

# The Billboard



**MUSIC-RECORD PROGRAMMING GUIDE**  
 ... with results of the tenth annual disk jockey and station management poll  
**STARTS ON PAGE 28**

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NOVEMBER 11 1957 **ABC** THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY **ABC**

## Brussels Fair Reps Global Melting Pot

**50 Nations Contribute to 500-Acre City Dedicated to World Peace**

By **KEN KNAUF**  
 Billboard Staff Writer

**BRUSSELS**—Under an international sky filled with guided missiles, flying saucers and Sputniks, there rises a monumental city dedicated to world peace and understanding. This is the 1958 World Fair, officially the Brussels International Exhibition and International Exhibition, which is the largest and most important of its kind since the 1889 Exposition Universelle in Paris. The fair, which opens April 17 and runs for six months, is expected to draw a cosmopolitan crowd of 35,000,000.

Designed as a scientific and cultural melting pot of nations, the exhibition to date more closely resembles an international competition in showmanship. Nations are vying with nation to produce the costliest, most modern and astounding pavilion of exhibits. Progress of each nation is shrouded in all the secrecy and intrigue of a Victorian boudoir.

The USSR not only intends to make a good showing, but expects to move the Russian pavilion—the whole shootin' match—back home piece-by-piece as a permanent exhibition hall.

**Expenditures High**  
 Information services have been notably unsuccessful in learning specifically what and how much individual pavilions will contain. However, an estimate of current exhibit budgets puts Russia out front with \$30,000,000. The United States, with \$15,000,000 appropriated, intends to add another \$10,000,000 to pull nearer front position. The Vatican's exhibit is expected to hit the \$25,000,000 mark. The public won't get many details before opening day.

## \$\$ Vs. Yard Competition

**BRUSSELS**—The battle for exhibit supremacy at the 1958 Brussels Universal and International Exhibition may boil down to what rates as most impressive—money pent or square yards filled.

In the first category, Russia figures to lead the United States, \$30,000,000 to \$25,000,000. But in the real-estate bracket, Uncle Sam is ahead, 33,761 square yards, 29,810 square yards.

The Netherlands, France, Great Britain, Italy and West Germany are runners-up in the square yards department, while the Vatican rivals for the lead in size of budget.

Actual results, of course, may rest with intangibles.

It is known, however, that exhibits will include everything from a symbolic 360-foot atom to a 360-degree Cycloram movie. The Atomium, representing an elementary crystal of metal, 150 billion times enlarged, has nine 59-foot spheres, each accessible to the public as individual exhibits. The Atomium is largely devoted to showing the peaceful uses of nuclear energy.

The Cycloram movie, staged by Walt Disney, will be the first of its kind in the history of the motion picture industry. It might be roughly described as a circular version of Cinerama... a movie in the round.

Today the exhibition grounds at the Heysel, on the outskirts of Brussels, are saturated with rain and mud, the construction far from completed, visitors prohibited. But in a scant six months this site will be busy living up to its billing as "the greatest festival of the century" and will be flooded with people.

Brussels is being overhauled to make way for an overwhelming mass of people (an estimated 175,000 per day), and automobiles (there's parking space for 30,000). A single Exposition Motel will accommodate over 4,000 visitors with 1,500 cars. Thirty miles of new and improved roads, five miles of tunnels, underpasses and bridges are in the works. On the Exhibition site are 6,000 workmen with

*(Continued on page 131)*

## STAR SEES TV FUN THROWING MIKE HAMMER

**HOLLYWOOD**—"The vicarious desires of TV viewers are satisfied by tough action on their TV screens," says Darren McGavin, legit actor currently starring in the MCA-TV "Mike Hammer" series. McGavin, a champion of the treat-'em-rough school thinks the Mickey Spillane show is trying to "bring out man's inner conflicts."

From the days of the Colosseum in Rome to the prize ring of today, we have been stirred by raw conflict," he says. "In a common street fight, half a town gathers to participate from the sidelines, feeling exhilarated because they can take part without getting hurt."

Thus star thinks "Hammer" can't miss because "the he-man, do-it-yourself attitude is true to the Spillane character, with all-out action as indigenous to Hammer's profession as blood is to a doctor," while viewers in private life are overly-cautious and don't act out their daydreams. "But the characters in this series are real and human," McGavin adds. "We stress realism and not brutality."

Revue Productions, MCA's subsidiary, will have the show ready for January debut. Regional and local sponsors picked up 30 major markets without even seeing a pilot film, "which proves ad agency men live as vicariously as the next guy," according to one Madison Avenue exec.

## 'High Adventure' Prescription for Dangerous Living

**Odyssey Crews Tackle Anything In Search of Global TV Thrillers**

By **LIONEL ABSUG**

**KATMANDU, Nepal**—For daring and difficulty, "High Adventure" wins hands down among television programs. To film this new series of hour-long color documentaries, Odyssey Productions has 200 hardy souls braving cholera, plague, scorpions and headhunters in the remotest corners of the world.

One camera crew is here now, another in Venezuela, another in Marrakech, Morocco. Expeditions of hunters, contact men and technical experts are laying groundwork for production units to move into Saudi Arabia and the Out Back wilderness of Australia. A unit was lost for two weeks near Kuala Lumpur in the Malay Federation only a few weeks ago.

Heading all the production companies and visiting every site in person is Gil Ralston, producer of "High Adventure" and co-owner (with Lowell Thomas) of Odyssey. The only man living to have misplaced a DC-3 plane (in the Antibes) and to have traveled over 500,000 miles in two years, Ralston never suffers combat fatigue and looks only for more travel, more danger.

**Danger No Problem**  
 "If it's safe, I'm not interested," he says, "and neither is the viewer

at home." Dealing with natives who have never seen a mirror, a match or a newspaper and have never heard of World Wars I or II, Ralston sees no big problem in the hazardous year-round job he has undertaken.

"Transport, food, communication and housing, the four vital problems, are always solved easily," he explains, "but the little annoying problems are endless." The latter range from missing shoelaces to avoiding elephantiasis. "The boys all have a touch of malaria, but mental character is more important in this work than physical perfection. It's a great way to diet; you lose a pound a day, eating well."

**8-Month Planning**  
 Odyssey works eight months ahead on drafting boards to plan the details of each assignment and forearm against emergencies. The company accepts film jobs "anywhere on earth," underlined with many commissions from explorers, museums and educational institutions. The staff nucleus of 25 speaks 30 languages, with the other 30 employees on call as needs come along for mountain climbers, air drop engineers, auto mechanics, translators, supply corpsmen, etc. "It only takes a short trip to separate the men from the clinkers," says Ralston.

The sunburned globe-trotter, stopping here to pick up a clean shirt ("I have laundry waiting in 18 countries") before plunging into desolate plateau interiors for the fourth stanza of the "High Adventure" series, names the prime requisites of this kind of job as curiosity, clammy and character. "Lowell Thomas has more of all three than anyone I've ever met," says Ralston, who runs him a close second.

A schedule, which will find him in New York November 17, Monday.

*(Continued on page 12)*

## Requirements Are Simple

**NEW YORK**—Odyssey Productions is looking for TV film personnel for its "High Adventure" and production of other series. No knowledge of TV is needed and requirements are simple. Each man simply has to be a geologist, mountain climber, rider, skier, pistol shot, judo practitioner, linguist, cartographer and boatman. Execs in charge, Lowell Thomas and Gil Ralston, who don't ask anyone to do what they can't do, anticipate no trouble in filling the posts.

## NEWS OF THE WEEK

**Sponsors Inclined to Rework TV Shows, Not Risk Subs . . .**

Sponsors seem intent on holding onto TV buys, even slow starts, longer this season than in past years. Mid-season replacements last year proved to be little help, so most clients are trying to improve what they have. **Page 2**

**Victor, Capitol Enter Mail Order Disk Club Sweepstakes . . .**

The Capitol Record Club and the RCA Victor Society of Great Music represent the entry of two more major diskeries into mail order record selling activity. RCA Victor will concentrate initially on classical repertoire with the club to be operated via a special set-up with the Book of the Month Club. Future director for Capitol club is predicated on first test mailing, now in the mails. **Pages 18, 19**

**ABC's Color Debut Next Fall Points Up Role of Video Tape . . .**

Color tape is playing a major role in the continued development of color television, with all three networks to be colorized by next fall.

**ABC is adding tape machines to enable it to compete, and will debut its multichrome late next September. . . . Page 10**

**TV Deeja's Just as Hot on Network as They are on Local Air . . .**

Those TV record hops have been developing healthy audiences on the local level. They do just as well on network TV as jockey Dick Clark has proven on ABC. **Page 30**

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## Clients Inclined to Stay With Shows, Not Risk Replacement

HOLLYWOOD—Despite slow starts of many programs, sponsors appear intent to hold on longer this season than in past years. This stems at least partially from the knowledge that last season's mid-year replacements didn't do much better than the cancellations, and the belief that whatever fare is available for replacement this January is itself pretty thin.

As a result, sponsors are leaving no scripts unturned in an effort to save the programs they have. Even Max Factor, which has a candidate for the biggest dud of the season in the Guy Mitchell Show, is trying to extricate Mitchell from a situation he himself didn't create. Agency is shucking star-guest policy, will let Mitchell sink or swim on his own appeal for teen-agers; show will, however, be gimmicked up with electric tricks, in what will now be called "production musical."

"Sally," which as one agency exec put it, has suffered from lack of criticism because of a case of nepotism, e.g., producer Frank Ross is star Joan Caulfield's husband, will get a thoro overhaul. Show is breaking production next week in order to study injection of new slant onto format (it's understood that if this can't be done, series will be canceled). Sponsors Chemstrand and Royal Typewriters are

also trying to find a new time slot away from Jack Benny competition.

Eve Arden Show is being hypoped by new producer and writer, with sponsors also trying to find time period away from Western competition.

Generally, the networks seem more jumpy than sponsors, many of whom feel the shows must be given time to build. With the three-net competition, on the other hand, the webs have itchy feet to boot programs that don't produce.

It's a markedly different situation from last season when sponsors were quick to give up on a slow starting series, and a half dozen—"Hiram Holliday," "Crusaders," "The Brothers," "Stanley," the "Herb Shriner Show" and "Noah's Ark"—were known to be going by the boards by mid-November. In some cases, e.g., "Hiram Holliday," the sponsor preferred not even to sit out the 26-week contract, taking his loss in order to scam to a new program.

