanwhile, a California indie, Bakersfield Records, has set up a club for 45 singles. (See separate story elsewhere in this issue.)

At present the number of record clubs active in the field include Columbia, RCA Victor, Capitol, Crowell-Collier (which has several different clubs), Sam Goody and the Suttiff & Stevenson group, which includes Capitol, Children's Record Guild, Music Treasures of the World, American Recording Society, American Recording Society Jazz Club, and Living Language Series. In addition to the RCA Victor club, Book-of-the-Month-Club operates the Metropolitan Opera Club and the Music Appreciation Society. However, the last named club is utilizing more and more RCA Victor material exclusively.

Col. Skeds Heavy LP Releases

• Continued from page 12

tieth Century-Fox film; and "Aladdin," starring Cyril Ritchard, Dennis King, Basil Rathbone, etc.

Esoteric Masterworks

Masterworks release has some interesting esoteric material in addition to mass appeal wax. List includes a package of madrigals and sacred music by Gesualdo, conducted by Robert Craft. This is done a cappella and is a recording first of these works by the archaic composer. Another first is a complete Schumann's "Manfred," with text by Lord Byron, with Sir Thomas Beecham and the Royal Philharmonic.

A big Beecham item, of course, is the Roman Carnival Overture, intended for the late January release, which included "The Union," and other major projects.

Strong February Masterworks packages are Villa-Lobos' "Bachianas Brasileiras No. 5," with Bidu Sayo, which once was on 10-inch but is now issued on 12-inch owing to great demand. The disk has been filled out with other material, including five Puccini arias. Other new product includes Beethoven's "Moonlight Sonata," by Robert Casadesu; a new "Pathetique," by Mitropoulos and the New York Philharmonic; "Russian Sailors' Dance," by the Philadelphia Orchestra conducted by Ormandy; Bruno Walter conducting the New York Philharmonic in Beethoven's "Egmont Overture" and Brahms' "Academic Festival Overture."

Considerable additional material has been redesigned—following out Columbia's theory of using new covers, etc., to freshen up good standard product.

Four Harmony packages include Ken Wilson's "Orchids in the Moonlight"; a Claude Thornhill album; a Billy Williams album, and a package by Felix Weingartner and the London Symphony and London Philharmonic.

Product also includes "Ellington Indigos" on stereophonic tape. This permits cross-merchandising with the album release.

As usual, a strong merchandising and ad campaign backs the product release, with heavy national advertising and point of sale material. A Masterworks price streamer emphasizes the \$3.98 price, and a pop and country and western price streamer emphasizes the label's holding to the 89¢ price on singles.

Zamoiski Joins Merc. Distribs

WASHINGTON — The Joseph M. Zamoiski Company of Washington and Baltimore have been appointed exclusive wholesale distributors for Mercury records in the area, the company has announced.

Territory covered by the Zamoiski company includes Maryland and Virginia, as well as the District of Columbia.

Cap. Club Plan

• Continued from page 12

wait. Irrespective of the record club operation, our major concern has been and always will be with the sale of our records thru the normal dealer outlets."

Dunn pointed-out that Capitol did not start the record club idea, but rather acted only when "it became apparent that we had to do so to maintain our competitive position as a major record company."

"We hope it is not necessary to prove to record dealers that we have their best interests at heart," Dunn said. "Our products and our extensive line of merchandising aids and other selling tools has always been primarily directed at the dealer, and their reception has been more than gratifying as evidenced by a recent poll in The Billboard."

"I can state with conviction," Dunn said, "that Capitol's record club promotion will result in increased turnover for record dealers."

U. S. Methods

• Continued from page 13

teen-age market. In France, the singles business is very small, with EP's proving the popular size for teen-agers.

Just as dealers are modernizing, so are distributors. Prutting says this is motivated by the necessity to render dealers fast service. RCA disks are flown air freight to many parts of Europe from the Teldec factory in Germany.

Prutting, who also made a tour of deejays, states the phono market is developing full tilt along with disks. The concept of high fidelity is even more important overseas than in the United States. Owing to the fact that disks are so costly, the sound and engineering receives extra care, the exec added.

Acceptance of American product shows no lessening at all overseas. Elvis Presley's "Jail House Rock" pulled an advance order of 270,000 in England—much larger than any previous disk had ever racked up, according to Prutting. Belafonte's "Mary's Boy Child," he added, hit a sale of 1,400,000—the first disk to score over a million in the United Kingdom.

Pix-Disk Wedding

• Continued from page 12

lywood trade paper that the Columbia Pictures board of directors had approved the purchase of Liberty Records. No such deal has been made, according to Liberty Prexy Sy Waronker.

It's been an open secret in the industry that Liberty was in the process of negotiating a deal, with a number of film studios interested. Sy Waronker had discussions with representatives of M-G-M prior to their naming Arnold Maxim president of the label, and also with 20th-Fox and Columbia Pictures. In addition there have been reports that indicated that Liberty might offer a public stock issue and that Dot Records was interested. In re the latter, Dot Prexy Randy Wood last week acknowledged that "Dot Records has made inquiries into the possibility of acquiring the Liberty Records' catalog."

Reports that 20th-Fox and Jubilee Records were negotiating were denied by studio representatives. Latter group firmly acknowledged, tho, and it has been so stated by 20th President Spyrou Skouras, that "20th Century-Fox will be in the record business."

As for Warner Bros., studio spokesmen still indicate that they're interested in getting into the record business and that Herman Starr has "the authority to act."

AFM Asks U. S.

• Continued from page 13

firm or reverse the lower court ruling on the basis of precedential cases in which constitutional violation was held.

Statement by AFM counsel Kaiser says the California high court's assumption of jurisdiction over the Trust Fund dispute is a violation of the Fourteenth Amendment, since the plaintiffs here have not served the New York fund trustee, Samuel Rosenbaum. "What California in effect holds, is that it will protect local interests, however tenuous the local contacts, and whatever the hardship or unfairness to interests outside the State," the brief notes.

The California Supreme Court had held that the dissident musicians were employed in the State, and that payments involved were for "work performed in this State."

AUDITION

a new selling force
 ...for dealers
 ...for manufacturers
 IN FULL COLOR EVERY MONTH

BOBBY HELMS

4th STRAIGHT SMASH*

FRAULEIN . . .

MY SPECIAL ANGEL . . .

JINGLE BELL ROCK . . .

and now



* LOVE MY LADY

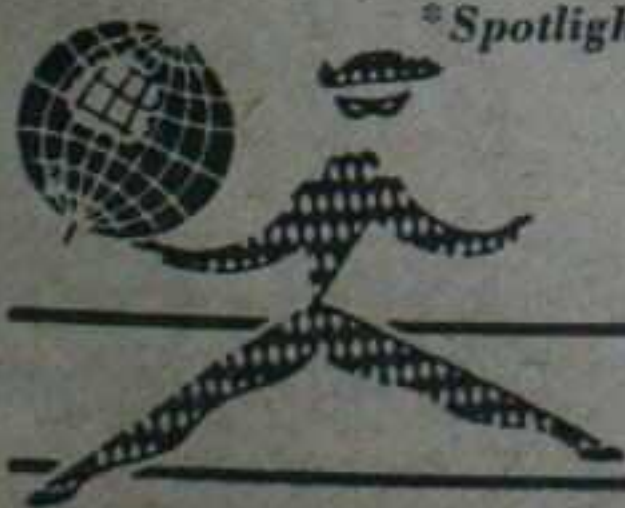
and

* JUST A LITTLE

LONESOME

*Spotlighted in The Billboard, January 27th issue and Disk of the Week, Cashbox, February 1st issue

9-30557



A NEW WORLD OF SOUND



THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

SALES TONIC

Steady Follow-Up Maintains Volume

• Denver dealer, Paul Marsolek, gets the name of every disk customer

• Following-up the customer has resulted in a steady increase in volume

By BOB LATIMER

DENVER — It is a serious mistake to lose contact with record customers, even the teen-ager who buys only a few 45 r.p.m.'s per year, according to Paul Marsolek, owner of Marsolek's, big record dealership here.

Since he developed a policy of telephone follow-ups on every record customer who for some reason or another is not actively buying, Mr. Marsolek has never suffered a "set back year"—and in numerous instances, increases have for one year over the past, been as much as 25 per cent. Because he believes that every music fan gradually buys more and more records as his interests in music increase, Marsolek is just as careful to maintain close contact with single record purchasers as with advanced music fans who buy an expensive album every week or two.

Gets the Name

The all-important element of maintaining such close contact with customers is developed thru a simple plan. Three people are responsible, Marsolek himself, brother Jim Marsolek, who operates the record department, and one sales girl who was chosen for the Marsolek counter sales job because she has a "retentive mind for details." The policy begins with the fact that Marsolek's always gets the name and address of every record customer, even cash customers, by asking whether they would like to be placed on the store's mailing list for regular news about their own favorite music classifications. Almost all customers respond affirmatively to this question and the name is entered at once in a large ledger book, kept behind the counter, divided into alphabetical sections. Thereafter, as every sale is made, an entry is made, usually a simple check mark which is enough to identify a repeat sale to the customer together with the date.

Takes Little Time

It requires only a few seconds following each record sale to flip open the book, jot down the customer's name and address or to make a check mark in the event that this is a "repeat sale," Marsolek pointed out. Often, such complete entries are doubly useful in that they provide an opportunity to suggest and sell record accessories where the ledger indicates that the customer concerned has a large record collection, and certainly, the tabulated information goes a long way in shaping the sort of direct mail

which is going to be sent to that customer.

Periodic Check-Up

Where keeping up on the steady buying habits of the customer are concerned, the ledger book is invaluable, Marsolek pointed out. At periodic intervals, usually once every three months, the book is scanned all the way thru to uncover any customers who have been regular buyers, but, who, for some reason or another, have apparently ceased to buy. It doesn't take much concentration to determine that a customer, whose entry shows check marks thruout all of 1957, for example, has bought nothing during 1958.

Similarly, a check of the book may reveal that a customer who has been consistently buying EP's or LP's, one at a time, may make a substantial saving by buying albums instead, and is likely to be grateful when this is suggested to him. A lot of information can be gained from simply scanning the books in this way at regular intervals and wherever there is an inference that the customer should be contacted, Marsolek's is equipped to do so. Letters, post cards, or telephone calls are used, according to the individual situation.

Say "Hello"

Where a customer has stopped buying for some reason, and the book shows he hasn't been in the store for quite some time, a first-class letter is used with a return address, so that the store will discover automatically if he has simply moved away. In other instances, a post card will suffice. The message in both instances is the same, pointing out that Marsolek's has appreciated the customer's patronage, that he has been missed, and inviting him stop in for a "hello" if nothing else. This friendly sort of greeting, it has been found, is universally effective in re-establishing contact. Also, it has been found, the customer may have a grievance, such as another customer being waited on ahead of him out of turn, an erroneous overcharge for a record purchase, etc. Whatever the reason may be, Marsolek's is quick to rectify the situation and to "make things right" where the customer is angry.

Keep List Clean

A lot of buyers, of course, proved to have moved away, which was largely as Marsolek had hoped. The book has proven that the store had plenty of customer loyalty, but, at the same time, it indicates the wisdom of "keeping the customer buying" with as consistent a follow-up as possible. Numerous customers who had simply "gotten out of the habit" of buying at the store for some reason or another have been brought back into the fold and more have become even bigger purchasers once they are re-contacted by the Marsolek store. In one instance, a customer

Recorded Tape Reviews

AFRICAN SAFARI

New World Symphony Orchestra. Bel Canto ST-34 (\$9.95).

A medium length original tone picture work, composed by Edmond DeLuca especially for stereo reproduction. Interesting orchestral images of the arrival in Africa, the long trek thru the jungle and finally the elephant hunt. Mostly instrumental, there is limited use of chorus. Fidelity and stereo spread is up to par but the package may have less appeal than growing number of more familiar classical works on tape.

CONCERTO (DYORAK)

Nathan Milstein, violinist, with William Steinberg and the Pittsburgh Symphony Orchestra. Capitol ZF-26 (\$14.95).

This interpretation of the rich and moving Dvorak violin concerto in its disk form is one of the best of more than a half dozen current versions. In stereo, the reading takes on an even richer hue. Separation of orchestral components is of a high order, but most important is the effect on the solo violin tone. Sounds from the two tracks reinforce and amplify each other to provide a supreme feeling of presence. Masterful performance would be a must in classical inventory.

BLACK WATCH PIPE AND DRUM TUNES

Black Watch Royal Highland Regiment. Phonotapes - Sonore SC-410 (\$4.98).

There have been several excellent disk sets of Pipes and Drums, at least one of which has hit the best-seller charts. This stereo miniature (about 15 minutes playing time), which is part of the Cameo Series, captures all the normal pageantry and flavor plus movement of the pipers in their parade. One of these recordings which is good monaurally and far better in stereo. A real ear catcher that can sell.

INTRODUCTION AND RONDO CAPRICCIOSO

(Saint Saens) Aaron Rosand, violin, and the Southwest German Radio Orchestra, Baden-Baden. Phonotapes-Sonore SC-408 (\$4.98).

This work is already available in an Oistrakh version which is part of a competing tape on another label. Despite the good performance here by violinist Rosand, Oistrakh figures always as powerful competition. This reading, however, is complete on a short-length tape (one of the label's Cameo Series) and the appeal of its special \$4.95 price can make it an adequate contender.

WHERE ARE YOU?

Frank Sinatra with Gordon Jenkins and His Orchestra. Capitol ZD-17 (\$12.95).

The counterpart of a recent best-selling LP, this stereo release dispels the theory that a solo violinist is not improved upon via dual-track recording. Sinatra's voice floats out realistically from somewhere midway between speakers. True, he's not glued to a spot. There is movement, but a night club singer moves around with a hand mike, too. Nine tunes out of the 12 in the LP are presented, including the title song and "Autumn Leaves." Must merchandise for any stereo dealer.

STOLEN HOURS

Gordon Jenkins and his Orchestra. Capitol ZC-18 (\$11.95).

A beautiful recording of an unusual mood orchestral complement. In this set, taken from a Jenkins pop LP, a lustrous choir of nine French horns is much in the spotlight. In the liquid arrangements of tunes like "When Your Lover Has Gone," and "Sophisticated Lady," a flowing background of well-delineated woodwinds and strings will state a theme. The massed horns will then pick up the melody to draw the ear to the other speaker in a fine display of live sound. Scored for dancing or listening, this is an artful production that's well-packaged for display.

who had ceased to buy, after being re-contacted by Marsolek's, explained that his phonograph had broken down and he did not feel that the machine was worth repair cost. Marsolek asked him to bring it in, explaining that the record store operates a complete electrical repair shop. The customer agreed. Checking the record player, the Denver dealer found one single resistor burned out which was replaced at the expense of only 75 cents and which has been directly responsible for the sale of more than a dozen albums since!

Tape Sales Spotty In Detroit Area

• Detroit stores see tape problems rather than rich potential

• General pessimism contrasts with tape uptrend in other areas

By HAL REVES

DETROIT—Price, demonstration facilities, and amount and range of selections available are the key factors in the growing market for recorded tape in the opinion of leading local record shops. The situation varies considerably from one shop to another, but few of the major record outlets are yet in a position to offer complete service to the tape customer. They are, however, keeping a close eye on the market.

No Factor Yet

Entry of the major companies in the field "has stimulated the business somewhat, but so far it has not been a big factor as far as the overall sale of music goes," according to Sam Press, partner in Ross Music Shop, operating three stores here and considered one of the leading turnover organizations in the city.

Press says tape is still well under 1 per cent of volume, noting, "It may be a lot more at the manufacturer level than it is at the stores. People are not walking in yet asking for tape as they do for records."

"One thing that is overlooked — of all the tape-playing machines on the market, not all can handle stereo tapes. But it is the stereo tapes that tape buyers are looking for today—the only tape business is on stereo. Many recorders are the monaural type—and 50 per cent are being used for business purposes, not for music."

Demand Exaggerated?

"I don't think the market is as big as some think it is. There isn't enough tape around for the customer to make selection from, even with the big manufacturers in the field. There is not the selection that there is with records, by far."

He stated that there are perhaps 20,000 LP's in the catalogs currently, and only a few thousand tapes.

More people are looking for tape today, Press says, but this may be a fictitious market, be-

cause the same man may go to 16 stores to look for tape, exaggerating the apparent demand. His firm welcomes the new development, however.

"We will sell music in any form the customer wants to buy it—but there are definitely more phonographs being sold than tape machines."

Merchandising tape does not present special or difficult problems to the retailer, Press says—"outside of knowing the stock and knowing what should be the market for a growing thing. Anybody with normal intelligence should have no trouble finding out the technical aspects—speed and the like. Anybody who sells audio equipment is in the best position to demonstrate and make a proper presentation. The average record shop is not yet equipped to do so."

Special Orders

Ross Music works strictly on a request basis—no tape is stocked, but they will procure tape for any customer who asks for it—in sharp distinction to their practice in record turnover—"We will not go into tape as a business until we feel there is more demand for it. This thing is now at the stage of 45 records when they came in—there are just a few people buying it. . . . The average guy is not in a position to pay the outrageous price—\$14-15-16—they are asking for it."

Press went on to criticize the price set-up, noting that "The economic picture is declining. . . . They are asking several times as much for the music as the cost of a comparable record." He cited a typical popular selection—when the tape sells for \$12.95, while the same offering is made on disk for \$4.98—and the record has 16 selections, while the tape offers only eight!

"We grant one thing — stereo sound is the finest there is—but it's still too high-priced," he concluded.

Wants Lower Price

Basic agreement was voiced by Bob Bergh of the record department of Sihler's, generally regarded as one of the outstanding record stores outside the downtown area—"We think it is the coming thing if prices go down. The sound is much better, you get less distortion. But I don't think tape will do very good unless prices come down on both equipment and tape."

Entry of big manufacturers in the field has had little effect, because of the price factor, Bergh contends, noting that tape sales have been only fair, showing a little pick-up recently for the Christmas season.

"For 1958 we are expecting a gradual incline upward in sales," he says, with the real volume coming in two to perhaps five years. "A lot of people are getting interested in tape—but instead of buying monaural, they are waiting to save money to buy stereo tape and equipment. We are practically not selling any more monaural tape."

The Demo Problem

The biggest problem for the retailer is that of audition, Bergh says—making it possible for the customers to hear the tapes. He points out that most tapes are sealed, and companies won't take them back unless they are sealed.

(Continued on page 34)

Fonovox Has New Console

Videola-Erie Corp., importers of AM-FM-short wave radios and radio combos from West Germany, are now delivering a new Fonovox high fidelity console.

The new unit, "La Continental," has separate bass and treble controls, automatic 4-speed record changer, 5 matched speakers and 15-watt push-pull amplification. In addition, "La Continental" offers jacks for external speaker and tape recorder, and an exclusive "golden horns" arrangement which emanate high tones from one end and lows from the other.

"La Continental" is wood constructed and retails for \$449.95.



Coming February 17

A SPOTLIGHT ON TAPE ISSUE

For the Dealer: How to Sell Tape Equipment, in theory and actual tested practices.

One MORE Reason why Motorola is your No. 1 High Fidelity Line

An AM-FM tuner for every Motorola high fidelity model

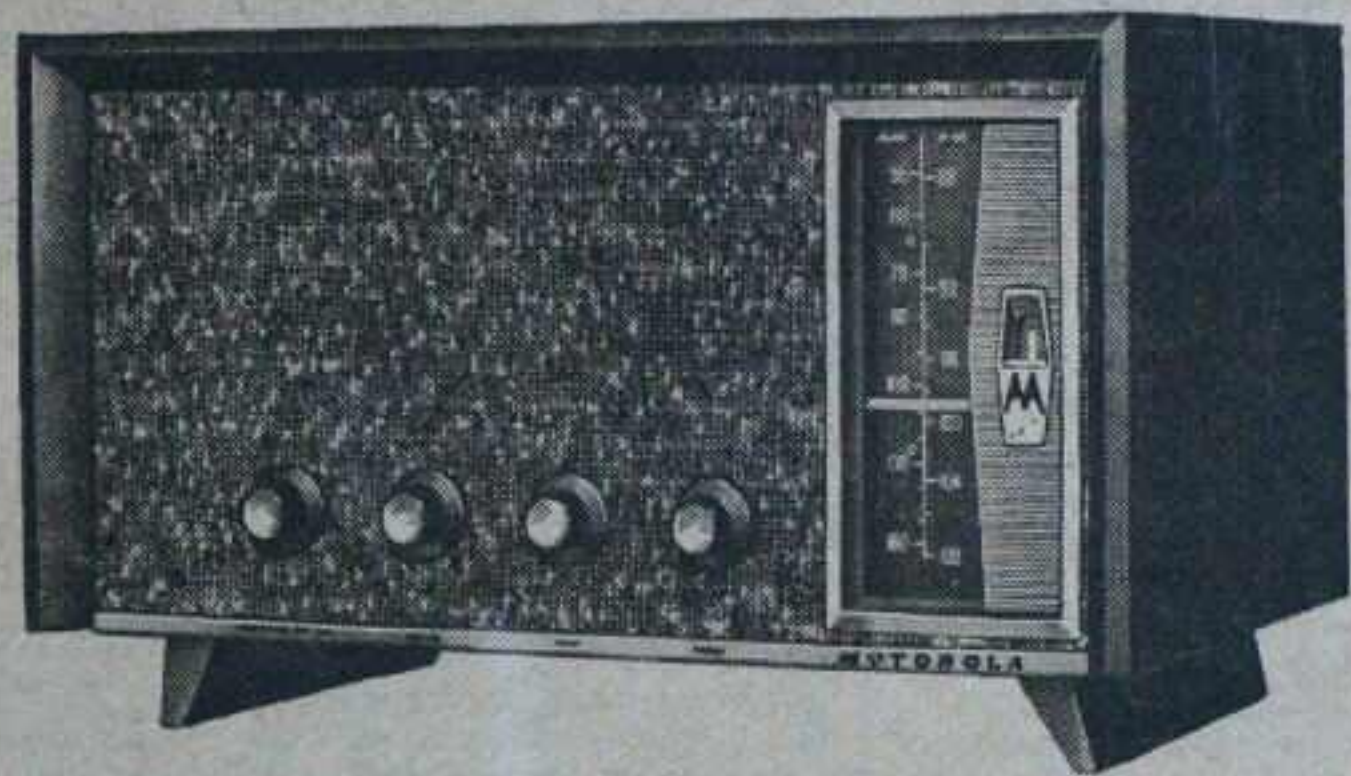
Now you have more to sell in Motorola High Fidelity than ever before!

Three new AM-FM Tuners—the latest additions to Motorola's expanding High Fidelity Line. Two are easy-to-attach "plug-ins" that are designed to fit every Motorola High Fidelity made. The third is a custom installation for famous popular-priced Model 6K22 Console.

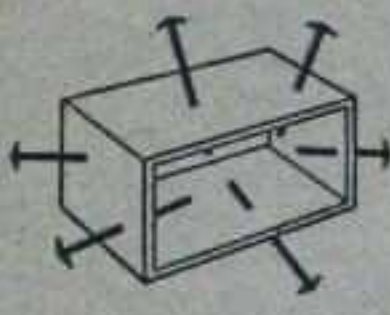
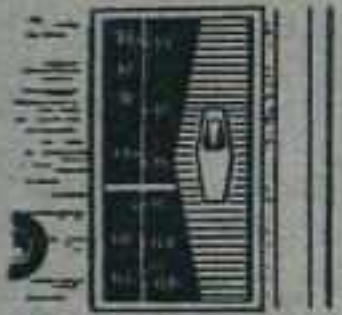
All models have Motorola's new Signal-Lock AM-FM Tuner—insuring clear, static-free tone quality

and elimination of station drift. And you get a special tuning eye, flywheel tuning and illuminated slide rule scale.

Compare Motorola® High Fidelity for sound, price and features with any other ready-to-play or component set made. We're certain you'll agree Motorola gives you more to sell—and additional ways to sell it!



New AM-FM Golden Voice® Table Radio. Doubles as radio or tuner. Two matched speakers (5¼" for basses, 4" for high notes) provide exceptional sensitivity at all volume levels. Convenient phono jack will operate record player through radio's twin speakers. External speaker output will operate radio as a tuner through hi-fi.



New Signal-Lock AM-FM Tuner Brings in rich, clear static-free tone quality for high fidelity use. Holds all stations, strong or weak, drift-free.

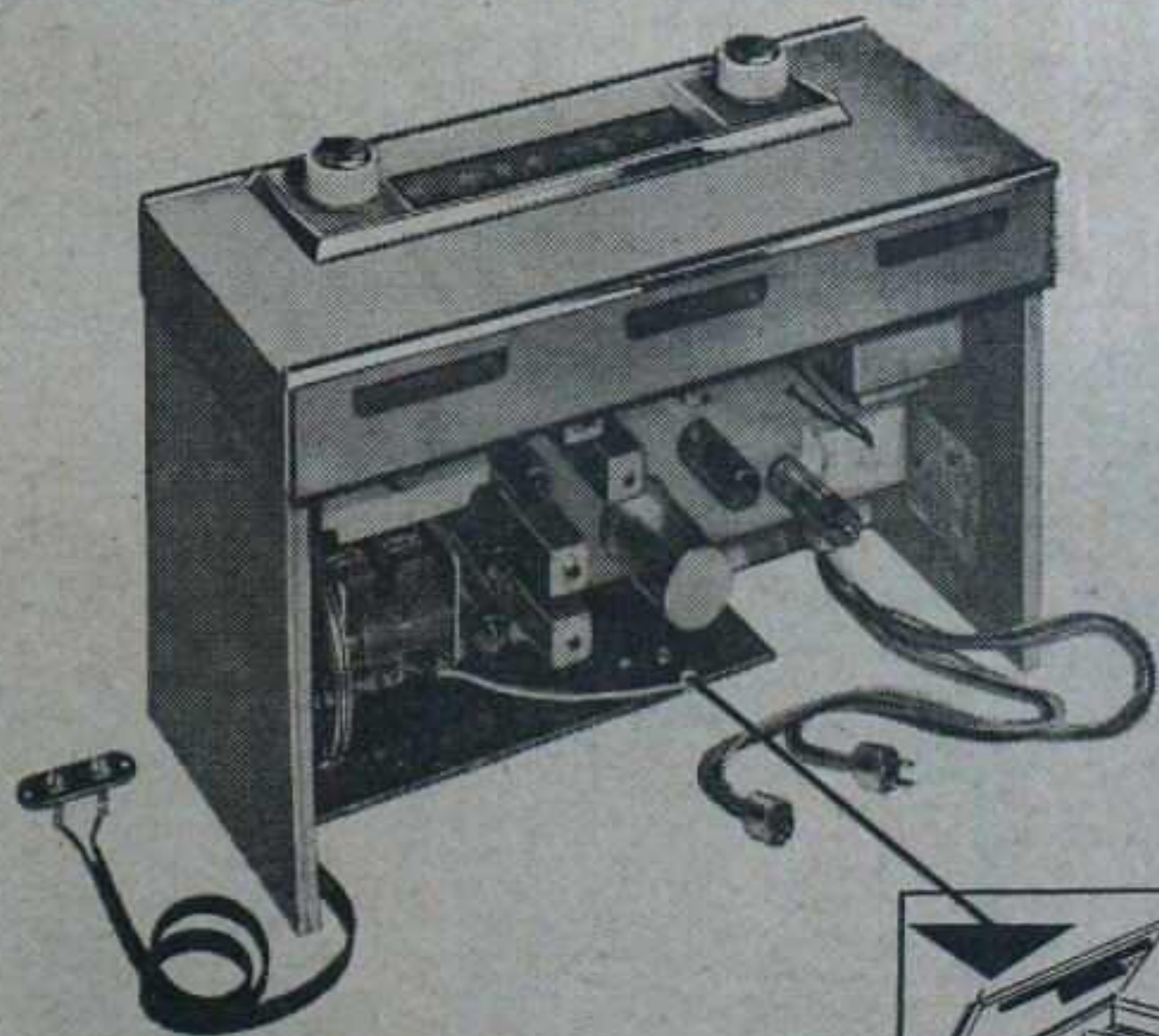
Exclusive Tuning Eye Makes pinpoint fine tuning easy. Simply close the "eye" and station is "zeroed in" with any danger of drift eliminated.

Illuminated Slide Rule Dial Scale Makes stations easy to find and easy to "zero in". Standard AM band (535 to 1600 Kc) and FM band (88 to 108 Mc).

Matching Luxurious Wood Finishes Rich grained, hand-rubbed finishes match those of high fidelity cabinets. (Models 10T28 and HK-18).



New High Fidelity AM-FM Tuner. Model HK-18. Designed to play through any hi-fi unit, radio or TV set ... even older models. Has 8 tubes plus rectifier, calibrated slide rule dial, pilot light. Automatic shut-off in changer can be wired to turn off amplifier and tuner, too.



Custom Designed High Fidelity AM-FM Tuner. Model HK-19. Same features as HK-18. Designed for quick, easy installation in record storage area of Master-piece Super Deluxe High Fidelity Console Model 6K22.



More to enjoy from



MOTOROLA

World's Largest Exclusive Electronics Manufacturer

LONG-HAIR DEALER

Classics Promote
Other Disk Sales

- European outlet uses 'classics-first' policy to advantage
- In Germany, too, dealers are wary of clubs, mail-order discounting

FRANKFURT, Germany — Here's a bit of advice from Europe: "Make your store a rendezvous for the real simon-pure lover of classical music and you will get most of the pop business too."

The example comes from the Goethe-Radio in Frankfurt, Germany, which has two "music bars," one big one and one small one. The big one, central to the store's record department, serves classical records. The small one, installed in a corner, serves popular music. Each bar, equipped with stools and foot-rails, has high quality transmitting facilities, a range of players connected to telephone-shaped ear pieces, exchangeable sapphires for each r.p.m. range on each tone arm.

Pop Buyer Follows

"The customer should hear the best reproduction first," Herr Waechtershaeuser, the owner, says. "I don't want him to go home and detect flaws in the record he bought when he puts it on his player at home. And the bigger bar for classical records should remind him that the bigger part of our record business is classical."

This is the key to Goethe's success: Twenty per cent more records are sold here than by any other music store in proportion

to the volume of business, because, instead of trying to present everything on an equal level, the store has a well-organized specialty, the best classical music. The store puts the best foremost. "I want the connoisseur in classical music to make this his preferred source. The public for pop music always follows the connoisseur."

Well-Informed Clerks

The "bar-maids" behind the record bars are put to severe tests. German customers want to linger over demonstrations of records, want to be advised, want to discuss music.

"Our sales personnel has to be disk jockey, music critic, and sales-girl all in one," the owner said. "We give them a special training to enable them to discuss the merits of symphony as conducted by Toscanini or Furtwaengler. In the next breath they must be able to appraise the trombone of Jack Teagarden or P. P. Johnson, or explain why Louis Armstrong plays his Fats Waller medley accompanied by a piano arrangement differing from the original."

Moochers Too

Asked if the record bar also attracts the never-buying, just-listeners, Herr Waechtershaeuser says that it does, but that he regards this as an asset. "We have a few regular sound-moochers here, but we do not mind serving them some platters for demonstration which I know will be on the house. As long as this stays within limits there is no loss. It stimulates the interest of other,

News and Notes

Phonographs • Hi-Fi Components • Radios • TV • Tape Recorders

Sales Booster: A fine, 32-page booklet is being printed in large quantities by the Institute of High Fidelity Manufacturers for broad consumer distribution. Booklet is a two-color job aimed at telling the consumer the "how, why, what, when and where" of hi-fi. First mass distribution will be made at the Los Angeles High Fidelity Music Show. Manufacturer members of the Institute who want copies in quantity for distribution on their own can purchase same from 12 cents to 7½ cents depending on the amount. The Institute is printing a quarter of a million copies.

Reeves-Soundcraft offers all purchasers of their seven-inch reels of tape a "classic jazz recording" at no charge. Tape buyers simply send their blank tape to the Reeves-Soundcraft factory where the recording will be made. The 15-minute recording, recorded stereophonically, features such jazz greats as Sol Yaged, Cozy Cole, Milt Hinton and J. C. Higgenbottam.

Dealer Promoter: Max Gubin, owner of West Hartford, (Conn.) Audio Workshop, participates in a one-hour high fidelity program over the town's WDRG. Max sponsors the show which is named after his shop and discusses hi-fi equipment and records with announcer Lif Jensen.

Decca's new dealer aid, the catalog service book, has been well received by the trade. The firm says the response was far above expectations. The catalog is offered dealers on a

subscription basis and includes listings of all active Decca recordings. The subscription — for one or two years—includes supplements which bring the dealer up-to-date at regular intervals. See your salesman.

No Hi-Fi Slump: Don't expect a slump in hi-fi equipment sales, says Henry Goldsmith, president of Rigo Enterprises. The optimistic entrepreneur, who operates hi-fi shows all over the country, says the sound industry is growing by leaps and bounds. He points to increasing interest, a dynamic industry, stereo sound, new products, and the fact that the market for hi-fi equipment has hardly been scratched.

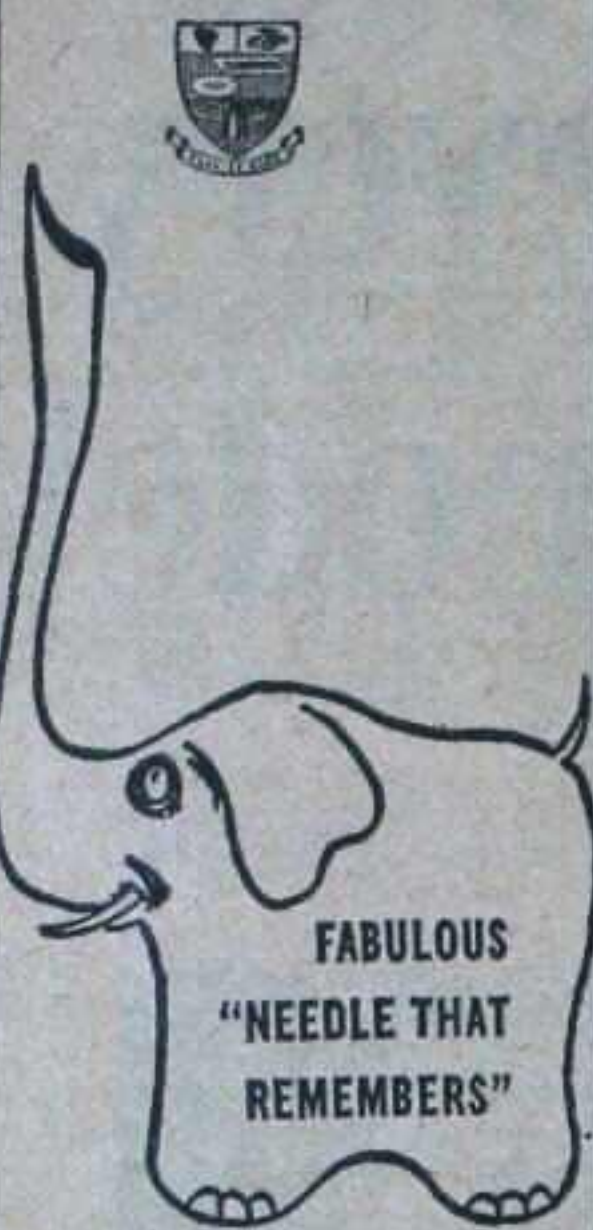
GE Cuts Gem
Styli Price

General Electric is reducing prices on cartridges with diamond needles. The price reduction, which affects the RPX and VR-II units, averages 18 per cent. It goes into effect with February 3 shipments.

In dollars and cents, the move means that most of the needles will be reduced from \$12.95 to \$9.95. At the same time, the price increase is attributed to higher material and manufacturing costs.

In all, 12 needles are affected by the price changes on diamonds. The prices of the company's 11 sapphire needles will not change.

The most popular cartridge model, the 4G-052 with a one (Continued on page 34)



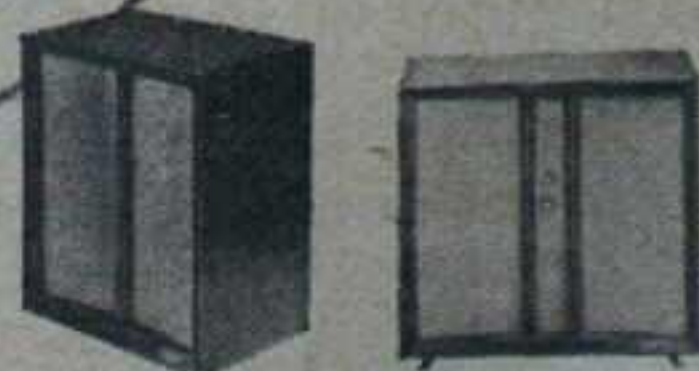
Why buy an ordinary needle, when for the same price you can own a Duotone Needle that actually "remembers". We keep your name, needle number, and equipment information on file at Duotone Sound Laboratories. When it's time for you to check or change your needle, we send you a reminder card. You never have to worry about a worn needle—not with the Duotone Needle That Remembers. Costs no more. At your favorite dealer.

DUOTONE COMPANY, INC.
KEYPORT NEW JERSEY
In Canada, Charles W. Pointon, Ltd.

SELL THE HI-FI
SOUND THAT SURROUNDS!

THE SHELBY DELUXE

This is the high quality Decca Hi-Fonic High Fidelity Home Music System. Features high sensitivity, low noise AM-FM tuner, deluxe 4-speed changer, 20-20,000 cps from 20 watt amplifier, 4-position presence control. DP-625 (Mahogany), DP-626 (Blonde) . . . both available without AM-FM tuner; THE SHELBY, DP-623 (Mahogany), DP-624 (Blonde). Call your Decca Salesman today for more information about the SHELBY DELUXE and Decca's complete "hi-fi sound that surrounds" phonograph line!



Choice of matched hi-fi speaker enclosures available. (At left) THE KNOX; DP-820 (Mahogany), DP-821 (Blonde), DP-822 (Walnut). (Right) THE HANCOCK; DP-811 (Mahogany), DP-812 (Blonde).

ALL U. S. APPROVED

DECCA hi-fonic PHONOGRAPHS A NEW WORLD OF HI-FI SOUND

buying, customers. These listeners-only are often record connoisseurs. We have to sound them out. It always pays off to give a break to a music lover who is broke. He may come back later as a grateful customer.

Goethe's record promotion consists in a special record display about twice a year and well-studied press advertising based on the fact that Frankfurt is a center for German classical concerts, with a steady succession of performers. When the press carries a notice of such a concert, Waechtershaeuser arranges to have a space adjacent where he advertises records of the conductor, soloist or singer performing. At the same time he advertises records of the music to be performed as conducted or played or sung by other artists.

Discounters and Clubs

Each way has a two-sided appeal. When the local performance is bad, music lovers want to chase down the jolt they had in the audience by buying a good record. When the local performance was good, the music lover may want to recapture the rapture. Sometimes the music lover wants to compare this performance with others.

Only six German producers make top quality brand-name records in Germany's output of 50 million records a year. They are high-priced, ranging from \$2.86 to \$3.78 for a 10-inch and from \$4.53 to \$5.73 for a 12-inch. Recently, mail order records 40 per cent lower in price, complicates the business, as they are distributed thru operations such as book and record clubs, jazz societies and the like. Usually these records have to be thrown away after about 50 playings. German stores have tried to meet this competition by importing high quality records, including a large proportion from the U. S., and to distribute in their stores the same cheap German records as are sold by mail order.



"OK! OK! So the Fred Astaire always comes out in you when you hear a JENSEN NEEDLE."



Coming February 17
The first of four
Tape Quarterlies
spotlighting . . .
TAPE EQUIPMENT

From Broadway's newest smash hit musical!

ON CAPITOL RECORDS

3 GREAT ALBUMS of MEREDITH WILLSON'S



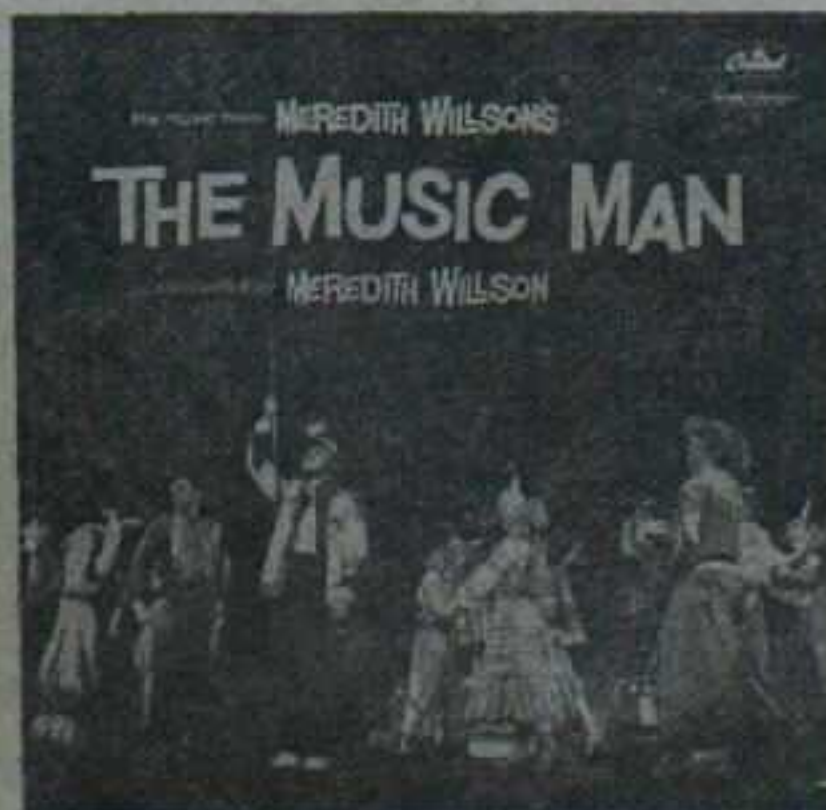
THE MUSIC MAN

3 of Your Biggest Sellers for '58!



ORIGINAL BROADWAY CAST ALBUM Warm and wonderful songs, direct from Meredith Willson's smash Broadway hit! • WAO 990 • Also available on Capitol stereo tape ZF-41

EXCLUSIVE ON



the music from MEREDITH WILLSON'S THE MUSIC MAN • The composer himself conducts an exciting instrumental version of The Music Man! T991



DANCE TO THE MUSIC MAN • Four of the nation's top bands, featured in a Music Man dance album! Freddy Martin • Glen Gray • "Pee Wee" Hunt • Guy Lombardo • T996

Tape Sales Spotty in Detroit

• Continued from page 30

—so the customers have to buy them unheard.

Bergh's final comment suggests that this manufacturer policy may be self-defeating, because experience indicates that customers who hear the new tapes are so pleased they simply don't bring them back—"Nobody will buy stereophonic unless they hear it—and once you hear it, you're sunk—you're a customer!"

Better Selection

The entry of the big companies in tape has brought about a better selection which means better business, according to Speros (Bud Bell) Dendrino, manager of the Bell Record Shop, a small suburban outlet which has established an enviable record for its sales especially in the pop field.

"As in records, they buy artists more than anything else. I have one customer who has about every classical tape from every one of the major companies—because he knows the artists are good—whereas on the others, the small companies, he may not be sure. A lot of people are more interested now than a year ago because of the better artists."

Expects 100 Increase

Lack of space to demonstrate tape is a problem for the small store like this—Bell plans to make some changes that will permit this after the first of the year. Ninety per cent of tape, he believes, is sold by stores that also handle the equipment at present.

For 1958 he anticipates an increase of about 100 per cent in tape sales—in contrast to record

sales which he expects to show no increase, or possibly even a drop, because of discount and mail order house competition.

Cost, with stereo tape the type in demand, is a big deterrent, tho the improved sound, compared to recordings, gives tape better acceptance, he says. Equipment costs several hundred dollars, compared to \$100 for a good phonograph, and tapes \$11 to \$12, compared to \$3 to \$4 for a record. The average music buyer cannot be a prospect, he points out.

Hard to Get

Tape does not offer many special problems to the dealer, beyond demonstration facilities. One has been availability—good tapes have been so limited that it has been a case of being hard to get the ones you want.

Attractive packaging by the major companies is a big factor in helping build tape sales—"they sell themselves on the

shelves," says Dendrino, but "some of the small companies' products are quite drab."

With the tapes now available, it is possible to handle a variety to meet the requirements of about every type of customer—classical, jazz, and the like, but "even tho there is a lot of tape available overall, the fact that there are few tapes from the major companies is probably the biggest problem in merchandising." It is difficult "to build a representative stock, as compared to records."

May Enter Field

An interesting sidelight on tape suggesting its potential in the specialized market fields, was the commentary of James Crutcher, buyer of Collins Music Shoppe, one of the outstanding record shops in the city. Noting that because of the chronic depressed state of this market for months, "We are not interested in anything now but the money," he outlined his firm's policy on tape:

"We have not had any calls for recorded tape. At the present time we do not carry any, and in the depressed state of the record market in our field, we are very cautious about branching into new lines."

"We would like to introduce tape into this area, and may go into it after the first of the year. . . . There is no reason why it should not go over, especially with a good offering of modern jazz."

Tape Firm Ups Price

Stereophony, Inc., has hiked the price on its line of "C" series stereo tapes by a dollar. At the same time, the firm announced two limited-time volume buying offers to dealers.

All "C" series tapes—except the C-80 Sampler are upped from \$8.95 to \$9.95, an unexpected bonus for dealers with stocks on hand who can pocket the mark-up.

For a limited time, Stereophony will include \$50 worth of tapes with purchases of \$500 or more at dealer net of the EMC tape player. The player—introduced late last fall—retails at \$189.95 and at \$89.95 in deck form.

With the plan, dealers can expand stocks at no extra cost while enjoying an increased profit potential of 10 per cent. Stereophony is also including six T-50 Balancing Tapes at no cost with each order for 24 tapes or more.

The company announces other changes. It has ceased production of staggered tapes. All recordings previously released on five-inch reels will be transferred to seven-inch reels.

Sales manager Dick Carlson says that most changes were suggested by dealers. He also says that several dealer merchandising programs are in the advanced planning stages, and will be announced shortly.

GE Cuts Gem

• Continued from page 32

mil diamond needle and three mil sapphire, will go up in price from \$19.33 to \$19.95 as a result of the change. But despite the cartridge price increase and the diamond decrease, the seven VR-II models bear lower prices than their RPX-type predecessors did a year ago. For example, the RPX-052, now replaced by the improved 4G-052 VR-II, carried a list price of \$23.57.

Here's the new price schedule:

"Clip-in-Tip" Inserts for VR-II Cartridges:

Number	New Price
4G-01D	\$9.95
4G-02D	9.95
4G-03D	9.95

"Clip-in-Tip" Inserts for RPX Cartridges:

RPJ-01D	\$9.95
RPJ-02D	9.95
RPJ-03D	9.95

"Baton" Stylus for Older RPX Cartridges:

RPJ-004	\$10.50
RPJ-002	10.50
RPJ-003	10.50

"Clip-in-Tip" Dual Stylus for RPX Cartridges:

RPJ-012A	\$19.95
RPJ-013A	11.95
RPJ-011A	19.95

Old and New VR-II Cartridge

4G-052	\$19.95
4G-053	30.95
4G-061	17.95
4G-063	17.95
4G-050	9.95
4G-040	7.50
4G-041	7.50

SYMPHONIC

Presents an All New Combination
With Features, Performance and Value
that are Unmatched in the Industry!

Higher
profits

HIGH FIDELITY PHONOGRAPH WITH AM-FM RADIO

Model 1275

List Price

179⁹⁵

Prices Slightly Higher South and West

No other manufacturer has anything to match this great new Symphonic value leader. You give your customers three great mediums of home entertainment at a new low price.

Three heavy duty Alnico V PM speakers: 10" woofer, 8" mid-range, 3 1/2" tweeter. Electronic crossover network. Precision AM-FM radio. FM radio band, 88 to 108 MC. AM radio band 535 to 1650 KC. Latest VM deluxe intermix, jamproof 4-speed automatic record changer. Loudness, treble and bass controls. All-weather Sonotone ceramic cartridge, dual sapphire needles. Luxury styled cabinet in rich mahogany veneers, blonde, fruitwood. Size 17 1/2" x 28 1/2" x 29 1/4".



Symphonic is the only phonograph manufacturer awarded the coveted Good Housekeeping Seal



Symphonic phonographs are doubly guaranteed. One year on all tubes and parts . . . three months' service



Model 1267: 4-Speed Automatic High Fidelity Table Model Phonograph
List \$89.95



Model 1268: 4-Speed Automatic High Fidelity Console Phonograph
List \$119.95



Model 1269: 4-Speed Automatic High Fidelity Radio-Phono Combination
List \$139.95



Model 1277: 4-Speed Automatic High Fidelity AM-FM Radio-Phono Combination
List \$299.95

Write to Symphonic Dept. BI-3 For Nearest Distributor



SYMPHONIC RADIO & ELECTRONIC CORP.
America's Largest Exclusive Manufacturer of Phonographs
235 JERSEY AVE., NEW BRUNSWICK, N. J.



NEW!
THE FOUR COINS
MY LOVE LOVES ME
b/w
New World
Epic 5-9258



NEW!
DOC BAGBY
CRAZY CHEMISTRY
b/w
Happy Feet
Okeh 4-7098



BIG!
ROY HAMILTON
DON'T LET GO
b/w
The Right to Love
Epic 5-9257



BIG!
SAL MINEO
LITTLE PIGEON
b/w
Cuttin' In
Epic 5-9260



WATCH!
THE SOPHOMORES
CHARADES
b/w
What Can I Do?
Epic 5-9259



WATCH!
JIMMY McPARTLAND'S
ALL-STARS
SEVENTY-SIX TROMBONES
b/w
Marian the Librarian
(Both from "The Music Man")
Epic 5-9261

New Releases

ANN REYNOLDS
SUGARY LIES
b/w
I Like You
Epic 5-9254

LEE KANE
TO YOU I GIVE MY LOVE
b/w
It's All Your Fault
Epic 5-9256

The Pick of the Hits are on . . .

EPIC-OKEH a product of CBS

"EPIC," "OKEH" Marks Reg. "CBS" T.M.





DON GIBSON'S ORIGINAL

IS ON RCA VICTOR!

**OH
LONESOME
ME**

c/w

47/20-7133 New Orthophonic High Fidelity

I CAN'T STOP LOVIN' YOU

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



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JANUARY 25

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	2	96	My Fair Lady Original Cast, Columbia CL 5090	Columbia
2.	6	7	Warm Johnny Mathis, Columbia CL 1078	Columbia
3.	3	13	Pal Joey Sound Track, Capitol W 912	Capitol
4.	4	45	Around the World in 80 Days Sound Track, Decca DL 9046	Decca
5.	1	13	Ricky Ricky Nelson, Imperial IMP 9048	Imperial
6.	—	1	Come Fly With Me Frank Sinatra, Capitol W 920	Capitol
7.	5	16	Pat's Great Hits Pat Boone, Dot DLP 3071	Dot
8.	8	58	Hymns Tennessee Ernie Ford, Capitol T 758	Capitol
9.	7	82	The King and I Sound Track, Capitol W 740	Capitol
10.	9	125	Oklahoma! Sound Track, Capitol SAO 595	Capitol
10.	10	39	Songs of the Fabulous Fifties Roger Williams, Kapp KXL 5000	Kapp
12.	21	5	Annie Get Your Gun TV Cast, Capitol W 913	Capitol
13.	13	73	The Eddy Duchin Story Sound Track, Decca DL 8289	Decca
14.	24	8	'S Marvelous Ray Conniff, Columbia CL 1074	Columbia
15.	—	17	Where Are You? Frank Sinatra, Capitol W 855	Capitol
16.	18	30	A Swingin' Affair Frank Sinatra, Capitol W 803	Capitol
17.	—	1	Lester Lanin at the Tiffany Ball Epic LN 3410	Epic
18.	15	7	April Love Sound Track, Dqt DLP 9000	Dqt
19.	16	8	The Roaring Twenties Charleston City All-Stars, Grand Award GA 33-340	Grand Award
20.	22	29	Love Is the Thing Nat King Cole, Capitol W 824	Capitol
21.	12	16	Belafonte Sings of the Caribbean Harry Belafonte, RCA Victor LPM 1505	RCA Victor
22.	—	25	Spirituals Tennessee Ernie Ford, Capitol T 818	Capitol
23.	25	208	South Pacific Original Cast, Columbia CL 4180	Columbia
24.	—	17	Wonderful, Wonderful Johnny Mathis, Columbia CL 1028	Columbia
25.	23	15	The Pajama Game Sound Track, Columbia OL 5210	Columbia
25.	—	2	The Helen Morgan Story Sound Track, RCA Victor LOC 1030	RCA Victor

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.

Jazz Albums

DAVE DICKS DISNEY (1-12)—The Dave Brubeck Quartet. Columbia CL 1059

Another top effort from the Brubeck crew. The themes are from Walt Disney films. The set features some of the best work to date by Brubeck with equal virtuosity displayed by altoist Desmond, Norman Bates on bass and Joe Morello, drums effectively pace the soloists. "Alice in Wonderland" with varying three-four and four-four tempos is the highlight.

BASIE (1-12)—Roulette R 52003

The Basie band's debut on the Roulette label is an auspicious one. The recorded sound and balance are excellent. Assemblage of Neal Hefti arrangements play up the strong rhythm surge and ensemble strength of the ork. Program gives perspective of today's Basie. Try "Lil' Darlin'" and "Double-O" as demo tracks. Cover is descriptive of Basie brand of jazz.

Special Merit Jazz Album

GOIN' TO CHICAGO (1-12) Jimmy Rushing, Blues Singer; Sam Price, Piano, & Various Artists. Vanguard VRS 8518

An outstanding blues package by one of the great blues masters. Style is in the authentic declamatory tradition, with Kansas City-style instrumentation. Jo Jones on drums and Walter Page on bass are Count Basie veterans, whose influence is, of course, potent in this package. Selections include such great blues as "How Long," "I Want a Little Girl," "How You Want Your Lovin' Done?" Notes by John Hammond and an excellent cover showcase the material. Connoisseurs will want this.

New Jazz Talent Album

LIFE IS A MANY SPLENDORED GIG (1-12)—Herb Pomeroy Ork. Roulette R 52001

The charging Herb Pomeroy ork out of Boston presents a brace of fine performances with sharp, well rehearsed (often essaying Basie and Herman) arranging flavors. The band is enthusiastic and compels by sheer rhythmic impact. Unidentified tenorist, reminiscent of Zoot Sims, and trumpeter Joe Gordon are solo stand-outs. Try "Wolafunt's Lament" and "Feather Merchant" as demo-tracks. Could sell well to buyers of modern big-band sound, if shown.

— Album Cover of the Week —



ELEANOR ROOSEVELT, Riverside RLP 7012. Wonderfully detailed color photo of Mrs. Roosevelt is by Paul Weller and Paul Bacon. The arresting shot will certainly draw sales.

Most Played by Jockeys

FOR SURVEY WEEK ENDING JANUARY 25

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

1. WARM
Johnny Mathis Columbia CL 1078
2. 'S MARVELOUS
Ray Coniff Columbia CL 1074
3. RICKY
Ricky Nelson Imperial IMP 9048
4. LESTER LANIN AT THE TIFFANY BALL
Lester Lanin Epic LN 3010
5. YOUNG IDEAS
Ray Anthony Ork Capitol T 866
6. PAL JOEY
Sound Track Capitol W 912
7. JUST ONE OF THOSE THINGS
Nat King Cole Capitol W 903
8. PAT'S GREAT HITS
Pat Boone Dot DLP 3071
9. WE GET LETTERS
Perry Como Victor 1463
10. LOVE IS THE THING
Nat King Cole Capitol W 824
10. WONDERFUL, WONDERFUL
Johnny Mathis Columbia CL 1028



Best Selling Pop EP's

FOR SURVEY WEEK ENDING JANUARY 25

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.

1. JAILHOUSE ROCK
Elvis Presley RCA Victor EPA 4114
2. RICKY
Ricky Nelson Imperial EP 153
3. HYMNS
Tennessee Ernie Ford Capitol EAP 1-758
4. SPIRITUALS
Tennessee Ernie Ford Capitol EAP 1-818
5. THE EVERLY BROTHERS
 Cadence CEP 105
6. LOVING YOU
Elvis Presley RCA Victor EPA 1-1515
7. JUST FOR YOU
Elvis Presley RCA Victor EPA 4041
8. JUST A CLOSER WALK WITH THEE
Pat Boone Dot DLP 1056
9. ELVIS
Elvis Presley RCA Victor EPA 992
10. FOUR BY PAT
Pat Boone Dot DEP 1057

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

725

Name _____
 Occupation or Title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

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

AMERICA'S FOREMOST CONDUCTOR OF CONCERT FAVORITES

CARMEN DRAGON

Conductor-composer-arranger

Famed for his best-selling albums with
the Hollywood Bowl Symphony Orchestra:
Gypsy!, *Russkaya!*, *Fiesta!*, *Chopin by Starlight!*.

For almost a decade, musical director of
the *Standard School Broadcast*.

Has scored over 30 motion pictures.
Academy Award winner.

Guest conductor with major symphony
orchestras throughout America.

Now CAPITOL FEATURES

CARMEN DRAGON

in the first of his own series of great light classical albums!
conducting the Capitol Symphony Orchestra in



A WORLD OF MUSIC

An array of familiar music by Bizet, Smetana, Johann Strauss, Tchaikovsky, Debussy, Brahms, others, in dazzling high fidelity. PAO 8412



SERENADE

Symphonic music in the romantic mood. Grieg, Mendelssohn, Tchaikovsky, Saint-Saens, Rubinstein, others. PAO 8413

Incomparable High Fidelity



Full Dimensional Sound



The Greatest Symbol In Sound

Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its potential in the particular field under which it is classified.)

SPOTLIGHT—Top demand, sure-fire merchandise
★★★★—Essential inventory
★★★—Special Artistic Merit, Worth Pushing

★★—For dealers who have the extra money and space
★—For dealers who stock everything
 Doesn't supersede other available versions

★★★★ POPULAR

VIC DAMONE: ANGELIA MIA
 (1-12") Columbia CL 1088
 Here's a romantic package for jocks. Damone warbles warmly on a group of Mediterranean tunes — "Arrivederci, Roma," "Just Say I Love Her," "You're Breaking My Heart" (his first big singles hit), etc. Title tie-up with Damone's frau, beautiful Italian-born film star Pier Angeli is chatter-fodder for jocks, while general excellence of vocal chases offers additional spin-incentives.

ANDY WILLIAMS
 (1-12") Cadence CLP 3002
 A dozen sides by Andy Williams, all of which were first on singles, have been neatly packaged here for the singer's fans. Set includes past hits like "Canadian Sunset," "I Like Your Kind of Love," "Baby Doll," and "Butterfly." Can be profitable over a period, particularly as long as Williams gets TV exposure and an occasional singles seller.

RAINFREE COUNTY
 Music From the Sound Track (1-12") RCA Victor LOC 6000
 This handsomely packaged, de luxe double-pocket LP spotlights Johnny Green's lushly dramatic score (specially edited by Green for this disk) for the lengthy movie, starring Elizabeth Taylor and Montgomery Clift. Album's appeal is almost wholly to movie fans. Altho backed by spectacular promotion, film received bad notices. Box office record chalked up by picture will ultimately determine strength of album.

★★★★ POPULAR

A MAN AIN'T SUPPOSED TO CRY
 Joe Williams (1-12") Roulette R 52005
 A convincing, well performed ballad set. Williams' chief claim to fame has been his blues singing with the Count Basie org. Here, we're exposed to another side of his talent, and one that is formidable. Support of the Williams voice by Jimmy Mundy and orchestra is mellifluous yet unobtrusive; material in the standard category. Could do well if shown.

THE CHORDETTES
 (1-12") Cadence CLP 3001
 Most of the selections were hits as singles for the chicks. Prime appeal will be the teen buyer. Numbers include their million-seller, "Mr. Sandman," "Eddie My Love" and their recent click, "Just Between You and Me." Good cover shot of artists.

POWDER PUFF
 The Johnny Hamlin Quintet (1-12") RCA Victor LPM 1565
 Johnny Hamlin's last Victor release "Polka Dots and Moonbeams," did very well in the field and this new set, on the same order, should also grab sales. The Hamlin combo plays a mixture of pop and jazz, not the type of jazz for the real fans, but a style that will appeal to pop and jazz buyers of post-college age. Listenable music.

THE ROARING 20'S
 Grady Martin and the Slow Foot Five (1-12") Decca DL 8648
 A nostalgia-drenched package that will prove a gasser to those in their mid-40's. The two-beat arrangements and performances of the Grady Martin band are swinging and bright, and the musicianship is deft and full of heart. Songs include "Swingin' Down the Lane," "Mary Lou," "Chicago," etc. Album is one of the "Songs of Our Times" series.

★★ POPULAR

HERE'S TO MY LADY
 Bobby Troup With Russ Garcia Orgk (1-12") Liberty LRP 3078
 Warm, intimate readings of tender love songs by song stylist Bobby Troup, with sensitive backing by the Russ Garcia orchestra. Tunes include "I've Grown Accustomed to Her Face," "Crazy She Calls Me," "Wait Till You See Her," and others on the same order. Troup's many fans will like it.

SING AROUND THE PIANO
 Leo Stein Band (1-12") Coral CRL 57201
 Nostalgia-laden package of tunes, with

the album title keynoting the general flavor. Stein's pianistics will be relished by adults. Great for gatherings, parties for young and old. Material comprises a batch of great standards, as "Alexander's Ragtime Band," "For Me and My Gal," "Shine On Harvest Moon," etc.

THANK YOU FOR A LOVELY EVENING
 Billy Butterfield Orgk (1-12") RCA Victor LPM 1590
 Swing band enthusiasts who still cotten to the works of the 1930's such as the bands of Miller, Goodman, Dorsey, et al., will enjoy this swinging dance set. It features the warm trumpet of Billy Butterfield backed by some of New York's top studio men. It contains a medley of 20 fine pop standards and will appeal to the over 30 crowd.

★ POPULAR

PRESENTING CAPRICE CHANTEL
 (1-12") RCA Victor LPM 1552

BELMONTE PLAYS LATIN FOR AMERICANS
 (1-12") RCA Victor LPM 1571

★★★ LOW PRICE-LATIN AMERICAN

JOSE AZAROLA & THE RHYTHM OF MIGUEL ALEGRE
 (1-12") Toreador T 501
CAFE MEXICANO
 (1-12") Toreador T 502
TRIO MONTEREY
 (1-12") Toreador T 503
LOS CANTORES DEL BOSQUE
 (1-12") Toreador T 504
LOS KEYS
 (1-12") Toreador T 505
ROBERTO G. RIVERA SINGS
 (1-12") Toreador T 506
LOS GITANOS SENORITAS
 (1-12") Toreador T 508
AZAROLA & HIS CRAZY PIANO
 (1-12") Toreador T 510
URTEAGA AT THE HAMMOND ORGAN
 (1-12") Toreador T 511
LOS CUARACHEROS DEL TROPICANA
 (1-12") Toreador T 529

These are the first of Montilla's new low-price \$2.98 releases. Prime appeal will be to devotees of Latin American music, tho there are packages that can appeal in a general market. The artists are well-known night club, movie and theater entertainers. Included in the group are instrumental dance sets, vocal albums and instrumental mood LP's. Covers are attractive. Reduced price tag on these "quality" sets can be a buy incentive.

★★★ LATIN AMERICAN

MEET THE CAVALLEROS-TITO GUIZAR & CHUCHO MARTINEZ GIL
 (1-12") Seco SCLP 9117
 Two top Latin American personalities present a listenable set of popular below-the-border songs. Guizar has enjoyed some success in American films also. In Latin American market, this can move well. Appeal in American popular market may be limited.

★★ LATIN AMERICAN

GAUCHOS SERENADE
 Trin America (1-12") Fiesta FLP 1223
 Here's a fine set for Latin-American fans featuring the Trin America on a first rate collection of melodies from below the border. The Trio sings the songs with vigor and feeling, providing their own accompaniment. This LP should get some action in Latin-American markets.

CHA CHA CHA-TANGO
 Argueso Orgk (1-12") Fiesta FLP 1225
 A fair enough cross section of Latin dancing fare. Included are Spanish titles in the tango, cha-cha-cha, mambo and merengue rhythms. All are instrumental in a big ork framework. Good use of color on the cover makes it suitable for display. Can move some copies with dealer push, where the clientele warrants it.

BLUE TANGO
 Rene Touzet & The Cha Cha Rhythm Boys & The Malagon Sisters (1-12") Fiesta FLP 1224
 Rene Touzet and the Cha Cha Rhythm boys turn in capable performances here

of a group of cha chas and mambos that will make good material for Latin terpers. They are aided by the Malagon Sisters who contribute bright vocals on "In a Little Spanish Town" among others. The tunes include pop standards and originals.

★ POLKA

PIC-A-POLKA
 Johnny Menko Orgk (1-12") Pikkik PLP 507

★★★ FOLK

MEXICAN PANORAMA
 (1-12") Vanguard VRS 9014
 A handsomely presented collection of Mexican folklore. There are 19 songs, varying widely, from almost pure Indian type songs with archaic harmony and melody structure, down to the highly Latinized and in some cases, Europeanized folk works. Beautiful recording job is supplemented by interesting explanatory notes on the background of each song. An impressive collector's item, not without interest for students of the hi-fi sound.

ANTONIO MOLINA
 With the Orchestra Montilla (Jimenez) & Lorenzo Aparicio, Guitarr (1-12") Montilla FM 113

The numbers were clefted by Molina, an artist whose deliveries are in the free, Flamenco style. The themes are based on folk idioms. Effective backing from Orquesta Montilla complements. The set can enjoy wide appeal in folk, International and Latin American markets.

★★ FOLK

POPULAR JEWISH MELODIES
 Cantor Elie Taube (1-12") Mercury MG 20257

Cantor Elie Taube is known in Europe as "The Voice of Israel." This package, recorded abroad, will be popular with lovers of Jewish folk culture. In some geographic areas dealers may well display this on Jewish festive occasions etc. Performances are excellent.

★ FOLK

THE SOUL OF HAITI
 Jean Vincent & Alberto Socarras Orgk (1-12") Vanguard VRS 9015

★★★ BAND

BAND MASTERPIECES
 The Goldman Band (Goldman) (1-12") Decca DL 8633

These recordings of the Goldman band bring to wax some of the more classic band works first performed by this group. Set includes four marches, plus overtures by Mendelssohn, Joseph Gosssec and William Schuman, written especially for band complement. Good performances can win attention on their own merits and on the sales value of the Goldman name.

PARADE OF THE CHAMPIONS
 Band of the Royal Netherlands Navy (1-12") Epic LN 3428

A varied and attractive band concert that presents material from musical comedies, semi-classical selections and traditional marches. The set is designed as a tribute to the noted band arranger, Paul Yoder. Sound is excellent. Market may be limited, but this is choice in this field. Selections include "Highlights from 'Oklahoma!'," "Parade of the Champions" and "A Salute to Grofe."

★★★★ SPOKEN WORD

WILLIAM FAULKNER READS FROM HIS WORKS
 (1-12") M-G-M E 3617 ARC

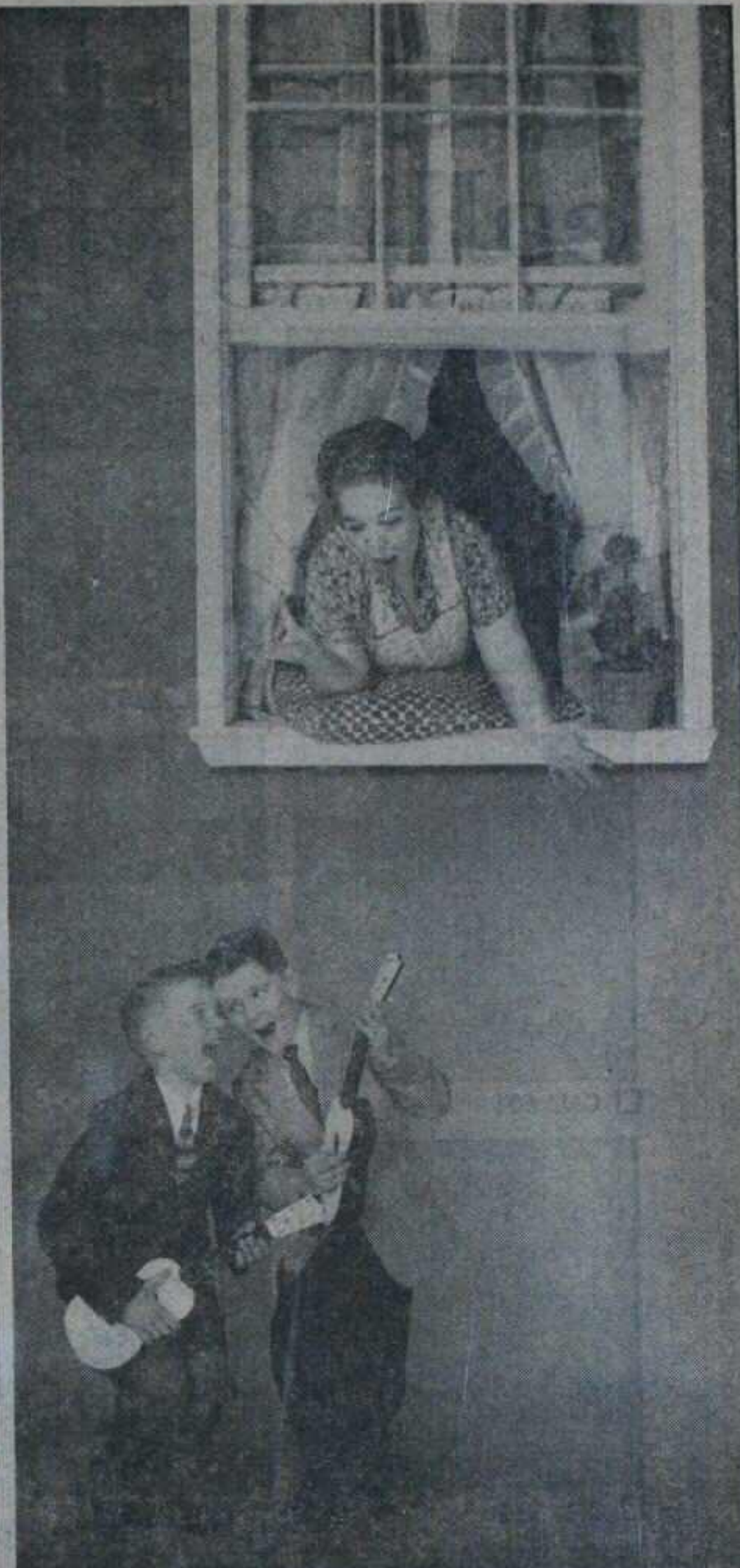
Nobel Prize winner William Faulkner beautifully handles — in a gentle Southern voice — excerpts from two of his works—"The Sound and the Fury" and "Light in August." A solid collector's item in its specialized field. Striking cover photo-study of Faulkner offers attention-provoking display for spoken-word market tie-ups with local literary groups, etc.

★★★ SPOKEN WORD

ELEANOR ROOSEVELT IN CONVERSATION WITH BEN GRAUER
 (1-12") Riverside RLP 7012

This is the latest in the label's modern voices series and it should receive much attention. Mrs. Roosevelt, in the years since her husband died, has become a person in her own right, and is looked to with affection, respect and reverence by peoples thruout the world. This record, with her thoughts on such subjects as "Conquering Fear," "Girlhood Days," aspects of FDR, her position as White House wife, and reflections on the future of the world, is not, from a historical sense a vital document. But, the picture it reveals of Mrs. Roosevelt, her intelligence, her sensitivity, her inner feelings, and her own knowledge of world affairs, makes it a most interesting and human document.

(Continued on page 42)



"SO IF YOU'RE THE EVERLY BROS., HOW COME ARCHIE DIDN'T PUT YOU ON A CADENCE LP?" The kids in question aren't big enough, but the Everly Brothers are. In fact, they're as big as singers can be. That's why Archie brings you a new Everly LP: ringin' with the good brothers' brand of pickin' and singin'. Get it in. Watch the sales begin.

THE EVERLY BROTHERS, CLP 3003 — \$3.98. This Little Girl Of Mine, Rip It Up, Maybe Tomorrow, I Wonder If I Care, Bye-Bye Love, Wake Up Little Susie, Brand New Heartache, Leave My Woman Alone, Keep A Knockin', Should We Tell Him, Be Bop A-Lula, Hey Doll Baby.

EVERLY BROTHERS, VOL. 1 CEP 104 — \$1.29. Wake Up Little Susie, Maybe Tomorrow, Bye Bye Love, I Wonder If I Care

EVERLY BROTHERS, VOL. 2 CEP 105 — \$1.29. This Little Girl Of Mine, Should We Tell Him, Leave My Woman Alone, Be Bop A-Lula.



CADENCE, 119 WEST 57th STREET, NEW YORK, N.Y.

CHECK your reasons for calling your distributor

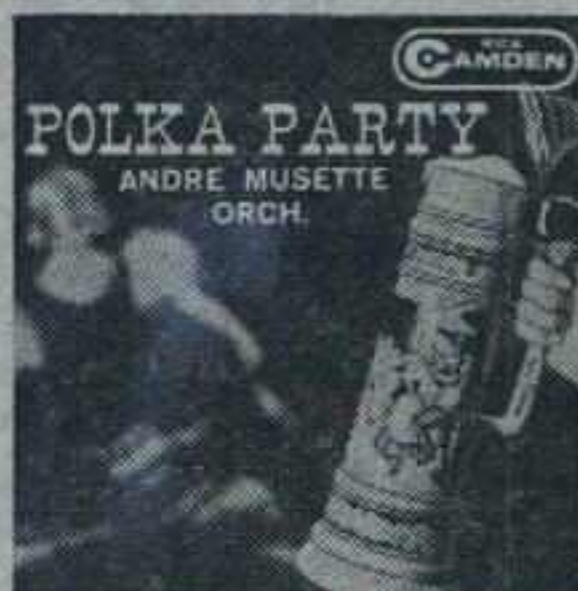

 CAL 315

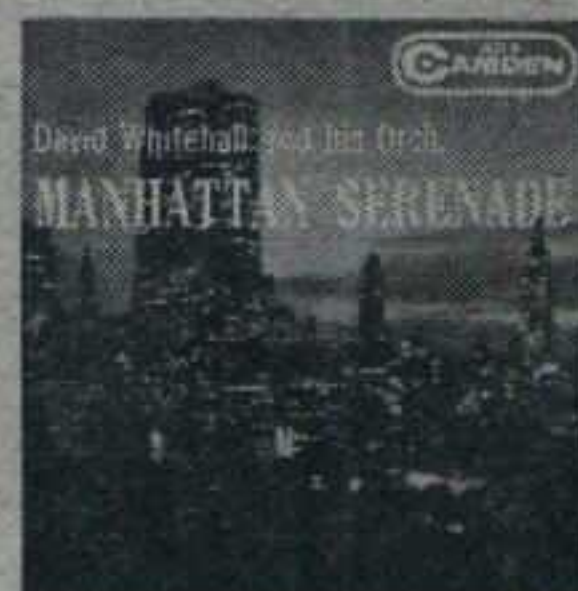
 CAL 316

 CAL 135

 CAL 126

 CAL 233

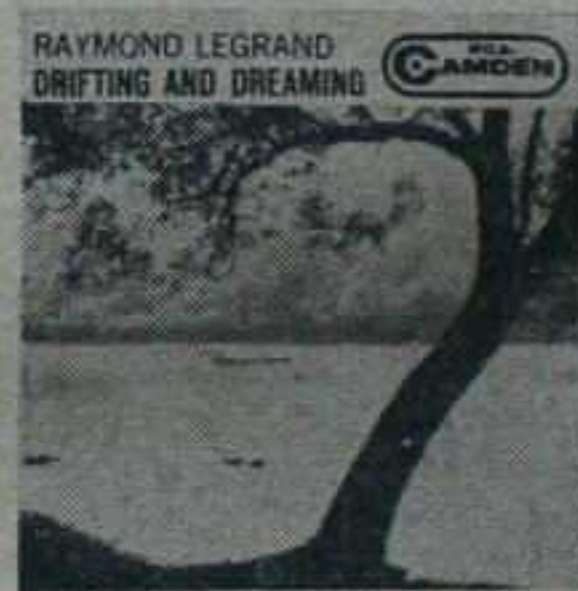
 CAL 404

 CAL 270

 CAL 397

 CAL 324

 CAL 384

 CAL 116

 CAL 394

 CAL 264

 CAL 356

 CAL 369

 CAL 381

 CAL 403

 CAL 323

 CAL 380

 CAL 405

 CAL 383

 CAL 321

 CAL 392

 CAL 255

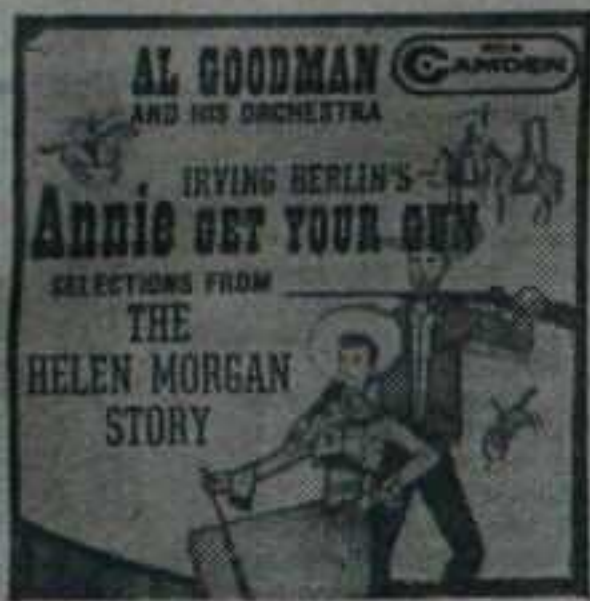
 CAL 352

ALL ARE ESTABLISHED L.P. BEST-SELLERS! ALL WITH 4-COLOR COVERS!

And whether they're pop albums (a full dozen selections in each), jazz, or classics, they're all big-name recordings at 1/2 the big-name price. Check your choice; call the man

— the same one who ships you your RCA Victor albums; get the albums out front where the covers can do their jobs. Then relax and start ringing up sales!

TODAY!



□ CAL 411



□ CAL 379



□ CAL 382



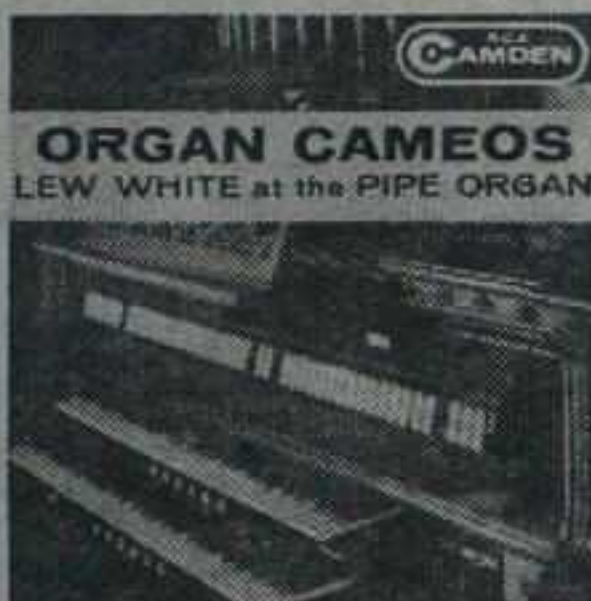
□ CAL 402



□ CAL 125



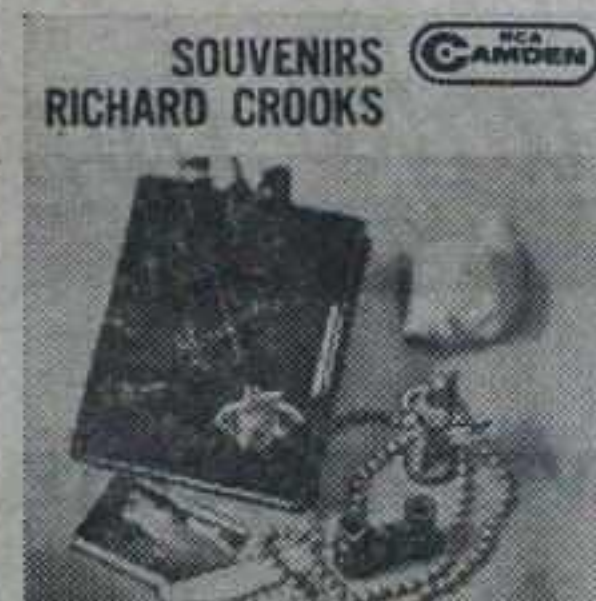
□ CAL 239



□ CAL 143



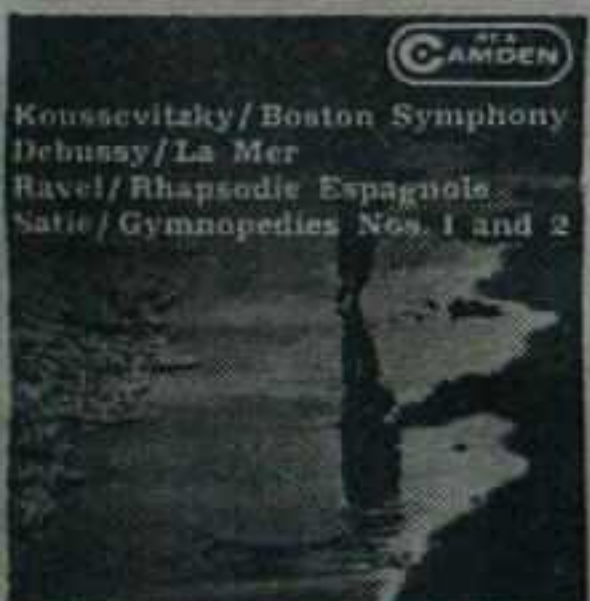
□ CAL 300



□ CAL 128



□ CAL 101



□ CAL 376



□ CAL 100



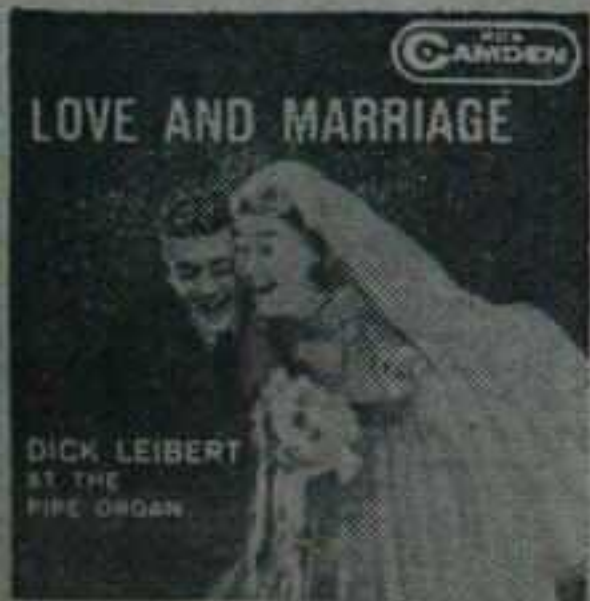
□ CAL 277



□ CAL 385



□ CAL 329



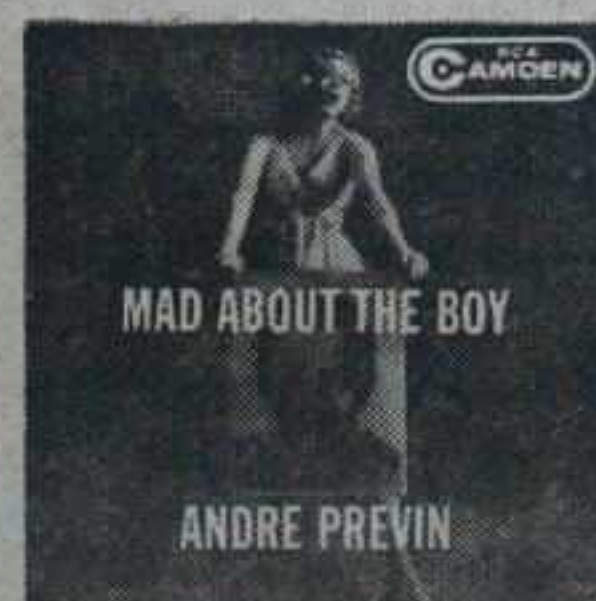
□ CAL 169



□ CAL 328



□ CAL 149



□ CAL 406



□ CAL 104



□ CAL 361



□ CAL 366



□ CAL 229



□ CAL 127



□ CAL 133

\$1.98 each

Manufacturer's nationally advertised price—optional with dealer





He just bought five L.P.'s!

HARD TO BELIEVE? ABSOLUTELY NOT!

As Mr. Recordbuyer reads through the latest issue of AUDITION, which he obtained at one of 1,100 record dealers across the nation, he learns of new album releases, reads reviews of top new albums and is stimulated by the full color reproductions of album covers.

Result: He goes back to the record store where he obtained his copy of AUDITION and buys those five LP's, the ones he learned about in AUDITION.

Moral: You'd better tell and sell your customers and prospective customers with AUDITION. Until they know what's available and that you've got it in stock, you're missing sales and profits.

Put AUDITION to work for you now. Enter your order now. Don't delay!



AUDITION
2160 Patterson St.
Cincinnati 22, Ohio

SIGNED _____

STORE NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

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

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

This is the order blank that will start AUDITION coming your way to help you increase sales and profits in 1958.

Copies of the February issue are available now!

• Reviews and Ratings of New Popular Albums

• Continued from page 39

ment. Many intelligent adults, especially women, will be interested in this LP.

SIR RALPH RICHARDSON READS JOSEPH CONRAD

(1-12") M-G-M E 3618 ARC
One of the offerings from the label's new "Arcady" spoken word series. Portions from Conrad's "Youth" and "Heart of Darkness" are read expressively by the actor. The selections deal largely with the author's travels and the adventure encountered. Richardson's name should be a buy incentive.

★★ SPOKEN WORD

THE POETRY OF LOVE

Read by Steve Allen; Incidental Piano Music Composed & Played by Steve Allen (1-12") Coral CHL 57198
Coral's jack-of-all-trades is something less than a master at poetry reading. However, Allen fans may enjoy the novelty enough to buy this LP. Allen underplays to the point of little emotional return on "Song of Songs," "How Do I Love Thee?" and various lines by Shelley, Shakespeare, Browning, etc. He's more effective on his own breezy love lyric "Love Note."

CARSON McCULLERS READS FROM THE MEMBER OF THE WEDDING AND OTHER WORKS

(1-12") M-G-M E 3619 ARC
Miss McCullers is, of course, one of the most important literary figures of our day. Unfortunately, she is not a good reader and this marks what might have been a very important spoken word recording. However, the album will still get much attention due to the

author's large following and the high interest in her works, especially "Member of the Wedding."

★★ INTERNATIONAL

LYDIA SCOTT—THE LATIN IDOL OF EUROPE

(1-12") Secco CELP 409
Miss Scott—singing in Spanish—brings warmth and considerable vocal excitement to her first Secco LP, which spotlights a group of melodic Latin tunes — "Que Sera," "Siboney," etc. Sultry photo of canary on cover should help LP sales.

PARIS MIDNIGHT

(1-12") Vanguard VRS 9015
A CONTINENTAL COCKTAIL
(1-12") Vanguard VRS 9026
VIENNA MIDNIGHT
(1-12") Vanguard VRS 9028

Liane Sings With the Boheme Bar Trio
Devotees of velvety-voiced Liane will recognize this trio of albums as being "conversions" from earlier 10-inch versions. But two or three new numbers have been smoothly "integrated" on each side to round them out to their new 12-inch dimension. The repackaged albums will make plenty of new fans, too. Perfectly showcased by the piano-bass-guitar of the Boheme Bar Trio, Liane's intimate style is as cosmopolitan as the Paris Ritz and as smooth as whipped cream on Viennese coffee. "Paris Midnight" is filled with haunting Gallic favorites; "A Continental Cocktail" is a once-over-lightly of everything from American lures to gypsy airs; but Liane's at her vocalizing best in the "wehshimera" odies of "Vienna Midnight."

• Reviews and Ratings of New Classical Albums

★★★★ CLASSICAL

BEETHOVEN: FIDELIO (3-12")—Leonie Rysanek, Soprano; Irmagard Seefried, Soprano; Dietrich Fischer-Dieskau, Baritone; Various Artists; Chorus of the Bavarian State Opera; Bavarian State Orch. (Friesay), Decca DXH 147
Beethoven's much admired, little performed opera receives splendid performance by German cast. Fischer-Dieskau and Irmagard Seefried are outstanding interpreters; Fricay gives notable performance, blending soloists, orchestra and chorus in well-placed reading. With little competition on disks, this important issue will do well, considering its less than top appeal among opera fanciers.

★★★ CLASSICAL

TRIBUTE TO ARTURO TOSCANINI (2-12")—Symphony of the Air, Roulette RSP 1
Label's entry into the classical field makes a splash with double-set by much publicized Symphony of the Air, "the orchestra that refused to die" after Toscanini's retirement. Brilliantly played conductorless sessions include: "Prelude to Die Meistersinger" by Wagner, Dvorak's "New World Symphony," Berlioz' "Roman Carnival Overture" and Tchaikowsky's "Nutcracker Suite." Popularity of selections and vestiges of loyalty among former vast radio audience should win sales, altho concert recording is less than perfect in sound.

★★★ CLASSICAL

BEETHOVEN: SYMPHONY NO. 3 CORIOLAN OVERTURE SYMPHONY NO. 5: LEONORE OVERTURE SYMPHONY NO. 6: FIDELIO OVERTURE SYMPHONY NO. 7: EGMONT OVERTURE (4-12")—Philharmonic Promenade Orch. of London (Boult), Vanguard VRS 1012, 1013, 1014, 1015
This series offers a number of attractive features: good, solid interpretations by Boult, well-played and well-recorded; sensible coupling, with a Beethoven overture allotted to each disk; striking artwork depicting Michelangelo sculptures. At the special price of \$2.98 per disk during February, these are bound to win friends, elsewhere. Later, of course, they will be subject to the tough competition that has accumulated for these works.

VIVALDI: L'ESTRO ARMONICO (3-12")—Jan Tomaszewski & Wladimir Baskowski, Violins; Chamber Orch. of the Vienna State Opera (Rozsa), Vanguard-Bach Guild BG 572-4
Especially at the bargain price of \$2.98 for the three-disk album, this beautifully realized effort should do well. Soloists and orchestra perform on high level, sound is good and packaging is attractive. The 12 concerti grossi in the opus provide a rich helping of Vivaldi's fertile production, familiar to many thru Bach's transcriptions.

TCHAIKOVSKY: SYMPHONY NO. 4 (1-12")—Concertgebouw Orch. of Amster-

dam (Dorati), Epic LC 3421
Altho there is numerous opposition, this issue can take its place among the best with regard to sound and to orchestral playing. Dorati's toning is bristly but somewhat less dramatic than some other readings.

★★ CLASSICAL

GRANADOS: SPANISH DANCES (1-12")—Eduardo Del Puerto, Piano, Epic LC 3423
This atmospheric set of 12 dances receives a flexible, nicely shaded performance, full of insight and projected in sympathetic style. Other Latin performers have eched good versions too, however, and present piano sound is not exceptional, so buyer has choice.

ON WINGS OF SONG (1-12")—Michel Plastro Orch. Decca DL 1675
Highly polished renditions of light classical melodies by Mendelssohn, Glazounov, Dvorak, Debussy, Rachmaninoff and others. Orchestra playing and content lean toward classical standards more than toward mood music, but album's appeal extends toward the latter category.

BEETHOVEN: VIOLIN CONCERTO (1-12")—Arthur Grumiaux, Violin; Concertgebouw Orch. of Amsterdam (Van Beethoven), Epic LC 3420
Accurate, well-proportioned playing in reading notable for restraint and good taste. Fine orchestral accompaniment and good sound enhance effect; Competition is enormous, however, so even growing interest in Grumiaux will not displace older versions.

RESPIGHI: ANCIENT AIRS & DANCES FOR THE LUTE; SUITES NOS. 1 & 2 FOR ORCH.; SUITE NO. 3 FOR STRINGS (1-12")—Vienna State Opera Orch. (Litschauer), Vanguard VRS 466
Good programming brings together on one disk all three Suites of "Ancient Airs" previously available in other combinations. Charming works are well played and recorded sound is still praiseworthy.

HAYDN: SYMPHONIES NOS. 92 & 104 (1-12")—Berlin Philharmonic Orch. (Rozsa), Decca DL 9859
Two superb works of the classical period are given considerable advantages of spirit, playing and recording. As a result this latest version can hold its own against considerable opposition already on hand. Dealers will have to sell quality, since some other versions have benefit of more potent names.

MACDOWELL: PIANO CONCERTO NO. 2; SONATA NO. 4 FOR PIANO; WOODWIND SKETCHES (1-12")—Marjorie Mitchell, Piano; American Arts Orch. (Strickland), Vanguard VRS 1011
Marjorie Mitchell exhibits brilliant pianistic gifts in her disk debut devoted to romantic selections by MacDowell. She is well recorded in the Grieg-like concerto, "Kalinka" Sonata and three well-known selections from "Woodland Sketches." Good

(Continued on page 44)

CHALLENGE



"TEQUILA"

The Original

A Smash in Los Angeles—Cleveland

"Train To Nowhere"

Challenge #1016

with

THE CHAMPS

"SO TOUGH"

Challenge #1013

with the

KUF-LINX

The Cash Box Dec. 28

Sleeper of the Week

"SO TOUGH" (2:21) [Lion BMI—G. Mears]

"WHAT 'CHA GONNA DO?" (2:03) [Sherman-Buddy Lee]

THE KUF-LINX

(Challenge 1013)

● The Kuf-Linx bound with a zestful performance as they rock out a quick beat offering, "So Tough." The team teams in excellent fashion and the resulting wax is an exciting release that should grab plenty of

action about the country. Stick close to this one. The coupling, "What 'Cha Gonna Do?" is an easy middle beat bouncer with an engaging treatment. Infectious and a strong backer-upper for "So Tough."

"MAYBELLE"

Challenge #1018

with

DAVE "I'm Available" BURGESS

The Cash Box Feb. 1

Sleeper of the Week

"MAYBELLE" (2:08) [Copar-Ridgeway BMI—Glasser]

"TAKE THIS LOVE" (1:57)

[Golden West BMI—Johnson, Wolfe, Burgess]

DAVE BURGESS (Challenge 1018)

● It looks as though the Challenge label will have its first big fat hit in a tune called "Maybelle," introduced on the label by Dave Burgess and the Champs. The number is a fantastic rock-a-billy jumper jam packed with sensational gimmicks that the kids are sure to love. The beat is just wild and Burgess' delivery of this country-flavored rocker is so commercial that it just can't miss. Don't let this sleeper slip thru your fingers. It's an all out smash. The lower lid, "Take This Love," is another rhythmic item with an inviting country flair. But it's the top half all the way.

CHALLENGE



TERRIFIC VALEN-TIMING!

MONTHLY BUDGET
SPECIAL

RCA
CAMDEN

\$1.98



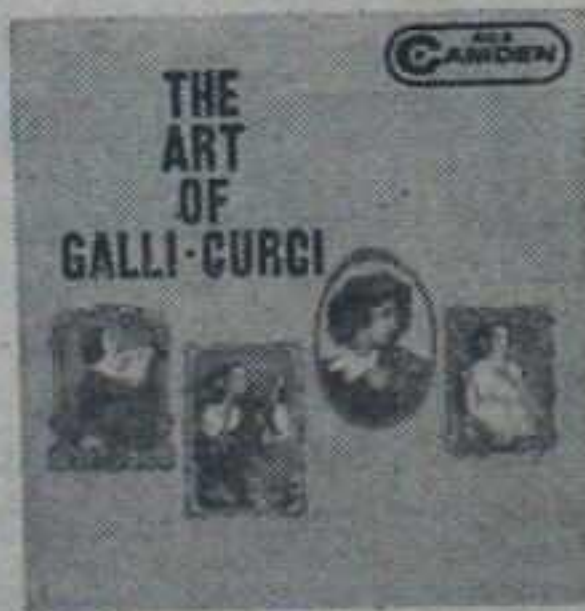
Tony Martin's first RCA Camden album — and it's tremendous! Tony sings two of his greatest hits: I Get Ideas and Kiss of Fire, plus ten sure-fire standards like I Could Write a Book, Singin' in the Rain, and Pagan Love Song. Even the cover is exciting — a full-color Valentine's Day "stopper" if there ever was one! And there are special liner notes! In High Fidelity. CAL-412.

These **RCA CAMDEN** profit picks of the month mean fabulous February figures!

\$1.98 for each 12" Long Play



Now Perez Prado is on RCA Camden! In this exciting addition to the RCA Camden "Designed for Dancing" series, his band plays 12 terrific mambos — 8 of which were recorded in Cuba. A brilliant High Fidelity album with a knockout full-color cover! CAL-409.



Hear Galli-Curci's immortal soprano in 12 recordings made at the peak of her career: arias from Rigoletto, Romeo and Juliet, La Traviata, and The Pearl Fishers; beloved songs like Home Sweet Home. Liner notes include all original recording dates. CAL-410.

SPECIAL FOR THE TEEN TRADE! 79¢

The one and only Jim Breedlove with four socko rock tunes: Rock & Roll Music, Swanee River Rock, Whole Lotta Shakin' Goin' On, and Lonesome Road. In New Orthophonic High Fidelity on "45" EP. CAE-447.



JIM BREEDLOVE
ROCK 'N' ROLL
MUSIC

Manufacturer's nationally advertised prices shown — optional

RCA
CAMDEN
A PRODUCT OF BIRD CORPORATION OF AMERICA

• Reviews and Ratings of New Classical Albums

• Continued from page 42

competitive edition of Concerto exists, so interest will center on new artist and on combination of works.

LECOQ: LA FILLE DE MADAME AN-GOT (HIGHLIGHTS) (1-12") — Lyne Cumis, Claudine Collart, Henri Legny, Robert LÉty, Various Artists; Grand Orch. and Chorus (Etcheverry). Epic LC 3424

Selections have been popular for years in guise of orchestral suite. As performed here in original vocal form by stylish soloists, music has even greater charm. Can be suggested to wide audience receptive to Offenbach's type of 19th century French operetta.

BACH: MAGNIFICAT IN D; CANTATA NO. 50 (1-12") — Various Artists; Choir & Orch. of the Vienna State Opera (Frohnska). Vanguard-Bach Guild BG 855
Realistic recording of fine performance of "Magnificat" can readily compete with existing versions. Soloists, orchestra and chorus are masterfully led by Frohnska. "Cantata No. 50," new to long play, offers additional attraction.

ARNOLD: TAM O'SHANTER OVER-TURE; BECKUS THE DANDIPRATT

OVERTURE; SYMPHONY NO. 2 (1-12") — Royal Philharmonic Orch. (Arnold & Hollingsworth). Epic LC 3422

Healthy, exuberant scores by the Young English composer are splendidly set forth in hi-fi. "Tam O'Shanter" is brilliantly descriptive, after Burns' legendary poem. "Beckus" is a sort of English "Till Eulenspiegel." Altho the works are not too familiar from U. S. performances, they are easily appreciated and have the advantage of boldly colored scoring.

★ CLASSICAL

MOOR: SUITE FOR FOUR CELLOS; BARTOK: OLD DANCE TUNES FROM 15 HUNGARIAN PEASANT SONGS; VIVALDI: CONCERTO GROSSO; JON-GEN: TWO PIECES (1-12") — New York Philharmonic Cello Quartet. Decca DL 9946

PORTER: STRING QUARTET NO. 8; CARTER: EIGHT ETUDES & A FAN-TASY FOR WOODWIND QUARTET (1-12") — Stanley Quarter of the University of Michigan; Members of the New York Woodwind Quintet. Composers Recordings CRI 118

• Reviews and Ratings of New Jazz Albums

★★★ JAZZ

JAZZ FOR LOVERS

Coleman Hawkins, Kenny Dorham, Zoot Sims, Herbie Mann, Don Elliott, Mundell Lowe and Various Artists (1-12") Riverside RLP 12-224

An assemblage of superior love songs given jazz interpretation by a variety of noteworthy jazz artists. Actually the album program was culled from various other Riverside LP's, and the buyer gets good run for his money. Generally the performances are very good. Try "Laura" by the Coleman-Hawkins-J. J. Johnson unit, "Fools Rush In" by Zoot Sims Quintet. Could sell to the jazz coterie and pop buyers, as well.

DRUMMIN' THE BLUES

Max Roach, Stan Levey & Howard Rumsey's Lighthouse All Stars (1-12") Liberty RLP 3864

An informal session devoted to the blues, and spotting the drumming of top stick welders Max Roach and Stan Levey. The improvisations of accompanying players—C. Candoli, B. Perkins, F. Rosolino, D. Shreve, etc.—are generally interesting. Instrumental solos are not overly long and are always pertinent to the particular selection's architecture.

THAT'S HIM!

Abbey Lincoln With the Riverside Jazz Stars (1-12") Riverside RLP 12-251
Miss Lincoln is a comer with a flare for the dramatic and an effective delivery resembling that of Ethel Waters in her youth. She is likely to appeal to audience in and beyond the jazz coterie. Material treated is provocative; some of it off-beat, some in the standard category. Support of Sonny Rollins, M. Roach, F. Chambers, K. Dorham and W. Kelly is exemplary in its sensitivity.

GREAT IDEAS OF WESTERN MANN
Herbie Mann's Californians (1-12") Riverside RLP 12-245

An addition to the plethora of Mann LP's that have hit the market in past months. This time, however, the flutist turns to bass clarinet—a convincing earthy-sounding jazz instrument when well played. Mann and pianist J. Rowles, trumpeter J. Sheldon have their moments of warmth, flow and conviction, but the time feeling here is not as secure as it might be, tending to detract a little from basic appeal of set. Mann's name should have some drawing power.

★★ JAZZ

MOVIN' IN

Specs Powell & Company (1-12") Ronette R 51004

Modernly shaded swing music by a medium sized band that often essays a big band impact. Over-all approach is straight-forward arrangements by Powell and Ray Copeland are unpretentiously swinging. Solos by trombonist J. Cleveland, trumpeter L. Meriah, pianist H. Jones and altoist-baritonist S. Shihab are worthwhile. Could sell share to both swing and modern customers, if shown.

EASY SWING

The Nat Pierce Band & The Mel Powell Band (1-12") Vanguard VRS 8519

A conversion of earlier waxed material by the two veteran stylists working with their separate combos. The Pierce sides strongly show his Basic, Herman background in a very relaxed swinging framework. The Powell group swings too, in a setting somewhat more disciplined with emphasis on strong ensemble passages. Listenable wax.

New Sound Perks A.&R. Ears

• Continued from page 13

Chantels have come up with a hit called "Maybe." In addition records by the Blossoms on Capitol, the Storey Sisters on Cameo and the Sisters on Atlantic, all new girl groups, are getting solid promotions from their respective companies.

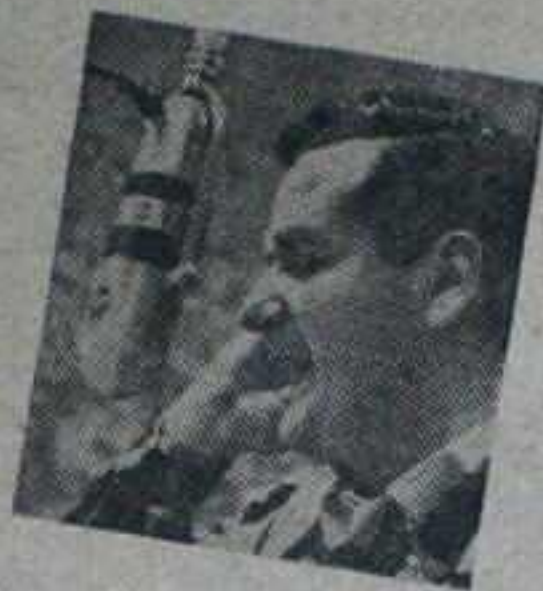
Instrumental Hype

Instrumentals have never been out of favor. But the rock and roll instrumental suffered a bit due to the great demand on the part of the teen-age buyer for male vocalists. "Raunchy" has changed all that. Diakeries issue rock-and-roll instrumentals today at a much heavier pace than a year ago. The success of "Sall Along Silvery Moon," "Soft" and "Hard Times (The Slop)," and the near-success of "Yellow Dog Blues," as well as the impact of "The Swinging Shepherd Blues," has spurred the output. Perhaps the kids are dancing more now than they used to due to the various TV bandstands

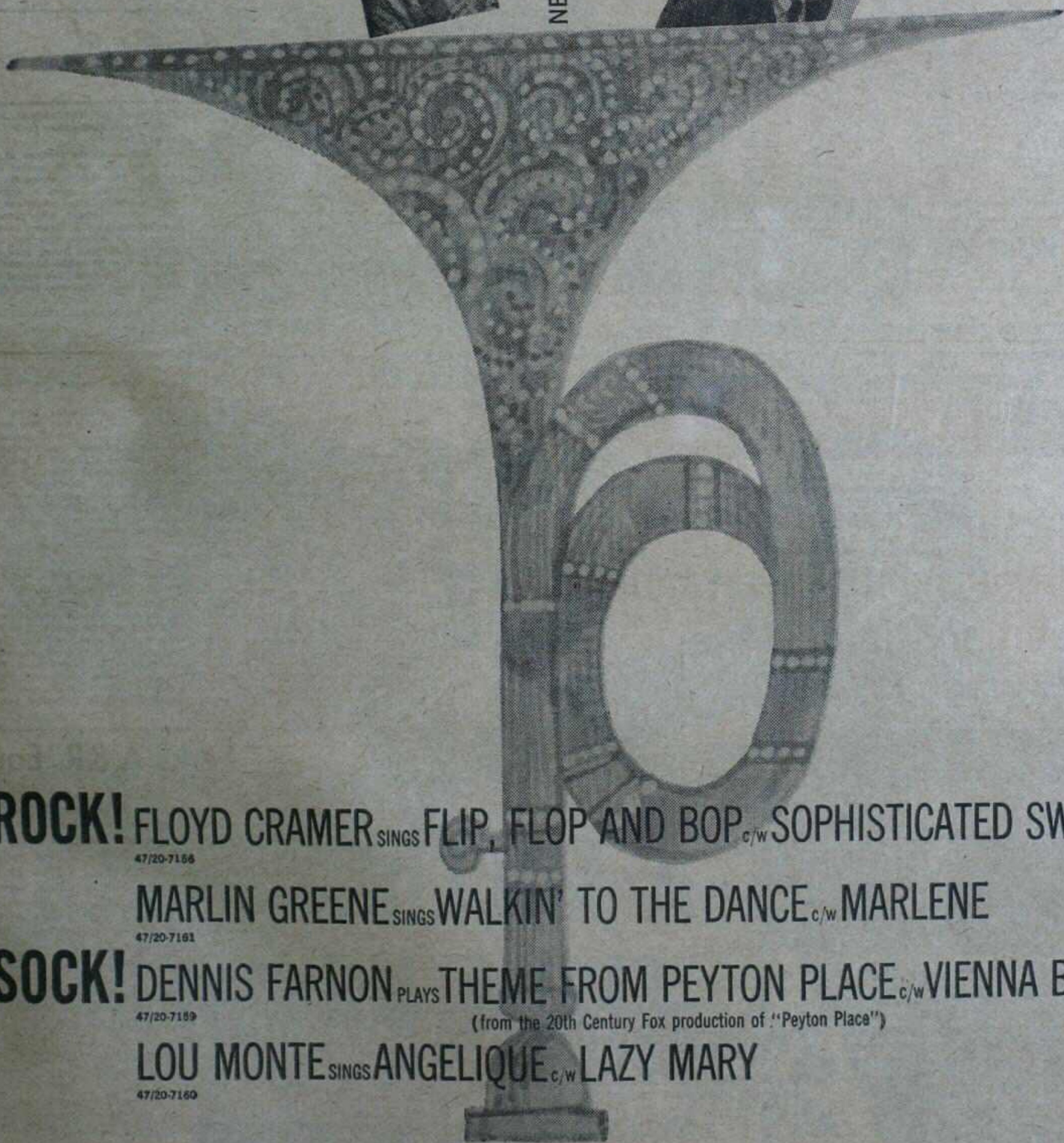
shows, but it is true that a rock and roll instrumental has a real chance to make it these days.

The search for a new sound does not end here. Some of the new disks offer a newly refined type of rock and roll with strings backing up a rhythm section, two guitars and a fender bass. The George Hamilton IV record of "Why Don't They Understand" is of this type, as are some others. This can't be called a trend yet—or until next month, anyway.

That long stronghold of traditionalism, the country field, during the past year has veered more and more into the pop groove with the use of choruses customary. Most recent new sound treatment, however, really flipped the cognoscent. This was the use of vibes on Hank Snow's waxing of "Whispering Rain." It is also notable that more country sides are now using horns, which, of course, is a radical change for country records.



NEW FROM RCA VICTOR...



ROCK! FLOYD CRAMER SINGS FLIP, FLOP AND BOP c/w SOPHISTICATED SWING

47/20-7156

MARLIN GREENE SINGS WALKIN' TO THE DANCE c/w MARLENE

47/20-7161

SOCK! DENNIS FARNON PLAYS THEME FROM PEYTON PLACE c/w VIENNA BONGO

47/20-7159

(from the 20th Century Fox production of "Peyton Place")

LOU MONTE SINGS ANGELIQUE c/w LAZY MARY

47/20-7160

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



RCA VICTOR



HOJO HAS THE HARMONY HIT

For That PLUS Business

Whether they like Rock - Rock or both - They'll Go For These Four Quartets . . .

THE BABBLING BROOKS
THE PARAKEETS
THE UNCALLED FOUR
THE LAMPLIGHTERS

SINGIN'

the
OLD SONGS

15 of them on this 12 inch, 33 1/3 rpm LP; 49 minutes of chord ringing A Capella Harmony. #L-57111 Suggested retail \$4.98

N. Ohio Distributor:
CUSTOM DISTRIBUTING
1231 W. 9th St. Cleveland, Ohio

Dealers Outside Ohio:
Write our Mail Service.

HOJO SPECIALTIES

Box 268, Millersburg, Ohio,
for complete details.



Block Picks 'Em Via Poll

• Continued from page 13

on the college girls' list of five top disks, which, in the order named, were Bobby Helm's "My Special Angel," Jimmie Rodgers' "Kisses Sweeter Than Wine," Frank Sinatra's "All the Way," Sam Cooke's "You Send Me," and Perry Como's "Catch a Falling Star." College boys picked Moe Kaufman's "Swinging Shepherd Blues," "Get a Job," Mitch Miller's "River Kwai March," Jerry Lee Lewis' "Great Balls of Fire," and "Kisses Sweeter Than Wine."

High school girls were more romantic than high school boys, but stronger for r.&r. than college girls. Their list included Paul Anka's "You Are My Destiny," Danny and the Juniors' "At the Hop," Billy and Lillie's "La Dee Dah," George Hamilton IV's "Why Don't They Understand," and "Get a Job." High school boys—all for the beat-voted for "Get a Job," "Short Shorts," "Peggy Sue," "At the Hop," and "Buzz-Buzz-Buzz."

Interesting Variations

Interesting variations showed up in the various groups. For instance, Frank Sinatra's "All the Way" was No. 3 with college girls, while college boys ranked it No. 17; high school girls, No. 20 and high school boys, No. 33. Pat Boone's "April Love" was No. 19 with high school girls, No. 18 with high school boys and college girls, and No. 9, with college boys. Theory here is that Boone's status as a college student might carry weight with last named group.

A question regarding the type of music students like to do their home work to provoked some interesting results. High school girls voted 35 per cent in favor of rock and roll; 30 per cent, relaxing music; 20 per cent classical; 10 per cent pop vocals; and 5 per cent, jazz. High school boys ran 55 per cent rock and roll; 20 per cent, show instrumentals; 15 per cent, classical; 7 per cent, jazz, and 3 per cent, show tunes.

College girls favored 25 per cent, Sinatra's LP's; 20 per cent, semi-classical; 20 per cent, jazz; 15 per cent, pop instrumentals; 10 per cent, symphony; 5 per cent rock and roll; and 5 per cent, show tunes. College boys ran 25 per cent, jazz; 20 per cent, mood; 15 per cent, semi-classical; 17 per cent symphony and classical; 8 per cent, Mantovani instrumentals. Interestingly Sinatra and Mantovani were the only artists specifically named by the students.

LP Preferences

The survey also broke down individual LP preferences into various categories, but original-cast and sound-track albums, Sinatra LP's, Belafonte, Nat Cole, and "The Eddy Duchin Story" were conspicuously present on all four lists. Presley albums made only the high school boys' list.

Block plans to showcase new releases, via a "Platter Pickers Club," which will operate with membership cards. Members will be invited (in groups of 12) to act as "pickers" on Block's Saturday show, at which time the group will vote for their favorite disk out of the new releases. The winning disk will be featured on Block's show thruout the following week.

Another feature of Block's show will be a "hate list." The survey polls students for their pet platter

DeWald Shows New FM Tuner

DeWald Radio has added an FM tuner to their line of high fidelity units. Designated the M-804, the tuner is priced at \$72.95.

The firm says the M-804 has many features found only in the higher priced units. Included are: "Micro-matic Beam Tuning," separate tape and multi-plex outlets, increased sensitivity and overall performance.

The unit is housed in a cage of "telephone" black with a gold face plate.

peeves. Block plans to program these "hate disks" in a humorous vein. That is, he will introduce them as "your favorite dot-t-like-to-hear" disk and suggest they concentrate on hating it while he spins the disk. Judging by the test-run most of the "hate" disks are hit platters some students are tired of hearing.

The Block survey disapproves the theory that teen-agers don't recognize standards if they date back more than 10 years, according to Moss. For example, he notes that the students' list of all-time favorite disks included "Stardust," "Just My Bill," "You'll Never Walk Alone," "Stars Fell on Alabama," "Cara Mia," "April in Portugal," "I Apologize," and "I Cover the Waterfront." Moss opines that this list probably results from their exposure to such material today in jazz and mood LP's.

All-time favorite tunes selected by parents included "September Song," "I Believe," "When Day Is Done," "I Could Have Danced All Night," "Tea for Two," "Always," and "What a Difference a Day Makes."

A VISIT TO FRANCE

SCLP 9113

SEECO RECORDS, INC.

39 W. 60th St. New York, N. Y.

The Billboard says:

"Spirited presentations of Greek dances" . . . "authentic." —Billboard, Jan. 27.

"NOSTALGIC GREEK SONGS AND DANCES"

#302

"GREEK DANCES"

Anthony Sakellarios #501

Aristophone Records

41-02 Main St. Flushing 33, N. Y.
Flushing 3-4113

ZARATE AND PAQUITA

Widely known as concert artists as well as night club entertainers, are also becoming known as composers and recording artists. Their Religious Album, containing hymns and prayers embracing the faiths of all people, is receiving much favorable comment from those who have heard it and many of those who already have it in their homes say it should be in every home. The album and also their recording of the Calypso, "Free With Fancy" and "Breaking Up the Town," are available in Portland at

ART & METHA'S RECORD CHEST

730 N.W. 21st Ave., and Northwestern Recording Studio, 419 S.W. 13th, PORTLAND, ORE.

AUDITION

a new selling force

...for dealers

...for manufacturers

IN FULL COLOR EVERY MONTH

GET ON THE HIT PARADE!

Visit Our New Studio!
MASTER RECORDINGS
"THE BEST IN DEMOS"
10th Floor—1697 Broadway
New York 19, N. Y. Circle 5-9538
A "STABLE" OF THE BEST ARTISTS TO PRODUCE THE MOST COMMERCIAL DEMONSTRATION RECORD

VOICE AND PIANO, \$18.50.
ORGAN-VOICE-PIANO, \$25.00.
VOICE-PIANO-BASS DRUMS, \$37.50.
ALSO OTHER COMBOS.

Sweeping the nation!

BROOK BENTON

A MILLION MILES FROM NOWHERE

b/w DEVOTED

VIK X/4X-0311

Vik records



HITS...



HITS...



HITS...

TERESA

WHIRLPOOL

b/w

THERE'S NOTHIN'
AS LONESOME AS
SATURDAY NIGHT

9-61948



REWER



HITS...



HITS...



HITS...

TEVE

UH-HUH,

OH YEAH

b/w

LOVER IN
THE HOUSE

9-61950



LAWRENCE



HITS...



HITS...



HITS...

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending January 25

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. At the Hop By Singer-Medora-White—Published by Singular (BMI) BEST SELLING RECORDS: Danny and the Juniors, ABC-Paramount 9871. RECORD AVAILABLE: Nick Todd, Dot 15675.	1	9	6. Peggy Sue By Jerry Allison & Norman Petty—Published by Nor-Va-Jak-Peer International Music BEST SELLING RECORD: Buddy Holly, Coral 61885. RECORDS AVAILABLE: Jackie Walker, Imperial 5473; Rusty York, King 5103.	4	11
2. Sugartime By Charlie Phillips-Otis Echols—Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlie Phillips, Coral 61908.	6	4	7. The Stroll By Clyde Otis-Nancy Lee—Published by Meridian Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71242. RECORD AVAILABLE: Lancers, Coral 61930.	10	4
3. April Love By Pain & Webster—Published by Leo Feist (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15660.	2	15	8. Sail Along Silvery Moon By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP) BEST SELLING RECORD: Billy Vaughn, Dot 15661.	15	3
4. Raunchy By Justis-Manker—Published by Hi-Lo Music (BMI) BEST SELLING RECORDS: Ernie Freeman, Imperial 5474; Bill Justis, Phillips International 3519. RECORDS AVAILABLE: Muvva (Guitar) Hubbard, ABC-Paramount 9869; Billy Vaughn, Dot 15661; Shady Wall, Dea 30539.	3	10	9. Kisses Sweeter Than Wine By Paul Campbell and Joel Newman—Published by Folkways (BMI) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4031. RECORDS AVAILABLE: Three-Thirds, AFS 301; Weavers, Decca 27670.	5	11
5. Get a Job By Silhouettes—Published by Ulyses & Bagby, Wildcat (BMI) BEST SELLING RECORD: Silhouettes, Ember 1029. RECORD AVAILABLE: Mills Brothers, Dot 15695.	14	2	10. All the Way By Sammy Cahn-James Van Heusen—Published by Maravilla Music (ASCAP) BEST SELLING RECORD: Frank Sinatra, Cap 3793. RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Dec 30453; Norville Reid/J. Pielz, Dec 30444; Walter Scharf, Jubilee 5300.	7	13
Second Ten					
11. Why Don't They Understand? By Joe Henderson-Jack Fishman—Published by Hollis Music (BMI) BEST SELLING RECORD: George Hamilton IV, ABC-Paramount 9862.	8	9	16. You Send Me By L. C. Cooke—Published by Higuera (BMI) BEST SELLING RECORD: Sam Cooke, Keen 34013. RECORDS AVAILABLE: Jesse Belvin, Modern 1025; Teresa Brewer, Coral 61898; Plas Johnson, Cap 3835.	11	15
12. Great Balls of Fire By Jack Hammer-Otis Blackwell—Published by BRS-Hill & Range (BMI) BEST SELLING RECORD: Jerry Lee Lewis, Sun 281. RECORD AVAILABLE: Georgia Gibbs, Vic 7098.	9	9	17. La Dee Dah By Slay-Crewe—Published by Conley (BMI) BEST SELLING RECORD: Billy and Lillie, Swan 4002. RECORD AVAILABLE: Bonnie & Rusty, King 5110.	16	3
13. Stood Up By D. Dickerson-E. Herrold—Published by Commodore Music (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5483.	12	5	18. I Beg of You By Rosemarie McCoy & Kelly Owens—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7150.	-	1
14. Don't By Jerry Leiber & Mike Stroller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7150.	-	1	19. Oh, Boy! By Sunny West, Bill Tilghman, Norman Petty—Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: Crickets, Brunswick 9-55035.	17	8
15. Catch a Falling Star By Paul Vance-Lee Pockris—Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.	30	2	20. Magic Moments By Hal David-Bert Bacharach—Published by Famous Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.	26	2
Third Ten					
21. Liechtensteiner Polka By Kotscher-Lindt—Published by Burlington (ASCAP) RECORDS AVAILABLE: Will Glabe, London 1755; L'il Wally Ork, Banana 510; Lawrence Welk, Coral 61900.	13	11	26. Witchcraft By Cy Coleman-Carolyn Leigh—Published by Edwin H. Morris, Inc. (ASCAP) RECORD AVAILABLE: Frank Sinatra, Cap 3859.	23	2
22. Waitin' in School By Johnny Burnette and Dorsey Burnette—Published by Reeve (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5483.	21	3	27. Short Shorts By T. Austin & B. Gandie—Published by Admiration (BMI) RECORDS AVAILABLE: Royal Teens, ABC-Paramount 9882; Tiny Bradshaw, King 5114; Four Winds, Decca 175.	-	1
23. Oh, Julie By Moffett-Ball—Published by Escallore (BMI) RECORDS AVAILABLE: Crescendos, Nisco 6005; Sammy Salvo, Vic 7097; Otis Williams and His Charms, De Luxe 6158.	-	2	28. Buzz, Buzz, Buzz By J. Gray & R. Byrd—Published by Cash (BMI) RECORDS AVAILABLE: Rusty Draper, Mercury 71221; Hollywood Flames, Ebb 119.	18	7
24. A Very Special Love By Robert Allen—Published by Korwin Music (ASCAP) RECORDS AVAILABLE: Hi-Lo's, Col 41050; Johnny Nash, ABC-Paramount 9874; Debbie Reynolds, Coral 61897.	-	1	29. Jailhouse Rock By Jerry Leiber & Mike Stroller—Published by Elvis Presley Music (BMI) RECORD AVAILABLE: Elvis Presley, Vic 7035.	24	17
25. Silhouettes By B. Crews and F. Slay—Published by Regent Music (BMI) RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9856; Dean Jones, M-G-M 12580; Rays, Cameo 117.	22	16	30. Fascination By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP) RECORDS AVAILABLE: David Carroll, Mercury 71151; Ray Ellis, Col 40982; Chris Hamilton, London 1758; Dick Jacobs, Coral 61864; Don Johnson, Kandy 111; Lee Lawrence, London 1266; Jane Morgan, Kapp 191; Big Al Sears, Jubilee 5229; Dinah Shore, Vic 6980; Ethel Smith, Dec 30421; Troubadours, Kapp 191.	25	25

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.

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.



THE EVERLY BROTHERS

1st million seller . . .

"BYE BYE LOVE"

2nd million seller . . .

"WAKE UP LITTLE SUSIE"

and **NOW . . .**

**"SHOULD
WE TELL
HIM"**

**"THIS
LITTLE GIRL
OF MINE"**

Cadence 1342

Cadence Records Inc., 119 West 57th Street



Best Sellers in Stores

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

FOR
SURVEY WEEK
ENDING
JANUARY 25, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. AT THE HOP (BMI)— Danny and the Juniors.....	1	9	20. BUZZ, BUZZ, BUZZ (BMI)— Hollywood Flames.....	12	10	36. ROCK AND ROLL MUSIC (BMI)— Chuck Berry.....	29	13
2. GET A JOB (BMI)—Silhouettes.....	6	3	21. BONY MORONIE (BMI)— Larry Williams.....	18	13	37. TEARDROPS (BMI)— Lee Andrews and the Hearts.....	33	10
3. DON'T (BMI)—Elvis Presley.....	25	2	YOU BUG ME, BABY (BMI)— Specialty 615			38. I WANT YOU TO KNOW (BMI)— Fats Domino.....	32	7
4. STOOD UP (BMI)—Ricky Nelson.....	2	6	22. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV.....	19	10	THE BIG BEAT (BMI)—Imperial 5477		
5. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn.....	7	7	23. DON'T LET GO (BMI)—Roy Hamilton..	24	3	39. I'M AVAILABLE (BMI)— Margie Rayburn.....	41	13
6. PEGGY SUE (BMI)—Buddy Holly.....	4	13	24. DEDE DINAH (ASCAP)— Frankie Avalon.....	35	2	40. ALL THE WAY (ASCAP)— Frank Sinatra.....	26	13
7. GREAT BALLS OF FIRE (BMI)— Jerry Lee Lewis.....	3	10	25. CHANCES ARE (ASCAP)— Johnny Mathis.....	20	20	41. MY SPECIAL ANGEL (BMI)— Bobby Helms.....	30	16
8. APRIL LOVE (ASCAP)—Pat Boone....	5	14	THE TWELFTH OF NEVER (ASCAP)—Col 40993			42. JO-ANN (BMI)—Playmates.....	37	3
9. SUGARTIME (BMI)—McGuire Sisters..	9	5	26. RAUNCHY (BMI)—Ernie Freeman.....	21	12	43. MARCH FROM THE RIVER KWAI, AND "COLONEL BOGEY" (ASCAP)—Mitch Miller.....	47	3
10. THE STROLL (BMI)—Diamonds.....	8	5	27. MAYBE (BMI)—Chantels.....	36	3	44. FASCINATION (ASCAP)— Jane Morgan.....	35	22
11. LA DEE DAH (BMI)—Billy and Lillie..	10	4	28. LIECHTENSTEINER POLKA (ASCAP)—Will Clahe.....	22	12	45. LITTLE PIGEON (BMI)—Sal Mineo... -		1
12. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers.....	13	11	29. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers.....	27	19	46. HONEYCOMB (ASCAP)— Jimmie Rodgers.....	43	25
13. OH, BOY (BMI)—Crickets.....	14	10	30. OH, JULIE (BMI)—Crescendos.....	28	4	47. LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris.....	50	15
14. YOU SEND ME (BMI)—Sam Cooke....	16	15	31. THE STORY OF MY LIFE (ASCAP)— Marty Robbins.....	40	10	48. WILD IS THE WIND (ASCAP)— Johnny Mathis.....	44	8
15. SHORT SHORTS (BMI)—Royal Teens.. -		1	32. (I LOVE YOU) FOR SENTIMENTAL REASONS (BMI)—Sam Cooke.....	31	6	NO LOVE (BUT YOUR LOVE) (BMI)— Col 41060		
16. SILHOUETTES (BMI)—The Rays.....	17	16	33. I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke.....	39	7	49. WITCHCRAFT (ASCAP)— Frank Sinatra.....		1
17. CATCH A FALLING STAR (ASCAP)— Perry Como.....	42	2	34. BE-BOP BABY (BMI)—Ricky Nelson... 23	18		50. JUST BORN (BMI)—Perry Como.....	34	15
18. JAILHOUSE ROCK (BMI)— Elvis Presley.....	15	17	35. YOU ARE MY DESTINY (BMI)— Paul Anka.....	45	2	IVY ROSE (ASCAP)—Vic 7050		
19. RAUNCHY (BMI)—Bill Justis.....	11	12						

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.

IT'S TOO SOON TO KNOW (Morris, ASCAP)—Pat Boone—Dot 15690
—The side is stepping out in all markets. This looks like another hit for the artist. Flip is "A Wonderful Time Up There" (Fowler, BMI). A previous Billboard Spotlight pick.

GOOD GOLLY, MISS MOLLY (Venice, BMI)—Little Richard—Specialty 624—This is a hot one. It's collecting heaps of coin in both pop and r.&b. markets. Flip is "Hey-Hey-Hey-Hoy!" (Venice, BMI). A previous Billboard Spotlight pick.

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING JANUARY 25

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.

- Angel Smile **Nat King Cole**
(BMI) Capitol 3560
- Ballad of a Teenage Queen **Johnny Cash**
(BMI) Sun 283
- Swingin' Shepherd Blues **Moe Koffman**
(BMI) Jubilee 5311
- Twenty-Six Miles **Four Preps**
(BMI) Capitol 3545

GREAT FOR THE "CLASS OF '58"

GREAT BALLAD!

GREAT GROUP!

YOUR GRADUATION MEANS GOODBYE

GREAT SALES!



GREAT PLAYS!

THE CARDIGANS

MERCURY 71251



GET ON THIS HOT NEW INSTRUMENTAL HIT!

ROCKET RIDE

NARVEL FELTS

MERCURY 71249

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

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



AUDITION



TELLS AND SELLS THEM FOR YOU!

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

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

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

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

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

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



AUDITION

2160 Patterson St.
Cincinnati 22, Ohio

852

SIGNED _____

STORE NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

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

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

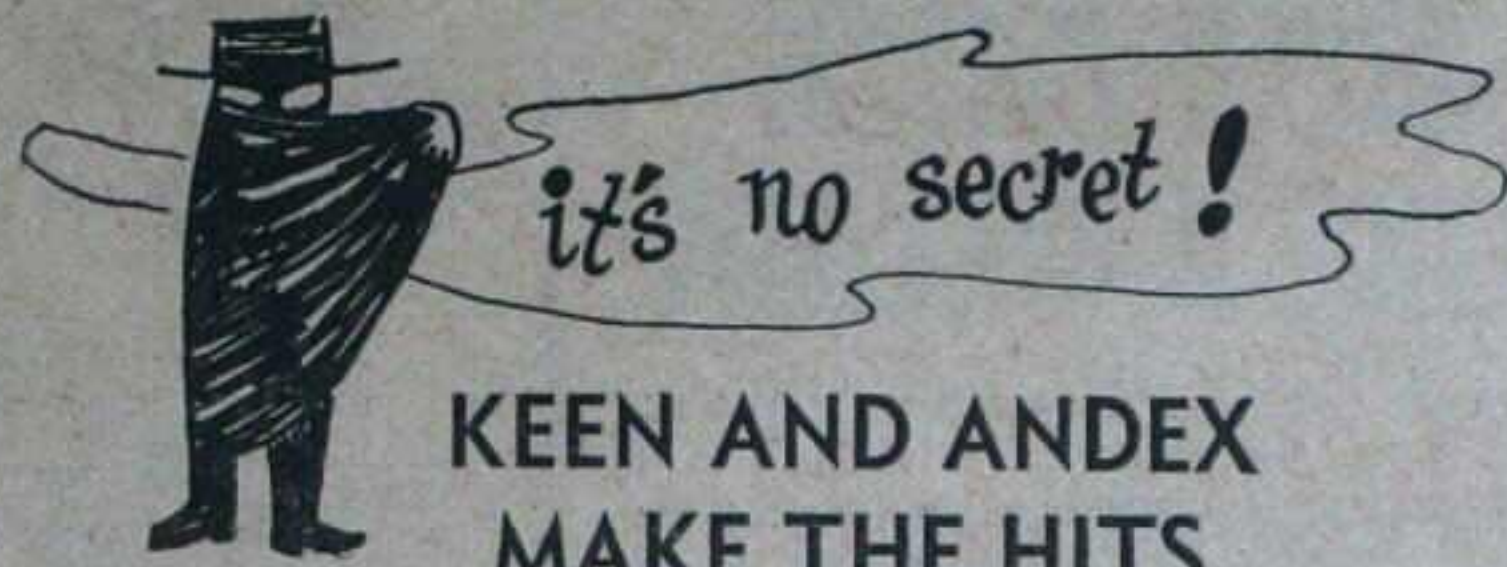
If you are already using AUDITION, use this coupon only if you want to increase your order. Otherwise, your present order will continue to arrive each month.

Most Played by Jockeys

FOR SURVEY WEEK ENDING JANUARY 25

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week		Last Week	Weeks on Chart
1.	AT THE HOP (BMI)—Danny and the Juniors Sometimes (BMI)—ABC-Paramount 9871	1	7
2.	SUGARTIME (BMI)—McGuire Sisters Banana Split (BMD)—Coral 61924	3	5
3.	APRIL LOVE (ASCAP)—Pat Boone When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660	2	15
4.	THE STROLL (BMI)—Diamonds Land of Beauty (BMI)—Mercury 71242	8	4
5.	PEGGY SUE (BMI)—Buddy Holly Everyday (BMI)—Coral 61895	4	12
6.	CATCH A FALLING STAR (ASCAP)—Perry Como Magic Moments (ASCAP)—Vic 7128	19	4
7.	ALL THE WAY (ASCAP)—Frank Sinatra Chicago (ASCAP)—Cap 3793	6	15
8.	MAGIC MOMENTS (ASCAP)—Perry Como Catch a Falling Star (ASCAP)—Vic 7128	10	3
9.	GET A JOB (BMI)—Sillionettes I Am Lonely (BMI)—Ember 1029	17	2
10.	KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Roulette 4031	5	12
11.	WITCHCRAFT (ASCAP)—Frank Sinatra Tell Her You Love Her (BMI)—Cap 3859	9	3
12.	STOOD UP (BMI)—Ricky Nelson Waitin' in School (BMI)—Imperial 5483	15	2
13.	SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn Raunchy (BMI)—Dot 15661	21	2
14.	GREAT BALLS OF FIRE (EMI)—Jerry Lee Lewis You Win Again (BMI)—Sun 281	13	9
15.	DONT (BMI)—Elvis Presley I Beg of You (BMI)—Vic 7150	—	1
16.	WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV Even Tho' (BMI)—ABC-Paramount 9862	11	5
17.	RAUNCHY (BMI)—Ernie Freeman Puddin' (BMI)—Imperial 5474	7	10
18.	I BEG OF YOU (BMI)—Elvis Presley Don't (BMI)—Vic 7150	—	1
19.	PUT A LIGHT IN THE WINDOW (ASCAP)—Four Lads The Things We Did Last Summer (ASCAP)—Col 41058	20	9
20.	MARCH FROM THE RIVER KWAI, AND "COLONEL BOGEY" (ASCAP)—Mitch Miller Hey, Little Baby (BMI)—Col 41066	23	2
21.	OH, JULIE (BMI)—Crescendos My Little Girl (BMI)—Nasco 6005	—	1
22.	YOU SEND ME (BMI)—Sam Cooke Summertime (ASCAP)—Keen 34013	14	14
23.	A VERY SPECIAL LOVE (ASCAP)—Johnny Nash Won't You Let Me Share My Love (BMI)—ABC-Paramount 9874	—	1
24.	LA DEE DAH (BMI)—Billy and Lillie The Monster (BMI)—Swan 4002	24	2
25.	26 MILES (BMI)—Four Preps It's You (ASCAP)—Cap 3845	—	2



KEEN AND ANDEX
MAKE THE HITS

So watch these new releases

CHAMP BUTLER

MISSISSIPPI MUD
HEARTBREAK CANNONBALL
KEEN 32001

Champ's back with a smash hit!

THE TRAVELERS

WHY
TEEN AGE MACHINE AGE
ANDEX 3-4006

Watch this one on the charts

THE DEBS

DOOM-A-ROCA
JOHNNIE DARLING
KEEN 34003

A great new teenage girl group

Important! SAM COOKE'S GREAT
KEEN ALBUM IS NOW AVAILABLE
ON EXTENDED PLAY ON:

B-2001 • B-2002 • B-2003

Order now for immediate delivery

Rex Productions, Inc.

KEEN-ANDEX disc recording

8479 Higuera Road

Culver City, California

A CUTE CHICK IS LIKE A MELODY

It doesn't take much for pretty girls to turn a man's head. And when they're as lovely as Atlantic's BETTY JOHNSON and the three JAYE SISTERS, it should not be surprising that they drive the male population wild. That's the only way we can analyze the deluge of orders coming in for their first Atlantic releases.

Betty Johnson, a looker who sang at the Copacabana and more than held her own against the club's fabulous chorus line, is really goin' to town with "Little Blue Man." It is the No. 1 record in Cleveland, and everywhere else, from Seattle to New York, deejays and customers just "wuv" it.

The talented and beautiful Jaye Sisters were a sensation on Dick Clark's "Bandstand" a week ago today. A reviewer called them the "freshest, most exciting act to come along in ages." All this has caused "Going To The River" to start perking all over the Eastern half of the U.S.

THE LITTLE BLUE MAN



Betty Johnson
1169

GOING TO THE RIVER



The Jaye Sisters
1171

ATLANTIC

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



Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 25

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

- BOSTON**
At the Hop
Danny and the Juniors, ABC-Para.
Get a Job, Silhouettes, Emb.
La Dee Dah, Billy and Lillie, Swan
Oh, Boy! Crickets, Brk.
Sall Along Silvery Moon, Billy Vaughn, Dot
The Stroll, Diamonds, Mer.
Waltin' in School/Stood Up
Ricky Nelson, Imp.
You Send Me, Sam Cooke, Keen
- NORTHERN OHIO**
April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Great Balls of Fire/You Win Again
Jerry Lee Lewis, Sun
Jailhouse Rock, Elvis Presley, Vic.
Magic Moments/Catch a Falling Star
Perry Como, Vic.
Oh, Boy! Crickets, Brk.
Sall Along Silvery Moon, Billy Vaughn, Dot
Stood Up/Waltin' in School
Ricky Nelson, Imp.
- CHICAGO**
At the Hop
Danny and the Juniors, ABC-Para.
Re-Bop Baby, Ricky Nelson, Imp.
Buzz, Buzz, Buzz, Hollywood Flames, Ebb
La Dee Dah, Billy and Lillie, Swan
Liechtensteiner Polka, Will Glabe, Lon.
Oh, Boy! Crickets, Brk.
Sall Along Silvery Moon, Billy Vaughn, Dot
Stood Up/Waltin' in School
Ricky Nelson, Imp.
- DETROIT**
At the Hop
Danny and the Juniors, ABC-Para.
Don't Let Go, Roy Hamilton, Epic
Get a Job, Silhouettes, Emb.
I Beg of You/Don't, Elvis Presley, Vic.
Maybe, Chantels, End
Oh, Julie, Crescendos, Nsc.
Sall Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Waltin' in School/Stood Up
Ricky Nelson, Imp.
- EAST TEXAS**
At the Hop
Danny and the Juniors, ABC-Para.
Don't Let Go, Roy Hamilton, Epic
Get a Job, Silhouettes, Emb.
Great Balls of Fire/You Win Again
Jerry Lee Lewis, Sun
Sall Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Sugartime, McGuire Sisters, Cor.
Waltin' in School/Stood Up
Ricky Nelson, Imp.
- FLORIDA**
At the Hop
Danny and the Juniors, ABC-Para.
Don't Let Go, Roy Hamilton, Epic
Fascination, Jane Morgan, Kapp
Great Balls of Fire, Jerry Lee Lewis, Sun
Little Bitty Pretty One
Thurston Harris, Ala.
Oh, Boy! Crickets, Brk.
Raunchy, Bill Justis, Phil. Intl.
Stood Up/Waltin' in School
Ricky Nelson, Imp.
- LOS ANGELES**
April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Catch a Falling Star/Magic Moments
Perry Como, Vic.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
Silhouettes, Rays, Cam.
Stood Up/Waltin' in School
Ricky Nelson, Imp.
Twenty-Six Miles, Four Preps, Cap.
- NEW YORK AND NEWARK**
April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Buzz, Buzz, Buzz, Hollywood Flames, Ebb
Get a Job, Silhouettes, Emb.
Great Balls of Fire, Jerry Lee Lewis, Sun
La Dee Dah, Billy and Lillie, Swan
Short Shorts, Royal Teens, ABC-Para.
The Stroll, Diamonds, Mer.
- NORTHERN NEW YORK STATE**
At the Hop
Danny and the Juniors, ABC-Para.
Bony Moronie, Larry Williams, Spe.
Dede Dinah, Frankie Avalon, Cir.
Get a Job, Silhouettes, Emb.
Jailhouse Rock, Elvis Presley, Vic.
Peggy Sue, Buddy Holly, Cor.
- RAUNCHY, BILL JUSTIS, PHIL. INTL.**
Stood Up/Waltin' in School
Ricky Nelson, Imp.
- NORTHWEST**
At the Hop
Danny and the Juniors, ABC-Para.
Chances Are, Johnny Mathis, Col.
Great Balls of Fire, Jerry Lee Lewis, Sun
Ju-Ann, Playmates, Rit.
Raunchy, Ernie Freeman, Imp.
Stood Up/Waltin' in School
Ricky Nelson, Imp.
The Story of My Life, Marty Robbins, Col.
Twenty-Six Miles, Four Preps, Cap.
- PHILADELPHIA**
All the Way/Chicago, Frank Sinatra, Cap.
April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Honeycomb, Jimmie Rodgers, Rit.
Jailhouse Rock, Elvis Presley, Vic.
Sall Along Silvery Moon, Billy Vaughn, Dot
Short Shorts, Royal Teens, ABC-Para.
Waltin' in School/Stood Up
Ricky Nelson, Imp.
- ST. LOUIS AND KANSAS CITY**
At the Hop
Danny and the Juniors, ABC-Para.
Great Balls of Fire, Jerry Lee Lewis, Sun
La Dee Dah, Billy and Lillie, Swan
Raunchy/Sall Along Silvery Moon
Billy Vaughn, Dot
Peggy Sue, Buddy Holly, Cor.
Stood Up/Waltin' in School
Ricky Nelson, Imp.
Sugartime, McGuire Sisters, Cor.
Teardrops
Lee Andrews and the Hearts, Chs.
- SAN FRANCISCO AND OAKLAND**
At the Hop
Danny and the Juniors, ABC-Para.
Bony Moronie/You Bug Me, Baby
Larry Williams, Spe.
Don't Let Go, Roy Hamilton, Epic
Get a Job, Silhouettes, Emb.
Great Balls of Fire/You Win Again
Jerry Lee Lewis, Sun
Raunchy, Ernie Freeman, Imp.
Sall Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Stood Up/Waltin' in School
Ricky Nelson, Imp.
Teardrops
Lee Andrews and the Hearts, Chs.
- SOUTHERN OHIO**
At the Hop
Danny and the Juniors, ABC-Para.
Don't Let Go, Roy Hamilton, Epic
I'll Come Running Back to You
Sam Cooke, Spe.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
Stood Up, Ricky Nelson, Imp.
The Stroll, Diamonds, Mer.
Sugartime, McGuire Sisters, Cor.
- WASHINGTON AND BALTIMORE**
April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Buzz, Buzz, Buzz, Hollywood Flames, Ebb
Dede Dinah, Frankie Avalon, Cir.
Don't Let Go, Roy Hamilton, Epic
Peggy Sue, Buddy Holly, Cor.
Sall Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Stood Up/Waltin' in School
Ricky Nelson, Imp.

BEST SELLERS!

JOHNNIE PATE Quintet
SWINGING SHEPHERD BLUES
Federal 12312

BILL DOGGETT
FLYING HOME
b/w
Hippy Dippy
King 5096

JOHNNIE PATE Orchestra
WALKIN' WITH MR. LEE
Federal 12314

OTIS WILLIAMS and HIS CHARMS
OH JULIE
DeLuxe 6158

EARL BOSTIC
SOUTHERN FRIED
b/w
NO NAME JIVE
King 5106

JOSEPHINE
King 5092

THE "5" ROYALES
DEDICATED TO THE ONE I LOVE
King 5098

RUSTY AND BONNIE
LA DEE DAH
King 5110

TINY BRADSHAW
SHORT SHORTS
King 5114

NEW RELEASES!!

BOYD BENNETT
CLICK CLACK
King 5115

MAC CURTIS
WHAT YOU WANT
b/w
YOU ARE MY VERY SPECIAL BABY
King 5107

FULLER TODD
TOP TEN ROCK
b/w
JEANIE MARIE
King 5111

KING RECORDS

VANITY RECORDS PROUDLY PRESENTS
(THE VOICE OF THE YEAR)
LOVELY JO ANN LEAR
Singing
"IT'S TIME TO SAY YOUR PRAYERS"
c/w
"SAID MY HEART"
Record #571-2

Free Records to DJs—Record Librarians—Radio and TV Stations on request. Distributors wanted for the above and other Vanity Records. Our Most Sincere Thanks to the many DJs for the many spins given our Vanity Records.

VANITY RECORDS
P. O. Box 2484 • Paterson, N. J.

All the news of your industry every week in The Billboard...

SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one full year (52 issues).

I enclose \$15 payment (saves \$3.20 on single copy rates) 717

payment enclosed bill me

Name _____

Occupation or title _____

Company _____

Address _____

City _____ Zone _____ State _____

THE MUSIC BOX

1301 W. 79th St., Chicago 20, Ill.
All Phones: Aberdeen 4-3600

THE LARGEST SELECTION OF 45's—EP's—LP's FOR IMMEDIATE DELIVERY
ORDER SHIPPED SAME DAY RECEIVED
FREE TITLE STRIPS FOR OPERATORS
AMERICA'S MOST COMPLETE "ONE-STOP"

We have every record accessory needed—polyethylene sleeves, green stock record rack cloths, bags, etc. FOR IMMEDIATE SHIPMENT at wholesale prices.

For the newest and best in singles and LP's ask to be put on our nation-wide mailing list.

Distributors for: FREEDMAN ART CRAFT FIXTURES
(Write for illustrated catalogue.)

DEMONSTRATION RECORDS MADE

Fidelity demonstration records have helped hundreds of writers and publishers place their songs in recent months. Million sellers come through Fidelity regularly (we did the master session on the current hit, "OH JULIE"). Introductory offer: Send your lead sheet, we will have one of our top professional singers make you a first-class demo, with two disks for you (45 or 78) for \$11.95, two songs \$21.95. Singer (four choices, male or female) and five-piece combo, one song, \$24.95; two songs, \$40.95. This is one-half our regular price (we reserve right to decide whether to use male or female singer and piano or guitar accompaniment). Free folder and price list of other services included.

FIDELITY RECORDINGS

425-A BROADWAY, NASHVILLE 3, TENNESSEE Phone: ALpine 4-7387



Top 100 Sides

FOR SURVEY WEEK ENDING JANUARY 25

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist, Label	Last Week
1.	AT THE HOP, Danny and the Juniors, ABC-Paramount	1
2.	GET A JOB, Silhouettes, Ember	6
3.	PEGGY SUE, Buddy Holly, Coral	3
4.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	2
5.	SAIL ALONG SILVER MOON, Billy Vaughn, Dot	16
6.	APRIL LOVE, Pat Boone, Dot	4
7.	SUGARTIME, McGuire Sisters, Coral	8
8.	THE STROLL, Diamonds, Mercury	7
9.	STOOD UP, Ricky Nelson, Imperial	2
10.	DON'T, Elvis Presley, Victor	40
11.	LA DEE DAB, Billy and Lillie, Swan	9
12.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	12
13.	I BEG OF YOU, Elvis Presley, Victor	56
14.	OH, BOY! Crickets, Brunswick	13
15.	YOU SEND ME, Sam Cooke, Keen	15
16.	SHORT SHORTS, Royal Teens, ABC-Paramount	66
17.	SILHOUETTES, Rays, Cameo	17
18.	RAUNCHY, Bill Justis, Phillips International	10
19.	BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	11
20.	WHY DON'T THEY UNDERSTAND? George Hamilton IV, ABC-Paramount	17
21.	JAILHOUSE ROCK, Elvis Presley, Victor	14
21.	BONY MORONIE, Larry Williams, Specialty	19
23.	DON'T LET GO, Roy Hamilton, Epic	23
24.	DEDE DINAH, Frankie Avalon, Chancellor	35
25.	RAUNCHY, Ernie Freeman, Imperial	20
25.	WAITIN' IN SCHOOL, Ricky Nelson, Imperial	21
27.	MAYBE, Chantels, End	32
28.	LIECHTENSTEINER POLKA, Will Glabe, London	22
29.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	26
30.	OH, JULIE, Crescendos, Nasco	26
30.	THE STORY OF MY LIFE, Marty Robbins, Columbia	36
32.	CHANCES ARE, Johnny Mathis, Columbia	25
33.	BE-BOP BABY, Ricky Nelson, Imperial	23
33.	YOU ARE MY DESTINY, Paul Anka, ABC-Paramount	41
35.	ROCK AND ROLL MUSIC, Chuck Berry, Chess	28
36.	CATCH A FALLING STAR, Perry Como, Victor	60
37.	TEARDROPS, Lee Andrews and the Hearts, Chess	31
38.	ALL THE WAY, Frank Sinatra, Capitol	30
39.	I'LL COME RUNNING BACK TO YOU, Sam Cooke, Specialty	39
40.	I'M AVAILABLE, Margie Rayburn, Liberty	37
41.	MY SPECIAL ANGEL, Bobby Helms, Decca	28
42.	JO ANN, Playmates, Roulette	34
43.	RAUNCHY, Billy Vaughn, Dot	42
44.	MARCH FROM THE RIVER KWAI AND COLONEL BOGEY Mitch Miller, Columbia	46
45.	FASCINATION, Jane Morgan, Kapp	32
45.	(I LOVE YOU) FOR SENTIMENTAL REASONS, Sam Cooke, Keen	44
47.	LITTLE PIGEON, Sal Mineo, Epic	97
48.	MAGIC MOMENTS, Perry Como, Victor	57
49.	HONEYCOMB, Jimmie Rodgers, Roulette	38
49.	LITTLE BITTY PRETTY ONE, Thurston Harris, Aladdin	50
51.	WITCHCRAFT, Frank Sinatra, Capitol	—
52.	PRETEND YOU DON'T SEE HER, Jerry Vale, Columbia	52
52.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	70
54.	I WANT YOU TO KNOW, Fats Domino, Imperial	48
54.	MELODIE D'AMOUR, Ames Brothers, Victor	48
56.	DESIRE ME, Sam Cooke, Keen	53
56.	TILL, Roger Williams, Kapp	70
58.	A VERY SPECIAL LOVE, Johnny Nash, ABC-Paramount	47
58.	TWENTY-SIX MILES, Four Preps, Capitol	64
60.	HEY! LITTLE GIRL, Techniques, Roulette	54
61.	PUT A LIGHT IN THE WINDOW, Four Lads, Columbia	43
61.	THE BIG BEAT, Fats Domino, Imperial	51
63.	BALLAD OF A TEEN-AGE QUEEN, Johnny Cash, Sun	—
64.	SWINGING SHEPHERD BLUES, Moe Koffman Quartet, Jubilee	—
65.	WILD IS THE WIND, Johnny Mathis, Columbia	55
66.	GEISHA GIRL, Hank Locklin, Victor	76
67.	DANCE TO THE BOP, Gene Vincent, Capitol	68
68.	THE JOKER, Billy Myles, Ember	58
68.	HEY! SCHOOLGIRL, Tom and Jerry, Big	58
68.	THE JOKER, Hilltoppers, Dot	62
68.	COULD THIS BE MAGIC? Dubs, Gone	62
72.	HENRIETTA, Jimmie Dee, Dot	66
73.	HARD TIMES (THE SLOP), Noble (Thin Man) Watts, Baton	73
73.	SWINGING SHEPHERD BLUES, Johnny Pate Quintet, Federal	81
73.	SHE'S NEAT, Dale Wright, Fraternity	84
73.	THE TWELFTH OF NEVER, Johnny Mathis, Columbia	81
73.	WALKIN' WITH MR. LEE, Lee Allen, Ember	61
73.	YELLOW DOG BLUES, Joe Darsenbourg and the Dixie Flyers, Lark	89
79.	JUST BORN, Perry Como, Victor	45
79.	IVY ROSE, Perry Como, Victor	72
81.	ANGEL SMILE, Nat King Cole, Capitol	91
81.	DO WHAT YOU DID, Thurston Harris, Aladdin	64
83.	YOU SEND ME, Teresa Brewer, Coral	81
83.	YOU'RE THE GREATEST, Billy Scott, Cameo	76
85.	A VERY SPECIAL LOVE, Debbie Reynolds, Coral	95
85.	TAMMY, Debbie Reynolds, Coral	69
87.	BERTHA LOU, Clint Miller, ABC-Paramount	88
87.	YELLOW DOG BLUES, Johnny Maddox, Dot	93
89.	BETTY AND DUPREE, Chuck Willis, Atlantic	—
89.	NO LOVE (BUT YOUR LOVE), Johnny Mathis, Columbia	74
89.	PENNY LOAFERS AND BOBBY SOCKS Joe Bennett and the Sparkletones, ABC-Paramount	86
89.	THIS IS THE NIGHT, Vallanis, Keen	78
93.	ANNA MARIE, Jim Reeves, Victor	—
93.	FRAULEIN, Bobby Helms, Decca	—
93.	HULA LOVE, Buddy Knox, Roulette	97
93.	SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER) Ray Charles, Atlantic	91
97.	FOREVER, Sam Cooke, Specialty	—
97.	HELPLESS, Platters, Mercury	—
97.	ROCK-A-CHICKA, Warner Mack, Decca	74
100.	LOVE BUG CRAWL, Jimmy Edwards, Mercury	78
100.	BELONGING TO SOMEONE, Patti Page, Mercury	—

Heading the Charts

LOVER IS A FOOL

b/w

MY BABY'S BLUE EYES

HOBW-1543

10 DAYS OLD—10,000 Shipped!

Distrs. and Dealers: Get on the Bandwagon!

DJs and Distrs.—Write for your free copy today!

BEE RECORD CO.

19273 Warrington
Detroit 21, Michigan
Phone: Twinbrook 14877

"LEAVE MY GIRLIE ALONE"

b/w

"SPELLBOUND"

Lowell McGuire
Nasco 6007

"MY BABY'S GONE"

b/w

"LOVE I'LL NEVER FORGET"

Bobby Jenkins
Nasco 6006

WASHBORO RECORD CO., INC.
Chappel 3-2215
Nashville, Tenn.

Western trade, please order from Monarch, L. A. Shipments also made from Plastic Prods., Memphis, and Southern Plastics, Nashville, Tenn.

This is the big one!

Edmundo Ros COLONEL BOGEY

1779

LONDON
328 WEST 25TH STREET, NEW YORK 7, N. Y.

AUDITION

a new selling force
...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH

Review Spotlight on . . .

R&B RECORDS

JIMMY REED

You're Something Else (Conrad, BMI)
A String to Your Heart (Conrad, BMI)—Vee Jay 270—Reed, who made it with "Honest I Do," has two worthy successors. "You're Something Else" is a blues-rocker that is solidly belted against funky ork support. "String," a slow blues, is complemented by low-down guitar support.

VEE JAY RECORD CORP.

2129 S. Michigan Avenue Chicago 16, Illinois
All Phones: CALumet 5-6141

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

721

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

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



BLOW UP

your record sales!

Go over with a "BANG" with your customers



make your cash register

CLICK like a Geiger Counter!

it's possible with

Today's Top Tunes

An Attractive Sales Stimulator Service for your customers . . . listing

- ★ Top Tunes on Records
- ★ Best Selling Country and Western Records
- ★ Best Selling Popular, Jazz and Classical long play Records
- ★ Best Selling Rhythm and Blues Records

You'll find many uses for TODAY'S TOP TUNES . . . STORE GIVE-AWAYS . . . DIRECT MAIL PIECES. TODAY'S TOP TUNES IS RUSHED TO YOU EVERY 2 WEEKS.



UNTIL FURTHER NOTICE PLEASE PRINT AND SHIP

TRIAL ORDER 100. \$ 2.00
 EVERY OTHER WEEK 250. 4.00
 MONTHLY 500. 6.00
 1000. 11.00

724

Name _____ (Please Print)

Address _____

City and State _____

Phone _____

Ordered by _____

*Your Name and Address Imprinted on Orders of 500 or More.