## Cost Rises Needn't Affect Tab—Sarnoff

HOLLYWOOD — Television program costs can be expected to continue to rise, NBC President Robert Sarnoff said here last week. Altho he did not elaborate, Sarnoff declared that despite this, he feels that actual advertising cost to sponsors will not go up. Presumably this would be so because of an increase in set circulation and sets in use.

At the same time, Sarnoff said that in his opinion there is a growing desire among advertisers to once again have identification between program and sponsor (see other story this issue). If this is so, the trend toward multiple

sponsorship may be halted or reversed.

Tape, as far as he can see, will have no effect on the live-film or East-West balance in programming. In this there appears to be some difference of opinion among NBC execs themselves, however.

It was reported that at a network executives' meeting in Hollywood, John West, v.p. of the Western Division, plugged for additional personnel and facilities on the West Coast because, in his opinion, New York would not be able to handle the load.

New York based V.-P. Bob Kintner took exception to this, indicating the westward movement of programming had been halted, and that network facilities in the East were adequate for present and possible additional future programs.

## Chernin Heads All Triangle Ballyhoo

PHILADELPHIA—Kenneth E. Chernin has been upped to promotion director for the Triangle radio-TV stations. Previously, he was promotion supervisor at the Triangle headquarters promotion department. He now takes over audience promotion and merchandising duties formerly handled by Joe Zimmerman, who recently was named general manager of Triangle's WLBB-TV, Lebanon-Lancaster, Pa. Donn E. Winther was switched from promotion manager of WNBW-TV, Binghamton, N. Y., to assistant promotion director for the Triangle stations.

The appointments were made by John D. Scheuer Jr., Triangle's director of programming and public relations.

## \$1,500,000 Pulled in On 'Tonight's' Sales

NEW YORK—NBC-TV raked up \$1,500,000 in gross billings in one day for its "Tonight" show last week. New sponsors are Bufferin (104 participations), Ipana (28), Webcor (21) and Polaroid (40 more than an original 20).

## ABC-TV MULLS 'WIFE' ON RYE

NEW YORK—ABC-TV is introducing the "sandwich concept" to its daytime schedule to bolster its "Do You Trust Your Wife" strip. The quiz, now running in the 4:30-5 p.m. slot, will be shifted to 3:30, in the middle of "American Bandstand," with the successful deejay show kicking off as usual at 3 p.m. and returning for a 4-5 p.m. hour.

Web execs think the switch will bring "Wife" ratings up to those of "Bandstand," which lead their time periods according to all rating services, and thereby improve the selling situation. A new quiz strip is slated for January debut in the 2:30-3 p.m. spot.

## General Foods Mulls 'Person'

NEW YORK—General Foods is being mentioned as a possible replacement, thru Benton & Bowles, for Amoco as a co-sponsor of Ed Murrow's "Person to Person" series on CBS-TV. Amoco has already indicated that it would like to bow out of the series, on which it has had a long run, and seek a fresh audience elsewhere on the network, altho an Amoco bow-out isn't likely to happen before January.

Executives at B&B would neither confirm nor deny the report. The agency handles such General Foods divisions as Maxwell House and Post Cereals. Gulf Oil has also expressed interest in "Person" (The Billboard, November 4).

## KTTV's Poll Underlines Multi-Sponsor Losses

HOLLYWOOD—Multiple sponsorship has a devastating effect on identification between program and sponsor. This is clearly indicated by a survey run by Station KTTV here last April (but made available only last week).

Results encompass 5,000 completed questionnaires. Survey found that highest ratio of identification existed for Ed Sullivan Show, with 50 per cent of persons interviewed being able to name one product

sponsored, and 38.9 per cent naming both (Lincoln-Mercury).

Lowest identification was for "Producer's Showcase," for which only 6 per cent could name one product, and but .3 per cent two. The Perry Como Show had 11.5 per cent naming one product, 1.5 per cent two, and .2 per cent three.

Jackie Gleason produced the most amazing results. Buick, which had been sole sponsor of the program, but had not carried it for a year, was named by 10.8 per cent. Of the two advertisers on the show last season (Bulova, Old Gold) 6.0 per cent could name one, .3 per cent both.

## RTNDA Gives Stanton Award

MIAMI BEACH — Dr. Frank Stanton, president of CBS, Inc., was awarded the second Paul W. White Memorial Award by members of the Radio-Television News Directors Association here last Sunday (9) at the organization's 12th annual conclave. RTNDA has a membership of nearly 500 news directors in the U. S. and Canada. The award was made for "outstanding contribution to radio and television journalism."

In his acceptance speech, Stanton pointed out that the launching of the Sputniks with their "incredible force and implications" make it necessary for broadcast news services "to speed up, if we can, and improve, as we must, the dissemination of the information that is the primary step in the decision making process."

## NBC Waits Out Directors' Fuss With NABET

NEW YORK — NBC-TV at press time was on the fence sitting out the Radio & Television Directors Guild strike, with the only official comment "it's purely a matter between the Guild and the technicians. The Guild, which called it a "lockout by the network," re-entered negotiations with the National Association of Broadcast Employees and Technicians late Friday.

Directors and floor managers on both coasts left their shows in the hands of unit managers and other supervisory personnel. The Guild charges the web is "apparently transfixed by fear of the damage NABET could do" and has given the directors no support, despite "the collective labor agreement which expressly permits the director to talk directly to cameramen and technical crew" during certain telecasts and rehearsals. The disputed practice has been in force at the other two webs for some time.

NBC brass said the directors "walked out and could return any time they left the issue alone until such time as by negotiation." A Guild spokesman commented, but a strike would cripple the network with veepees manning the cameras. ABC-TV, incidentally, is sending all its execs to TV classes to prepare for a possible engineering strike in January.

## CBS Weighs 'Trackdown,' 'Beaver' Shifts

HOLLYWOOD — Double program shift, involving "Trackdown" and "Leave It to Beaver," is being contemplated by CBS-TV.

Switch would see "Trackdown" go from its present 8-8:30 p.m. Friday slot to the same time period Thursday, being vacated by the "Harbourmaster" pullout for ABC. "Beaver" would then move into the "Trackdown" period, leaving 7:30-8 p.m. Friday open.

Move would be a logical one for "Beaver," considered family type programming, in order to get away from the kid competition in the earlier time period. The program has already been offered the "Harbourmaster" slot, but Compton agency is queasy about going up against the Groucho Marx-"Zorro" competition.

It's believed "Trackdown" might make a better showing there, but series has had fairly easy running against "Jim Bowie" and "Court of Last Resort," and sponsors may not be too eager to make the change.

## BIG JUNKET

## NBC Carpet Flies Press To H'wood

HOLLYWOOD—NBC-TV last week assured itself domination of the TV columns of the nation's newspapers for a full seven days. And this was only the first pay-off in a number that cannot be measured in money, but can be measured in that important intangible—good will.

The coup was the result of a week-long junket that saw more than 80 reporters given the red carpet treatment, not only by NBC's stars, but by a large number of movie personalities who also crowded in to try and make time with the Fourth Estate. The network's executives from President Robert Sarnoff on, made themselves completely available, indi-

(Continued on page 3)

## 'OSS' Shift Completes ABC Sunday Revamp

NEW YORK—ABC-TV is closing out its Sunday night schedule revamp with the shift of "O.S.S." for the Mennen Company from Thursdays to the 9:30-10 p.m. slot. "Harbourmaster" moves to the 8:30 p.m. spot from CBS-TV for R. J. Reynolds, with "Maverick," Sid Caesar and "Scotland Yard" rounding out the evening.

Changes in the web's sales department are expected, following the appointment of Thomas W. Moore as veepee in charge of sales. John F. Howell, account exec, takes

over Moore's former post of general sales manager for CBS Television Film Sales.

On the rating front, ABC experienced a new phenomenon "Disneyland" lost both half hour in the November Trendex report but won the hour, Wednesday 7:30-8:30, with a 19.5 against 19 for NBC and 18.0 for CBS. The breakdown shows "Disneyland" second with 18.2 at 7:30 against 18.8 for "Lucy" reruns on CBS and 20.8 at 8 p.m. against 21.2 for "Wagon Train" on NBC.

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

## SHERIFF OF BIRMINGHAM NABS 'ROBIN HOOD,' ALAS

BIRMINGHAM—Sheriff finally caught up with "Robin Hood" here, with the famed outlaw now having legal as well as Trendex rating headaches. Birmingham-area moppets suddenly discovered that their Lincoln Green hero was conspicuously absent from the Wednesday program line-up.

What had happened was this. A couple of seasons ago, a Mrs. Albert Patterson entered a whopping suit against "Studio One" and CBS-TV, charging it libeled her late husband with a script allegedly based on incidents in Phenix City, Ala., and starring Jackie Gleason. Since then, the local sheriff on behalf of RBS shows aired in delayed broadcasts on WBRC-TV, here, impounding them as "CBS assets" with writs of attachment. Usually, he first let the film be aired, then grabbed the print. But, in Robin's case, he grabbed first.

The film was finally sprung from the local clink when it was made abundantly clear to the sheriff that the film is not a CBS-owned property, but belongs to Official Films. Cost of delayed broadcast prints for CBS shows in Birmingham, however, is reported continuing at an inordinately high level as the return shippings have been something less than normal.

## 250 Station Chiefs Attend BPA's Seminars; Henry Elected Prexy

CHICAGO — Elliott W. (Ell) Henry Jr., manager of advertising, promotion and publicity for ABC's central division, was elected president of the Broadcasters' Promotion Association at the wind-up of the outfit's annual convention and seminar. He succeeds Dave Partridge, sales promotion manager of Westinghouse Broadcasting. Re-elected were First Vice-President Charles Wilson, WGN-TV, Chicago, and Second Vice-President Montez Tjaden, KWTU, Oklahoma City. Henry will appoint a full-time paid secretary-treasurer. St. Louis was set as the site for next year's meet.

Better than 250 station promotion chiefs attended this year's event, with three seminars held the opening day Friday (1) and two more on the final day.