GIVE TO DAMON RUNYON CANCER FUND

FOR SURVEY WEEK ENDING JANUARY 25, 1958

Weekly Juke Box Programming Guide

POPULAR

SILHOUETTES
★ THE RAYS ★
★ DADDY COOL
Cameo 117

SHORT SHORTS
★ ROYAL TEENS ★
★ PLANET ROCK
ABC-Paramount 9882

WAKE UP LITTLE SUSIE
★ EVERLY BROTHERS ★
★ MAYBE TOMORROW
Cadence 1337

CATCH A FALLING STAR
★ PERRY COMO ★
★ MAGIC MOMENTS
RCA Victor 7128

DEDE DINAH
★ FRANKIE AVALON ★
★ OOH LA LA
Chancellor 1011

AT THE HOP
★ DANNY AND THE JUNIORS ★
★ SOMETIMES
ABC-Paramount 9871

GET A JOB
★ THE SILHOUETTES ★
★ I AM LONELY
Ember 1029

APRIL LOVE
★ PAT BOONE ★
★ WHEN THE SWALLOWS COME BACK TO CAPISTRANO
Dot 15660

SAIL ALONG SILVERY MOON
★ BILLY VAUGHN ★
★ RAUNCHY
Dot 15561

JAILHOUSE ROCK
★ ELVIS PRESLEY ★
★ TREAT ME NICE
RCA Victor 7035

RAUNCHY
★ BILL JUSTIS ★
★ THE MIDNITE MAN
Phillips International 3519

THE STROLL
★ THE DIAMONDS ★
★ LAND OF BEAUTY
Mercury 71242

DON'T
★ ELVIS PRESLEY ★
★ I BEG OF YOU
RCA Victor 7150

LA DEE DAH
★ BILLY & LILLIE ★
★ THE MONSTER
Swan 4002

WHY DON'T THEY UNDERSTAND
★ GEORGE HAMILTON ★
★ EVEN THO'
ABC-Paramount 2862

YOU SEND ME
★ SAM COOKE ★
★ SUMMERTIME
Keen 34013

KISSES SWEETER THAN WINE
★ JIMMIE RODGERS ★
★ BETTER LOVED YOU'LL NEVER BE
Roulette 4031

BUZ, BUZZ, BUZZ
★ HOLLYWOOD FLAMES ★
★ CRAZY
Ebb 119

MAYBE
★ CHANTELS ★
★ COME, MY LITTLE BABY
End 1005

PEGGY SUE
★ BUDDY HOLLY ★
★ EVERYDAY
Carol 61885

STOOD UP
★ RICKY NELSON ★
★ WAITIN' IN SCHOOL
Imperial 5483

OH, BOY!
★ THE CRICKETS ★
★ NOT FADE AWAY
Brunswick 55035

OH, JULIE!
★ THE CRESCENDOS ★
★ MY LITTLE GIRL
Natesco 6005

RAUNCHY
★ ERNIE FREEMAN ★
★ PUDDIN'
Imperial 5474

LIECHTENSTEINER POLKA
★ WILL GLAHE ★
★ SCHWEITZER POLKA
London 1755

DON'T LET GO
★ ROY HAMILTON ★
★ THE RIGHT TO LOVE
Epic 9257

BONY MORONIE
★ LARRY WILLIAMS ★
★ YOU BUG ME, BABY
Specialty 615

SUGARTIME
★ THE McGUIRE SISTERS ★
★ BANANA SPLIT
Carol 61924

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

GEISHA GIRL
★ HANK LOCKLIN ★
★ LIVIN' ALONE
RCA Victor 6984

ANNA MARIE
★ JIM REEVES ★
★ EVERYWHERE YOU GO
RCA Victor 7070

BALLAD OF A TEENAGE QUEEN
★ JOHNNY CASH ★
★ BIG RIVER
Sun 283

MY SHOES KEEP WALKING BACK TO YOU
★ RAY PRICE ★
★ DON'T DO ME THIS WAY
Columbia 40951

THE STORY OF MY LIFE
★ MARTY ROBBINS ★
★ ONCE-A-WEEK DATE
Columbia 41013

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

TEARDROPS
★ LEE ANDREWS & THE HEARTS ★
★ GIRL AROUND THE CORNER
Chess 1675

BETTY AND DUPREE
★ CHUCK WILLIS ★
★ MY CRYING EYES
Atlantic 1168

I'LL COME RUNNING BACK TO YOU
★ SAM COOKE ★
★ FOREVER
Specialty 619

YOU CAN MAKE IT, IF YOU TRY
★ GENE ALLISON ★
★ HEY, HEY I LOVE YOU
Vee Jay 713

LITTLE BITTY PRETTY ONE
★ THURSTON HARRIS ★
★ I HOPE YOU DON'T HOLD IT AGAINST ME
Aladdin 3398

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

PAT BOONE...It's Too Soon to Know
A Wonderful Time Up There
Dot 15600

LITTLE RICHARD...
Good Golly, Miss Molly
Hey-Hey-Hey-Hey!
Specialty 624

OPERATORS BEST NEW RELEASES
In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

CHUCK BERRY...Sweet Little Sixteen
Reelin' and Rockin'
Chess 1683

THE CHAMPS...Tequila
Train to Nowhere
Challenge 1016

THE CRICKETS...Maybe Baby
Tell Me How
Brunswick 55053

DANNY & THE JUNIORS...
Rock and Roll Is Here to Stay
School Boy Romance
ABC-Paramount 9688

BUDDY HOLLY...I'm Gonna Love You Too
Listen to Me
Coral 61947

SONNY JAMES...Walk to the Dance
Kathleen
Capitol 3688

MARK IV...Make With the Shake
45 R.P.M.
Cosmic 704

EDDIE FLATT...Tequila
Popovers
ABC-Paramount 9699

ROGER WILLIAMS...Arrived Here
The Sentimental Touch
Kapp 210

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

Review Spotlight on . . .

POP RECORDS

DANNY & THE JUNIORS . . . ABC-Paramount 9888
 **ROCK AND ROLL IS HERE TO STAY**
 (Singular, BMI)

SCHOOL BOY ROMANCE (Singular, BMI)
 "Rock and Roll" is a rocker that is very similar in melody and delivery to the group's current smash. "School Boy Romance" is a rockaballad that is also presented with a money sound. Both are potent contenders.

BUDDY HOLLY . . . Coral 61947 **I'M GONNA LOVE YOU TOO**
 (Nor-Va-Jak, Melody Lane, BMI)

LISTEN TO ME (Nor-Va-Jak, BMI)
 Two top efforts by Holly who's still scoring with "Peggy Sue." "I'm Gonna" is a rockabilly item with a folkish feel, and the artist renders it strongly. Flip, "Listen to Me," is also in a rockabilly groove and figures to be in there too. Tri-market appeal.

CHUCK BERRY . . . Chess 1683 **SWEET LITTLE SIXTEEN**
 (Arc, BMI)

REELIN' AND ROCKING (Arc, BMI)
 Two strong sides by Berry. It's a toss as to which will take command. Both are vigorously presented rockers with rhythmic guitar backing. Berry is cleffer of both. Naturals for r.&b. coin also.

THE CRICKETS . . . Brunswick 55053 **MAYBE BABY**
 (Nor-Va-Jak, Melody Lane, BMI)

TELL ME HOW (Stardust, BMI)
 Two likely successors to the group's previous clicks. "Maybe Baby" is rockabilly, and the crew gives it their usual exuberant delivery. "Tell Me How" is a rock-a-calypso type that is belted with the same appeal. A threat in all markets!

THE MARK IV . . . Cosmic 704 **(MAKE WITH) THE SHAKE**
 (Rodel, BMI)

The exciting blues reminds of "At the Hop." The frenzied approach by the group has a sound that could click in all markets. Flip, "45 R.P.M.," is also a blues (Rodel, BMI).

RODGERS WILLIAMS . . . Kapp 210 **ARRIVEDERCI, ROMA**
 (Connelly, BMI)

THE SENTIMENTAL TOUCH (Oxford, ASCAP)
 Williams revives "Arrivederci" with his usual piano mastery. Backing has a chorus on the vocal with lush strings complementing. "Touch" is presented at a relaxed, soft-shoe pace with listenable choral chanting.

EDDIE PLATT . . . ABC-Paramount 9899 **TEQUILA**
 (Jat, BMI)

POPCORN (Sun Crest, BMI)
 "Tequila" is a rocker with a Latin flavor and a very contagious melody. The instrumental is given a stirring treatment and is a good bet to collect coin in both pop and r.&b. marts. "Popcorn" is also a rocker and can go well. The disk was purchased from Decor Records.

THE CHAMPS . . . Challenge 1016 **TEQUILA**
 (Jat, BMI)

This original treatment of the catchy instrumental will offer the Platt serious competition. A very danceable side that can hit the mark with teens. Flip, "Train to Nowhere," is a bluesy instrumental (Golden West, BMI).

POP DISK JOCKEY PROGRAMMING

HUGO & LUIGI . . . Roulette 4050 **76 TROMBONES**
 (Frank, ASCAP)

Listenable setting of the cheerful march from the hit Broadway show, "The Music Man," should be a big hit with all listeners. The vocal is taken by a chorus. The highly attractive side is coupled with "Twilight in Tennessee" (Planetary, ASCAP).

POP PROGRAMMING

JONAH JONES . . . Capitol 3893 **76 TROMBONES**
 (Frank, ASCAP)

BAUBLES, BANGLES AND BEADS (Frank, ASCAP)
 Two very smooth instrumental treatments by Jones who became a big jockey favorite with his "On the Street Where You Live." Top side is from "Music Man," the current Broadway rage. Muted trumpet styling has a jazz feel, and it's taken at a brisk clip. Flip, "Baubles," is from the "Kismet" score, and it's more along the lines of "Street." Either should please.

Reviews of New Pop Records

KEN McDONALD

One Love Alone 81
 PREP 128—Intense chanting by McDonald on a rockaballa, clefted by Billy Myles. Effective backing (featuring piercing falsetto) reminiscent of "Alone." Could be dangerous. (Moon Mkt, BMI)
The Picture . . . 76
 Sock emotional impact marks McDonald's vocal treatment of this fervid rockaballad. Both sides are strong. (Moon Mkt, BMI)

BILL DOGGETT

Hippy Dippy 80
 KING 5096—The Bill Doggett combo should continue its winning ways with this interesting instrumental effort that really moves. Fine juke box and deejay fare. (Lynbeth, BMI)
Flying Home . . . 80
 The well-known standard is up-dated with a sock performance here by the Doggett combo with a flute lead on the order of "Swinging Shepherd Blues." Will grab juke coins. (Regent, BMI)

NOBLE "THIN MAN" WATTS

Blast Off 80
 BATON 251—A boogie blues that builds up quite a frantic storm. Watts had the original of "The Slop," and this side has the same excitement. A fine sound here and it could stir good action. (Dare, BMI)
Rickey Tick . . . 77
 Another infectious side. It's real down-to-earth stuff with a sneaky rhythm, high-lighting guitar and a dirty sax. Strong for jocks and jukes. (Wildcat-Dare, BMI)

THE STROLLERS

Crowded Classroom 80
 WARNER 1018 — Good teen-bait lyric theme marks this attractive little ditty. There's a lot happening in this big sound backing that can come in for good loot. Watch. (Stanford, BMI)
We're Strolling . . . 71
 Another good teen item, with the group warbling capably on a timely rhythm tune. (Stanford, BMI)

THE CORVETTES

String Band Hop 79
 ABC-PARAMOUNT 9891—The Corvettes bow on the label with a solid reading of an unusual rocker that combines the rock and roll beat with a string band type tune. This has a real sound and can move out. (Pamco, BMI)
Don't Restrain Me, Joe . . . 70
 Femme lead in the group sells this one with warmth, but it doesn't have the appeal of the flip. (Aqua, ASCAP)

WARREN SMITH

I've Got My Love If You Want It . . . 79
 SUN 286—Strong driving rhythmic performance by rockabilly Smith in the breathless and frantic style. Strong blues material and good sound make this an exciting record. Can move. (Excellorec, BMI)
I Fell in Love . . . 76
 A strong and very smartly performed ballad side. Interesting and yet very simple guitar backing with chorus is most effective. Can contend with flip for plays. (Hi Lo, BMI)

THE FIVE SATINS

A Million to One 78
 EMBER 1028—The Five Satins, who have had their share of hits, sing this warm ballad with feeling and it should receive much jockey play. Good wax here. (Angel, BMI)
Love With No Love in Return . . . 78
 Another first-rate performance by the Five Satins, again on a warm ballad, sparked by a fine lead voice. Jockeys will 'ig this side, too. (Angel, BMI)

BILL HAYES

Oh Huh Oh Yeah 78
 ABC PARAMOUNT 9896—Relaxed rock and roll ditty from new Broadway musical "The Body Beautiful" is sung appealingly with a leisurely tempo. Other versions out, but this ranks with best of them. (Sunbeam, BMI)
Boo Boy . . . 70
 Exuberant vocalizing on a lively rock and roller, clefted by artist himself. Flip tho is better side. (Sunbeam, BMI)

JIMMY DORSEY ORK

No One Ever Lost More 77
 FRATERNITY 797—The Jimmy Dorsey ork, under Lee Castle's direction, belts out this quality song very effectively. Arrangement includes a

chorus with a big sound. Watch it. May take off. (Buckeye, ASCAP)
When You Took Your Love . . . 76
 This side has a swinging, rhythmic quality. Again, Castle's arrangement includes a big sounding chorus. Strong wax. (Buckeye, ASCAP)

FOUR ACES

Rock and Roll Rhapsody 77
 DECCA 30575—Pretty rock and roll ballad receives a big, big performance by the Aces. They are supported by a large ork and girls' group. One of their best sides in recent months. (Trinity, BMI)
I Wish I May, I Wish I Might . . . 74
 Frantic, up-tempo rocker penned by Lincoln Chase is handed a driving reading by the boys. Rates action. (Bluegrass, BMI)

SONNY BURGESS

My Bucket's Got a Hole in It 77
 SUN 285—Another good rockabilly version of the classic blues with the authentic Sun sound. Interesting backwoods philosophy expressed by the strong performer, who has touches of the Jerry Lee Lewis style. (Pickwick, ASCAP)
Sweet Misery . . . 72
 Three-quarter time weeper that has the rhythmic feeling of "Down in the Valley." Burgess sings with choral accompaniment. Interesting sound but flip would get the nod. (Knox, BMI)

O. C. & THE HOLIDAYS

The Tuttle 77
 WARNER 1019—This is the original version of the insinuating instrumental now getting action in the field. Good side but it has rough competition. (Stanford, BMI)
Watch That Action . . . 70
 Another listenable side by O. C. and his Holidays. Flip side means more. (Stanford, BMI)

RONNIE SELF

I Ain't Goin' Nowhere 76
 COLUMBIA 41102—A gently rhythmic weeper ballad is delivered in classy style by Self. Interesting use of vocal group helps develop a good sound. Nice material. (Cedarwood, BMI)
Pop-a-Lena . . . 76
 A frantic rockabilly side. Lots of steam here with plenty of crazy type lingo. Should register with the teen group. (Cedarwood, BMI)

THE FOUR ESQUIRES

I Walk Down the Street 76
 PARIS 512 — A rock and roller with a happy sound. A bass drum punctuates the vocal, giving an unusual effect. (Barnan-Greta, BMI)
Always and Forever . . . 75
 Pretty tune. Not a rock and roller, but nevertheless with a liting quality. (Greta, BMI)

LES BAXTER

Dance From "Bonjour Tristesse" . . . 76
 CAPITOL 3887 — Charming instrumental arrangement of exciting theme from heavily bullyhoned movie. There are other good versions of tune out, but this one should grab off sizable share of spins. (Carlot, BMI)
Love Theme From "A Farewell to Arms" . . . 75
 Haunting film theme from potent box office flicker is accorded moving instrumental treatment. Slightly heavy for jocks, but movie could create demand for spins. (Felst, ASCAP)

BING CROSBY

Gigi 76
 DECCA 30555—The lovely title song from the score of the forthcoming flick "Gigi" by Lerner and Loewe is sung with heart by the groaner. Jockeys may spin it, which could bring sales. (Chappell, ASCAP)
Trust Your Destiny to Your Star . . . 75
 This tune is from Cole Porter's score to the upcoming TV spectacular "Aladdin." Crosby gives it a fine performance. Like the flip, it can get action with jock help. (Bustoni-Hill, ASCAP)

THE TITANS

Don't You Just Know It 76
 SPECIALTY 625—Sparked by a solid rock and roll beat, the Titans turn in a strong reading of a bright effort that could rack up sales. With exposure it could make noise. (Ace, BMI)
Can It Be . . . 70
 So-so ditty receives a pleasant vocal from the male group. Other side has more power. (Venice, BMI)

(Continued on page 58)

Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

Table with columns: This Week, Last Week, Chart, Weeks on Chart. Lists top sheet music titles like APRIL LOVE, ALL THE WAY, SUGARTIME, etc.

Best Selling Pop Records in Britain

(For week ending January 25)

Table with columns: This Week, Last Week. Lists top pop records in Britain like JAULHOUSE ROCK, THE STORY OF MY LIFE, ALL THE WAY, etc.

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

- List of radio-tunes including A Very Special Love, All the Way, April Love, Be Mine Tonight, etc.

Television

- List of television-tunes including All the Way, April Love, Are You Sincere, At the Hop, etc.

Dutch Mahoff

Continued from page 22

statement, heartily seconded the points made. In addition, Lewis, replying to another point made by Plum to the effect that American artists sometimes suffered in Europe because of concentration by European labels on exploiting their own stars, said this was not borne out by the experience of the Philips organization, "nor of other well-established and responsible companies in Europe." As an example, Lewis cited a recent instance when "Philips sold in Holland over 150,000 of a record on the London label, originating from one of the independent U. S. companies. This is a phenomenal sale." Lewis did concede, however, that "in various European countries, new companies have sprung up since the war and some of these are well established and able to give a good account of themselves."

Reviews of New Pop Records

Continued from page 57

JO-ANN CAMPBELL
You're Driving Me Mad... 76
GONE 5021—The thrush, who has been on the verge of making it on her last two releases, turns in a good performance on this driving rock and roll effort. It has a chance, watch it. (Gib, BMI)
Rock and Roll Love... 68
Canary isn't in good form here altho the tune and arrangement are both cute. Flip rates a big edge. (Mark, BMI)

DAVID SEVILLE
Dance From Bonjour Tristesse... 75
LIBERTY 55124—The pretty song from the film makes a bright instrumental as arranged by Seville. Interest builds, as tho in a bolero. For deejays. (Carlot, BMI)
Bonjour Tristesse... 74
The haunting melody from the film, tastefully done. Seville's arrangement is packed with mood and flavor. (Carlot, BMI)

AL HIBBLER
My Heart Tells Me... 75
DECCA 30547 — The standard is handed a warm, meaningful reading by the warbler over fine ork backing. A good side that should appeal to Hibbler fans and jockeys. (Bregman, Vocco & Conn, ASCAP)
I'm Glad I'm Not Young Anymore... 73
One of the stand-out tunes from the score of the flick "Gigi," penned by Lerner and Loewe, receives a sincere performance by Hibbler here. More listenable wax. (Chappell, ASCAP)

JIM LOWE
The Lady From Johannesburg... 75
DOI 15693—Cheerful vocal by Lowe on a tune that he clefted himself. It's a bright number with a minstrel flavor. It could take off. (Trinity, BMI)
Keppie Doll... 73
Tune has a folkish, modal quality. Lowe's rockabilly presentation with plucked string support can attract. (Trinity, BMI)

THE CHAMPS
Train to Nowhere... 75
CHALLENGE 1016—Interesting wax. Item is a bluesy instrumental, with a persistent beat and a train effect. Chorus used for voicing. Jocks will find it unusual programming. (Golden West, BMI)
Tequila... 72
Instrumental, with smartly-arranged rhythm and horns. Built around a riff, it's quite effective. (Jat, BMI)

LOU MONTE
Lazy Mary... 75
RCA VICTOR 7160—The catchy Italian song, chanted in the original language, with the last two choruses in English. It's very effective, with a smart arrangement. Excellent for jocks. (Shapiro-Bernstein, ASCAP)
Anzelle... 71
A lively rhythm side, with a chorus backing Monte's fine performance. Reisman has cut two bright sides here. (Clara, ASCAP)

EARL HOLLIMAN
Nobody Knows How I Feel... 75
PREP 127 — Young movie actor Holliman, who has a big teen-age following introduced this wistful ballad on the Kraft TV drama "The Battle for Wednesday Night" recently. Lad sings with appealing simplicity and should click with fems. (Arthur, BMI)
Sittin' and a Gabbin'... 70
Perky little ditty warbled in light-hearted fashion by Holliman, but flip is stronger side. (Kassner, ASCAP)

RAY MARTIN ORK & CHORUS
Song From the Quiet American... 74
UNITED ARTISTS 103 — Instrumental from the United Artists' film, "The Quiet American." A quality song, tastefully arranged, with a pretty trumpet part, and a chorus. For jocks. (Unart, BMI)
The Grape Stompers... 73
Lively, Mediterranean-flavored instrumental, with chorus. With the flip, a very usable deejay disk. (Unart, BMI)

DAKOTA STATION
Trust in Me... 74
CAPITOL 3576—A fine old standard, not often revived, gets a good, expressive reading by the gal. Strong material for the sophisticated jocks. (Advanced, ASCAP)
The Late, Late Show... 71
The tune is the title of the thrush's (Continued on page 59)

VOX JOX

By JUNE BUNDY

WNEW'S BIG 10 CONTEST: "Make Believe Ballroom" emcee Art Ford, WNEW, New York, has launched a contest, designed to "find the 10 greatest record performances of all time." Contestants are asked to submit lists of their "all time Top 10" disks, stating the reasons for their choice in 25 words or less. Winners will be those whose lists most accurately resemble a master list, compiled by five top a.&r. chiefs—Columbia's Mitch Miller, RCA Victor's Steve Sholes, Mercury's Bobby Shad, Capitol's Lee Gillette and Decca's Milt Gabler.

To make things a bit easier, WNEW has been running a list of 100 all-time-hit disks (which includes the winning Top 10) via page ads in local newspapers. Contest winds up February 9, and winners will be announced on the Ford show shortly after that date. Prizes include a 1958 Ford Thunderbird, a custom-made mink coat, a \$5,000 college scholarship, three-week all-expenses paid trip to Europe, complete wardrobes, wrist watches, plus "dozens and dozens" of RCA hi-fi sets and portable radios.

Best Blue Bit: First prize in a contest conducted on Betty Johnson's first Atlantic disk, "The Little Blue Man" by deejay Len Libman, WFEA, Manchester, N. H., was won by Mrs. Mildred B. Watts. Her winning description of the title-man was as follows: "Where does the Little Blue Man come from? I think he's a symbol of all lovers on earth, whose been jilted and lost all their laughter and mirth. He comes out of sadness and loneliness, too. You find him in cocktails and old witches brew! It could be you're right and it could be you're wrong. But the Little Blue Man keeps on singing his song. You try not to see him, to keep it hush-hush. But the only smart thing is to give him the bum's rush!"

Change of Theme: Juggy Gale is new field man for Carlton Records. . . . Bill Hinds has joined WWSW, Pittsburgh, where he will select and spin disks (non-rock and roll, in accordance with station policy) on Sundays from 12:15-6 p.m. . . . Monte Lang leaves WESO, Southbridge, Mass., February 23 for six months' duty with the U. S. Army at Fort Dix. . . . Joe Hit, formerly with WFKN, Franklin, Ky., has joined WLCK, Scottsville, Ky., and reports the new indie is "badly in need of wax."

Charlie Murdock, WQAM, Miami, married former WQAM receptionist Cecile Kirby January 24. . . . The "Open House" program on WORC, Worcester, Mass., celebrated its third anniversary on the air last month, via a special program, featuring recorded and live appearances of 18 disk names. Aircr is piloted by a three-man deejay team — Dick Smith, Patti Drake, and Bob Bryar. . . . Pierre Crenesse celebrates his 10th anniversary as director of the French Broadcasting System in North America this month.

Dick Covington, has joined WITH, Baltimore. Effective February 3, he will handle the dual chore of deejay-program director, with his "Covington's Corner," slotted from 4 to 6 p.m., across the board. . . . Dick Bionid, WHOT, Youngstown, O., reports one of his recent weekly record hops drew 1,500 teen-agers. . . . Disk-jockey Don Wallace, KTUL, Tulsa, Okla., manages

YESTERYEAR'S TOPS—

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

FEBRUARY 7, 1948

- 1. Ballerina
2. I'm Looking Over a Four Leaf Clover
3. How Soon
4. Serenade of the Bells
5. Golden Earrings
6. I'll Dance at Your Wedding
7. Too Fat Polka
8. No v Is the Hour
9. Beg Your Pardon
10. Manana

FEBRUARY 7, 1953

- 1. Don't Let the Stars Get in Your Eyes
2. Till I Waltz Again With You
3. Why Don't You Believe Me?
4. Oh, Happy Day
5. Keep It a Secret
6. Tell Me You're Mine
7. Glow Worm
8. Have You Heard
9. Hold Me, Thrill Me, Kiss Me
10. Because You're Mine

Bullseye Record artist Clyde Stacy, who will appear on Dick Clark's ABC-TV "Bandstand" February 11. . . . New spinner at WMYR, Ft. Myers, Fla., is Joe Buerry.

Bill Mack, KWFT, Wichita Falls, Tex., is now doing a four-hour c.&w. show daily, plus regular broadcast with his own band. . . . In addition to his regular daily five-hour disk show, Mike Bradley has been named program director of KOIL, Omaha. At 20, Bradley may be the youngest program director in the country.

George Klein (described by WHEY, Millington, Tenn., as "a former traveling companion of Elvis Presley) has taken over disk spinning chores at WHEY. His show is aired from noon to 3 p.m., following which he emcees the "WHEY Ballroom" from 3 p.m. to 6 p.m. The 22-year-old jockey was president of Presley's high school graduating class, and also appeared in Presley's movie "Jailhouse Rock," playing "himself, a friend of Elvis."

New staff appointments at KWWP, Twin Falls, Idaho, are as follows: Lenny Hesterman, KSL, Salt Lake City, has replaced Don Foley as program director, with latter joining KROY, Sacramento, Calif. Lew Holder has been named morning deejay for the outlet. . . . Jerry Mueller, ex-WEBC, Duluth, Minn., has joined KONO, San Antonio, while another ex-WEBC spinner, Bob Chasteen has taken over a three-hour show on KPCO,

Jim Ramsburg has returned to WDCY, Minneapolis, after six months of duty in the National Guard. . . . In addition to his deejay chores on WDCY, Ramsburg is syndicating a weekly record show on 40 Minnesota stations under sponsorship of the National Guard. . . . RCA Victor recording artist Milton Allen, has taken on a deejay show over KORA, Bryan, Tex.

Court Is Asked

Continued from page 13

distributing its assets pending hearing of the suit. Siamas, meanwhile, broadly expanded the label's artist and repertoire staff and also added to its talent roster. Fred Smith, Lou Adler and Herbie Albert were added as a.&r. men, all reporting to repertoire topper Bumps Blackwell. Label also signed singer Steve Rowland, the Raiders, Champ Butler and Connie Stevens.

DRDA Seeks Code

Continued from page 22

Company were enthusiastic in their support of price maintenance and pointed out the store policy of maintaining a strict price on all merchandise sold. Rack jobbers have not been too strong in the Denver area, as compared to elsewhere in the country, but drug stores, dime stores, and grocery stores with off-brand labels were scored for their techniques. A suggestion to invite the manager of the record departments of these stores into the association was tabled for further consideration but feeling was strong that if the group is to accomplish any purpose, all outlets should be represented and have a voice in settling common problems.

RECORDS WHOLESALE 1-STOP SERVICE!
for Operators, Dealers and Rack Jobbers
ALL LABELS

1-Day Service • Free Title Strips
Most 45's... **55c**

Most EP's...80c 78's...60 & 71c
LP's... **91c \$2.47**
\$3.09 \$3.69

C.O.D. or check with order, plus postage

REDISCO

1221 West North Avenue
Baltimore 17, Maryland
MAAdison 3-1518

LATEST RELEASE
SHORT SHORTS
ROYAL TEENS



CAMEO'S BIGGEST RECORD OF ALL TIME

"SHAKE A HAND"
MIKE PEDICIN QUINTET
CAMEO 125
CAMEO RECORDS

The Original!
"SWINGIN' SHEPHERD'S BLUES"
Jubilee #5311
JUBILEE RECORDS
1650 Broadway
New York, N. Y.

Chess 1683
"SWEET LITTLE SIXTEEN"
b/w
"REELIN' AND ROCKIN'"
Chuck Berry
CHESS RECORD CO.
2120 S. Michigan
Chicago, Illinois
All Phones: CAIumet 5-2770

A SMASH!
GALE STORM
"A FAREWELL TO ARMS"
DOT #15691

Reviews of New Pop Records

Continued from page 58

recent album, from which this stylish bit is taken, Gal sings in a classy manner to a nice easy backing which features muted trumpet of Jonah Jones. Strong jockey fare and a possible show theme song. (Kahl, BMI)

THE KALIN TWINS
Walkin' to School...74
DECCA 30552—Unusual wax. Lyric is in the current "school" groove; but the melody and its arrangement is a distinct departure. Merits deejay exposure. (Jason, BMI)
Jumpin' Jack...71
This side is a modified blues with an unusual lyric of novelty appeal. (Jason, BMI)

LARRY HOVIS
We Could Have Lots of Fun...74
CAPITOL 3873—Larry Hovis debuts on the label with a bright reading of interesting material backed with spirit by the Jack Marshall Ork. Side could garner spins. (Kahl, BMI)
Do I Love You...69
The lad tackles a tender ballad here with good results. Flip side is stronger, however. (Longhorn, BMI)

NORMA AND LINDA
I Cried My Heart Out...74
FABOR 4039—Rhythm side with a strong beat. Lyric is really a weeper, but with a driving treatment not usually found in this type of material. Effective. (Dandellon, BMI)
Stop! Right Here Where You Are...68
Cute rhythm side, chanted with a fresh sound by the chicks. Lyric has some novelty value. (Dandellon, BMI)

HANK PENNY ORK
Fool's Lament...74
DECCA 30531—A rock and roller with a slow, measured beat and a triplet figure in the arrangement. Tenor sax has a soulful, satisfying sound. (Trans World, BMI)
A Night at the Copa...65
Comedy side, done in recitative or talk style. Penny plays an emcee at a nitery and describes the patrons. Not too effective. (Copar, BMI)

KIRK STUART WITH THE HONEYDREAMERS
Gladly...73
JOSIE 832—Soft, expressive reading by Stuart on a pretty ballad. The artist sounds a bit like Nat Cole here. Good for adult programming. (Marvelle, BMI)
The Swingin' Shepherd Blues...73
This is the first version with lyrics on the tune that has been creating interest as a single. Good jockey item. (Kahl, BMI)

JIMMIE HASKELL ORK
I'm All Woke Up...73
IMPERIAL 5491—A bright instrumental which features listenable interplay between guitar and organ. It's also been recorded by Marty Wilson on Decca. Possible pop and c.w. coin. (Eby, BMI)
Bems...73
A catchy tune. The arrangement has a funky beat and the organ and guitar are equally attractive here. (Post, ASCAP)

DENNIS FARNON ORK & CHORUS
Theme From Peyton Place...73
RCA VICTOR 7159 — A graceful waltz, from the film "Peyton Place." This instrumental is lush, with fiddles very prominent, and arranged tastefully. (Robbins, ASCAP)
Vienna Bongo...72
A Viennese-tinged instrumental with unusual rhythm backing. Deejays will find this an uncommon item. (Compton, ASCAP)

THE BLOSSOMS
Have Faith in Me...73
CAPITOL 3878—Lead canary pipes meaningfully on moving theme with r.&r. flavor. Something different for jocks. Good group talent. (Malabar & Paley, BMI)
Little Louie...71
Lively thrashing stint on exuberant rhythm-novelty with a catchy r.&r. beat. (Malabar & Dennis, BMI)

LONNIE SATTIN
My Heart's Your Home...73
CAPITOL 3879—A profound thought expressed in a slow, pounding reading by Sattin, in a style akin to that of Roy Hamilton. Good performance builds well enough and rates plays. (Luetta, BMI)
Ring Around the Moon...70
Tune has bounce and rhythm with no great message. Sattin provides an enthusiastic reading, backed by chorus of thrushes, but flip has more strength. (Luetta, BMI)

MARLIN GREENE
Walkin' to the Dance...73
RCA VICTOR 7161 — Greene, a talented new artist, has a pleasant, soft sound on the rockaballad which deals with the familiar problem of not being able to get the car for the dance. The kids may go for it. (Central, BMI)
Marlene...68
A shuffling tribute to a young lady.

The tune is presented with appeal, but flip appears more likely. (Tree-Tone, BMI)

TITO PUENTE ORK
Be Mine Tonight...72
RCA VICTOR 7094—Cha cha treatment of the pretty theme is a danceable item. A good instrumental change of pace. (Peer, BMI)
La Ola Marina...72
Peppy instrumental go on a rumba. Also a danceable side. Another jockey prospect. (Peer, BMI)

SEMPRINI ORK
Destiny Theme...72
CAPITOL 3880—A sweeping, lush instrumental of a dramatic theme in the mood of "Warsaw Concerto." Symphonic-styled arrangement for class mood segs. (Morris, ASCAP)
Invitation Waltz...70
Lyrical theme is handed richly melodic instrumental treatment. Pretty programming for jocks. (Chappell, ASCAP)

KAYCEE JONES
Johnny, Johnny, Johnny...72
DOT 15694—Snappy treatment of the rocker is supported by a chorus and bright ork backing. This could create interest. (House of Fortune, BMI)
Kinda Like Love...69
This is the first by the thrush on her new label. The dual track version of the rockaballad is presented with appeal. Some coin possible. (Mills, ASCAP)

LEROY VAN DYKE
Leather Jacket...72
DOT 15698—Van Dyke turns in a listenable vocal on this up-tempo story about a young lad who dresses in the latest style. A country rock and roller. (Barton, BMI)
My Good Mind Went Bad...68
Rock and roll blues is sung pleasantly by the chanter. (Ohie, BMI)

DAVE TERRY ORK
March From the River Kwai & Colonel Bogey...71
RCA VICTOR 7153 — The Mitch Miller version is already on the charts. But this spirited presentation could still draw spins. (Columbia Pictures & Boosey & Hawkes, ASCAP)
Swingin' Shepherd Blues...71
Several other versions are beginning to show. The cute theme is presented with appeal, but it may be too late for big coin. (Benell, BMI)

JOHNNY MADARA
Luk-a-Luk-a-Look-a...71
PREP 129—An interesting rock and roller with a Hawaiian flavor. Madara performs creditably. Should pull play. (Patricia, BMI)
My Big Thrill...69
Feelingful delivery by Madara on appealing rockaballad. Same comment on spin potential. (Singular, BMI)

ROBERT CLARY
The Night They Invented Champagne...70
MERCURY 71269—Polka-styled ditty from the score of the flick "Gigi" by Lerner and Loewe receives a typical Gallic performance by nightclub singer-comic Robert Clary. Jockeys may spin. (Lowal-Chappell, ASCAP)
She Is Not Thinking of Me...70
Another Lerner and Loewe tune from the forthcoming "Gigi" flick is sold nicely by Clary. It too can get jockey attention. (Lowal-Chappell, ASCAP)

JERRI ADAMS
My Heart Tells Me...70
COLUMBIA 41111—The standard is handed a warm reading by thrush Jerri Adams over warm backing by the Ray Ellis Ork. Late night jock fare. (Bregman, Vocco & Conn, ASCAP)
Every Night About This Time...69
Same comment. (Warock, ASCAP)

DANNY ANDREW
Bongo Boy...70
VERVE 10115—The rocker has a Latin beat. Andrew delivers the tune with gusto. Bongos are prominently featured in support. (Sherman, BMI)
As Long as We're Together...68
Nice go on a rockaballad with light ork and chorus support. A nice change of pace from the flip. Some coin possible. (Sherman, BMI)

THE MARINERS
I Live for You...70
TIARA 6111—Pretty harmonies on the ballad by the quartet. Shuffling ork support nicely complements. Some coin possible. Good deejay material. (Michele, ASCAP)
I Heard Ya the First Time...67
Attractive rendition of a ballad with rhythmic ork backing. Flip appears to have edge. (Torch, ASCAP)

MAC AND MIKE
Be My Nest...70
GLORY 273—Duo packs plenty of rough-edged feeling into their own

rockaballad, already cut by Joel Grey. A promising piece of material. (Simon House, BMI)
Rockin' Teens...66
Good teen title, may help this side gain play, altho rhythm tune is on ordinary side. (Simon House, BMI)

XAVIER CUGAT ORK
Learning...70
COLUMBIA 41109—Cugat fans will enjoy his treatment of this pop adaptation of the theme from Tchaikovsky's Violin Concerto. It features a vocal by Bob Carroll. (Marks, BMI)
Dengoza...65
Fast, frantic instrumental version of the familiar Latin-American item. Flip has more interest. (Marks, BMI)

LEW QUADLING CHORUS & ORK
Sightseeing...69
CORAL 61942—Sparkling instrumental treatment with incidental choral work of a gay continental theme. Bright jockey wax. (Dorsey Bros., ASCAP)
Paris Isn't Paris...69
Romantic theme is wrapped up in attractive choral stint and lush backing. (Mellin, BMI)

LOWELL MCGUIRE
Spellbound...69
NASCO 6007 — Happy performance by McGuire lifts this rather ordinary material out of the norm. Boy has a chance with the right tune. (Excellorec, BMI)
Leave My Girlie Alone...67
Lowell McGuire sells this up-tempo effort with spirit, with help from a rockabilly combo. Pleasant side. (Excellorec, BMI)

LILLIAN BROOKS
Say You're Mine...69
M-GM 12610—Authoritative reading by the gal on an attractive ballad. Interesting backing. (Frederick, BMI)
Peyton Place...66
Routine ballad sung nicely by Miss Brooks. Film title connection could help play. (Brandon, ASCAP)

JACKIE BURNS
Hey Then, There Now...69
DEL-FI 4102—Burns stirs up a good storm with this medium-paced rockabilly job. Good backing sound. Possible for boxes or jocks. (Typort, BMI)
You Are My Dream...65
This is an upbeat, rocking side based on "Eichstraum." Burns has touches of the Frankie Laine approach here. Flip side has an edge. (Marna, BMI)

AL & DICK
I'll Wait...68
CARLTON 452—Al Hoffman and Dick Manning, well-known clefters, make their debut as artists on a pretty waltz. Good jockey side. Both sides were clefted by the team. (Sapphire, ASCAP)
Junior Miss (With a Senior Kiss)...68
This is not the tune from the recent TV show. It's a snappy, teen-slanted theme rendered with cheerful, Dixie-type ork support. Action possible. (Lido, ASCAP)

ANDY ANDERSON
I-I Love You...68
FELSTED 8508—There's a cute gimmick on this tune but it may be a bit too mild to create excitement in spite of a good vocal by Anderson. (Nash, BMI)
Johnny Valentine...65
A typical rock and roll ballad receives another pleasant performance by the singer. With strong material he could make some noise. (Nash, BMI)

JESSIE HODGES
Until...67
FABLE 609—The pretty ballad is nicely read by the artist. Jocks may like it for adult programming segs. (Jay, BMI)
This Is My Love...67
Nice sound by the artist on a medium-beat ballad. Potential appears similar to flip. (Jay, BMI)

THE EMERALDS
The One I Adore...67
ABC-PARAMOUNT 9889—Pleasant, old fashioned ballad is sung nicely by the group but it doesn't have much to offer for the current market. (Pamco, BMI)
You Belong to My Heart...65
The evergreen is sung in fair style by the Emeralds, but again it's weak for the market. (Peer, BMI)

ARTHUR GODFREY
Seventy Six Trombones...65
COLUMBIA 41113—Tune from the Broadway musical smash "The Music Man" receives a fair-to-middlin' reading from Godfrey backed by the Norman Leydon Ork. Side has competition from several other versions. (Frank, ASCAP)
Marian the Librarian...65
Another tune from "The Music Man" is sung rather tiredly by Arthur Godfrey. Slim potential. (Frank, ASCAP)

BOBBY JENKINS
My Baby's Gone...65
NASCO 6006—Blues is warbled with vigor by Jenkins, but the material and arrangement are so-so. (Excellorec, BMI)

(Continued on page 62)

Cosmic 704
"THE SHAKE"
The Mark IV
distributed by
CHESS PRODUCING CORP.
2120 S. Michigan Chicago, Illinois
All Phones: CAIumet 5-2770

A NEW SMASH!
RICKY NELSON
STOOD UP
WAITIN' IN SCHOOL
5483

Imperial Records
6475 Hollywood Blvd. Hollywood 28, Calif.

QUALITY RECORD PRESSINGS
AT AMAZING LOW PRICES
Complete pressing service for all speeds, 7"-10"-12". Fast, dependable service and drop shipments for the East Coast.
Call or write
RENOWN RECORD MFG.
420 Varick Street Utica, N. Y.
Phone 3-2359

A NEW LABEL
New Songs—New Artists
VELLEZ RECORDS
First launching teen-agers idol—Barney Spencer, G-1401 A & B... Candles in the Chapel b/w Beginners Luck... with THE VELLAIRES. DISTRIBUTORS, write, wire or phone DAVenport 4-3748. VELLEZ RECORDS Post Office Box 248 Lemita, Calif.

Record Dealers! Disk Jockeys!
➤ AARDELL TO ZORA!!
Horoscopes? No! Record Labels? Yes!
Did you ever wonder who makes that record that your customers and listeners inquire about? Where's the company located? Who distributes their records in your area?
The answers are all in the latest issue—just up-dated of **The Billboard's MUSIC-RECORD PROGRAMMING and BUYING GUIDE**
There are 1,567 different record labels listed in this Guide. Labels are listed alphabetically for easy reference with complete addresses. In addition, this 100-page booklet also contains a directory of record distributors, arranged by state and city, and tells you what labels they handle plus
For record programming ideas for disk jockeys
For window display ideas for dealers
The top song hits by year for every year since 1900. The top record hits by artist and label for the past five years. Order your copy now!
Merchandising Division, The Billboard 2140 Patterson St., Cincinnati 22, Ohio
Yes, I want 3 copies of The Music Record Programming and Buying Guide at \$1.00 each. My remittance is enclosed. Please rush to: 725
My Name.....
Name of Store or Station.....
Street Address.....
City.....State.....
When answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

• This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

C&W RECORDS

SONNY JAMES

Walk to the Dance (Central Songs, BMI)
Kathaleen (Lu-Tal, BMI)—Capitol 3888—Two very poppish presentations by the artist. "Walk" is a rockabilly that has a message for teens. Flip, "Kathaleen," is a rockabilly tribute to a young lady. Both can click and are prospects for pop coin as well.

DANNY & THE JUNIORS

Rock and Roll Is Here to Stay (Singular, BMI)
School Boy Romance (Singular, BMI) ABC-Paramount 9888
See review in Pop Spotlight section.

BUDDY HOLLY

I'm Gonna Love You, Too (Nor-Va-Jak, Melody Lane, BMI)
Listen to Me (Nor-Va-Jak, BMI) Coral 61947
See review in Pop Spotlight section.

THE CRICKETS

Maybe Baby (Nor-Va-Jak, Melody Lane, BMI)
Tell Me How (Stardust, BMI) Brunswick 55053
See review in Pop Spotlight section.

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 25

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Great Balls of Fire Jerry Lee Lewis, Sun
2. I Beg of You, Elvis Presley, Vic.
3. My Special Angel, Bobby Helms, Dec.
4. Please Pass the Biscuits Gene Sullivan, Col.
5. The Story of My Life Marty Robbins, Col.
6. Kisses Sweeter Than Wine Jimmie Rodgers, Rit.
7. Uh Huh, Sonny James, Cap.

Dallas-Fort Worth

1. My Special Angel, Bobby Helms, Dec.
2. Geisha Girl, Hank Locklin, Vic.
3. Is It Wrong? Warner Mack, Dec.
4. The Story of My Life Marty Robbins, Col.
5. I Beg of You, Elvis Presley, Vic.
6. Great Balls of Fire Jerry Lee Lewis, Sun
7. Jailhouse Rock, Elvis Presley, Vic.
8. Ballad of a Teen-Age Queen Johnny Cash, Sun
9. Fraulein, Bobby Helms, Dec.

Houston

1. I Found My Girl in the U. S. A. Jimmy Skinner, Mer.
2. Great Balls of Fire Jerry Lee Lewis, Sun
3. This Little Girl of Mine Everly Brothers, Cdc.
4. Is It Wrong? Warner Mack, Dec.
5. I Beg of You, Elvis Presley, Vic.
6. Wake Up Little Susie Everly Brothers, Cdc.
7. My Special Angel, Bobby Helms, Dec.

Memphis

1. Ballad of a Teen-Age Queen Johnny Cash, Sun
2. The Story of My Life Marty Robbins, Col.
3. Great Balls of Fire Jerry Lee Lewis, Sun
4. Wake Up Little Susie Everly Brothers, Cdc.
5. My Special Angel, Carl Perkins, Sun

Nashville

1. Ballad of a Teen-Age Queen Johnny Cash, Sun
2. The Story of My Life Marty Robbins, Col.

Breaking Wide Open
Pop and C&W

JOHNNY CASH
BALLAD OF A
TEENAGE QUEEN

b/w
BIG RIVER
Sun #283

A NEW LABEL
New Songs—New Artists
VELLEZ RECORDS
First launching sensational female artist—Verna Flynn, G-1402 A & B. A Gypsy Once Told Me b/w Unless You Are Near—Waltz. THE VELLAIRES, D.F. If you haven't received samples, write VELLEZ RECORDS, Post Office Box 348, Lomita, Calif.

3. I Heard the Bluebirds Sing Jim Edward, Maxine and Bonnie Brown, Mer.
4. Anna Marie, Jim Reeves, Vic.
5. Geisha Girl, Hank Locklin, Vic.
6. Rock-a-Chicka, Warner Mack, Dec.
7. You Win Again, Jerry Lee Lewis, Sun
8. I Found My Girl in the U. S. A. Jimmie Skinner, Mer.

New Orleans

1. Great Balls of Fire Jerry Lee Lewis, Sun
2. The Story of My Life Marty Robbins, Col.
3. Geisha Girl, Hank Locklin, Vic.
4. Wake Up Little Susie Everly Brothers, Cdc.
5. Jailhouse Rock, Elvis Presley, Vic.
6. Ballad of a Teen-Age Queen Johnny Cash, Sun
7. I Beg of You, Elvis Presley, Vic.
8. My Special Angel, Bobby Helms, Dec.
9. You Win Again, Jerry Lee Lewis, Sun

St. Louis

1. The Story of My Life Marty Robbins, Col.
2. Waitin' in School, Ricky Nelson, Imp.
3. Ballad of a Teen-Age Queen Johnny Cash, Sun
4. Great Balls of Fire Jerry Lee Lewis, Sun
5. Don't, Elvis Presley, Vic.
6. Raunchy, Bill Justis, Phil. Int'l.

Dot-London

• Continued from page 13

Distributing Company, Boston, and Hart Distributing Company, Los Angeles. The Hartstone family purchased the Los Angeles and San Francisco branches formerly owned by London Records approximately one and one-half years ago, with all there firms currently run under the aegis of George Hartstone.

Dot owns its own branch in New Orleans, with no other company-owned distribution centers planned at the present time.

The new alliance between Dot and London gives the firms joint distribution in approximately 30 per cent of the record market, and assuredly will solidify the penetration of the two labels in each of the areas in which they are jointly represented. The agreement between the two firms calls for distribution only and in no case involves artists or repertoire.

London continues to own its branch in New York, and altho expansion of the pact to include that area was not mentioned, it seems probable that Dot will one day be distributed by London there too.

Dot also has a foreign distribution agreement with British Decca, parent company of London Records.

AUDITION
a new selling force
...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Texas Bill Strength, entertainer-deejay at KEVE, Minneapolis, has been ordered by his doctor to take four-week vacation, due to physical and mental exhaustion which the doc described as the first stages of a breakdown. Now recuperating in Texas and Mexico, Texas Bill plans to resume his KEVE duties around February 15. . . . Jimmie Skinner, Cincinnati music merchant-entertainer, fills the guest slot on the Prince Albert portion of "Grand Ole Opry" over the NBC radio net Saturday (8), at which time he'll feature both sides of newest Mercury-Starday release which makes its bow this week. Jimmie still has copies of his recent clicker, "I Found My Girl in the U.S.A.," still available. Drop him a card to 222 East Fifth Street, Cincinnati.

Eleanor and Harry Smythe, operators of Buck Lake Ranch, Angola, Ind., one of top summer c.&w. spots in the nation, are spending the winter in Hollywood, Fla. . . . Jim Reeves made his first personal appearance of the new year at the Sportmen's Show, Kansas City, Mo., last Saturday (1). Next Saturday (8), he participates in the Seventh Annual Teenage Beauty Contest in Nashville, which embraces winners from all the high schools in Davidson County. Event is promoted by Red O'Donnell, well-known columnist of The Nashville Banner. . . . Martha Lynn, of "Louisiana Hayride," Shreveport, has a new one out on Pep Records coupling "When" with "The End of My World."

Johnny Horton's newest release on the Columbia label is "Honky-Tonk Hardwood Floor." A pretty-slippery title, no? . . . Johnny and Jack (Johnny Wright and Jack Anglin) and Curly Rhodes guested recently on Frank

(Continued on page 62)

• Reviews of New C&W Records

GEORGE JONES

Color of the Blues . . . 78
Mercury 71257—A strong weeper. Jones does this in the traditional style, and it's a peach of a performance; sure to appeal to those who dig the legit article. (Starlite, BMI)
Eskimo Pie . . . 77
Bright rhythm side, with a lyric which is country-flavored and has novelty appeal. Jones' fine vocal is backed by an arrangement touched with honky-tonk beat. (Starlite, BMI)

PORTER WAGONER

Turn It Over in Your Mind . . . 76
RCA VICTOR 7138—Wagoner has a hill sound on the tune with a country-blues flavor. Good, traditional country string and chorus support assist. (Warden, BMI)
As Long as I'm Dreaming . . . 76
The artist sings the country ballad with appeal. Potential appears similar to flip. This has a poppish feel. (Southern, ASCAP)

HANK WILLIAMS

I Can't Help It . . . 76
M-G-M 12615—Plaintive warbling on touching ballad by the late Williams. Loyal fans should account for plenty of sales and spins. (Acuff-Rose, BMI)
Why Don't You Love Me . . . 75
Ingratating reading of up-tempo weeper. Nostalgic deejay wax. (Acuff-Rose, BMI)

JEAN SHEPARD

I Used to Love You . . . 75
CAPITOL 3481—The gal asserts her independence in this boogie dirty. A bright effort that can get rural action. (Lu-Tal, BMI)
You're Just the Kind of Guy . . . 73
A nice performance on a slightly slower paced tune, by one of the queens of the country world. Fair material. (Central Songs, BMI)

HAWKSHAW HAWKINS

Gully of Dreaming . . . 74

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING JANUARY 25

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. THE STORY OF MY LIFE (ASCAP)—Marty Robbins	1	11
Once-A-Week Date (BMI)—Col 41013		
2. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	3	10
YOU WIN AGAIN (BMI)—Sun 281		
3. MY SPECIAL ANGEL (BMI)—Bobby Helms	2	17
Standing at the End of My World (BMI)—Dec 30423		
4. BALLAD OF A TEEN-AGE QUEEN (BMI)—Johnny Cash	8	2
Big River (BMI)—Sun 283		
5. GEISHA GIRL (BMI)—Hank Locklin	4	24
Livin' Alone (BMI)—Vic 6984		
6. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	7	9
Better Loved You'll Never Be (ASCAP)—Roulette 4031		
7. JAILHOUSE ROCK (BMI)—Elvis Presley	3	17
Treat Me Nice (BMI)—Vic 7035		
8. I BEG OF YOU (BMI)—Elvis Presley	—	1
DON'T (BMI)—Vic 7150		
9. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers	6	19
Maybe Tomorrow (BMI)—Cadence 1337		
10. STOOD UP (BMI)—Ricky Nelson	13	3
WAITIN' IN SCHOOL (BMI)—Imperial 5483		
11. RAUNCHY (BMI)—Bill Justis	9	11
The Midnite Man (BMI)—Phillips International 3519		
12. FRAULEIN (BMI)—Bobby Helms	10	43
Heartick Feeling (BMI)—Dec 30194		
13. MY SHOES KEEP WALKING BACK TO YOU—Ray Price	11	26
Don't Do This to Me (BMI)—Col 40951		
14. IS IT WRONG? (BMI)—Warner Mack	15	23
Baby Squeeze Me (BMI)—Dec 30301		
15. HOME OF THE BLUES (BMI)—Johnny Cash	14	21
GIVE MY LOVE TO ROSE (BMI)—Sun 279		
16. ANNA MARIE (BMI)—Jim Reeves	—	1
Everywhere You Go (BMI)—Vic 7070		
17. I FOUND MY GIRL IN THE U. S. A. (BMI)—Jimmie Skinner	12	11
Carroll County Blues (BMI)—Mercury 71192		
18. WHY, WHY? (BMI)—Carl Smith	—	16
Emotions (BMI)—Col 40984		
19. UH HUH (ASCAP)—Sonny James	—	1
Why Can't They Remember? (BMI)—Cap 3840		
20. HONEYCOMB (ASCAP)—Jimmie Rodgers	—	13
Their Hearts Were Full of Spring (ASCAP)—Roulette 4013		

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING JANUARY 25

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. BALLAD OF A TEENAGE QUEEN—Johnny Cash	3	3
Sun 283—BMI		
2. THE STORY OF MY LIFE—Marty Robbins	1	10
Col 41013—ASCAP		
3. ANNA MARIE—Jim Reeves	7	9
Vic 7070—BMI		
4. YOU WIN AGAIN	14	2
Sun 281—BMI		
5. WAKE UP LITTLE SUSIE—Everly Brothers	8	18
Cadence 1337—BMI		
6. MY SPECIAL ANGEL—Bobby Helms	2	17
Dec 30423—BMI		
7. I FOUND MY GIRL IN THE U. S. A.—Jimmie Skinner	5	11
Mercury 71192—BMI		
8. GEISHA GIRL—Hank Locklin	13	23
Vic 6984—BMI		
9. GREAT BALLS OF FIRE—Jerry Lee Lewis	4	7
Sun 281—BMI		
10. HOME OF THE BLUES—Johnny Cash	6	19
Sun 279—BMI		
11. WHY, WHY?—Carl Smith	12	19
Col 40984—BMI		
12. PLEASE PASS THE BISCUITS—Gene Sullivan	—	5
Col 40971—BMI		
13. HOLIDAY FOR LOVE—Webb Pierce	—	17
Dec 30419—BMI		
14. JAILHOUSE ROCK—Elvis Presley	9	16
Vic 7035—BMI		
15. KISSES SWEETER THAN WINE—Jimmie Rodgers	—	6
Roulette 4021—BMI		

RCA VICTOR 7145—Pretty ballad is handed dreamy interpretation by Hawkins. Sentimental spin material for jocks who prefer traditional c.&w. sides. (Barton, BMI)
It's Easter Said Than Done . . . 74
Wistful reading of attractive ballad with faintly r.&f. flavored backing. (Acuff-Rose, BMI)

THE STANLEY BROS.

If That's the Way You Feel . . . 74
MERCURY 71258—Another weeper, again in the traditional style, with authentic arrangements and delivery. (Acuff-Rose, BMI)
I'd Rather Be Forgotten . . . 73
A weeper in the traditional style, and with the true hill sound. Deejays and connoisseurs of the legit article have it here — sans gimmicks or pop choruses. (Starlite, BMI)

DON HEAD

Gotta Strong . . . 73
DUB 2840—Well-produced rockabilly side, Head sings a pleasant rockin'

item with gentle effectiveness. Dual market appeal. (J & W, BMI)
Never Before . . . 67
Sentimental ballad warbled pleasingly by Head. Flip this is stronger side. (J & W, BMI)

DEE & PATTY

First Date . . . 70
MERCURY 71252—Cute country ballad is handled with spirit by the male-female country duo. Listenable wax. (Starlite, BMI)
Parking . . . 70
Another bright side by the country pair. Heavy jockey attention and sales indicated. (Starlite, BMI)

JIMMY SIMPSON

Just the Kind of Man . . . 68
JIFFY 210—Simpson has a slicer heartbreak style in this sad song of a "break-up of a home." Interesting material. (J&W, BMI)
Blue As I Can Be . . . 65
A moderate paced blues with only fair potential. Okay performance will find heavy competition. (J&W, BMI)

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JANUARY 25

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side last on top.

This Week	Last Week	Chart	Weeks on Top
1. AT THE HOP (BMI)—Danny and the Juniors.....	1	8	
Sometimes (BMI)—ABC-Paramount 9871			
2. GET A JOB (BMI)—Silhouettes.....	2	3	
I Am Lonely (BMI)—Ember 1029			
3. DON'T LET GO (BMI)—Roy Hamilton.....	4	3	
The Right to Love (BMI)—Epic 9257			
4. PEGGY SUE (BMI)—Buddy Holly.....	3	10	
Everyday (BMI)—Coral 61885			
5. RAUNCHY (BMI)—Ernie Freeman.....	5	10	
Puddin' (BMI)—Imperial 5474			
6. MAYBE (BMI)—Chantels.....	15	2	
Come My Little Baby (BMI)—End 1005			
7. THE STROLL (BMI)—Diamonds.....	10	3	
Land of Beauty (BMI)—Mercury 71242			
8. STOOD UP (BMI)—Ricky Nelson.....	11	3	
WAITIN' IN SCHOOL (BMI)—Imperial 5483			
9. LA DEE DAH (BMI)—Billy and Lillie.....	6	3	
The Monster (BMI)—Swan 4002			
10. I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke.....	8	7	
Forever (BMI)—Specialty 619			
11. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis.....	9	9	
You Win Again (BMI)—Sun 281			
12. YOU SEND ME (BMI)—Sam Cooke.....	7	15	
Summertime (ASCAP)—Keen 34013			
13. DON'T (BMI)—Elvis Presley.....	—	1	
I BEG OF YOU (BMI)—Vic 7150			
14. OH, JULIE (BMI)—Crescendos.....	14	2	
My Little Girl (BMI)—Nasco 6005			
15. BETTY AND DUPREE (BMI)—Chuck Willis.....	—	1	
My Crying Eyes (BMI)—Atlantic 1168			
16. OH, BOY (BMI)—Crickets.....	15	2	
Not Fade Away (BMI)—Brunswick 55035			
17. DESIRE ME (BMI)—Sam Cooke.....	—	1	
(I LOVE YOU) FOR SENTIMENTAL REASONS (BMI)—Keen 4002			
18. RAUNCHY (BMI)—Bill Justis.....	12	11	
The Midnight Man (BMI)—Phillips International 3519			
19. DEDE DINAH (ASCAP)—Frankie Avalon.....	—	1	
Ooh La La (ASCAP)—Chancellor 1011			
20. BONY MORONIE (BMI)—Larry Williams.....	—	9	
You Bug Me, Baby (BMI)—Specialty 615			

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JANUARY 25

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Chart	Weeks on Top
1. GET A JOB—Silhouettes.....	4	2	
Ember 1029—BMI			
2. I'LL COME RUNNING BACK TO YOU—Sam Cooke.....	1	6	
Specialty 619—BMI			
3. DON'T LET GO—Roy Hamilton.....	7	2	
Epic 9257—BMI			
4. AT THE HOP—Danny and the Juniors.....	2	7	
ABC-Paramount 9871—BMI			
5. YOU CAN MAKE IT IF YOU TRY—Gene Allison.....	3	7	
Vee Jay 256—BMI			
6. TEARDROPS—Lee Andrews and the Hearts.....	9	5	
Chess 1675—BMI			
7. MAYBE—Chantels.....	11	2	
End 1005—BMI			
8. GREAT BALLS OF FIRE—Jerry Lee Lewis.....	8	8	
Sun 281—BMI			
9. OH, JULIE—Crescendos.....	—	1	
Nasco 6005—BMI			
10. THE STROLL—Diamonds.....	12	5	
Mercury 71242—BMI			
11. RAUNCHY—Bill Justis.....	5	9	
Phillips International 3519—BMI			
12. RAUNCHY—Ernie Freeman.....	10	11	
Imperial 5474—BMI			
13. PEGGY SUE—Buddy Holly.....	—	8	
Coral 61885—BMI			
14. YOU SEND ME—Sam Cooke.....	6	16	
Keen 34013—BMI			
15. DO WHAT YOU DID—Thurston Harris.....	—	1	
Aladdin 3399—BMI			

Reviews of New R&B Records

LENNY PERNA
Love Is a Wonderful Thing.....80
 CHANCELLOR 1013—Lenny Perna, a new talent on the label, turns in a very strong reading of a big rock and roll tune, backed by a fine fall out sound. Singer is very impressive on this waxing and could break thru. Watch it. (Dehmar, ASCAP)
Let's Try Again.....70
 Boy tries hard on this side but it doesn't have the impact of the flip. (Rambled, BMI)

SONNY BOY WILLIAMSON
Born Blind.....78
 CHECKER 883—Wonderfully funky, authentic Deep South blues. Sonny Boy, in his delivery, tells a real story—with heart. Great for r.&b. jocks and dealers looking for the true material. (Arc, BMI)
"Ninety Nine".....78
 A fine coupling for the flip. Authentic blues; this one with a bit of novelty in the lyric, in addition to the pathos. (Arc, BMI)

HOWLIN WOLF
Sitting on Top of the World.....78
 CHESS 1679—Funky blues. Howlin Wolf gives it the authentic quality, with fine backing by piano, guitar and harmonica. Deep South material, and for those who dig the genre. (Arc, BMI)
Poor Boy.....77
 Fine blues of the Deep South type, like the flip. There's a folk quality to this lyric and performance. Great for jocks whose audiences like the authentic blues. (Arc, BMI)

TINY BRADSHAW ORK
Short Shorts.....76
 KING 5114—Good cover by the Bradshaw ork with vocal of the current smash tune, as cut by the Royal Teens on ABC-Paramount. Side will have a tough time bucking the Teens but it should still garner a share of the market. (Admiration, BMI)
 Tiny Bradshaw and his ork turn out their first new waxing in almost two years and it's a swinging side sparked by a listenable flute lead. Good wax here that should get attention. (Jay & Cee, BMI)

LITTLE WILLIE JOHN
Spasms.....76
 KING 5108—Somewhat on the order of Willie John's hit of a few years ago, "Fever," is this new effort by the singer. Good sides, but not quite up to his big ones. (Obie, BMI)
Talk to Me, Talk to Me.....74
 Warm reading by Little Willie John of a tender ballad, backed prettily by a vocal group and chorus. The lad pours out his heart on this one and it has a good chance. Watch it. (Jay & Cee, BMI)

PLAS JOHNSON ORK
Popcorn.....75
 CAPITOL 3875—Rickey tick effort with a rock and roll beat is handed a listenable instrumental reading by the Johnson crew with tenor sax lead and a tuba pumping away in the background. (Sun-Crest, BMI)
Hoppin' Mad.....74
 Hand-clapping and a growling tenor lead spark this swinging item by the Plas Johnson band. Juke box fare. (Beechwood, BMI)

JOHNNY (GUITAR) WATSON
One Room Country Shack.....74
 KEEN 4005—Earthy reading of a blues with funky piano and guitar backing. Good for Southern markets. (Venice, BMI)
Gangster of Love.....74
 The cat tells that he has a great way with chicks. This, too, is a good pitch for Southern loot. (Andrea, BMI)

EDDIE CHAMBLEE
Stardust.....74
 MERCURY 71254—Eddie Chamblee and his ork come thru with a winning reading of a rock and roll version of "Stardust" that can only be identified by the lyric. Good dance side, and fun for the boxes. (Mills, ASCAP)
Strollin' Sax.....68
 Pleasant riff item that Chamblee sells with feeling on tenor. Flip side has more appeal. (Pure, BMI)

SHIRLEY & LEE
I'll Thrill You.....73
 ALADDIN 3405—Lee tells Shirley how he will thrill her with his lovin' touch but Shirley seems unimpressed. A medium tempo effort with slightly blue lyric line. Action possible. (Aladdin, BMI)
Love No One But You.....73
 Shirley comes thru with a soulful type reading of a warm ballad but the side lacks the punch of some earlier efforts. (Aladdin, BMI)

PAUL CLIFTON
Are You Aright?.....73
 FLASH 127—Clifton wails a Deep South blues with strong emotional effect. Good regional side. (BMI)

This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . . R&B RECORDS

CHUCK BERRY
Sweet Little Sixteen (Arc, BMI)
Reelin' and Rocking (Arc, BMI)—Chess 1683

DANNY & THE JUNIORS
Rock and Roll Is Here to Stay (Singular, BMI)
School Boy Romance (Singular, BMI)—ABC-Paramount 9888

THE CRICKETS
Maybe Baby (Nor-Va-Jak, Melody Lane, BMI)
Tell Me How (Nor-Va-Jak, BMI)—Brunswick 55053

BUDDY HOLLY
I'm Gonna Love You Too (Nor-Va-Jak, BMI)
Listen to Me (Nor-Va-Jak)—Coral 61947

THE MARK IV
(Make With) The Shake (Rodel, BMI)—Cosmic 704
 See reviews in Pop Spotlight section.

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 25

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Don't Let Go, Roy Hamilton, Epic
2. Get a Job, Silhouettes, Emb.
3. At the Hop
 Danny and the Juniors, ABC-Para.
4. Maybe, Chantels, End
5. Betty and Dupree, Chuck Willis, Atl.
6. Oh, Julie, Crescendos, Nsc.
7. I'll Come Running Back to You
 Sam Cooke, Spe.
8. Dede Dinah, Frankie Avalon, Clr.
9. That's All Right
 Little Junior Parker, Duke
10. You Are My Destiny
 Paul Anka, ABC-Para.

Chicago

1. Get a Job, Silhouettes, Emb.
2. At the Hop
 Danny and the Juniors, ABC-Para.
3. Raunchy, Ernie Freeman, Imp.
4. Peggy Sue, Buddy Holly, Cor.
5. Don't Let Go, Roy Hamilton, Epic
6. I'll Come Running Back to You
 Sam Cooke, Spe.
7. I Beg of You, Elvis Presley, Vic.
8. Oh, Boy! Crickets, Brk.

Charlotte

1. Get a Job, Silhouettes, Emb.
2. The Stroll, Diamonds, Mer.
3. At the Hop
 Danny and the Juniors, ABC-Para.
4. La Dee Dah, Billy and Lillie, Swan
5. Peggy Sue, Buddy Holly, Cor.
6. Oh, Julie, Crescendos, Nsc.
7. Short Shorts, Royal Teens, ABC-Para.
8. Stood Up, Ricky Nelson, Imp.
9. Don't, Elvis Presley, Vic.
10. Desire Me, Sam Cooke, Keen

Cincinnati

1. You Can Make It If You Try
 Gene Allison, VJ
2. Don't Let Go, Roy Hamilton, Epic
3. Oh, Julie, Crescendos, Nsc.
4. Raunchy, Ernie Freeman, Imp.
5. (I Love You) For Sentimental Reasons
 Sam Cooke, Keen
6. The Stroll, Diamonds, Mer.

Detroit

1. Get a Job, Silhouettes, Emb.
2. At the Hop
 Danny and the Juniors, ABC-Para.
3. Maybe, Chantels, End
4. The Stroll, Diamonds, Mer.
5. Don't Let Go, Roy Hamilton, Epic
6. Oh, Julie, Crescendos, Nsc.
7. Swing, a Shepherd Blues
 Johnny Pace Quintet, Fed.
8. Short Shorts, Royal Teens, ABC-Para.
9. I'll Come Running Back to You
 Sam Cooke, Spe.
10. Great Balls of Fire
 Jerry Lee Lewis, Sun

Los Angeles

1. Raunchy, Ernie Freeman, Imp.
2. At the Hop
 Danny and the Juniors, ABC-Para.
3. Don't Let Go, Roy Hamilton, Epic
4. Maybe, Chantels, End
5. Great Balls of Fire
 Jerry Lee Lewis, Sun
6. I'll Come Running Back to You
 Sam Cooke, Spe.
7. Peggy Sue, Buddy Holly, Cor.
8. Kisses Sweeter Than Wine
 Jimmie Rodgers, Rit.
9. Get a Job, Silhouettes, Emb.
10. You Send Me, Sam Cooke, Keen

New Orleans

1. Betty and Dupree, Chuck Willis, Atl.
2. Raunchy, Ernie Freeman, Imp.
3. At the Hop
 Danny and the Juniors, ABC-Para.
4. Get a Job, Silhouettes, Emb.
5. I'll Come Running Back to You
 Sam Cooke, Spe.
6. You Send Me, Sam Cooke, Keen
7. Don't Let Go, Roy Hamilton, Epic

That's All Right

1. Little Junior Parker, Duke
2. I Beg of You, Elvis Presley, Vic.
3. Waitin' in School, Ricky Nelson, Imp.

New York

1. At the Hop
 Danny and the Juniors, ABC-Para.
2. Get a Job, Silhouettes, Emb.
3. La Dee Dah, Billy and Lillie, Swan
4. Peggy Sue, Buddy Holly, Cor.
5. Don't Let Go, Roy Hamilton, Epic
6. Maybe, Chantels, End
7. The Stroll, Diamonds, Mer.
8. Dede Dinah, Frankie Avalon, Clr.
9. Don't, Elvis Presley, Vic.
10. Stood Up, Ricky Nelson, Imp.

Philadelphia

1. Get a Job, Silhouettes, Emb.
2. Betty and Dupree, Chuck Willis, Atl.
3. Don't Let Go, Roy Hamilton, Epic
4. Maybe, Chantels, End
5. I'll Come Running Back to You
 Sam Cooke, Spe.
6. (I Love You) For Sentimental Reasons
 Sam Cooke, Keen
7. At the Hop
 Danny and the Juniors, ABC-Para.
8. You Can Make It If You Try
 Gene Allison, VJ

St. Louis

1. Don't Let Go, Roy Hamilton, Epic
2. Get a Job, Silhouettes, Emb.
3. You Can Make It If You Try
 Gene Allison, VJ
4. Good Golly, Miss Molly,
 Little Richard, Spe.
5. At the Hop
 Danny and the Juniors, ABC-Para.
6. Dede Dinah, Frankie Avalon, Clr.
7. I'll Come Running Back to You
 Sam Cooke, Spe.
8. Maybe, Chantels, End
9. The Stroll, Diamonds, Mer.

Washington, D. C.

1. Don't Let Go, Roy Hamilton, Epic
2. Get a Job, Silhouettes, Emb.
3. Maybe, Chantels, End
4. La Dee Dah, Billy and Lillie, Swan
5. Don't, Elvis Presley, Vic.
6. Stood Up, Ricky Nelson, Imp.
7. You Send Me, Sam Cooke, Keen

Checker 885
"THE WALK"
 Jimmy McCracklin
CHECKER RECORD CO.
 2120 S. Michigan
 Chicago, Illinois
 All Phones: CALumet 5-2770

A TWO SIDER!!
SWEET LOVE
 b/w
LET ME MAKE UP YOUR MIND
 THE PENGUINS #432
Dooto Records
 9512 S. Central Ave.,
 L. A., Calif.

#1 HIT IN CITIES COAST TO COAST
 Featured on ABC-TV Bandstand
"SUGAR WOOGA"
 3 PLAYMATES
 \$1528
SAVOY RECORD CO.
 35 MARKET ST.
 NEWARK, N. J.

ROCK-TACULAR!
 Bill Bodaford
 and the Rockets
LITTLE GIRL
 r/w*
 Teardrops
 Back Beat 507
 *(r/w rocked with)
BACK BEAT RECORDS
 2809 Ervatus St., Houston 26, Tex.

(Continued on page 62)

FOLK TALENT & TUNES

• Continued from page 60

Hayden's "Musical Pulse" show on WORD, Spartanburg, S. C. . . . Summie Lee Hendrick, steel guitarist, is now featured with the Hillsdale Hillbillies in Pennsylvania territory. . . . Jim Wilson, entertainer-deejay, who has kept his whereabouts a secret for many months, has just returned to his Orlando, Fla., headquarters after an extended personal tour. . . . The Osborne Brothers (M-G-M) and Red Allen are next Saturday's (8) guests on "Louisiana Hayride," Shreveport.

"Gulf Coast Jamboree," new country and western musical variety show originating from the studios of KFDM-TV, Beaumont, Tex., each Friday night, 6:30-7, has been bought for 52 weeks by Downey Bros., Houston home builders. Show stars Rock Johnson and his six-piece Western band, and features the Chelette Sisters. Ken Ritter, producer of the show for the Dean Gober Advertising Agency, serves as host and emcee. Guest stars are highlighted each week. Ken invites letters or telegrams from recording artists on their new releases to be acknowledged on the Friday night show. Write to him in care of the above station. . . . Hank Thompson and His Brazos Valley Boys are currently plugging their brand new Capitol release, "Just an Old Flame" b.w. "If I'm Not Too Late."

The Miller Bros' Band and Marvin Rainwater are this Saturday's (8) guests on "Country Music Jubilee" from Springfield, Mo., with Grandpa Jones and Rex Allen set as the double-barreled added feature on the ABC-TV coast-to-coaster February 15. . . . The red carpet is to be rolled out for Hank Thompson and His Brazos Valley Boys on the Dow Chemical "Red Foley Show" come Saturday (8). . . . Hawkshaw Hawkins' latest on RCA Victor, "Guilty of Dreaming," is an Earl Barton tune penned by Arkansas songsmith Hugh Ashley. . . . Billy Walker

New Label Names Beck Ohio Distrib

CLEVELAND — Hojo Record diskery recently organized in nearby Millersburg, has appointed Sandy Beck's Custom Dsistributing here as its outlet for Northern Ohio. Wilbur and Barbara Cox, owners of the new label, plan a program of diversified releases in the album and singles field.

HOTEL FORREST

49TH STREET WEST OF BROADWAY
NEW YORK CITY

REAL Theatrical Discounts for SHOW PEOPLE and MUSICIANS.

LIVE in the Brightest, Newest, Biggest Rooms in Times Square!

Singles, Doubles and Suites. Private Bath, Shower, TV and 24-hour answering service. By the Day, Week or Month.

OFFICE AND STUDIO SPACE AT SURPRISING LOW RATES

Home of the Famous SPINLETOP Restaurant.

Circle 6-5252

CLOWN COSTUMES & ACCESSORIES

Circulars Free

DANCE & CLOWN COSTUMES

For all other occasions get in touch with

THE COSTUMER

233 State St. Phone: FR 4-7442. Schenectady, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

is now a three-shows-a-day regular on KWTO, Springfield, Mo.

Bobby Gregory has just released 12 sides, including "Back-Seat Driver," "Hillbilly Millionaire" and "Mush, Mush," the dog-sled song, on the Gregorian label. Tunes are (Continued on page 91)

Harry Smythe Sets Hillbilly Florida Pkg.

DAYTONA BEACH, Fla. — Harry Smythe, operator of Buck Lake Ranch, Angola, Ind., one of the nation's top summer hillbilly locations, has a rockabilly package featuring the Everly Brothers, Bill Haley and His Comets, Jimmie Rodgers, Buddy Holly and the Crickets, and Jerry Lee Lewis set for a string of Florida dates, opening with two performances at Peabody Auditorium here February 20.

Unit follows with the Fort Hesterly Armory, Tampa, February 21; the National Guard Armory, Jacksonville, February 22; Connie Mack Field, West Palm Beach, February 23; Dade County Auditorium, February 24, and War Memorial Auditorium, Fort Lauderdale, February 25. Two performances are skedded for each spot.

Tampa promotion is being handled by Bob Ross, with Mae Boren Axton, c.&w. songwriter, looking after that end in Jacksonville, and deejay Cracker Jim Brooker in Miami. Smythe, who is wintering in Hollywood, Fla., is handling the promotional duties in Fort Lauderdale and West Palm Beach.

Smythe is giving it the works in all the spots, using newspapers, radio and TV spots, handbills and window cards. He's also using TV spots on "American Bandstand" in the area.

Hi Fi Label To Dig R&B

HOLLYWOOD—High Fidelity Recordings, Inc., heretofore a package goods label directed at the hi-fi aficionado, will enter the r.&b. singles field shortly. Decision to enter the field has been brewing for the last year, according to label topper Richard Vaughn. While he will not produce any of the r.&b. sessions, Vaughn will continue to supervise sales and promotion of the singles line as well as over-all direction of all the company's activities.

Label will make its bow with first wax by 15-year-old Scott Engel, signed last week to an exclusive recording contract. Engel has appeared in two Broadway shows, "Pipe Dream" and "Plain and Fancy," and had his own TV show in New York recently.

Vaughn also disclosed that gross sales for the company hit the \$2 million mark, double the gross of the previous year, with organist George Wright accounting for the lion's share of sales.

Company will add new talent in addition to Engel, and will shortly name an a.&c. man to handle the singles division.

ON THE BEAT

• Continued from page 22

currently has no disks big enough to be on the charts there, is also much sought after, as was Little Richard prior to his defection to the religious ranks. This week, Danny and the Juniors, popped on to the charts and it's almost certain there'll be a demand for them, too, if the disk stays in the running for any length of time.

"The recording business, even for the small American indie, is worldwide," says one disk man. "Why put your eggs all in one basket. The more countries you can make it in, the better chance you have of surviving and staying with it." To this might be added the warning, as another record man put it, "Don't bite off that gentle foreign hand that extends a respectable offering of loot. One day when you're nowhere, you may regret it, when you're wondering how you can afford a lox sandwich on rye at the 'Turf."

Chuck Berry, Frankie Lyman, Billy and Lilly and Larry Williams and his band are the latest acts to sign for the upcoming Alan Freed six-week nationwide package tour. This solid array of talent joins the previously pacted Jerry Lee Lewis and Buddy Holly and the Crickets on the trek. Meanwhile, it's reported that the Freed deal to do a five-day a week network radio show on Mutual, sizzling for several months, is definitely off.

Jack Hooke reports that his firm, Figure Music, has a number of hot tunes in the fold. Included are "Jo Anne," "Short Shorts," "Maybe," and "Remember That Crazy Rock and Roll Tune." . . . The Vic Lewis band from Britain is the exchange for the current Glenn Miller Band's tour of England. Lewis and company will arrive here late this month to do a tour of concerts, primarily at college locations. . . . The West Coast office of the Gale Agency is booking a new package consisting of Roy Hamilton, Bobby Helms, Marty Robbins, the Four Preps and the Silhouettes and a band to be announced. The tour will encompass dates all up and down the West Coast.

Jazz trombonist, Kai Winding, is writing all the arrangements for the next Am-Par release by the Axidentals vocal group. Winding will also accompany the group with his own four-man trombone section, plus pianist Ralph Martin, Milt Hinton on bass and Osie Johnson on drums. . . . Rock and roll invades the South Florida area soon, when a special package consisting of the Everly Brothers, Jimmie Rodgers, Buddy Holly and the Crickets, Jerry Lee Lewis and Bill Haley, plays the War Memorial Auditorium, Fort Lauderdale. The date is February 25.

Radio station WHYE, Roanoke, Va., brought in Jerry Lee Lewis for a surprise performance without promotion from newspapers or TV. One afternoon and evening performance, pushed only via the radio voice pulled 1,600 attendees. . . . Fifth Annual WLIB (New York) Festival of Negro Music and Drama, which started on January 30, included an All-Star Gospel Concert broadcast from the Savoy Ballroom on Sunday (2) with a rock and roll jam session set for the same locale on Lincoln's Birthday (12). . . . Many thanks to WMGM (New York) deejay, Dean Hunter, for his comments on this department's story on the Glenn Miller band several weeks back.