The first panel, on trade advertising, was chaired by Joe Zimmerman, general manager of WLBR-TV, Lebanon, Pa. Jim Kiss, promotion director of WPEN, Philadelphia, urged promotion execs to plan ad campaigns in the perspective of over-all station planning, to listen to the stories of all trade papers, decide which audience the station most wants to reach with its ads, decide where and how they should be reached, set a basic purpose for the ads and use showmanship in advertising to put across the message.

### Jack Dorr

Jack Dorr, program promotion director of WBNS-TV, Columbus, O., described his station's 1957 campaign, which involved advertising in two consumer magazines with trade magazine support. Jeff Abel of the Henry J. Kaufman & Associates Agency, said that of trade paper ads the basic purpose should be to provide an impression which will influence readers when the time comes for buying decisions. Frank Brady of Cohen & Aleshire, Inc., urged a more distinctive character for station ads, saying too many are similar in appearance, and suggested running campaigns long enough for the message to register, with the ads kept simple.

The session covering on-the-air promotion was highlighted by an admonition to the promotion execs

by Bill Kaland, national program manager of Westinghouse Broadcasting, to get out of pure promotion and get with the program departments. The station's responsibility is to entertain the audience, and in this the promotion man must contribute to the program department's efforts, Kaland said.

### Alice Koch

Mrs. Alice Koch, promotion director of KMOX, St. Louis, cited the advantages of talent cross-plugs in meeting three goals: Audience building, sales building and prestige building in the community. Bill Walker, promotion director of WGFA-TV, Jacksonville, Fla., discussed ideas related to continuity of program promotion thru filler announcements prepared in advance when shows run short and by adapting commercial traffic techniques to promotion, setting up a regular schedule of promotion plugs. The panel was moderated by Gene Godt, promotion director of WCCO-TV, Minneapolis.

A panel on sales presentations, chaired by Charles Wilson of WGN-TV, Chicago, had Don Smith of International Harvester demonstrate techniques of effective visual board presentations. Harry Wilber, sales promotion director of WBBM, Chicago, urged that salesmen get full indoctrination in the operations of the promotion department, which in turn should have access to information of all other departments and be represented at their meetings. Tom Mareh, manager of sales promotion and merchandising of WWCA, Cary, Ind., speaking of small-market problems,

said the big job is to educate the buyer, who generally needs basic data on the value of the medium before he gets specifics. Dick Hodgson of Advertising Requirements discussed mail gimmicks.

### Paul Woodland

The merchandising panel, chaired by Paul Woodland, promotion manager of WGAL-TV, Lancaster, Pa., staged a cross-discussion on the values and techniques of merchandising. To protect the panelists, the discussion was held on theoretical terms, so opinions could be expressed freely. A minority on the panel held negative views on merchandising, and all agreed that final decisions come from the sales manager. Panelists included Haywood Meeks, WMAL-TV, Washington; Bob Kenney, WMT-TV, Cedar Rapids, Ia.; Bert Downing, KYW, Cleveland; H. Keith Wilson, WTTV, Bloomington, Ind., and Bill Davey, KSTP-TV, Minneapolis-St. Paul.

## Lever Hopes Al Lewis Will Turn Trick for Arden Show

NEW YORK—Lever Bros. officials are reported hoping for an upturn in the ratings of its alternately sponsored (with Shulton) Eve Arden show on CBS-TV as a result of recent assignment of Al Lewis as producer of the series, replacing Edmund Hartmann. Lewis was formerly the director of the "Our Miss Brooks."

The Eve Arden show, so far, has proved something of a disappointment to Lever, which wants a major audience hit for its Dove toilet soap. A hot battle is now being waged among the soap firms on the networks, and Lever is said to feel the series is not making the grade. The latest national rating figure from American Research

Bureau (show of October 8) tabs the Eve Arden show with a 14.1 against a 32.1 for "Wyatt Earp" on ABC-TV and the Fisher-Gobel series with a 27.1 on NBC-TV. Both the NBC and ABC slots show a rating gain over the previous month. The Eve Arden slot shows a loss of a little more than a rating point.

CBS officials, however, were confident last week that the Arden package would take hold with viewers and build to higher levels.

## Aussie Outlets To Hike Rates 20%; No Coin

SYDNEY—All four TV stations here have announced a 20 per cent rate hike in an effort to cut losses, but existing contracts will be completed at the old rates. There are now 94,000 TV homes in Melbourne and 78,000 in Sydney, the only two TV cities.

Following the announcement that applications would be accepted shortly for two commercial station licenses each for Brisbane and Adelaide, J. H. Oswin, general manager of station ATN7, told the convention of advertisers here that no capital is available to finance the erection of the four stations as the barrel has been swept clean.

He pointed out that over \$1 million would be required for each station, that stations now operating in Sydney and Melbourne were losing in the vicinity of \$50,000 a month each and that until the existing outlets started to show profits, there was no chance of raising new capital. Commercial TV licenses already have spent \$9 million and would face further considerable losses to bring TV to the Australian public.

## O'SHEA HUNTS STAR FOR TOUR

NEW YORK — Michael Sean O'Shea and Drew Pearson, columnist - commentator, are taking a Christmas revue to Air Force bases for the third year, December 5-11. The show unit includes Lisa Ferraday, Barney Ross, Siri, Cedrone and Mitchell, Hartford Agency models and a service musical combo. The itinerary includes Algeria, Libya and Egypt.

The stumbling block is a needed headliner to star. "The big ones won't come forward for these gratis units," says O'Shea. "Many approached do not even acknowledge the pitch." Volunteers may phone PLaza 5-9457, the publicist's office here.

## Colgate Holds 'Strike' Fate

NEW YORK — Next Friday (15) has been set as the Day of Decision by Colgate-Palmolive concerning its most "iffy" show, "Strike It Rich." CBS-TV daytimer seen across-the-board at 11:30 a.m., it's reported here.

The drug and toiletry firm, thru the Ted Bates agency, is eyeing at least four possible replacements if the Walt Framer package gets the heave-ho, but is said to be planning to stay within the basic realm of an audience participation show.

## CBS Busy on Grid Selling

NEW YORK—A brisk business is being done in New Year's Day post-season games by CBS-TV, which has signed Texaco to sponsor a pickup of the Cotton Bowl game.

The football tilt will follow the network's coverage of the Orange Bowl contest from Miami, now three-quarters sold, with R. J. Reynolds, Rise Shave Cream and Bristol-Myers having signed as participants. The Reynolds tobacco firm has also bought into the 'Gator Bowl contest.

## Reaction OK on 30-Sec. Break

NEW YORK—Advertiser reaction is reported "swiftly favorable" on NBC-TV's new 30-second station break spot, offered by its owned stations for the first time last week. Jack Reber, web director of spot sales, sees no resistance from clients and agencies, only an expected production lag before the new length announcement can be prepared and aired.

"It's a useful compromise between the 20-second and one-minute spots," said a Lennen & Newell vicepres. "We're always happy for more flexibility," added a McCann-Erickson exec.

## CBS Pix Pitches On 'Fire Fighters'

NEW YORK — CBS-TV Film Sales this week is opening its first round of agency pitches for "Fire Fighters," a new telefilm series packaged by Ed Byron. A pilot, starring Mark Miller, was lensed earlier this year in New York.

Sales staffers are reported seeking a network deal for the series—co-produced with CBS-TV.

## NBC Carpet

Continued from page 2  
cating the new-found stability and programming resurgence of the web.

If TV ever had any doubt as to its impact on Hollywood, it should have been ended by the way the talent jostled each other to curry favor with the newspapermen. Among the chief beneficiaries of the press party were such names as Alfred Hitchcock, Dinah Shore, Loretta Young, Groucho Marx, George Cobl, Eddie Fisher, Bob Hope, Joan Caulfield and a number of MCA personalities.



**WGAL-TV**  
Channel 8  
LANCASTER, PENNA.  
NBC and CBS

America's  
10th TV Market  
917,320 TV sets

- Lancaster
- Harrisburg
- York
- Lebanon
- Reading
- Hanover
- Gettysburg
- Chambersburg
- Waynesboro
- Lewistown
- Sunbury
- Carlisle
- Pottsville
- Shamokin
- Lewisburg
- Hazleton
- Mt. Carmel
- Bloomsburg
- Hagerstown
- Frederick
- Westminster

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

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### Offices

Cincinnati 22, 2160 Patterson St.  
E. W. Evans  
Phone: DUbar 1-6450  
New York 36, 1364 Broadway  
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B. A. Bruns, Director . . . . Cincinnati  
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2160 Patterson St., Cincinnati 22 Ohio

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# A SURE WAY TO TIE YOUR



Dr. Sydney Roslow, Director of PULSE, INC. reports: "Our August and September home interviews point up the fact that Ziv shows repeatedly capture top rating positions among syndicated programs." He is seen here as he explains to PULSE interviewers how their findings are projected into accurate estimates of the size of audience of Ziv shows.

WATCH ZIV'S NEW  
CONTENDER FOR  
TOP RATINGS!

## 'SEA HUNT'

STARRING **LLOYD BRIDGES**



IN STORIES OF A DANGER-LOVING MAN WHO LIVES ON CANNED OXYGEN AND RAW COURAGE

# COMPETITION IN KNOTS!

## ...BUY A ZIV SHOW!

**3 OUT OF TOP 5**  
SYNDICATED SHOWS  
IN DAYTON

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

Pulse Sept. '57

**3 OUT OF TOP 5**  
SYNDICATED SHOWS  
IN ATLANTA

#1	SCIENCE FICTION THEATRE . . . . .	20.7
#4	DR. CHRISTIAN . . . . .	14.9
#5	MAN CALLED X . . . . .	14.2

Pulse, Aug. '57

**3 OUT OF TOP 5**  
SYNDICATED SHOWS  
IN PITTSBURGH

#1	HIGHWAY PATROL . . . . .	42.5
#3	MAN CALLED X . . . . .	39.2
#5	DR. CHRISTIAN . . . . .	36.9

Pulse, Aug. '57

**3 OUT OF TOP 5**  
SYNDICATED SHOWS  
IN BALTIMORE

#1	HIGHWAY PATROL . . . . .	21.4
#2	MEN OF ANNAPOLIS . . . . .	17.9
#4	MR. DISTRICT ATTORNEY . . . . .	13.6

ARB, Sept. '57

**3 OUT OF TOP 3**  
SYNDICATED SHOWS  
IN DETROIT

#1	HIGHWAY PATROL . . . . .	31.9
#2	DR. CHRISTIAN . . . . .	23.1
#3	MEN OF ANNAPOLIS . . . . .	18.5

ARB, Sept. '57

**2 OUT OF TOP 3**  
SYNDICATED SHOWS  
IN HOUSTON

#1	HIGHWAY PATROL . . . . .	20.7
#3	MARTIN KANE . . . . .	16.5

Pulse, Aug. '57

**3 OUT OF TOP 5**  
SYNDICATED SHOWS  
IN WASHINGTON

#1	HIGHWAY PATROL . . . . .	15.2
#3	MEN OF ANNAPOLIS . . . . .	14.4
#5	SCIENCE FICTION THEATRE . . . . .	13.5

ARB, Sept. '57

**3 OUT OF TOP 5**  
SYNDICATED SHOWS  
IN CLEVELAND

#1	HIGHWAY PATROL . . . . .	24.8
#2	MR. DISTRICT ATTORNEY . . . . .	21.0
#3	MEN OF ANNAPOLIS . . . . .	17.2

ARB, July '57

THE SPONSOR OF A ZIV SHOW HAS THE GREATEST OPPORTUNITY FOR TV SUCCESS!



**ZIV SHOWS RATE GREAT**

TIME AFTER TIME IN CITY AFTER CITY!

From the top name in syndication come the top shows in continuing audience surveys!

# WJZ in Two Months Heads ARB for Balti.

BALTIMORE — WJZ-TV has taken over clearcut rating leadership of this market in two months of Westinghouse Broadcasting Company ownership. American Research Bureau figures for October show the station, formerly in third place, first in 193 quarter-hours against 135 and 125 for competing outlets.

The ABC-TV affiliate uses 45 hours of local live weekly programming, topped by "Buddy Deane Bandstand," a 2:30-5 p.m. strip which rates 50 per cent higher than its combined opposition, and M-G-M and RKO feature films which have upped the "Early" and "Late" shows, an average 120 per cent, according to ARB.

## The Billboard Continuing

# COST-PER-THOUSAND

## Analyses of Network TV Shows in Class A Time

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

### By Sponsor Group

Variety and Music Shows  
Quiz and Panel Shows

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

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

provided to The Billboard on a confidential basis are average show costs over a 52-week period. Since many factors other than cost efficiency are involved in determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

## VARIETY & MUSIC SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
3-Net Avg., \$3.30; ABC Avg., \$3.25; CBS Avg., \$3.30; NBC Avg., \$3.32.	3-Net Avg., \$4.14; ABC Avg., \$3.74; CBS Avg., \$4.40; NBC Avg., \$2.85.	3-Net Avg., \$2.32; ABC Avg., \$2.93; CBS Avg., \$2.33; NBC Avg., \$2.32.	3-Net Avg., \$8.04; ABC Avg., \$10.48; CBS Avg., \$6.97; NBC Avg., \$7.22.
1. L. WELK (Dodge, ABC) ..... \$1.14	1. L. WELK (Dodge, ABC) ..... \$1.08	1. L. WELK (Dodge, ABC) ..... \$ .88	1. L. WELK (Dodge, ABC) ..... \$2.22
2. ED SULLIVAN (Lin-Mercury, CBS) ..... 1.56	2. ED SULLIVAN (Lin-Mercury, CBS) ..... 1.44	2. ED SULLIVAN (Lin-Mercury, CBS) ..... 1.23	2. ED SULLIVAN (Lin-Mercury, CBS) ..... 2.35
3. WELK'S TOP TUNES (Dodge, ABC) ..... 1.76	3. WELK'S TOP TUNES (Dodge, ABC) ..... 1.94	3. WELK'S TOP TUNES (Dodge, ABC) ..... 1.49	3. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Hozeema, Sperry, Sunbeam, NBC) ..... 2.93
4. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Hozeema, Sperry, Sunbeam, NBC) ..... 1.94	4. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Hozeema, Sperry, Sunbeam, NBC) ..... 2.28	4. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Hozeema, Sperry, Sunbeam, NBC) ..... 1.60	3. PERRY COMO (Hozeema, Kimberly-Clark, Amer. Dairy, Sunbeam, Knomark, RCA, NBC) ..... 2.93
5. PERRY COMO (Hozeema, Kimberly-Clark, Amer. Dairy, Sunbeam, Knomark, RCA, NBC) ..... 2.30	5. COUNTRY MUSIC JUB. (Amer. Chickie, Wmson, Dickie, ABC) ..... 2.40	5. PERRY COMO (Hozeema, Kimberly-Clark, Amer. Dairy, Sunbeam, Knomark, RCA, NBC) ..... 1.89	5. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma Craft, NBC) ..... 3.93
6. COUNTRY MUSIC JUB. (Amer. Chickie, Wmson, Dickie, ABC) ..... 2.40	6. PERRY COMO (Hozeema, Kimberly-Clark, Amer. Dairy, Sunbeam, Knomark, RCA, NBC) ..... 2.36	6. COUNTRY MUSIC JUB. (Amer. Chickie, Wmson, Dickie, ABC) ..... 2.06	6. COUNTRY MUSIC JUB. (Amer. Chickie, Wmson, Dickie, ABC) ..... 4.44
7. ARTHUR MURRAY (Brist-Myers, NBC) ..... 2.66	7. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma Craft, NBC) ..... 3.04	7. ARTHUR MURRAY (Brist-Myers, NBC) ..... 2.31	7. JIMMY DURANTE (P. Lorillard, CBS) ..... 4.74
8. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma Craft, NBC) ..... 3.04	8. ARTHUR MURRAY (Brist-Myers, NBC) ..... 3.50	8. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma Craft, NBC) ..... 2.58	8. WELK'S TOP TUNES (Dodge, ABC) ..... 4.74
9. YOUR HIT PARADE (Amer. Tob., Toni, NBC) ..... 3.60	9. YOUR HIT PARADE (Amer. Tob., Toni, NBC) ..... 3.91	9. YOUR HIT PARADE (Amer. Tob., Toni, NBC) ..... 3.14	9. YOUR HIT PARADE (Amer. Tob., Toni, NBC) ..... 4.96
10. GODFREY'S SCOUTS (Lever, Toni, CBS) ..... 3.76	10. JIMMY DURANTE (P. Lorillard, CBS) ..... 4.44	10. GODFREY'S SCOUTS (Lever, Toni, CBS) ..... 3.19	10. JIMMY DEAN (Hazel Bishop, CBS) ..... 6.04
11. JIMMY DURANTE (P. Lorillard, CBS) ..... 3.78	11. GODFREY'S SCOUTS (Lever, Toni, CBS) ..... 4.93	11. JIMMY DURANTE (P. Lorillard, CBS) ..... 3.74	11. ARTHUR MURRAY (Brist-Myers, NBC) ..... 6.74
12. JIMMY DEAN (Hazel Bishop, CBS) ..... 4.39	12. JIMMY DEAN (Hazel Bishop, CBS) ..... 5.28	12. JIMMY DEAN (Hazel Bishop, CBS) ..... 4.22	12. BIG RECORD (Gen. Motors, Armour, CBS) ..... 6.74
13. BIG RECORD (Gen. Motors, Armour, CBS) ..... 4.75	13. BIG RECORD (Gen. Motors, Armour, CBS) ..... 5.43	13. BIG RECORD (Gen. Motors, Armour, CBS) ..... 4.42	13. VIC DAMONE (Kellogg, CBS) ..... 10.01
14. VIC DAMONE (Kellogg, CBS) ..... 5.05	14. VIC DAMONE (Kellogg, CBS) ..... 6.57	14. VIC DAMONE (Kellogg, CBS) ..... 4.47	14. GODFREY'S SCOUTS (Lever, Toni, CBS) ..... 10.17
15. COMMAND APPEARANCE (Texaco, NBC) ..... 6.16	15. COMMAND APPEARANCE (Texaco, NBC) ..... 7.79	15. COMMAND APPEARANCE (Texaco, NBC) ..... 5.39	15. COMMAND PERFORMANCE (Texaco, NBC) ..... 23.31
16. VOICE OF FIRESTONE (Firestone, ABC) ..... 7.71	16. VOICE OF FIRESTONE (Firestone, ABC) ..... 9.61	16. VOICE OF FIRESTONE (Firestone, ABC) ..... 7.30	16. VOICE OF FIRESTONE (Firestone, ABC) ..... 23.41