Reviews of New Pop Records

• Continued from page 59

Love I'll Never Forget... 60
Jenkins tries hard on this one but doesn't make it. (Excellorec, BMD)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

- WAYLAND CHANDLER: Little Lover/Play Boy—4 Star 1716
- JODIE DECKER: Teenage Blues/Heart-break Joe—Fable 1007
- THE FOUR BARONS: Bambinella/Old Enough to Know—Roman III 400
- THE 4 BEES: The Sweetest Thing Since You're Gone Away—Air Loom 102
- HONEY SISTERS: Fast Fast Beats My Heart Dream of the Terms—Fable 604
- THE INDIGOS: Servant of Love/Woo Woo Pretty Girl—Carnel 3001
- JUNIOR JORDAN: Down Boy! Down Boy!/The Rock-A-Boogie Piggy—ROC 901
- EILLEN KASSEL: Just for a Day Tears—Ace of Florida 1001
- BOBBY MILANO: Aloha Love Chant/Angel in My Arms—Challenge 1017
- LORI RAISER: Hello and Goodbye/People Say—Terp 0516
- RICH BROS.: Blue Bow Tie Hey Myrt—Cullman 6401

Children's

- STAN JONES & THE DEPUTIES: The Missouri Traveler... 77
- DISNEYLAND 66—From the Flick "The Missouri Traveler" comes this two sided waxing. It contains "Biarn's Song" and "Piney Woods" on one side and "In Missouri" on the other. Performances are good and the young set, from five to 10, should find this record of interest. (Disney, ASCAP)
- JEROME COURTLAND WITH KEVIN CORCORAN: Old Yeller... 75
- DISNEYLAND 65 — The youngsters who have seen Disney's latest pic "Old Yeller" will probably enjoy this version of the tune from the flick. For the six to 10 age group. (Disney, ASCAP)
- KEVIN CORCORAN: How Much Is That Doggie in the Window?... 75
- Mighty listenable version of the hit of a few years ago, with a vocal by kid-singer Kevin Corcoran, with help from a vocal group. Good coupling for the kids. (Joy, ASCAP)

Polka

- EDDIE HABAT ORK: Waddling Duck Polka... 72
- DECCA 30558—Bright polka instrumental. Fine for dancing and for deejays looking for this type of wax. (Hansen, ASCAP)
- Put Me in Your Heart to Stay... 71
- Waltz instrumental, with a vocal trio. A pretty tune, for a change of pace. (L. V., BMD)

Religious

- STATESMEN QUARTET: Who Do You Think?... 80
- RCA VICTOR 7152—Spirited and rhythmic delivery on a hymn. This

can hit boys from devotees of religious music. (Falth, BMD)

Look Up... 80
Another well-rendered hymn. This, too, is attractive fare for buyers of religious themes. (Langdon, SESAC)

Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	1	—	—
ACE	—	1	—
ACE OF FLORIDA	1	—	—
AIR-LOOM	1	—	—
BATON	1	—	—
BRUNSWICK	1	—	—
CAMEO	1	—	—
CAPITOL	1	1	1
CARLTON	1	—	—
CHALLENGE	2	—	—
CHECKER	—	1	—
CHESS	—	1	—
COLUMBIA	4	—	1
CORAL	1	—	—
CORNEL	1	—	—
COSMIC	1	—	—
CULLMAN	1	—	—
DECCA	3	—	—
DEL-FI	1	—	—
DOT	3	—	—
DUB	—	—	1
EMBER	1	—	—
EXCELLO	—	4	—
FABLE	3	—	—
FABOR	1	—	—
FLASH	—	1	—
4 STAR	1	—	—
FRATERNITY	1	—	—
GLODY	1	—	—
GONE	3	—	—
IMPERIAL	1	—	—
JEFFY	—	—	1
JOSIE	1	—	—
KEEN	—	1	—
KING	—	3	—
LIBERTY	2	—	—
MERCURY	—	1	2
M-G-M	1	—	1
NASCO	2	—	—
PARIS	1	—	—
PREP	3	—	—
RCA VICTOR	5	—	3
ROC	1	—	—
ROMAN III	1	—	—
ROULETTE	1	—	—
SPECIALTY	1	—	—
SUN	2	—	—
TERP	1	—	—
TIARA	3	—	—
UNITED ARTISTS	1	—	—
VERVE	—	1	—
V-J	—	1	—
WARNER	2	1	—
TOTALS	68	15	10

Reviews of New R&B Records

• Continued from page 61

Ain't I Cried Enough... 71
Popish ballad is handled with sincerity and heart by Clifton. (BMD)

LAZY LESTER: Tell Me Pretty Baby... 71
EXCELLO 2129—An interesting blues pleader by Lester with simple but fairly effective Southern backing. It's down home stuff that could sell in the right territory. (Excellorec, BMD)

I Told My Little Woman... 66
Another moderately effective blues reading. Flip has better potential. (Excellorec, BMD)

LIGHTNIN' SLIM: Hoo Doo Blues... 68
EXCELLO 2131—This has the real sound of the swamp, with guitar and harmonica generating the deep blues feeling with Slim. Reading is half spoken, traditional 'Deep South' stuff. Territorial chances only. (Excellorec, BMD)

It's Mighty Crazy... 64
He wants the gal to "keep on rubbin'" at the same old thing, which has interesting connotations. Side gets rather monotonous towards the wind-up. (Excellorec, BMD)

WARNER 1017—Sincere vocal treatment of a routine ballad. Moderate spin potential if disk gets any exposure. (Stanford, BMD)

The Dance They Did... 65
Okay rendition of catchy novelty. (Stanford, BMD)

THE SENIORS: Why Did You Leave Me... 68
EXCELLO 2130—Group has a strong gospel flavor with lead man offering a wild chant right in the church groove. The message has to do with a chick rather than the Lord, however. Fervent delivery could win some support. (Excellorec, BMD)

Slow Foot Soo... 60
This side struggles thru a very weak introduction into a rhythmic but otherwise unimpressive delivery. Group would likely shine better in the strictly gospel groove. (Excellorec, BMD)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:
LONESOME SUNDOWN: Lonely Lonely Me/I'm a Mojo Man—Excallo 2122

NEBRASKA STATE FAIR INKS ROY ROGERS

Western Set for Six Performances; 1957 Operations Reap \$16,000

LINCOLN, Neb.—The Nebraska State Fair has signed Roy Rogers to head up its grandstand show for a total of six performances over the Labor Day weekend, Ed Schultz, secretary, announced.

The popular Western star, backed by a typical Rogers cast of supporting acts, will move in for one Saturday night appearance on August 30, a matinee and evening show on Sunday, evening only on Labor Day and two shows on Tuesday.

The fair departed from the traditional grandstand revue some three years ago, supplanting it

with an ice show that did strong business two years but fell off in '57.

Schultz also reported signing Aut Swenson's Thrillcade for a September 5 evening show and announced that Al Sweeney's National Speedways would produce three afternoons of big car racing, one program of stock car events and one afternoon of jalopy races. Attraction is still to be set for two evenings.

The announcement regarding Rogers was made at the annual meeting of the fair board last week. Also reported was a total profit for 1957 of around \$160,000 on the year-round operation. The fair itself was credited with \$25,000 of the net while the annual 15-day horse race program produced some \$136,000.

In recent months the fair board retired \$20,000 worth of Coliseum bonds, cutting to \$280,000 the sum owed on the new half-million dollar structure.

Schultz reported that receipts jumped from \$702,865.54 to \$734,535.09 during 1957. Parimutuels showed a slight gain, fair receipts a decrease.

A rehash of the '57 fair by Schultz indicated that auto races were up 10 per cent, other afternoon attractions were off, the ice show was not up to expectations while outside gate receipts were slightly ahead of '56.

Nebraska Execs Name Peterson New President

LINCOLN, Neb. — A strong turnout of the State's fair executives elected Marvin Peterson, Minden, president of the Nebraska Association of Fair Managers at the annual convention here Monday and Tuesday (27-28) in the Hotel Cornhusker.

H. C. McClellan, Arlington, veteran association secretary, who was again re-elected, reported that close to 385 fair managers and directors registered for the two-day conclave. Lawrence Swedhelm, West Point, was named new vice-president.

Featured speakers of the business sessions were Governor Victor Anderson and Jake Isaacson of Ak-Sar-Ben, Omaha, who spoke on their tie-in with the county fairs in providing building aid.

The 1959 meeting, which is held jointly with the State Board of Agriculture, will be the 50th get-together and a special committee was formed to make plans to mark the occasion.

A large turnout of 400 fairmen and attraction representatives turned out for Tuesday night's banquet, which was one of the largest on record.

AUTRY TO GO OUT

Will Play County Fairs; More Dates for Shriner

SPRINGFIELD, Ill. — Gene Autry will play Midwest county fairs in '58.

George Ferguson, of WLS Attractions, who handles his fair bookings in the Midwest, disclosed at the convention of the Illinois Association of Agricultural Fairs here, that he has already closed out Autry to appear at nine fairs and that more county fair dates will be booked.

Name Fred Barr AAM Chairman

GRAND RAPIDS, Mich.—Fred Barr, manager of the Municipal Auditorium here, has been named chairman of the IAAM committee that is preparing to publish a manual about management of auditoriums and arenas.

Ward Beam Bows Out Of Stunt Biz

ALBANY, N. Y.—Ward Beam, pioneer thrill show operator, is quitting the stunt show field this year to devote his full efforts to his grandstand booking business. Beam is, however, representing a Jack Kochman thrill unit which played the West Coast last year.

Beam's first thrill show performed August 1, 1923, in Toledo. It continued for five years, showing under police and fire department auspices. The first fair date, considered one of the earliest fair appearances by a stunt show, was in 1928 at the Ohio State Fair. Regular fair routings started in 1933. Beam has been booking various attractions since 1913 when he got fairgrounds dates for aviators. In 1916 he booked an ice unit into the fair at Iowa City, Ia.

NEW LOOK FOR CLASSIFIED MERCHANDISE SECTIONS

Paging thru this week's issue, you will notice the "new look" in our Merchandise and Classified Departments. These decided changes have been made as part of our continual endeavor to make The Billboard as attractive and easy to read for the individual subscriber as we possibly can.

Dressing up our Best Merchandise Buys Section and redesigning our Classified Section as we have will provide the thousands of individual readers primarily interested in these sections with a much quicker, more complete reference guide. We hope you like it.

Illinois Gov. Terms Fairs More Necessary Than Ever Before

State Association Hears Stratton Praise Events; Powell Elected Pres.

SPRINGFIELD, Ill. — Illinois Gov. William G. Stratton, principal speaker at the annual convention of the Illinois Association of Fairs convention at the St. Nicholas Hotel here Sunday thru Tuesday (26-28), said fairs in the Sputnik era "are more necessary than ever before."

Scolding at those who claim rural fairs are old-fashioned, Stratton de-

clared that actually they offer people the opportunity "to relax from tensions and forget about the Sputniks far up in the sky."

He also maintained that county and State fairs are a potent weapon against juvenile delinquency and praised them as "a very fine influence that provides many opportunities for our young people."

The Republican governor pledged his support of the fair program in Illinois. He called attention to the bi-partisan character of legislative support for fairs and singled out for special mention Paul Powell, of Vienna, downtown political leader, State representative and long the leader of the county fair at Vienna.

Stratton's speech highlighted the annual convention dinner and was followed the next day by the election of Powell as president of the State association. Also elected were C. H. Hough, Sandwich, first vice-president, and Wilbur E. Layman, Lincoln, second vice-president.

Pa. Renames Clark; Swoyer Retires

Morris New Secy.-Treas.; Vote to Return to Reading for 1959 Meet

ALLENTOWN, Pa. — Charlie Swoyer, recently retired manager of the Reading Fair, was acclaimed by his fellow fairmen at the State meeting last week when he stepped down as secretary-treasurer of the association after 25 years. Swoyer's elected successor is W. Arthur Morris, who also succeeded him at the Reading post, and Swoyer was named secretary-treasurer emeritus.

The Pennsylvania State Association of County Fairs held its 46th annual convention at the Americus Hotel, with the host Allentown Fair providing departures from the traditional programs usually held in Reading and Harrisburg. It was voted to return to Reading's Abe Lincoln Hotel for the 1959 session.

On the opening night, a free smorgasbord was offered in the large new exhibit building on the fairgrounds, with buses for transportation, and the next night's post-banquet talent show was also held there after the meal in the hotel. For business sessions, panel discussions were emphasized instead of the usual speeches, with the responsive attendance being fair. Subjects covered were grandstand shows, gate control, grounds and concessions, and promotions to build gate and grandstand attendance.

No Vote Opposition

There was no opposition to the nomination of Morris. Other officials... (Continued on page 66)

Jacksonville, Fla., Planning Coliseum, Aud

JACKSONVILLE, Fla. — Construction of a proposed 9,500-seat sports coliseum here is expected to get under way in midsummer. Sale of a \$30,000,000 bond issue recently cleared the way for starting on a big-scale civic program which includes the coliseum.

Also included are plans for a new auditorium, but construction will be later because of need to clear the site.

The Coliseum will be built on city-owned land now used as a parking lot for the Gator Bowl. New parking area will be acquired. The Coliseum is to be circular and equipped with temporary seating to bring the total to 13,000.

It will be available as a convention hall, ice shows and other arena events. Cost is to be \$3,000,000 and square footage will be 117,000.

The proposed auditorium will have a fan-shaped hall for 3,800 upholstered seats, plus building for stage equipment and facilities. In front will be a circular hall with space for 24 booths, each with 12-foot frontage. The same area might be used for 1,300 seats or 520 diners or 1,600 dancers. Other meeting rooms are planned.

Rocky Mountain Fair Reshuffle

Billings, Great Falls Contract Individual Grandstand Shows

GREAT FALLS, Mont.—Dates and entertainment for 1958 Montana fair circuits were approved and officers were elected at the annual three-day meeting of the Rocky Mountain Association of Fairs which ended here Tuesday (28).

Rudy Hruska of Lewiston was elected president, succeeding Emanuel Koenig of Glendive as president, with Roy Rogers of Terry as vice-president, and Clifford D. Coover of Shelby, re-elected secretary-treasurer.

A new fair circuit, to be known as the A-2 circuit, was organized with fairs at Sidney, Plains, Missoula, Moses Lake, Wash., and Kalispell as members. It was

formed as a result of a conflict in dates with other fairs.

Barnes-Carruthers Theatrical Enterprises, represented at the convention by Fred H. Kressmann, again will provide the night show for the North Montana State Fair at Great Falls August 4-9. With members of the Great Falls fair board on record as unwilling to consider B-C's Westorama production after viewing it at the Minnesota State Fair last year, a show tailored for the local exposition was assured by Kressmann, with heavy emphasis on comedy. Little emphasis will be given production numbers and chorus lines.

The other A circuit fair, Mid- (Continued from page 68)

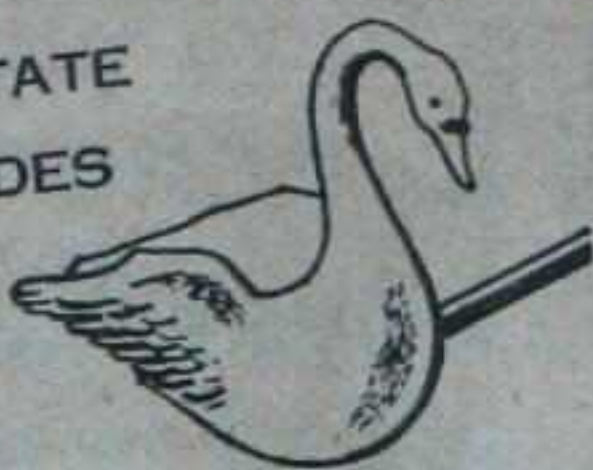


You Can't Miss Finding Many Bargains in the Classified Section, this issue.

Eldred Staey, of Music Corpora- (Continued on page 66)

CROWDS GRAVITATE
TO ARC RIDES

NEW FLYING-SWAN RIDE
SPORTS CAR MERRY-GO-ROUND
FLYING SEA HORSE
JET PLANE FERRIS WHEEL



AMUSEMENT RIDES COMPANY
A Division of Carpenter-Hetzler Company
5327 Shella Street Los Angeles, Calif. ANgelus 1-2173

Features
for 1958
Beautiful
Fluorescent
Lighting
New Center
Light Column

TILT-A-WHIRL

Features
for 1958
Colorful
New Plastic
Signs
Fiberglass
Car Tops



For Literature and Particulars, Write, Wire or Phone
P. O. Box 306
Phone: 4-6362

SELLNER MFG. CO.

Faribault,
Minnesota

STACY JOHNSON MFG. CO.

FOR 1958 — FEATURING — FOR 1958
ROLLER COASTERS • SIX NEW MODELS

Low Road Model — Low Park Model
High Road Model — High Park Model
KING SIZE ADULT ROAD MODEL
KING SIZE ADULT PARK MODEL

STACY JOHNSON MFG. CO.

3640 N.W. 47 ST., MIAMI, FLA.

Phone: NEwton 4-9653

High Quality
KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—
GALLOPING HORSE CARROUSEL—FIRE ENGINES

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

Beatty Circus Buys Ponce de Leon Resort

\$1,000,000 Deal Clears Way for Work
On Winter Funspot; Beatty to Appear

DE LAND, Fla. — Historic Ponce de Leon Springs, located eight miles north of here and long a tourist attraction, has been purchased by the Clyde Beatty Circus in a deal involving about \$1,000,000, according to official announcement.

Plans call for immediate expansion to include a Clyde Beatty Jungle Zoo, featuring animal acts worked by the trainer in the winter months. A long-range development program to create an amusement area similar to Disneyland also has been announced by the new owners, Jerry Collins, well-known dog track operator; Randolph Calhoun, Sarasota attorney, and Walter Kernan and Frank McClosky, chief executives of the Clyde Beatty Circus.

It was announced that more than \$500,000 "will be spent in the next few years in the advertising campaign aimed at making Ponce de Leon Springs one of Florida's major scenic, amusement and circus lures for vacationists.

Plan More Attractions

A score of carpenters, mechanics and other workmen will start at once building units for various attractions, which in addition to the Clyde Beatty zoo, will include a water circus with ski rides; a jungle cruise boat house, an Indian village, a reptile farm and a wild life preserve.

Surplus animals from the Clyde Beatty Circus menagerie will be the nucleus of a wild animal exhibit. These will include lions, tigers, leopards, jaguars and elephants.

The new owners said an elephant more than 12 feet in height, as large as the famed Jumbo, will be one of Beatty's top attractions.

The former owners, who acquired the property in 1950, spent more than \$1,000,000 in developing the property in the past two years, building walks, drives and a large swimming pool; also for a large assortment of rare tropical birds and development of a fishing area for rainbow trout.

The spacious hotel on the grounds will be modernized and plans are being drawn for a modernized motel, along with a new restaurant and various tourist shops.

This area of Florida also attracts heavy attendance during the summer months and a year-round operation is being planned.

Clyde Beatty was here at the time of the closing of the deal. He expects to leave winter quarters in a few days for the Detroit Shrine circus and other winter dates.

The circus was to move last week from its fairgrounds quarters to the new location.

Spokane Auto Show Books Dennis Day

SPOKANE — Dennis Day has been signed for the eighth annual Spokane Auto Show in the Spokane Coliseum February 19-23.

The show is co-sponsored by the Spokane New Car Dealers Association and the Manito Lions club. Charles H. Stolz is general chairman.

Auto Show Tops 153,000 People At Minneapolis

MINNEAPOLIS — More than 153,500 people packed Municipal Auditorium for the seven-day (3-12) run of the Upper Midwest Auto Show. The show was produced by Max Winter.

In its third year the show has become the top annual exposition in the auditorium, topping by 4,000 its nearest rival, a show which has run for more than 25 years.

Winter claims his secret weapon this year was TV comedienne Dagmar of "Broadway Open House" fame. She emceed an hour-long stagershow which included three home town girls, the Andrews Sisters, Georgia Gibbs, the Tynnotchers, comedy instrumental and vocal trio; and Dieter Tasso, slack wire performer.

On display were 1958 model American cars, foreign cars, and experimental vehicles. There were 180 cars shown—the largest number ever gathered under one roof in the Upper Midwest, according to Winter.

Jack Edwards, former agent for a number of Texas shows, reports many jackies are being cut up these days in his Aransas Pass, Tex., surplus store.

MERRY-GO-ROUNDS

1958 Jumping Carousels in 3 standard sizes — kiddie, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order. Also KIDDIE RIDES: Ferris Wheels, Airplane Ride, Water Boat Ride.

THEEL MFG. CO.

Phone: MU 2-4351 Leavenworth, Kansas

OWN

LENZ

INSURANCE



CHARLES



SAL-AL III



ALBERT

WE CORDIALLY INVITE ALL OF OUR FRIENDS AND CUSTOMERS TO VISIT US DURING THE TAMPA FAIR, FEBRUARY 4-15. THE SAL-AL III WILL BE LOCATED AT THE KNIGHT & WALL DOCKS, TO THE RIGHT OF THE LAFAYETTE STREET BRIDGE.

COCKTAILS FROM 3 TO 5 DAILY

CHARLES A. LENZ & SON

"The Showman's Insurance Men"

1492 Fourth Street North

Phone: 7-5914

St. Petersburg, Fla.

WHEEL OWNER R. J. WIGGS SAYS:

"I have had my No. 2 BIG ELI since 1946. I purchased it new from your factory. I have had many personal contacts—always courteous, co-operative and helpful. In my opinion you need never apologize for your business methods. No matter what my problem, if BIG ELI could help, they did so very willingly."



Thank you, Mr. Wiggs. We appreciate your unsolicited recommendation. YOU, too, can be a member of the BIG ELI Family of satisfied Wheel Owners. Ask for information, including price list A-72, TODAY. **ELI BRIDGE COMPANY** 800 Cass Ave. Jacksonville, Illinois

GARBRICK RIDES



MERRY MIXER

42 Foot Wheel | FLYING CHAIR
36 Foot Wheel | SAUCER SWING

Trailer Mounted Kiddie Rides

GARBRICK MFG.

Lewis H. & Lewis A. Garbrick
Centre Hall, Penna.
Phone: Empire 4-1403



ROUND-UP

WORLD'S MOST UNIQUE RIDE

FRANK HRUBETZ & CO.

2880 S. 25th St. Salem, Ore.
Phone: EM 8-7417



IT HAS **KID APPEAL!**
THE PUMP-IT
HANDCAR RIDE

PROVEN FINEST IN ITS FIELD

Simple To Install - Low Initial Cost

OTTAWAY AMUSEMENT CO.
MFGS. of STEAM TRAINS - HANDCARS
3045 N. ST. FRANCIS - WICHITA, KANS.



Rock-o-Plane
Roll-o-Plane
Fly-o-Plane
Octopus
Midge-o-Racer
Bulgy the Whale

DISPLAY FIREWORKS

For All Outdoor Festivities.
Direct from the door of our Factory in York, Pa. "The Nation's Finest Fireworks" at Rock-Bottom Prices. Catalogue now ready for the asking. Write or Call **ILLINOIS FIREWORKS CO., Inc.** P. O. Box 792, Danville, Ill. Phone 1716

Question Law For Auditorium At Indianapolis

INDIANAPOLIS—Plans for a \$14,000,000 civic auditorium were slowed here last week.

A legal opinion held that neither the city nor the county nor any authority created by them is empowered to sponsor such a project. The law that is now held inadequate was enacted by the Indiana General Assembly. It created an Authority, made up of governmental elements of Indianapolis and Marion County, for the purpose of constructing a new city-county building. As the statute is now interpreted, a civic center may be built in conjunction with the city-county building—but not separately.

That is the opinion advanced by the legal advisers of the City-County Authority.

Mayor Phillip L. Bayt announced that if his own counsellors confirm the decision of the Building Authority's lawyers, he would ask the Indiana General Assembly in its regular winter session early next year for an amendment to the statute to enable the city and the county to proceed with the execution of the plans for the auditorium.

Being unveiled is a report stemming from a 13-month preliminary survey by the Consulting Board of the International Association of Auditorium Managers.

Serving on the panel, which drew its conclusions from on-the-spot investigation of conditions in Indianapolis, were Nathan Podoloff, manager of the New Haven, Conn., Arena; Charles W. Bauer, manager of the Cincinnati Music Hall, and Phillip E. Thompson, manager of the Atlantic City Convention Hall.

Findings of the study, which cost \$6,000, will prove to be useful even if there is a delay in the building of the auditorium, civic leaders asserted.

In its recommendations, the consulting board left the community to make its choice of two downtown sites. Both sites are within walking distance of the city's central hotel and shopping district.

Other Board recommendations are:

An 8,500-seat auditorium, a 3,000-seat music hall, an adjoining 28,800-square-foot exposition area, underground parking for 500 cars, and a part-time parking area for an additional 500 cars as necessitated by attendance.

Indiana Plans 1966 Sesqui

INDIANAPOLIS — An 11-member Sesquicentennial Commission to plan the 150th anniversary of Indiana's admission to the union was appointed last week by Gov. Harold W. Handley.

The Commission, which will have eight years to prepare for the 1966 celebration, was created by an act of the 1957 session of the Indiana General Assembly.

Chosen to serve by Governor Handley were the following: Dr. Harold J. Grimm, Bloomington; John T. Goodwin, Brookville; Dr. Charles E. Rochelle, Evansville; Edward D. Pierre, Indianapolis; Hassil Schenck, Lebanon; Dr. Oliver C. Bumb, Muncie; Prof. M. B. Ogle, Lafayette; Dr. Richard H. Gemmecke, Terre Haute; Dr. Donald F. Carmony, Bloomington; Harold Wilcox, Indianapolis, and Leo Craig, Delphi.

VETERAN

Glen B. Boyd In 26th Year As Fair Exec

SPRINGFIELD, Mo.—Glen B. Boyd, veteran fair secretary-manager, was recently appointed to that post by the Ozark Empire Fair for the 19th year. Coupled with seven years at Sedalia, Mo., Boyd has been in the business for a total of 26 years.

Louis R. Burwell, president of the Union Stock Yards Company here, was elected to the board of directors to replace the late Lawrence W. Rush. W. A. Delzell was re-elected president; W. P. Keltner, vice-president, and Tom Watkins, treasurer.

Spokane Group Books Circuit In U. S., Canada

SPOKANE—A record number of professional theater group bookings are shaping up for Spokane this season.

This has been made possible by the merging of the booking contracts of Joseph J. Rosenfield, head of Favorite Theaters, Inc., Spokane, and the Northwest Releasing Corporation of Seattle, and forming a circuit of several Northwest and Canadian cities.

Rosenfield will present the attractions and the Seattle firm will be the booking agency. It will book shows into Seattle, Portland, and several Montana cities as well as into Spokane.

The Spokane bookings will be presented at the Spokane Coliseum or in Rosenfield's Post Street Theater. Most of the legitimate shows will play the Post.

Coliseum Manager Benjamin C. Moore also has inked a number of big shows. The combined bookings so far set for Spokane are:

February 25, Jose Greco and his Spanish dancers; March 3, Ballet Russe de Monte Carlo; March 4, Vienna on Parade; March 28, Cornelia Otis Skinner; April 19, "No Time for Sergeants"; April 26, National Ballet of Canada; May 11, "The Biggest Show of Stars"; August 11, "Bells Are Ringing"; October 3, United States Air Force Band; October 19, "Her Majesty's Grenadiers."

Fred Waring will be back in November and the "Ice Capades" during Christmas week. "Ice Varieties of 1958" has been tentatively set for June 24-29, and the touring version of "Candide" for some time in the fall.

Negotiations are under way for three European attractions—The Moscow Circus, the Russian Ballet and the Iglia Ballet of Spain.

Canada Club Elects Marco

MONTREAL — P. A. Marco, veteran outdoor showman, was elected president of the Canadian Showmen's Association at its recent annual election.

Also named were A. Zajenn, vice-president; O. Dronin, recording secretary; H. Jones, third vice-president, and B. Genest, treasurer. Directors are D. Piteher, K. Rifkin, A. Roulland and Y. Monett.

The membership also decided to open clubrooms in Toronto.

THE PROVEN ROAD TO HIGH PROFITS...



"Dear Allan Herschell: Your new Roadway Ride is turning out to be one of the best things that has ever happened to Crystal Beach Amusement Park," writes W. M. Corbett, White Lake, N. C. "It immediately became our top kiddie ride with the youngsters riding over and over with one making a record of 24 continuous rides. Because the Roadway fascinates the adults as well as entertains the kids, the parent appeal is terrific."

Other installations of the Allan Herschell Roadway Ride:

Capitol Corporation, Houston, Tex.; Hollywood Kiddieland, Inc., Chicago 45, Ill.; Earl Ingalls, Coldwater, Mich.; Walter Pate Jr., Oklahoma City, Okla.; Twin Fair Kiddieland, Cheektowaga, N. Y.; Barr & Sturken, Inc., Michigan City, Ind.; Enchanted Forest, Chesterton, Ind.; Mission Kiddie-Land, Kansas City, Mo.; Utah Amusement, Salt Lake City, Utah.

FINANCE PLAN AVAILABLE

ALLAN HERSHELL COMPANY, INC.

"World's largest manufacturer of amusement rides"

104 OLIVER ST. PHONE: LUDLOW 4300
NORTH TONAWANDA, NEW YORK

NEW MODERN AMUSEMENT EQUIPMENT



KIDDIE RIDES
ADULT RIDES
MINIATURE TRAINS
ROLLER COASTERS
FERRIS WHEELS
MERRY-GO-ROUNDS
SHOOTING GALLERIES
FUN HOUSES

Write today for complete catalog
30 USED RIDES ON HAND

KING AMUSEMENT CO., INC.

P. O. BOX 308 MT. CLEMENS, MICH.



SPACE PLANE RIDE
SPEEDBOAT RIDE
for sure-fire Profits!

Send for complete information on these rides, now! Also Adult Ferris Wheels, and Chairplanes, Trailer-Mounted Kiddie Auto Rides, Atomic Jet Fighters and Kiddie Chairplanes.

SMITH & SMITH, Inc. • SPRINGVILLE, NEW YORK



MINIATURE TRAINS

5 models with capacities from 14 children to 240 adults

Write for FREE details
MINIATURE TRAIN DIV.
ALLAN HERSHELL CO.
North Tonawanda, N. Y.

HIGH PROFITS

WITH
FREEZER-FRESH PRODUCTS

Sani-Serv

DIRECT-DRAW
DAIRY FREEZER

Models with
capacity up
to 700 serv-
ings per hour.



- ★ No experience needed!
- ★ Increases volume, efficiency!
- ★ Maintains product consistency!
- ★ Heavy-duty construction!

Write the leader of the field
for free information.

GENERAL EQUIPMENT SALES, INC.
1348 Stadium Drive, Indianapolis, Indiana

CHAIRS-TABLES

IMMEDIATE DELIVERY
138 STYLES • STEEL • WOOD
FOLDING • NON-FOLDING
ON CHAIRS MINIMUM ORDER IS 4 DOZ.
STATE QUANTITY NEEDED—ASK PRICE

Adirondack Chair Co. Dept. T-4
1140 BROADWAY (2751) N.Y. • MU 3-4834



Shooting Galleries

And supplies for Eastern and Western
Type Galleries. Write for new catalog.

H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.

ILL. GOV. SAYS:

'Fairs' Importance Up in Sputnik Era'

• Continued from page 63

the 100 mark for the first time, retiring President Layman reported. Reporting on the 1957 season, Secretary Hunter said that State aid to county fairs for premiums had aggregated \$1,072,374, of which \$999,994 or 82 per cent had been paid. A deficiency appropriation of \$72,380 to pay the remainder will be sought at the next session of the Legislature.

Attendance at county fairs in 1957 was reported at 2,213,866, up from 2,189,000 reported the previous year.

Attendance Up

County fairs spent \$462,425 on plant improvements and the State reimbursed those fairs for such improvements to the extent of \$214,563. Seventy-four fairs participated in this type of aid and 88 received premium monies from the State. In 1958, it was reported, the number of fairs to seek State aid for premiums may increase to 95.

Total value of county fair property and facilities in the State was reported at \$7,082,977.

Convention sessions, which consisted mainly of forum discussions,

were the best attended in recent years. Turnout of carnival representatives, attraction bookers, and fair suppliers was up to about past levels.

Among such showmen present in attendance were the following:

George Flint and Billy Senior, Barnes-Carruthers Theatrical Enterprises; Frank Taylor, GAC-Hamid, Inc.; Charles Zemater, Zemater Agency; Gus Sun Jr., Gus Sun Agency; Mr. and Mrs. Jack Lindahl, Cal Razor, Lee Slade, Boyle Woolfolk Agency; Lee, Alice and Loraine Belmont, Sidney Belmont Amusement Service.

George Ferguson, John Allen, WLS Attractions; Don Walker, Joe Smith Agency; Sonny Bernet, Global Entertainment Service; Bill Kohler, Fred Kohler Enterprises; Mel Hummützsch, Mel Hummützsch Theatrical Agency; Bob Skinner, Si Simon, Midwest Promotions; Duke of Paducah; Jim Denny, John Kelly, Jim Denny Associates.

Earl Newberry, Trans World Dare-Devs; Aut Swenson, Swenson's Thrillcade; Dan Fleenor, Thunderbird Hell Drivers, Joie Chitwood, Jack O'Day, Chitwood's Thrill Show; Gene Holter, Holter's Animal Show; Johnny Rivers, Golden Horse Troupe; Ray McKinley, McKinley's Rodeo; Bill Atterbury, Darrell Hornbeck, Atterbury-Hornbeck Enterprises; Mr. and Mrs. Irish Horan, Tommy and Larry Holden's Thrill Show.

John Dailey, Illinois Fireworks Company; Frank P. Duffield, Thearle-Duffield Fireworks Company; Bill Reed, Jack Kochman's Thrill Show; Mr. and Mrs. Harold Wald, Wald & Company; Amos Selby, Diamond Horseshoe Rodeo; Alfred Wall, Alfred Wall Amusements.

W. C. Armbruster, Charles Frazee, Bill Kanodler, Leonard Stillwell, Ogden Wise; George Schomdie, Armbruster Tent & Awning Company; Ernie Campbell, Campbell Tent & Awning Company; W. R. Lashbrook, Sybil Lashbrook & Sons; Kurt Kuehn, Edgar Hunter, Mr. and Mrs. Emil Guldenzopf, Paul Jahn, Regalia Manufacturing Company; Henry Wodetzki, Danville Tent & Awning Company; Al Kaufman, merchandise; John Lempart, show supplier; Ray Duckworth, United Speedways; Jack Kaplan.

Mr. and Mrs. Ken Garman, Sunset Amusement Company; Bill Cullette, Imperial Shows; Mr. and Mrs. Jack Lindell, Lindell Shows; Louie Berger, Olson Shows; Earl Backer, Blue Grass Shows; Bill Tatham, Tatham Bros. Shows; Mr. and Mrs. Al Kunz, Heth Shows; Buff Hottle, Romeo Dunn, Buff Hottle Shows; Bud Downs, World of Pleasure Shows; Mr. and Mrs. H. W. (Hub) Luehrs, Ideal Rides; Mr. and Mrs. Carl Burkhardt, Henry Cruber, Burkhardt Shows; John Hanson, A-1 Amusements; Paul Drago, Drago Amusements.

Autry Going Out

• Continued from page 63

tion of America, added a number of county fair dates for Herb Shriner during the convention here. Bob Skinner, long associated with the Griggsville, Ill., fair, has turned attraction rep and booker under the name of Midwest Promotions. He was in here with the Duke of Paducah and closed for a number of dates for the Duke and also for "Ozark Jubilee," which also was repped by Si Simon.

A new feature of the convention was exhibits by companies serving

ARENAS & AUDITORIUMS

Lansing System Smooths Dealings With Vet Groups

By TOM PARKINSON

IN THE PUBLIC'S effort to make memorials useful as well as ornamental, many of the monuments to World War II participants took the form of auditoriums and arenas.

A by-product is that some of these buildings now find themselves confronted by requests for special attention on the part of veterans groups. Just as some other buildings may be faced with demands for privileges for municipal agencies, civic events or religious groups, war memorial buildings have veterans who feel a vested interest.

Moreover, management of many such buildings agrees with some or all of the proposals made on behalf of the veterans. The attitude is that the structure is dedicated to veterans and it might not have been authorized at all if it weren't as a memorial.

THUS THE RELATIONSHIP between veterans and memorial buildings concerns many managers and how one manager operates is pertinent.

The Lansing, Mich., Civic Center is a memorial building. In a fiscal year there were 513 separate meetings by veterans groups. This was the largest single category and compares with 195 club meetings and social events other than veterans; 182 sales meetings, and 187 educational meetings, the next highest categories. The 513 meetings were held by more than 30 organizations.

All users of facilities at the Civic Center pay rent, Manager Charles Ziogas points out. Meeting room rentals are based on the total membership of an organization, scaled to units of 100 members. Separate flat rentals are charged for use of the snack bar, including food-serving equipment. Game room facilities are free but must be scheduled.

Dealing with each group individually would be needless duplication. Changes in arrangements, operation or charges would entail endless communication. Therefore, the Lansing Council of Veterans Organizations has been formed as a liaison group to work with the Civic Center. And it has an office in the building. Its direct contact is with Ziogas and the three-man veterans committee from the Civic Center Commission.

DECISIONS MADE THRU this arrangement are relayed to individual organizations with a minimum of conflict and with the feeling that most favorable negotiations already have been completed. Minor administrative details and all maintenance duties concerning the organization meetings are performed by veterans employed by the Civic Center on recommendation of the liaison group.

The system seems to be working fine, Ziogas reports.

Further, the Civic Center agrees to use veterans for ushers at all its events. In each case, a flat fee of \$50 is paid to the Council, which in turn recruits the required number of ushers from the various organizations. The amount is the same regardless of the number of ushers needed. The council then pro-rates the money among the organizations in proportion to the number of ushers it supplies.

AT LANSING CIVIC Center, which has an unusual number of small meetings scheduled regularly, the large number of veterans meetings fits in smoothly and the relationship between the veterans and the memorial to their service is efficient and amicable.

Pennsylvania Renames Clark

• Continued from page 63

ers were re-elected, namely Edward Clark, Clearfield, president, and John Giles, Reading; A. J. Richard, Butler and Dwight B. Hower, Port Royal, vice-presidents. Maynard Morden, Bloomsburg, was named to the executive committee and 18 other committeemen were re-elected. At the banquet, Swoyer was presented with a watch.

A 13-act show after the banquet was provided by the GAC-Hamid, Frank Wirth, Cooke & Rose, Willard Alexander, Klein, Music Corporation of America, and Barnes-Carruthers agencies, with a local band and emcee.

The Americus was jammed to the seams with delegates and commercial visitors, with an attendance described as the best in years. There were 19 midway organizations present, 16 talent officers, four thrill shows, and many other interested visitors.

Visitors Listed

Suppliers of midway, talent and various services present included: Morris and Babe Vivona, Amusement of America; Al Del Fiore, Del Fiore Amusements; James E. Strates and Allen Travers, James E. Strates Shows; Steve Decker, Ben's Attractions; Ed Dietz, Eddie's Exposition Shows; Morris Hannum and Ben Harman, Morris Hannum Shows; Pat Beltz, hoffer and Bill Goodman, Reiffel's Shows; Rosie Gatto, Gatto Amusements; B. Sollenberger and Jim Bergen, World of Mirth Shows; Is Cella, Cella & Wil-

son Shows; Joe Prell, Prell's Broadway Shows; Ralph Sanders, Ken-Penn Amusements; J. R. Kemper, Gooding Amusements; Bernie Spain, Associated Amusements; Mike and Arlene Dembrosky, M. M. Shows; Lloyd Sorfass and Buster Westbrook, Penn Premier Shows; Bassett Amusements; Smiley's Amusements; Ben Weiss Concession Company; Al Bexall, bingo; Bob K. Parker Concession Company; Reid Lefevre, King Reid Shows.

Frank Wirth, Wirth Agency; George Hamid Jr., George Hamid Jr., Henry Hamid and Hal Sands, GAC-Hamid, Inc.; Mercury Artists; Randy Avery and Jim Lee, Barnes-Carruthers Agency; James Hietzer, Hietzer's Agency; Harry Cooke, Ed Cooke, Haf Churns and Nick Patzone, Cooke & Rose Agency; Margaret Klein and Peggy Kallenbach, Klein's Attractions; Ed Rubin, Music Corporation of America; Buck Stahl, Frontier Days; Eddie Smith, Smith Agency; Charles Stuart, Judy O'Connell, Ray O'Connell and Ray Beaudet, Superior Booking Agency; Willard Alexander, Jack Green, George Mairan and Tiny Peeworth, Willard Alexander Agency; Ward Beam, Beam's Agency; Tex Ryan, performer; Joe, Don and Robert Nunemaker, and Lee A. Steward, Nunemaker Artists Bureau; Cochran's Majorettes; Jack Kochman and Bob Conio, Kochman Hell Drivers; Joie Chitwood and Marie Kintner, Chitwood's Thrill Show; Buddy Wagner and Charles Waters, Buddy Wagner's Thrill Show; Don Flenor, Thunderbird Hell Drivers; Lou Heller, auto races; Sam Nuis, Nuisa Speedways; Joe Barnds, USAC; Pat Parcell and Ed Otto, NANCAN.

Clyde Balduchun, Cisco Kid management; Jerry Lippitt, racing mules; George Handy, Handy Sound Service; Weston Hulse, Eureka Tent & Awning; T. R. Eichelbender, Regalia Manufacturing; Ben S. Allen, Posters, Inc.; Dave and Louis Rosenbergs, Triangle Printing; Sam Solomon, Insurance; M. R. Levy, distributor; W. B. Mather, James Bletterley, Forbes Ryder, Globe Ticket Company; Robert and Glenn Steward, Steward Sound Service; Tom Vitale, Vitale Fireworks; Anthony and Louis Semenza, Semenza Fireworks; Joseph De Rita, Spencer Fireworks; E. H. Redington, Packers Tar Soap, Inc.; Joe Sherman, promotions; C. A. Anderson, Anderson Patrol; Gus Thiele, Alwood Tent & Awning; John J. Theodor, concession supplier; Thomas Furd, State Health Department; and Charles F. Connolly, race track lighting.

The GREEN BAY STADIUM COMMISSION

is looking for some outstanding attractions for the summer of 1958 for its new city stadium. Address all inquiries together with description of attraction to:

GREEN BAY STADIUM COMMISSION

Room 300, City Hall Green Bay, Wis.

Mfrs. of Beverage Dispensing Equipment Exclusively Since 1906
45 Gal. MECHANICALLY REFRIGERATED OR ICE COOLED

OAK BARREL SODA DISPENSERS

Draws 10-15 Drinks per min.

A finished COKE or PEPSI,

both solid and creamy ROOT BEER

and plain SPARKLING SODA

Also 8 and 17 Gal. Kegs. Faucets arranged as desired.



Beautifully finished. Stainless steel equipment includes Faucets, Syrup Containers, Liners, Drain Pan and Hoops.

WRITE FOR FOLDER

MULTIPLEX FAUCET CO.

1400 Ferguson Ave. St. Louis 14, Mo.

Place Your Orders Now For Spring Delivery

CONCESSION TRAILERS OF ALL TYPES

STATE YOUR NEEDS

CALUMET COACH CO.

11575 S. Wabash Chicago 28, Ill. Phone: WAtersfall 8-2212 Catalogs available on request



SNO-KONES—CANDY FLOSS—APPLES—POPCORN

If you have not received our new complete Equipment and Supply Catalog, write for it now. Make sure you line up with GOLD MEDAL 100% for bigger profits in 1957. It's the World's finest SNO-KONE, FLOSS, APPLE, POPCORN & COOKHOUSE line. You can get the GOLD MEDAL line from leading Concession Jobbers. Write for one nearest you.

GOLD MEDAL PRODUCTS COMPANY

314 W. Third St. Cincinnati 3, Ohio

TICKETS

ROLL OR MACHINE FOLDED, PAD STRIP AND RESERVED SEAT TICKETS ALSO PARKING TAGS FROM "TO" NUMBERS, COUPON BOOKS, WAITER CHECKS AND LAUNDERETTE TICKETS. — ALL FORMS OF TRANSPORTATION TICKETS.

ELLIOTT TICKET CO.

409 Lafayette St., N.Y.C. - 8349 N. Western Ave., Chicago - 1015 Chestnut St., Phila.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in care of our office, please send your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St.
Cincinnati 22, O.

Ackley, James
Ackley, Mrs. Jimmy
Agnier, Raymond
Allen, Tommy & Mrs.
Amusement Corp.
(Hollywood Thrill Shows)
Anderson, Bert
Anderson, O. M.
Antonson, G. L.
Anthony, Milo
Ard, Robert
Auspitz, Burton
Avery, William A.
Baker, Ray J.
Banks, F. O. Taran
Barker, Bernard
Barron, Tommie
Bates, Charles
Bates, Po Po (town)
Bell, William
Bennett, Albert & Mrs.
Bennett, Harry E.
Bernard, Victor J.
Betzold, Edward
Bishop, Brownie
Bistany, Leo
Blankenship, T. J.
(Tom)
Boley, James Edward
Bomblino, Frank L.
Bozman, John T.
Brady, Pete
(Hollywood Thrill Shows)
Brock, J. H.
Brookwin, Ralph
Brooks, Fred
Brouette, Albert V.
Brown, Chester W.
(Mingo Brownie)
Bruff, Robert H.
Bruno, Hopp
Bulluck, R. T.
Burdick, Edmond
Burke, Capt. Jim
Burke, Mrs. Marie
Burns, William
Burrill, Billy
Burrige, Frank H.
Burrige, Jewel
Bush, Lauren
Bybee, James H.
Byron, Mrs. Shirley
Cain, Albert
Campbell, Chas.
Campbell, Joseph R.
Cantler, Kenneth
Cantwell, Charles
Carlin, Nell
Case, Dave
Chauncins, Whitelhorse
Chumas, Tony
Cham, Frances
Cham, William
Chasey, Carl D.
Clark, Harold L.
Clark, James M.
Cobuccio Jr., Joseph
Cole, Joe
Coidler, Lea
Conley, Jim (Hiding Conleys)
Conley, Yvonne
Cook, Andre Alan
Copeland, Carl
Costello, James
Coyne, Thomas J.
Crawford, John
Curry, Frank
Daves, Louis Edgar
Davidson, Jimmie
Davis, Les
Dawn, Gene
DeCoste, Romaine
De Rosa, James
Del Greco, Daniel
Delano, W. M.
Delawater, John W.
Deigross, Louis
Delock, David
Dobbin, James J.
Dobson, Mrs. Paul
(Jean)
Doherty, William
Dooole, Frank
Dooole, Richard
Dorner, Louise, M.
Dovey, Elmer
Doyle, Henry M.
Driggers, John
Dugan, Dub
Durham, Robert J.
(Ben C.)
Eastwood, E.
Eberly, Bob or Ray
Edwards, William
Ehrig, Art
(Ehrig's Trailer)
Ehrig, J.
Fran, Otto
Fraxier, Mrs. Marie
Freeman, Frank
Frisco, Joe
Fryman, Ernest
Garrison, Wayne & Hattie
Gehrig, Dale M.
Georg, Tony & Mrs.
Gilchrist, Allan
Gilchrist, Mrs. Allan
Gilmore, Louise
(McGrath)
Gisan, George
Goad, A. W.
Goranson, Wallie
Goetz, George
Good, Richard
Gray, William
Gray, C. H.
Graves, George E.
Green, Johnny
Groostinger, Harry
Grooms, John & Mrs.
Gulf Breeze Trailer
Hackbert, Edward J.
& Mrs.
Hagans Jr., Joseph
Hall, Ward & H. L.
Gottacker

Ray, William
Ray or Ray, Nell A.
Reed, Earl
Reed, James L.
Reed, Juanita
Regan, Joe
Reichert, F.
Reisut, Paul C.
Rhodes, Joseph S.
Richardson, Samuel
Rival, Ray & Nikki
Rizzuto, Edward R.
Roberson, Richard
Rodgers, Jack
Robinson, Gordon
Rogers, Jimmy
(Singer)
Rondell, Rhonda
Rosa, Jack (Greek)
Rowell, Bob & Mrs.
Ruff, Laverne
Ruff, Jerry
Kalyms, John
Sargent, Kenneth D.
Schroyer, Donald
Schuck, Julius C.
Schuppert, Fred
Scottfield, Willis
Scott, Candl
Shaffer, Mrs. Gladys
Shaffer, James (Sway Pole)
Sharp, Max
Shepley, Robert N.
Shepard, Willard M.
Smith, E. M.
Smollings, William L.
Stacey, Thomas
Harold

Whited, Murel C.
Widamp, Ed
Wienicki, Michael M.
Wilder, Dan
Williams, Lefty
Williams, Michael
Wilson, Jack
Wilson, Wayne

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 36, N. Y.

Bevans, Joe
Bepler, Kenneth
Blackstone, Harry
Daisy, Frank
Denning, Thomas
De Haven, Carter
Earle, Beatrice
Feindt, Mrs. Cilly
Frits, Adolph
Gerlings, Wm. J.
Harlow, Roy
Huller, John G.
Karp, Vincent
Kingsbury, Howard
Kolb, F.
Mapes, Pauline
Montan, Al
Ortiz, Manuel
Patterson, Donna
Preston, Mrs. H.
Rector, Pat
Sabel, Bernard
Shakman, Julius
Shayne, Larry
Silverlake, May
Smith, W.
Steinheart, Artie
Wallenstein, Jerry
C. Yorks, George

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.
St. Louis 1, Mo.

Feeler, Charles G., 74
Ackley, James A.
Adams, W. J.
Arnold, Mr. & Mrs.
Baake, Fred
Barnes, L. E.
Belton, L. E.
Black, Jos
Borgardus, Russell
Britt, Robert
Burge, Lloyd

Burton, Louis Egger
Caldwell, John
Caldwell, Leroy M.
Caloian, C. A.
Campbell, Mr. & Mrs.
Clark, G. L.
Clark, William
Cook, Jack & Hattie
Countryman, James
Covert, Charles F.
Davis, J. W.
Devreux, Paul
Dodge, Harry D.
Dunaway, James
Deer, Mrs. Betty
Edwards, Wm.
Erlinger, Rod
Fennell, Alma P.
Ferguson, Danny
Feuter, Charles G.
Fisher, Mrs. Norma
Foltz, Russell
Ford, Jack & Louise
Gallo, George
Garber, Mrs. Billie
Garland, Claude
Graves, Floyd A.
Germann, John B.
Gould, Paul J.
Green, Marshall
Hanson, Arthur
Harris, Frank
Hollenbeck, Harold
Hollenbeck, Virginia C.
Holstine, William C.
Ingram, Albert
Isenbower, Geo.
Jacks, William H.
Jackson, Raymond
Johnson, Bobby B.
King, Sally
Klassen, Fred W.
Lambert, Jack
Lewis, Mr. & Mrs.
Loe, James
McClain, William F.
McDonner, C. J.
McMillan, R. J.
Manning, Elnis
Martinus, John
Mathews, Mr. & Mrs. Sport
Mayhue, Charlie
Moreno, Tito M.
Morse, Robert G.
Murphy, Ed
Norman, E.
Norris, William H.
Odom, Floyd
Omara, Al & Mary
O'Reilly, Jerry
Papst, Charles
Patterson, Mary W.
Petri, Allen
Pettil, Mrs. Louis
Phillips, Bill
Picard, Larry
Pinehl, Sebastian J.
Pippin, Wm. D.
Pochie, Charles
Pool, John Andrew
Powers, L. D.
Rankin, Mrs. Anna
Reisinger, Albert H.
Richards, J. T.
Rival, Ray & Nikki
Rozak, Charlie
Rose, Ernest V.
Rowfield, Lentine
Rothrock, Ralph
Rough, Frank Wesley
Royal, Ann & Johnny
Sakobie, Myrtle Mae
Sandusky, A. D.
Seyfert, Helen
Shaffer, William
Silberstein, Seymour
Silva, William
Sirolo, Dick
Smith, Barbara
Smith, Frank L.
Smith, Talla Ray
Snook, Albert Thorne
Sokolowski, Peter V.
Soller, Stanley
Staples, Thomas Earl
Stonecipher, Otto
Tobin, Hyman
Vaughn, R. D.
Vinson, Jack E.
Whitney, Jennie L.
Whitson, L. W.
Widrick, Elmer
Wilson, Mrs. Alice
Windburn, Herb
Witthause, Doc
Wood, Donald Ray
Woodward, Earnie O.



MAKE \$200 A DAY
On Candy Floss

Our NEW PERFECTION has EVERYTHING write for literature.

ELECTRIC CANDY FLOSS MACHINE CO.
P. O. Box 478 303 Eighth Ave., S.
Nashville, Tenn.

FRENCH WAFFLE MOLDS



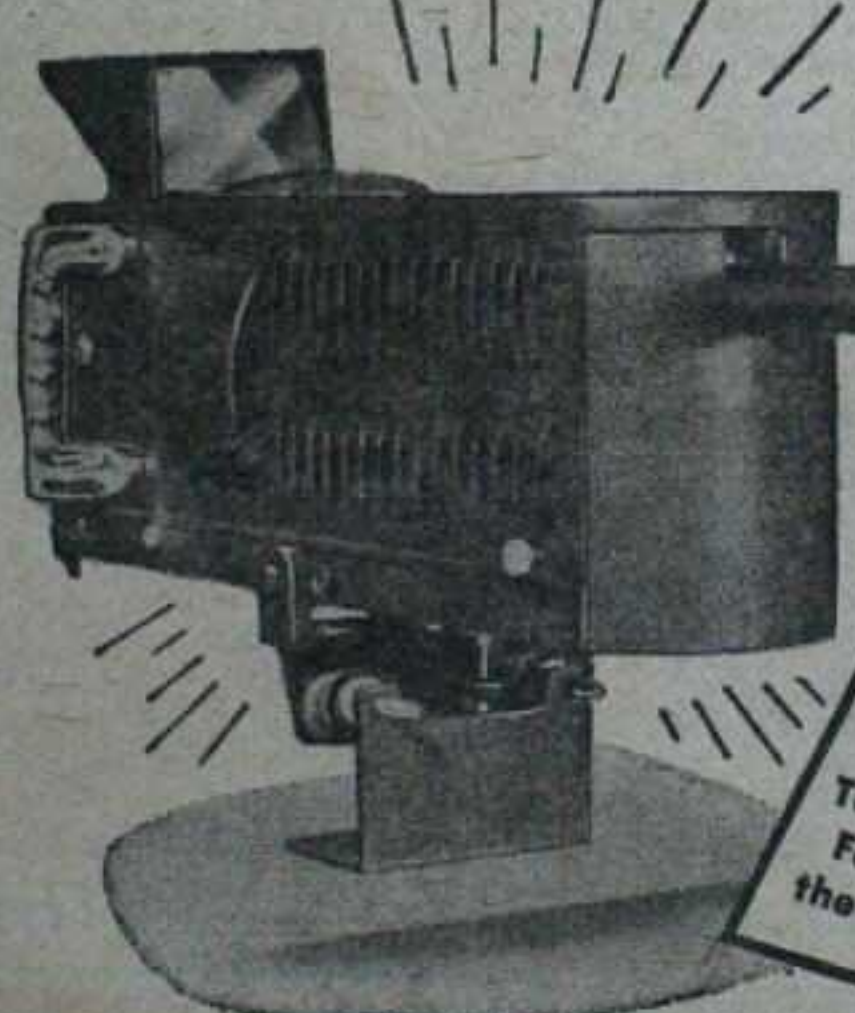
\$2.75 EACH

Pay for themselves the first hour. 4" cast aluminum molds for commercial use in round, six-sided or scalloped shapes. Each mold complete with wooden handle and formulae.

Concession Supply Co.
3916 Secor Rd. Toledo 13, Ohio
Phone: GR 4-2408

ACCLAIMED

Greatest Money Maker of All Time! A Natural For All Amusement Parks! Fairs! Arcades! Carnivals! Kiddie Parks! Etc!!



Visit Our Display on the Midway at the Florida State Fair, Tampa, Florida, Feb. 4th thru the 15th, 1958

chicago coin's Commando Machine Gun

Noise Maker gives realistic machine gun sound effects
New type gun sight for greater accuracy and ease in sighting!
Authentic push button trigger handle gives the feel of a real machine gun.
The Safest Gun Ever Manufactured!

- FEATURES NEVER BEFORE BUILT INTO ANY GUN!!
- SELF CONTAINED . . . ELECTRICALLY OPERATED . . . No Troublesome Exterior Compressors or Air Hoses!
- Hopper in Gun Holds 8,000 Rounds of Steel Balls Poured in thru Top of Gun!
- Adjustable to Shoot From 130 to 325 Shots Per Sec - 10c - 25c Coin!
- No Cartridge Loading! All Automatic!
- Shoots in 3 Shot Bursts At Less Than 1/2 Second per Burst! (150 Shots for 10c takes about 1 Minute!)
- Takes Only Seconds to Reach and Service Any Part of the Mechanism!
- New Velocity Control Adjustment to Hit Every Depth. Location! Shoots 50 to 75 ft. Per Second!
- National Coin Chute is Part of the Gun - Available in 5c - 10c - 25c Play! Each Coin Registers on a Meter.

FEATURES NEVER BEFORE BUILT INTO ANY GUN!!

chicago coin machine
1725 W DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
Chicago Dynamic Industries, Inc.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.
Chicago 1, Ill.

Dowen, Roy W.
Eaton, C.
Holtzinger, Libert
Rines, Donald
Lee, J.
Minnetti, Eddie
Russell, Jack
Winstead, Warren

Du Quoin Inks Caudle Unit

NEW YORK—The DuQuoin (Ill.) State Fair last week signed for an appearance of the Scientific Productions, Ltd., satellite show, Charles Caudle reports. The arrangement with Eugene Hayes will result in the fair providing canvas, 500 seats and a turnstile entrance. Show gets a guarantee plus percentage.

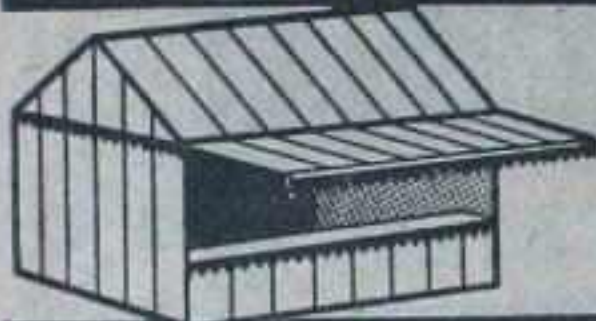
Caudle took delivery last week on three station wagons, fully equipped. They are being outfitted with signs, rooftop satellites and public address systems for promotional work.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

ANCHOR



TENTS

Supplying Superior Show Canvas for over 40 years. Any style or size made to order. Flameproof and New Nylon Fabrics. THE SHOWMAN'S CHOICE. Write for low prices. Phone: MA 5-8105. All Aluminum Tent Frames.

ANCHOR SUPPLY CO.
EVANSVILLE, INDIANA

SHOW TENTS CENTRAL Canvas Company

516-518 East 18th St.
Kansas City 6, Missouri
Phone: Harrison 3026
HARRY SOMMERVILLE

INSURANCE

For the Amusement Industry

SAM SOLOMON

"The Showfolks' Insurance Man"
5009 N. Sheridan Road, Chicago, Illinois
Phone: LOngbeach 1-5555 or 5576

UNITED STATES TENT

AND AWNING CO. Established 1870.

Over 86 Years of Specialized Experience.

MAIN OFFICE & FACTORY: SARASOTA, FLORIDA

Circus — Carnival — Concession — Any Size — Any Type

THE LOWEST PRICE CONSISTENT WITH QUALITY

SID T. JESSOP

GEO. W. JOHNSON

1230 N. EAST AVENUE

PHONE: RINGLING 6-6316

AMERICA'S FINEST SHOW TENTS

O. Henry Tent & Awning Co.

TAMPA, FLORIDA, Jan. 15-Feb. 15

Address: BERNIE MENDELSON

Embassy Apt. Hotel, 110 Crescent Place, Tampa, Fla. Phone: 8-4347.
4862 N. CLARK ST. Phone: Ardmore 1-1300 CHICAGO 40, ILL.

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL or FOLDED TICKETS

CASH WITH ORDER PRICES — DAY & NIGHT SERVICE SPECIALLY PRINTED
Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS \$1.75 EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL
WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

Carnival Routes

Glades Am. Co.: Okeechobee, Fla.; Vero Beach 10-15.
Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 3-25.
Sugar State: Youngsville, La.; 3-9.

Circus Routes

Davenport, Orrin: Detroit, Mich., 3-16; Cleveland, O., 17-22.
Hamid-Morton: Memphis, Tenn., 8-14; Milwaukee, Wis., 17-23.
Henson Bros.: Guntersville, Ala., 3; Oneonta 4; Centre 5; Decatur 6; Boaz 7; Scottsboro 8.
Polack Bros.: Fort Wayne, Ind., 7-9; Madison, Wis., 14-15; Louisville, Ky., 20-23.
Ringling Bros. and Barnum & Bailey: (Fair) Tampa, Fla., 5-7; Miami 13-16.

Ice Shows

Ice Capades, 17th Edition: Winnipeg, Man., 3-8; Lincoln, Neb., 10-16; Kitchener, Ont., 18-22.
Ice Capades, 18th Edition: Washington, D. C., 3-12; Hershey, Pa., 13-25.
Shipstads & Johnson's Ice Follies: Toronto, Ont., 3-7; Montreal, Que., 9-16; Boston, Mass., 18-Mar. 2.

Miscellaneous

Burke's Wild Cargo (Fair) Tampa 4-15; (Fair) Plant City 22.
Greene, Dr. Morton, Hypnotist: Crestview, Fla., 3; Niceville-Valparaiso 4; Milton 5; Live Oak 6; Fort Walton Beach 7.
Matchstick City: Goulds, Fla., 7-16.
Meier's, Josef, Black Hills Passion Play: Lake Wales, Fla., 3-April 6.
Philip Morris County Music Show: Houston, Tex., 4-5; Beaumont 6; Galveston 7; Texarkana 8; St. Louis, Mo., 17; Belleville, Ill., 18; Jefferson City, Mo., 19; Springfield 20; Chanute, Kan., 21; Lawrence 22; Kansas City, Mo., 23.

Greenfield, Mass., Sets 109-Year Mark

GREENFIELD, Mass. — The most successful financial year in the 109-year history of the Franklin County Historical Society was reported at the annual meeting January 13.

Treasurer James T. Gorman's report showed a net profit of about \$7,000 on the four-day fair last September, about double the 1956 fair net.

Maxwell Named To Deering's Houston Post

HOUSTON—M. Clifton Maxwell, 33, has been named to succeed Francis R. Deering as director of public properties at Houston. The position includes management of the Sam Houston Coliseum and allied facilities.

Maxwell has been a tax attorney for the Internal Revenue Service for the past six years.

Deering resigned to become executive assistant to the pastor at the First Methodist Church in Houston. He stated he would retain an associate membership in the International Association of Auditorium Managers.

Booking Light At Boston

BOSTON—A cautious attitude on the part of fairmen in signing contracts for the coming season was reported by New England showmen attending the recent Massachusetts Agricultural Fair Association meeting.

Showmen said that in other years almost 50 per cent of contracts for midways and acts had been signed at the annual meeting. This year, both showmen and bookers were of the opinion that fairmen had come with strict orders to sign nothing, but to look over the situation and report back to their boards of directors.

Bookers said not one contract had been signed, an unusual situation. Danny White, however, reported that he had received four verbal promises to take his Aquarama water show which last year played Topsfield. On hand were representatives of the Al Martin Agency, Adams & Soper, Jacy Collier, GAC-Hamid, Playtime Amusement Corporation (which reported four verbal agreements), Lagasse Amusement Company, and Coleman Bros.' Shows.

Detroit doings: Mr. and Mrs. Bill Silber back from a 30-day tour of Europe. His brother, Fred, and Mrs. Silber sailed January 23 from New York for a Mediterranean cruise. Mr. and Mrs. Bob Morrison will sail April 3 on the Queen Elizabeth for Europe. Bob Reid, son of John F. Reid, now of the U. S. Air Forces, spent a day with the Bill Silbers in Paris. . . Mr. and Mrs. Harry Stahl left for Tampa.

Winter Fairs

Arizona
Mesa-Maricopa Co. Fair, March 19-23.
California
Indio—Riverside County Fair & National Date Festival, Feb. 14-23.
Imperial — California Mid-Winter Fair, March 1-9.
Florida
De Land—Volusia Co. Fair, March 3-9. Leo Maxwell.
Eustis—Lake Co. Fair & Flower Show, March 10-15. Karl Lehmann.
Fannin Springs—Suwannee River Cattle Show, Feb. 19-21. L. C. Cobb, Trenton.
Fort Lauderdale—Broward Co. Fair, March 28-30. Jack Finch, Oxn. Mgr.
Fort Myers—Southwest Fla. Fair, Feb. 2-8. Robert Huppelweiser.
Kissimmee — Kissimmee Valley Livestock Show, Feb. 19-23. O. L. Partin.
Largo—Pinellas Co. Fair & Horse Show, Feb. 24-March 1. J. H. Logan.
Madison—North Fla. Livestock Show & Sale, Feb. 24-25. O. R. Hamrick Jr.
Ocala—Southeastern Fat Stock Show & Sale, March 2-1. Louis Gilbreath.
Orlando—Central Fla. Fair, Feb. 24-March 1. C. T. Bickford.
Plant City—Fla. Strawberry Festival, Feb. 17-22. Fred W. Nulter.
Sarasota—Sarasota Co. Agri. Fair, March 10-15. E. A. Clark.
Sebring—Highlands Co. Fair, Feb. 24-March 1. B. J. Harris Jr.
Tampa—Fla. State Fair, Feb. 4-19. J. C. Hushon.
Winter Haven—Fla. Citrus Expo., Feb. 18-22. Robert J. Eastman.

THE FINAL CURTAIN

ANDERSON—Smiling Billy, 54, performer formerly with the "Silas Green from New Orleans" show, the Stephen Fetchit show and others, at his home in Charleston, W. Va., January 25. Burial at Charleston.

BONHOMME—Ida Mae, 82, member of the Bonhomme circus family and an active trouper for more than 50 years, at Marshall, Texas, January 20. A native of Henderson, Ky., she was the widow of J. W. Bonhomme. Survivors include a son, Sig Bonhomme, circus performer; a daughter, Mrs. John Hollis; a brother, Thomas Biggs; eight grandchildren and six great-grandchildren. Burial at Marshall, Texas.

GRIFFIS—Harry R., 61, acrobat and contortionist, January 29 of a heart attack during a performance in a school near Cincinnati. Griffis trouped with Ringling Bros.' Circus when a youngster. In recent years his act was sponsored by a Cincinnati meat concern. He specialized in a "man who grows" trick. Survived by his widow, Violet, three brothers and a sister. Services and burial February 3 in Reading, Pa.

KOHLER—Mrs. Lillian, 83, mother of Mrs. Orrin Davenport, wife of the circus owner, at a Chicago hospital after an extended illness January 24. Survivors also include a son, John. Burial in Chicago.

KRUGER—Otto E., past president of billposters union local number 1, at Chicago January 25. He was associated with Chicago theaters and was known to advance men of outdoor shows. Burial in Chicago.

MILLER—Tracy Holiday, 19-month-old daughter of Charles and June Miller, producers of Holiday stage and dancing productions, January 26 in St. Petersburg, Fla.

MORTON—Edmund F., 45, secretary-manager of Vegreville (Alta.) Exhibition Association for six years and mayor of

the town for seven years, January 12 in Lamont, Alta. Survived by his widow, two sons and a brother. Burial in Vegreville.

SPEARS—Roy W., 67, for the past 15 years concessionaire with the Midway of Mirth Shows, January 16 in Jonesboro, Ark. Services and burial January 20 in Ann Arbor, Mich. Surviving are a son, daughter and two brothers.

De Land, Fla., Fair To Run March 3-8

DE LAND, Fla.—The March 3-8 run of Volusia County Fair will again be held at the National Guard Armory, and Blue Grass Shows, which played here the last two years, will again provide the midway attractions. Herbert Talton, treasurer, reported a balance of \$8,477 was carried over from last year.

OMAHA — January events at the Omaha Civic Auditorium included the Ballet Russe (14); Golden Gloves boxing (24, 25); Ford Motor Company show (27); Gamble-Scogmo exhibit (26), plus sports events, meetings and other activities.

Rocky Mountain

Continued from page 63

land Empire Fair at Billings, is swinging into a new pattern for its August 11-16 date. It will have a night show contracted by GAC-Hamid, represented here by Ernie Young. It is the first time the Great Falls and Billings have not contracted the same night revue. The Oral Zumwalt Rodeo of Missoula will show at Billings, while Leo Cremer & Associates will play at the Great Falls fair.

Thearle-Duffield Fireworks Co., of Chicago, represented by Art Briese, again won the contract for pyrotechnics at both Great Falls and Billings, while Pete Siebrand, of Siebrand Bros. Carnival and Circus, also will return to both exhibitions.

In the new A-2 circuit, Inland Empire Shows of Lewiston, Idaho, will supply the carnival, and the Gwen Morris Entertainment Bureau, Las Vegas, Nev., will provide the night show.

Fairs in the B circuit will have the Northern Exposition Show, and the Clarence Smith, Midvale, Utah, night show.

Tom Drake Agency, Kansas City, will provide the night show for C circuit fairs, with Norton Shows as the carnival attraction and Fettig Bros., of Kildeer, N. D., the rodeo.

MARRIAGES

BARNES—DE RISKIE
Harold Barnes, wirewalker who has been with major circuses and club dates, and Gayle DeRiskie, member of the DeRiskie Family of circus performers, in Florida recently. They will be with Beers-Barnes Circus.

BIRTHS

HAMS—
A son, William Warren, January 10 to Mr. and Mrs. Warren Hams in Eau Claire, Wis. Parents are midway concessionaires.

TAULBEE—
a son, James Menifoe Taulbee III, to James and Betty Taulbee at Long Beach, Calif., January 14. Parents are in circus business.

In Loving Memory

of Our Two Wonderful Brothers

ANDREW CARSON

Who Left Us Feb. 2, 1954

and

CARL CARSON

Who Went Away Mar. 29, 1952.

We Miss You So Much.

DAVE & EMILY FRIEDENHEIM

IN LOVING MEMORY OF GLADYS MACKAY

who was called away February 7, 1957

We miss you now, our hearts are sore,

As time goes by, we miss you more,

Your loving smile, your gentle face,

No one can fill your vacant place.

JERRY & DANNY MACKAY
and the MEREDITH FAMILY

ROLLER RUMBLINGS

Skaters Plead, Giles Reopens Curvecrest

MUSKEGON, Mich. — Curvecrest Roller Rink here, which closed July 1 of last year, will be reopened for roller skating no later than February 15, it was announced last week by owner Perry B. Giles.

The decision to reopen the rink was made after Giles received numerous requests from both skaters and their parents in the area, as well as from church, school and business organizations in the community which had used the rink in previous years for private parties. The original decision to close the rink and lease the building for other uses was made because the growth of an associated business, the manufacture and distribution of Rink-Cote, a rink surface material, was claiming the major portion of Giles' time.

Giles will continue to devote most of his time to the Rink-Cote business, with management of the rink being assumed by Mrs. Giles. She will be assisted by Mr. and Mrs. Darrell Steinke, formerly of

the Chieftain Rink, Big Rapids, Mich., who will make their home in Muskegon.

No definite date for reopening has been announced, but work of preparing the rink for operation is in progress. It includes cleaning, repainting, resurfacing of floor and restocking of merchandise.

Buffington First Entry In Wal-Cliffe Marathon . . .

NEW YORK — First out-of-town entry for the fourth annual marathon to be held at Wal-Cliffe Roller-drome in Elmont, L. I., is from Emyln Buffington, of the Merryland Speed Club, Glasgow, Del. Event will cover 26 miles, 385 yards and be held after the usual public session Saturday night, February 22. Buffington also entered last year. Entry is limited to 20 RSROA contestants and blanks are available from rink Manager Jim Ferris.

Milwaukee Riverview Named In 3G Personal Injury Suit . . .

MILWAUKEE — Riverview Roller Rink & Ballroom, Inc., 1420 East North Avenue, was named January 14 in a Circuit Court injury suit filed by 16-year-old David Shelly and his father, Herbert L. The plaintiffs seek \$3,000 in damages, claiming the boy was injured by rowdies while skating in the rink on January 1, 1956.

Groton Ads Pinpoint Fun for Teen-Agers . . .

GROTON, Conn. — Melody Skating Rink, advertising for weekend teen-age trade, has been using this copy: "This Weekend Skate Your Date to the lilting music of the mighty Hammond organ. Our fun-packed program is designed for an evening of fun and friendliness. Supervised sessions always."

Robinsons Retire

At Altamont, N. Y. . . . ALTAMONT, N. Y. — D. C. and A. M. Robinson, of Caverns Operating Corporation, the firm which operated a roller rink and Knox Cave here, have been retired since early 1956, it was reported recently. They leased the operations to David and A. H. Meese. The Meeses have named Perry Waldorff manager of the rink.

Ice Rink Opens At Oklahoma City

OKLAHOMA CITY — A new ice skating rink arena has opened with Neal Day as manager.

Underwritten by businessmen at a reported cost of \$180,000, the year-round ice skating rink contains 11,000 square feet of skating space, seats for about 500 spectators and a snack bar.

Professional instructor hired for the skating rink, known as Ice Arena, Inc., will be Gil McKellen, formerly with such ice shows as "Ice Capades," "Holiday on Ice" and the Sonja Henie show.

Spike Ceremony For Bob-Lo Track

DETROIT — Linking of the rails on the new two-and-a-half-mile narrow-gauge railway being constructed at Bob Lo Park is to be marked by the traditional Golden Spike ceremony, tentatively set for April. Construction is under way this winter, and the plans are to have the spike driven by W. B. (Bill) Browning, general manager of park operations. It is expected

U. S. Awards Contract for Alaska Park

WASHINGTON — A proposed 10-year contract authorizing Don Hummel, of Tucson, Ariz., to operate the "necessary public accommodations, facilities and services" in Mount McKinley National Park, Alaska, has been sent to Congress.

Primary purpose of the contract, according to Conrad Wirth, director of the National Park Service, would be operation of the government-owned McKinley Park Hotel, sightseeing and other bus transportation, and other "needed services." These would include food and dining room service, the sale of souvenirs and campers' and visitors supplies, boating service on Wonder Lake and saddle and pack animal services, as public demand would require.

\$19.6 Mil Plan For Blackpool Being Studied

LONDON — A major redevelopment project for the big amusement resort at Blackpool is being studied by the Town Council there. Presented by Arthur Hamilton, borough surveyor, it is a 15-year plan with a projected cost of \$19,600,000.

There are three stages involved in the project. First would be three new multi-story buildings for residential and store use. First two floors would be for parking of 620 cars, above which would be the commercial space and a footway to the boardwalk.

In the second stage, two-level promenades would flank the roadway and be connected by foot bridges. Both levels on one side would offer amusements, and the other side would be used for vacationers' deck chairs.

Other future work would include a new 20-foot-high road thru the area, crossing Central Station and leading to the center of town. Big car park areas are contemplated, as well as buildings over the stations.

Salisbury Vote Bills Pass Mass. House

SALISBURY, Mass. — Resort operators have won a step in a battle to bring back liquor to bolster the town's sagging economy. Liquor sales were outlawed when the town voted dry in the 1956 State election.

The Massachusetts House last week gave final approval to bills authorizing a special referendum vote in March on the question of legalizing the sale of liquor and allowing the selectmen to appoint a liquor licensing board. Both bills now go to the Senate where favorable voting is expected.

Forty-three liquor licensed spots were affected when the town went dry. Last season grosses sank to an all-time low.

this will be a well-publicized event to focus interest on the park several weeks in advance of the usual Decoration Day opening.

Playland, Rye, Nets 512G For Second Best Year

RYE, N. Y. — Gross revenue for Playland, major park operated by the Westchester County Park Commission, climbed last year to \$1,547,272. The results of last year's 12-month operation were several percentage points over 1956, when the figure was \$1,506,322.

By far the largest item of income was ride ticket sales, which grossed \$1,028,555, some \$26,000 more than the previous year. Playland uses a universal nickel-ticket system, under which concessionaires were reimbursed \$302,000 of the total \$1,849,000 revenue.

The audit produced a net revenue of \$512,272, second only to the previous season's \$526,322 in the park's long history. Presented by park director Edward J. Kilcullen, it substantiated a projection of several weeks ago, about the extent of last year's successful season.

Gross income last year was from the following sources, with the figure of each: Ticket sales, \$1,028,555; parking, \$118,244; bathing, \$111,713; boating, \$26,568; galleries, \$31,928; park attractions, \$37,814; public conveniences, \$11,495; refreshments, \$256,780; rents,

\$203,701; public service, \$1,115, and miscellaneous, \$21,514.

The fact that gross income was higher but the net lower than the previous year is accounted for by a rise of \$55,000 in expenditures, a drop of \$14,000 in "operating revenue," and an increase of \$31,000 in money returned to concessionaires. The park had a payroll of \$540,967.

Park Man Builds New Kiddie Ride

PHILADELPHIA — Louis Pittaluga, of Willow Grove Park, has designed a kiddie ride that combines the motions of a Merry-Go-Round and teeter-totter.

Called a Merry Flyer, the ride was inspired by items seen at a toy show.

Pittaluga said that about 100 of the rides have been ordered.

MUNVES CORP.

ARCADES

577 TENTH AVE., N.Y. 25, N.Y.

C. JOE MUNVES

at the

Tampa Terrace Hotel

and

Florida State Fair

Sportland Arcade

February 4th to 13th for

the latest Arcade Equipment

KIDDIE CAR RAILROADS

Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, FROGS, SWITCHES for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Trolley Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

BEST OFFER TAKES

Percentage Group game. Proven money-maker. Must be moved by Easter. For more details write:

P. O. BOX 1442

Sandusky, Ohio

PRESTIGE AND PROFITS

A HOLMES MINIATURE GOLF COURSE

Adds prestige to your location and makes extra money for you. Each Holmes Cook Custom-Built Course can handle up to 200 persons per hour.

HOLMES COOK MINIATURE GOLF CO.

583 10th Avenue New York, N. Y.

SKATING RINK TENTS

42 x 102 IN STOCK
53 x 122 AT ALL TIMES

NEW SHOW TENTS

MADE TO ORDER

USED TENTS FOR SALE

10x10 Ft.	40x 80 Ft.
10x15 Ft.	40x 90 Ft.
14x21 Ft.	40x100 Ft.
20x30 Ft.	60x 60 Ft.
20x40 Ft.	60x 90 Ft.
30x50 Ft.	60x120 Ft.
30x60 Ft.	60x150 Ft.
30x90 Ft.	50x180 Ft.
40x60 Ft.	60x210 Ft.
40x70 Ft.	60x240 Ft.

CAMPBELL TENT & AWNING CO.

100 Central Ave. Alton, Ill.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET THE NEW REVOLVING

HOLLYWOOD SPOTS-LITE

BETTER'N A CRYSTAL BALL

NO MIRRORS TO BREAK WASH OR POLISH

GLAMOROUS NEW GIG IN BEAUTY, MODERN SHOWMANSHIP, LIGHTING EFFECTS AND SOUNDPLACES. IT ENTERTAINS, IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING AREAS, CLUBS, DANCING HALLS, AMUSEMENT PARKS, HOTELS, RESORTS.

Write for Complete Free Details

HOLLYWOOD SPOTS-LITE CO.

Dept. B, 2613 No. 16th St., Omaha 22, Nebraska

RINK-COTE

The surfacer with traction to preserve new roller skating floors and add life to old floors. Immediate delivery from

CURVECREST, INC.

Muskegon, Michigan (Home office)

Write for names of distributors in your area.

COMPLETE PORTABLE RINK

FOR SALE BY THE OLDEST & LARGEST MFRS. WE LAY PERMANENT FLOORS Anywhere in U.S.A.

Write for Prices & Information.

TILLINGHAST MFG. CO.

P. O. Box 48 Phone 79 Venus, Texas

RENT A BUILDING—GET IN BUSINESS

Porto-Bilt

SECTIONAL RINK FLOORS and TENTS

Write for Details

W. T. SHACKELFORD

Box 422, Smyrna, Ga. Phone HE 8-9778

Phone 5-2182, Marietta, Ga.

English Build Flying Saucer Wheel Device

LONDON — A British ride manufacturer has introduced a new version of the Flying Saucers ride produced earlier on the European Continent. Lang Wheels, Ltd., a Ferris Wheel builder, has delivered one of the rides.

In the general style of a Ferris Wheel, it has gondolas or "saucers" in place of seats. Each time the wheel revolves perpendicularly four times, the base on which it is mounted revolves once horizontally, a British show paper, World's Fair, reports.

New Park Slated For Danish City

COPENHAGEN — Denmark is to have a new amusement park this summer. The community of Aarhus, second largest city of the country, is planning to lay out a folk park on which it is prepared to spend \$100,340 for ground layout and permanent buildings for dining, dancing and shows or meetings.