## QUIZ & PANEL SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
3-Net Avg., \$3.34; CBS Avg., \$3.49; NBC Avg., \$3.23.	3-Net Avg., \$3.90; CBS Avg., \$3.31; NBC Avg., \$4.47.	3-Net Avg., \$2.16; CBS Avg., \$2.41; NBC Avg., \$2.42.	3-Net Avg., \$10.31; CBS Avg., \$7.33; NBC Avg., \$12.74.
1. I'VE GOT A SECRET (R. J. Reynolds, CBS) ..... \$1.84	1. I'VE GOT A SECRET (R. J. Reynolds, CBS) ..... \$2.19	1. WHAT'S MY LINE! (H. Curtis, Sperry-Rand, CBS) ..... \$1.61	1. I'VE GOT A SECRET (R. J. Reynolds, CBS) ..... \$3.33
2. WHAT'S MY LINE! (H. Curtis, Sperry-Rand, CBS) ..... 1.91	2. WHAT'S MY LINE! (H. Curtis, Sperry-Rand, CBS) ..... 2.21	2. I'VE GOT A SECRET (R. J. Reynolds, CBS) ..... 1.62	2. AMATEUR HOUR (Hazel Bishop, NBC) ..... 5.05
3. \$64,000 QUESTION (Revlon, CBS) ..... 2.04	3. AMATEUR HOUR (Hazel Bishop, NBC) ..... 2.50	3. \$64,000 QUESTION (Revlon, CBS) ..... 1.78	2. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) ..... 5.13
4. AMATEUR HOUR (Hazel Bishop, NBC) ..... 2.29	4. \$64,000 QUESTION (Revlon, CBS) ..... 2.52	4. AMATEUR HOUR (Hazel Bishop, NBC) ..... 2.06	4. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) ..... 5.21
4. BEST OF GROUCHO (De Soto, Toni, NBC) ..... 2.29	5. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) ..... 2.64	5. TWENTY-ONE (Pharmaceuticals, NBC) ..... 2.11	5. TWENTY-ONE (Pharmaceuticals, NBC) ..... 6.77
6. TWENTY-ONE (Pharmaceuticals, NBC) ..... 2.38	6. TWENTY-ONE (Pharmaceuticals, NBC) ..... 2.74	6. BEST OF GROUCHO (De Soto, Toni, NBC) ..... 2.12	6. BEST OF GROUCHO (De Soto, Toni, NBC) ..... 6.71
7. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) ..... 2.56	7. BEST OF GROUCHO (De Soto, Toni, NBC) ..... 2.75	7. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) ..... 2.21	7. DOLLAR A SECOND (Pillsbury, Toni, NBC) ..... 6.92
8. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) ..... 2.76	8. MEET THE PRESS (Best Foods, NBC) ..... 3.55	8. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) ..... 2.44	8. \$64,000 QUESTION (Revlon, CBS) ..... 7.08
9. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) ..... 3.01	9. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) ..... 3.59	9. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) ..... 2.69	9. BEAT THE CLOCK (Hazel Bishop, CBS) ..... 8.15
10. MEET THE PRESS (Best Foods, NBC) ..... 3.55	10. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) ..... 3.70	10. MEET THE PRESS (Best Foods, NBC) ..... 3.06	10. WHAT'S MY LINE! (H. Curtis, Sperry-Rand, CBS) ..... 8.41
11. HIGH-LOW (Ford, NBC) ..... 3.85	11. HIGH-LOW (Ford, NBC) ..... 4.33	11. HIGH-LOW (Ford, NBC) ..... 3.36	11. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) ..... 10.85
12. DOLLAR A SECOND (Pillsbury, Toni, NBC) ..... 4.39	12. DOLLAR A SECOND (Pillsbury, Toni, NBC) ..... 5.06	12. DOLLAR A SECOND (Pillsbury, Toni, NBC) ..... 3.88	12. HIGH-LOW (Ford, NBC) ..... 10.99
13. BEAT THE CLOCK (Hazel Bishop, CBS) ..... 5.01	13. BEAT THE CLOCK (Hazel Bishop, CBS) ..... 5.99	13. BEAT THE CLOCK (Hazel Bishop, CBS) ..... 4.97	13. THIS IS YOUR LIFE (P & G, NBC) ..... 15.64
14. THIS IS YOUR LIFE (P & G, NBC) ..... 5.90	14. THIS IS YOUR LIFE (P & G, NBC) ..... 7.82	14. THIS IS YOUR LIFE (P & G, NBC) ..... 5.42	14. TIC TAC DOUGH (Warner, RCA, NBC) ..... 20.17
15. TIC TAC DOUGH (Warner, RCA, NBC) ..... 7.34	15. TIC TAC DOUGH (Warner, RCA, NBC) ..... 10.08	15. TIC TAC DOUGH (Warner, RCA, NBC) ..... 6.99	15. MEET THE PRESS (Best Foods, NBC) ..... 31.26

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### COMING COST PER THOUSAND ANALYSES:

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

## TO TURN RANDOM TUNERS INTO VETERAN VIEWERS

# ADVENTURE

# STORY

# HOUR

Now—in many markets—three great adventure-action series combined into one great 5-day-a-week show! Why pay a pretty penny for programs when you can get top-rated series in your market and hold on to all of your own cash! For complete details about this new plan, phone today. Or wire Michael M. Sillerman at TPA for your market's availability.



Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.  
486 Madison Ave., N. Y. 22 • PLaza 5-2100

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

The Billboard Continuing

COST-PER-THOUSAND Analyses of Network TV Shows in Class A Time

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

By Sponsor Group

Toiletry, Toilet Goods Household Cleanser & Polish

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

per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes, and then by the total number of homes, men, women and children under 16 reached during the last rating period as determined by American Research Bureau. Actual time and talent costs

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

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

TOILETRY & TOILET GOODS SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists various TV shows and their respective costs.

HOUSEHOLD CLEANSER & POLISH SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists various TV shows and their respective costs.

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500G Fire Guts KATV

LITTLE ROCK—Studios here of KATV were completely destroyed by fire, origin undetermined, on November 1, with damage estimated at more than \$500,000, according to station officials.

U. S. Viewers, incidentally, recently had a look at the inside of the studio. It was from the station's Little Rock facilities that the nation-wide speeches of Governor Faubus originated during the integration hassle at Central High School.

un'a-vail'a-bil'i-ties

Very important...

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

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

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

Who cares? You.

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

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

Personalities...

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

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

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

KTTV Television logo with tagline 'Represented nationally by BLAIR-TV'

COMING COST PER THOUSAND ANALYSES:

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

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

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ETHEL BARRYMORE ANNE B  
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ROBERT CUMMINGS TO  
MELVYN DOUGLAS HENR  
JOHN FORSYTHE JUDY G  
KATHRYN GRAYSON ALAN  
ART LINKLETTER MYRN  
JAMES MASON ETHEL ME  
GEORGE MONTGOMERY  
MERLE OBERON MARGARE  
ROSALIND RUSSELL EVA MA  
CORNEL WILDE

THE GREATEST STARS  
GENERAL ELEC

CBS TELEVISION EVERY SUNDAY NITE AT 9



LULAH BANKHEAD  
MAXTER HARRY BELAFONTE  
AND GOWER CHAMPION  
COTTEN JOAN CRAWFORD  
NY CURTIS BETTE DAVIS  
Y FONDA JOAN FONTAINE  
ARLAND GREER GARSON  
LADD CHARLES LAUGHTON  
A LOY FRED MACMURRAY  
RMAN RAY MILLAND  
PAUL MUNI AUDIE MURPHY  
T O'BRIEN RONALD REAGAN  
RIE SAINT JAMES STEWART  
JANE WYMAN

APPEAR ON

TRIC THEATER

PRODUCED BY **revue** PRODUCTIONS...DISTRIBUTED BY **mca tv**

# STANDARDIZED TINT TAPE KEY TO COLOR ON 3 NETS

## Fall of '58 to See Hues on ABC-TV As Development Accelerates Trend

HOLLYWOOD—Following the development and standardization of color tape (Billboard, October 28) all three networks will be colorized by next fall, with the tape itself beginning to assume a paramount position in the acceleration of color telecasting.

Color debut is planned by ABC-TV, the only network not now engaged in colorcasting, for late September, 1958. Regular color shows, according to present plans, will be: "Disneyland," "Mickey Mouse Club," the Frank Sinatra Show, Lawrence Welk, Pat Boone and Sid Caesar. An hour-long spectacular will kick off the tint era on the web.

To carry the schedule, ABC will have nine Ampex VTR's, six of them located in Hollywood. Several of these are expected to have RCA color adaptors.

NBC is setting up a \$1.5 million tape center at the Burbank Studios. This will be equipped with 11 VTR's, six of them for color. The center will go into operation in April.

Its primary importance for this season is expected to be for the taping of all color programs, thereby eliminating lenticular film, quality of which has been unstable. It will also permit programs on the West Coast to be placed in the same schedule progression as in the East.

CBS-TV, which has been the

leader in use of black and white tape, and pioneered taping its enclose to 20 recorders on hand by next season.

Howard Meighan, vice-president tire schedule last summer, will have of the net, said he does not yet know how many of these will have RCA color adaptors. As far as he is able to say, however, the net does not plan to upbeat its color programming. This, presently, is limited to less than two hours of colorcasting a week.

It's probable, nevertheless, that with RCA continuing to accelerate its tint sked, and ABC-TV also entering the picture, CBS will decide

to add color to some of its programming.

It's interesting to note that two of ABC's planned color series, "Disneyland" and "Mickey Mouse Club," are film series which have been shot in color. Altho NBC has experimented with telecasting color film, the added expense forced the net to go with a strictly live tint schedule this season.

In conjunction with ABC's color entry, the web will launch part of its new Hollywood TV center. Expected to be ready are one new stage, the technical core, a technical building and segments of two more stages.

# Pay TV Plunge Near For RKO Teleradio

NEW YORK — Stating that "the Bartlesville installations and other similar tests have already heralded the arrival of pay television," RKO Teleradio's president, Tom O'Neil, announced Friday (8) that his company was planning a plunge into "pay as you look" video.

RKO Teleradio, which owns and operates such stations as WOR-TV, New York; KHF-TV, Los Angeles; WNAC-TV, Boston, and WHBQ-TV, Memphis, is filing for Federal Communications Commission authorization "to participate in toll TV tests," O'Neil stated.

He also revealed that RKO Teleradio "is negotiating with developers of subscription television systems with the purpose of employing one or more of its broadcasting and motion picture facilities in trial demonstrations of compatible pay television."

By "compatible," O'Neil meant, apparently, on-the-air telecasting, as opposed to a system of piping pay TV over wires, stating "the higher cost of transmitting the program by closed-circuit wired system will result in a much higher price for the entertainment delivered." He also sounded a warning that "closed-circuit wired system operators will soon have control of all of the program elements of telecasting whether they be for free or toll."

Pay TV, as O'Neil views it, will help, not hurt, the ordinary brand of sponsored video. "Compatible pay TV will free many hours for other uses, including the enjoyment of free television, by simply eliminating the 'going to' and 'coming from' time now involved in viewing these events away from home."

Not spelled out by O'Neil was which of RKO Teleradio's outlets would be chosen, if the FCC approves, for an on-the-air test of pay video. Also not discussed was the twin problem of program source (possibly feature films from the RKO backlog not hitherto aired) and the "developers of systems" whose brand of scrambled TV would be used.

# New 'Shock!' Sales Put Pix In 74 Marts

NEW YORK — Screen Gems has sold its "Shock!" package of 52 features to WHAS Louisville; WKXP, Lexington, Ky.; WOOD-TV, Grand Rapids, Mich., and WBKB, Chicago, putting the films in a current total of 74 markets.

WBKB, the ABC-owned Chicago outlet, has scheduled the horror shows Saturdays at 10 p.m., directly opposite the M-G-M features on WBBM in the fanciest film bout yet seen in that market. An all-out promotion campaign involving \$25,000 cash and \$75,000 in air time will "use every copy attention-getter in the book" to put over the December 7 premiere. WBKB is mulling an 11:30 p.m. horror series to follow "Shock!" after January 1.