Parks Resorts
Kiddielands Pools
Beaches

are all a part of

THE BILLBOARD'S

complete, far-reaching news coverage every week.

You'll know in advance just what's developing in your business — and where — with a subscription to The Billboard!

Act Now — Fill in Coupon Today for Money-Saving Subscription Rates.

The Billboard, 2160 Patterson St., Cincinnati 22, O.

Yes Please send me The Billboard for one year at \$15.

(Foreign rate, one year, \$15) 715

Name

Address

City..... Zone..... State.....

Occupation.....

Hamid-Morton Adds Dates, Names Acts

Wilkes-Barre, Trenton Shrines Included on February-June Route

NEW YORK — Hamid-Morton Circus has signed two additional dates for its upcoming route, and make-up of the program for the season has been announced.

The show opens February 8-14 at Memphis, then goes to regular stands at Milwaukee; Topeka, Kan.; Kansas City, Mo., and Wichita, Kan., before jumping back to the East.

Wilkes-Barre, Pa., is a newcomer to the H-M route, formerly played by Polack. Hamid-Morton will play there March 19-22 under Shrine auspices. Show will follow with Pittsburgh, Harrisburg, Pa.; Altoona, Pa.; Washington, Montreal, Quebec City and Chicoutimi, Que.

Then comes a newly signed date with the Shrine temple at Trenton, Neb., where the show will appear in front of the grandstand at the fairgrounds owned by George A. Hamid.

Hamid will be on and off the show during the tour, with Charles Basile being in nominal charge as manager-director. Other staff people are Bob Atterbury, personnel; Mrs. Atterbury, wardrobe; Gene Hamid, electrical department; Fingers Castle, property men, and Richmond Cox, publicity for certain dates.

Program Details

The program is to include overture by Joe Basile band; grand entry and "Fiesta in Spain" produced by Atterbury and Charles Basile. Mazurs, cloud swing; Cardonas, spin and swing; Pat Anthony, lion

Don Francisco Sets Paterson, White Plains

PATERSON, N. J.—Four weeks of bookings for the Pan-American Circus are reported by Don Francisco, producer. The show has six performances set for each of its first two spots, Paterson Armory and White Plains, N. Y.

Four of the Paterson shows are sold out, to the Kearfott Engineering Company, Curtis Wright Company, Boy Scouts Council and another sponsor. All shows are sold out in White Plains by promoter Ed Ceccolini, who had the Polack Eastern unit in the Westchester County Center for years until the Polack amalgamation this winter.

Dates are Paterson, February 14-16, White Plains, February 21-23, and two weeks in Canada to be announced.

Acts Announced

Line-up is: Prince El Kigordo, lions; Marcos, aerial; Honey Girls, (Continued on page 71)

New Orleans Shrine Signs Packs Pact

NEW ORLEANS — Clyde Bourgeois, potentate of the New Orleans Shrine, has announced the signing of a new long-term contract with the Tom Packs Circus. It provides for annual 10-day engagements. The show was inaugurated by Tom Packs in 1946 and has shown attendance increases each year since. The 1958 dates will be November 21-30 at the Municipal Auditorium.

Burn, Junk Cole Wagons; Sell Horses

PERU, Ind. — Wagons of the Cole Bros. Circus, which closed in 1950, are being junked and burned at the Paul Kelly circus farm here.

The show wagons, some of which date back to shows like Christy, 101 Ranch, Robbins Bros. and Hagenbeck-Wallace, have been idle here since the show closed. Some newer steel wagons are being kept for the time being and at least one of the old-timers has been obtained by a former circus employee who may send it to a museum.

The Cole Bros. Liberty horses and pony drills have been sold to dealers. About nine head have been saved for some other possible disposition.

Kelly has indicated he plans to pull out of Peru this spring and winter his elephants and wild animal acts elsewhere. The circus farm formerly was owned by the late Terrell Jacobs and subsequently built into full-scale quarters by the Wirtz interests at the time they owned Cole Bros. Kelly acquired the layout a few seasons later.

act; Rozilinos, aerial trapeze with iron jaw; Kinko and midget car; Trudy and Penny, acrobatic juggling; Cathalas Duo, rolling globes; Mr. and Mrs. Dime Wilson, George LaSalle, Kinko, George Clere, and the Two Sylvesters, clowns; Leo and performing monkeys; Adams' Chimps; Skytones and Gretonas, high wire; Rodriguez (4), horizontal bar act; Capt. Will Bushbom, Jr., and Sir Roger, high school riding.

Los Argentinos, perch act; Ferreira Duo, handstand and perch; Cathalas, acrobatic; Jack Joyce's camels, llamas, Zebra and pony; Reynoso Duo, double iron jaw; Bushbom's Liberty Horses; Waldorf's Bears; Therons, Wizzards and Dollies, bike acts; Vidbel and Joyce's Elephants; Flying Malkos, return; Natal, man-gorilla; Speedy Wilson Duo, motorbike globe of death, and Stan Bond, fire dive.

R-B SETS MIAMI; LITTLE ROCK GOOD

Longest Season Nearing Completion; Will Go In, Out of Winter Quarters

MIAMI — Ringling Bros. and Barnum & Bailey Circus will appear at the Miami Stadium, February 13-16, under promotion of George Storer, operator of the ball-team and a radio chain. The date was indefinite until recently.

Ringling actually will go into winter quarters at Sarasota after the Florida State Fair appearance (5-7). After laying off two days there it will reactivate for Miami. Then it will come in to Sarasota again.

That will wind up the longest tour in the show's history. It opened in April as usual, but where it had played beyond November in only one other instance, this time it continued into February.

Business at Little Rock's Barton Coliseum, January 24-26, was reported to have been good. Nashville followed and the show was in Montgomery, Ala., over the weekend.

Generally, the show's business has not been good this winter. The last really big date was the Los Angeles County Fair in September, altho Dallas gave a good weekend.

Best information on the month in Mexico City is that the show

would about break even when all reports are in. The final 10 days there were very weak, and this was the period in which the show had expected to score heavily due to holidays and extra shows. Cold weather struck, however, and the unheated building failed to attract business. Numerous performers were reported ill, and some left at that time.

Auspices at Little Rock was the March of Dimes campaign.

Ringling Directors Refuse Sale Action

NEW YORK — Ringling-Barnum's board of directors took no action here Tuesday on the revived proposal to allow sale of the show's railroad cars, show wagons and surplus animals.

The meeting had been called to vote on the proposal. However, with all directors present, it was decided that information at hand was incomplete and inconclusive, financial information about the current type of operation was thought to be inadequate for basing any major decisions.

The session was adjourned until

RINGLING SALE UNDER CANVAS

SARASOTA, Fla.—If the Ringling-Barnum circus doesn't work under canvas any longer, at least the estate of Mrs. Edith Ringling does.

Auction of Ringling estate property is to be "under tent at Ringling residence."

For sale are 33,200 acres near Sarasota; the Ringling residence on 21 acres; 52 lots in Sarasota, and a large commercial plot in Sarasota. Also to be auctioned is the personal property in the Ringling residence. Sale is February 22.

Cristiani Pulls Key West Crowds

KEY WEST, Fla.—Cristiani Bros. Circus had a full house in the afternoon and a near-full house in the evening here Saturday (18). The show opened for a winter tour of Florida four days earlier.

Performance included the Hugo Zacchini cannon act; Captain Eddie's Wild Animals; the former Jorgen Christiansen mixed animal act, and others. The bareback act did not work because of marl surface here, but Wild West concert stock worked.

West Hollywood Thursday (23) had two half houses in heavy rain. Billing was good but newspaper publicity was lacking.

DAVENPORT TELLS DETROIT LINE-UP

Grand Rapids Business Holds Up; Cleveland List Much Like Detroit's

DETROIT—Orrin Davenport's circus opens here Monday (3) for the annual Shrine date that will run thru February 16. The show is at the State Fairgrounds Coliseum.

Array of talent for the show includes Clyde Beatty and His Wild Animals; The Roberts, casting; Les Bous, Roman ladders; Rietta, swappole; LaBlonde Trio, aerial comedy bars; Klausers' Bears with Goldilocks; Les Geraldos, barefoot catches on trapeze; Four Kovacs, trampoline; Johnson and Owen, bars; Noble Trio, bars; Roland Tiebor's Seals; Helen Haag's Chimpanzees; Joe Lemke's Chimpanzees; Young China, Chai and Somay and The Madarins, acrobats.

Victor Julian's dogs; Great Carmenas, novelty balancing; Franklin and Astrid, hand balancing; The Rebertes, acrobats; The Zavatta Family, comedy riding act; The Wazzans, Arabian acrobats; The Wiregards, aerial; Kitty Wendt, Mag Trebor, Grace McIntosh, Joanne Day, Astrid Franklin, Betty Pasco, Ingrid Meredith, Corrine Dearo, and Ullaine Malloy, aerial ballet; The Coronas, high wire; Clyde Beatty's Elephants; Celeste, Star in the Moon; and the Deislars and Siegrists, flying return.

Clowns, Staffers

Clowns for the Detroit date are Dick Lewis, Sherman Brothers, Carl Marx, Francisco, Otto Griebeling, Jimmie Davison, Frankie Saluto, Jimmy Armstrong, Ernie (Blinko) Burch, Grover O'Day, Jeff Murphree, Earl Shipley, Roy McDonald, Irving Romig and Joe Short.

Staff includes Orrin Davenport, producer; Francis Brann, assistant to Davenport; Richard N. Slayton, equestrian director; Merle Evans, bandmaster; Charles Marine, props;

Clarence Marine, transportation; and Dolores and Hattie Shipley, wardrobe.

The same staff and clown line-ups are scheduled for the show's subsequent stand at Cleveland. With two exceptions, the Cleveland performance will include the same personnel as the Detroit show. Prof. George Keller's Wild Animals will replace Clyde Beatty, altho Beatty's Elephants will stay on for Cleveland. Hubert Castle will be in Cleveland with his wire act.

Davenport said that the Grand Rapids stand by the show came off well and business held up well despite stormy weather. The show was in Saginaw last week.

Monarch Sets March Start; '57 Was Good

PHOENIX, Ariz.—Circus operated by Monarch Productions, Inc., will reopen in mid-March and play Arizona, New Mexico and Texas, followed by fair dates thru the fall season.

Manager Todd Henry said here recently that the show will move on five show-owned trucks, six privately owned trucks and 15 cars and trailers. Show will be the same as last year's, as now planned. It will include:

The Dukes, the Art Henrys, Billy Irwin, Carl McDermott's bears, Jimmy O'Neil, Three Jollies, Don Frisco; Schuck, Jacobs and Henry's dogs; Harrison Duo, Eddie Frisco, Stevie and Squeaky Parry, Barth and Maier, Todd Henry's Liberty horses, the Juggling Dukes, DeDe Dawn, Bob Parry, Dolly Jacobs' Elephants and Ernie and Gloria Stibel.

Staff includes Todd Henry, equestrian director; Jimmy O'Neill, announcer; Jack Poster, bookkeeper and agent; Peggy Henry, treasurer; Pat Clinton, concessions; Bob Payne, mechanic and electrician; and Jerry Marks, promotions.

Show last season closed November 4 in Wisconsin, after a successful tour slowed only by effects of flu in the final two weeks.

Beers-Barnes Buys Canvas, Opens in April

HALEAH, Fla.—Beers-Barnes Circus owners have moved to new homes here. The sites are near the farm acreage used for wintering horses and other animals.

The show will open its 25th season in April. It has a new big top, an 80 with three 30's, delivered by the U. S. Tent Company. Circus moves on 16 vehicles.

Agent will be Gene Christian, back for his 10th season. Managers are Roger Barnes, Charlie Beers and Mrs. Anna Beers. Performance includes Harold Barnes, wirewalker who was with many major shows prior to his return last season to the family circus; two elephants, chimp act, seal act, Liberty horses and several others.

By Gosh Circus Touring South

BIRMINGHAM—Byron Gosh's All-American Circus is touring the South with 15 people and 10 acts. The first four weeks were termed successful despite reports of tight money and poor crops. Several capacity houses have been racked up.

Included are Pana and Her Pets, dogs; Foster and Harris, cycles and juggling; -Adelaide, contortion; Barth and Maier, perch; Allen and Lee, upside down; Hollywood Trained Animals; Charles and Josephine Hanoto, hand balancing; Miss Shirley, acrobatic skating; By Gosh, clowning; Jack McMahon, acrobatic novelty; Frances Morrison and Thelma French.

UNDER THE MARQUEE

By TOM PARKINSON

Red Dangler writes that a unit playing auditoriums and gyms includes the Dangler and Jackson bar and trampoline acts, Charles Roark's magic and puppets, a musical act, and a rock and roll band. There are 12 people in all. Sam Bass, Macon, Ga., is supplying the paper.

Col. Harry Thomas reports from Pacoima, Calif., saying that his association with a theater chain has been postponed and he is with Parent's Institute now. He probably will play some Al Dobritch dates this spring.

NBC's staff of TV program "Wide World," has readied a program about the Cristiani family and circus, but it isn't yet known whether it will be used in a new series of shows, a one-shot special show or in some other way.

Dukey Anderson has signed to town for Aut Swenson's Thrillade this summer. . . . Donald R. Facey will be on the K-M advance again, making his sixth season. . . . Donald Marcks is making a route of Army camps, doing his clown and magic act, from mid-January thru March 15.

Blonda Ward is recuperating at Cameron, Okla., from an attack that temporarily paralyzed his left

Bisbee Comedians Prepare for Tour

DYER, Tenn.—Bisbee's Comedians is making ready for its 31st season. Show founded by J. C. Bisbee now is operated by Billy Hoate, whose family once had Hoate's Comedians.

A new big top and marquee have been ordered from Anchor Supply Company, Evansville, Ind. Show's equipment is being refurbished at winter quarters. It moves on four flat-trailers and one straight truck. Show will open in April and play Kentucky and Tennessee.

BYRON GOSH WANTS

Indoor Circus Acts.
Contracting Agent (no phones).
BOX 461, BIRMINGHAM, ALA.

TELEPHONE SALESPeOPLE

Nationwide year book just starting for 1958. Personal contact Adv. Men. Experienced Long Distance Phonemen. Call Winston-Salem, N. C. PA 3-8741.
MR. LEWIS
P.O. Lee Harris, S. P. Kersey, Oren Hamby, call.

PHONEMEN

Best vet deal. Reliable men only. Deal just starting. Call Columbus, Ohio AMherst 8-0604

NEED PHONEMEN

For Louisiana and Texas dates. Good sponsors. Call **LARRY RANKIN** The Charles, La. HEMlock 3-8419 or 7-9237 days. No collect.

PHONEMEN

Men K. of C. Deak, mostly Wisconsin. K. of C. Iowa State Convention. Work entire State. BOOK—TICKETS—BANNERS Call at once.
KEITH DU BOIS One Atlantic 8-2794, Des Moines, Iowa

WANTED

STARTING IN MAY
All Show Acts—motorcycle, crash, stunts, others. Circus Acts—Families of two or more. Long season. Send photos, state lowest first letter. All replies.
W. L. SMITH
Barnes Blvd., Toronto, Ont., Canada

leg. . . . Chief Keys suffered a heart attack while out hunting rabbits in Oklahoma. His wife, Tillie Keys, was along and got him to a doctor. The Chief is up and around again now.

Ed Widaman and Glen Henry visited in Hugo, Okla., recently. . . . The Ted LaVeldas are wintering at Mrs. Bud Anderson's trailer park in Hugo. . . . Jack Moore, Carson-Barnes manager-owner, hopped from Hugo to his quarters at Gila Bend, Ariz., to confer with Tim McCoy, the show's star for 1958.

D. R. Miller, Ray McMillan, Frank Ellis and the Obert Millers went to Fort Smith, Ark., and a three-day pony sale, and bought a lot of Shetland pony stock.

Kelly-Miller Elephants under Freddie Logan and Robert Klein will make the Minneapolis Shrine Circus date. Clowns Roy and Joy Thomas also will make that one. . . . Pete Smith and Chief Redstone have built a new shelter at K-M quarters for the nine llamas. . . . K-M elephant herd, numbering 21 at this time, were lined up in a long mount recently for photographing preparatory to the '58 season.

Dan (Pappy) Kerr writes that he will be producing clown with a circus-vaude unit called Spangles that will play North Carolina and the South starting this month. He'll take time off there to make the Chattanooga date, February 1-2, and the Knoxville show, February 6-8.

Among those spotted in Sarasota's "Jackpot Alley" recently have been Frank Miller, Joe Lynch, John McGuire, Joe Trosey, Red Larkin, Bill Lewis, Walter Kernan, Stuart Lancaster, Willis Lawson, Bob Reynolds, Frank Kora, Sid Karp, Al Dennis, Charles Egan, Nate Eagle, Paul Fisher, Lucio Cristiani, Vander Barrette, John McDonough, Eddie Gallagher, Doc Hall, Bob Hasson, Joe Ferone, Elmer Kaufmann, Charles Blaum and Ed Hiler.

C. A. (Red) Sonnenberg left Ringling before the Mexico City date and returned to Chicago. There he joined the crew of a legit show, but he left it in Minneapolis soon after because of a seige of pneumonia. He's well again now and back in Prophetstown, Ill.

In Cuba, Tom Packs again used the King of American Circuses title. Hall and Leonard had the Side Show and with them were Ward Hall, manager and juggler; Harry Leonard, Punch; Miles Gotts, fire; Fred Landrus, magic;

Medrano Circus Changes Agents

PARIS — Roger Bernheim and Andre Pousse, bookers of such Paris spots as Bal du Moulin Rouge, Lido and Bal Tabarin, have been named exclusive bookers for the Circus Medrano as well.

They succeed Hubert de Malafosso, who until now has been director of La Societe Artistique de Monaco, an agency. Malafosso also was producer of the Grand Cirque in Paris this year and last.

H-M Using Trucks

NEW YORK — Hamid-Morton Circus reportedly will move its equipment aboard two semi-trailer trucks this season. In the past it has used two or three railroad baggage cars.

Wallendo, sword ladder; Kaslam Singh, two-headed boy; Leonardos, impalment; Talla Ray and Nina Jensen, annex; the Keller cages of animals; Zoppe-Zavatta, horses; Norma Cristiani's Elephants; Martha Landrus, inside lecturer; Bob Saladino, front talker; Jose Martinez, Manuel Gonzales, Pedro Nunez, Raefel Pantos, Joe Arturo and Jesus Cantalos, tickets; Milt Robbins, general representative. Since the Cuban date, Hall and Leonard have been getting set to present a newly located oddity at Florida fairs.

Earl Shipley will take a leave of absence from General Outdoor Advertising Company, Chicago, and he and Mrs. Shipley will make Orrin Davenport's dates at Detroit and Cleveland.

Max Schumann and his performing horse leave Copenhagen the end of this month for an appearance on the Ed Sullivan video show of February 9. Accompanying him will be Albert Watson, comic-mimic, who assists in the act.

Charles Tiede and Jack Guill visited Jake Disch in the St. Camillo Hospital, Milwaukee. . . . Dub Duggan's elephant, Nancy, died while it was being boarded at the Benson Bros. Circus quarters. A Benson elephant was rented to the Beatty show for a couple in winter dates.

Scheduled to be on the Royal Bros. circus unit are Perry Luth,

Lubbock Buildings Pull Record Crowds To January Events

LUBBOCK, Tex.—January was a record-smashing month for the Lubbock Coliseum and Auditorium, Manager David Blackburn reported.

A Texas Tech basketball throng of 10,100 set a new mark for the area. Three nights later the cagers topped their own mark with 10,175 packed into the Coliseum's 7,509 permanent and 2,500 temporary seats. Another 1,800 were turned away.

Five nights later more than 1,600 persons heard opera singer Roberta Peters and on January 23 the Ballet Russe de Monte Carlo played to 2,700 persons who had paid a net of \$7,110, a new record for the season in the area. Only twice before had the auditorium drawn so many people. Next major event is "No Time for Sergeants," which has a strong advance sale reported.

Don Francisco

Continued from page 70

aerobatic; Tokayers (7), teeterboard; Nixon Sisters, aerial; Roland Tiebor and His Seals; Great Barton, finger stand; Barbara Autry, rope twirling; Capt. Roy Bush and the Hunt Bros.' elephants; Hanel and Company, aerial bars; Amazing Alexander, the Man Who Hangs Himself; Algela Wilnow and Her European Beauties, dog act; Ranger Joe Phillips and Smokey, riding and gun twirling, and Les Kimris, aerial. Joe Basile will have the band, and there will be six clowns including Bozo Ward, producing; Slim Collins and Hal Haviland.

Staff includes Tom Barry, equestrian director; Al Hanel, prop master; Frank Canvari, managing director. Murphy Concession Company of Cleveland has the concessions, Francisco said. In Paterson and White Plains there will be one show Friday night, three Saturday, one on Sunday.

Roy Romas, Tex Mays, Pat Douglas, Ben F. Gibson, and Bill Valentine, as well as others.

Members of CFA's Poodles Hanford Tent at Flint, Mich., caught the Polack show there. . . . Aida Ambrosi, the former Aida Walkmir, was in Hammond, Ind., to see her brother, a member of the Bizzarra musical clown act on Polack.

R. A. Miller's Miller Bros. Circus was at West Palm Beach, Fla., for supermarket dates recently and had a pair of elephants, a chimp act, comedy mule and a clown.

At the Paul Eagles Luncheon Club recently have been Verne Williams, Harry Levy, Benny Stone, Maurice Levy, Pat Graham, Ted DeWayne, John Degenkolb, Oliver Zobelin, Shakey Legs Murphy, Foster King, Walter Peterson, Norman Carroll, Stanley Paul, Sam Garopal, Jack Roach, Eddie Say, Albina Beatty, Theo Forstall, Ed Verstag and Eagles.

The Paul Van Pools, Bill and Jackie Wilcox, Clint and Marian Shuford and Guy Smuck caught the Ringling-Barnum show in Little Rock, visited with many people and witnessed a performance for a full house in Barton Coliseum.

Jack Leontini, of the Packs organization, visited the Atayde Circus in Mexico and became enthused about Karl Wallenda's Carousal aerial production. Atayde's team won the second soccer match with Ringling personnel.

The Howard Kings are wintering in Long Beach, Calif. . . . Sylvia Gregory Hirschberg writes that guests at the Hirschberg home in Charlotte, N. C., included Win

Eastern Bulls Sold

CALLAHAN, Fla. — Polack Bros. Circus has sold its herd of three elephants from the old Eastern unit to the James E. Strates Shows. The bulls were stabled here after closing of the unit and were delivered to Strates last week. Strates already owns three other bulls. Bert Pettus is in charge. Polack Eastern elephants were worked by Pinky and June Madison. On the Polack show now are the elephants formerly on the Western unit, and Mac and Peggy MacDonald have the act.

Prof. Keller Clawed

GRAND RAPIDS, Mich.—Prof. George J. Keller, wild animal trainer, was clawed and bitten by a black panther during his performance here Monday (20). He completed the act then and made the night show as usual.

Keller is appearing with the Orrin Davenport show for the Shrine.

No 4th Hugo Show

HUGO, Okla.—Plans have been dropped for framing a new 12-truck circus to operate out of Hugo. The regular Hugo shows, however, continue in operation. They include Kelly-Miller, Famous Cole and Carson-Barnes.

Partello, who is with "No Time for Sergeants"; Deacon and Flo McIntosh, of Kelly-Miller circus; Joe (Ding) Simpson, formerly with King Bros., and Harry Ferguson.

Merle and Nena Evans, now with Orrin Davenport, were in New York earlier. Merle made a new album of circus music for Decca Records.

Henry A. Clausen, Colorado Springs, Colo., reports that CFA members there have organized the Bird Millman Tent, Number 86 and new officers are Capt. Frank Robie, president, Marguerite Cowger, Earle Gardner, Clausen, and Tom Krigbaum. The tent will seek the 1961 convention.

Johnny Fulghum states that he has made no announcement about what show he will be with next season.

Fred Landrus reports he'll be with Hall and Leonard this summer. He's recalling the storms that hit during the recent Cuban engagement and the visits he had with many Cuban magicians.

E. K. FERNANDEZ
WANTS FOR HONOLULU
During Clyde Beatty engagement, 4 or 5 outstanding Side Show Attractions. Must have Banners, Lintin, Giant, Fat Girl, Anatomical Wonder, etc. Write or wire. I pay round trip transportation from California to Hawaii and return. This is a big one, sponsored by Hawaiian Government Employees' Association. Wire "Edfern," Honolulu, T. H., or write **E. K. FERNANDEZ**
P. O. Box 175 Honolulu, T. H.

PHONEMEN
UPC's and CIRCUS BANNERS
Can place 2 or 3 men who are capable of supervising an office. Long, solid season for good men. No room for amateurs or lush. No advances. Pay your own, I pay mine.
J. F. SHAFER
Day Phone: Hunter 2-8250, Ypsilanti, Mich. Night Phone: Lincoln 2-2299, Royal Oak, Mich.
403 1/2 South Main St., Royal Oak, Mich.

PHONEMEN
Want Phonemen, Office now open. Phones in. Programs, Banners, UPC's.
Clyde Beatty Circus
Full Route. Police and Shrine dates to follow.
Promotion Manager, c/o Clyde Beatty Circus, Richford Hotel, Erie, Pa. Phone: 9-2113. No collect.

Organizers Wanted
With cars to organize local lodges for Police and Firemen—State Department Men experienced with Macabers, Woodmen, P.D.S. of A. and similar work eligible if personal record and department satisfactory. Salary \$5,000.00, plus P.C. and renewals. Agents answering previous ad cannot be used on this work. Licensed, bonded. **TERRELL'S AGENCY, INC.**, P. O. Box 1044, Nashville, Tenn. Ph.: Canal 8-3623.

GOOD PHONEMEN
For our best dates. Strongest sponsors. Wire
Clyde Beatty Circus
Washington, Pa.,
or call Baldwin 2-4490—days;
Baldwin 2-1460—nights.

PHONEMEN
Deal opens Feb. 3, with Orlando and Jacksonville to follow. Work Florida until April 15; firemen, police and legion sponsors. Want Men who will grind and sell clean. Jerry, Harry D. Nelson, call.
CHET HARMS
Gainesville, Fla., Franklin 3-9244, or Jax, Fla., Flanders 9-5158, person to person. No collect.

2-PHONEMEN
Experienced in labor for Year Book in Nebraska. Our 7th year. Thousands of renewals and all of the cut-offs. Best labor deal in the country. All my men make upwards of \$200.00 a week. Starting February 3.
MURRAY ROSS c/o Nebraska State A.F.L. C.I.O. Labor Temple
19th & California Streets Omaha, Nebraska

PHONEMEN — PHONEMEN — PHONEMEN
STATE CONVENTION BOOK FOR LABOR.
25% Paid Every Day. Forming Number 4 Crew. (Drunks, Save Your Time.)
CAN USE AT LEAST FOUR MEN. CALL: Plum Hotel, Streator, Ill.
MRS. GLADYS POWER
P.S.: Ed Smith, what happened? Has the covered wagon broke down?

New York Conclave Is Well Attended

ALBANY, N. Y.—Roll call highlighted the 70th annual meeting of the New York State Association of Agricultural Fair Societies last week at the Sheraton Ten Eyck Hotel.

Attendance of fair delegates and suppliers was at least as heavy as in recent years.

In the ballroom meeting place, many fairs provided interesting table displays, consisting of glossy photographs, newspaper clippings, promotional aids and other elements.

George Sipprell, of the Erie County Fair, Hamburg, president of the association, said the show will likely be developed because of the response. He envisioned the giving of merit awards in the future.

All officers were re-elected, including Maurice Finnegan, of Malone, secretary, and Edward Hardeman, of Elmira, treasurer. James A. Carey, of the Division of Agri-

culture and markets, continues as executive secretary.

With Sipprell conducting the roll call, attending fairs reported on their attendances, grandstand and gate prices, talent used in 1957 and promotions which were either successful or disappointing. This session was well attended and generally well received.

Also highlighting the first day's program Monday (27) were evening panel discussions on the following subjects and the following participants, with moderators named first:

Administering Fair Gates and Entrances: Dan Frederick, Charles Bochart, Roger Dix, Howard Vanderhoef and F. C. McNear. Using Premium Books: Phillip Caird, Gladys Blatchley, George Derr and Richard C. Murray. Passes: J. Vincent Hartigan, Maurice Finnegan, W. E. Hudson and Louis Grieco.

The following carnivals, attraction agencies and other fair suppliers were present: Continental Shows, World of Mirth Shows, James E. Strates Shows, O. C. Buck Shows, Kellogg Shows, Reithoffer Shows, Coleman Bros. Shows, King Reid Shows, Kahns Exposition Shows, Frames Greater Shows, I. T. Shows, Mundy's Rides and Concessions, Finger Lake Amusements.

Also, Barnes-Carruthers Agency, GAC-Hamid Agency, Frank Wirth, Al Martin Agency, Ward Beam Agency, Music Corporation of America, Willard Alexander Agency; Ray Beaudet, Klein's Attractions, Cooke and Rose Agency, Jack Kochman Thrill Shows, Tournament of Thrills, Fred Kenney's Motor Olympics, Joie Chitwood thrill show, Buck Steele's Frontier Days, Leo Carillo, Spencer Fireworks, Interstate Fireworks, Malone Novelty Fireworks, Amsterdam Fireworks, North American Fireworks.

Also Clem Schmitz Insurance, Sam Solomon Insurance, Pepsi-Cola, Triangle Poster, Posters, Inc.; Enquirer Posters, Regalia Mfg., Henry Theodore Concession Supplies, Pinkerton National Detective Agency, Handy Sound Service, Smith Awning and Tent Co., Casazza Steel Building, Inc.; Globe Ticket Co., Atwood Tent and Awning Co., Clyde Baldschun Attraction Management, Belle Arbor Novelty Co., Fair Publishing House, Freddie's (Blyth) Bingo, Tex Manufacturing, United Auto Racing, Sportscar Owners and Drivers' Association, Wardills Sound Service, Lowe Brothers.

CALGARY UPS SEAT PRICES BY 50 CENTS

CALGARY, Alta.—General price increases amounting to 50 cents in most seat classifications will go into effect for the Calgary Exhibition and Stampede grandstand show this year.

Officials say the increases are due to added attractions in the show itself, higher rodeo prizes and increased race purses. Gate admission to the grounds will not be changed.

New grandstand seat prices, with last year's in brackets, are:

Afternoon — Reserved seats \$2 and \$2.50 (\$1.50 and \$2); reserved east end \$1.50 (\$1); enclosure \$1 (75 cents).

Evening — Reserved seats \$3, \$2.50 and \$2 (\$2.50, \$2 and \$1.50); east end reserved \$1.25 and \$1.50 (\$1); enclosure \$1 (75 cents).

WINNIPEG LINKS WITH W. CANADA

Organization Grants Associate Status; Clarke Named President at Annual Meet

CALGARY, Alta.—The Red River Exhibition in Winnipeg has been admitted to associate membership in the Western Canada Association of Exhibitions.

Decision was made at the three-day annual meeting of the WCAE which concluded here Sunday (19). The organization is made up of the Western Canadian Class A fairs—Brandon, Calgary, Edmonton, Saskatoon and Regina.

The Red River Exhibition was started in 1951 by the Winnipeg Kinsmen club but has grown too big for the Kinsmen to handle. Last year's attendance was 125,000.

Altho it is still not eligible to be classified as an A fair, it hopes to achieve that status shortly. Meanwhile, the WCAE has agreed to allow Winnipeg representatives to attend its meetings on an associate membership basis, without a vote.

Elect Officers

Ed I. Clarke, Edmonton, was elected president to succeed F. Clar Manning, Calgary. Dr. V. E. Graham, Saskatoon, was named first vice-president, and Mrs. Letta Walsh, Saskatoon, continues as secretary. Next annual meeting will be held in Edmonton, January 17-19, 1959.

Delegates decided the federal government should clarify its legislation on lotteries in connection with fairs. They said they were "interested in the disposition" of a report by a parliamentary committee on criminal code amendments in reference to fair lotteries.

Main points are the conduct of lotteries on fairgrounds during a fair, and advance sale of tickets with a lottery involved.

While lotteries may be held while a fair is running, some provinces interpret the criminal code as

forbidding the advance ticket sale. Other provinces hold the opposite view.

Fairs want the advance sale as "rain insurance" should poor weather cut down attendance.

Fredericton Stirs Hope Of New Hall

FREDERICTON, N. B.—Hope of a new combination exhibit hall and grandstand for the Fredericton Exhibition was revived as Agricultural Society No. 34, the parent company, held its annual meeting in the Lord Beaverbrook Hotel January 16.

"We have some capital for such an undertaking," Secretary-Manager Roy Crewison told the 150 assembled members, "but more is needed before we can launch the project."

A deficit of \$5,981.02 marked the over-all operation of the fair plant in 1957. The exhibition itself during Labor Day week showed a surplus of \$3,026.31. Harness racing, conducted two nights a week thru the summer season, had ended with a deficit of \$1,615.98. Rental of properties brought a net return of \$8,412.06 and income from investments \$1,141.62.

Administrative expenses had run to \$12,608.53 and depreciation on plant \$4,336.50.

Rain hit the annual each day after the big Labor Day opener, and total attendance was reduced from 80,000 in 1956 to 50,000 in 1957. Pari-mutuel betting on the season's harness racing was down some \$53,000.

Dow Clowater, president of the Fredericton & Central New Brunswick Harness Racing Association, spoke of a longer season and bigger purses for 1958. In the annual election of three directors, Dr. B. R. Ross and Lloyd Sloat were returned, the latter to continue as chairman of the agricultural committee. One newcomer, Bruce Uquhart, was elected to the board.

FAIR MEETINGS

Oklahoma Association of Fairs, Youngblood Hotel, Enid, February 2-4. Roy Davis, Enid, president.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 5. N. S. Hand, Jackson, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 6-8. Bob Murdoch, 102 East Locust Street, Tyler, secretary.

Louisiana Fair and Festival Association, Bentley Hotel, Alexandria, February 9-10. Adolph Netter, Donaldsonville, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 10-11. Clyde E. Byrd, Box 907, Little Rock, secretary.

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

Bloomsburg Retains Its Full Slate

BLOOMSBURG, Pa.—The Bloomsburg Fair re-elected all major officers at the annual meeting Saturday (18) of the Columbia County Fair Association. President Maynard Mordan made a comparison showing how the event's income and expenditures stack up against the York and Reading fairs, also major Pennsylvania annuals.

L. A. Zimmer was elected in a five-man contest for superintendent of ticket takers, a post vacant since the death last year of George A. Zeigler. Also elected were J. Howard Deily, secretary; Cortez C. Hartman, grandstand superintendent; J. G. Stradling, flower show superintendent; J. Fred Gigar, livestock superintendent, and three auditors, H. Max Pennington, G. Edward Deily and J. H. McMahan. George Vander-slice was named assistant secretary.

Mordan said that York's profit of \$58,183 on income of \$314,961 was only \$4,000 more than that of Bloomsburg, which has revenue of \$246,000. All school teachers and children, and children below school age, are admitted free at Bloomsburg, Mordan said, whereas York has a 30-cent charge for children. Reading's fair income was given as \$200,341, he said, and did not exceed expenditures.

There was a discussion of the feasibility of acquiring more parking property, but Mordan said the 8,000-car facility of the fair is sufficient. Salaries of officers were made the same as last year. No officer is paid more than \$1,250.

There was no announcement made on awarding of the midway or grandstand contracts.

Tenn. Re-Elects Carter Myers

KNOXVILLE, Tenn.—A. Carter Myers was re-elected, in absentia, January 22 as president of the Tennessee Valley Agricultural Fair. All other officers and directors also were re-elected.

President Myers was unable to attend the meeting because of illness, as was Jo H. Anderson, president of Park National Bank, who

Alta. Events Get More Federal \$\$

LETHBRIDGE, Alta.—The provincial government will increase its agricultural grants to fairs in Alberta by 100 per cent, according to Agriculture Minister L. C. Halmarst.

In the case of the Lethbridge and District Exhibition, a Class B fair, the 100 per cent boost will mean it will be eligible for a "dollar-for-dollar" grant of \$4,000. The previous limit was \$2,000. For every \$1 that the fair board puts up in agriculture prize money the provincial government will pay \$1 up to a limit of \$4,000.

The increased grant will also include capital expenditures for the first time. Capital grants have not been received by B fairs in the past.

It is not yet known what percentage of the possible \$4,000 will be allotted to the fair board as a "capital grant."

is treasurer of the fair, and Pat W. Kerr, retiring manager after 14 years. Kerr has been retained on a part-time basis in an advisory basis.

Treasurer Anderson's report was made by W. A. Ellison Jr.

A profit of approximately \$12,000 was reported for the 1957 fair, altho weather conditions were the worst in the exposition's history. It rained every day.

INDOOR Events
NEED OUR POSTERS!

OUTDOOR Attractions
Will Benefit Handsomely!

By Using Our Beautiful
☆ WINDOW CARDS
☆ BUMPERETTES
☆ BILLBOARDS...

For Further Details... Contact -
Posters INCORPORATED
835 CHERRY ST. PHILA. 7, PA.
Union Shop - Phone WALnut 5-2000

I WANNA SEE!
the Aut Swenson
THRILLCADE
JUMBO
OF ALL THRILL SHOWS

R.O. BOX 1553 SOUTH SIDE STATION
SPRINGFIELD, MISSOURI

PAID CIRCULATION
PROVES READER
INTEREST

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

FAIR... MANAGERS AND SECRETARIES
Concessionaires COMMITTEE CHAIRMEN

and others interested in the Fair and Celebration Fields...

NEED AND READ THE BILLBOARD EVERY WEEK!
HOW ABOUT YOU?

The Billboard, 2160 Patterson St., Cincinnati 22, O.
Yes Please send me The Billboard for one year at \$15.
(Foreign rate, one year, \$15) 714

Name.....
Address.....
City..... Zone..... State.....
Occupation.....

Collins Adds N. D. Fairs to '58 Route

MINNEAPOLIS—The William T. Collins Shows has completed its fair route for this year by the addition of several North Dakota fairs signed at the recent Fargo meeting. Owner Collins announced prior to entering the hospital here for surgery. The surgery was later announced successful altho he is to be confined for a total of 10 days.

Added to the Collins route at Fargo were fair contracts for Jamestown, Fessenden, Langdon and Hamilton. These will be followed by the North Dakota State Fair, Minot; Interstate Fair, La-Crosse, Wis.; All-Iowa Fair, Cedar Rapids; Freeborn County Fair, Albert Lea, Minn.; Nebraska State

Fair, Lincoln; Oklahoma Free State Fair, Muskogee, and the Tulsa State Fair & Exposition, Tulsa.

The show will open the last week in May, some three weeks earlier than recent years. Mike Miller will have the revue and posing show.

A crew of four men have kept busy thruout the winter at winter quarters here. The Jenny has been overhauled and the horses rebuilt and repainted.

Gentry Takes Control of Tenn. Valley

MONROE, La. — Tennessee Valley Amusements, operated the past season by Mr. and Mrs. Theodore Meadows, has been sold to D. E. Gentry and will go out this season as Gentry Bros. Shows.

Show is scheduled to open in Bastrop, La., with nine rides and some 40 concessions. All fairs booked by Mr. and Mrs. Meadows will be played by Gentry.

Sailor Moran is business manager.

Allen Awarded Rutland Space

RUTLAND, VT.—Prime concession space and one biugo location at the fair here were awarded last week to Bernard (Bucky) Allen, longtime concession manager of the World of Mirth Shows. The contract for shows, rides and other space had been assigned to King Reid Shows.

Involved are the 150 feet held by Harry Eddels and operated for the past couple of seasons by Reid and Frank McTeague.

Heth Contracts Altamont, Ill.

CHICAGO—Heth Shows has been signed to provide the midway at the Effingham County Fair, Altamont, Ill., not the Altamont, N. Y., fair, as recently reported.

Coleman Bros. Shows have played the New York date for a number of years.

Dominic Vivona, John Kirwan, Jack and Richard Levine; Irma, Moin and Kenny Meyers; Marty Soul, Mickey Wenzik, Tampa Auxiliary, Dr. Hunter B. Rogers and Mary Douthit.

Marie Vivona was named chaplain; Mae Nelson and Margaret Farris, tylers; Ada Cowan, parliamentarian; Irene Moore and Eva Daniels, membership; Pearl Ridings, Neva Heiman, Dorothy Cohn, ways and means; Leona Plas, entertainment; Lillian Reilly and Pearl Schultz, sick; Lillian Tucker, relief; Lillian Sylvester, publicity; Lola Kochenour, public relations; Natalie Byus and Nova Dell, refreshments; Ann Tara and Dora Pierson, hostesses; Agnes Grosso and Jeanne Katz, house; Cesara Buzzella, birthday; Madge Harris and Neva Heiman, journal, and Kathyeen Glosser and Helen Eule, memorial.

Irene Moore and Eva Daniels were in charge of the installation; Leona Plas and Kitty Glosser in charge of decorations, and Essie Tate made handmuffs for the corsages carried by the new officers.

M. D. Shows Completes Fair Route

HAZLETON, Pa. — M. D. Amusements wound up its fair route at the Allentown, Pa., meeting last week and reported winter quarters work finished in preparation for the spring opening.

Mike and Arlene Dembrosky made the New York and Pennsylvania conventions, cutting up jackpots and widening their fair acquaintances. Dembrosky supervised work in quarters, and reported the addition of two kiddie rides.

The show will tour this year with 9 major rides, 6 kiddie rides and 40 concessions. An enlarged backend will have four or five shows. Opening will be April 9 in Hazleton, followed by several weeks in and around Philadelphia, including the circus date managed by John Quinn, Jack Essner and Samuel Moonblatt.

Reithoffer Skeds N. Y. C. Still Dates

ALBANY, N. Y. — Fourteen fairs were under contract by the Reithoffer Shows as the State Fair Association meeting disbanded last week, and the number of

Two Big Pa. Fairs Still Unsigned

ALLENTOWN, Pa.—Withholding of the big fair contracts for Allentown and Bloomsburg was prominent in the thinking of several shows, at the State Fair Association's meeting here. Midways which normally play a Southern route and which bid on the two spots got their usual fidgety spell, but no announcements were forthcoming from fair committees.

The other half of Pennsylvania's "big four" are spoken for, with the James E. Strates Shows signing returns for York, Clearfield and Bedford, and Cetlin & Wilson Shows going back to the Reading Fair.

Beam's Attractions, represented by Steve Decker, reported signing Port Royal and McCormellsburg. They will follow the opening fair dates in Manassas, Va., and Gaithersburg, Md. The show also has six weeks booked in North Carolina.

Prell's Broadway Shows reported signing the fair in Bridgeton, N. J., for Labor Day, and Carlisle, Pa. The fair in Covington, Va., formerly reported as a Prell date, has been awarded to the John Marks Shows instead, it was learned.

Amusements of America, the Vivona show, got Hughesville, Pa., to fill its only vacant spot for fairs. Honesdale, Pa., contracted the M. D. Amusements.

Continental Shows, at the New York meetings, reported the following five fairs: Chatha, N. Y.; Lyndonville, Vt.; Westport, N. Y.; Deerfield, Mass., and Center Sandwich, N. H. The show will open April 25 in Kingston, N. Y., a spot it has used for 25 years. Owner Roland Champagne stated, and will close its route on Columbus Day.

The Page Shows, represented by Marty Smith, has five New York fairs this season: Ithaca, Henrietta, Trumansburg, Sandy Creek and Dunkirk.

Coleman Bros. reset its Northern route: Bonville, Norwich, Alton, Altamont, Ballston Spa and Fonda, N. Y.; Greenfield, Mass.; Rochester, N. Y.; Meriden and Stafford Springs, Conn., and Belchertown, Mass.

Expenses Cut 1957 Profits For Playtime

BOSTON—The year 1957 produced better grosses than any season to date, but higher costs kept the net about level with 1956, according to E. R. Burr, of Playtime Amusement Company.

Burr left last week for Tampa to rest up for his season which opens April 18 at Manchester, N. H. The veteran showman said he has signed four fairs, Topsfield, Brockton, Middleboro and Marshfield.

The cost of labor, insurance and other general expenses was responsible for cutting down what he considered an excellent gross. He sees very little tightening of money in the New England area and looks for a season ahead that should be as good as last year.

Red Bluff Rodeo Inks Golden Gate

RED BLUFF, Calif.—Charles Albright's Golden Gate Shows have been signed to play the annual rodeo here April 19-20. Jack Armstrong, concessions chairman, said last week (22). The show was represented by Ted Levitt, its general agent.

Chicago Club Installs Flint

CHICAGO—George B. Flint was installed as president of Show Folks of America at appropriate rites here in the Hotel North Park. The new president was unable to attend due to the Alabama fair meeting, but wired in his regrets.

Also inducted into office were Lucian Kepp, first vice-president; Peggy Richards, second vice-president; Sophie Tucker, honorary vice-president; Emma Kapp, recording secretary; Marguerite Horan, corresponding secretary; Thomas Coulthard, financial secretary, and Oliver Englund, treasurer.

Directors include Agnes Kessler, Etta Goulthard, Dora Ring, Estelle Flint, Howard Olson, Bess Tibbles, William Hellich, Carolyn Thacker, Edgar Bradfield, Harry Frazier, Charles Stewart, Clara Paulson, Ida Crosby, Ann Lynch, Lillian Robertson and William Robertson.

Entertainment included a saw solo by Meta Fickett; vocal solo by Adelaide Thorne and selections by the Satellites Trio of Agnes Kessler, Grace Lynn and Mazie Pschioda.

Boston Fems Elect Execs

BOSTON — The recently formed Ladies' Auxiliary of the New England Showmen's Association elected Estella Nathanson as president and Bernice Emerson, vice-president. Others named were Ann Caporale, secretary; Rose Panegopoulos, treasurer; Claire Penney, second vice-president, and Mona Ross, third vice-president.

pending deals were expected to elevate the total to the two-dozen level.

The Dallas, Pa., based truck show is preparing for a still-date tour of the New York metropolitan area, for which Al Crane has been acting as general agent. Crane, formerly with the I. T. Shows, reports that several weeks have been set, starting within the city and ending in Nassau and Suffolk counties. Reithoffer plans on taking 16 rides into the city, probably 10 major rides and 6 kiddie units.

Included on the fair route are Red Lion and Selinsgrove, Pa., and the following New York State annuals: Owego, Whitney Point, Angelica, Caledonia, Cortland, East Syracuse (Valleyfield Days), Lowville, Palmyra, Watertown, Rhinebeck, Schaghticoke and Penn San. The show normally plays a solid string of Pennsylvania fairs.

Elmer Reid Bows April 18

AFTON, Tenn.—Reid's Gold Star Shows opens its season April 18 in strawberry country. Elmer Reid, owner-manager, announced last week.

Reid recently returned here after a booking tour. New to the line-up this year will be two rides and a new front gate. Show will play West Virginia and Virginia. Harley Brody will be assistant manager.

Belle City Bows April 19

MILWAUKEE — Belle City Amusements opens its season here April 19 and plans on spending five weeks on local lots. Charles G. Panacek, owner-manager, announced last week.

Show recently signed most of the fairs on the Northern Circuit of Wisconsin Fairs, including those at Antigo, Merrill, Ladysmith, Wausaukee, Shawano and Weyauwega. Also to be played are fairs at Rhinelander and the July 4 celebration at Waukesha.

Rosita Dell Takes Office At Miami Club

MIAMI—Mrs. Rosita Dell was installed as president of the Ladies' Auxiliary of the Miami Showmen's Association at recent ceremonies held in the Miami Springs Villa.

Also taking office were Kay Leisure, Ella Dodson and Onalee Jones, vice-presidents; Estell Tarbes Bell, treasurer; Hilda Roman, recording secretary, and Annalee Wilkins, corresponding secretary.

Onalee Jones read the invocation; Agnes Grosso served as fessier; Mae Levine was installing officer, and Jean Lampell was flower bearer. Pages included Nova Dell, Catherine Curry, Ruby Yavarone, Ann Tara, Eleanor Miller, Nancey Whiteside, Bea Tarbes and Jean Lampell. Hostesses were Ann Demoga, Mickey Hawkins, Rose Kalin, Dora Pierson, Margaret Farris, Barbara Broeffle and Myrtle Duncan. Catherine Vivona was guest of honor and candlelighting was handled by Helen Hartley and Julia Sarama.

Bess Wernikoff and Florence Badanes were cake bearers, while Rhea Carson and Peggy Minden were on the door. Gold cards were awarded Annalee Wilkins, Mary Ann Stevens, Estelle Tarbes Bell, Lois Weiss, Evelyn Taylor and Helen E. Eule. Plaques were awarded Mother Lee, Irene Moore, Eva Daniels, Dorothy Cohen, Katherine Marchiano, Pearl Levitt, Lillian Sylvester, Jewels Sarama, Elsa Drayer, Sydney Thomas, Marie Vivona, Onlee Jones, Kay Leisure, Rita Link, Estelle Bell, Rosita Dell Grosso, Kathyeen Glosser and Margie Layue. Mrs. Frances Deemer was named honorary president.

Many Flowers

Flowers were received from clubs and auxiliaries in Chicago, Kansas City, Los Angeles, St. Louis, New York, Hot Springs, Tampa, Detroit, as well as Danny Dell and Mary and Barney Polcino. Wires were received from Dolly Young, Nova and Louis Dell; Johnny, Marie and A. D. Vivona; Joe, Gary and Agnes Grosso; Leonard Lampell, Danny Dell, Mr. and Mrs. Robert Larkin, Lois Hanson, Murl Deemer, Judith Solomon, Smitty and Toby Turbin, Frances and Shep Blumberg, Freda Wilson, Mike and Hilda Roman, Winnie and Al Edwards, Carin Packard,

Club Activities On Page 79

G. & B. RIDES & SHOWS
WANT WANT
OPENING APRIL 4
Photos, Sees, Ball Games, Coke Bottles, Pitch-Till-You-Win, Cat-Back, Bear and Glass Pitch, Slim Spindle and any Hunky Punks working for stock. Want Foremen and Second Men on all Rides. Must be able to drive. Bobby Miller, contact me. All replies to
GEO. BROAS
627 30th St., Parkersburg, West Va.
Phone: GAfield 2-1254. No collect calls.

RAYNOLD-COLBURN
formerly with World of Mirth, or anyone knowing his present whereabouts kindly contact
WILBUR H. HAY
Star Route Stroudsburg, Pa.
Phone 1404-J-4

GLADSTONE EXPO SHOWS

Opening April 21st near Jackson, Miss.

- | | | | |
|---|---|-------------------------|-----------------------|
| HUMBOLDT, TENN., STRAW-BERRY FESTIVAL | CASSVILLE, MO., SOLDIERS & SAILORS' REUNION | TOMAH, WIS., FAIR | IRONWOOD, MICH., FAIR |
| BAXTER SPRINGS, KAN., CENTENNIAL & 4th JULY | JEFFERSON CITY, MO., FAIR | FOND DU LAC, WIS., FAIR | MINDEN, LA., FAIR |
| | FAYETTEVILLE, ARK., FAIR | OSHKOSH, WIS., FAIR | WINNSBORO, LA., FAIR |
| | HOPE, ARK., FAIR | RICE LAKE, WIS., FAIR | HAWSVILLE, LA., FAIR |

Other Fairs in Louisiana, Arkansas and Missouri pending

WANT CONCESSIONS: Legitimate Concessions only. No flats, gypsies, Ball Game, Dart, Pitch-Tilt-U-Win, Basketball, Glass Pitch, Bear Pitch, Photos, Long Range, Cork Gallery, Balloon Dart, Ice Cream, Scales, etc. No exclusives.

WANT RIDES: Can place Kiddie Rides, also one Major Ride not conflicting. Bill Butler wants Agents for Bingo, Six Cats, Buckets, Foot Longs, Photos, P.C. Tables and Hanky Panks. Contact:

- | | | |
|--|--|---|
| F. O. POOLE
Box 1184, Jackson, Miss. | S. L. OLIVER
Cromwell Hotel, Canton, Miss. | S. O. GREEN
Webb City, Mo., Tel. 1563 |
|--|--|---|

It is imperative we contact
W. L. (DUTCH) RHYNER
W. L. (DUTCH) RHYMER
or relatives.

Anyone having any information please contact
JOSEPH J. FINE
456 HURT BLDG. ATLANTA 3, GA.
Or Phone Collect: MUrray 8-1210.

TRUCK-TRAILER CLEARANCE SALE

Ideal for hauling equipment, converting to offices or living quarters. These used truck-trailers are available in Jacksonville, Tampa or Miami. Here are a few, many more to choose from:

- #1—Fruehauf, 32', steel body, priced at only.....\$1,250
- #2—Great Dane, 34', steel body, ready to pull for... 1,350
- #3—Dorsay, 32', steel body, painted red, only..... 2,000
- #4—Great Dane, 32', aluminum, haul it away for... 2,000
- #5—Fruehauf, 33', stainless, top condition..... 4,250

All prices F.O.B. Jacksonville. These trailers have many years and many miles in them. Write or come by for complete specifications.

FLORIDA TRAILER & EQUIPMENT CO.
3160 W. Beaver St., Jacksonville
903 E. Platt St., Tampa
2100 17th Ave., Miami

MUNVES
ARCADES
07 Tenth Ave., N.Y.C.

JOE MUNVES
at the
Tampa Terrace Hotel
and
Florida State Fair
Sportland Arcade
February 4th to 13th for the latest Arcade Equipment

JOHNNY CANOLE
Offers Show People Bank Financing on MARATHON MOBILE HOMES manufactured by HAR-MAC, INC.

CANOLE Home Offices: Altoona, Pa., and 8861 N.W. 18th Ave., Miami, Fla.

HAR-MAC, INC.
Manufacturers of
MARATHON Mobile Homes
Stratford, Wisconsin

WANTED

Concessionaires and Entertainers for
ST. PATRICK'S DAY CELEBRATION
Shamrock, Texas, March 17

Write
MR. BOB ROACH
Shamrock, Texas, or Phone 789-J
"SOUTHWEST'S LARGEST IRISH CELEBRATION"

Established Amusement Park 29 Acres
ATTENTION Independent Operators
Opening May 15, 1958

We Can Accommodate You Before Your Fairs Start in Canada and the United States.

Fabulous "WONDERLAND PARK"

On the outskirts of Minneapolis and St. Paul at Anoka, Minnesota.

Attention: Don Dowis' "SKY WHEEL," please get in touch

RIDES Can place Major and Kiddie not conflicting with what we have.	SHOWS Can use additional Novelty or unusual types only.	CONCESSIONS Opening for reliable Operators. Some building space for Direct Sales only.
---	---	--

HY STEIN, Owner-Manager
Winter Quarters
Box 8304, Tampa 4, Fla.

SEE US AT THE TAMPA FAIR

WILLIAM DWYER, Asst. Mgr.
Winter Quarters
Phone WI 4-8981, Tampa, Fla.

ATTENTION INDEPENDENT SHOW OPERATORS
H. S. (Tommy) Thompson
Will be at the Hillsboro Hotel, Tampa, Florida, on the following dates: February 7, 8, 9, 10, 11, 1958, from 9 a.m. until 12 noon daily, contracting Show and Attractions for 1958 route of Southern Fairs. LEE AMUSEMENT COMPANY, Permanent Address: P. O. Box 1743, Montgomery 3, Ala.

CORRECTION NOTICE

Starting date stated for Memphis Shrine Circus Auditorium was incorrect. It will start Feb. 7. Novelty Agents should contact:

A. HYMES
455 Schenectady Ave., Brooklyn 3, N. Y.
PR 4-5951

FOR SALE "HELL'S BELLES" EQUIPMENT.

Beautiful green deluxe flameproof Tent, 40'x90' with 11 foot side wall, complete with poles; 118 foot Banner Line, Bally Stand and Ticket Boxes; all in good condition. 40'x70' flameproof deluxe Khaki Tent with 11 foot wall, fair condition. Dodge Bus, old but runs good. All or part of this equipment cheap for cash. Show moving into building.

A. W. McASKILL
521 Millwood Drive, San Antonio, Texas

PLASTER
Plenty of PLASTER on hand, 30¢ del. to anybody—anywhere. Best Plaster in the South. Also plenty of Plush and Slum.

PHIL'S STATUARY
7841 New Hammond Hwy., Baton Rouge, La.
Phone: WA 1-3594

Thank you
PHIL COOK
Showman's Insurance
Representing Chas. A. Lent
for your new CHEVROLET purchase.
"Save Money With Johnny"
JOHNNY CANOLE
8841 N.W. 18th Ave., Miami, Fla.
Phone: Plaza 1-0396

FOR SALE

Allan Herschel Kiddie Merry-Go-Round, 20 jumping horses, 2 chariots. This ride guaranteed to be in first-class condition.

MERCIER ATTRACTIONS
2931 Mt. Pleasant Rd., N.W., North Canton 20, Ohio
Phone: HYacinth 7-7843

FOR SALE

On account of sickness, DARK RIDES with transportation. Built by Pretzel Amusement Co. Rides have 4 cars, good top and good transportation. Call

GEORGE GOFFAS
Phone 8-1542 till 3 p.m., or write
Box 8122, Tampa, Fla.

Carpenter Bros.' Shows
CONTRACTING FOR 1958
OHIO—INDIANA—MICHIGAN
10—A Unit of Ten Rides—10

Write **NORMAN CARPENTER**
ST. MARYS, OHIO

Want--Concessions--Want
For Mardi Gras, 12 days and nights. Short Range Gallery and a Foot-Long Hot Dog Stand not to exceed 8'x8'; must be clean and neat. Join on wire.
Mobile, Ala.
PEPPERS ALL STATES SHOWS

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.
Open all year round
Want Fresh and Novelty Acts. State salary and particulars in first letter.

JAMES H. DREW SHOWS
Cleanest
Finest
Most
Dependable

Can Place for the 1958 season opening in April Route includes 23 Fairs and Celebrations, North and South

SHOWS—Will place Grind and Bally Shows with own equipment. Have good opening for Monkey, Animal, Illusion, Snake, Mechanical, Girl Show or any outstanding show with modern equipment.

CONCESSIONS—Can place Cookhouse, Photos, Long and Short Range and all Merchandise and Outright Sale Concessions. Also Arcade.

NOTE—Scenic Artist Mr. Fritz, please get in touch with us.

HAVE FOR SALE—Smith & Smith Chairplane, Allan Herschell Jolly Caterpillar and Herschell Little Dipper. Priced right for quick sale. All address:

JAMES H. DREW SHOWS
P. O. Box 899 Augusta, Georgia Phone 33-190

10 BIG DAYS STARTING THIS FRIDAY
SOUTH FLORIDA MARDI GRAS AND HOME SHOW
U. S. HIGHWAY NO. 1, GOULDS, FLA.
10 BIG DAYS FEBRUARY 7 thru 16 10 BIG DAYS
ONE MILLION FREE GATE TICKETS DISTRIBUTED

Special features every day: Indian Ceremonial Wedding, Beauty Contest, Fireworks, 2 Saturday Children's Days with 25,000 tickets distributed in the schools, Armed Forces Day, Military Public Wedding, Mardi Gras Night, Free Acts, other special features.

SPONSORED BY SOUTH DADE KIWANIS CLUB
Can place non-conflicting Rides and Shows with own equipment, also Sideshow and Matordrama. (No Girl Shows.)

CONCESSIONS: Cookhouse, Grab, Hanky Panks of all kinds, Basket Ball, Ball Games. No exclusives.

WANT TO LEASE ONE MORE DIESEL POWER PLANT

Rides and Shows contact JOHN VIVONA Miami, Fla. Phone MU 5-1163	Mail Address P. O. Box 8 Parrino, Fla.	Concessions contact DANNY DELL Phone Miami Plaza 4-0246
--	---	--

HEART OF AMERICA SHOWS

FIRST CALL 14 FAIRS 10 Rides—4 Shows—25 Concessions
Searchlights in the Sky **FIRST CALL 14 FAIRS**

Opening March 28 at Army payday—Ft. Leonard Wood, Mo. Our spring route includes 4 Army paydays, 2 weeks in Kansas City 2 weeks in Omaha, Neb., and Wamego, Kansas, July 4.

CONCESSIONS: All Hanky Panks, Long Range, Short Range, Buckets, Glass Pitch, Derby, Bear Pitch and others. **RIDES:** Want to book or buy set of 4 Kid Rides for season. Will book Roll-o-Plane, Coaster, Rock-o-Plane or any major Ride not conflicting. **SHOWS:** Will book Grind Shows of all kinds. Girl Shows for paydays. **RISE HELP:** Will pay top money to Ride Men who drive.

WINTER QUARTERS OPEN MARCH 15 AT ARMA, KANSAS.
Contact **TED CORY**
516 FITZGERALD RD., KANSAS CITY, KANS. (Phone: Fairfax 1-9649)

BURKHART SHOWS

Want for 1958 spring opening early in March, best spring route in the South

Concessions: All types of prizes every time, pitches all open. Want Agents for All-in Stores, positively NO DRUNKS. Jimmy Smith, C. B. Hare, contact at once. A. A. Sorrell and Ford Raymer also contact. P.C. if you have Hanky Panks, Bingo, Cotton and Snow open. Plenty of parking space if you want to come in early. Shows: Any family-type Shows, small P.C. No gypsies or flats need answer. Contact

BURKHART SHOWS
Box 617, or Phone 3344, Winfield, La.

WANTED—CONCESSIONS—WANTED

Join now and for five outstanding Florida fairs. Can place well-flashed Bingos to join now. Any kind of a legitimate Concession. Hoopla, Ball Game, String Game, Balloon Pitch or any other Concession that is prize every time. All answers to

JERRY SADDLEMIRE, Owner-Manager, GLADES AMUSEMENT COMPANY
Okeechobee, Fla., this week; Vero Beach, Fla., next week.

GIVE TO DAMON RUNYON CANCER FUND

AL BROWN'S SHOWS

Box 547 Phone 4473 Madison, S. D.
18 Fairs starting June 23 until Sept. 27

NORTH DAKOTA	MINNESOTA	SOUTH DAKOTA
Crosby	Breckenridge	Morris
Rugby	Wabasha	Pipestone
Rolla	Kasson	Wheaton
Minnewaukon	Litchfield	Willmar
	Worthington	Wagner (Labor Day)
		Mitchell (Corn Palace)
	NEBRASKA	Bloomfield

4 centennials in North Dakota in June including Jamestown Diamond Jubilee, on the streets, 1 week, June 2-7.

Can place for opening May 19

CONCESSIONS: Cookhouse, Arcade, High-Striker, 6-Cats, Buckets, Scale and Age and Novelties. All percentage open, Photos, Watchla, all Pitches, Ball Games, or what have you? No flats or gypsies.

SHOWS: Girl Show, 10-in-1, Motordrome, Monkey Speedway, Animal, Snake or any show of merit. Committee money. All those contracted contact me immediately.

FOR SALE: 12 1/2 and 25 KW GMC Gasoline Light Plants, set of 10 Sky Gunners, beautifully framed on new all aluminum trailer. Four-way detachable hitch, fluorescent lights. Will send picture to interested parties. This is first class, no junk, \$3,300.00. Will book same for season.

Used Truck Headquarters

LATE MODEL CHEVROLET TRACTORS, 1/2 TON AND 1 TON PANELS, OTHER BODY STYLES AND MAKES. S.W.B. AND L.W.B. ALSO TRAILERS.

ATLAS AUTO CO.

6512 EASTON AVE. ST. LOUIS, MO.
PHONE: EVergreen 5-2941 or EVergreen 1-0109
SAM BROCKMAN and MAX YAFFE

THE ONLY BIG LATE FAIRS

MEMPHIS
SEPT. 20-27

NEED FIRST-CLASS RIDES AND SHOWS.

OPEN AT BOTH FAIRS
BIG NAME GIRL REVUE

CLIF WILSON
(Phone: PL 9-6536)
Will be at Tampa Fair

DALLAS
OCT. 3-19

NEED NEW, ORIGINAL SHOWS, GRIND AND BALLY.

Miami 50, Florida

FOR SALE - - - FOR SALE

D 13000 Caterpillar Light Plant, 100 kw., 3 phase, in 20-ft. van with Chevrolet tractor, \$7,000.00; terms. G.E. Searchlight mounted on 1953 Ford truck, \$500.00, Smith & Smith Kiddie Airplane Ride, \$750.00. 1946 Chevrolet Truck, 12-ft. stake body, \$350.00. 1948 Chevrolet Truck, 12-ft. van body, front end winch, \$350.00. 800 ft. 2-conductor No. 0 Ground Cable, \$1.00 per ft. 1,500 ft. No. 00 single conductor-Ground Cable, 50¢ per ft. 10 Dowis Light Towers, \$75.00 each.

E. D. McCrARY

3308 BROADWAY Phone: Taylor 2-0553 SAN ANTONIO, TEX.

GEORGE CLYDE SMITH SHOWS

Now Booking for the Season of 1958

Want Cook House, Ball Games, Pitch-Tilt-You-Win, Cork Gallery, Photos, Six Cats, Buckets, Swiner, Fish and Duck Pond, Candy Floss, Snow Cones, High Striker, Penny Pitch, Hoop-La, Penny Arcade.

Side Show, Monkey Show, Girl Show, Snake Show. All reptiles
GEORGE CLYDE SMITH SHOWS
P. O. BOX 221 CUMBERLAND, MARYLAND

SUNSET AMUSEMENT COMPANY

CONCESSIONS OPEN: Cookhouse, Foot Longs, Photos, Age and Weight, Pitches, Bear, Bird, Lamp and Dish, Also Milk, Punk and Basketball, Balloon Dart, Fitch-Win, Hoopla, Striker, Fish and Duck Pond, Coke Bottle or Pitch, other Hanky Panks. CAN PLACE SOBER Second Men who drive semis.
P. O. BOX 465, DANVILLE, ILL.

HOLIDAY AMUSEMENT CO.

CONCESSIONS: Age and Weight, Novelties, Short Range, Glass Pitch, Roman Targets, Coke Bottle, Hi-Striker, Basketball, String and Blumper.
Can place Bingo starting July 1 for 18 of the better Fairs in our territory.
Ride Help, old and new, contact us now we are ready to book.
FIELDING GRAHAM 7415 State Line, Kansas City, Mo.

FOR SALE—ALLAN HERSHELL—FOR SALE MERRY-GO-ROUND

Perfect condition. New platform, new crescents. Plastic top and side walls.
Contact **W. A. SCHAFER**
731 PARKWOOD DR., DALLAS, TEXAS (Phone: Franklin 8-3617)

CETLIN & WILSON SHOWS

WANT WANT WANT

LOT SUPERINTENDENT—SHOP FOREMAN—SHOP CARPENTER
WINTER QUARTERS AT PETERSBURG, VA., WILL OPEN ABOUT APRIL 1
CETLIN & WILSON WILL BE AT THE TAMPA TERRACE HOTEL, TAMPA, FLORIDA, FEB. 8-9-10.

CAN PLACE ANY ATTRACTION NOT CONFLICTING
ALL ADDRESS: P. O. BOX 787, PETERSBURG, VA.

WM. T. COLLINS SHOWS, INC.

WORLD'S LARGEST MOTORIZED MIDWAY

WANT FOR THE FINEST ROUTE OF FAIRS OF ANY MOTORIZED SHOW IN THE COUNTRY

RIDES—Will book one or two major Rides not conflicting with what we have.

SHOWS—Will offer an attractive proposition to Side Show or any other show that is in keeping with standard of show.
CONCESSIONS—We are now booking Hanky Panks of all kinds only.

HELP—Want Ride Superintendent who knows all Rides and can handle Ride Help. Also Ride Foremen and Second Men for all Rides. Must have chauffeur's license and be sober and reliable. If you drink and have a car, then save your stamps. Electrician wanted to take charge of electrical department. Must know transformers and be sober and reliable and have references. ALL REPLIES TO

WM. T. COLLINS SHOWS, INC.
801 E. 78TH STREET, MINNEAPOLIS, MINNESOTA



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

NOW BOOKING FOR 1958 SEASON

CONCESSIONS: All kinds Hanky Panks, Age & Scales, Photo, Novelties, Long & Short Range Shooting Galleries, Glass & Bear Pitch, Cookhouse and Grab for season.

SHOWS: Wildlife, Manager for Motordrome. Riders have all equipment. Motorcycles in perfect shape. Want Snake Show, Fat Show, Pit Shows. Must be high class and clean.

RIDES: Scrambler, Round-Up or any Rides not conflicting. Live Pony Ride, Glass House, Fun House.

HELP: Want Foreman for Caterpillar, Merry-Go-Round, Tilt, Kid Rides, Wheels, Rockplane, 2nd Men on all Rides, semi drivers preferred. Want good Show Mechanic. Yellow, get in touch. Want high class Builder and Carpenter, Show Painter.

All Answer—Sam Prell—Greater Tampa Showmen's Assoc.

Will be there during Tampa Fair, Feb. 4-14th; then Miami Showmen's Assoc., 1799 N. W. 28th St., Miami, Florida

BLUE GRASS SHOWS

WANT FOR FLORIDA STRAWBERRY FESTIVAL, PLANT CITY, FLA., WEEK FEBRUARY 17; FOLLOWED BY PINELLAS COUNTY FAIR & HORSE SHOW, LARGO, FLA., WEEK FEBRUARY 24, & A CONTINUOUS ROUTE OF BONA FIDE FLORIDA FAIRS UNTIL MARCH 22

CONCESSIONS—Hanky Panks and prize-every-time games of all kinds, catering concessions and direct sales, etc.

SHOWS—Will book Motordrome or top name attraction for Largo or balance of season.

HELP—WANT AT ONCE Man for towers; must have knowledge of fluorescent lighting. Also, now booking Shows and Concessions and Help for our regular season, opening in Owensboro, Ky., May 1.

Have good proposition for Side Show Operator; will furnish complete outfit to reliable party.

All Wires to Fort Myers, Fla., this week; or contact E. C. GROSCURTH, Gen. Mgr. At Florida State Fair, Tampa, Fla., week Feb. 10-15. Phone: Tampa—REdwood 7-3867 for appointment.

IN THE HEART OF West Palm Beach, Fla.

COLORED FAIR, Feb. 12 to 23 Inclusive

Can Place Shows: Minstrel, Side Show, Fun House, Dark Ride. Concessions: Novelties, Custard, legitimate Concessions. All located in the Baseball Stadium. Have for immediate sale one Frozen Custard, complete in every detail, all closed in hot water, works anywhere, mounted on late model International Truck, perfect condition. Or will trade on late model Ride or Show Fronts. All answers:
ASSOCIATED AMUSEMENTS, David B. Eady, 127 N.E. First Ave., Miami, Fla.

Attention SHOWMEN Attention

BOOK THE BEST, MOST PROVEN ROUTE IN THE U. S.

F. E. GOODING WILL BE AT THE TAMPA TERRACE HOTEL, TAMPA, FLA., FEBRUARY 8-12 TO CONTACT SHOWMEN WITH OWN EQUIPMENT AND NEW IDEAS.

GOODING AMUSEMENT CO., INC.
1300 NORTON AVE. AX 9-1193 COLUMBUS 8, OHIO

this week's

BEST Merchandise BUYS

PREMIUM •
GIFT • SOUVENIRS •
PRIZE • NOVELTY-PITCH
MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

YOU CAN'T MAKE REAL MONEY UNLESS YOU TRY— LOOK AT THESE HOT SELLING ITEMS AND THEN ORDER—

- Rain Hoods in individual plastic cases fits into purse. A top premium or giveaway in assorted colors. 39c value. Gross, \$10.80; sample doz., \$1.20.
- Morgan Jones Terry Cloth Dish Towels. Absorbent, beautifully striped in array of colors. Sell these at \$5.40 a dozen. 35c ea. lot of 12; sample, 50c.
- Retractable metal cap Ball Point Pen. A 49c value—your cost is 10c each. 3 doz. in attractive cylinder display. Per 3 doz. display, \$3.60.
- Brass Bristol Lint-Chaser Brush, hand-somely finished. Easily worth \$1.98—you'll sell hundreds of these at 50c each. 35c ea., lot of 24; sample, 50c.
- Waltham Razor Blades, blue double-edge. You'll do an unbelievable volume if you sell 100 blades for 50c, worth \$2.50. 35c per hundred, lot of 1200; sample hundred, 50c.
- Hollywood T-Shirt, combed yarn, dacron reinforced neck. Guaranteed 3 months. 1.00 value—sell fast at two for \$1.00. Dozen, 4.50; sample, 50c.
- Greeting Cards, assorted for all occasions. 50 cards and envelopes in polyethylene bag. Worth 5.00, but you sell for just \$1.00, 60c pkg. lot of 12; sample, \$1.00.
- French Alps Lavender Sachet Deodorant. Delightful fragrance in handy spray can. A \$4.95 value, it repeats and repeats at \$1.00. 60c ea. lot of 12; sample, \$1.00.
- New! 4-pen desk set with desk stand holder. Each pen writes its own color. Worth \$2.00 a set, it's a fast and steady seller at \$1.00. 60c ea. lot of 12; sample, \$1.00.
- Men's assorted All Grain Leather Wallet, our own brand. Each wallet individually boxed. Will repeat over and over if you sell at \$1.00. 60c ea. lot of 12; sample, \$1.00.
- Nylons, 1st quality 51/15 gauge. Sizes 8 1/2-11. Leg-flattering neutral shade. 3 prs. to box. \$4.00 value, sells fast and often at \$2.00 box. \$1.50 box lot of 6; sample, \$2.00.
- Men's Stretch Sox, DuPont Nylon. One size fits every foot. 3 asst. colors in polyethylene bag. You'll win friends & customers at \$1.00 a bag. 75c bag lot of 12; sample bag, \$1.00.
- Men's Handkerchiefs, 10 large white-on-white, handsomely edged, in polyethylene bag. Handle big volume by selling bag of 10 at \$1.00. 75c bag lot of 12; sample, \$1.00.
- Rubber flashlight, practically indestructible with non-breakable lens. This practical and useful flashlight is worth \$2.00; sell at \$1.00. 75c ea. lot of 12; sample, \$1.00.
- Ironing Board Pad & Cover Set, standard size guaranteed burnproof Siltex & Silticone. Value \$2.95. Every housewife needs this fast \$1.00 seller. 75c set lot of 12; sample, \$1.00.
- Sterilite Salad Fork, Spoon, 2 sets of Salt & Pepper shakers. Beautiful colors in handsome display box. Sells quickly at \$1.00. 75c set lot of 12; sample, \$1.00.
- Twin Cigarette Lighter Set: 2 matched lighters, 1 man's, 1 woman's, in gift boxes. A steady seller at \$1.00 that will make friends. 75c set lot of 12; sample, \$1.00.
- 4-Piece Steak Knife Set: 4 elegant English stainless steel knives with serrated edge. \$5.95 value; fastest-selling \$1.00 item ever. 75c set lot of 12; sample, \$1.00.
- Spray Atomizer Perfume. Last year's hottest seller. Every woman loves it and buys it when you offer this exquisite item at \$1.00. 75c ea. lot of 12; sample, \$1.00.
- New for 1958! 6 different Ball Pens in a pocket-saver. Set also includes handy secretary with memo pad. Big seller at \$1.00. 75c ea. lot of 12; sample, \$1.00.

Do not ask for catalog—order from above list
Be sure and visit our modern showrooms
25% deposit, Bal. C.O.D. F. O. B. Chicago

DIVISION SALES Dept. 88-2
3441 Roosevelt Road, Chicago 24, Illinois
Phone LA 2-7377

MERCHANDISE TOPICS

Two real hot items now being offered by Harris Novelty Company, 1102 Arch Street, Philadelphia, are Zorro hats and masks and Zorro swords. Firm points to the tremendous tie-in value of these items with the weekly TV program viewed by millions of people throughout the country. Zorro hats can be had at \$6.50 a dozen, the swords at \$2 per dozen. Another item Harris is currently offering is a multi-color desk companion ensemble. This consists of four ball point pens and desk stand. Pens are supplied with red, green, blue and black ink. These sets are going for \$6.50 per dozen. Firm specifies that all orders on these items will be filled and shipped same day received. More information on these and other merchandise can be obtained by writing Harris Novelty Company.

Promotions currently being pushed by Division Sales, 3341 West Roosevelt Road, Chicago 24, are men's stretch socks and handkerchief packages. The socks are packaged three pairs in a poly bag. One size fits all, with a price tag of \$9 per dozen. Sample can be had for only \$1. Handkerchief package consists of 10 large size, white on white, satin stripes, packed in poly bag, also offered at \$9 per dozen, sample \$1. Division Sales invites everyone, when in Chicago, to visit them at their modern showrooms.

Here is an item that Advance Machine Company, 4680 Springfield Street, Dayton, O., claims to be great for demonstration in stores and at fairs. It is the Arrow curtain

rod starter, which slips on end of any size flat, extension or round curtain rod. Starter then makes rod go thru hem of curtain like magic. Advance is offering the starter at \$5 per dozen.

Another item gaining in popularity is the new vest-pocket transistor radio. These are now being offered by J. G. Ralston Enterprises, 1335 La Salle Avenue, Minneapolis 3. Important features listed by the firm about these radios are high selectivity, operation for 1,000 hours on three 10-cent batteries, built-in antenna, high-quality earphone and 90-day guarantee. These are being offered at \$9.97, f.o.b., in lots of six. Sample is \$12.50 postpaid.

Sterling Jewelers, 1975 East Main Street, Columbus, O., continues to offer to the trade a lighter smaller than a postage stamp. Firm claims this is the world's smallest lighter. It has all-metal chrome finish with sure-fire action. Lighter may also be worn on a man's key-chain or woman's charm bracelet. Individually boxed, these lighters are priced at \$2.75 per dozen or \$30 a gross.

Edward Pavone, Box 26, Waverly, Mass., claims his plunger (ink) pens have been the top money-getter since 1934. One of the big features of these pens is that you see all the ink and with only one pull it's full. Firm is currently pricing these pens at \$28 per gross and \$26 per gross in 10-gross lots or more, f.o.b., Waverly. Guarantee slips are supplied free.

PIPES FOR PITCHMEN

By BILL BAKER

"I WAS AMUSED . . . to read Frank Curry's recent pipe of sympathy for the boys who have to dig in the snow for a buck," writes Bob Smith, the Globe Trotter from Mamon, Ga. Frank reports that he hasn't had to dig in the snow, but that he has encountered plenty of cold and rainy weather, "and I feel sorry for all of us who have to get cold and wet in the process of rustling up coffee and doughnut money. Not many of the boys are down this way, but I recently had a pleasant surprise visit from my old friend and co-worker, Chief Lone Fox. As for myself, I have about retired after hopscoching about for 55 years. But it ain't old age, it's mileage."

HENRY H. VARNER . . . the Akron Stalwart, writes a note of encouragement for members of the fraternity who have been singing the blues over business conditions. He sees a silver lining in the dark clouds and urges pitchmen to work hard and stick with it. In conclusion he asks for pipes from Tom Kennedy, Pizarro's grandson, John, and Jack Schaefer and Gertie.

HOLED UP . . . in Harrisonburg, Va., Jack (Bottles) Stover opines that the cold weather has frozen the pipes of most sheeties. "Or is it that they have a red one and don't want to tip their location?" he asks. "I had a card from E. C. Pardee. He wrote from Knoxville and, I presume, was en route to the Hopkinsville, Ky., tobacco market. I'm glad to be able to inform the knights of the leaf that Al DeLesk

is out of the hospital and back on the job for a few hours each day. Would like to read pipes from Clyde and Heavy Forkner, Spud Mangum, Mrs. Jimmie Burke, Phil Babcock, Al Harvey, Walter and Mrs. Stoeffel, and George (Quick Dough) Stacey. Before long this town should be in the money, as plans have been announced for construction of an eight-mile bypass. I'm still making Layman's restaurant my headquarters. A troupers welcome there. Jackpot sessions are held daily, with Lost John Meade leading the panel discussions."

ROBERT (RED) HALLIE . . . who for many years pitched horoscopes at fairs and along Maxwell Street, Chicago, plans to return to the road after a layoff of a number of years. In recent years Red worked for a Lo. Angeles bank. Now 65 years old, he tendered his resignation and is returning to his first love.

ANOTHER . . . oldtimer who reached the age of 65 last July and promptly began living the life of Riley is George Negus. Pitchmen of another era may remember him as one of the best kitchen gadget workers in the business. For the past 18 years he has been living in Long Beach, Calif. Following the suit of Negus were Sid and Mildred Hirsch, who pitched horoscopes and did a mental act at Midwestern fairs and on the Long Beach Pike for many years. The Hirsches now own an apartment building in Long Beach and reportedly are feeling no economic pains.

WEINMAN WATCH Values! **BULOVA! ELGIN!**



BRAND NEW STYLES
Choice Lot!
6 for \$49
(Sample, \$9.95)

Men's and Ladies!
All famous makes!
Complete with expansion bands!
Reconditioned—Guaranteed like NEW!

Standard Brand WATERPROOF WATCHES
Bulova, Elgin, Benrus—with expansion bands! New style cases—rebuild and guaranteed like new. In lots of 3 or more. (Sample, \$10.95) each

GET A BETTER DEAL AT
WEINMAN'S
187 S. MAIN ST., MEMPHIS, TENN.

Top Money getter since 1934
PLUNGER (INK) PENS
You see all the ink—Zip—Only one Pull and it's Full.

10 Gross or more
\$28.00 Gross
\$26.00 Gross
F.O.B. Waverly, Mass.

Guarantee Slips are supplied free.
Newspaper Pen Mats **\$.20 each.**
10% deposit on all orders. Balance C.O.D. Orders shipped same day.
Send \$1.00 for samples.

EDWARD PAVONE
Box 26, Waverly, Mass.
Phone IV 4-3659

You Can't Beat
BRODY
for Merchandise

We Carry a Complete Line
8-bar, asst. color Xylophone, colorful carton, with easy-to-play notes. \$2.25 per doz. \$21.00 per gross.
Asst. 5" action Whistles. 75c per doz. \$7.50 per gross.
8-rib 24" diameter Umbrella Mats, asst. colors. \$4.00 per doz. \$40.00 per gross.
25% deposit on all C.O.D. orders.
86-PAGE CATALOG AVAILABLE FREE SEND for Your Copy Today.

M. K. BRODY
1014 S. Halsted St. Chicago 7, Ill.
L. D. Phone: MOORE 6-9520
In Business in Chicago for 37 Years.

We Have IT!
Mechanical
DRINKING RABBIT

Pours and Drinks continuously
Battery Operated
In Bright Colors
Individually Boxed
ORDER NOW—SUPPLY LIMITED

\$36.00 Per Doz. Sample Postpaid **\$4.00**

Place your orders now for DRINKING RABBIT. Next shipment approx. Feb. 17.
NEW BUBBLE BLOWING MONKEY
Delivery about June 1.
F.O.B. Milwaukee, 25% deposit, balance C.O.D. to non-rated firms.

Wisconsin Deluxe Co.
1902 N. Third St. Milwaukee 12, Wis.

ACCORDEON STYLE BAG

This Accordeon hand-tooled calf leather bag with leather lining has three big compartments and a zipper. Adjustable shoulder strap. You must see this purse to appreciate it. **\$7.90** 7x10"

If one only, \$1.00 extra. Special prices in dozen lots. F.O.B. El Paso.
Open credit to well rated accounts. Otherwise 25% deposit, balance C.O.D.

Send for our free catalog

PEARL SALES CO. P. O. BOX 675
EL PASO, TEXAS

WHOLESALE BUYERS' GUIDE

Gellman BROTHERS

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR
Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Housewares, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum. Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today
IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3, Mo.

\$7.00 AN HOUR

Can be earned taking and FINISHING nice 2 1/2 x 3 1/2-inch photos in two MINUTES. With PHOTOMASTER Camera. Easy to operate. Weight six pounds. Write for free information.

P D Q CAMERA CO.
1546 WEST CORTEZ Dept. 88 CHICAGO 22, ILL.

this week's

BEST Merchandise BUYS

A WEEKLY GUIDE FOR THE WHOLESALE MERCHANDISE BUYER

PREMIUM • GIFT • SOUVENIRS • PRIZE • NOVELTY-PITCH MERCHANDISE, ETC.

Hawaiian "TI" PLANT LOGS



Bagged in polyethylene... KEEP LONGER, SELL FASTER! Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing fresh. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS
Tightly woven bleached cotton baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

Sherfy's
5601 University Way Seattle, Wash.

GOLF BALLS

Liquid center • tough vulcanized cover • long life • superior performance • a champion quality golf ball • 12 gift-wrapped self-display balls to box with \$9.00 per doz. imprint.

\$3.25 PER DOZEN
PACK TO BOX
F.O.B. Chicago. 25% with order.

COOK BROS.
1020 W. RANDOLPH ST.
CHICAGO 7, ILLINOIS



EASTER RABBITS!

38" HI-GRADE PLUSH RABBITS \$24.00
Cotton Stuffed 24.00
20" Rabbit \$12.00 dr.
10" Rabbit \$ 6.00 dr.
Nat'l Ducks \$ 4.00 dr.
Chan. Chicks \$.40 dr.

F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. FREE Brochures of over 400 plush and carnival items.

No Extra Charge for Samples
42 Pieces, \$19.40
(Includes three 38" and 30" Begging Rabbits & one doz. each of 10" Rabbit, Ducks & Chicks.)

ACE
TOY MFG. COMPANY
536 Broadway, N. Y. C.
WA 5-3234

INDIVIDUAL NAME BUTTONS

3 1/2" JUMBO SIZE—RED & WHITE BUTTONS



Now the fastest selling Novelty. We have the widest selection available. Blanks for write-ons available if desired. Selling like wildfire at schools, auctions, farmers' markets, stores and news agencies. These are for immediate delivery. Specially priced for fast sales and profits.

All orders shipped same day as received.

\$10.00 Per 100

SEND \$1.00 FOR SAMPLES
25% deposit required on all orders, balance C.O.D.

HARRIS NOVELTY CO.
1102 Arch St., Philadelphia 7, Pa. Phone: Market 7-9848—Walnut 2-6970
Send for price lists on other items.

ONE OF 1,000's—BIG VALUE

6-Pen Pocket Secretary Sets. Full size secretary with memo pad and 4 automatic ball pens in different colors. Pocket protector case with flap and billfold compartment. Terrific value. A \$4.95 FLASH TO \$2.25 FAST AT \$1.50.

Dozen Sets **\$6.25**
Gross Sets **\$72.00**

Deposit or payment F.O.B. New York. Complete pen set, set and 1958 catalog of Novelties, Sundries, Jewelry, Toys, Gifts, Watches. \$1.00.

MILLS SALES CO
Cut-Rate WHOLESALES Since 1916
889 BROADWAY, New York 3, N. Y.

NAME BUTTONS

3 1/2" Red & White—Personalized
—Each Printed—No Paste-Ups—
No Paper Inserts—No Gimmicks.



Live Wires are booking Farmers' Markets, Dime Stores, Trade Shows, Outlet Stores, Fairs, Carnivals, Sport Shows, Celebrations and many other events where people gather. Many Hustlers average over \$300.00 daily. The outdoor season will soon open up, so be prepared and get in on the ground floor. Send \$1.00 for samples and list of names and get started.

SCHATTUR NOVELTY CO.
142 Park Row New York 7, N. Y.

READY FOR IMMEDIATE DELIVERY!

NEW DRINKING RABBIT \$36.00 DZ.
Sample postpaid \$4.00.
F.O.B. Macon, Ga. 25% Deposit a MUST on C.O.D.'s. FREE CATALOG to legitimate dealers.

NEW DRINKING BEAR \$36.00 DZ.
Sample postpaid \$4.00.

UNIVERSAL PREMIUM JOBBERS, INC. 1508-16 Broadway Macon, Georgia

OVER 3000 TERRIFIC VALUES!

1958 CATALOG NOW READY
SEND FOR YOUR COPY TODAY—PLEASE STATE YOUR BUSINESS

B. PALMER SALES CO.
1431 SECOND AVENUE DALLAS 10, TEXAS

1958 Special

Water Proof Shock Proof Anti-Magnetic



17-Jewel WATCHES

Biggest sensation! Brand New 1958 Cases and Dials—handmade styled. Complete w/ 1 lb. Expansion Band. Refault and guaranteed 1 1/2 yrs! Get in early ORDER TODAY! 25% cash-bal. C.O.D. Write for new catalog on company letterhead.

\$7.50
7-Jewel only \$6.50. (\$1 extra for sample.)

WORLD'S NEWEST NOVELTY ITEM

in the Country
Silex Coffeemaker Salt & Pepper Set



The Coffee Retail maker Salt & Pepper Set is \$1.25 a masterpiece of a miniature reproduction. Its rich chrome and ebony finish make it truly the ultimate in salt and pepper sets. Beautifully packaged, is ideal for gift-giving.

ONLY \$7.20 per doz. \$6.75 per doz. in Sample \$1.00, gross lots

BOYLSTON SALES CO.
647 Washington Street Boston, Mass.

Valentines and Valentine Party Supplies

Assorted Valentine Cut-Outs:

- 10 in bag—dozen bags \$.80
- 25 in bag—dozen bags 2.00
- 42 in bag—dozen bags 3.00
- Assorted Comic Valentines, gross .. . 84
- 8" Valentine Doll, dozen 8.00
- 5 1/2" Valentine Decorating Kit 5.00
- Valentine Crepe Flat Party Hats, gr. 2-40
- 9" Valentine Balloons, gross 7.50

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

HOLE-IN-HEAD ARROW \$9.00 Gr. \$24.00 Gro. Pair

FOAM RUBBER DICE (German) \$6.00 Gr.

17" CAT Stretched Multi-Color \$5.00 Gr.

JUMBO PADDLES Stretched in east'd colors (seconds) \$5.00 Gr.

BALLOON STICKS, Ex. Thick. Gr. 75c 25% deposit with order, balance C.O.D., F.O.B. Chicago. Open Sundays Until 3 P.M.

BELL SALES CO.
1107 SO. HALSTED ST. Chicago 7, Ill.

CLOSEOUTS

Purse Size Atomizer Perfume Reg. \$10.00 ref. Doz. \$12.00

5% Wool Cannon Blankets In lots of 4. Ea. 2.00

Poker Tables—Complete with Top. Reg. \$29.95. Ea. 10.25

Deep Fry Cooker Reg. \$39.95. Ea. 6.00

12" Automatic Elec. Skillet Reg. \$39.95. Ea. 6.00

Terms: Cash or 25% Deposit on C.O.D. F.O.B. Chicago.

1000's of Bargains with savings up to 50% and more.

Send for Free Closeout Catalog

JAY GEE SALES CO.
35 N. WELLS STREET CHICAGO 6, ILLINOIS

MEN'S JEWEL WATCH



With Rich Black Swede Band. One-Year Written Guarantee.

\$3.25 ea. in lots of 4 Sample \$4.00

Watch with Expansion Band \$3.50 ea. in lots of 4 Sample \$4.00

The new push bottle spray perfumes—8 fragrance—M.S.—A—W—C—S. \$8.40 per doz. in gross lots. \$9.00 sample doz.

SCATTER PINS, BOXED \$27 per gross; \$3 sample doz.

CIGARETTE LIGHTERS \$4.50 per doz.; Sample 75c.

MEN'S LEATHER WALLETS \$6.00 per doz.; Sample \$1.00.

AUTOMATIC ELECTRIC DEEP FRY \$6.00 in lots of 6; Sample \$7.00.

25% dep., bal. C.O.D., F.O.B. Chicago. We carry a complete line of: Appliances • Premiums • Jewelry • Toys • Household Goods. Write for FREE Price List. Open Sundays. When in Chicago Visit Our Modern Showrooms.

ABBOT SALES
833 W. Roosevelt Road Chicago 6, Ill. Phone: MOnroe 6-1718.

Cel-Max, Inc. Wholesale Only
582 So. MAIN ST. MEMPHIS, TENN.

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 bay chain or ladies' charm bracelets.

\$2.75 Doz. \$30.00 Gr.

Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

STERLING JEWELERS
1975 East Main St. Columbus, Ohio

Ideal for Engravers. State Your Business.

ALUMINUM WALKING CANES

New Item—Strong—Light—Practical. Full size rubber-tipped Alcoa Aluminum Walking Cane packed in clear polystyrene display mailer case. Perfect for pitchmen, novelty men, sheet writers, gentlemen, farmers, surgical supply, hospitals, etc., etc. Mail anywhere U.S.A. for \$1.50 dozen. Sample \$2.00. 25% deposit required. Write—Wire—Call: **NORM'S DISCOUNT HOUSE**, 110-112 So. Gay St., Knoxville, Tenn., 4-4897. Dealers' inquiries invited.

WATCH SPECIALISTS FOR 68 YEARS

Men's Copy \$375. Dis. Watch \$4.20. Boxed \$7.35. Nat'l Ad 10 pc sets \$3.95, 8 pc \$4.40. 25 Jewels very thin Men's \$18; Ladies 25 Jewels white or yellow \$18.95; Men's 21 Jewels \$12.95. Dependable time keepers. Name Brands. Many 70% disc. Catalog.

RESULT SALES (Dept. B)
580 FIFTH AVE., NEW YORK 26, N. Y.

NEW VEST POCKET—1958 MODEL TRANSISTOR RADIO

Only \$9.97

Nationally Known (FOB in Lots of 4) American Model \$12.50 ppd.

- * HIGH SELECTIVITY.
- * OPERATES 1,000 HOURS ON 3 10R BATTERIES.
- * BUILT-IN ANTENNA!
- * HIGH-QUALITY EAR PHONE!
- * SIZE 3"x2"x1 1/2"; 3 OZ.
- * 90-DAY FACTORY GUARANTEE!

Hottest item for big sales in 1958. Sample Radio (batteries included), \$13.50 ppd. Pen Light Batteries available @ \$1.20 per doz.

Send Money Order or Certified Check. Terms: 25% with order, balance C.O.D. (Shipped same day.)

J. G. RALSTON ENTERPRISES, Dept. BB
1225 La Salle Ave., Minneapolis 3, Minn.

ALY THE GATOR



Aly is a Genuine Alligator Stuffed and Preserved. Aly is so unusual he attracts attention everywhere. Over 500,000 sold to date. A natural for any Carnival or Fair.

In 100 lots:

- 15 inch \$.75 each
- 21 inch90 each
- 26 inch 1.25 each
- 30 inch 2.00 each

ORDER TODAY!
Write for Catalog Sheets on other Alligator Novelties.

PAN-COAST BAGS, INC.
30 N.E. 17th St. Miami, Florida

MAGNIFYING READING GLASSES

MAKE SMALL PRINT READ BIG



NEW IMPORT
Save up to \$2.50

NEW STYLE POCKET-PURSE CASE INCLUDED
Carried like a fountain pen in pocket. Read letters, phone numbers, newspapers, Bibles. Do fine needle work or repairs. Just what folks over 40 without astigmatism or other eye disease need to read the print with ease. Wear like ordinary glasses. Look over or under, no stunting. Fine precision ground lenses, mounted in handsome new style modernistic frame. Fits All Heads. Our exclusive 2 for \$5.00 import. NOW ONLY

\$2.98

WEAR THEM ON 10 DAY TRIAL
You will be delighted at the efficiency of these glasses. Women love them for their attractiveness. Men like the style and handy carrying break-proof case. Send M.O., Check or Cash. C.O.D., postage extra. State age and sex. Will include Money-Making Agents plan if wanted. **DALO IMPORT, Dept. BB**, 4233 N. Pulaski, Chicago 41, Ill.

PUNCHBOARDS
LOWEST PRICES ALWAYS

- 1000 35c Charley Board Prof. \$50.00 \$1.59
- 1000 5c Double Fin Prof. 24.00 1.59
- 1440 5c Barrel Board Prof. 18.00 1.59
- 1440 10c Barrel Board Prof. 28.00 2.25
- 1000 25c J.P. Charley Th. Prof. \$52.04 \$2.25
- 1000 5c J.P. Boards Prof. 24.00 2.25
- 1000 5c J.P. Girtle Boards Prof. 28.00 3.85

Ticket Deals, etc.

DELUXE SALES CO., BLUE EARTH, MINNESOTA

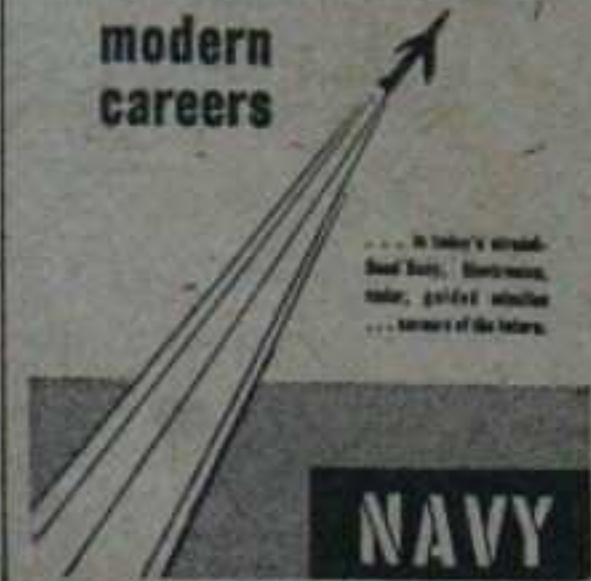
Free Wholesale Catalog CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

SEND FOR YOUR COPY TODAY
Please state your business.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill.
All Phones: Franklin 2-2567

modern careers



... in today's world...
... need...
... color, gold...
... success of the future.

NAVY

\$139.50 VALUE NEW PRICE

6 Ass't. Men's \$42.95 Watches

with expansion bands. (Ladies' with cord bands)
Gruen—Waltham—Benrus
—Bulova—Elgin

Sample Watch \$7.95.

Reconditioned, guaranteed like new. Wholesale only—25% with order, bal. C.O.D. 24-hr. service. 5-day money-back guarantee. Send money order or certified check. Send 50c for big new 1958 catalog; applied on first order. Phone: DEarborn 2-2977.

MIDWEST WATCH CO.
5 S. WABASH AVE., CHICAGO 3, ILL.

CLASSIFIED ADS

Regular Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

Also include 25c per insertion additional to cover cost of handling replies.

RATE: 20c a word—minimum \$4. Cash With Copy

Display attracts more attention and produces 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.

Cash With Copy. (unless credit has been established)

RATE: \$1 per agate line—\$14 inch. Forms close Wednesday for following week's issue.

Acts, Songs, Parodies

ANNOUNCING "FOLIO EIGHTEEN"—CONTAINING eighteen gaglines in one volume of laughs, plus two monologs. Includes Staglines, Ailabs, Hecklers, Bits, Parodies, Musical Gags, Short Routines, Deejay patter, Intros, Magician's Material, Stories, etc.

21,000 PROFESSIONAL COMEDY LINES, Routines, Sight-Bits, Parodies, 1,500 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. ap7

800 OUTER SPACE GAGS, 32: ORIGINAL material. 1,500 Gags, \$19; 800, \$5; 500, \$3. Eddie Gay, 242 West 72nd St., New York 23, N. Y. fe3

SEND FOR FREE CATALOG OF ORIGINAL new comedy material: Gaglines, Skits, Monologs, Parodies, etc. Laughs Unlimited, 195 W. 45 St., New York City. fe24

Agents and Distributors

ASSORTED FILIGREE, PEARL AND STONED EARRINGS, gross \$18; 3 dozen different samples, \$6.75 postpaid. Free catalog. Jacobi, 1715 E. Mercer, Seattle 2, Wash. fe10

AUTOMATIC LIGHTERS DOZEN \$3.75. Dollar bailpens dozen \$1.20. Rainhats gross \$7.20. Samples, catalog 1,001 bargains \$1.00. Millisales, 888 Broadway, New York. ch-1n

BILLEFOLDS—PLASTIC ALLIGATOR OR lizard. Sensational price, \$14.40 per gross plus postage, COD. Gross lots only. New England Jewelry, 124 Empire St., Providence, R. I. fe24

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. ch-np

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. fe24

HOSIERY—LOW PRICES: LADIES', MEN'S, Children's, Ladies' Nylons \$1 dozen up. Slightly imperfect Nylons packed cello bags \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AMS-1741), 1258 Market St., Chattanooga, Tenn. fe17

NYLONS, SEAMLESS (CLEAN-LEGS), Cellophane envelopes, \$3.75 dozen. Light, dark colors. Bea Hosiery, 15 West 28 St., New York, N. Y.

JEWELRY CLOSEOUTS

- E1—Tailored Earrings, Asst. Gr. \$18.00
E2—Stone Earrings, Asst. Gr. \$21.00
E3—Pierced Hoop Earrings, Gr. \$5.50
E5—Stone E-Rings, Etc., Asst. Gr. \$12.00
G1—Asst. Tie Sets, Bnd. Dr. \$4.50
T1—Odd Lot Necka & Bracea Gr. \$15.00
B1—Bracelets, Asst. Gr. \$24.00
W1—Men's 8-Piece Watch Set \$5.50
W2—Ladies 5-Piece Watch Set \$6.00
WP—Gent's W.P. & Ex. Rd. Watch \$2.50
R2—Gent's Stone Rings, Asst. Gr. \$3.50
R101—Pearl Rosaries, Bnd. Dr. \$6.00
R104—Religious Medallions, Bnd. Dr. \$6.00
460—Stone Necka & Ears, Bnd. Dr. \$7.50
470—Stone Necka & Ears, Bnd. Dr. \$6.00
225—3-Piece Pearl Set, Bnd. Dr. \$5.50
L1—Rouison-Type Lichter, Dr. \$5.00
20% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT! START YOUR OWN BUSINESS... stamping SOCIAL SECURITY PLATES... NICKEL SILVER Key Protectors. Sample of either 50¢ with your name, address and Social Security number. Catalog free. GENERAL PRG. CO. Dept. 88-5, 186 West 41, Albany, N. Y.

THE MARKET PLACE For Buyers and Sellers

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

FAMOUS MFR. CLOSEOUTS

- Assorted Stoned Brooches \$1.75 ds.
Stoned & Tailored Earrings 1.75 ds.
Pierced Earrings on Display 1.25 ds.
Charm Bracelets, asst. 1.50 ds.
Eng. Lord's Prayer Neck, boxed 3.00 ds.
Aurora Borealis Stoned Cross, boxed 4.00 ds.
Stoned Miracle Cross, boxed 5.00 ds.
Stoned Heart Miracle, boxed 5.00 ds.
Crucifix Cross, boxed 3.00 ds.
Children's Jewelry, boxed, asst. 2.00 ds.
Asst. The Sildes, carded 7.20 ds.
2-Pc. Stoned Set, asst. 1.00 ds.
Tie & Cufflink Set, asst. 3.50 ds.
Summer Earrings, asst. 12.00 gr.
Pearl Necklace (domestic) 1.45 ds.
Neck & Earrings, asst., boxed 9.00 ds.
Cufflinks, carded, asst. 1.50 ds.
Necklace, asst. 1.50 ds.
Boxed Rosaries, asst. colors 2.00 ds.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

LEARN AUCTIONEERING Free Catalog REISCH AUCTION SCHOOL Mason City 1, Iowa

PHONOGRAPH RECORDS, 100,000, 45'S, \$12 per 100, new, brand labels, some duplicates, others \$15 per 100 late record recordings with no duplicates. FOB, Compliance, P. O. Box 381, Lansing 2, Mich.

PICTURESQUE OVERSEAS IMPORTS—Good items for mail order or direct sales. Two samples, 10¢. Chas. Goodall, 68-N Joost, San Francisco 12, Calif.

RAZOR BLADES, DOUBLE EDGE. Sensational closeout sale, 25¢ only \$1. Savermore, 216-C W. Jackson, Chicago 6, Ill. ch

71,000 ADVERTISING NOVELTIES WHOLESALE Catalogs and 10 samples \$1. (Refunded plus postage if returned.) Adolph Specialty, 904 S. 68th St., Philadelphia 43, Pa. fe10

SNEELED BOOKS—NEW IDEA. THREE books per card. Sells five to one over others. Priced from \$1.15 doz. cards. Free samples. Paul Helms, 300 E. 5th St., Sylacauga, Ala.

STINKBOMBS—POTENT AROMA! \$3.50 hundred, postpaid. Joke and Novelty shops, write: Kitz, 1452 Drake Way, San Pablo 10, Calif. ch-1n

SUPPLY SOURCES DISTRIBUTORS

Get the "Original" BLUE-BOOK DIRECTORY of manufacturers, jobbers, wholesalers. Lists over 6,000 suppliers who can supply most anything up to 100% dealer discounts. The nationally accepted guide by wholesale buyers. Plus copies of "Bargain-Buys" and "New Products." All this for only \$3.00 pp. Send today. Money back if not satisfied. ASSOCIATED WHOLESALERS SERVICE 1014-88 Starr Burlington, Iowa

YOUR NAME AND ADDRESS ON STAMP that never needs an ink pad. Dries instantly. Guaranteed. \$3.50. L. R. Allen, Box 87, North Woburn, Mass. fe3

YOUR OWN BUSINESS—SUITS, \$150; Overcoats, \$50; Mackinaws, \$35; Shoes, 12½; Ladies' Coats, 20¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago. ch-np

FOR SALE—IMPORTED SICILIAN DONKEYS, male and female, very small, \$500 per pair. Fred H. Cox, Box 98, Jenks, Okla. fe10

Animals, Birds, Pets

CHIMPANZEES, 3/4 GROWN, MALES AND females, 75 to 85 pounds, \$500 each, up. Chimpanzees, young, 15 to 25 pounds, males and females, \$600 each up; Pigtail Monkey, male, full grown, \$50; Spider Monkeys, \$40 each; Ringtail Monkeys, full-grown, special, \$50 each. FOB N. Y. Trefflich's, 288 Fulton St., New York.

FOR SALE—IMPORTED SICILIAN DONKEYS, male and female, very small, \$500 per pair. Fred H. Cox, Box 98, Jenks, Okla. fe10

HIPPOTAMUS, YOUNG MALE, 17 months old, weighs 600 pounds, special \$2,500; 1 Camel Dromedary, male, gentle, 14 yrs. old, \$750; 1 Cheetah, male, gentle, perfect, \$900; Lion Cubs, three, 8 months old, \$125 each; three 18 months old, \$100 each. All FOB N. Y. Trefflich's, 288 Fulton St., New York.

HEALTHY SNARES, BOAS, INDIGOS, RATTLESNAKES, ALLIGATORS, PACAS, Wild Cats, Agoutis, Capimundis, deodorized Skunks, Pumas, Ringtail Cats, White Doves, Guinea Pigs, Prairie Dogs, Otto-Martin Locke, Phone Ma 5-4523, New Braunfels, Tex. fe17

1957 BLACK BEAR CUBS, \$50; BROWN Cubs, \$75; tame White-tail Fawns, \$125; Sika and Fallow Deer, Deer Park, James-town, Pa. fe10

SEA ELEPHANTS, CALIFORNIA SEA Lions, Seals. Main suppliers roos and increases entire world. Marine Enterprises, Inc., P. O. Box 223, Hermosa Beach, Calif. np

SPECIALS—MONAS, AFRICAN GREENS, Sooty Mangabey Monkeys, Spot Nose, Talapoina, all \$50 each. Ball Pythons, 3 ft., \$45 each; Agoutis, \$25 each; red and gray Coat Mundiis, \$35 each; Owl Monkeys, \$25 each; Squirrel Monkeys, \$25 each. Trefflich's, 288 Fulton St., New York.

7-MONTH-OLD FEMALE LION—TAME, collar broke. Has worked TV, \$150. Due to our expansion program we are now able to accept more animals and birds to board or will sell them for you on commission basis. Bill Allen's Wild Animal Farm, Fredericktown, Missouri.

SPECIAL ON MISCELLANEOUS ANIMALS —1 Guanaco, male, 6 months old, \$250; 1 Llama, male, 3 years old, \$350; 1 red Kangaroo, male, \$300; 1 red Wallaby, male, \$250; Tahra, \$65 each; Guirada, \$65 each; 1 male Elk, 2 years old, \$190; Sika Deer, male, \$75 each; 1 red Deer, male, \$75 each; 1 pair Spotted Deer, 1 year old, \$250 pair; 1 pair 10 months old, \$350; Reindeers, 1 year old, \$2,000 pair; 1 female Indian Elephant, 4½ ft. tall, \$3,500. All FOB N. Y. Trefflich's, 288 Fulton St., New York.

THREE TRAINED BABY CHIMPANZEES—Extra quality. Monkeys, Hornbill, Cudor, Snakes, Movers Bird & Animal Co. Phone Hemlock 62244, P. O. Box 10701, St. Petersburg, Fla.

Business Opportunities

ABSOLUTELY NEW IDEA & SERVICES. All rights to company who will build and promote mobile units for station wagon. Highway death toll reduction. Dr. R. W. Flattum, 113 W. Broadway, Trenton, Ill. AAcademy 4-9431.

ADDRESS POSTALS AT HOME BIG COMMISSION. Instruction 25¢, refundable. Benner, P. O. Box 426, Trenton 3, N. J. ch

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

A REAL OPPORTUNITY!

Established and Operating Arcade, Souvenirs, Novelties and Army Goods Store in Killeen, Bell County, Tex., near the Gate of Fort Hood! Post Office Box No. 901, Killeen, Texas.

CLEANS WINDOWS WITHOUT MESS. Strange "dry" cleaning cloth; replaces liquids. Windows gleam. Samples sent on trial. Kristee 116, Akron, O.

FOR RENT—COMPLETE OPERATING UNIT or any part. Located on Boardwalk. Scooter, Penny Arcade with machines, Pretzel Ride, Fun House, Five Apartments, Bath House, Auction, Games, Refreshment Stands, etc. Contact Venice Amusement Corp., Grant Ave. and Boardwalk, Seaside Heights, N. J. Seaside Park 9-1100. ch

ICE CREAM VENDORS—YOU CAN OWN and operate own Ice Cream Truck. 100% profit. Coast to coast franchise set-up. Small investment. Qualified persons will be trained to organize new outlets in other cities with earnings of \$30,000 year after first season. B K Concessions, 2908 Westworth, Chicago 16. ch

JAPAN DIRECTORY—145 JAPANESE Manufacturing exporters, plus directory of Japan Trade Publications, Japan opportunities. Just \$1 today. Nippon Adna, Box 6266-B, Spokane 28, Wash. fe10

OPPORTUNITY TO EARN \$15,000-\$20,000 annually. Franchise protected, granted on \$12,500 basis. Live at home. No merchandise to buy. Self employed. One of the most exclusive and non-competitive businesses in United States and Canada. Send for free explanatory booklet. Harrell & Co., Box 8-V, Louisville, Illinois. fe24

TERRIFIC OPPORTUNITY—MAN OR Woman. Well established modeling and finishing school. Foundation for all fine arts. Will train buyer. Owner leaving State. Box C-271, c/o The Billboard, Cincinnati 22, O.

UP TO \$12,000 PER YEAR

Only one out of five people who read this ad will have intelligence enough to follow the instructions explained in detail in a publication called "Better Than A Gold Mine." But the one man (or woman) out of five can realize up to \$12,000 a year from the U. S. Government—yet not be connected with or work for any government branch. Entirely legal and proven procedure.

"BETTER THAN A GOLD MINE" \$2.00 cash per copy.

Sound unreasonable? Then save your \$2.00 because you will probably not be able to master the details of this operation.

THE V-C SERVICE CO. Box 454 Durham, N. C.

WANT PORTABLE RINK 58X108 OR larger. Will buy or lease from April to October. Unusual and great opportunity. Write: Box C-272, c/o The Billboard, Cincinnati 22, O.

WEAVE RUGS—MAKE GOOD PROFITS! No experience necessary! Free catalog, sample card, and low prices on carpet warp, rug filler looms, parts, inexpensive beam counter. If you have loom give make, weaving width, please. Or. Rux Co., Dept. 2859, Lima, O. ch-fe10

Coin Machine Opportunities

DISTRIBUTORS WANTED—MANUFACTURER wants Distributor for quality stands. For details write, Toledo Stand Co., 1828 Gilbert Rd., Toledo 14, O. fe3

Coin Machine Routes For Sale

1,900 NORTHWESTERN 1/2 AND 3/4 BULK Vendors on location, Northern New Jersey. Box 85, Carlton Hill Station, East Rutherford, N. J. Webster 9-9577.

LAS VEGAS ROUTE FOR SALE—SEVEN Bingos, ten Slots, two Keeney Consoles, one Phonograph, three Pool Games. Well seasoned and steady. \$12,500. Write Caplinger, 1022 Tonopah Highway, Las Vegas, Nevada. fe3

ROUTE FOR SALE—100 SEEBURGS, 25 Wurlitzer Phonographs, 200 Bingos, 100 Bowlers, six 1957 Model Cars, four 1957 Model Trucks, equipment all late models, net \$46,000 per week; total price \$700,000, half cash, balance two years to pay. For full inventory write: Box M-213, c/o The Billboard, Cincinnati 22, O. fe17

Coin-Operated Equipment (Used)

ANYTHING IN VENDING MACHINES—Every type machine made, new or used; under the market prices. Established 30 years. Mack H. Postel, 2922B Milwaukee Ave., Chicago, Ill. fe3

8 COL. MAN. PK CIGARETTE MACHINES, \$25, quarter op.; 8 col. elec. PK Cigarette Machines, \$30, 25¢ or 30¢ op.; National Quarter Slug Rejectors, \$1; Northwestern 1¢ or 5¢ Vendors, Plastic Globes, \$6; DuGrenier Penny Inserting Machine, never used, \$15. Ott Weaver, 1332 Arkansas, Pittsburgh 16, Pa.

NEW 120 SELECTION 1440 ROCK-OLA Hideaway Playmaster unit; Keeney Century Bowler, 25 Cycle Converter. Make offer. Contact Sales, 4498 Lakeshore Rd., Hanburg, New York.

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each; like new. Folders, direct factory prices. USP Co., 109 Grand, Waterbury 3, Conn. fe2

8 LATE MODEL SKEE BALL ALLEYS—Manufactured by Philadelphia Toboggan Co. Rodger M. Work, Nelson Lodge Amusement Park, Garrettsville, O.

Coin Machines Wanted To Buy

WANTED TO BUY—EXHIBIT MERCHANTS or other type diggers. Advise condition and price. G. R. "Butch" Thompson, 418 King, Lowell, Mich.

14 POKERINGS—STATE MAKE AND CONDITION. Will pick up. W. B. Reynolds, Mapleton Beach, Geneva on the Lake, O. fe10

Costumes, Uniforms, Wardrobes

FIFTEEN MINSTREL COATS (IVORY), doublebreast, cleaned, pressed, bargain, \$20; beautiful Clown Suits, big flash, new, \$10; Oriental Costumes, Wigs, Orchestra Coats, \$5; ten Velvet Curtains, each \$40. Wallace, 2453 N. Halsted, Chicago.

GENUINE DERRIES, \$2; OSTRICH PLUMES, Rhinestones, Wigs, Top Hats, Clown Suits, Strip and Girl Show Wardrobes. Free list. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 130 S. Halsted, Chicago, Ill. fe24

For Sale Secondhand Goods

FOR SALE OR TRADE—PORTABLE SKATING Rink, complete equipment included. Total asking price \$2,700. Leslie Furuseth, R. R. #2, Dubuque, Iowa.

40X100 PORTABLE RINK COMPLETE. PAID out from April to October, 1957. Widow, no help to take out. Box 247, Van Horn, Tex.

For Sale—Secondhand Show Property

ADULT TRAIN, \$400; JENNY, \$350; 8 Fiberglass Army Tanks, \$300; 12 Arcade Machines, \$100. Danner, 3025 Blake, San Bernardino, Calif.

COMPLETE 24 GAUGE RAILROAD, \$3,900. American Flyer, manufactured by National Amusement Co. of Dayton, Ohio. Five coaches, seats 40 adults. Engine just overhauled, includes about 1,500 feet of track with ties, spikes, turn around switches, etc. See it in operation every Sunday or phone Jim Royals, Mgr., Audubon Zoo Railroad, New Orleans, La. Twin Brook 9-0508. fe24

COMPLETE ILLUSION PLANS—BURNED Alive. Lensless Fishbowl, Box Saw, Coffin Blade Box, 10 Side Show Stunts, \$2 each. Free Plan Catalog. Brill, Box 675, Peoria, Illinois.

EIGHT 241 REMINGTON SPEED MASTERS S.A., used 30 days. 3428 West 4th St., Apt. A, Fort Worth, Tex.

5 KIDDEE PARK RIDES AND CONCESSION Equipment, Write: Louis Kuman, Estes Park, Colo. fe10

FOR SALE—SUPER HOLLOW-PLANE WITH 28 ft. Semi Trailer, good condition, prices right. Ernie Allen, P. O. Box 23, Terre Haute, Ind. fe10

FOR SALE—Kiddieland SIX RIDES, Drive-In Stand and Picnic Tables. Near Ohio's largest State Park. Kiddy Korner Kiddieland, 1201 E. Third, Port Clinton, Ohio. fe17

HELP WANTED

Regular Classified Ads

Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4. Cash with copy.

Forms Close Wednesday for the Following Week's Issue.

TALENT AT LIBERTY

Advertisements

5¢ a word Minimum \$1

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Wednesday for the Following Week's Issue.

FOR SALE—PRACTICALLY NEW 18 FT. King Shooting Gallery; cost \$1,300 now F.O.B. Will consider any proposition. Not mobile. Write: Box 492, Elizabethtown, Ky. fe10

FOR SALE—SMITH & SMITH CHAIR-plane, 24 seats, adults, children, like new. Uchla, 126 Hamilton Ave., Stamford, Conn. fe10

FOR SALE—12 CAR MANGELS WHIP WITH electric motor. Must sell, reasonable. Write or phone. Larry Geisler, 2950 Fairview, Apt. 8A, Detroit 14, Mich. VA 3-1853.

LIGHT TOWERS, SEARCHLIGHT, KID Rides. Want wet boats, small coaster, Dodgem Building and cars. F. Shafter, Washington, Ind.

SEVENTY-FOOT TOP, TWO THIRTIES, one forty. Middle steel, sidepoles five foot; factory made. Iron stakes, mds wall 20x20. Marquee good for two seasons. Bala rings main falls stored near Chicago, 4899. A. Leonard, Tall, Fla.

10 MARE PONIES, BROKE TO RIDE, ALL \$750. This is a real bargain, don't wait. Truck available for delivering. No time for letter writing, phone day or night 8017, P. L. Cobb, Amite, La.

3 ARCADE FRONTS, ARCADE MACHINES, Parts, Supplies. Trade for Carnival Equipment or Van Semi. Long, 301 Southwest 3rd, Richmond, Ind.

TENT FOR SALE—UMBRELLA-TYPE, 50x150, blue top, red sidewalls. Dramatic end. New condition, bargain at \$2,500. Storyland, Neptune, N. J.

TRAINS—ALL SIZES, GAUGES, TYPES, new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 138 Winthrop, Rehoboth, Mass. fe10

Help Wanted

GIRL ORGANISTS—MUST HAVE OWN equipment. Several local locations now available. National Orchestra Service, 1811 City National Bank Bldg., Omaha, Neb. fe3

I'LL SEND YOU FREE STOCKING SAMPLE. Newest advancement in hosiery since discovery of nylon. Patented full-length, stays up without supporters, amazingly comfortable. Nationally advertised price \$1.99. Make money fast introducing to friends at \$1 pair. American Mills, Dept. 845, Indianapolis, Ind. mh34

Magical Apparatus

ELECTRONIC HYPNOTIZER, \$29.50; KIT, \$19.50. Portable Tape Recorders, \$27.50, minimum 3 doz.; 500 Towels, \$29.50, sample \$1. World Export, Box 229, India, Calif.

NEW 155-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spoons, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-Minute transcribed Radiophone for mentalists. Brochure, prices on request. Catalog 30¢. Nelson Enterprises, 338 South High, Columbus, Ohio. fe24

Miscellaneous

COIN PURSE—GUARANTEED TO PLEASE the men, your pals will want one, too. \$1 postage prepaid. Jhal Enterprises, Dept. B, Olania, S. C.

NEW TYPE BATH SPONGE USES SOAP scraps. Great for the complexion; lather forms instantly; comes in blue, yellow, orange and green. Money refunded if not satisfied. Send \$1 cash, check or money order to: Consumer Imports, 389 34th St., Metuchen, N. J.

WANT RINK TO LEASE, HAVE SMALL deposit, or job as Manager-Pro of rink. Man and Wife Team, fully experienced, Box C-270, c/o The Billboard, Cincinnati 22, Ohio.

M. P. Films & Accessories

16MM FILM BOUGHT, SOLD AND EXCHANGED at \$3. Free list. Bryant Supply Co., Emporia, Va. np

18MM SOUND FILMS AND PROJECTORS for sale. Bargains, write for list. H. J. Mango, 426 Halsted St., E. Orange, N. J.

Musical Instruments, Accessories

NEW AIR CALLIOPE FROM \$600 UP, also Trailers for the same. We now build Steam Calliopes. Conall Organ Co., Danville, Ill.

Personals

CLOWNS, JUGGLERS, MAGICIANS—3 card tricks free; next 3 issues worth only magic newspaper, 25¢. Magnet, Box 2127-B, Birmingham 1, Ala.

CLASSIFIED SECTION

CLUB ACTIVITIES

SHRINE CIRCUS CLOWN WHO TALKED with government employees, Jan. 26, 1957, Chicago, Illinois, about German movies...

Photo Supplies and Developing

PHOTO BROTHERS, CAMERAS, P.P. PAPER, Developers, Fixers, everything for direct positive photography. Write for our new prices. PDQ Camera Co., 1545 W. Corvus, Chicago 22, Ill.

Printing

ALWAYS FASTEST SERVICE—QUALITY. Double pasters! 14x22 Window Cards, 38 Envelopes, 17x24 size, \$12.50 hundred. Telephone Press, Dept. 158, East Park, Ind. mh24

MIDWAY SPECIAL—500 BUSINESS CARDS, 500 4 1/2x11 Letters, 200 6 1/2x9 Envelopes, 50 Postpaid, Printing by Ace, Box 262, Lombard, N. J. fe10

5000 BUSINESS CARDS, \$2.50; 500 CARDS, \$1. Lowest prices with finest quality. Shipping postpaid. Master Print Service, P. O. Box 298, So. Norwalk, Conn. fe10

QUALITY PRINTING. Reasonably Priced. 500-1000 Letters, bond (8 1/2x11) \$4.78 \$7.85 Envelopes, white wavy (6 1/2x9) \$4.25 \$7.75 Envelopes, business size #10 \$5.00 \$8.50 Business Cards \$2.00 \$3.00

TAYLOR-PRINTER. 6180 Forty-Third Ave., Hyattsville, Maryland

QUALITY PRINTING, REASONABLE. Service satisfied customers. Business Printing Forms, Booklets. Send copy for estimate. Mercury Press, Box 598, Marenco, Iowa. fe10

Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Biggest spot cash commissions, every business a prospect. Low prices for high quality. Repeat. Start with experience; men women, full, part time, buy nothing, sales kit furnished. Match Corp., Dept. D-176, Chicago 32, Ill. fe24

ANYONE CAN SELL FAMOUS HOOVER. Uniforms for beauty shops, waitresses, nurses, dentists, others. All popular miracle failures—written, proven, enthusiastic sales, top results. Big Cash income now, real future. Equipment free. Hoover, Dept. B-105, New York 13, N. Y. sp

EARN 40% PROFIT OFFERING BRAND-new ready-cut Baby Shoe Kits to individuals or stores. Tremendous seller full or part time. Sample 25c. Literature free. Rediker's, Loganville 104, Wis. chnp

GOLD MINE OF 800 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 728, 207 North Michigan, Chicago 1, Illinois. ch-2428

FITCHMEN, DEMONSTRATORS, MAKE big commissions. Fast sales with improved Automatic Needle Threaders. Free details. Savemore, 218-D W. Jackson, Chicago 6, Ill. ch-1610

2500 FIRST WEEK OR MONEY BACK—AD Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 36, chnp

Tattooing Supplies

A-1 TATTOOING MACHINES—WORLD'S finest best outfit, complete with free instructions. All supplies. Free catalogue. Oscar Jensen, 120 West 830 St., Los Angeles 2, California. mh10

Wanted To Buy

BROADWAYS, \$150 CASH, AND OTHER late Bells or Unfiled Binges. Write: Box C-268, c/o The Billboard, Cincinnati 22, O. fe12

WANTED—COMPLETE SET OF SPECIALS, and inside for Unborn Show, also other Curiosities. Joe Katz, 1544 St. Adolphe St., Montreal, Can. fe3

WANTED—PORTABLE GRANDSTANDS, seating stage, ice disk freezing plant—150 tons and Zamboni ice machine, amplifier system. Must be in good condition. A. Carlson, Island Garden, West Hempstead, N. Y. Ivanhoe 3-7603. fe3

WANTED—BJ 3 OR WILL CONSIDER another gasoline powered Major Ride. Delbert Sharp, Nicollet, Minn.

WANTED TO BUY—POPCORN SNOWCONE Trailer, low to ground, also Roll Air Calliope, Rose City Riders, 235 N. Park Ave., Cape Girardeau, Mo.

WANTED TO BUY—TRAINED DOGS, THE younger the better. Send full details. Box A-159, Billboard, 1220 N. Genov, Hollywood 28, Calif. sp

Talent At Liberty

Circuses and Carnivals

HAL GRIFFIN—MAGIC CLOWN WORK, comedies, walk-around, etc. General singing. Permanent address: 1814 Shennadoah Ave., St. Louis 4, Mo.

HUSKY DOG ACT, THICK PONY, 4 PONY drill; dog, pony, monkey combination. Telephone P.M. Justice 1-3871. Outstanding Act. E. L. McCall, Route 8, Mexico, Missouri. fe24

3 ACTS, NEW SIDE SHOW ACTS IN AND outside. Display. Write: Earl Dean, 818 W. Atherton Rd., Flint, Mich.

Miscellaneous

COBBIN AND HIS CALLIOPE, A FUNNY clown with the world's greatest music. A must for carnivals, parades, all promotions and special shows. 318 E. South St., Barnesville, Ohio.

FEMALE IMPERSONATION ACT—OPEN for night club booking, expensive wardrobe (thimba and exotic routines. Can arrange music with small orchestra. Equity, S. L. Burgess Jr., 1462 Oak Hill Ave., Highland, Mo. fe10

RYTHMIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Diehl, Route 2, Staunton Va. fe2 28

MAN—MATURE, SOBER, SEEKS 10 IN 1 Mgr. to frame flashy sensational act. Box C-268, c/o The Billboard, Cincinnati 22, Ohio. fe10

Musicians

A-1 ORGANIST FOR LOUNGE, BINK, hotel restaurant, radio, T.V. Address: Organist, 801 W. 180th St., #45, New York 22, New York. fe17

ALL AROUND PIANIST, SEMI-NAME experience, good accompanist, wants location. Write: Musician, 276 Mayflower St., Spring Hill, Ala. fe3

BASS MAN, VOCALIST AVAILABLE. Otto Woolsey, Avon Hotel, 106, Atlanta, Georgia.

C-W FOUR PIECE COMBO AVAILABLE after Feb. 1. Very versatile, with two vocals. Radio, stage, TV and recording experience. Will accept casual or location. Reply: Box C-273, c/o The Billboard, Cincinnati 22, Ohio.

DRUMMER—ADAPTABLE TO ANY STYLE. desires location with combo. Age 28, neat, dependable, single, travel anywhere. Double vocals. Write or wire: John Bonino, c/o General Delivery, Hot Springs, Ark. fe10

DRUMMER—EXPERIENCED, GOOD BEAT, not show, neat appearance, good habits, union, will travel, prefer South. Bob England, 1209 Wisteria Ave., Warrington, Fla.

4 TO 8 PIECE COLORED BAND, SINGS, plays Rock & Roll and Jazz. Orchestra Leader, 5127 La Salle, Chicago, Ill. Normal 7-4151. sp7

GIRL TENOR SAX, CLARINET FOR COMMERCIAL GROUP. Prefer location. Musician, 1031 W. Manchester, Inglewood, Calif. Lot 43. Orchard 7-5924. fe3

GIRL PIANIST—ATTRACTIVE, GOOD wardrobe, large repertoire. Appropriate for lounge or hotel. 622 Mill St., Lake Charles, La. fe3

SPANISH GUITARIST DESIRES LOCATION in organized Western Band. Play two and four beat. Double vocals. Excellent references. All replies considered. Write, wire or call: Dick Dinay, 403 West 12th St., Waterloo, Iowa. Phone: Ad 4-4533. fe3

STRING BASS DESIRES LOCATION in organized combo after Jan. 15. Play two and four beat, concert, Latin, Dixie, shows, double vocals. Excellent references, car. All replies considered. Write, wire or call Musician, 520 Pine, Waterloo, Iowa. Phone: Ad 4-4583. fe3

THE MUSICAL WOODS, COMEDY MUSICAL act. Norman Wood, pianist, accompanist, arranger, union. Fifteen years' experience. Madeline Wood, singer, parodies all music. Was Madeline "The Singing WAC" in Army Special Services. Travel as musical act or with unit. Conventions, fairs, lodges, also Agents, please answer. Available March. Norman Wood, General Delivery, Great Bend, Kan. fe3

3 GIRLS—TRUMPET, ALTO-TENOR SAX. Piano. Experienced, dance work or combo. Available May, 1958. Charline Bambar, 1212 Elm St., Fairbury, Neb. sp

TRUMPET—AVAILABLE IMMEDIATELY. All styles, shows. Buck Buckles, 418 W. Third, Garnett, Kans.

TRUMPET MAN, PLAY SECTION AND some lead. Prefer commercial band. Will travel. John Fannolly, Atlantic, Iowa. Phone 1269.

Parks and Fairs

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude J. Shafer, 1641 S. Denison, Indianapolis 21, Ind. fe3

"CRASH" BROWN, KING OF THE WORLD'S stunts. Dynamite Tower Act, Atomic Death Chair, Flaming Coffin Blast, Original Capt. Dynamite, smashing, crashing automobiles with all the glass, no braces, leaps automobile off 36 ft. ramp in leap of death his jump, motorcycle mania, motorcycle ramp to ramp fire jump; Satan's Escape. One act or full show for any occasion. Acts as new as tomorrow, alive with death. If you want acts or a show that is not cut and dried, but definitely death defying, entirely new and different, contact: "Crash" Brown, Thrill-O-Rama, Westmoreland, Tenn. fe3

EUROPEAN MINDREADER AT LIBERTY from April. Completely one-man. Best crowd puller. Sensational features. Blindfold car drive, newspaper headline prediction. Traveling and distance no object. Clubs or carnivals. Brochure, etc. Grant, 178 Sedgemount Dr., Scarborough, Ontario, Canada.

HIGH DIVING EXTRAORDINARY, FEATURED by Fox Movietone and the New York press. Presented here and abroad. Results impressive. Large, colored illustrated posters available. Capt. Mac Productions, 416 Lauffer Place, Warren, Ohio N. E. Phone 45337. mh3

Greater Ohio Showmen's Association

COLUMBUS — The first trustee meeting of 1958 was called to order by Vice-President William Search due to the illness of President F. C. Cook.

Trustees present were Mrs. E. W. Hutchinson, Mrs. F. C. Cook, Eugene MacDonald and Richard J. Griley. Members present were Mrs. Lois MacDonald, N. H. Cohen, Basil Berry and Art Fulk.

CLUB ACTIVITIES

Pacific Coast Showmen's Association

LOS ANGELES—A drive to help the cancer study at the City of Hope in nearby Duarte was started by the Pacific Coast Showmen's Association and its Ladies' Auxiliary at the PCSA's meeting here when a sizable sum was raised on the floor and more was pledged.

Peggy Steinberg and Ruth Davis of the Auxiliary appeared at the meeting conducted by Jimmy Lantz, president, and asked that the men's body co-operate with the Auxiliary in installing a plaque at the hospital. Altho this matter will be discussed by the PCSA board of governors, Moe Levine and Joe Steinberg launched an immediate campaign. The box for donations to the cancer fund in memory of Harry Lewis was passed among the members.

Sam Dolman, a second vice-president of Show Folks of America and who had been absent for several weeks, was invited to the rostrum. He joined Arthur Andersen, Joe (Red) Dauer, and Matt Herman, PCSA vice-presidents, and H. D. (Bob) Matthews, secretary.

Lee Smith introduced a visitor, Billy Pitzer; Charles Goss presented O. W. Thornton, and Toney Martone, Raymond Clayton, a past president of the Heart of America Showmen's Association.

Four new members, Otta Elwood Geoffrey, John Guadagno, Joseph Greash and Lewis Floyd Lamb, were accepted.

Matthews, reporting for the welfare committee, said Jack Beams was confined to a hospital in Indio, Tom Condon had returned to the Veterans Hospital in Sawtelle and that Cal Lipps had suffered a mild relapse. According to Matthews, M. M. Buckley is doing well in Phoenix. The death of George Whitney, San Francisco amusement park operator, was announced.

Dick Searce of the ways and means committee announced that the club will again have a give-away program during the year. Dauer donated the door prize for the night.

Herman was appointed to represent the club at the Greater Tampa Showmen's Association banquet and ball.

Dolman thanked the members and a host of others who had sent cards and visited him during his recent illness. He was named co-chairman of the Hi-Jinks on Feb. 10 to serve with Searce, the chairman. Al (Red) Cohen urged the members do more visiting.

Matthews was named to the cemetery board succeeding Joe Di Sauti, who resigned.

Arizona Showmen's Association

PHOENIX, Ariz. — President Harry Lucas was in the chair at the Monday (20) meeting assisted by Lloyd Wilson and M. R. Freeman.

Earl Salter reported that proofs on the new bylaws would be available soon. Sam Steffin was appointed chairman of the February 3 president's party. He will be assisted by Ruby Freeman and Delores Gordon.

Treasurer Don Hanna was instructed to purchase \$3,000 in government bonds. Clubrooms are being redecorated under the supervision of Delores Gordon and Ruby Freeman, and new furniture will be purchased.

Lloyd Wilson donated \$100 to the cemetery fund. Sick list included Harry Gordon, in a Mesa rest home, and John Stone, confined to his Apache Junction home. Pot of gold went to Jim White. Lunch was served by Rose Morrow.

Midwest Showmen's Association

MINNEAPOLIS — The recent semi-monthly meeting drew the largest turnout of members on record. President William T. Collins was in the chair assisted by Frank Winkley and Charles Carroll, vice-presidents.

Eleven new membership applications were read and posted. It was announced that Ralph Wilkerson, of Kansas City, Mo., had been awarded the trip for two to Florida. President Collins presented Preston Lambert with a gold watch for his efforts as chairman of the banquet and ball. Vice-President Winkley presented Collins with an inscribed gavel for his efforts as president during the club's first year.

Next meeting is scheduled for January 30.

National Showmen's Association

Ladies' Auxiliary

Margaret McKee, ways and means chairman, and her committee plan a February 19 valentine party. Anita Goldie is in charge of birthday cards and is doing a fine job. President Mildred Peterson reported.

The husband of Stella Wilmer died January 10 after an illness of 10 weeks. Max Wilmer was an organizer of the Grand Street Boys' Club and former partner of Sigmund Romberg. One of his proteges was Maurice Schwartz, who delivered the eulogy. Wilmer was responsible for building several of the Jewish theaters on Second Avenue. His name will be inscribed on the bronze memorial plaque.

Greater Tampa Showmen's Association

Ladies' Auxiliary

President Vera Cox chaired the January 15 meeting. Also on the dias were Olive Sprague, first vice-president; Mary Wenzel, second vice-president; Egle Seillmayr, third vice-president; Elsie Owens, treasurer, and Grace Fillingham, secretary.

The Flower Queen contest held Saturday night (18) saw retiring queen Nora Reinhardt crown the new queen, Gloria Lauther. Contest runners-up were Evie Belwe, Billie Hauck and Nina Groscurth.

The testimonial dinner in honor of outgoing President Vera Cox was held at Bartke's Restaurant and Lounge. Myrtle Jeter was in charge of food, Clover Garden Club of decorations, Neva Warbritton of tickets. Bertie Perrot was emcee. The board of governors presented the president with a gift and she in turn distributed gifts to her board members and committee heads.

Sergeant at Arms Florence Rubin reported 82 members present.

Hot Springs Showmen's Association

Ladies' Auxiliary

Kay Rocco, third vice-president, called the regular meeting to order in the absence of President June Reynolds. Christine Mayberry and Lillie Head attended their first meeting of the season.

The January 15 bake sale was successful. Frank Clancy, Little Rock dealer, has donated a 16-foot trailer to be given away at a future party.

The ninth annual club birthday party, chairmanned by Elsie Powell, was a big success. Josephine Haywood and Carolyn McJunkin were reported ill. Alice Hennes left for Houston.

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD. 1. Type or print your copy in this space: 2. Check the heading under which you want your ad placed: 3. Indicate below the type of ad you wish: The Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Please insert the above ad in _____ issue.

Cent Nut Vending Feels Hard Bite of Spiraling Inflation

Bulk Op Can't Blame Pinch On Nut Costs

By FRANK SHIRAS

CHICAGO — The struggle to maintain a profitable penny nut vending operation cannot be directly blamed upon the price of nuts. The inflationary spiral of the general economy during the past eight years is primarily responsible for the present difficulty in securing a fair profit from penny nut machines. The present economic recession of the general economy is too recent to appreciably affect eight years of inflationary forces that have worked upon penny nut vending.

During the past eight years the average price of Virginia No. 1 peanuts has actually come slightly down, while the price of Spanish No. 1 peanuts has gone up only eight per cent. (See chart, this section.)

Increasing costs of vending machines during the same period of time have, of course, contributed to the difficulty in maintaining a profit, but the effects are not nearly as decisive as the drop in the purchasing power of the dollar.

(Continued on page 81)

F.O.B. PRICES OF VIRGINIA, SPANISH NUTS

Prices of nuts quoted below are not operator prices. However, the statistics are the best gauge of national nut prices because, being free on board quotations, there is no local variation. National price increases and decreases were passed on to operators with standard freight, processing and mark-up charges added.

	Virginia Peanuts No. 1	Spanish Peanuts No. 1
1939	\$ 5.94 per lb.	\$ 5.41 per lb.
1949	18.12 "	17.00 "
1950	19.49 "	17.32 "
1951	18.75 "	17.97 "
1952	20.88 "	21.15 "
1953	19.53 "	19.64 "
1954	21.06 "	20.43 "
1955	25.32 "	26.80 "
1956	23.38 "	18.60 "
1957	18.60 "	18.70 "

Prices are official United States government figures. Virginia No. 1 prices are f.o.b. shipping points Virginia-North Carolina Section, compiled from records of Production and Marketing Administration. Spanish No. 1 prices are f.o.b. shipping points Southeast Section, compiled from Peanut Market News.

80% of Penny Units Pulled By Canteen

CHICAGO — Automatic Canteen Company of America has removed 80 per cent of its penny nut machines from its 150 outlets throughout the United States because of prohibitive overhead and union labor costs.

John Fedel, of the Market Research Division of the firm, said that the price of nuts and machines did not enter into the decision, which was made in 1954. It was then concluded that the profit

(Continued on page 93)

B & O Sales Buys Large Pitt. Route

PITTSBURGH — One of the largest route purchases in bulk-vending history was made recently when B & O Sales, Pittsburgh, bought out Confection Specialties Company, of the same city. Altho he declined to state specific numbers, Bernard Wanetick, co-partner with Sidney Shapiro in B & O Sales, said that the purchase involved over 3,000 bulk venders, which were integrated into B & O's existing route of over 4,000 machines.

A chief motive for the purchase, said Wanetick, was the fact that both routes covered the same territory—an area falling in a 250-mile radius of Pittsburgh. He declined to name the purchasing price of Confection Specialties.

The integrated route is made up almost entirely of ball gum and charm venders, located in every type of spot available, and serviced by eight employees using panel trucks. None of the business is conducted by mail order, said Wanetick, and either single or

(Continued on page 98)

IRS' RATES ON DEPRECIATION AFFECT VENDING

WASHINGTON — The Internal Revenue Service has set up depreciation rates for vending machines, amusement games and juke boxes, pending approval of Treasury officials.

Suggested rates will be incorporated in IRS' Bulletin F, which the Service announced last March was to be studied and revised in co-operation with those in the industry.

Vending machines are to be included despite objection from the National Automatic Merchandising Association, which argued that depreciation should be worked out on local level.

Revised Bulletin F is ready for study by Treasury officials, said IRS, and if approved will become the new depreciation guide. Tho not binding, rates are generally consulted by tax officials in the field. (See story, Music Machines.)

(Continued on page 93)

PROFILE OF THE WEEK

Wanted to Be Independent

Paul Crisman had always wanted to be an independent businessman. He didn't actively dislike the 10 years he spent working for an employer—The Chicago Daily News, where he was in the circulation department—but was a lot happier when able to buy a hardware store in Chicago 24 years ago. One of his business neighbors was Tom King, who at that time was operating extensively while building up a distributorship of bulk-vending products. They got to know one another quite well, and eventually King persuaded Crisman to enter the then Burel and King Company as a partner.

Paul Crisman



That was in 1936. Two years later the partners moved to their present quarters and renamed the firm King & Company, the title it bears today. The esteem in which Crisman was held by the bulk vending industry kept pace with the expansion of King & Company. This year he is co-chairman of National Vendors' Association and the two years previous he served as chairman. He is also on the board of directors of the recently formed National Vending Machine Distributors, Inc.

Born 1905 in Decatur, Ill., Crisman attended McKinley and Austin High Schools in Chicago. He played basketball all four years and captained the McKinley team in his sophomore year, while in his senior year he was captain of the Austin team. Altho moderate in height, basketball in those days was built around tight, patterned ball handling, in which teamwork and speed were a player's greatest assets. After graduation he attended Iowa State University for a year, soon learning that his natural preference was to make his own way in the business world.

As far back as grade school a girl named Mabel Egarter had caught his eye. He dated her steadily all thru high school and married her in 1930, when he was 25. For years they have spent several weeks of each winter at Sarasota, Fla., where Crisman candidly says they go simply to rest. They take leisurely walks, sit and sun on the beach, and often see a movie at night—about the only time of the year when they do enjoy the cinema. Suburban Elmhurst, where they live, is so far removed from Chicago that the Crismans prefer to enjoy most of their free time within the community.

Crisman has been an active member of the Elmhurst Elk Lodge for 20 years. He served alternately as treasurer and

(Continued on page 97)

News in Brief

Mass. Court Refuses to Free Union Funds...

Massachusetts Supreme Court has refused sanction of legal action that would have freed attached bank accounts of Boston Central Labor Union and two of its officers. Bank accounts were attached by Automatic Merchandising Corporation of Medford (Billboard, Jan. 13) which charged intimidation of its employees and "a master plan of coercion" by a Teamster Local. As result of ruling, hearing of charges levelled against union by AMC will go forward in Superior Court.

Miscellaneous News From Around the Country...

Hord-Lynnwood Company, St. Louis, appointed Bert Mills Corporation national distributor of firm's bulk milk and milk shake venders... Metropolitan Bottling Company, Inc., announced election of Phil Rubenstein as executive vice-president, and Charles de Charleroy as vice-president... William S. Lawson appointed assistant merchandising manager of Nestlé Company, Inc.... Caterers,

Inc., headed by Claiborne H. Darden, formed in Greensboro, N. C. ... Arthur A. Frooman forms own institutional food sales firm, Arthur A. Frooman and Associates, Inc., Chicago.

Canteen Conducts Classes On Vender Repairs...

Automatic Canteen conducting classes thru March at Chicago headquarters on basic principles of electricity and refrigeration, the diagnosis and correction of refrigeration and electrical troubles. In charge of instruction is George H. Roby, National Operating Manager of Canteen's Mechanical Division. Classes are on a weekly basis.

Armed Forces Approves Three Inspection Agencies...

In response to request from Vend Magazine, Armed Forces has named several agencies qualified to certify that venders comply with provisions of Public Health Code. Specified agencies are: National Sanitation Foundation Testing Laboratory, Inc., Ann Arbor, Mich.; Indiana University Foundation, Research Division, Bloomington, Ind., and Michigan State University, Department of Microbiology, East Lansing, Mich. Listing is not exclusive, reports Armed Forces.

Cole Intros Six-Selection Soup Vending Machine...

Six-selection dry ingredient soup vender, the Soup-Spa, has been introduced by Cole Products Corporation. Housed in standard Cole cup drink and coffee-soup cabinet, vender has 800-cup capacity, six-gallon heater, and two mixing bowls. Price is \$775.50, while standard model is \$747. Changer \$35 extra.

49% of Women Drink Their Coffee Black: Rudd Test...

Experiment by Rudd-Melikian, Inc. at NAMA convention shows that almost as many women as men prefer their coffee black.

(Continued on page 93)

Leaf Promotes Mason, Leary

CHICAGO—Leaf Brands, Inc. announced last week (30) that Jane Mason has been promoted to assistant sales manager of the bulk-vending division, and that Leo F. Leary has been named eastern district manager of the same division.

Sam Shankman, executive vice-president of Leaf Brands, stated that the appointments will facilitate service to operators and distributors as well as promote closer contact.

He added that the bulk-vending division, headed by Rolfe M. Lobell, vice-president in charge of sales, has had extensive growth.

BULK BANTER

Write your likes and dislikes, news and views of bulk vending to the Bulk Banter editor, The Billboard, 188 West Randolph St., Chicago.

By FRANK SHIRAS

Everett Graff, Dallas, Tex., distrib, says that Eastern charm manufacturers should realize that the rest of the U.S.A. isn't necessarily snowbound during the winter. January, said Graff, is often the best month of the year in Southern cities such as Houston. It would be even better, he says, if there were more new charms available. On the question of who brought out the first poster-display cards that boost capsule sales, Graff says that in his area the man was Jack Beasley, of Houston, who, he says, thought up the idea independently.

Energetic Jack Nelson, Chicago distrib, will shortly be off to Wisconsin on a sales trip. . . . Paul Crisman, another Chicago distrib, will be going down to Florida this week with his wife for their annual vacation. . . . Bill Falk, NYC charm manufacturer, is off on his annual tour of customers throughout the United States. . . . Bob Raleigh moves up to Green Bay, Wis., to supervise the route he recently purchased. . . . Les Hardman, charm manufacturer in and out of Cuba, is back in the States on a

(Continued on page 98)

WVMOA to Push Fight for Fair Bulk Tax

LOS ANGELES — An adjustment in the per machine tax for bulk venders in the newly incorporated area of Norwalk and a reduction in privilege license in Santa Fe Springs will be sought by the Western Vending Machine Operators Association, Leo Weiner, president, said at the regular monthly meeting at the Unique Restaurant last week (28).

Norwalk has a per machine levy of \$1.50 a year for penny machines, \$5 for nickel units and \$7.50 for those operated on a dime. Santa Fe Springs has an annual privilege license of \$35 for annual sales of \$2,500 and over.

The WVMOA tax representatives, which generally include Weiner, William Siegle and Dan Lally, treasurer, plan to appear before the five-man reviewing board in Norwalk. Santa Fe Springs' assessment, while considered discriminatory, is not expected to be a problem because of the smallness of the area.

Monterey

Weiner reported that Monterey Park had reduced its license from \$1.50 to \$1 for penny venders and \$3 to \$2 for nickel machines. The one-third reduction, he added, was due partly to the activities of the

(Continued on page 94)

SUCCESSFUL VENDING REQUIRES:

The availability of quality merchandise which most people buy at frequent intervals; inexpensive, trouble-free machines which can be economically and quickly serviced, and a fair margin of profit.

Northwestern®

Venders

are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the



**NORTHWESTERN
5c
PACKAGE
GUM
VENDER**

For full information on our complete line of profit-making venders write to—

THE NORTHWESTERN CORP.

2321 Armstrong St. Morris, Ill.

MANDELL GUARANTEED USED MACHINES

N.W. Model 45, 1/2 or 3/4	\$14.50
N.W. DeLux 1/2 & 3/4 Comb.	12.00
N.W. Model 225, 1/2 Reg. Com.	7.95
Model 225, 1/2 Reg. Com.	4.50
Silver King 1/2 S.G. or M.D.	8.00
AGT Gums	30.00
Acorn, 1/2 or 3/4	7.50

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	\$.85
Pistachio Nuts, Jumbo Queen	.69
Pistachio Nuts, Large Tulip	.64
Pistachio Nuts, Vendor's Mix	.57
Pistachio Nuts, Shell	.43
Cashew Whole	.44
Cashew Butts	.35
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 320 ct.	.30
Rainbow Peanuts	.33
Boston Baked Beans	.22
Jelly Beans	.32
Licorice Gems	.38
Leaflets, 150 ct.	.40
N & M, 550 ct.	.50
Hershey-ets	.47

Rain-Bio Gum, 40 ct.	\$.38
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.43
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 12 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

THERE ARE BIG PROFITS IN

GUM

GET YOUR SHARE WITH

Northwestern

PACKAGE GUM VENDOR

This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Viewing" display top attracts sales.

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
445 W. 30th St., New York 18, N. Y.
LDigree 4-6467

Inflation Hits Penny Vending

Continued from page 80

Between 1950 and the end of 1956 the purchasing power of the dollar (compared to a 1939 base of 100 cents) dropped from 57.8 cents to 51.1 cents, according to Treasury Department figures. This represents a decrease of 12 per cent in goods and services a dollar could buy at the end of the 7-year interval. (The index for 1957 is not yet available, but would undoubtedly show more inflation.)

The decisive effect upon profits which inflation has caused is seen in major-equipment firms throughout the United States, many of which are rapidly dropping penny nut venders. (See article on Automatic Canteen.) They do not cite increases in nut or machine prices as a major cause. Again and again inflationary overhead and union labor costs, reflected in the decrease in purchasing power of the dollar, are stated as the

primary factors. The cost of hiring union labor to clean up the small nut venders has become too prohibitive, and major-equipment firms are substituting packaged nuts at a nickel.

Illusory Situation

It is true, but illusory, to say that the bulk operator has minimal overhead in dollars and cents. It is quite true that, working out of his home, in the family car, he doesn't have to contend with overhead in the same way that other businesses do. Overhead in the form of increases in the price of gasoline goes up, of course, but more important, the bulk operator measures higher overhead simply in harder work and longer hours required to turn in the same profit.

The fact that the operator's selling price of nuts to the public is not raised in order to keep pace with inflation is the crucial factor in penny nut vending.

Therefore, to gain a complete picture of what has happened to the business, it is necessary to go back to a base year. Pre-war and post-war inflation 1939 is generally used. The f.o.b. price of Spanish peanuts was 5.41 cents per pound in that year, and by 1949 it had soared to 17 cents per pound, which represents a whopping increase of 215 per cent. That means that an operator paid \$3.15 in 1949 for Spanish No. 1 peanuts that he paid \$1 for 10 years previously. (Virginia peanuts have a similar history.)

Quantity Cut

As everyone knows, operators kept cutting down on the quantity of nuts vended at a cent in order to keep abreast of price increases. Fortunately, after 1949 a good deal of the pressure was taken off. Had nut prices continued to rapidly increase, operators might well have been driven out of business, for there is a limit to the number of peanuts the public will accept for a penny—not so much because a penny means much any more, but because it would be hard to interest even a pidgeon if you go too far. After 1949, operators continued to cut down on the quantities of nuts vended, because of continued inflation. In the opinion of many distributors and operators the limit has been reached.

In different parts of the U. S. the situation varies for many reasons. In California peanuts are exempt from taxation, in the Deep South distributors are closer to f.o.b. shipping points, in Michigan nuts tend to be favored if only because ball-gum mixed with charms is banned by the anti-gambling law—rather than make any attempt to hack thru all the innumerable variables, it is best to take a single city and get a picture of penny nut vending. In Chicago, Spanish peanuts sell for 27 cents per pound and Virginia peanuts for 32. The count on the former is 1,700 per pound (varies between 1,400-1,800, depending upon the year) and 800 per pound on the latter, according to Newsom Brokerage Company, Chicago.

Chicago Pattern

Paul Crisman, King & Company, estimates that operators in the Chicago area vend as few as 6 and as many as 12 Virginia No. 1 peanuts per penny, as few as 8 and as many as 20 Spanish No. 1 peanuts. (No. 1 is the commonest type used in bulk vending.) Both quantities are extremes, he says. Operators on the elevated platforms, etc. can get away with 6 and 8 nuts, respectively, because of the high volume, one-purchase characteristic of the market. On the other hand, he says that vending 12 and 20 nuts, respectively, verges on the borderline of profits and is practiced only under exceptional circumstances.

In this instance, then, averages

(Continued on page 89)

7 KEENEY VENDERS

Bring 7-Way Profits!

- New Keeney "22" Riviera Electric Cigarette Vender
- Coffee • Soup
- Coffee/Chocolate Sr.
- Coffee/Chocolate Jr.
- 4-Way Cold Drinks
- 4-Way Auto-Maid Milks and Fruit Juices

Write for Full Details, Prices and Easy-Payment Terms

J. H. KEENEY & CO., Inc.

2600 W. 50th St., Chicago 32, Ill.

Ball and VENDING GUMS

Direct LOW Factory Prices

BUBBLE • CHICLE • CHLOROPHYLL and TAB

Bubble Ball Gum, 150-170 & 210 ct.	32¢ lb.
Chicle Ball Gum, 150 ct.	35¢ lb.
Chloro-Vend Ball Gum, 150 ct.	40¢ lb.
Chloro-Vend Chicks, 320 ct.	40¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	37¢ lb.
Tab (short sticks), 100 ct.	38¢ box
8-Stick Gum, 100 packs	\$7.90

F.O.B. Factory 150 lb. Lots

AMERICAN CHEWING PRODUCTS

34 YEARS OF MANUFACTURING EXPERIENCE

4th & Mt. Pleasant • Newark 4, N. J.

SLEEPY MACHINES ARE WAKING UP DURING COLD WINTER MONTHS by using our MUTTNICK!



It's a timely gimmick that will give your machines some real action. This cute little dog sits on a platform, looking sadly through the crystal dome, actually begging for the customers to feed the machine so he can be taken out. Vends one at a time in all machines. Assorted colors.

THANK YOU, Operators and Distributors, for your telegrams, letters and phone calls praising our MuttNick! Your re-orders of this hottest item of the year are being shipped daily as fast as MuttNick can fill! Keep those machines hot!

\$7.50 per 500 Pieces

Labels available at your distributor or:

Paul A. PRICE Co., Inc.

150 Grand St., N.Y. 13, N.Y. COntact 7-3118

Vacuum Plated
KING SIZE MIX

Includes all our largest charms such as Boot, Top Hat, Boxing Gloves, Light Bulb, Cigarette Lighter, Heart, etc.
Lots of 1,000.....\$6.25 M
Lots of 5,000..... 5.50 M

NORTHWESTERN SALES & SERVICE CO.
446 W. 36th St. New York 18, N. Y.

VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDER

\$13.25 ea. \$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 South-eastern Distributor.

H. B. HUTCHINSON, JR.
1784 N. Decatur Road N.E.
Atlanta 7, Ga.
Phone: DRake 7-4300

5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00
DOWN
BALANCE \$10.00 PER MONTH

WATLING MFG. CO.
4630 W. Fulton St., Chicago 44, Ill.
Est. 1869
Telephone: COlumbus 1-2772
Cable Address: WATLINGITE, Chicago

WE HAVE

OAK'S "PREMIERE"

STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, Calif.

the new **OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

oak

oak's famous ACORN all purpose vendor

The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!

oak
MANUFACTURING CO., INC.
11411 Knightsbridge Ave. Culver City, Calif.

contact your DISTRIBUTOR

Pacific Coast Distributor
OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles
East & Midwest Gen. Sales Mgr.
M. L. ABELSON Phone AT 1-6478 2033 Fifth Ave. Pittsburgh

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



**VENDORAMA®
SUPER MART®**

Now Features
**25c Capsule Vending
Gives You Greater
Profits**

Be first in your territory with this tested and proven outstanding Money-Maker.

SUPER MART ONLY \$24.95 ea. Packed and Sold 2 Machines Per Carton. Filled "V-1" Capsules With Very High Grade Mdse. for 25c Vending . . . Only \$12.00 Per 100 . . . Packed and Sold 200 Per Carton. Each Vendor Holds 200 Capsules. TAKES IN \$50.00 ORDER NOW!



See Your Victor Distributor
VICTOR VENDING CORP.
3701-13 W. Grand Ave., Chicago 29, Ill.
Mfrs. of Famous Line of TOPPER Vendors

VACUUM PLATED SKULL RING

WITH STONE EYES
Lots of 1,000 \$15.00 M
Lots of 5,000 15.00 M

WITHOUT STONE EYES
Lots of 1,000 \$13.00 M
Lots of 5,000 11.00 M

STANDARD SPECIALTY CO.
1028 44th Street
Oakland, Calif.

INSIST ON

STAR BRITE BALL GUM

Save Money!

9 COLORS FLAVORS

PACKED IN SEALED WEATHER-PROTECTED BAGS
210-170-140 BALL GUM

Also Cramer's "KING"
7/8" SIZE SOLID BALL

Ask your distributor to stock Cramer's "Star-Brite" for you!
Beats All Others "ALL HOLLOW"

CRAMER GUM CO. INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

Bulk Vending Down, Cig Up In Memphis

MEMPHIS — Cigarette vending is on the increase and bulk vending on the decrease here, judging from the number of operator applications at the City License and Privilege Department. An operator is required to procure an annual license for each vending machine he has on location.

The relatively low license fee on cigarette machines is credited for much of the growth. Taxes are: City, \$3.25, County, \$3.50, State, \$3.50, and no federal tax. On the other hand, licensing regulations are believed the reason for the slump in bulk vending. The tax itself is not prohibitive, but operators find its complexity discouraging to deal with. (The Billboard, January 6.) License applications for penny machines show a greater decline than others.

Most of the licenses procured are for cigarette venders, said Craig. The business has more than quadrupled in Memphis in the years since the end of the last war. Possible fine for not having the licenses on machines is a maximum of \$50 and a minimum of \$1. However, Craig's office rarely prosecutes. Seldom do they ever pick up a machine, either, altho the law allows this for non-payment of license fees. Craig and his inspectors usually work out arrangements with operators if they are short of cash when license time comes.