Other "Shock!" sales last week included WSIX-TV, Nashville; KELP, El Paso, Tex.; KPTV, Portland, Ore., and WSJV Elkhart-South Bend, Ind.

# ABC to Control Own Shows' Merchandising

NEW YORK — ABC-TV will soon be able to control the merchandising of its own shows, with the formation of a TV character merchandising department by its parent company, American Broadcasting-Paramount Theaters. The new department, headed by AB-PT veteran, Walter McCurdy, starts activities with "Maverick" items, to be followed first by the rest of ABC's Western shows.

# LUCY TRENDX TOPS SEASON

HOLLYWOOD — True to form, the 75-minute Lucille Ball-Desi Arnaz Show last Wednesday copped the biggest Trendx of the season to date.

Lucy captured a 62.9 per cent share of the audience for the hour and 15 minutes. Ratings were as follows:

8-8:30	Lucy	40.2
	Ozzie & Harriet	10.6
	Kraft Theater	9.2
8:30-9	Lucy	41.4
	Walter Winchell	8.3
	Kraft Theater	10.6
9-9:15	Lucy	38.4
	Boxing	7.1
	This Is Your Life	16.9

# Batjac Hires Flamingo and Savin as Reps

NEW YORK — John Wayne's indie film firm, Batjac Productions, has designated Flamingo Telefilm Sales and Lee Savin to represent its telefilm and radio properties on, respectively, East and West Coast sales deals, according to Herman Rush, Falmingo prey.

Batjac has filmed a pilot on a Western series, "Calamity Jane," and has lensed a pilot and two episodes on "Danger Is My Business," a factual adventure series with John D. Craig, author, as host. Flamingo and Savin plan to make network-level pitches on these "as soon as soft spots are definite in current TV schedules," Rush said.

Rush, meanwhile, is about to leave for a series of meetings with telefilm producers in London, and to confer with officials of Bavarian Film in Munich concerning location lensing in Germany of "Citizen Soldier" episodes, a series also being readied for sales pitch by Flamingo.

# WCBS 10:30 P.M. SAT.

# Sponsors Grab Choice Position for 'Sea Hunt'

NEW YORK — Bristol-Myers and Household Finance have signed for Ziv's "Sea Hunt" for the New York area, and have grabbed off one of the choicest syndication slots of the season to house it—the 10:30 p.m. slot on Saturday on WCBS-TV, Columbia's New York flagship, following "Gunsmoke."

The time has only recently been available for any syndication vehicle, having been occupied by network fare, the last of which in this slot was the Merle Oberon starrer, "Assignment Foreign Legion," now shifted elsewhere.

"Sea Hunt" for its New York co-sponsors is slated to start on January 11 of next year. At the moment, it's the only first-run syndicated property due to be aired in a nighttime slot on WCBS-TV, a distinction in itself.

The contract for the deal was

set by Len Firestone, New York sales manager of Ziv-TV, with Doherty, Clifford, Steers & Shenfield (for Bristol-Myers) and Needham, Louis & Brorby, Chicago (for Household), with Ziv arranging the co-sponsorship "marriage."

The telefilm series, meanwhile, is moving briskly in sales, having passed the century count in markets already committed. As of last week, "Sea Hunt" was also moving with particular briskness in the largest markets, with (by Ziv's count) 80 per cent of the top 50 markets now booked.

# KENS First to Uncork NTA's 'Champagne'

NEW YORK — National Telefilm Associates made its first sale of the new "Champagne Package" of 74 features to KENS-TV, San Antonio. The station will program the films as "Giant Movie" in a late night slot. The package includes "Rebecca," "Spellbound," "The Men," "Third Man" and the four Shirley Temple "Holiday Specials" pictures.

NTA scored new highs in American Research Bureau ratings in several markets with the Temple daytime specials. WCAU-TV, Philadelphia, garnered a 24.6 with

# ABC Pix Adds 14 'Men' Sales; Total Now 135

NEW YORK—ABC Film Syndication racked up 14 sales for its "26 Men" last week, putting the adult Western in a current total of 135 markets. New buyers include WXYZ, Detroit; WMAL, Washington; WBAL, Baltimore; KOMU, Columbia, Mo., for Sinclair Oil; KSIX, Corpus Christi, Tex., for Biel Foods; KREX, Grand Junction, Colo.; KVAL, Eugene, Ore., for General Petroleum; WATE, Knoxville; KNOE, Monroe, La.; KOAM, Pittsburg, Kan.; KHQA, Quincy, Ill.; WKJC, Fort Wayne, Ind.; WFBC, Greenville, S. C., for Budweiser; KFVS, Cape Girardeau, Mo., and KFAR, Fairbanks, Alaska.

ABC Film is testing in Cleveland this week a sales device of placing newspaper ads announcing the presence of a salesman with properties available for the market. KTVK, Phoenix, Ariz., last week telecast the first remote from location shooting in conjunction with the "26 Men" local premiere, also supplying newfilm for John Daly's ABC-TV nighttime news show.

# NEW SPONSOR

# Official Sells 'Big Story' to Miami Herald

NEW YORK — An important sponsor category is being opened by Official Films' new "Big Story" series in local syndication — newspapers.

WCKT, Miami, last week sold full sponsorship of the show in a local deal with The Miami Herald. The telefilm series, based on famous newspaper stories, affords an obvious promotional tie-in to the Miami paper, execs point out, and "underlines the increasing willingness of major newspapers to use TV as a circulation-building ad medium."

The telefilmery has also wrapped up its first big regional sale on the Burgess Meredith starrer, landing an eight-market contract from Pacific Gas & Electric Company thru the San Francisco office of Batten, Barton, Durstine & Osborn. "Big Story," according to Official, is now slated for more than 30 major markets, and has already edged beyond the \$500,000 mark in gross sales.

# ALL STATIONS

# Crosley Hits Big Ratings With M-G-M

CINCINNATI—Crosley Broadcasting drew whopping ratings for its M-G-M feature film premiere on WLW-TV, here, WLW-D, Dayton, O., and WLW-C, Columbus, O., according to a Burke Marketing Research special survey. "Honky Tonk," scheduled at 11:15 p.m. Saturday (26), drew a 31.7 with a 67.6 audience share here, a 30.6 with an 89.3 share in Dayton and a 32.4 with a 74.4 share in Columbus.

The survey also showed that three out of four sets tuned to the movie stayed thru the entire telecast.

# OFFICIAL HAS SPACE DOG PIC

NEW YORK — Official Films is the proud possessor of the only telefilm show to date about a hound dog riding on a space satellite. Discovery of the film was a surprise to startled Official editors routinely screening episodes of "Rocky Jones, Space Ranger," a series whose sales have perked up because of you know what.

Titled "Vena and the Darnamo," the somewhat-unlikely episode calls for curvy Vena (Sally Mansfield), Rocky's Gal Friday, to discover a stranded husky on a pint-sized hunk of stellar real estate, and to win its undying admiration, a la Androcles, by removing a thorn from its pad. Official, at last report, was losing no time in letting potential station customers know of its tail-wagging telefilm.

a 65.8 audience share against 9.0 and 3.7 for its opposition on the latest of the series. WGR-TV, Buffalo, scored a 22.6 with an 88.3 share, while KCRA, Sacramento, earned a 30.1 with a 77.0 share.

The distributor this week launches full scale sales operations in Europe via NTA, Ltd., newly-organized subsidiary centered in London. Vernon Burns heads the division, which will make co-production deals for vidfilm series and sell features for theatrical exhibition as well as TV.

*The Billboard*---

"THE AMERICAN TOBACCO COMPANY  
AND THE RALSTON PURINA COMPANY  
HIT THE BULL'S-EYE WITH



# the **BIG MOMENT**"

GREAT STORIES FROM THE WORLD OF SPORTS

**YOU CAN SCORE HIGH, TOO!**

Now Available in 26 Half-Hours



"Air Power and Victory at Sea have shown what wonders imaginative handling can work with celluloid hoarded in film vaults. NBC's 'Big Moment' showed how the same technique can pay off in an exciting sports show."

**Time Magazine**

"Thrilling sports highlight program . . . an important need for sports fans across the country."

**Houston Post**

"'The Big Moment' . . . brilliant sports kaleidoscope . . ."

**New York Mirror**

"Best tonight: 'The Big Moment'."

**Los Angeles Herald & Express**

Another Outstanding Film Series Produced by

**HEARST METROTONE NEWS, INC.**

World Wide Coverage  
450 West 56th St., New York, N. Y.

Distributed by

**STERLING TELEVISION COMPANY**

New York Chicago Los Angeles  
6 East 39th St., New York 16, N. Y. MUrray Hill 3-6300

# DIRECTION OF UA STEP STILL IN AIR

### Vidfilm Moves Could Mean Independent Producer Ties, Own Productions, Etc.

NEW YORK — With United Artists the latest movie firm to take a major step in the co-production and distribution of vidfilm properties, the TV industry was mulling which direction the firm's activities will take.

This expansion of UA's present TV activities, now concentrated on the sale of feature product to TV stations, is expected to come shortly after the first of the year. However, UA announced last week that it had signed Bruce Eells, vice-president of Television Programs of America, as an executive vicepee of United Artists Television, with Eells joining in about a month.

Film industryites, however, made educated guesses. If the operation parallels UA's theatrical films, some reasoned, then UA will probably try to build a producing stable of independent film makers who will release thru UA for TV, as producers like Hecht-Hill-Lancaster, Norman Krasna, Robert Rossen, Mike Todd and others release theatrically. This won't be easy, film men add.

#### Distrib Patterns

The vice-president of one telefilm producer firm pointed out, "Almost all leading TV producers in operation today set their own network deals, or work thru talent agencies or have contracts for syndicated distribution of product."

The likelihood therefore is that UA may develop TV packages, series or network "specials" primarily in its own back yard, working with producers already tied to UA with multi-picture financing and releasing deals, scouting existing UA pictures (as Metro and Warner have for story properties that can be jointly "developed" into TV properties.

Less likely, but a possibility just the same, is the creation of a captive production operation, along the lines of MCA's Revue

## See to Head Film Session

WASHINGTON—The National Association of Radio & Television Broadcasters' 1957-'58 Film Committee will be headed by Harold P. See, KRON-TV, San Francisco, with its first meeting to be held in Washington, December 5. It will go over current problems in the TV film field and receive a report on the final draft of this year's film manual.

Other members of the film group include Kenneth I. Tredwell Jr., WBTV, Charlotte, N. C.; Frederick S. Houwink, WMAL-TV, Washington; Joseph L. Floyd, KELO-TV, Sioux Falls, S. D.; Glenn C. Jackson, WAGA-TV, Atlanta; Lee Rutwisch, WTVJ, Miami, and Miss Lynn Trammell, film program manager of WBAP, Fort Worth.

## Shoots Pilot Of 'Hear This'

HOLLYWOOD—First pilot of the season, "Now Hear This," rolls at Pensacola, Fla., this week. Series deals with exploits of naval air cadets.

Produced by W&J Enterprises, show has George N. Neise in featured role. Script is by Paul Harrison and Bernie Gostid.

Program was originally scheduled to be produced by California National Productions last season, but was dropped from sked after difficulties were encountered.

Productions, to turn out "actual telefilm footage.

New TV expansion makes no direct change in the firm's sale of feature product to stations, an operation now headed by John Leo, reported readying another film package for release in early spring, having two post-1948 packages already in TV circulation.

## Fred Niles Preps 'Cross Country' as Jan. Farm Entry

CHICAGO—Fred Niles Productions, Inc., was bustling last week with preparations for the January launching of "Cross Country," weekly noontime farm show to be syndicated along a network of agricultural area stations, and Niles announced a slew of new appointments to the show's staff.

John McDonald, farm director of WSM, Nashville, was named co-moderator to share the central on-camera chores with Lloyd Burlingham. In addition, McDonald will oversee coverage of news and features in eight Southern States. Burlingham will direct gathering of material in the Midwest.

Five other regional farm directors named are Mal Hanson, WOW, Omaha; W. A. (Doc) Ruhmann, WBAP-TV, Fort Worth; Bob Parker, WBAY, Green Bay, Wis.; Nelson McIninch, KNX, Los Angeles, and Don Tuttle, WGY, Schenectady.

Patricia J. Trumbull, former assistant farm director, WGN-TV, Chicago, was appointed general program co-ordinator and R. W. (Pat) O'Brian as director of marketing.

## New Consolidated Bldg.

HOLLYWOOD—Construction on new two-story addition to present 35mm. building got under way at Consolidated Film Industries last week. The structure, costing \$500,000, will provide for additional color processing facilities and expansion of the title and optical department.

## Indie TV Film Firms Have Till Dec. 9 to Comply With FCC

WASHINGTON — Independent TV film packagers who failed to produce financial data for the Federal Communications Commission network study have been given until December 9 to comply with the questionnaire.

In the wake of a September ruling for the commission by N. Y. Federal Judge Frederick Bryan, three dissident firms which challenged FCC subpoena authority have agreed to produce the data. A signed stipulation between the commission and the indie producers also notes that the FCC will keep the data confidential, and will not "voluntarily" disclose the programmer's price and profit figures publicly.

The information, originally intended for inclusion in the report recently released by the Barrow independent FCC network study group, will be part of a special "supplementary" study of network programming, for which no target date is yet set. (The Billboard, October 7.)

Washington attorney James Juntilla, representing the dissident Screen Gems, Ziv-TV and MCA-TV (with its subsidiary revenue productions), during a brief hearing before FCC Examiner, James

### TV THRILLERS

## Prescription For Vicarious Goose Pimples

Continued from page 1

rocco November 22, back in Nepal December 6, Caracas December 20 and Australia January 20, allows Ralston to astound visitors overhearing casual remarks like "Meet you in Karachi next Tuesday" and "I need a gross of water pills and a Pidgin English Dictionary." The airlines, all sharp at spotting regular travelers, extend courtesies beyond the call of tourist duty. "That's what makes our schedule of working days and traveling nights bearable," mutters the often-sleepless Ralston.

Thirty per cent of the sound to be used on the TV shows is recorded during film-making on location, necessitating extra equipment, complex and heavy. At least part of the time, the crew can only transport what it can carry on its back, but it's all figured out far in advance according to each man's weight.

"We're moving money and people thru 41 countries at the moment," says the producer, "but the only surprise of the year has been the discovery that in some areas the U. S. dollar is unknown and unacceptable as currency. Had to run a whole company for weeks in French Sudan on ehits. They took my signature but not the U. S. dollar." He hasn't recovered from that yet.

The series begins November 12 on CBS-TV with a visit to New Guinea's cannibal tribes, followed by a North Pole exploration.

"Our show deals with the men who take us to the stars, not those who count them," concludes Ralston. Sputnik, ho!

## Trio for Industrial Pix

NEW YORK — The William Morris Agency, Warner Bros. and the Heyward-Wilkes production company have contracted to pool their resources to make industrial films for TV, sales and trade conventions, and educational airings.

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CHICAGO—Bradley R. Eidmann was appointed sales manager of WGN-TV, Ward L. Quaal, general manager, announced Thursday (7). He replaces Ted Weber, who was axed two weeks ago. Eidmann has been with WGN since 1950, his last assignment as supervisor of national TV sales. He entered broadcasting in 1936.

## New TV Spot Campaigns

### Contracts Set in Every Region In Two Weeks Ending October 26

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

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

### On Northeastern Stations

CDR Rotors, Cornell-Dubilier thru Friend-Reiss (Part.)  
Dairy Products, Brock-Hall thru Chas. W. Hoyt (Ann.)  
Ford Trucks thru J. Walter Thompson (Ann.)  
Gas & Oil, Texas Company thru Cunningham & Walsh (Part.)  
Instant Maxwell House Coffee, General Foods thru Benton & Bowles (Part.)

Nescafe, Nestle thru Bryan Houston (Ann.)  
Nestle, Nestle thru Depert, Fitzgerald, Sample (Ann.)  
Pontiac Cars, General Motors thru MacManus, John & Adams (Ann., ID)  
Tri-Nut Margarine, E. F. Drew thru Donahue & Coe (Ann.)

### On Eastern Stations

Alka Seltzer, Miles Labs, thru Wade Advertising (Prog.)  
American Character Dolls & Remco Toys thru Webb Assoc. (Part.)  
Ford Trucks thru J. Walter Thompson (Ann.)  
4 Fishermen, Fulham - thru DCSAS (Part.)  
Imperial Margarine, Lever thru FC&B (Ann., Part.)  
Lipton Tea, Lever thru Young & Rubicam (Ann.)

Maypo & Maltex Cereals, Hurbstein thru Bryan Houston (Ann., Part.)  
Oldsmobile Cars, General Motors thru D. P. Brothier (Ann., ID)  
Palmolive Men's Line, Colgate-Palmolive thru Ted Bates (Prog.)  
Purina Dog Chow, Ralston Purina thru Gardner Adv. (Prog.)  
Smith Bros. Cough Drops thru SSC&B (Ann.)

### On Southern Stations

A&P Supermarket thru F. Denton (Ann., ID)  
Acronize, American Cyanamid thru Cunningham & Walsh (ID)  
Arid White-In, Carter thru SSC&B (Ann., Part.)  
Arid White-In, Carter thru Dancer-Fitzgerald-Sample (Ann.)  
Blue Plate Mayonnaise, Wesson Oil thru Fitzgerald (Ann.)  
Buttermilk Bread, American Bakeries thru Tucker Wayne (ID)  
Carter's Little Liver Pills thru Ted Bates (Ann., Part.)  
CDR Rotor, Cornell-Dubilier thru Friend-Reiss (Ann.)  
Cheer, Procter & Gamble thru Young & Rubicam (Ann.)  
Chief Boy-Ar-Dee thru Young & Rubicam (Part.)  
Chop-O-Matic thru Arthur Meyerhoff (Prog.)  
Colonial Stores thru Liller, Neal & Battle  
Crisco, Procter & Gamble thru Compton (Ann., Part.)  
DeCal, Nestle thru Dancer-Fitzgerald-Sample (Ann.)  
Dexter Sewing Machine thru Arthur Meyerhoff (Prog.)  
Dr. Caldwell's Senna Lax, Sterling Drugs thru Carl S. Brown  
"9 Top Hits" (Record) Whitehouse thru Mohr Associates (Ann.)  
Fletcher's Castoria, Sterling Drugs thru Carl S. Brown (Ann., Part.)  
Flour & Cornmeal, Martha White Milling thru Noble-Dury & Assn. (Ann., Part.)

Ford Cars thru J. Walter Thompson (Ann., ID)  
Ford Trucks thru J. Walter Thompson (Ann.)  
Home Sites, Lehigh Acres thru Arthur Meyerhoff (Prog.)  
Hutchinson Wax thru Henry Senne Adv. (Prog.)  
Lipton's Tea thru Young & Rubicam (Ann.)  
Maxwell House Coffee, General Foods thru Benton & Bowles (Part.)  
Merita Bread, American Bakeries thru Tucker Wayne (Prog.)  
Nabisco Products thru McCann-Erickson (Prog.)  
Pepto-Bismol, Norwich Pharmaceutical thru Benton & Bowles (Ann.)  
Pontiac Cars, General Motors thru MacManus, John & Adams (Ann.)  
Presto, Fessco Industries thru Donahue & Coe (Ann.)  
Salad Mixer thru Arthur Meyerhoff (Prog.)  
SAH Green Stamps thru SSC&B (ID., Part.)  
Super Analyst thru Ted Bates (Ann., Part.)  
Tang, General Foods thru Young & Rubicam (Ann.)  
10-Day Press-On Nail Color (Ann., ID, Part.)  
Tide, Procter & Gamble thru Benton & Bowles (Ann.)  
Zest, Procter & Gamble thru Benton & Bowles (Ann.)