Wis. Blind Bulk Op Assn. Sets Meet

RACINE, Wis. — Northwest Venders Association, trade group composed entirely of blind bulk venders in the Wisconsin area have

set April 6 as the date for their next meeting to be held in this city. Host for the gathering will be Herb Davies, veteran sightless operator who headquarters here. Henry Wenzel, Hartford, Wis., is president of the association.

JOBBER WANTED

With qualified sales organization to handle LOW-PRICED LINE OF CIGARETTE VENDORS 3 SIZES. None finer quality—none lower in cost! We also manufacture venders for candy, cookies, pens, stamps, perfumes.

OUR 26th YEAR!

SHIPMAN MFG. CO.
LOS ANGELES 23, CALIF.



STOP-&-GO SIGNAL LANTERNS



\$15.00 per thousand
Gold vacuum-plated frame. Globe in Crystal, Red and Green Iridescent colors.

FREE ADVERTISING LABELS

at your distributor or . . .
Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

WANTED #118 MILLS TAB GUM VENDOR

State Quantity, Price and Condition
Will Trade or Sell

Standard Metal Types	\$225.00
Space Ranger	200.00
Super Jet	200.00
Pinto Pony Ride	200.00
Pony Express	125.00
Space Ships	100.00
Cross, Williams	150.00
Goales	65.00
Auto Ride	200.00
Challenger Pistols	39.95
Drive-In Movie	250.00
See-Saw	125.00
Spartan Rifle	110.00
Star Rifle	75.00
Merry-Go-Round Lane	300.00

Operating Order — Parts Complete.
Terms: 25% deposit with order, balance C.O.D.

CAROUSEL INDUSTRIES, INC.

2445 W. Lawrence
All Phones: Uptown 8-1369
Chicago 25, Illinois

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER, 8-COLUMN CANDY, 160 capacity, prewar model	\$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model	80.00
STONER 8-COLUMN CANDY, 160 cap., postwar changemaker	175.00
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
EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c	125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
308 Furman St., Brooklyn, N. Y.
TRiangle 5-1857

MARBLES

The season will soon be here! Order now before the rush.

AGATE-GLASS ASSORTED COLORS

Barrel of 30,000, size 9/16	\$45.00
Barrel of 40,000, size 3/8	35.00
Key of 21,000, size 9/16	21.00
Key of 17,000, size 3/8	19.00

Shipments made at once F.O.B. factory. Freight or truck.

FULL CASH WITH ORDER.

5% discount on marble orders received in February.

STAMP FOLDERS (PLAIN WHITE FOLDERS)

10,000 \$7.00
EXPRESS COLLECT

ROY TORR
Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

GIVE TO DAMON RUNYON
CANCER FUND

BERNARD K. BITTERMAN
Victor Vending
Sales and Service

Put Muttnick with Sputnik and profits go Upnick. Order today.

TIME PAYMENT PLAN
WRITE FOR FREE 40-PAGE CATALOG TODAY

4709 E. 27 Kansas City 27, Mo.

COIN MACHINE MARKET PLACE

CLASSIFIED ADVERTISING

Is now located in the new CLASSIFIED SECTION.

See Index on Page 1.

Perfectly Reconditioned
8-Col. Rows
Kings & Regulars

CIGARETTE VENDING MACHINES

to sell at 25c or 30c only

\$85.00

to sell at BOTH 25c and 30c

\$95.00

Many Makes, Models and Sizes

Write, wire or phone
Telephone: 20592

T. O. THOMAS CO.

1573 JEFFERSON
PADUCAH, KENTUCKY
Vending Machines Since 1917

SIMNICKS CHARMS CHARMS SIMNICKS

Vacuum Plated **SKELETON MUMMY**

GLOWS in the DARK

\$10.00 PER 1,000
5,000 LOTS & UP

SAMUEL EPPY & CO., INC. 91-15 144th Place
Jamaica 35 L.I. N.Y.

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 nupkin 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 such 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 years. Write today for proof and free information and demonstration.

F. E. ERICKSON CO., INC.
P. O. BOX 3666
N. SACRAMENTO, CALIFORNIA

5 SURE WAYS TO PERK UP LAZY MACHINES 5

★ TEXAS SPUR Action ★ HORSE'S WHOSIT Just for
★ FOUNTAIN PEN ★ BABY BOTTLE Laughs!
★ CRAZY PIN Color Plated

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

NEW! ATLAS MASTER MACHINE

CAN BE FINANCED!

"World's Largest Selection of Miniature Charms"

NATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES
PENNY KING COMPANY
2538 MISSION ST. PITTSBURGH 3, PA.

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of January 27, 1958)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model C-40	\$ 95.00	\$ 95.00	\$ 95.00
Model D-80 (51) 40 sel., 78 RPM	225.00	95.00	225.00
Model E-40 (53) 40 sel., 78 RPM	275.00	225.00	225.00
Model E-80 (53) 80 sel., 45 RPM	350.00	325.00	325.00
Model E-120 (53) 120 sel., 45 RPM	425.00	150.00	350.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	595.00	120.00	525.00
ROCK-OLA			
120 Comet	\$435.00	\$435.00	\$435.00
1428 (48) 20 sel., 78 RPM	75.00	30.00	75.00
1432 (50-51) 50 sel., 78 RPM	95.00	95.00	95.00
1432 Rocket	100.00	95.00	100.00
1434 (50-51) 50 sel., 78 RPM	150.00	95.00	139.00
1434 Fireball	139.00	139.00	139.00
1434 Rocket	145.00	139.00	139.00
1436 A-153) 120 sel., 45 RPM	229.00	229.00	229.00
1438 (54) 120 sel., 45 RPM	395.00	389.00	395.00
1442 (54) 50 sel., 45 RPM	395.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM	445.00	445.00	445.00
SEEBURG			
HM-100-Hideaway (9/49) 78 RPM	\$189.00	\$189.00	\$189.00
M-100-A (9/49) 100 sel., 45 RPM	275.00	69.00	189.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	300.00	385.00
M-100-C (5/52) 100 sel., 45 RPM	525.00	65.00	475.00
HF-100-G (9/53) 100 sel., 45 RPM	595.00	575.00	575.00
HF-100-R	675.00	650.00	665.00
100-W (9/53)	575.00	550.00	550.00
WURLITZER			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	50.00	50.00	50.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	95.00	89.00	89.00
1250 (50) 48 sel., 45 or 78 RPM	115.00	54.00	99.00
1400 (51) 48 sel., 45 or 78 RPM	175.00	149.00	155.00
1450 (51) 48 sel., 45 or 78 RPM	175.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix	495.00	149.00	179.00
1550-A (53) 104 sel., 45-78 RPM Mix	225.00	175.00	175.00
1600 (53) 48 sel., 45 or 78 RPM	239.00	239.00	239.99
1600-A (54) 48 sel., 45 or 78 RPM	275.00	239.00	239.00
1650 (53) 48 sel., 45 RPM	325.00	239.00	275.00
1650A (54) 48 sel., 45 RPM	325.00	239.00	325.00
1700 (54) 104 sel., 45 RPM	625.00	445.00	495.00
1800 (2/55) (W)	825.00	65.00	595.00

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)	\$ 55.00	\$ 55.00	\$ 55.00
Beach Beauty (1/55)	195.00	175.00	175.00
Beach Club (2/53)	75.00	45.00	65.00
Beauty (1/52)	65.00	55.00	60.00
Big Time (1/55)	245.00	95.00	125.00
Bright Lights (5/51)	55.00	45.00	45.00
Bright Spot (1/51)	65.00	45.00	45.00
Broadway (12/55)	270.00	175.00	210.00
Coney Island (9/52)	55.00	45.00	45.00
Dude Ranch (9/51)	75.00	45.00	55.00
Frolic (10/52)	75.00	65.00	65.00
Gayety (3/55)	85.00	55.00	75.00
Gaytime (6/55)	135.00	65.00	120.00
Hi-Fi (6/54)	75.00	55.00	60.00
Ice Frolics (1/54)	65.00	45.00	65.00

	High	Low	Mean Avg.
Miami Beach (9/55)	\$145.00	\$120.00	\$125.00
Nite Club (3/56)	425.00	205.00	245.00
Palm Beach (7/52)	85.00	40.00	40.00
Palm Springs (11/52)	65.00	55.00	60.00
Spot Lite (1/52)	65.00	45.00	45.00
Surf Club (3/54)	65.00	40.00	60.00
Variety (9/54)	95.00	65.00	75.00
Yacht Club (6/53)	55.00	30.00	30.00
CHICAGO COIN			
Basket Ball Champ (10/49)	\$195.00	\$125.00	\$195.00
Tahiti (10/49)	75.00	75.00	75.00
EVANS			
Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00
GENCO			
Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00
GOTTLIEB			
Arabian Knights (11/53)	\$125.00	\$ 95.00	\$100.00
Auto Race (9/56)	270.00	235.00	235.00
Basketball (10/49)	200.00	200.00	200.00
Chinatown (10/52)	65.00	35.00	50.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	235.00	215.00	225.00
College Daze (8/49)	135.00	135.00	135.00
Coronation (11/52)	35.00	35.00	35.00
Crossroads (5/52)	65.00	65.00	65.00
Cyclone (4/51)	25.00	25.00	25.00
Daisy Mae (7/54)	145.00	125.00	125.00
Derby Day (4/56)	195.00	145.00	195.00
Diamond Lill (12/54)	125.00	110.00	125.00
Dragonette (6/54)	175.00	115.00	135.00
Duette (3/55)	195.00	150.00	175.00
Flying High (2/53)	45.00	45.00	45.00
Four Belles (10/54)	125.00	125.00	125.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	165.00	115.00	165.00
Gold Star (8/54)	140.00	125.00	140.00
Grand Slam (4/53)	50.00	35.00	50.00
Green Pastures (1/54)	100.00	75.00	75.00
Guys & Dolls (5/53)	80.00	45.00	80.00
Gypsy Queen (2/55)	175.00	125.00	150.00
Happy Days (7/52)	65.00	65.00	65.00
Harbor Lites (2/56)	195.00	175.00	175.00
Hawaiian Beauty (5/54)	125.00	120.00	125.00
Hit 'n' Run (3/52)	65.00	65.00	65.00
Jockey Club (4/54)	130.00	85.00	110.00
Jubilee (5/55)	275.00	275.00	275.00
Jumbo (10/54)	235.00	235.00	235.00
Marathon (10/55)	245.00	215.00	225.00
Lady Luck (9/54)	150.00	105.00	145.00
Lovely Lucy (2/54)	110.00	60.00	110.00
Marble Queen (6/53)	85.00	55.00	55.00
Mystic Marvel (3/54)	255.00	95.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	100.00	60.00	100.00
Poker Face (8/53)	85.00	60.00	75.00
Quartette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	60.00	60.00	60.00
Quinette (3/53)	75.00	65.00	75.00
Rose Bowl (10/51)	50.00	50.00	50.00
Score-Board (3/56)	275.00	185.00	195.00
Sea-Belles (8/56)	295.00	275.00	285.00
Shindig (9/53)	110.00	60.00	100.00
Skill Pool (8/52)	70.00	30.00	65.00
Sluggin' Champ (4/55)	180.00	165.00	180.00
Sluggin' Champ Deluxe (4/55)	180.00	180.00	180.00
Southern Belle (6/55)	170.00	145.00	170.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	150.00	120.00	150.00
Sweet Add-A-Line (7/55)	155.00	135.00	135.00
Tournament (8/55)	225.00	210.00	225.00
Twin Bill (1/55)	150.00	145.00	150.00
Wishing Well (9/55)	165.00	115.00	145.00
UNITED			
ABC (2/52)	\$545.00	\$545.00	\$545.00
Caravan (1/56)	165.00	50.00	135.00
Circus (8/52)	35.00	25.00	25.00
Havana (2/54)	80.00	80.00	80.00
Hawaii (6/54)	120.00	120.00	120.00
Manhattan (4/55)	75.00	55.00	60.00
Nevada (8/54)	55.00	55.00	55.00
Pixie (9/55)	95.00	70.00	70.00
Rio (11/53)	55.00	25.00	25.00
Singapore (10/54)	65.00	65.00	65.00
Stardust (4/56)	225.00	125.00	150.00
Starlet (11/55)	225.00	50.00	125.00
Triple Play (8/55)	85.00	65.00	75.00
Tropicana (1/55)	75.00	75.00	75.00
Tropics (7/55)	145.00	55.00	55.00
WILLIAMS			
Army & Navy (10/55)	\$ 35.00	\$ 35.00	\$ 35.00

	High	Low	Mean Avg.
Big Ben (9/54)	\$125.00	\$ 55.00	\$ 85.00
C. O. D. (9/53)	75.00	75.00	75.00
Colors (11/54)	95.00	95.00	95.00
Dealer '21' (2/54)	55.00	35.00	55.00
Deluxe Baseball	195.00	49.00	125.00
Disk Jockey (1/52)	40.00	40.00	40.00
Eight Ball (1/52)	35.00	35.00	35.00
Fairway (6/53)	40.00	40.00	40.00
Grand Champion (8/53)	80.00	35.00	80.00
Gun Club (11/53)	40.00	40.00	40.00
Hayburner (6/51)	75.00	50.00	75.00
Hong Kong (10/52)	55.00	50.00	50.00
Jalopy (8/51)	55.00	55.00	55.00
King of Swat	225.00	215.00	225.00
Lazy (2/54)	35.00	35.00	35.00
Lu Lu (12/54)	135.00	55.00	135.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (1/54)	50.00	50.00	50.00
Peter Pan (4/55)	150.00	95.00	135.00
Quarterback (10/49)	195.00	195.00	195.00
Race the Clock (1/55)	200.00	150.00	190.00
Rainbow 5 Ball (11/48)	265.00	245.00	255.00
Regatta (10/55)	135.00	110.00	125.00
Screamo (4/54)	75.00	75.00	75.00
Silver Skates (2/53)	50.00	50.00	50.00
Sky Way (9/54)	65.00	60.00	65.00
Spark Plug (10/51)	30.00	30.00	30.00
Spitfire (2/55)	110.00	75.00	110.00
Star Pool (10/54)	110.00	75.00	75.00
Struggle Buggie (12/53)	55.00	45.00	45.00
Slugfest (3/52)	45.00	45.00	45.00
Twenty Grand (12/52)	50.00	50.00	50.00
Times Square (4/53)	70.00	35.00	55.00
Thunderbird (5/54)	125.00	115.00	115.00
Three Deuces (8/55)	180.00	145.00	180.00
Super World Series (4/51)	180.00	145.00	180.00
Wonderland (5/55)	130.00	110.00	125.00

SHUFFLE GAMES

	High	Low	Mean Avg.
Ace Bowler (CC) (9/50)	\$295.00	\$ 95.00	\$195.00
Advance Bowler (CC) (5/53)	95.00	95.00	95.00
American Bank (American Shuffleboard) (5/52)	250.00	225.00	225.00
Arrow (CC)	375.00	250.00	315.00
Banner (U) (8/54)	325.00	155.00	240.00
Bikini (K) (6/54)	195.00	125.00	150.00
Bonus Bowler (K) (3/54)	190.00	75.00	125.00
Bonus Score Bowler (CC) (4/55)	395.00	275.00	345.00
Bowletta (G) (7/50)	40.00	40.00	40.00
Broadway Alley (U)	225.00	225.00	225.00
Capital Deluxe Shuffle Games	435.00		

Continued from page 83

	High	Low	Mean Avg.
League Bowler Deluxe (U) (4/54)	\$195.00	\$100.00	\$145.00
Lightning (U) (2/55)	155.00	150.00	155.00
Lightning Deluxe (U) (2/55)	295.00	275.00	275.00
Magic (B) (12/54)	155.00	155.00	155.00
Mars (U) (1/55)	295.00	225.00	275.00
Mars Deluxe (U)	395.00	185.00	245.00
Match Bowl-A-Ball (CC) (8/52)	70.00	45.00	45.00
Match Pool (Co) (2/54)	99.50	75.00	80.00
Mercury (U) (12/54)	175.00	150.00	165.00
Mystic Bowler (B) (12/54)	355.00	325.00	355.00
Mercury Deluxe 11th Frame (U)	295.00	235.00	245.00
Name Bowler (CC) (1/54)	50.00	50.00	50.00
Official (U) (5/52)	85.00	60.00	75.00
Olympic (U) (8/54)	135.00	70.00	75.00
Original	95.00	50.00	70.00
Pacemaker (K) (9/53)	149.50	50.00	85.00
Palisade (K)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54)	255.00	125.00	125.00
Rocket (B) (8/54)	95.00	95.00	95.00
Royal (U) (8/54)	190.00	75.00	110.00
Score-A-Line (CC) (9/55)	225.00	225.00	225.00
Shuffle Alley Deluxe 6 Player (U) (10/51)	85.00	30.00	60.00
Shuffle Alley 6 Player (K)	85.00	45.00	55.00
Shuffle Alley 10 Player (K)	95.00	50.00	60.00
Shuffle Alley 11th Frame	335.00	150.00	195.00
Shuffle Alley Deluxe 11th Frame (U)	325.00	175.00	255.00
Shuffle Pool (Co) (11/53)	99.50	39.50	85.00
Six Player (CC)	50.00	45.00	45.00
Six Player Deluxe (K)	65.00	40.00	45.00
Six Player Deluxe (U)	65.00	40.00	45.00
Six Player 10th Frame (U)	75.00	55.00	70.00
Speedlane Bowler (K)	275.00	275.00	275.00
Speedy (U) (8/54)	135.00	135.00	135.00
Star, 5 Player (U) (7/52)	95.00	34.50	45.00
Star, 10th Frame (U) (9/52)	110.00	29.50	60.00
Starlite (CC) (5/54)	295.00	145.00	196.00
Super Bonus Deluxe (U)	425.00	345.00	275.00
Super Frame (CC) (5/54)	295.00	95.00	165.00
Super Match Bowler (CC) (10/52)	75.00	50.00	55.00
Super Six (U) (3/52)	100.00	29.50	75.00
Targette (U)	100.00	100.00	100.00
Targette Deluxe (U) (8/54)	320.00	95.00	195.00
Team Bowler (U) (1/54)	295.00	100.00	165.00
Team Bowler (K) (10/52)	75.00	49.50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC)	95.00	40.00	60.00
Thunderbolt (CC)	395.00	265.00	295.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC3)	175.00	175.00	175.00
Venus Deluxe (U) (3/55)	350.00	225.00	275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Venus Bowler	385.00	225.00	325.00

ARCADE EQUIPMENT

Codes: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ex—Excess; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; M—Mutoscope; R—Rovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Wabing.

	High	Low	Mean Avg.
AA Gun (K) ('48)	\$ 99.50	\$ 99.50	\$ 99.50
ABT Challenger (5/46)	30.00	25.00	25.00
Advance Shockers	22.50	22.50	22.50
Air Football	225.00	195.00	225.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) ('48)	125.00	125.00	125.00
All Star Baseball (W)	195.00	100.00	175.00
Anti Aircraft	99.50	99.50	99.50
Atomic Bombers (M)	125.00	100.00	125.00
Auto Photo (AP)	1995.00	1995.00	1995.00
Balloonamat Capitol P (1/55)	295.00	295.00	295.00
Baseball (Sc)	79.50	79.50	79.50
Baseball, 2 Player (G)	175.00	125.00	145.00
Basketball (G)	195.00	195.00	195.00
Basketball (CC)	195.00	125.00	125.00
Basketball Champ (CC)	195.00	195.00	195.00
Bat-a-Score (Ev) (8/48)	150.00	95.00	125.00
Bat-a-Score, Sr. (Ev) (8/48)	145.00	145.00	145.00
Bert Lane Merry-Go-Round	275.00	275.00	275.00
Big Broncho (1/51)	345.00	325.00	325.00
Big Inning (B) (47)	125.00	125.00	125.00
Big League Baseball (3/51) (W)	145.00	145.00	145.00
Big League Baseball (W) (2/54)	145.00	145.00	145.00
Big Top (G) (6/54)	250.00	250.00	250.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55)	210.00	210.00	210.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vendor (Ex)	50.00	45.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54)	175.00	135.00	150.00
Champion Baseball (G)	215.00	175.00	185.00
Champion Hockey ('46)	100.00	100.00	100.00
Coon Gun (S)	85.00	85.00	85.00
Coon Hunt (S) (2/54)	155.00	95.00	150.00
Dale Gun (Ex)	65.00	50.00	65.00
Defender (B) ('40)	150.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	195.00	95.00	135.00
Dryemobile (M) (7/54)	195.00	150.00	150.00
500-Shooting Gallery (Ex) (3/55)	175.00	85.00	110.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	350.00	95.00	95.00
Football (M)	275.00	275.00	275.00
Goatee (CC) (1/46)	95.00	95.00	95.00
Gun Patrol (Ex) (5/51)	150.00	62.00	95.00
Gypsy Fortune Teller	10.00	10.00	10.00
Harvard Metal Typer	125.00	125.00	125.00
Heavy Hitter (B)	65.00	50.00	65.00
Hi-Ball (Ex) (2/48)	95.00	75.00	75.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	200.00	175.00	195.00
Jet (B)	110.00	110.00	110.00
Jet Fighter (W) (10/54)	225.00	100.00	150.00
Jet Gun (Ex) (12/51)	75.00	75.00	75.00
Jumping Jack (G) (11/52)	85.00	35.00	75.00
Jungle Gun (U) (7/54)	325.00	325.00	325.00
Kicker & Catchers	52.50	52.50	52.50
K O Fighter	395.00	345.00	350.00
Lite League (W) (254)	95.00	75.00	75.00
Lord's Prayer (M) (656)	390.00	390.00	390.00

	High	Low	Mean Avg.
Lovometer (Ex)	\$ 25.00	\$ 25.00	\$ 25.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Mercury Counter Gripper	25.00	25.00	25.00
Midget Moxies (CC)	145.00	75.00	125.00
Midget Skee-ball (CC)	125.00	125.00	125.00
Mill Scales	65.00	35.00	50.00
Panoram (Mills)	395.00	325.00	395.00
Perinant Baseball (W)	95.00	95.00	95.00
Periscope (CC)	100.00	95.00	95.00
Photomatic (M) (1/50)	395.00	245.00	350.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (1/49)	75.00	75.00	75.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	195.00	125.00	195.00
Polar Hunt (W)	395.00	325.00	345.00
Pop Up	20.00	20.00	20.00
Quarterbacks (G) (9/55)	195.00	145.00	195.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	175.00	150.00	165.00
Round the World Trainer (CC) (10/53)	375.00	325.00	325.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	365.00	224.00	313.00
Set Shot Basketball (Munves) (6/52)	295.00	225.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	195.00	65.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	195.00	99.00	150.00
Silver Bullets (Ex) (11/49)	125.00	75.00	125.00
Silver Gloves (M)	195.00	125.00	175.00
Six Shooter (Ex)	75.00	75.00	75.00
S K Grip Vue	30.00	20.00	20.00
Sky Fighter (M) (9/53)	125.00	125.00	125.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	195.00	175.00	185.00
Smiley (Pioneer) (8/46)	525.00	495.00	495.00
Space Gun (Ex)	125.00	85.00	95.00
Space Ranger (Decol)	295.00	224.50	295.00
Space Ship	275.00	125.00	135.00
Speed Boat (B) (7/53)	325.00	275.00	325.00
Sportland (Ex) (11/51)	140.00	140.00	140.00
Sportsman (K) (11/54)	185.00	140.00	175.00
Standard Metal Typer F S	275.00	275.00	275.00
Star Series (W) (4/49)	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54)	120.00	100.00	120.00
Steeple Chase	395.00	395.00	395.00
Strike-a-Lite (ABT)	195.00	195.00	195.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	125.00	125.00	125.00
Super Jet (CC) (4/53)	175.00	175.00	175.00
Super Jet (CC) (8/53)	295.00	295.00	295.00
Super Pennant (W)	175.00	145.00	175.00
Super Slugger (U) (7/55)	395.00	295.00	350.00
Telequiz (1/40) (T)	65.00	65.00	65.00
Ten Strike (E) (46)	85.00	75.00	85.00
3-D Theater (M) (12/53)	150.00	150.00	150.00
Three-of-a-Kind	20.00	18.00	18.00
Three Way Gripper (Co)	25.00	25.00	25.00
Treasure Cove (Ex) (6/53)	225.00	225.00	225.00
Trigger Horse (E) (7/53)	395.00	395.00	395.00
Undersea Raider (2/46)	125.00	125.00	125.00
Voice-O-Graph (M) (4/46)	395.00	295.00	325.00
Wild West (G) (2/55)	65.00	65.00	65.00
Wizard 5c	20.00	19.50	19.50
Wizzard Whiz	25.00	18.00	20.00
World Series (W) (1/51)	50.00	50.00	50.00
Zingo (1/51) (U)	65.00	65.00	65.00

VENDING MACHINES - Parts, Supplies: Ball Gum, all sizes; 1/2 Tab Gum, 5c Package Gum, Spantix Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panopod Candies; 1 Hershey's, 320 or 330 ct.; Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. KING & CO., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

GIVE TO DAMON RUNYON CANCER FUND

FTC False Ad Charge Denied By Cig Distrib

WASHINGTON — Modern Sales and Supply Company, Minneapolis, denied (Jan. 21) Federal Trade Commission charges of misrepresenting earnings to be made from operating the cigarette vending machines it has sold. Modern declared it no longer

promotes or sells vending machines but simply services those sold prior to last November. Firm denies any illegality in its previous sales or advertising of the machines.

The FTC complaint, issued in November, charges among other things that purchasers of the machines had been misled by newspaper, radio and TV advertising into believing that profits to be made from the machines would be greater than they are, and that their investment would be secured. (The Billboard, November 25.)

The firm and its president specifically deny having represented that their advertisements offered employment, that from \$200 to \$250 a month is assured to those who invest \$800 to \$1,500 in their products, or that earnings from the vending machines are guaranteed. They also deny having told purchasers that any route established for the machines would produce any "assured income." Firm concedes that it does not refund the purchase price of machines, but says it often has repurchased machines and, in several instances, has resold machines on behalf of a purchaser.

Modern further denies the FTC charge that cigarette manufacturers will not pay the purchaser of its vending machines a specified amount as a bonus or promotional fee for advertising its particular brand of cigarettes.

WANT TO BUY Vending Machines

- Bulk Vendors
- Candy Machines
- Ball Gum Machines
- Counter Games
- Stamp Machines
- Capsule Machines
- Sanitary Vendors
- You Name It, We Want It!

Send Your List and Lowest Prices Wanted
RAKE COIN MACHINE EXCHANGE
609 Spring Garden St., Philadelphia 23, Penna., Lombard 3-2676

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES
Candy, Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for
 1 year \$5 3 years at \$10.
 (Foreign rate, one year, \$5)

Name.....
 Address.....
 City..... Zone..... State.....
 Occupation.....

FACTORY RECONDITIONED and GUARANTEED by MILLS AUTOMATIC MERCHANDISE CO.

Don't be misled. Buy rebuilt, as only a Mills mechanic can rebuild them... using original factory parts.

MILLS Famous 107 TAB GUM VENDOR

Only \$15.00 F.O.B. Factory

We carry a complete stock of bulk merchandise charms, ball gum, parts, labels, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices. American Chicle Candy Coated or Tab type gum. Also Beach-Nut, Peppermint or Spearmint 3-C tab gum. 45¢ a box of 100 ct.

Order Today—Prompt Deliveries.

J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900



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

Propose \$25 Juke, Game Tax in Kansas

TOPEKA, Kan.—A bill to place a \$25 license tax on juke boxes and amusement games was introduced in the Kansas Legislature last week by Senators F. O. Doty, Pittsburg, and Wade Ferguson, Parsons, both Democrats.

The bill provides that if the annual tax is not paid on all such machines they could be condemned and sold and "hereby declared a common nuisance."

Ops See New Wurlitzer at Consolidated

MEMPHIS — Consolidated Amusement Company, distributors of the Wurlitzer line of phonographs in the Mid-South territory, showed the new 1958 models to several dozen Memphis and Mid-South operators last week (26).

The showing was in a private dining room at Bill & Jim's Restaurant, 1835 Madison, where the Memphis Music Association meets monthly.

Refreshments were served, including hors d'oeuvres, turkey, cheese, ham and drinks.

Operators and others in the industry attending from Memphis included:

Operators

Gordon Rhinehart, Ace Music Co.; William Newell, Plastic Products Co.; Mr. and Mrs. Jake Kahn, his daughter and grandson, Tri-State Amusement Co.; Mr. and Mrs. Tommy Webster, Canale Amusement Co.; E. T. Luckett and family, Service Amusement Co.; Jimmy Rutledge, Ace Amusement Co.; J. E. Burre, service manager of Southern Amusement Co.; Howard Gillson, Service Amusement Co.; John McDonald, Plastic Products Co.; Mr. and Mrs. Charles McDowell, route manager of Southern Amusement Co.; Edwin Bodenheimer, Shelby Amusement Co.; Mr. and Mrs. Charles Marshall, formerly operators in Memphis; M. E. Talarico, Pete Knoener and John B. Simpson, all of K & T Amusement Co.; Jack M. Barlow, Service Amusement Co.; Memphis: Coy Mullinax, Plastic Products Co.; Johnny Novarene, Poplar Tunes Record Shop.

Mid-South

Attending from the Mid-South territory were these: Mr. and Mrs. William Marshall, of Pope, Miss.; P. H. Sneed and Al Cooper, of Sneed & Hearsh Amusement Co., Clarksville, Miss.; Earl McDaniel, McDaniel Amusement Co., Jackson, Tenn.; Mrs. R. L. Blain and party, Paragould Music Co., Paragould, Ark.; Mr. and Mrs. Nathaniel Wheelers, Service Amusement Co., Jonesboro, Ark.; Mr. and Mrs. Robert Adams, Service Amusement Co., Jonesboro, Ark.; Mr. and Mrs. C. E. Tolliver, Lepanto Amusement Co., Lepanto, Ark.; Eugene Bullard, BJ Amusement Co., Maywood, Miss.; Robert Smith and party, Smith Amusement Co., Dyersburg, Tenn.; Mr. and Mrs. E. V. Womack, Womack Amusement Co., Jonesboro, Ark.

Rock-Ola Preps New Model '200'

CHICAGO—A new 200-selection phonograph was expected to be introduced by Rock-Ola Man-

Seeburg Holds Distrib Meet

CHICAGO—A nationwide distributor meeting was held by J. P. Seeburg here last week.

Seeburg officials would not disclose the nature or purpose of the meeting. Ordinarily such meetings are held by the factory to acquaint distributors with plans for introduction of a new model phonograph.

Wurlitzer Sales Down 15% in 3d Qtr.

CHICAGO—Sales of the Wurlitzer Company for the third quarter (October, November and December) in 1957 were \$9,040,993, down 15 per cent from \$10,633,204 in the corresponding period last year.

Net earnings were \$176,997 or 21 cents per share of common stock compared to \$212,549 or 25 cents per share for the same period last year.

Sales for the first nine months of 1957 were \$24,617,572, down 9 per cent from \$27,098,014 last year. Net earnings for the same period were \$373,050 or 53 cents per share on the firm's 860,525 shares, compared with \$432,210 or 52 cents on 836,225 shares for the same period during 1956.

At a meeting of the board of directors held January 22, a dividend of 10 cents a share was declared, payable March 1, 1958. According to R. C. Roling, Wurlitzer president, third quarter operations in all divisions, with the exception of the firm's defense work, were not up to expectation. Wurlitzer's usual Christmas business did not materialize, reflecting what was felt to be a general depressed national economy.

Internal Revenue Drafts Coin Depreciation Rates

By DELORES NEWCOMB

WASHINGTON — Depreciation rates have been set up for juke boxes, amusement games and vending machines by Internal Revenue Service. In answer to a Billboard query last week (29), IRS spokesmen said that rates have definitely been established and are awaiting approval of Treasury officials.

Officials declined to divulge the scale of the rates. They would say only that IRS officials have "felt all along that the depreciation schedule should be as complete as possible." Previously, there were no definite rates on coin-operated equipment. There were only "suggested rates based on past experience."

Suggested Rates

Most juke box operators allow between three and five years depreciation on equipment. "Suggested rates" from IRS have been eight to 10 years. Discrepancies of this

MOA Names Capitol Hill Law Firm New Attorneys

Armour, Herrick, Kneipple & Allen Ops' Reps at Copyright Hearings

By MILDRED HALL

WASHINGTON — The new Music Operators of America legal counsel will be a team—Nicholas E. Allen and Merrill Armour. The two are members of the Washington law firm of Armour, Herrick, Kneipple and Allen, which will represent MOA at the forthcoming hearings on copyright legislation.

Both MOA president George Miller and vice-president Clinton Pierce stated the new counsels will work in harmony with the Automatic Phonograph Manufacturers' Association counsel here, Perry Patterson, member of the firm of Kirkland, Fleming, Green, Martin and Ellis. Also in the Kirkland firm is Hammond Chafetz, a star performer at previous juke hearings on Capitol Hill.

MOA president Miller says he expects the new attorneys for the operators will "give a good account of themselves at the coming hearings" on juke anti-exemption legislation to be held by Senator

O'Mahoney's Subcommittee on Patents, Trademarks and Copyright, Feb. 19, 20 and 21.

Soft-spoken Washington attorney Nicholas Allen told The Billboard (30), he prefers to let MOA officials do all the talking at this point, and had little to say except that the new team will put up a strong fight to maintain traditional juke box exemptions from royalty payments.

The new firm will represent MOA in all copyright matters "from this time forth," Miller says. The MOA president was laid up for two weeks in Washington with virus pneumonia, but did not let that stop him from an exhaustive search for legal representatives to replace the recent unfortunate loss of Chauncey Carter, who in turn had only this year succeeded Sidney Levine as MOA counsel.

No witness list is yet firm on the juke hearings, subcommittee spokesmen say. The hearings "Who's Who" could be lined up this week.

The O'Mahoney bill in its present form would end the 1909 copyright act exemption for performance royalty on mechanical music, where no admission is charged. The bill would excuse the location owner from any liability for the royalties.

Blumenfeld New Distrib For Rock-Ola

BALTIMORE—General Music Sales Company has been named distributor by Rock-Ola Manufacturing Corporation for Delaware, Maryland, District of Columbia, most of Virginia, and several counties of Pennsylvania and North Carolina.

General, headed by Irvin F. Blumenfeld, will carry a full Rock-Ola line, including a complete parts and service facility. Besides Blumenfeld, firm principals include George Goldman, secretary and Harry Hoffman, treasurer.

General, established over 20 years ago, also carries a full line of amusement machine equipment, and serves as distributor for Chicago Coin Machine Company, D. Gottlieb and Company, Irving Kay Company and Williams Manufacturing Company.

kind are burdensome, at the very least.

If the new rates are found to be fair to operators—as IRS hinted they would be—then the juke box industry will find it has one less problem.

In March of last year, IRS announced that it was undertaking a study of depreciation to include "types of property not previously included." The depreciation guide Bulletin F, issued by the service was to be studied and revised. IRS asked "interested parties" to work with them in establishing

rates. (The Billboard, March 9, 1957).

Vending

IRS spokesmen would not say whether they had received comment. (Continued on page 92)

Kansas Ops Fight \$25 Tax Proposal

EMPORIA, Kan.—Members of the Kansas Music Association, Inc., last week rallied against a proposed \$25 a year juke box and amusement game tax introduced in the Kansas Legislature by two Democratic senators (see separate story, this issue).

The operators held a special meeting here January 19, to map plans for means to combat the measure.

The group voted to immediately engage legal counsel and request a committee hearing with the Legislature to present the operators' side of the issue.

Change Name

Other business taken up at the meeting was changing the name of the Kansas Music Association to Kansas Independent Music Merchants, with members voting in the change.

New officers of the group are: A. L. Ptacek, Manhattan, president; Ivan Martin, Winfield, vice-president; and Harlan Wingrave, Emporia, secretary-treasurer.

Ptacek served as the first president of the State association five years ago and is now a board

Neb. Guild Hosts 3-Day Music Fete

New Model Jukes, Games Spark Exhibit; Contracts, P-R Key Business Sessions

OMAHA—Juke box operators, distributors and other members of the music industry from five Midwestern States poured into Omaha last week for the three-day music show sponsored by the Nebraska Music Guild, February 1-3, at the Castle Hotel.

The conclave was to be highlighted by two full days of business sessions, music, amusement and vending machine showings, along with two luncheons and the group's traditional grand banquet, Sunday (2) evening.

While details were not available at press time, at least one new model juke box was scheduled to be introduced, along with a number of new type amusement games and some new model cigarette venders.

New Juke

Rock-Ola Manufacturing Company was expected to introduce a new 200-selection phonograph

member of Music Operators of America.

Martin has served as president of the Kansas music association for the last two years and is also a member of MOA.

Wingrave is serving his fourth term as secretary-treasurer of the State association and is on the board of MOA.

for the first time at the conclave (see separate story). Details on the machine were not available.

Business sessions were scheduled for two days, Saturday (1) and Sunday (2), with Monday devoted to exhibits and a luncheon for all conventioners.

Saturday's sessions were to include a group discussion on percentages and location contracts along with a disk jockey-operator discussion on programming and public relations, ending with an evening cocktail hour and dinner.

Banquet

Sunday, the group was to discuss the subject: Exchange of Ideas on Business Improvement, Trade Associations and Benefits. The afternoon was to be devoted to general business meetings and group discussions, winding up the day with the traditional grand banquet and floorshow.

A partial list of exhibitors included: Central Music Distributing Company (Wurlitzer); H Z Vending & Sales Company (Rock-Ola); Atlas Music Company (Seeburg); United Manufacturing Company, Valley Sales Company, Eastern Electric Company, Lieberman One-Stop, Decca Records, One Stop Phonograph Records, Bally Manufacturing Company, and Arthur DuGrenier, Inc.

New 200-Play Juke Strategy in 1958

Some Mfrs. Offer Jumbo Models in Two Prices But They Still Need to Sell Idea and Know-How

• Continued from page 1

as it enters the rebuttal stage. This should help considerably all segments of the business in this fiercely competitive year.

But so far, the bulk of operators' negative reactions to 200s have not been based on initial price. As already stated, they have been based on their reports that the earning capacity is not superior (or very little) to smaller machines, and that costs in servicing and records are greater. Again, this fact seems to call for selling and merchandising tools to pass from manufacturer to distributor to operator to enable the latter to realize the fullest potential of the 200. Programming and display aids would fall into the category of merchandising help.

The apparent lack of such effective tools underscores a major weakness in the structure of the business which must be reckoned with in merchandising new types of equipment (such as the 200-play unit). That weakness is the basic resistance to change and experiment at the operator level, and the apparent difficulties experienced by most manufacturers and distributors at overcoming that resistance in trying to sell the new idea that is the reason for the equipment in the first place. That idea is to provide a virtual retail record store for all tastes and pocketbooks.

It is becoming increasingly clear that manufacturers can no longer afford merely to manufacture and ship equipment, but must sell better both the equipment and the idea for it.

Distributors must have the know-how to demonstrate the effectiveness of both the idea and the equipment in order to sell them at prices high enough to enable them to provide service rather than competition to the operator.

Operators should increase their income thru increasing customer plays by giving customers more and attracting new ones, rather than by concentrating solely on

decreasing costs of doing business or increasing the size of their operation by paying advance commissions or bonuses or thru any other unbusinesslike practices.

Another basic weakness in the industry appears to lie mainly in attitude. Too many operators are content to remain rut-bound, hemmed in on all sides by narrow thinking about the place, purpose and potential of selective music as a worthy, expanding field of entertainment with a ripe future.

And because of this, most distributors sell on the basis of price, personality, and, in some instances, use the threat of competitive clout. The first two are probably inevitable. But in any case the effectiveness of the equipment, and ways to use it (dual pricing, dime for singles and 15 cents for EPs, display material, sound programming, even sales pitches for operators to use on location owners to get better commission arrangements, etc.) for top money should also be explored fully.

Reports of operating companies representing all areas of the country, provide impressive evidence of the industry's selling and merchandising shortcomings at every level.

Typifying one group of operators, is one from a rural nickel-play area who raises formidable questions about the need for 200-selection equipment and then explains that he has never bought one and never intends to. It would seem reasonable that an operator should find out first-hand what a 200-play phonograph—or any other new piece of equipment—can do in order to pass judgment on it. A question which needs to be asked—and answered—is whether most distributors provide any evidence at all in trying to sell a juke box to such operators on the effectiveness of the equipment.

Another group of operators taking the negative position do operate 200s and have found them wanting. They report that they earn no more money than a machine with fewer selections (or very little more).

But the same operators explain that they buy no more records for the 200 than for other machines, that they program no more variety, that they make no attempt at attracting attention to programming selections offered thru the use of colorful album covers (because they don't program EPs) and that they leave many records on the machine indefinitely. In other words, they are not using a 200-play machine to get more plays

Associated Shows New Wurlitzer

LOS ANGELES — Approximately 200 juke box operators from five California counties and Southern Nevada turned out despite a downpour on the first of the two-day showings at which the new Wurlitzer models were unveiled by Associated Distributors, Inc., here, Sunday and Monday (26-27).

This was the first showing of the Wurlitzer line by this distributing firm, of which Lee Walker is president. Associated was recently named to represent the line in Los Angeles, Ventura, San Bernardino, Orange and Riverside counties and Southern Nevada.

Operators and their guests were entertained and dined at the event. Hostesses were Mrs. Lee Walker and Maxine Lagha. The visitors were hosted by Walker, Wayne Copeland and Don Zak. The latter recently joined the firm as sales manager. Gary Sinclair and Walter Petite, Western factory sales representative and service manager, respectively, flew here from San Francisco to attend the function.

and are disappointed because it does not produce more plays.

Unlike the first group, they have bought 200s, and in some instances, have been helped by them in ways having nothing to do with increasing plays (converting to dime play, getting a more profitable commission arrangement, etc.). But like the former group, they are not sold on them; they are not convinced that it could be worthwhile to try to increase plays thru programming and/or merchandising.

A third group of operators disclaiming the virtues of 200s argue that if a customer cannot find a tune or several tunes to his taste out of 100, he wouldn't find anything even in a choice of 500. In other words, there is no need for more than 100 selections (50 records). Again, in taking this position, these operators demonstrate that they look on the 200 merely as a machine having twice as many records; not as a machine which could offer a vastly broadened program of music. They regard the juke box as a "top tune plus" medium for a fairly restricted clientele, rather than as a virtual retail store of music for all tastes. In so doing, they show that they were not sold an idea, but just a bigger machine.

Among operators arguing the affirmative side for 200s are those who report that 200s have shown in some of their locations to be better than other types and that it would produce more money, and that in places where heavy amounts of "off-beat" programming is desirable, the 200 is ideal. Actually, altho this shows that there are ready-made locations for 200-selections, it still does not indicate that operators in this group are using the 200 creatively to build play. It simply shows that there are places where people will play more selections simply if they are available.

S. Calif. Ops to Form New Group

To Include Music, Games and Cigs; Organizing Officials Not Named

By SAM ABBOTT

LOS ANGELES—A new association for juke box, amusement machine and cigarette vending operators in Southern California is being formed here, this week.

The new group, to be called the Southern California Operators' Association, will hold its first meeting for organization and election of officers, Tuesday (4) at 5560 Santa Monica Boulevard at 8:30 p.m.

Over 100 Organizers

Invitations have been sent to operators in the area to attend. Rose Liotta, whose name appears as secretary on the invitation, stated she was not authorized to disclose the names of any of the operators interested in the move, but that all operators were welcome to attend the first meeting.

She said she was serving in a temporary capacity for the organization.

According to a mailing piece sent out by the embryo group, there will be no charge to join the new association.

Agenda

The new association, according to the mailing piece, which bears the explanation, "Dictated to Rose Liotta, secretary, and authorized at a meeting of the organizing committee," states there will be a

"discussion of as many of the economic benefits as time will permit."

These include "elimination of location leases and contracts (except cigarette escalator contracts), forced bonuses or government back-breaking loans, the vicious business broker racket (now considered legal), cutthroat and unfair competition, and the elimination of the limitation of promotional money."

Other items on the agenda include discussions of "10-cent play, burglary insurance plan, happy solution of the change of ownership problem, top commissions (rated according to model), how to get out of the moving business and a planned working agreement with cigarette vending companies." Action on a New York Life health and hospital plan is also slated.

Leuenhagen

William Leuenhagen, veteran music machine and one-stop operator, said that he knew of the scheduled organization of operators. "This is a good time and place to start such an association," Leuenhagen declared. "The fellow (operators) need so much cooperation—something to pull them together. This will be a local association, run locally and with local autonomy—these are the things I like."

COINMEN YOU KNOW

Chicago

By NICK BIRO

Ed Ristau, Rock-Ola sales director, was off to Omaha for the Nebraska Music Guild Conclave last weekend. Ristau wouldn't say a word, but Rock-Ola was expected to introduce a new 200-selection juke box at the five-State meet. . . Officials at Atlas Music were having their hands full last week, between the Seeburg distributor meet at the Drake Hotel, and their own steady flow of business at the office.

Quite a few Chicagoans were bit by the flu bug—AMI's sales head, Ed Ratajack and Rock-Ola's Kurt Kluever, both spent close to a week laid up in bed—both reportedly feeling better. . . Fred Sipora at Singer One Stop reports disk purchases by operators are picking up again, after a slight lag during the holidays.

Coven Music Corporation's focal owner, Ben Coven took a plunge into the entertainment field, with an appearance on a television film, taken in his own showrooms, depicting the growth of the juke box industry. Coven, having been assured he wouldn't have to participate by CBS film crews, was standing around interestedly watching the proceedings, when the director suddenly pointed his finger at Ben, and said, "Your on—40 seconds." From all reports—"BC" did admirably.

Harry Steward, general manager of University Coin Machine Exchange, Columbus O., was the proud father of a baby girl, born January 27. This is the second girl for the Stewards, who were so sure of a boy, they had a masculine tab picked out, and have to start from scratch in making a new selection.

Mike Spagnola, Automatic Phonograph head, back after a recent

trip to Grand Rapids, where AMI hosted all distributors at a nationwide meet. Mike is fully settled in the firm's new quarters on West North Avenue, and reports business at a brisk pace. . . Jim O'Dwyer, Music Box One Stop owner, and his gal Friday, Evelyn, spent a busy couple of weeks following the holidays catering to operator "pre-spring" sales. . . Ditto for Jim McGuire at Lormar One-Stop, who states January business from the disk angle shows considerable promise.

United Manufacturing Company roadman John Casola in Los Angeles this week, while partner Al Thoeke's parked in a Detroit hospital recovering from illness that hit him while traveling the territory. . . Judd Company, reports a pleasant visit at the Gottlieb plant with Freius Danneman and son, Charles, of Umea, and Stockholm, Sweden. Danneman sees the coin machine trade in Sweden as one that will develop gradually in the years ahead.

Erich Schneider, import manager of Lowen Automaten, large German distributors, in town for a brief stay, and heading next to New York. . . A large delegation of the R. F. Jones Company organization, in the Windy City last week and touring local coin plants.

Detroit

By HAL REVES

Mrs. Howard B. Kirk, just back from Hollywood, Fla., will return there with her husband, A & K Vending Company, for several weeks of the sunny south. . . Roy Small, UMO conciliator, Mrs. Bernice Small, head of the Juke-Box Company, and Vickie Adams, recording artist closed after nine weeks at the Club Clique in Lansing, were leaving for Florida.

Michael Weinberger, S & W Coin Machine Exchange, is spending the winter in Florida. (Continued on page 90)



Eyes see faster . . . ears hear truer . . . hands move surer, swifter with the coin to play the big take SHOWBOX "H-200." Now at your distributor's!

AMi Incorporated 1500 Union Ave. S. E., Grand Rapids 2, Michigan
originator of the automatic selective juke box in 1909.

JUKE BOX OPERATORS

Get The Billboard's Music Record Programming and Buying Guide

NOW!

Just Updated With Latest Information

Save time, effort and money. Send in coupon today.

Merchandising Division
The Billboard
2160 Patterson St.
Cincinnati 22, Ohio
Yes I want ()
copies of The Music-
Record Programming
and Buying Guide at
\$1 each. My remittance
is enclosed.
Please rush to

722
My Name.....
Company Name.....
Street Address.....
City..... State.....

Lists 55 years of Song Hits, Directory of Top Record Hits, Lists 1,567 Record Manufacturers and Labels and a directory of distributors.

help your heart fund



help your heart



The Emblem of Dependability

and your Rock-Ola Distributor bring you the

200 Selection, Model 1455 Deluxe

120 Selection, Model 1458

50 Selection, Model 1462

... all with 50c coin chute*

... all with automatic volume compensator

... all with the proven, dependable mechanism

... all with the original revolving record magazine

... all smaller in size than any other multi-selection phonograph

*optional

ROCK-OLA Distributors

EAST

Boston
Massachusetts
Elizabeth
New Jersey
Philadelphia
Pennsylvania

Scranton
Pennsylvania

Pittsburgh
Pennsylvania
Newark
New York

New York
New York

ASSOCIATED AMUSEMENTS, INC.
8 Fogg Road Stadium 2 4010
SEACOAST DISTRIBUTORS, INC.
1700 North Avenue 3 1716
SCOTT-CROSSE COMPANY
1473 Spring Garden Street
Mifflintown 6 1712
SCOTT-CROSSE COMPANY
815 W. Lackawanna Ave.
D1 4-3301
B. D. LAZAR COMPANY
1635 Fifth Avenue Grant 1 7810
LOWER CITY AMUSEMENT CO. INC.
620 Main Street, East
Hamilton 6-4910
CAPITOL PROJECTOR CORP.
580 10th Avenue
LO 3-7940

WEST

Los Angeles
California

Santa Rosa
California
Portland
Oregon

Seattle
Washington
Tucson
Arizona
Salt Lake City
Utah

Butte
Montana
Denver
Colorado
Albuquerque
New Mexico

PAUL A. LAYMON, INC.
1429 St. West Pico Boulevard
Richmond 9 7351
COIN MACHINE SERVICE, INC.
427 Wilson Street Liberty 2-1125
WESTERN DISTRIBUTORS
1726 Southwest 16th Avenue
Capitol 8 7565
PUGET SOUND NOVELTY CO. INC.
114 Elliott Ave. West Merdock 8010
PAUL W. HAWKINS
329 East 7th Street Main 3-4503
DAN STEWART COMPANY, INC.
140 East Second South Street
Davis 2-7473
H. B. BRINCK
825 East Front Street 6776
MODERN DISTRIBUTING COMPANY
3722 Tejon Street Grand 7 5834
BORDER SUNSHINE NOVELTY CO.
7919 4th Street, N. W. 4 1626

CENTRAL

Chicago
Illinois

Milwaukee
Wisconsin
Indianapolis
Indiana

St. Louis
Missouri

Omaha
Nebraska
St. Paul
Minnesota
Kansas City
Missouri

Woline
Illinois
Bloomington
Illinois

Buchanan
Michigan
Cleveland
Ohio
Cincinnati
Ohio
Youngstown
Ohio

WORLD WIDE DISTRIBUTORS, INC.
2330 N. Western Avenue
Everglade 4 2300
BADGER NOVELTY COMPANY, INC.
2546 N. 30th St. Midway 2 3030
CALDERON DISTRIBUTING CO. INC.
450 Massachusetts Avenue
Melrose 4 8468
I. ROSENFIELD COMPANY
4701 Washington Blvd.
Forest 7 6730
H. J. VENDING & SALES CO. INC.
1705 Douglas Street Atlantic 1121
AUTOMATIC GAMES SUPPLY CO.
302 University Ave Capitol 6 1837
UNI-COIN DISTRIBUTING COMPANY
3410 Main St Jefferson 1-1205
HALLGREN DISTRIBUTORS, INC.
1626 Third Avenue 4 6703
GILBERT MUSIC COMPANY
108 South Center Street 4 4090
FABIANO AMUSEMENT COMPANY
109 Liberty Ave. Osborn 5 5131
LAKE CITY AMUSEMENT CO., INC.
4533 Payne Ave Henderson 1-7577
ROYAL DISTRIBUTING, INC.
3726 Kessen Ave Montana 1 5000
J. M. NOVELTY COMPANY
5555 Mahoning Avenue
Steelbrar 9 8756

SOUTH

Tulsa
Oklahoma
Dallas
Texas
San Antonio
Texas
Houston
Texas
Memphis
Tennessee
Jackson
Mississippi
New Orleans
Louisiana
Montgomery
Alabama
Nashville
Tennessee
Louisville
Kentucky
Nashville
Tennessee
Charlotte
North Carolina
Atlanta
Georgia

Miami
Florida
Jacksonville
Florida

AUTOMATIC MUSIC COMPANY
1714 W. Archer St. Luther 4 4775
WALBOX DISTRIBUTING COMPANY
3909 Main Street Taylor 4 1671
PAN AMERICAN SALES CO., INC.
323 S. Alamo St. Capitol 7 8371
AMUSEMENT DISTRIBUTORS, INC.
1675 St. Emanuel Capitol 7 3347
S. & M. DISTRIBUTING CO., INC.
1074 Union Ave Broadway 5 1133
CAPITOL MUSIC DISTRIBUTING CO.
135 E. Amie St. 2 1822
HUEY DISTRIBUTING COMPANY
3760 Airline Highway Forest 6 2101
FRANCO DISTRIBUTING CO., INC.
74 N. Perry St. Anhurst 3 6463
SANDERS DISTRIBUTING COMPANY
415 Fourth Ave. S. Alpine 5 4119
H. M. BRANSON DISTRIBUTING CO.
811 E. Broadway Juniper 7 1343
COIN AUTOMATIC MUSIC CO.
241 W. Main St. 945
LaSTOURGEM DISTRIBUTING CO.
2878 S. Boulevard Edison 7 0437
ROBINSON DISTRIBUTING CO.
335 Edgewood Ave., S. E.
Jackson 4 5707
ROSS DISTRIBUTING COMPANY
3481 N. W. 36th St.
Newton 5 2537
ROSE DISTRIBUTING COMPANY
90 Riverside Ave. Ligon 6 1551

CANADIAN

St. John's
N.S.
Montreal
Quebec

Toronto
Ontario

Winnipeg
Man.
Edmonton
Alberta
Vancouver
B. C.
Calgary
Alberta

WILLIAM POUND AGENCIES
68 Water Street Phone 2420
LAWRENCE NOVELTY COMPANY
540 Boucher Street
Phone: CHUMET 1001
TORONTO TRADING POST LTD.
736 Yonge Street
Phone: WALTON 2 0186
A. FULLER COMPANY
145 Scotia Street Phone 50 1054
VAN DUSEN BROTHERS
80129 112th Street Phone 28112
SELECT MUSIC COMPANY
1803 Commercial Drive
Phone: HASTINGS 2048
VAN DUSEN BROTHERS
806 5th Ave East Phone 55452

ROCK-OLA MFG. CORP.
800 N. Kedzie Ave., Chicago

TIDAL WAVE



New **WURLITZER** Console

200-Selection Model 2200

OF ACCLAIM

GREET'S **WURLITZER** INTRODUCTION OF A **NEW DIMENSION IN** **AUTOMATIC MUSIC**

Rave receptions by music operators and location owners alike greeted the newly introduced Wurlitzer Console Phonographs.

Everywhere, everyone hailed the revolutionary beauty of the new lower, lovelier, silhouette. The equally amazing new dimension in high fidelity tone and the time-proven mechanical features that assure low-overhead operation drew high praise.

Countrywide, the thousands who saw and heard the pace-setting new Wurlitzer Models came to a single conclusion — "these phonographs will make real money!"

New 104-Selection
Wurlitzer
Model 2204



THE WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Coinmen You Know

Continued from page 86

da with his son, Leo, in active charge of music operations here. . . Bernard Palugi reports business 25 per cent under a year ago at the Woodward Amusement Company, now Detroit's only downtown arcade.

Marty Rice, Rice Music Company, juke box operator here for 20 years, has bought Rice's Bar, a near-downtown spot catering especially to the hillbilly clientele. . . Jake Visser, Visser Music Company of Okemos, near Lansing, is buying new equipment on a planned basis for selected good locations. He is also expanding the vending department of his operations, which he has had on a small scale since 1942.

An aggressive merchandising policy for better business is advocated by Harry Rich, Moss Music Company. . . Dick O'Meara, manager of the Music Systems, Seeburg distributor, was a guest at the grand opening party given by Fabiano Distributing Com-

pany, new Rock-Ola distributor.

Mrs. Grace Ziegler, one of the few women operators and head of the Ziegler Music Company in suburban Ferndale, has just been elected treasurer of the Auxiliary to the Michigan Showmen's Association. . . Harry and Bernice Stahl, Stahl Specialty Company, left Monday by car for a short vacation at Tampa, Fla.

Milwaukee

By BENN OLLMAN

Ronald Puzia, son of Eddie Puzia, Triple A Amusement Company, graduated this week from Boy's Tech High School, the school his father also attended. After graduating, Ronald will take over his share of the music and games route chores. Disk business at the new Triple A Amusement Company's one-stop is building nicely, according to Eddie Puzia. Staying open to service operators till 9 o'clock each evening helps build traffic, he claims.

Despite heavy snows, a nice turnout of early visitors showed up Monday morning to see the new Wurlitzer, says Harry Jacobs Jr. . . First new Wurlitzer unit was delivered to Herb Tonnell's route in Appleton.

Reid Whipple, Wurlitzer field service engineer, who recently joined the ranks of ham radio operators, is one of the few coinmen hereabouts involved in this hobby. Could it be a mere coincidence that his call letters are K 9 IWC? The IWC might mean International Wurlitzer Corporation. . . Ed Gronowski, the area's most avid coin business radio ham, reports that route takes are on the slow side, due mainly to crippling snows which hamper tavern traffic.

Joe Pelligrino and Bob Puccia, P. & P. Distributing Company, are setting plans for a business trip out to the West Coast. Route matters will be handled in their absence by Mary Humiston and Carl Betz.

Martha Schalk, gal Friday at the S. L. London Seeburg headquarters, is recuperating nicely from recent surgery. Sam Cooper, Paster Distributing Company general manager, is also on the sick list. . . Gloomy reports from the George Schroeder stronghold. "Business hasn't bounced back since the holidays," says Schroeder.

New York

By ARON STERNFIELD

Tenth Avenue is still talking about Sandy Moore's Wurlitzer showing at the Town & Country. The coinmen here are pretty much agreed that it was the most lavish showing ever held in these parts. Dave Lowy, local jobber, is seriously considering buying a race horse. He overcame the biggest hurdle when he convinced wife, Sylvia, that an oatburner would be a sound investment. . . Coinmen here are extending their sympathies to Teddy Blatt, attorney for the Associated Amusement Machine Operators of New York, who recently lost his mother.

Several local operators are sunning themselves in Miami. Among them are Harry Pugliese and Joe Di Bartolo, H&H Automatic Music, Huntington, L. I.; Ruth Michaelson, Atlas Music, Al Miniacci and Al (Senator) Bodkin. . . Irving Kaye recently bought Bob Luttmann's route. . . Martin Sonin is back in the business at Sterling Automatic Music. . . Among new members of Music Operators of New York are Joe Barone, Barone Music; Patrick O'Neil, Celtic Music, and Sid Saul.

Delores Brown, secretary at MONY, really had a ball on her 21st birthday Friday (31). She was guest of honor at a dinner and theater party. . . Barney Sugarman of Runyon Sales was busy with the Bally service schools this week, as Paul Calamari from the factory came in town to handle the technical end. The sessions were held in New York Monday and Tuesday (27 and 28); in Hartford, Conn., Wednesday and Thursday (29 and 30), and in Newark, N. J., Friday and Saturday (31 and 1).

Abe Witsen, International Scott Crosse, Philadelphia, has returned from his European business trip and is vacationing at the Deauville in Miami Beach.

Steve Quinn of Atlantic, New York, is holding down the fort this week as Meyer Parkoff, Oscar Parkoff, Murray Kaye and the entire sales force went to the Seeburg factory in Chicago for a briefing on the 1958 box. . . Nick Tozza of N&S Vending is in the hospital for a check-up. . . Bob Mishelow, Reliance Music, Hempstead, L. I., has been discharged from the hospital and is home recuperating.

Memphis

By ELTON WHISENHUNT

Consolidated Amusement Company, new distributor for the Wurlitzer line in the Mid-South, showed the new models to hundreds of Memphis and tri-State operators at an open house January 26. Refreshments were served. Hosts were officers of the company. Drew Canale, Edward H. Newell and Jack Canipe, all long-time operators or distributors here. . . Bob Goad, president of Game Sales Company, reports the jigsaw pinball a hot item these days.

George Sammons, president of Sammons-Pennington Company, recently remodeled his office and show room. Among major items was making a display room for his background music, which is becoming a big part of the music business these days. He handles Seeburg.

Joe Cuoghi, who operates a music route and a one-stop, Popular

Sandy Moore Plays Host to 500 Ops

BROOKLYN — Wining and dining more than 500 operators and their guests, the Sandy Moore Distributors Corporation played host at what was probably the most lavish distributor showing in the history of the coin machine industry here Sunday night (26).

The scene of the festivities was the 1,700-seat Ben Maksik's Town & Country, one of the largest and most beautiful night clubs in the nation.

The occasion was Moore's second anniversary as a distributor and the bow of the 1958 Wurlitzer line. Six new Wurlitzer machines—two of each new model—were showcased on the premises.

Full Day

The day began at 3 p.m., when operators and their guests attended a four-hour cocktail party, complete with hors d'oeuvres. It ended about midnight, after the guests put away a six-course dinner, watched a first-class floor show and danced to the strains of an eight-piece orchestra.

Sandy Moore and Gabe Forman headed the staff, acting as official

hosts. Representing the Wurlitzer Company was A. D. Palmer, advertising manager, who flew in to attend the event.

Among the guests were Carl Pavesi, Max Klein, Lou Tartaglia, Seymour Pollak and Malcolm Wein, representing the Westchester Operators Guild; Frank Mandia, president of the Garden State (N. J.) Music Operators Association; Joe Fishman, Y & R Novelty, Newark, N. J.; Ben Haskell and Teddy Blatt, representing the Associated Amusement Machine Operators of New York; Al Denver, president of the Music Operators of New York, Tony Catonese, president of the Rockland County Operators Association, and Barney Schlang, president of Local 1690, Retail Clerks International Association, AFL-CIO.

The world of finance was represented by Sam Bushnell of Funds for Business and Bob Strauss of the Standard Financial Corporation. Harold Chasen represented the Music Guild of New Jersey.

On hand to explain the functioning of the new Wurlitzers was Hank Petzet, factory field engineer.

According to Sandy Moore, a high volume of sales orders began immediately following the showing. The new machines are in stock, and more boxes began arriving from the factory this week.

Reed Shows Wurlitzers to E. Coast Ops

BOSTON—A steady downpour of rain didn't stop nearly 200 operators and their wives from attending the New England showing of the new Wurlitzer phonographs by the Redd Distributing Company of Allston. The affair was held Sunday (26) at the Hotel Beaconsfield in Brookline, where a smorgasbord buffet and refreshments were served.

As well as the three new Wurlitzer models, Genco's new Gunchub gun was on display. President Silas Redd said he hadn't heard such enthusiastic comments on any phonograph since the days of the 1015 model.

Hosts

Serving as hosts for the occasion along with Si Redd were: Bob Jones, sales manager; salesman Al Levine, John Hawkins, Ed Maloney and Dave Shuman.

Three other showings are scheduled for this month with the first at Hartford, Conn., in the Statler Hotel on February 6. On February 12 there will be one at Providence, R. I., and one at the Augusta House in Augusta, Me., February 19. On hand at the Beaconsfield was Billy Porto, Majestic recording artist.

Operators

Among operators attending were: David J. Baker, Melo-Tone Vending Company, Arlington;

Tunes Record Shop, has an interest in a new record company, the Hi label, and is pushing the first release in a big way locally. All the operators are co-operating. . . Bill Forsythe, Forsythe Music Company at nearby Millington, Tenn., was seen buying new records in Poplar Tunes Record Shop.

Parker Henderson, general manager of Southern Amusement Company, looking forward to the proposed big PGA-sponsored golf tournament at Memphis in May. . . His boss, Clarence A. Camp, president of Southern Amusement, spends weekends in his wood-working shop at his cabin on Horseshoe Lake, Ark.

Mid-South operators seen in Memphis recently shopping for records and equipment: Teno Han-

(Continued on page 86)

oldest
ONE-STOP
record service

DISTRIBUTOR • WHOLESALE
• NOTHING OVER •
ALL LABELS

MOST EP'S

80¢

78 RPM

60-71¢

45 RPM LP'S:

55¢

& 61c

\$2.47

\$3.09

\$3.69

★ Free title strip service ★ No extra charges
★ C.O.D. or check & postage with order
Prices subject to change without notice

THE MUSICAL SALES CO.
MUSICAL SALES BLDG.
BALTIMORE 1,
MARYLAND

IMPORTANT MEMO

REGARDING

BILLBOARD INTERNATIONAL

Reach over 7500 manufacturers, distributors, exporters, importers, buyers, sellers and users of phonograph records, juke boxes, amusement games and vending machines.

ADVERTISING DEADLINE

for the March Issue of

BILLBOARD INTERNATIONAL

is

Friday, February 14

Contact your nearest Billboard office today or write:

BILLBOARD INTERNATIONAL

188 W. Randolph Street, Chicago 1, Illinois

Sumner Segall of Newton; Frank Fendell of Brookline; Ralph Lackey of Karel Music Company, Roxbury; William Astle and son of Fall River; Arthur C. Sturgis of Boston; Dennis Dolvin and Philip E. Skala of Springfield; Dave Gropman, Beacon Hill Music Company, Boston; Ed Beals, T. F. Hoff, Frank Hofer, Carl Christensen, Henry F. King, Wilmot J. Hitt and G. B. Turman, all of Needham.

Philip Swartz, Winrox Vending Company, Brookline; R. H. Farrell, Robert Wolbarst, James Orr Jr., Dick Mitchell and Leon Sherter, all of Newton; James C. Geracos of National Music Company; and William Spiller of Dorchester; Raymond Shea of A. C. Music Company, Al Coulter of Worcester Music Company; and William Dupshia, all of Worcester.

More Ops

Also C. D. Tatum of Canton; James Nardi of Hyde Park; Guy P. DiGiovani of Cambridge; George Swartz of Brookline; James McCaulf, and G. M. Robinson of Quincy; V. J. Wolkausk of Medford; R. P. Magee of Winthrop; Cyrus L. Jacobs of Interstate Music Company of Boston; Al Morton of Mattapan; and Ted Rabinovitz of Chelsea.

From New Hampshire were: Bill Hamel of Manchester; Michael Paskewich, Frank Lacossios and Roland Paliquinn, all of Nashua. From Rhode Island: Jim Caragianis of Newport Music Company, Newport; Norman Perry of Esmond and Anthony Joseph of Cranston.

From Connecticut: George Rode, of Terryville; Anthony Wilkas of West Hartford; Albert Brown of Peabody; and James Connor and Bernard Besselt of Danielson. From Sweden came Gören Andersson.

COIN MACHINE MARKET PLACE

CLASSIFIED ADVERTISING

Is now located in the new CLASSIFIED SECTION.

See Index on Page 1.

FOLK TALENT AND TUNES

Continued from page 82

published by American Music, New York. . . Don Deal, heard on the Era label, entered a Hollywood hospital January 25 for an emergency appendectomy. His lead guitarist, Hank Cochran, has received his greetings from Uncle Sam and reports for induction February 10. . . Elaine Du Pont, currently appearing with Charlie Aldrich and his band at Riverside Rancho, Los Angeles, has been signed to appear in a TV "Whirlybirds" series soon to start filming.

Despite two days of steady rain, Jerry Lee Lewis, on his first and only appearance in Southern California, played to an overflow crowd at Riverside Rancho, Los Angeles, a January 25. A number of artists were in the audience, among them Ferlin Husky, now on the Coast for film work. Charlie Aldrich, Rancho band leader, and members of his combo plugged Lewis' appearance with visits to various TV and radio shows in the area. Marty Robbins was the Riverside Rancho feature Saturday (1), with Hank Locklin coming in February 8, followed by Jimmy Newman February 15. . . Almost on the same day that "Country Music Jubilee" recently entered its fourth year, the show's parent operation, Ralph Foster's radio station KWTO, Springfield, Mo., marked the beginning of its 25th year.

George Jones, "Grand Ole Opry" topper, whose new Mercury-Star-day release is "Eskimo Pie" b/w. "Color of the Blues," is currently on tour with the Ernest Tubbs pack-

age, which is routed as follows for the next several weeks: Grand Rapids, Mich., February 4; Flint, Mich., 5; Saginaw, Mich., 6; Kalamazoo, Mich., 7; Lansing, Mich., 8; Toledo, O., 9; Battle Creek, Mich., 10; Dayton, O., 11; Fort Wayne, Ind., 12; Columbus, O., 13; Louisville, Ky., 13; Indianapolis, Ind., 15, and South Bend, Ind., 16. . . J. E. Swarr is giving up the handling of talent to give most of his time to a mail-order record sales service which he is presently organizing. He will handle only small labels and already has five on the books. Swarr will continue to do promotion work for artists and will continue to maintain headquarters at Box 107, Maywood, Calif.

In the roster of the Ernie Tubbs package, touring Michigan, Ohio and Indiana territory under the banner of J. Hal Smith, of the Curtis Artists Production, Nashville, are, besides Tubbs, the Louvin Brothers, George Jones, Stonewall Jackson, Rita Robbins, Rusty Gabbard, Billy Byrd and the Texas Troubadours. . . Clarence Zahina and His Barnstormers, with the Zahina Sisters, still occupy the 12:15 p.m. slot on Sundays at WISC-TV, Madison, Wis. The Western group also has become popular as a dance attraction in the Southern Wisconsin area.

With the Jockeys

Don Hooson is now whirling the platters at KTAN, all-country and western station at Sherman, Tex., where other deejays are Jess Pate, Mike

Carrick and Tiny Colbert. Operating staff comprises Randy McCarrell, general manager; Jackie Foster, traffic manager, and Bill White, sales chief. A live country music show, presented in the KTAN studios each Saturday afternoon, spots mostly local talent headed up by Tiny Colbert, barefooted tap dancer heard on Warrior Records. . . Bill Mack, who has been spinning c.&w. on KWFT, Wichita Falls, Tex., the last seven years, continues to put in his spare time on personals in the Southwest with his own band. Mack, who is heard on the Starday label, is heard Monday thru Friday on KWFT from 5-6:30 a.m., 8-9 a.m. and 11:30 a.m.-12:45 p.m. He also does a platter stint from 1-5 p.m. on Saturdays.

Roger Covert and Bashful Bob Seagle, of Station WNNC, Newton, N. C., continue to plug pop and country music by means of phone interviews with the various artists. On recently to plug his initial M-G-M release, "Got a Heart (That Wants a Home)" b/w "Weary Blues (From Waiting)," was Jack Turner, of Montgomery, Ala. Covert handles the pop, and Seagle the c.&w. To make their interview session, merely send them a copy of your latest release, together with your phone number, stating when you can be reached. . . Barney Lee and Eddie Briggs, of KEAP, Fresno, Calif., the newest all-country-music station on the Pacific Coast, would like to be placed on the country music list of the various record companies. Artists who are 100 per cent c.&w. are also invited to drop by for a personal.

Frank Hayden, musical director of WORD, Spartanburg, S. C., who mans both

WERE YOU THERE?

Coven Shows Jukes Midst Video Caper

CHICAGO—An estimated 175 operators attended a three-day showing of the new Wurlitzer phonographs at Coven Music Corporation that included filming of a national television spot film, door prize drawings and liberal free refreshments.

The television portion was a last-minute surprise, and, unfortunately, came Monday (27) morning, before too many of the day's visitors had a chance to come in.

Coven showrooms were invaded by a full team of television film cameramen, script people, directors and the like from Columbia Broadcasting System. Theme of the film was to show the growth of the juke box industry, from some 20

years ago to its present day development, and give an inside story of the general operating practice in the industry today.

Colonial

Coven had secured an almost ancient (20-year old) model 780-Colonial Wurlitzer juke box from which the film's history began.

Subsequent models were then filmed, representing key developments in juke boxes through the last two decades ending with the modern-day high-fidelity phonograph of 45 r.p.m. disks, cross-over networks and 200-selections.

At one point, distributor Ben Coven became actor Ben Coven, delivering a 40-second discourse on the juke box industry to the whirring of cameras, clicking of lights, playing of juke music, and rapid shuffling of script cards by the almost endless stream of video technicians.

Show Film

The film was scheduled to be shown on a CBS newscast within the next few days. Dates have not been announced.

All attending the three-day showings were given a chance to compete for the door prize drawings for two Wurlitzer electronic pianos, spinet and portable models. Actual drawings will be held within the next two weeks on a local radio program. Coven will send out cards to all operators giving time and date, as soon as final arrangements have been completed with the station.

Coven was assisted at the festivities by Sid Paris and Herb Bidekap of his sales staff, and Bert Davidson of the factory.

the pop and c. & w. turntables at the station, had as recent guests Johnny and Jack and Curly Rhodes for a bull session on the "Musical Pulse" show. "It was a renewal of an old friendship of a few years back," typewrites Hayden. "These guys are about the most grateful you'd ever expect to meet. They remember to scratch the back of the guy who helps scratch theirs. We had Johnny and Jack's 'Camel-Walk Stroll' as our hit of the week just the day before they appeared. Kitty Well's 'I'm No Angel' is also coming around here, as is 'Congratulations, Joe,' by Pee Wee King and Redd Stewart."

KEAP, Fresno, Calif., is hitting
(Continued on page 191)



TO FILL THE BIGGEST ROOM

with music...
with players...
with profits...

UNITED'S UPA 100 PHONOGRAPH

Finest Hi-Fidelity components in a beautiful, acoustically-perfect cabinet, masterfully engineered to attract greater play... provide more plays per hour... more profit per play. Simplicity of design assures least servicing, in least time.

UNITED MUSIC CORPORATION
3401 N. CALIFORNIA AVENUE
CHICAGO 18, ILL.
CABLE ADDRESS: UMCORP

WRITE FOR DETAILS



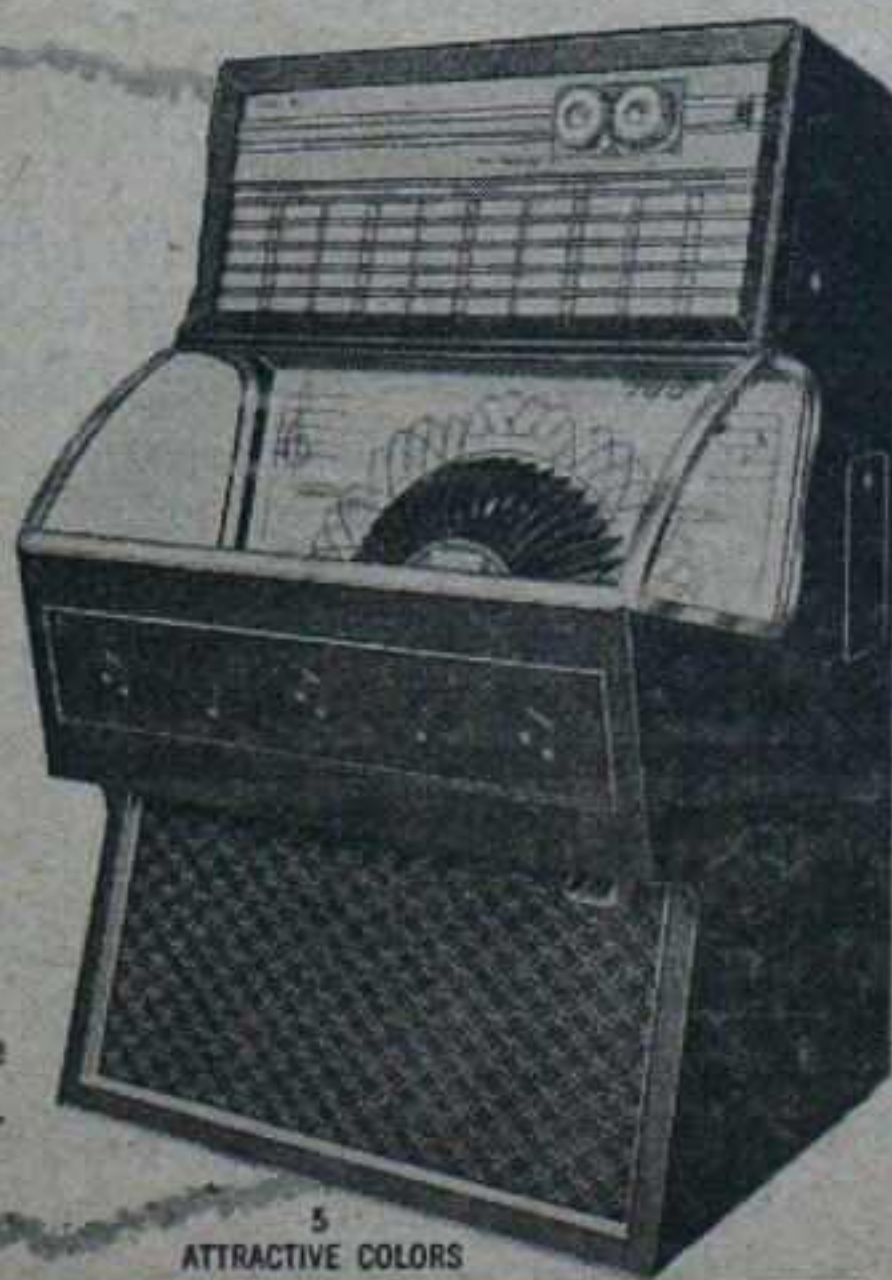
CEILING SPEAKER...
8-inch Super Perma-Magnetic speaker easily recessed by removing standard ceiling tile.



CORNER SPEAKER...
8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.



WALL SPEAKER...
8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.



5 ATTRACTIVE COLORS

Battle Lines Drawn in Coin Union Conflict; Locals 1690 Vs. 266

AAMONY Head Signs Pact With 1690; Pre-Trial Exams in Local 19 Case Begins

NEW YORK—Battle lines in the union donnybrook for jurisdiction in the coin machine industry became somewhat easier to discern this week with the announcement that the Associated Amusement Machine Operators of New York has signed an agreement with Local 1690, Retail Clerks International Association, AFL-CIO.

Local 1690 already has a contract with the Music Operators of New York, and that pact doesn't expire for another year. If contract negotiations with AAMONY go thru, Local 1690, the union, will be in a strong industrywide position.

The announcement comes on the heels of the contract signing between Local 266 of the International Brotherhood of Teamsters and the United Coin Machine Operators of New York, a newly-founded association which is at-

tempting to recruit its membership from the ranks of AAMONY and MONY.

Major Contenders

As of the moment, Local 1690 and Local 266 are the only major contenders for leadership in the juke box and amusement machine fields.

Another union, Local 19 of the Cigarette and Coin Vending Machine Employees Union, is defendant in an injunction action, with the Music Operators of New York as the plaintiff.

A temporary injunction has been granted against Local 19, with the trial for a permanent injunction slated to begin Monday (3). However, both parties will ask for a continuance, and the trial probably won't get underway until the following Monday (10). The pre-trial examinations began Thursday (30).

Briefly, the plaintiff claims that the defendants are picketing locations serviced by Local 1690 in order to harrass MONY operators and to drive them from their locations. The injunction prohibits Local 19 from picketing.

The New York game operators have been without a union collective bargaining agreement for nearly a year. For several years prior to

(Continued on page 95)

Gottlieb Ships Whirlwind Pin, 2-Player Game

CHICAGO—Whirlwind, a two-player five-ball pin game with a new "jet-action ball shooter" feature, was shipped to distributors last week by D. Gottlieb & Company.

The tunnel-type ball shooter mechanism, located near the bottom of the playfield, automatically catapults balls moving into it back up the playfield toward roto targets.

The changing roto targets give scores of 100 times their indicated value when ball lands in score holes, and advancing bonus scores

(Continued on page 101)

FAMILY AFFAIR

Andersons Team Up as Coin Firm

ERIE, Pa.—When Mickey Anderson, local coin machine distributor, holds open house Sunday (9) from 1 p.m. to 7 p.m., he will be assisted in the greeting chores by a few members of his family. In fact, the operators will need scorecards to keep track of all the Andersons involved in the company.

The service and parts department is managed by Stanley (Jerry) Anderson, Mickey's oldest brother. He is assisted by his nephew and Mickey's oldest son, Michael J. Anderson Jr., who attends college

(Continued on page 100)

Pins Back in Action In Salt Lake City

Association Wins Legal Battle as High Court Rules City Ban Begged State Law

SALT LAKE CITY—Pinballs are back in play in Utah's capital city after being banned by police for many months in 1957 due to police interpretation of a city ordinance.

And it took concerted action by game and music operators in the area to win the battle of the pinball.

Police Chief W. Cleon Skousen had issued orders that pinballs would be considered gambling devices per se early in the year—and the exodus began. First the extra game features began to disappear, coin slots were replaced by electric counting buttons behind the counter of bar or cafe and business dropped off.

Then, when several machines were confiscated, the machines themselves went out of sight. Only in private clubs could the devices be found. Operators' back shops

were crowded with pinballs gathering dust.

Group Action

Then the International Music Operators' Association and J. A. Stevenson, music and game operator, set court action in motion claiming the city ordinance prohibiting operation of such games was in violation of State laws. Since city ordinances can be passed only when they conform or do not conflict with State laws, the district court ordered an injunction preventing the city or the police from interfering with the sale, use or operation of pinballs until a Supreme Court decision could be obtained.

But many operators still took a cautious view toward having the machines in use and locations felt they would "wait and see" what the outcome would be.

(Continued on page 95)

U. S. to Watch Ohio Pin Developments

No Petition for Review of Case Yet Filed in Supreme Court, Spokesmen Report

WASHINGTON—U. S. Department of Justice will "watch" any action resulting from the Ohio High Court pinball decision, but will not take an active part in the case.

Justice spokesmen told The Billboard last week (30) that since the Ohio Supreme Court decision upholding a Columbus, O., anti-pinball ordinance is a State case rather than a federal case, the department will merely "keep an eye on developments."

Justice Department interests stem from their action in the Korpan Pinball Case. In that federal case, arguments were carried to the U. S. Supreme Court, and the court ruled that pinballs making payoffs were gambling devices. (The Billboard, June 24, 1957.)

In upholding the Columbus ordinance, The Ohio Supreme Court bans pinballs of all types in that city, even "the so-called amusement-only" pinballs.

Attorneys for the operators involved stated earlier that they would ask the U. S. High Court to review the case. At press time, spokesmen for the Nation's Highest Tribunal said they had not yet received a petition asking for review.

Bally Moves De Luxe Model Bowling Game

CHICAGO—A new, improved model of the Bally Manufacturing Company All-Star Bowler, the All-Star Deluxe, is now in shipment.

The Deluxe features a fast-loading gun that puts a ball back in the gun a second after the player shoots.

In this way, the player has a ball ready to shoot without waiting for the gun to reload, and can keep shooting as fast as the pins reset.

According to Bally, the average 10 frames are now rolled away approximately twice as fast as was possible on the initial All-Star model.

The game is also available in a match play model, Super-Bowler.

Lorain, O., Bans Pin Possession

LORAIN, O.—Pinball possession in Lorain became illegal when Mayor John C. Jaworski signed legislation approved by the city council.

The council's finance and claims committee voted unanimously to recommend an ordinance making possession of the games punishable by fines up to \$500 or six months in jail or both.

The mayor, who had called the special council session, said he would allow a 15-day grace period for operators to remove machines from the city.

VARY FROM SPOT TO SPOT

Trade Gets Hot, Cold, Lukewarm Reactions on New Bowling Games

By KEN KNAUF

CHICAGO—The new compact bowling games on the market since early this year have thus far drawn mixed reactions.

The new games, featuring manikin figures or "guns" which catapult balls at pins, are currently in production by Bally Manufacturing Company and Williams Manufacturing Company. United Manufacturing Company expects to enter the field soon.

While the manufacturers are enthusiastic about results of sales on the new games thus far, distributors are widely divided on their merits, and operators are still ap-

parently experimenting with them for the most part.

Designed as games that would fit into locations that for space reasons couldn't accommodate larger bowlers, manufacturers report their products doing even better than expected.

While a few distributors shared this view, most felt that the games showed spotty results, bringing in relatively high takes at some locations, meager returns at others.

Others feel that the games are a flash in the pan at best, and still await what they termed, "something entirely new, which would spring customers from the barstools."

All advise, however, that the times are not the best for new game introductions—that economic conditions have crimped tavern patronage and spending.

One bright-sided, but at the same time reliable, report had it that the new compact bowling games are going particularly well at teen-age locations. The games may hold a solid future in this field.

The games have been labeled "good switch pieces," naturals for moving from one spot to another, often resulting in boosts in overall location intake.

One distributor felt that the games were fine for bowling alleys

(Continued on page 99)

IRS Drafts Trade Depreciation Rates

Continued from page 85

ments from the juke box and amusement machine industry as to what they thought rates should be. They admitted however, that vending machines were being included over the objection of the National Automatic Merchandising Association. NAMA asked in October that vending machines be left out of the revised depreciation schedule, arguing that depreciation should be worked out on a local level. Rates were established, IRS contends, for the sake of "completeness of Bulletin F."

The setting of depreciation rates will most likely bring mixed reactions from the coin-machine

industry. Vending operators will probably oppose the schedule, while many juke box and amusement machine operators will welcome it. In the juke box field, particularly, definite rates will end the existing confusion.

The revised Bulletin F is now ready for study by Treasury officials, according to IRS. It will be studied for "some time" and if approved, will become the new depreciation guide. While the rates quoted in the Bulletin are not binding, they are extremely important because the bulletin is used as a yardstick by tax officials in the field.

N. Y. State Assn. Meets In Rochester, Thursday

ROCHESTER, N. Y. — The New York State Coin Machine Association will hold a general membership meeting in the Vic-

torian Room of the Sheraton Hotel here Thursday (6).

The association will be host at a buffet and cocktail party from 2 to 6 p.m., with the business meeting scheduled to get underway at 7 p.m. All New York State operators, association members or not, were invited by President Tom Greco to attend.

On the agenda of the business meeting will be the hiring of a full-time public relations man to tell the story of the coin machine operators to the general public. It is expected that the man will be named at the meeting.

S. B. 1870

Meanwhile, the association is busy marshalling the operators in the fight against Senate Bill 1870, which would require that juke box operators pay performance fees to music licensing agencies.

The group is sending letters to operators throuth the State. These letters advise the operators to protest the bill to Senator O'Mahoney, chairman of the committee considering the legislation, and suggest the form these letters should take.

Operators from all sections of New York State are expected to attend the Rochester meeting.

Inflation Hits Penny Vending

Continued from page 81

would be more meaningful. An operator paying 32 cents per pound for Virginia No. 1 peanuts, can then expect a return of 90 cents per pound, and likewise he can expect a return of \$1.20 per pound on Spanish peanuts which he pays 27 cents per pound for. The meaning of these gross receipts becomes clearer when compared with those of a ball gum operator. If he vends only ball gum, he

will generally use the 140 count type, for which he pays 30 cents per pound, giving him, of course, gross receipts of \$1.40 per pound. (He may use 170 and 210-count ball gum as well, which sells for the same price.)

Higher Gross Profits

Thus the ball gum operator in Chicago has higher gross profits: He gets a minimum of \$1.10 per pound, whereas the penny nut operator averages 58 cents per pound on Virginia and 93 cents per pound on Spanish peanuts. This profit differential is further widened when net profits are calculated, even tho a nut operator may not realize it. He may not translate the longer hours required to service nut venders as against ball gum venders into dollars, but this he must do if he wants a realistic picture of net profit.

Reports from around the country indicate that this is the national picture. Even with corrections made for local conditions, ball gum is more profitable than penny nuts. Why then don't operators switch? There can be only one reason. There are thousands of locations in the United States in which penny nuts outsell ball gum hands down, so much so that operators settle for lower net profits. There are other considerations, chief of which is that penny nut vending is tailor-made for the average-sized bulk operator working alone. This is the case simply because of the spoilage problem.

Nut Freshness

Crisman estimates that on the average nuts stay fresh four weeks. Newsom specifies that tho in cold weather it is hard to estimate, during the hot summer they will stay fresh approximately two weeks in a nut vender. This means that a bulk operator is forced into finding high-volume locations in which he is preferably on good terms with the proprietor. This puts him in an excellent position to compete with the operator of a thousand machines and more, who is not in a position to keep as close a running check on locations. The latter operator prefers ball gum, charms, capsules, where the spoilage problem is largely eliminated, when not entirely.

Nevertheless there is every indication that inflation will continue, which means further decreases in the purchasing power of the dollar, and probably an ever-narrowing profit margin for the penny nut operator. (The same applies to all penny vending, of course.) It would be ludicrous to make overall predictions, however. We may have bumper nut crops, and then again they may be meager. Bulk

operators may take the initiative and move in as major-equipment vending moves out. The bulk operator is notoriously tenacious. If necessary, he will work far into the night in order to remain an independent businessman.

Nickel Level

The whole presupposition has, of course, been the Spanish and Virginia nut vending will remain at the penny level. Why not jump to the nickel? A rapid changeover is hazardous, as it would probably involve scrapping present equipment. Other factors should be taken into consideration as well. The machines would empty several times more quickly since they would be vending many more peanuts per play. The increased servicing requirements per machine would cut into profits. To get around this cost the operator might consider using a larger globe. In that event, he should form an estimate of how often globes are broken, since he would lose a lot more merchandise when using a bigger globe.

Another simple consideration is that five cents' worth of Spanish or Virginia peanuts would be almost too much for an average-sized hand to hold, and certainly too much for a child's. It is quite possible that the public would prefer packaged common nuts or do without. To cut down on the number of nuts vended for a nickel might work for a while, but before long the public would realize the discrepancy between quantities of bulk and packaged nuts received for a nickel.

Two-Cent Level

Of course, peanuts could be vended at the two-cent level, and many operators think it would work. Most manufacturers of bulk venders do not think two-cent vending would solve any problems, however. (The Billboard, December 23, 1957.) Bulk merchandising depends upon impulse buying, and it is very likely that having to fish for two coins instead of one would have an adverse effect upon customer impulse.

One thing may be said about the future, however: If bulk operators begin following the exodus of major-equipment firms out of penny nut vending, it will have a beneficial effect upon those left. Those left will not be plagued by extreme competition and location-jumping. In any given locality, as other operators move out, those left will also have a better choice of locations. If the penny nut operator does in fact become scarcer, there will be a greater demand for him from that type of location that wants a penny nut machine, and more liberal commissions could result. Penny nut vending would become an extremely specialized operation in which the operator would utilize high-volume locations and excellent servicing to beat the narrowed profit margin.

Canteen Penny Unit Line-Up

Continued from page 80

margin from the penny nut machines was becoming too narrow to warrant keeping them on location. Eventually all the machines will be removed, in many instances to be replaced by packaged nuts vending at a nickel or a dime.

The labor cost of servicing and repairing the penny venders has simply become too high, said Fedel. He added that it makes little economic sense to maintain the penny nut venders alongside major equipment such as coffee machines.

Cleaning up and servicing the penny machine is as expensive in terms of union wages as servicing the major equipment.

Fedel stated that the penny itself is not yet unprofitable for Automatic Canteen, however. Tab gum still turns in a profit due to the fact that servicing requirements are less frequent than with bulk nuts, and that it takes a fraction of the time to re-load and clean a tab gum machine compared to a nut vender.

SEABOARD SPECIALS!

Auto Race	\$175.00
Colors	75.00
Classy Bowler	155.00
Easy Aces	155.00
Day Parade	275.00
Fun House	210.00
Gypsy Queen	125.00
Perky	165.00
Piccadilly	165.00
Register	285.00
Race the Clock	85.00
Shamrock	210.00
United Super Slugger	215.00
United Star Slugger	215.00
Sluggin' Champ	115.00
Hot Diggity	180.00
Acrowhead	265.00
Cue Ball	215.00
Derby Day	170.00
Capri	110.00
Balls-a-Poppin'	125.00
Wms. DeLuxe Baseball	45.00
Wms. 1957 Baseball	35.00
Daisy Mae	115.00
Tournament	210.00
Old Star	125.00

All games reconditioned and ready for locations.
One-third down with order, bal. C.O.D.
SEABOARD NEW YORK CORPORATION
171 Park Ave. East Hartford, Conn.

MUST SELL NEED CASH YOU NAME THE PRICE

SEEBURG
B100, BL100, C100
V200, R100, G100

AMI
B and C (40 Sel., 45 RPM)
D-80—G200

ROCK-OLA
Comet • 1446 • 1448
and 1454 (all 120 Sel.—45 RPM)
1455 (200 Sel.—45 RPM)

BRAND NEW KAYE 6 POCKET
SLATE TOP and FORMICA RAILS
Lowest in cost—most in collections.

All equipment in A-1 condition
RUSH YOUR OFFERS

AUTHORIZED ROCK-OLA DISTRIBUTOR

SEACOAST DISTRIBUTORS, INC.
1200 North Ave. Elizabeth 4, N. J.
Phone: Blgelaw 8-3524
THE BEST IN PHONOGRAPHS

WANTED BINGO MECHANICS!

STEADY WORK! GOOD PAY! NO DRIFTERS! GIVE QUALIFICATIONS AND REFERENCE IN YOUR FIRST LETTER.

Write to Box **916**

THE BILLBOARD, 188 W. RANDOLPH ST., CHICAGO 1, ILLINOIS

COIN MACHINE SALESMAN

One of the oldest and largest distributors in the East, with several important franchises in games and music, has a real opportunity for an aggressive salesman who knows the coin machine business.

Substantial, densely populated territory, lucrative and active market. We offer every co-operation and incentive, company car, real compensation with an unequalled opportunity to build your own future, to a salesman who can deliver.

We have a good share of the total volume now and need a thoroughly experienced man who can increase and expand our coverage.

Write in detail. We guarantee full and strict confidence. Our employees know of this ad. If promising, we will pay expenses for interview or come to you.

BOX 136 The Billboard, 1564 Broadway, New York 36, N. Y.

COIN MACHINE MARKET PLACE

CLASSIFIED ADVERTISING

Is now located in the new CLASSIFIED SECTION.

See Index on Page 1.

YOUR NAME
ADDRESS

CANCER
% YOUR LOCAL
POST OFFICE

Give to the AMERICAN CANCER SOCIETY

RECONDITIONED BARGAINS! Valley 6-Pocket Pools. \$175 14-Foot Bowlers 475

PURVEYOR Better Buys
DISTRIBUTING CO.
4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

NOW DELIVERING

- * BALLY STRIKE BOWLING LANES—ALL STAR BOWLERS—SUPER BOWLER
- * TARGET ROLL—MISS AMERICA
- * BALLY CIRCUS, THE BIKE, THE CHAMPION, MODEL T and TOONERVILLE TROLLEY
- * ROCK-OLA PHONOS—50-120-200 SELECTION

WRITE OR CALL FOR PRICES

SPECIAL	BINGO GAMES
Seeburg C. 100 Selection . . . \$475.00	Sun Valley Write
1432 Rock-Ola, 50 Selection, 78 or 45 R.P.M. 95.00	Showtime Write
1434 Rock-Ola, 50 Selection, 45 R.P.M. 145.00	Double Header \$295.00
Like new A.B.C. Bally Bowling Lanes, 11 ft. 495.00	Parade 225.00
14 ft. 545.00	Beauty 65.00
ChiCoin Ska Bowl 245.00	Beach Club 65.00
All machines have been checked, cleaned and ready for location.	Gayety 75.00
5 BALLS	Gaytime 125.00
Snafu \$125.00	Yacht Club 30.00
Capri 125.00	Palm Beach 40.00
Blondie 145.00	Variety 85.00
Balls-a-Poppin' 245.00	Miami Beach 125.00
Cottlieb Duette 165.00	Dudo Ranch 45.00
Williams Wonderland 135.00	Big Time 125.00
Genco Showboat Write	Hi Fi 65.00
Bally Carnival Write	Ice Frolics 65.00
Bally Circus Write	Palm Springs 65.00
	Surf Club 65.00
	United Manhattan 75.00
	United Pixie 95.00
	ARCADE
	Genco Motorama \$495.00

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: MElrose 4-8468. Indianapolis, Indiana

Guaranteed DAVIS 6-POINT Phonographs

SEEBURG

- * V200 Rebuilt w/ VL Sel. Rec. \$850.00 *
- * HF100R 669.00
- * HF100C 569.00 *
- * HHF100R (Hideaway) 550.00
- * HH100W (Hideaway) 425.00 *
- * M100C 469.00
- * M100A 189.00
- * 3W1 Wallboxes, Chrome (100 Selections) 54.50 *
- * 3W1 Wallboxes, Hammerloid (100 Selections) 46.50 *

WURLITZER

- * 2150 (200 Selections) . \$799 | 1650 \$239 *
- * 2000 (200 Selections) . 699 | 1600 239
- * 1900 (104 Selections) . 649 | 1400 149 *
- * 1800 569 | 1250 99 *
- * 1700 469 | 1217 (Hideaway) 89 *

AMI

- * H100 (like new) \$649
- * G200 (like new) 649
- * E120 339

ROCK-OLA

- * 1442 (50 Selections) . . \$395 *
- * 1436 (45 rpm) 229
- * 1434 (45 rpm) 139 *

Terms: 1/2 Deposit Required.

WORLD EXPORT Corp.

Davis Distributing

Exclusive Seeburg Distributors
738 Erie Blvd., East, Syracuse 3, N. Y.
U.S.A.
Phone: GRanite 5-1631

CABLE ADDRESS: "DAVDIS"

Pennsylvania City Astir Over Game Monopoly

DUQUESNE, Pa.—A monopoly situation in which one firm—from out of town—was handed sole rights to amusement game operations here, caused an uproar last week among operators and tavern owners, split city officialdom into two camps, and brought a suit into Common Pleas Court.

Forbes Amusement Company,

Pittsburgh, was awarded by Duquesne Mayor Frank Koprivier, the sole right to game licenses in Duquesne. As the furor broke last week, the mayor assumed full responsibility for the licensing fuss.

The mayor explained his action as follows: "I did nothing more than what is being done in other towns. . . . With one operator it

will afford tighter policing. We will know who is responsible if children play the machines."

Tavern owners sent up a howl. They were informed that they couldn't have machines unless they were Forbes machines.

Hopes for Change

Councilman Charles Petraltis, who earlier in the month voted with a council majority to put the fee office under control of the mayor, said he hopes to convince the mayor to allow other operators to obtain permits and locate games.

Thru the years about 10 operators had machines on location annually in Duquesne. City Treasurer James Pucci reported that Forbes sent in a check for \$5,600, enough to grab the full supply of \$50-per-machine permits.

Assistant District Attorney Leonard Staisey, a member of the Duquesne school board, charged that the mayor was using the teen-agers as a cover-up. Said Staisey, "He (the mayor) doesn't put as much faith in his police chief as I do. I happen to know that Chief Walter Weir keeps close tabs on where youngsters loaf and he would not stand for it. . . . He is using the youngsters as a cover-up to force an unsavory deal on legitimate businessmen."

Name Problem

Attorney Gilbert E. Morcroft, representing another but a different Forbes firm, Forbes Amusements, a kiddie ride operation, wants Forbes Amusement Company to "stop using its name." He will seek punitive action and ask for an injunction against the game firm's using the name and address of this client's firm. Aaron H. Braunstein, head of the kiddie ride firm, said he had given the other outfit more than two years' time to cease using the name.

The general upheaval started when Duquesne's ordinance officer, Leonard Cheise, acting on orders from the mayor, pulled plugs from pinball and bowling games on locations, bringing an immediate uproar from location owners and operators.

Reputed owner of the Forbes Amusement Company is one Pete Maragas, reported approaching Duquesne locations and offering 50-50 splits.

At least one "independent" machine was still in operation at Duquesne's City Hotel. The location owner, Charles Cardamone, said he sent his bartender to City Hall but was refused a permit. "No one is going to tell me who to have put in my machine," Cardamone asserted. "It's a matter of principle."

A somewhat similar monopoly situation has loomed over North Miami, Fla., for several months. (The Billboard, January 13, November 25.)

Winnipeg May Use High Fees to Fight Cig Vend Legality

TORONTO — Distributors of cigarette machines here are watching with interest the next move in Winnipeg now that Wally Wilson of Wilson's Coin Machine Company has won the issue that cigarette vending machines are legal in Manitoba.

Officially there still are no machines in operation while the Winnipeg council stalls on the matter of license fees, which may be set prohibitively high. The Retail Merchants Association has the city council aligned with it against Wilson and the Hudson's Bay Company and other merchants.

The city previously had a bylaw prohibiting installation of vending machines and its conviction of a restaurant owner under this law sparked the successful appeal to the Manitoba courts. Wilson says that 500 machines would be sold in Manitoba, with such locations in hotels and cocktail lounges as possibilities. He said machines would not be placed where children could easily use them.

Fair Bulk Tax

group. Rivera, another area planning incorporation, is soon expected to draft its license structure. The association plans to ask for a hearing prior to the tax levying.

The matter of decals bearing notice that the machine is the property of a member of the association was also discussed. Lew Feldman, Acme Vending Service, a supply house, said that the stickers were ready and will be delivered at the next meeting on February 25. They will cost approximately 2 cents each. Weiner urged all members to contact the Tax Assessor's office and make declarations.

Bryson Ulrich substituted for Robert Biro, secretary, who was absent. Lally, treasurer, proposed that the annual dues be increased to \$12. This matter will be discussed at the next meeting.

Visitors included Bob Metzgar, who is associated with Ulrich; Frances and Bob Stein, and William Hall. Stein and Hall are new operators.

Bill Ryan Dies; Led Chi Sales

CHICAGO — Bill Ryan, sales chief for a number of local coin machine firms in years past, died last week of cancer. He was buried Wednesday (29).

Ryan had held positions of general manager and sales manager at O. D. Jennings, Universal Industries, and J. H. Keeney & Company.

News in Brief

• *Continued from page 80*

However, of 4,227 cups of coffee vended, only 736 cups were black. Final tabulations showed that 49 per cent of black-coffee drinkers were women. Only beverage products women drank more of than men were chocolate and iced drinks.



ROYAL
DISTRIBUTING, INC.

3 Pixies	\$ 75.00	2 14-Ft. Bowlers	\$450.00
1 Caravan	105.00	1 United Pirate Gun	325.00
2 Star Dust	150.00	1 United DeLuxe Bonus Gun	215.00
1 Playtime	450.00	1 Genco Rifle Gallery	145.00
5 Night Clubs	205.00	1 Wms. DeLuxe Polar Hunt	225.00
2 Double Headers	215.00		
2 Gay Times	105.00		

Rock-Ola Distributor

ATLANTIC CITY FROLICS AND BEAUTIES AVAILABLE

ASK FOR BEN MACKIE or HAROLD HOFFMAN
3726 Kessen Ave., Cincinnati, O., MONTANA 1-5001

We Wish To Express Our Thanks to the BELGIAN GOVERNMENT & L'AUTOMATE OF BRUSSELS

for inviting us to place our equipment in the Arcade Exhibit, Amusement Center

1958 BRUSSELS WORLD'S FAIR BRUSSELS, BELGIUM

We cordially invite operators from all over the world to visit our arcade during their stay at the World's Fair.

The latest and most advanced designs in American Coin Operated equipment will be flown to the 1958 Brussels World Fair for display in our arcade, featuring the latest models from:

Bally • Williams • Genco

Mr. Armand Timmermans of Kentver Automatic, Antwerp, Belgium, and sales representatives from International Scott Crosse Co., U.S.A., will be on hand during the entire show to afford you hospitality.

1958 Brussels World's Fair
Opening day: April 17th, 1958

International Scott Crosse Company
SCOTT CROSSE COMPANY

BRANCH: 1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
Rittenhouse 6-7712

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

"QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN"

VENDORS	SPECIAL VENDORS	ARCADE EQUIPMENT
Cigarette	50 Model T M Cole, 4 selec. drink .. \$425.00	Auto Foto, Model 9
13 brand new, 4 slightly used, Electro, 13 col. Swagstyle, Ea. \$175.00	10 Fedam 4 selec. Hot Food, canned 195.00	Auto Foto, Model 11
15 Keeney Electric, 9 col. Ea. 95.00	25 American, 5 col. refriq. sandwich 295.00	Bally All Stars .. Write
Eastern, 22 col., new	4 Mills Fresh Brew Coffee, orig. cost \$2,250; special .. 695.00	Boomerang
Mercury, 11 col., 30y	12 Shipman 5 Col. Foto Film, orig. cost \$295; special 125.00	Big Inning
Mercury, 9 col. 150.00		Ex. Pop Gun .. Write
National 950		Ex. Silver Bullet .. 195.00
National 950		Genco Gun Club .. Write
Lehigh, 13 col. 200.00		Genco Motorama .. 495.00
Lehigh, 8 col. 85.00		Heavy Hitter .. 65.00
Lehigh, 10 col. 125.00		Undersea Raider .. 125.00
		Midwest Movies .. 100.00
		Champion Hockey .. 100.00
		Basketball Champ .. 195.00
		Four Player Derby .. 125.00
		See-Saw
		Goatee
		Twin Hockey .. 225.00
		Stream Shovel .. 195.00
		Bal-A-Score .. 95.00
		Dale Gun
		Silver Bullet .. 125.00
		Ex. Vitalizers .. 75.00
		Hi-Fly 8 Ball .. 225.00
		Keeney Air Raider .. 125.00
		Lite-A-League .. 75.00
		Cap. Panoramas .. 395.00
		Drive Mobile .. 150.00
		Flying Saucer .. 95.00
		Photomatic .. 250.00
		Silver Gloves .. 175.00
		Voiceograph .. 325.00
		Drive Yourself .. 425.00
		Rock 'n' Roll .. 95.00
		Pitcham & Balfem .. 195.00
		Bear Gun .. 150.00
		Coon Hunt .. 150.00
		Jet Filter .. 225.00
		Sidewalk Engineer .. 195.00
		Love Tester .. 125.00
		Three D .. 150.00
		Shoe Shine .. 150.00
		Wms. Ten Strik .. Write
		Zodiac Vendors .. 95.00

6 POCKET POOL TABLES
Like New \$185.00

150 BALLY HOLLY CRANES
For export shipment only
Write or phone for special prices

LATE BINGOS
Write or phone for special prices

WURLITZER DISTRIBUTOR

CLEVELAND COIN MACHINE EXCHANGE
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

Oneida Co., N. Y., Hears Pinball Ops

UTICA, N. Y. — The Oneida County Grand Jury heard testimony by two subpoenaed pinball operators last week as part of what Assistant District Attorney Arthur Darrigrand termed "a general inquiry" on crime in the city of Utica.

Pinballs which operate without payoffs are legal and licensed in Utica under provisions of a city ordinance. If machines are adjusted in any way to permit payoffs on certain scores or if establishments in which they are located pay off on such scores, they become illegal gambling devices.

help your HEART FUND help YOUR heart

JOE ASH says:

In over twenty years' experience no machine has received the praise that has been given to the New Wurlitzer Console and Wurlitzer Model 2200. The reason is obvious. . . . Wurlitzer has everything an operator could want . . . and our Wurlitzer orders prove it!

Exclusive Distributors for Wurlitzer, D. Ball's and Exhibit in So. Jersey, Del. and E. Penna. Cable Address: COMAC, Philadelphia, Penna.

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St., Phila 30, Pa. - PO BOX 5-4423
Write or wire for prices

MUSIC	GAMES
M-100A, Converted to 45 RPM	\$275
SEEBURG 100R	450
A.M.I. D-40	145
WURLITZER 1030	395
ROCK-OLA "FIREBALL" 120 (78) 150	
ROCK-OLA "FIREBALL" 120 (45) 195	
A.M.I. D-50	95
A.M.I. "B"	95
SEEBURG 100-G	975
SEEBURG 100-W	975
All phonographs reconditioned and refinished.	
45 RPM CONVERSIONS for Other Models	
Write	

Exclusive Seeburg Distributors

ATLAS MUSIC COMPANY
A Quarter Century of Service
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5003

New Gotham Coin Group Opens Office

NEW YORK—The United Coin Machine Operators of New York, newly organized juke box and amusement machine operator association, opened its headquarters at the Great Northern Hotel here this week.

The five officers—Eugene Jacob, Al Koondel, Morris Wurtzel, Bert Jacob and Max Golden—are taking turns manning the office, with each man devoting a day a week.

This arrangement will continue until a full-time business manager is hired. A general meeting is scheduled during the month, but the date has not yet been determined.

The Association claims a membership of 40, recruited mainly from the Associated Amusement Machine Operators of New York and the Music Operators of New York.

Witsen: Europeans Grow Particular

Says Export Mkt. Overloaded With Jukes, Pins; Sees Potential in Bowlers, Shuffles

PHILADELPHIA — The days when an American coin machine exporter could unload any kind of used equipment on the European market is gone. That's the report of Abe Witsen, International Scott Crosse Company head, just back from a trip abroad.

He pointed out that American manufacturers have been shipping new equipment overseas directly and that European operators are becoming more and more selective.

No Shortage

Witsen reported that no great shortages of juke boxes and pin games exist in Europe. He feels the greatest potentials for this market lie in 14-foot bowlers and shuffle bowlers. In Germany, he added, bowlers and shuffles are just being put on locations, and they are heavy earners.

On music and pins, Witsen continued, a definite over-supply exists and the role of the American exporter is being diminished considerably.

Witsen cited European ware-

houses loaded with music and pins. In Italy, he commented, new machines are being placed on locations that don't even rate used equipment.

Bowlers & Shuffles

Witsen said that bowlers and shuffles offer the greatest opportunities for the American coin machine exporter.

The International Scott Crosse Company chief visited Belgium, Holland, Italy, Portugal, Germany and France. He has the Arcade concession for the 1958 Brussels World Fair which opens April 17 and runs for six months. Witsen will operate 200 pieces in two Arcade locations (The Billboard, January 27) and will exhibit games of American manufacturers.

Battle Lines

Continued from page 92

that time, AAMONY had a contract with a union headed by James Cagiano. After Cagiano's union was expelled by the RCIA, the union did not renew its contract.

The latest report is that Cagiano is making a fresh bid to organize the game industry and that he has some powerful backing.

Vote Slated

Members of AAMONY will vote on ratification of the Local 1690 contract at a general membership meeting Thursday (13). Sanford Warner, AAMONY president, this week sent a letter to all AAMONY members informing them that he had signed an agreement, on behalf of the Association, with the union.

The letter said "there have been several unions trying desperately to get a toe-hold in the coin machine industry, with little success to date. Before they injected themselves into the picture, our industry and its union affiliation enjoyed the respect of all who were in any way concerned with its activities.

"In order to maintain that position, it is essential that our employees be represented by a reputable union whose aim is to serve its members and the industry in the best interest of all. Under the conditions that exist, to take any other course than the above would do a serious and long-lasting disservice to our industry."

Salt Lake City

Continued from page 92

Finally, the Utah Supreme Court handed down a decision.

The decision struck out the Salt Lake statute prohibiting pinballs. The justices said the city had gone beyond its power in prohibiting by interpreting the word "suppress" to mean prohibit.

State law allows cities to "license, tax, regulate and suppress billiards, pool, bagatelle, pigeon-hole, pin alleys or tables, or ball alleys.

In his decision, a justice of the court wrote: "It would be doubtful whether the city or Legislature itself could prohibit them (pinballs) any more than they could prohibit bowling or pitching horseshoes or almost any other game one might mention, most of which accommodate themselves to gambling by those so inclined."

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!

BUY! METAL TYPERS
VENDING ALUMINUM IDENTIFICATION DISC
WHY?
1. LIFE-TIME INCOME
2. TROUBLE-FREE OPERATION
3. ONLY 18"x18"



1318 N. WESTERN AVE.
CHICAGO 22, ILL.
EV 4-3120



EXCLUSIVE FACTORY DISTRIBUTORS

FOR

UNITED, BALLY, KEENEY, FISCHER and AMI in Wisconsin

DISTRIBUTORS

for UNITED, KEENEY, and FISCHER for Minnesota, N. Dakota, and S. Dakota

GET IN IMMEDIATELY ON THESE OUTSTANDING MONEY MAKERS

NOW DELIVERING

AMI MODEL "H" 200, 120 & 100

- UNITED JUMBO BOWLING ALLEY
- UNITED DELUXE BOWLER
- BALLY CIRCUS
- BALLY ABC SUPER DELUXE BOWLER
- KEENEY "22" CIGARETTE VENDOR
- FISCHER NEW 6 POCKET POOL
- FISCHER NEW 9 BALL POOL TABLES

Better see Paster for Service that's Faster
Always best prices, best terms and best service

PHONE, WIRE OR WRITE

PASTER DISTRIBUTING COMPANY

2227 University Avenue
St. Paul, Minn.
Phone: Midway 6-7901

3601 West Fond Du Lac
Milwaukee, Wisconsin
Phone: Hilltop 4-5425

LARGEST STOCK AND SELECTION IN U. S. A.

JUKES JUKES JUKES!

Steam Cleaned—Unconditionally Guaranteed

UNITED UP-A-100	M100W \$550	E-120 AMI \$375
Typical Values	V200 695	F-120 550
SEEBURG	WURLITZER	G-120 650
M100A \$745	2104, 50¢ Chute \$735	G-200 (New) 725
M100C 475	1800 595	H-100 750
H100G 550	1900 675	H-120 Write
	1700 545	ROCK-OLA
	1650 Hi Fi 345	Comet 120 \$435

GENCO'S NEW GUN...

GUN CLUB NEW DESIGN—NEW TARGETS

- Williams TEN STRIKE
- Bally ALL STAR BOWLER
- Williams JIG SAW
- United ROYAL BOWLING ALLEY
- Genco SHOWBOAT
- Genco MOTORAMA

REJUVENATE those shuffle alley locations with 9' BOWLING ALLEYS!

(Converted from 14' Models)
• TRIED • TESTED • TERRIFIC \$475.00

USED EQUIPMENT SPECIALS

United 11' Bowling Alleys \$475.00	Genco 6-PI Skill Ball \$199.50
United 14' Bowling Alleys 445.00	Wms. 6-PI Roll-A-Ball 199.50
Chicoin 6-PI. Ski Bowl... 199.50	Wms. DeLuxe Roll-a-Ball 235.00

BINGOS

- Bally Miss America
- Nite Club \$245
- Double Header 245
- Broadway 195
- Big Show 295
- Key West 365

SUPER SPECIAL AUTO PHOTO, \$1,795.00

Model 9—Reconditioned

1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-7600
DETROIT BRANCH—14344 Fenkell, Detroit, Mich. Tel.: BROADWAY 3-2150

GIVE TO DAMON RUNYON CANCER FUND

NEED 1,000 USED—AS IS SHUFFLES & BINGOS IMMEDIATELY!!

PHONE—WIRE—WRITE
Cabe Feerman—240 E. Merrick Rd., Freeport, N. Y.
Phone: Mayfair 3-2472

SANDY MOORE
DISTRIBUTORS CORP.
Export Specialists
240 E. Merrick Rd., Freeport, N. Y.
Mayfair 3-2472
Showrooms:
595 Tenth Ave., N. Y. 19, N. Y.
Chickering 4-5050

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH \$120.00	BEAUTY \$60.00
VARIETY 85.00	DUDE RANCH 55.00
GAYETY 75.00	SURF CLUB 50.00
ICE FROLICS 65.00	BEACH CLUB 45.00

Immediate Delivery, 1/2 Deposit.

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

WANTED

ANY QUANTITY OF 1956 AND 1957

GOTTLIEB GAMES

LATE MODEL

SHUFFLE ALLEYS

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin and International Mutoscope Distributors



TRIMOUNT

Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9480

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

N. E. OPERATORS PRAISE NEW WURLITZER CONSOLETTA

• It's small! • It makes money!

TERRIFIC BUYS IN MUSIC for U.S. OPERATORS, not just for export

WURLITZER	
2100 - 2150	
2000 - 1800	
Walta - Wire - Call	
SEEBURG	
V-200	\$645
100-B	375
AMI	
C-200	\$675
C-120	595
F-120	495
D-80	250
ROCK-OLA	
1448	\$575
1446	525
1439	375

KIDDIE RIDES	
BALLY CHAMPION HORSE	\$400
BALLY SPACE SHIP	275
DECO SPACE RANGER	275
LANE-LEE MERRY-GO-ROUND	300
STEAM SHOVELS	110

WORLD WIDE DISTRIBUTING CO.
289 LINCOLN ST.
ALLSTON 34, MASS.-AL 4-4040

WURLITZER
BALLY
CHI. COIN
GENCO
FISCHER

IF YOU LIKE ATTRACTIVE FIGURES... YOU'LL GO FOR WORLD WIDE PRICES ON TOP QUALITY EQUIPMENT!



BOWLERS

C.C. 12' SKI-BOWL	\$295	C.C. CHAMPIONSHIP	\$325
C.C. 11' SKI-BOWL	275	BALLY ABC	295
Wms. 6-PI. ROLL-A-BALL	225	C.C. BONUS SCORE	195
Genco SKILL BALL	185	Bally GOLD MEDAL	175
United DLK. VENUS	115	Sally MAGIC	125
United 5TH INNING	110	United BANNER	125

5-BALL GAMES

WORLD CHAMP	\$295	RAINBOW	\$245
ROYAL FLUSH	285	FRONTIERSMAN	165
ACE HIGH	265	EASY ACES	150
AUTO RACES	235	LADY LUCK	115
CLASSY BOWLER	215	SNAPU	145
DERBY DAY	185	REGATTA	125
HARBOR LITES	165	LULU	75

MISCELLANEOUS

SEEBURG V-200	\$675
ROCK-OLA 1454	475
SEEBURG M-100B	350
Wms. 4-BAGGER	265
Wms. BIG LEAGUE	125
Genco STATE FAIR	375
C.C. HOME RUN	95

5-BALL GAMES

Multiple Player	
4-PI. REGISTER	\$310
4-PI. SCOREBOARD	195
3-PI. CONTINENTAL CAFE	335
3-PI. SEA BELLES	295
3-PI. CIRCUS	310
3-PI. BALLS-A-POPPIN'	145
2-PI. BLONDIE	175

BINGO GAMES

WITE CLUB	\$245	BRAZIL	\$275
BROADWAY	225	SOUTH SEAS	165
BEACH BEAUTY	175	STARBUST	150
MIAMI BEACH	125	STARLET	125
GAYTIME	125	PIXIES	95
BIG TIME	125	TRIPLE PLAY	110
GAVETY	65	SINGAPORE	75
VARIETY	75	RIO	45

FISCHER'S

6-POCKET POOL	\$155
4-POCKET POOL	195

A-1 CONDITION! IMMEDIATE DELIVERY

All Reconditioned Equipment in Stock—Prompt Shipment!

Cable Address "GAMES." Chicago Terms: 1/3 Deposit, Balance Sight Draft



Chicago 47 2330 N. Western Ave. Phone: Everglade 4-2300

COINMEN YOU KNOW

Continued from page 90

kins, manager of Bood Amusement Company, Jackson, Tenn.; Elgie Foster, Foster Amusement Company, Bolivar, Tenn.; John Dowdy, Ole Miss Music Company, Pontotoc, Miss.; Don Wallace, Wallace Amusement Company, Columbus, Miss.; Mahon Jones, Jones Music Company, Holly Springs, Miss., and A. B. Fort, Fairway Amusement Company, Columbus, Miss.

Washington

By DELORES NEWCOMB

The G. B. Macke Corporation has several more automatic feeding installations to its credit. Sid Lo-

tenberg says the company opened an automatic cafeteria at Suitland Hall, part of Andrews Field. This is the first time on the East Coast that the Army has installed such equipment to feed personnel. Macke took over the mess hall and fitted it with machines, and is under contract to the Army Post Exchange Service. Only other installation of this type is in the Midwest, Sid claims. Newest venture is an automatic snack bar installed at the Johns Hopkins University Research Branch in nearby Bethesda, Md.

Macke will hold a housewarming for employees in its new quarters before the month is over. Things are just about back to normal now that the move has been made, Sid adds. . . Most Arcades in the area are still suffering from the post-holiday slump. Herbert Brown, of Funland Arcade, says it won't be long until warmer weather and clear skies have the customers out again.

PM Sales Highest In Firm's History

NEW YORK — Consolidated net sales of the Philip Morris Company hit a record high of \$408,813,852 last year, topping the previous mark of \$386,193,733 set the previous year.

Company earnings were 9.4 per cent ahead of 1956, while sales gained 5.9 per cent. Consolidated net income for 1957 was \$15,759,439, equal to \$4.50 a share on 3,271,845 shares of common stock. This compares with \$14,405,628, or \$4.08 a share, the previous year.

According to Joseph F. Cullman III, PM president, the company and the cigarette industry are in the strongest positions of their respective histories.

As reasons for this improved position he cited the general increase in cigarette smoking, higher profit margins and the continuing increase in the national population.

Trade Reactions

Continued from page 92

and cocktail lounges, but not for "general use." He said he sold "quite a few at first, but now the cream's off altogether." He echoed the idea that the game was highly "movable," good for pepping up locations.

Other distributors viewed the new games as follows: "Just another game."

"Going good, and out in front of the bigger ball bowlers."

"Not licensed in Detroit."

"Distributed widely, in action thruout country."

"The kids love 'em, but in the taverns, they're hot and cold."

"Good for another couple months of steady sales at least."

"Bowling games have pretty much reached the end of the line. You can't top the 14-footers."

A distributor summed up the situation as he saw it, as follows:

1. Manufacturers will have a fairly good run on the new games.

2. The games are making inroads into some new locations that were previously without coin games because of space restrictions.

B & O Sales

Continued from page 80

double-mount machines on pipe stands are used in every location.

Even if inflation continues, stated Wanetick, the firm does not anticipate hardship in the foreseeable future. A simple expedient B & O has utilized to beat inflation is a lengthening of the servicing interval. Instead of servicing machines every three weeks, they are now for the most part serviced every six weeks. This has of course cut down on labor costs, a crucial factor in a bulk operation having employees.

Principals of Confection Specialties were Herb Cohen, Sid Weinstein and Herb Marrick, the latter of which is also presently associated with B & O Sales.



Planning an Arcade? BUY THE BEST... BUY MUNVES!

New Kiddie Rides	
LANCER	\$495.00
TUSCO ELEPHANT RIDE	Write
TRAIN RIDE	ALL NEW
FIRE ENGINE	AND
ANIMAL RIDE	PRICED
PONY CART	AT
SABRE JET AUTO	\$595.00
TUG BOAT	EACH!

Reconditioned Kiddie Rides
K-O-T Rocket \$195.00
Ocean Liner, Scientilla 345.00
Flying Saucer 195.00
WE CARRY ALL TYPES OF COIN-OPERATED EQUIPMENT/
Complete Line of Equipment of All Types Available for Export.

MIKE MUNVES CORPORATION
Bryant 9-6677
577 Tenth Ave., New York 36, N. Y.

CONSOLETTA

Replaces from 4 to 8 Wallboxes!

- Remote control
- Volume control
- 14"x27" x18"
- Shpg. Wt. 60 Lbs.
- Distributorships Available



CALL HARRISON 3-0233
REX COIN MACHINE DIST. CORP.
821 So. Salina St.
Syracuse, N. Y.

PAID CIRCULATION PROVES READER INTEREST

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

CALL—WRITE—WIRE

SHAFFER FIRST

FOR BETTER BARGAINS



SEEBURG 3W1 100 Selections WALL BOX

- Chrome Covers
 - Completely Reconditioned
 - New Buttons
 - New Instruction Plates
- \$49.50

SHAFFER RECONDITIONED

SEEBURG

HF100R	\$675.00
HF100G	575.00
M100C	495.00
M100B	395.00
M100A (As Is)	99.50
E-120	345.00

AMI

G-200	\$675.00
E-120	345.00
F-80	325.00
E-40	195.00
C	89.50

WURLITZER

2000 (200 selections)	\$675.00
1900	649.50
1800	575.00
1700	475.00
1500A	199.50

ROCK-OLA

1454 (120 selection)	\$595.00
1438 (Comet)	375.00

Call, Write, Wire

SHAFFER TODAY!

Write for Illustrated Catalog

SHAFFER Music Company

In the Coin Machine Business Over 23 Years

Columbus, Ohio
849 N. High St.
AX 4-4614

Cincinnati, Ohio
1889 Central Parkway
MAin 1-6310

Indianapolis, Ind.
1327 Capitol Ave.
MElrose 4-3571

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

YOU GET and HOLD CHOICE LOCATIONS

with "DECOR DESIGN"

POOL TABLES

by Fischer



Built to a high standard of quality, designed for maximum eye-appeal, the SPECIAL 6-POCKET is a handsome member of a distinguished, location-getting family! It offers the location owner still another choice of finish "customized" to location decor. Make sure of the fact you want! Present the SPECIAL, or the IMPERIAL in Dark Mahogany, Blend Hardwood or Color-Flex Finishes - most effective sales force in the field!

See Your Distributor or Write Bill Weikel

FISCHER SALES & MFG. CO.

8 S. Clinton Chicago 6, Ill. Spring 4-5514

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

February 4—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

February 4—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.

February 5—Music Operators' Association of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

February 5—Summit County Music Operators' Association, monthly meeting, Akron, O.

February 6—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland, O.

February 6—California Music Merchants' Association, Sacramento Division, monthly meeting, association headquarters, Sacramento.

February 10—Wisconsin Music Merchants' Association, Inc., Eagles Club, Milwaukee, Wis.

February 11—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.

February 11—California Music Merchants' Association, Los Angeles Division, monthly meeting, association headquarters, Los Angeles.

February 11—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

February 12—Retail Amusement Association of Canton, O., monthly meeting office of Elum Music Company, Massillon, O.

February 13—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

RECONDITIONED EQUIPMENT

There IS a difference! And the difference is in the way our machines are completely overhauled, rails scraped and lacquered to look like new, new instruction cards installed, cleaned thoroughly inside and out so they virtually sparkle! Your locations are proud to have you install a machine you get from us, and you receive compliments instead of complaints. It's worth trying once, in order for you to find a reliable source of reconditioned equipment.

DOUBLE HEADER	\$225.00	GAY TIME	\$100.00
PARADE	210.00	GAYETY	65.00
NIGHT CLUB	200.00	BIG TIME	125.00
BROADWAY	175.00	PIXIES	75.00
MIAMI BEACH	115.00	TRIPLE PLAY	65.00
BEACH BEAUTY	175.00	VARIETY	75.00

WRITE, WIRE OR PHONE  FOR PROMPT SHIPMENT

H.M. BRANSON DISTRIBUTING COMPANY

811 E. BROADWAY Phone: Juniper 7-1343 LOUISVILLE 4, KENTUCKY

EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

Valley

NOW DELIVERING!

the DELUXE

6-POCKET POOL TABLE

THE FINEST TABLE MADE ... BAR NONE!

"SPECIAL" 6-POCKET POOL TABLE

The Economy Model

Dollar for dollar, you get more in Dependable Performance, Earning Power and Lasting Service with Valley's "Cadillac Quality!"

See Your Distributor or Write Direct for Complete Information.

Valley SALES CO.
333 MORTON ST.
BAY CITY, MICHIGAN
Twinbrook 5-8587

SEEBURG M100A S 99	
AMI D-80	245
AMI C 145 rpm	135
WURLITZER 1500 195	
WURLITZER 1500 A	245
WURLITZER 2000 295	
WURLITZER 1700 595	
United Bowling Alley (14 ft.)	850
Chi Coin Bowling League (14 ft., 2 Sec.)	895

Better Tone at Less Cost! CoMco HI-FI SPEAKERS

The Only True Low-Priced High Fidelity Speaker! Hi Fi Wall Model . \$19.95 • Hi Fi Corner Model . \$23.95

CoMco Extended Range SPEAKERS Wall \$11.95 • Corner \$15.95 • Ceiling \$11.95

COVEN MUSIC CORPORATION

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210
Cable Address: COVENMUSIK-1, Deposit, Balance C.O.D.

THE Navy Regulus IS SENSATIONAL!! BUT WAIT 'TIL YOU SEE chicago coin's "ROCKET"!!

Profile

Continued from page 80

entertainment chairman for a number of them. In the latter capacity he was charged with staging floorshows every four months. The Elks are extremely active in charitable work, says Crisman, but the organization does not seek publicity. He says that annual checks stream out from his lodge for almost every conceivable charitable organization, national and local. His lodge often steps in when community funds are unavailable, buying equipment for the local hospital, making certain that poor families have more than snow at their doorsteps to greet them at Christmas.

When Crisman threw in his lot with Tom King and company the company was struggling along in the distributing phase, counting on five large bulk routes to carry the business on thru. Since then three of the routes have been sold. The firm boasts a diversified stock which includes six types of bulk nuts, 13 types of pan candies, 27 different kinds of tab, single stick and package gum, 13 of ball gum, 9 kinds of penny candy for tab gum machines, 200 types of charms, and 30 different types or sizes of globes. King & Company is exclusive Illinois and surrounding area distributor of Northwestern machines, and stocks parts for every machine on the market.

Crisman thinks that the most important development in bulk vending has been improvement in machine design. Whereas once an operator needed a variety of tools to dismantle or even service many machines, he can now service and make repairs on simplified venders with either a screwdriver or his bare hands. Machine refinements have made it vastly easier to keep venders clean and sanitary, and Crisman believes cleanliness is the most important single factor in bulk vending. Far too many operators, he says, lose countless sales simply because they don't keep their machines clean inside and out.

As co-chairman of NVA, along with Rolfe Lobenn, Leaf Brands, Inc., Crisman is kept busy appointing committees, co-ordinating effort, and anticipating deadlines for the forthcoming convention in May at Miami Beach.

WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in

The Billboard

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 12, Ohio
 Yes Please send me The Billboard for one year at \$15.
 (Foreign rate, one year, \$15) 718

Name.....
 Address.....
 City..... Zone..... State.....

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD!

when answering ads...

Say You Saw It in The Billboard

GIVE TO DAMON RUNYON CANCER FUND



THE Army Nike
IS SENSATIONAL!!
BUT WAIT 'TIL YOU SEE
chicago coin's
"ROCKET"!!

National Signs New Distribs

ORANGE, N. J.—Four new distributors have been signed up by the National Shuffleboard Company, according to Ed Martell, National sales manager.

They are Ben Franklin, Southern Amusement Company, Little Rock, Ark.; John Dietz, Dietz & Owen, Toledo, Northwest Ohio; J. R. Pieters, Kingpin Equipment Company, Kalamazoo, Mich., Southwest Michigan, and Vernie Feenster, Feenster Music Company, Knox City, Tex., Northwest Texas.

Martell, who has just returned from a two-week sales trip, said that Shuffleboard play in Arkansas, Oklahoma and Texas is particularly encouraging. He added that January sales for National are running double what they were a year ago.

Bulk Banter

Continued from page 89

sales tour. . . Al and Irv Fisher are in Chicago, also doing business. . . H. C. Otten, Jonesboro, Ill., op, reports that his bulk vending machines are for sale. Make is Oak and he says they are in good condition.

Erwin H. Samp, Milwaukee, Wis., op, is ill and place is being taken by Gordon Jorgenson. . . Rolfe Lobell, Leaf Brands, taking a combined business-vacation trip. . . Bert Fraga, Oakland, Calif., distrib, will soon open the new addition to his building, which formally debuted last August. New structure will house more manufacturing facilities and some warehousing space. New brand of candy he manufactures is dubbed Pat & Lyn, after his two daughters. . . Joseph Kruss entering bulk vending in Los Angeles area. A machinist by trade, Kruss operated a market until recently, but plans full-time vending.

Bob Feldman, associated with his father in Acme Vending Supply Company, Los Angeles, will soon celebrate another blessed event. The Feldmans have a daughter. . . Mary and Dan Lally, Lally Vending Service in Gardena, Calif., are expecting their first child in August. . . Jack Bension will soon move into his new home in the Toluca Lake section of Hollywood, Calif. . . Joe Arguelles, Joe Vending Service in Long Beach, Calif., has purchased a home in Seal Beach. Arguelles now claims that he will have the biggest swimming pool of any bulk vending operator—the Pacific Ocean, one block from his home.

William Hall is entering bulk vending in Costa Mesa and Long Beach, Calif. . . Bob Stein is

a new bulk vender in Los Angeles. . . Bob Metzgar is associated with Bryson Urich in his vending route in the Pasadena, Calif., area. . . James H. Wheeler, Pasadena bulk operator, is recuperating at his home following surgery. . . Harry McKinney, who operates in the Newport Beach, Calif., area, is adding candy and cigarette machines.

Here's a Fine Selection of USED PHONOS

all traded in on New Wurlitzers

Shipped and Ready for location

MUSIC

WURLITZER

1700	\$495.00
1800	575.00
1900	695.00
2000	795.00

WALL BOXES

WURLITZER 5205	\$29.95
AMI 40 SEL.	1.95

BINGOS

GAYETY	\$ 65.00
NEVADA	35.00
SOUTH SEA	155.00
PIXIES	70.00
CARAVAN	125.00
TROPICS	85.00
STARLETS	85.00
STARDUST	125.00
YACHT CLUB	85.00

1/4 down, balance C.O.D.

Lew Jones Distributing Co
 Exclusive Wurlitzer Distributor
 1301 North Capitol Avenue
 Indianapolis, Indiana
 Phone: ME 1-593

NEW! Running RABBITS
 on Endless Chain —
 Disappear when Hit!

NEW! CLAY PIPES
 on Revolving Wheel
 "Shatter" and disappear
 when Hit!



GENCO'S GUN CLUB RIFLE GALLERY

NEW! Glittering, Gleaming GOLD PLASTIC CABINET FRONT
 MAKES CABINET LOOK ENTIRELY DIFFERENT

- ELECTRIC MOTOR Resets Targets — Eliminates Target Breakage
- ADJUSTABLE REPLAY and 'Bonus Shots' Features
- 2 LIGHTED CANDLES snuff out when hit — plus other new action targets
- COMPACT, COLORFUL CABINET—only 50" x 29" x 70" high

MATCH FEATURE AVAILABLE

MUSIC	BOWLERS	BINGOS
AMI G-200 . . . \$650.00	C.C. BOWLING LEAGUE, 14 Ft. \$495.00	SHOWTIME . . . \$425.00
AMI G-120 . . . 625.00	C.C. BOWLING LEAGUE, 11 Ft. 525.00	KEY WEST . . . 365.00
AMI G-80 . . . 595.00	BALLY BOWLING LANE, 14 Ft. . . 495.00	BIG SHOW . . . 295.00
AMI F-120 . . . 525.00	UNITED TEAM . . . 115.00	PARADE . . . 245.00
AMI MODEL C, repainted, 45 RPM 195.00	EX. TRU BOWLER, 16 Ft. . . 395.00	NIGHT CLUB . . . 225.00
AMI MODEL B, repainted, 45 RPM 195.00	C.C. DELUXE SKI BALL 325.00	BROADWAY . . . 195.00
SEEBURG M100R 695.00	GENCO DELUXE SKI BALL 275.00	BEACH BEAUTY 175.00
SEEBURG M100G 595.00	UNITED POOL ALLEY, New 140.00	BIG TIME . . . 135.00
SEEBURG M100C, repainted . . . 525.00	C.C. CRISS CROSS TARGETTE 75.00	MIAMI BEACH . . 135.00
SEEBURG M100A 150.00	UNITED TARGETTE 95.00	GAYTIME . . . 110.00
WURLITZER 1550 150.00	UNITED COMET 125.00	VARIETY . . . 75.00
	UNITED VENUS 150.00	CARAVAN . . . 155.00
	UNITED VOGUE 215.00	MANHATTAN . . . 95.00
	EX. RINGER BALL 100.00	
	C.C. 6-PLAYER SKI BALL 200.00	
	GENCO 2-PLAYER SKI BALL 150.00	

MONROE
 COIN MACHINE EXCHANGE INC
 2423 Payne Ave. Cleveland 14, Ohio SUPERIOR 1-4600

IMPORTANT MEMO
 REGARDING
BILLBOARD INTERNATIONAL

Reach over 7500 manufacturers, distributors, exporters, importers, buyers, sellers and users of phonograph records, juke boxes, amusement games and vending machines.

ADVERTISING DEADLINE
 for the March Issue of
BILLBOARD INTERNATIONAL
 is
Friday, February 14

Contact your nearest Billboard office today or write:
BILLBOARD INTERNATIONAL
 188 W. Randolph Street, Chicago 1, Illinois

GENCO MANUFACTURING
 Div. of Chicago Dynamic Industries Inc.
 2621 N. ASHLAND AVE. • CHICAGO 14, ILL.

A.A.A. SALESBOARDS

Coin operated and non-coin operated.
Established 16 years.

R. C. WALTERS

2532 Semple Ave. St. Louis 12, Mo.

**Fort Pitt, Inc.,
Sells Overcoat and
Brewery Plants**

CHICAGO — Fort Pitt Industries, parent company of J. P. Seeburg, has disposed of its two overcoat divisions and four breweries and will confine its operation to the Seeburg coin-operated phonograph division, and Seeburg's contract division which specializes in government electronic contracts.

Fort Pitt's two overcoat divisions in Philadelphia, Jacob Siegel Company and Windsor Overcoat Company, were sold to Epstein Bros., in the same city. Sale included all tangible assets, inventories and rights to trade names used by the two firms.

Fort Pitt also sold its four Sharpshurg brewery buildings and equipment to Myron M. Segal, of Chicago, who will sell the machinery and lease the buildings.

**MUNVES COIN-OPERATED
ARCADES**

JOE MUNVES

- at the Tampa Terrace Hotel
- and Florida State Fair
- Sportland Arcade
- February 4th to 13th
- for the latest Arcade Equipment

All the news of your industry every week in The Billboard...



**MORE FOR YOUR MONEY
in QUALITY, QUANTITY
and SERVICE with
FIRST-Class Equipment!**

We're Shipping
Chicago Coin's

LUCKY STRIKE

LATEST and GREATEST MONEY MAKER IN BOWLERS!
Exclusive RE-PLAY Flash-O-Matic Star Feature for More Excitement—More Multiple Play! Giant Balls! Giant Pins! Realistic Action! No Roll-Over Switches on Playfield! ABC Scoring! Super Quiet! Immediate Delivery!
Exclusive Distributor for Chicago Coin in N. Illinois and Indiana.

Now Delivering NEW GAMES

- | | |
|-----------------------|--------------------|
| Wms. TEN STRIKE | Genco MOTORAMA |
| Wms. TEN PIN | Genco GUN CLUB |
| Bally ALL STAR BOWLER | Genco SHOW BOAT |
| Bally MISS AMERICA | Gottlieb WHIRLWIND |

**FIRST-Conditioned
14-FT. BOWLERS**

- Chi Coin BOWLING LEAGUES
- United BOWLING ALLEYS
- Bally BOWLING LANES
- Keeney TRUE-SCORE BOWLER
- Exh. TRU-BOWLERS

Write, Phone for
SPECIAL PRICES!

ARCADE

FIRST-Conditioned

- Genco CHAMPION BASE
- BALL \$175
- Keeney CROSS COUNTRY 210
- Genco HI-FLY BASEBALL 195
- United DERBY ROLL 145
- Wms. BIG LEAGUE BASE
- BALL 145
- Capital MIDGET MOVIES 125
- Wms. STAR SERIES 85
- Mutos. ROCK 'N' ROLL 75
- Chgo. Coin MIAMI SHUFFLE 65

- WE NEED Exh. '500' SHOOTING GALLERY United CARNIVAL GUN
Wms. POLAR HUNT Genco SKY ROCKET

Cable: "FIRSTCOIN"—Chicago

FIRST

**COIN MACHINE
EXCHANGE**

Joe Kline & Wally Finke

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dikent 2-0500

GUNS

FIRST-Conditioned

- Genco CIRCUS Write
- Exh. JUNGLE HUNT \$225
- Wms. JET FIGHTER 160
- Exh. SPORTLAND GUN 140
- Exh. STAR SHOOTING GALLERY 120
- Exh. SHOOTING GALLERY 110
- Seeburg COON HUNT 150

POOL GAMES

**VALLEY'S
NEW 1958 MODEL
6-POCKET
POOL TABLES**

FINEST EVER MADE!
Priced Right!

A Brand New Model!
**KAYE'S
"COMPETITOR"
6-POCKET POOL**
Outstanding Value!

**56-PAGE CATALOG
for IMPORTERS**

Fully
Illustrated
Send for
FREE
Copy
Today!



**THE
Air Force Atlas**

IS SENSATIONAL!!
BUT WAIT 'TIL YOU SEE
chicago coin's
"ROCKET"!!

OPERATORS:

please be patient—
we are working overtime
to fill back-orders on

TEN STRIKE REPLAY **TEN PINS** NOVELTY



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST., CHICAGO 24, ILL.





You are invited to our GRAND OPENING PARTY

Sunday, February 9, 1958 - 1:00 to 7:00 P.M.

At

The New and Remodeled Buildings and Facilities of

MICKEY ANDERSON AMUSEMENT CO.

314-316-318 EAST 11th STREET, ERIE, PA.

Phone: 2-3207

We cordially invite our customers, old and new, and the manufacturers we represent (Bally Mfg. Co., and Games, Inc.) to be our guests.

We would like to show a little appreciation and thank everybody at the same time.

We hope everyone will come to see our display of the newest games by:

BALLY—Miss America, All Star Bowler, Super Bowler, Target Roll, Strike Bowler and others.

GAMES, INC.—Super Hunter and the brand new Double Shot.

Come one, come all . . . let us show you our expanding facilities, and have a good time

Family Affair

• Continued from page 92

mornings and works afternoons and evenings.

Assistant service manager is Raymond Bednarski, Anderson's brother-in-law, married to Mickey's only sister. Route manager is Joseph (Chubby) Anderson, Mickey's youngest brother. Office manager is Versal Anderson, Mickey's sister-in-law, who married Martin, Mickey's brother.

Clan Members

In charge of maintenance is Edward J. Laird, Mickey's father-in-law, while Richard J. Anderson, 16, Mickey's youngest son, fills in after school when football and basketball practice doesn't interfere.

Also helping out after school are Jack Anderson, son of brother Zeke, and Ronald Bednarski, Mickey's nephew. When things get really busy, wife Margie helps out.

Lest Anderson be accused of nepotism, he has a few key men in his organization who are neither blood relatives nor in-laws. Leonard Krasinski is assistant route manager, and Bernard Szymanski is head bookkeeper and accountant.

Non-Andersons

The shipping department is run by Bruno Patalita, and Edward Jurkiewicz is an extra helper.

Completion of the new building which is attached to the old quarters gives the firm more than 12,000 square feet of floor space, with expanded offices, display, parts and service areas, and more shipping and storage facilities.

The firm is distributor for the Bally Manufacturing Company and Games, Inc.



ADVERTISERS

know exactly what

THE BILLBOARD

delivers because The Billboard is a member of the Audit Bureau of Circulations.



Gottlieb's 2 Player

WHIRL-WIND

Leads the Way to Greater Play! Higher, Steadier Profits!

And that's a fact! Gottlieb engineered games are loaded with player appeal and constantly yield good earnings in all types of locations. Advanced ideas and engineering know-how are the ingredients that, year after year, make Gottlieb games the profit leader.

- New "Jet-Action Ball Shooter" Propels Ball Toward Roto-Targets
- Holes Score 100 Times Target Values
- 6 Places to Spin Roto-Targets
- Advancing Value Bonus Scores 1 to 100 Times Target Values
- 2 Super-Powered Flippers
- Cross-Board Cyclonic Kickers
- Available With Twin Chutes
- Match Feature

See your distributor today!

D. Gottlieb & Co.

1140-50 North Kostner Avenue • Chicago 51, Ill.

Amusement Pinballs
as American as baseball and hot dogs

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Gottlieb Ships

Continued from page 92

award from one to 100 times target values.

Roto targets can be spun for change in value by contacting any of six points on the playfield.

Whirlwind has button-operated ball flippers, ball kickers, bumpers and other standard features. The game is available with twin dime and quarter coin chutes, and has match play.

6 COUNTY FAIRS \$95.00

ALLEYS

- Chl. Coin HOLLYWOOD S. A. . . \$195.00
- 14' BOWLING ALLEYS 425.00
(United—Chicago Coin)
- Genco 6 PL. SKILL BALL 195.00
- Chl. Coin 6 PL. SKI BOWL 195.00
- Chl. Coin BONUS SCORE S. A. . . 195.00
- United CAPITOL S. A. 225.00

PINS

- Gottlieb SLUGGING CHAMP . . \$165.00
- Gottlieb SEA BELLES 275.00
- Gottlieb WORLD CHAMP 250.00
- Gottlieb HARBOR LITES 175.00
- Gottlieb DUETT 175.00
- Gottlieb LADY LUCK 145.00
- Gottlieb GYPSY QUEEN 150.00
- Williams REGATTA 125.00

20 WATLING LO-BOY SCALES \$65.00

UNIVERSITY Coin Machine Exchange
858 No. High St. Columbus 8, OHIO
Tel. AXminster 4-3529

N. ILLINOIS, N. INDIANA

and IOWA OPERATORS!

GOTTLIEB'S NEW

WHIRLWIND

SPINS UP A "STORM" OF PLAYER INTEREST AND ACTION!

NEW "JET ACTION"

BALL SHOOTER!

6 PLACES TO SPIN

ROTO TARGETS!

And Many Other Features for Higher, Steadier Profits!

GET YOUR ORDER IN NOW FOR IMMEDIATE DELIVERY!

You can get this terrific Money Maker into your locations with almost no investment thru National's Rental Plan! Write, Wire, Phone, Visit Us Now for Rates and Information.

WANTED!

- MAJESTIC
- SUPER JUMBO
- JUBILEE
- FLAGSHIP
- SILVER

TOP DOLLAR CASH or TRADE

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey, Chicago 14, Ill.
BUckingham 1-6466

GIVE TO DAMON RUNYON CANCER FUND

FOLK TALENT AND TUNES

Continued from page 91

the public relations field via the KEAP Country Tunes newsletter, which bowed several weeks ago. The newsheet carries timely news of country music interest, KEAP Top Tunes and a rating of new country records. Edited by ex-Navy journalist-announcer Eddie Briggs, the KEAP newsletter is sent free to publishers, promotion men, record firms and artists. Early in January the station also inaugurated Country Tune of the Week. Featured thus far have been "Teenage Queen," by Johnny Cash; "Come

Back," by Buck Owens, and "Beggar to a King," by Jape Richardson. A recent visitor to the station was Freddie Hart (Columbia), who plugged his new release. Hart was interviewed by Barney Lee, KEAP's owner-manager and a veteran West Coast deejay. Besides Briggs and Lee, the station's wax is whirled by Bill McAllister and Bob Kennedy. Recent additions to the all-country-music station are Johnny Russell, Jim Ward and Frances Self. The station welcomes country and western wax.

David Rosen says

AMI is great for '58

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

Now!! GET EVEN BIGGER PROFITS WITH **chicago coin's** SENSATIONAL NEW BOWLER . . .

LUCKY STRIKE

with its EXCLUSIVE

RE-PLAY

Flash-O-Matic
Star Feature

NO ROLL-OVER SWITCHES ON PLAYFIELD!

CREATES MORE MULTIPLE PLAY!

CREATES MORE EXCITEMENT!



NEW!

① Score Glass Guard!

② Hood Guard!

③ Pin Guard!

Quietest Bowler Ever!!

- Entire Ball Return Runway is Rubber Lined!
- Playfield Sound-Proofed with Cork Backing!
- Back stop is Sound-Proofed with Cork!

GIANT BALLS

4 1/2 in. DIAMETER
2 1/2 POUNDS

GIANT PINS

REALISTIC SIZE
Larger Than Ever Before!

NEW PROFIT MAKING FEATURE!
2 Games for 25c
Also available as One Game for 25c
Easily convertible to regular 10c play!

NEW! Larger Cash Box!

chicago coin machine

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of **Chicago Dynamic Industries, Inc.**

Get Double Value with **Bally**[®]

GAMES AND KIDDIE-RIDES

TOP EARNING POWER

TOP RESALE PRICES

Strike-Bowler

No switch-rollovers on alley! Ball actually hits pins to score by Official Bowling Rules!
 Result is biggest ball-bowling profits.
 Available in 4 popular lengths—
 11 ft., 14 ft., 18 ft., 22 ft.



New
 extra-profit coin-chutes
2 games 25¢
1 GAME 15¢
player not forced to buy 2 games but gets bargain when he does.
ALSO AVAILABLE WITH DIME & GAME CHUTE

Free
 TOURNAMENT PROMOTION KIT WITH EACH GAME

1 TO 6 CAN PLAY

All-Star Bowler

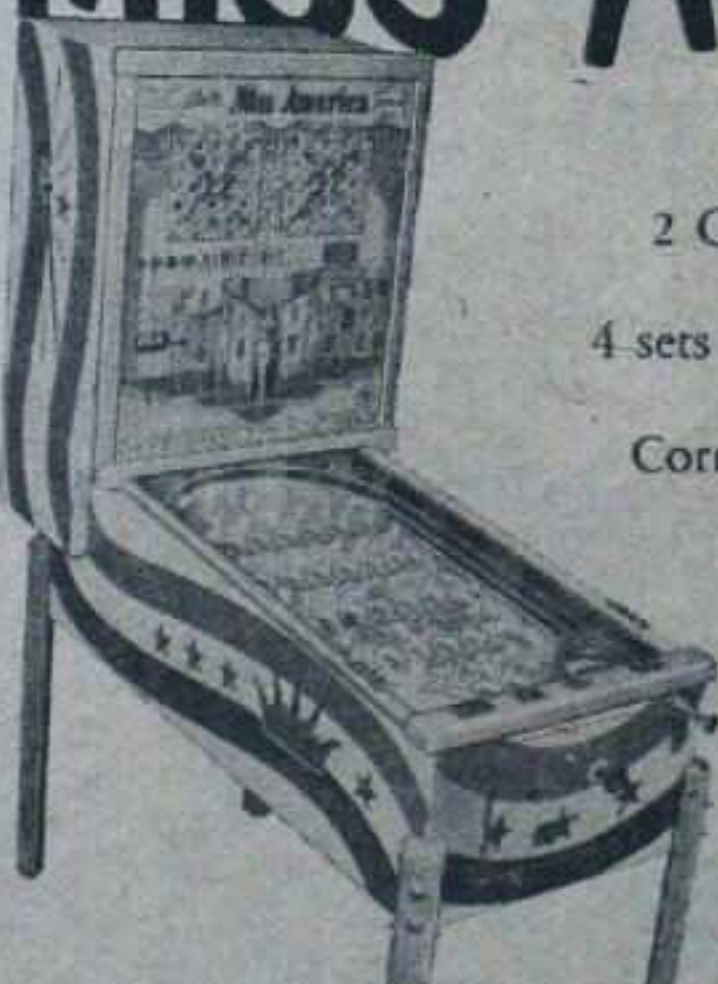
all the thrills of real bowling
In 5½ ft. by 2 ft. space



Earn big bowling profits in pinball space! No switch-rollovers on alley! Ball actually hits pins to score by Official Bowling Rules. One or two can play.

MATCH-SCORE
 IN
SUPER MODEL

MISS AMERICA



2 Cards . . . 10 Magic Lines . . .
 4 sets of Advancing Scores . . .
 Corner Scores . . . Extra Balls
 . . . 2 Extra Time Rollovers
 . . . all add up to
 profit-packed play-appeal.

ABC SUPER DELUXE BOWLER

SUPER-SIZE PUCK
SUPER-SIZE PINS
OFFICIAL BOWLING SCORES
 DE LUXE CLUB-STYLED CABINET
 BOWLING BEAUTY BACKGLASS
 LIGHT-UP TOTALIZERS
 SPEEDY PIN-SET

Biggest money-maker in shuffle-puck class!



8½ ft. long
 1 TO 6
 CAN PLAY



TARGET-ROLL

Fastest competitive-play money-maker ever built! High-score plus new Match-Target feature gets continuous repeat play.
 See TARGET-ROLL . . . and see!



TOONERVILLE TROLLEY

\$50 to \$100 a week in only 2 ft. by 3 ft. space! That's the TOONERVILLE TROLLEY story in a nutshell. Other famous Bally Kiddie-Rides—BALLY BIKE, MODEL T, THE CHAMPION Ballyhorse—are equally fast money-makers. Write for literature.

CASH IN ON THE **BIG SWITCH** TO **NO SWITCHES!**

EQUIP EVERY LOCATION WITH **UNITED'S NEW**

ROYAL

BOWLING ALLEY



**REALISTIC BOWLING
REGULATION SCORING**

BALL HITS PINS JUST AS IN REGULATION BOWLING

NO PLAYBOARD SWITCHES ON SMOOTH ALLEY

BIG 4 1/2 INCH BALL

EXTRA QUIET... EXTRA FAST

1 TO 6 CAN PLAY

**BIG, DURABLE
PINS**

2 GAMES FOR 25¢

CREDIT UNIT

ACCEPTS UP TO 20 QUARTERS
AT ONE TIME FOR FUTURE PLAY

ALSO AVAILABLE IN ONE PLAY FOR 25¢

CONVERTS EASILY TO 10¢ PLAY

**New
DROP CHUTE
MECHANISM**
with NATIONAL REJECTOR
Full-Out Drawer for Easier Servicing



UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

**ALL MECHANISM
LOCATED IN BACK-BOX**
with Hinged Insert for Easier Servicing

★
**RA STURDY CONSTRUCTION
THROUGHOUT**

YOUR DISTRIBUTOR NOW!

4 ALL-LOCATION SIZES

13 FT. LONG . . . 16 FT. LONG

EXPANDABLE WITH 4 FT. SECTIONS TO

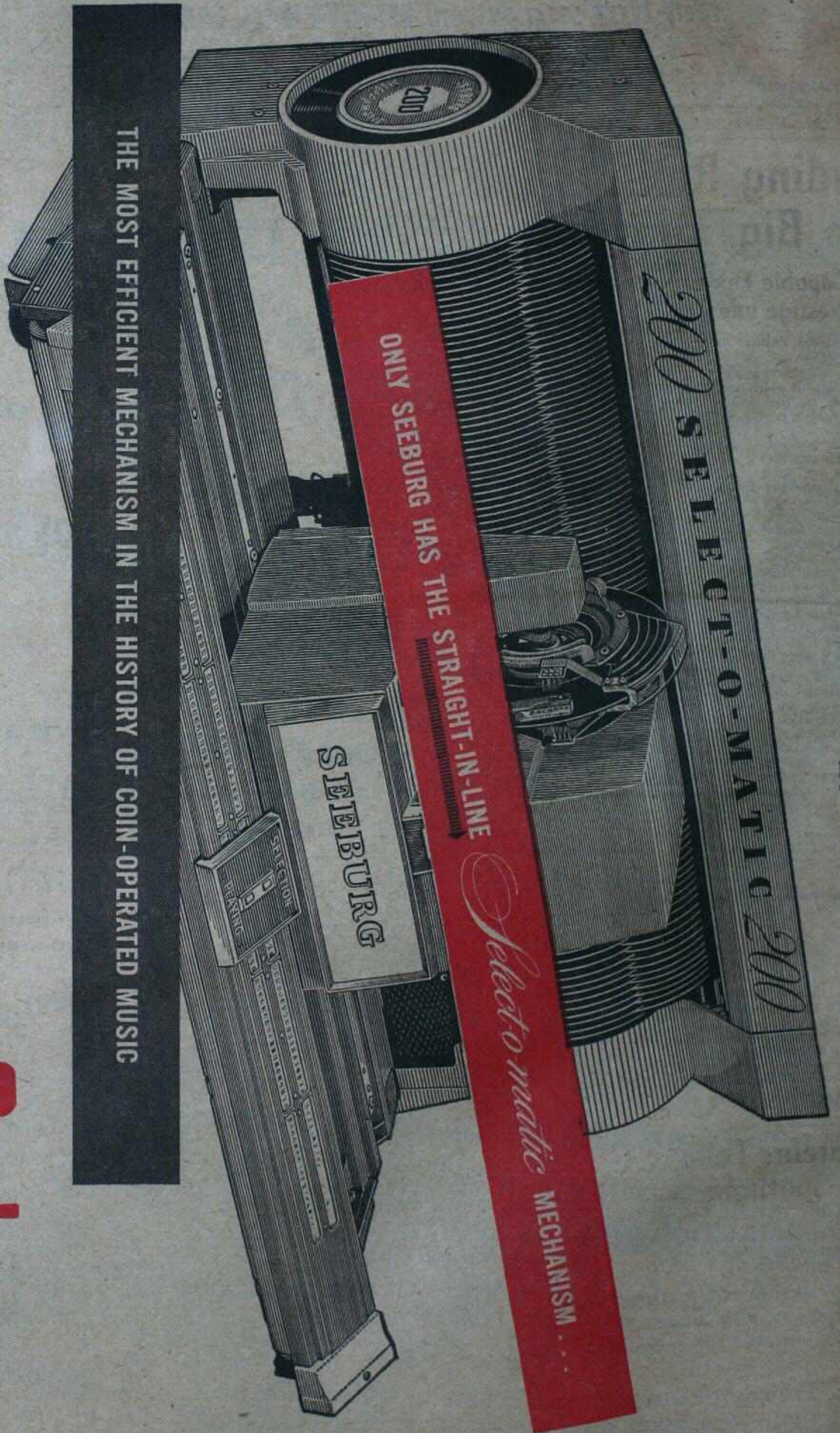
17 FT. LONG . . . 20 FT. LONG

ft. long
TO 6
N PLAY

LE

by 3 ft.
TROUBLE
as Bally
T. The
ally fast
e.

ILINOIS



THE MOST EFFICIENT MECHANISM IN THE HISTORY OF COIN-OPERATED MUSIC

America's finest and most complete music systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1907
J. P. SEEBURG
Chicago 22, Illinois
Division of Fort Pitt Industries, Incorporated