### On Midwestern Stations

Anacin, Whitehall Pharmacal thru Ted Bates (Part.)  
Arid White-In, Carter thru SSC&B (Ann.)  
Cheer, Procter & Gamble thru Young & Rubicam (Ann.)  
Chief Boy-Ar-Dee, American Goods thru Young & Rubicam (Ann.)  
CDR Rotor, Cornell-Dubilier thru Friend-Reiss (Ann.)  
CIO Steel Workers of America thru Robert Wittman (Prog.)  
Coty Products thru Heinsman, Klein, Joseph & Shore (ID)  
Crisco, Procter & Gamble thru Compton (Part.)  
Dexter Sewing Machine, Grant Company thru Arthur Meyerhoff (Prog.)  
Fletcher's Castoria, National Brands-Sterling Drugs thru Carl S. Brown (Ann.)  
Ford Car thru J. Walter Thompson (Ann., ID)  
Ford Trucks thru J. Walter Thompson (Ann., Part.)  
Glamocene thru Paul Venze (Ann.)  
Ipana, Brimel-Myers thru Benton & Bowles (ID)

Ivory Flakes, Procter & Gamble (Parts.)  
Knickerbocker Toys thru Hisson & Jorgenson (Ann.)  
Lipton Tea, Lever thru Young & Rubicam (Ann., Part.)  
Northern Tissue, Marathon thru Young & Rubicam (Ann.)  
Oldsmobile Car, General Motors (6-7 Part.)  
Oraltine, Wander thru Tatham-Laird (Ann.)  
Pepto-Bismol, Norwich Pharmacal (Part.)  
Pontiac Cars, General Motors thru MacManus, John & Adams (Ann.)  
Whitehouse Records thru Kunkin, Anderson & Takaro (Ann., Part.)  
Reginal Laxative, Pharmaco thru DCSAB (Ann.)  
Tide, Procter & Gamble thru Benton & Bowles (Ann.)  
United Steel Worker of America (Prog.)  
Winston Cigarettes, R. J. Reynolds thru Wm. Esty (Ann.)  
Zest, Procter & Gamble thru Benton & Bowles (Ann.)

### On Southwestern Stations

Carter Deodorant thru Dancer-Fitzgerald-Sample (Ann., Part.)  
Comet, Procter & Gamble thru Compton (Part.)  
Folger's Coffee thru Cunningham & Walsh (ID)  
Ford Cars thru J. Walter Thompson (Ann.)  
Gold Bond Stationery, Safeway Stores (Ann.)

Grant thru Arthur Meyerhoff (Prog.)  
Nail Polish, Harrison Lab. (Part.)  
Salad Mixer Rocket, Grant Company thru Meyerhoff Agency (Prog.)  
Val-Cream, Chaseburgh-Ponds thru Compton (Ann.)  
F. W. Woolworth thru Lynn Baker (Ann., Part.)

### On Rocky Mountain & West Coast Stations

Anacin, Whitehall Pharmacal thru Ted Bates (Part.)  
Analist thru Ted Bates (Part.)  
Bell Brand Potato Chips thru McCann-Erickson (Prog.)  
Bryl-Cream, Richia thru Atherton & Carter (Part.)

Carey Salt thru Dancer-Fitzgerald-Sample (Part.)  
Carter Oil thru McCann-Erickson (Part., Prog.)  
Cheer, Procter & Gamble thru Compton (Part.)

(Continued on page 13)

BARTER: PLENTY OR FAMINE

Salesmen of Same Series Flood In, Or Charge Too Much on Exclusive

NEW YORK — Stations and syndicators are snarling at each other in a new barter crisis. Managers are complaining about heavy traffic in salesmen offering the same properties from vidfilm firms and from companies bartering the firms' shows.

Oppenheimer To Plan New NBC Shows

HOLLYWOOD—In an about-face of last spring's policy, NBC-TV has created a new program development group. Group will be headed by Jess Oppenheimer, lone holdover from the previous unit of creators, which was disbanded earlier this year.

In contrast to previous loosely knit group, plan is to have a tight unit, reporting directly to V.P.'s Alan Livingston in Hollywood and Minnie Sacks in New York.

Development also marks another change in the network's approach to program creation. Two years ago the web was strong in pilot production. Last year it filmed only a handful, and wound up buying most of its shows from outside packagers, principally MCA.

Properties the network now has in the ovulation stage and which, presumably, the creators will have a hand in developing, include two Westerns, two situation comedies, a mystery series and a variety show.

RTES Schedules Debate on Barter

NEW YORK—A barter debate on January 21 will highlight the season's series of time-buying seminars here, sponsored by the Radio & Television Executives Society. Speaking against barter TV will be Frank Headley, president of H-R Representatives and the Station Representatives Association; speaking for barter will be Matty Fox, C&C Television president.

bought for open spots, but some are now trying to sell shows at lower prices than the distributors are quoting. Angry and embarrassed, the latter can't do more than reply with letters of protest.

The mails are full of complaints going both ways. Meanwhile, a Dallas station had visits one day last week from 23 program salesmen, five of them pitching the same series.

Another form of gripe concerns almost the reverse of this situation. If a bartering agency or client has a complete exclusive on a film property, some station managers say, they will jack up the price

well above what the going rate for a rerun property should be in a particular market, and then try for a payment in bartered time that is as high or higher than this level.

One Midwestern station manager reported to The Billboard that he'd been approached for a "sale" on a rerun of the "Reader's Digest" series, with an asking price being \$400 weekly for his market. The barter firm was willing to settle for time, however—\$1,200 a week in card rate spots. According to the station official, however, the film series was actually worth "about \$100 to \$150 a week in actual cash for this market."

New TV Spot Campaigns

Continued from page 12

- Colgate Products thru Ted Bates (Part.)
Cremulotion Cough Remedy thru Tocker Wayne (Ann.)
Crisco, Procter & Gamble thru Compton (Part.)
Cromwell X-3 thru Robert Culbertson Company (Part.)
Dash, Procter & Gamble thru DF&S (Part.)
Dentone, American Chicle thru DF&S (Part.)
Eye Make-Up, Maybelline thru Gordon Best (Part.)
Folger's Coffee thru Cunningham & Walsh (Id)
Ford Trucks thru J. Walter Thompson (Ann.)
Galle Wine, thru Doyle, Dane, Bernbach (Prog.)
Heating Units-Siegler thru DF&S (Ann., Part.)
Ideal Toys, thru Ted Bates (Part.)
Hills Bros., Coffee thru N. W. Ayer (Part.)
Ipana Plus & Bag Deodorant, Bristol-Myers thru Benton & Bowles (Id)
Kool Cigarettes, Brown & Williamson thru Ted Bates (Id)
Lipton Tea, Lever thru Young & Rubicam (Ann., Part.)
Maxwell House Coffee thru Benton & Bowles (Part.)
Minolta Camera, F. Kametatter thru E. T. Howard (Part.)
Nalleys, Pacific National (Id)
Parliament Cigarettes, Philip Morris thru Benton & Bowles (Part.)
Phillips Milk of Magnesia, National Brands thru Thompson-Koch (Part.)
Polident, Nival, Block Drug thru Grey Adv. (Part.)
Pontiac thru McManus, John & Adam (Part.)
Preparation H, Whitehall Pharmacal thru Ted Bates (Part.)
Profile Bread, Continental Baking thru Ted Bates (Part.)
Raleigh Cigarettes, Brown & Williamson thru Keyes Madden & Jones (Part.)
Rayco thru Emil Mogul (Part.)
Tint N Set & Pink Ice, Cosmetic thru Dunham & Jeffrey (Part.)
Top Brass, Revlon thru Emil Mogul (Part.)
Vicks-Vatrol thru Morse International (Part.)
Western Air Lines thru BBD&O (Part.)
Winston Cigarettes, R. J. Reynolds thru Wm. Esty (Part.)

HERE ARE THE RESULTS ON —

The Billboard SIXTY-FOURTH YEAR
SYND. REVIEW
'Treasure Unlimited' A Gem of a Program
By BOB SHEPARD
Black and white TV, but that's hardly the fault of the producers. There are a few other faults, such as an overlong introduction, and not enough suspense-building work on the score, but none of these are serious and can be corrected.

"TREASURE UNLIMITED"

TV's only PRE-TESTED series

Media Agencies Clients

"TREASURE UNLIMITED" (World Video)
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THE HOLLYWOOD REPORTER
TV Review
'TREASURE UNLIMITED'
'The World Today'
KTLA, Nov. 22, 7-7:30 p.m.
This new syndicated television series is not to be confused with other series that are sold to stations. It is a weekly, one-hour program, which contains all the news, features, and entertainment of the week. It is a complete package, ready to go, and is available to stations in 1957.

# The Billboard Scoreboard

# TV PROGRAM REVIEWS

## SYND. REVIEW

### Purdum May Be First Synd. 'Matinee Idol'

By CHARLES SINCLAIR

**Sword of Freedom (Synd.)**  
 Star, Edmund Purdom. Cast: Monica Stevenson, Martin Benson, Kenneth Hyde, Reginald Beckwith, others. Executive producer, Hannak Weinstein. Producer, Sidney Cole. Director, Terry Bishop. Writer, Lewis Hact. Syndicated by Official Films. Sponsor, Progress South West Cafe West agency, Inc. New York arm.  
 (WABC, New York, 8-2:30 p.m., EST, October 28.)

Syndication's first "matinee idol" may well have arrived in Edmund Purdom, star of Official Films distributed "Sword of Freedom" series.

The series is in the tradition of Errol Flynn vehicles of a few years back, with Purdom carrying off the role of Marco del Monte, Florentine painter with a refined taste in signorinas and sword play, with just the right swagger and dash.

Far from being the taciturn type, Purdom is equally handy man with a graceful phrase or counter-plotting against the Medici of Renaissance Italy. He cuts a fine figure, too, in period costumes of the 16th century, and is one of the few adventure heroes who doesn't handle a dueling rapier as tho' it were a corkie cutter.

In short, the series is likely to register well with men viewers on the basis of Purdom's charm.

#### For the Boys

There's plenty for the boys, however. In "Francesca," the premiere episode caught, the story called for Purdom to rescue Monica Stevenson, a British student with the elfin charm of Audrey Hepburn, from a street brawl, and whisk her away to his studio, where the blushing young maid falls in love with him. Male viewers will have little trouble "identifying"

### Red Skelton (Net)

Cast: Red Skelton, Peter Lorne, Mary Beth Hughes. Written by Sherwood Schwartz, Jesse Goldstein, Dave O'Brien. Directed by Seymour Chaskin. Produced by Carl Barker. Sponsored by Pet Milk. (ABC-TV, 8:30-9 p.m., PST, November 5.)

It was by no means a new plot—as a matter of fact, it was literally as old as Adam—but Red Skelton and Peter Lorne made it work perfectly Tuesday night. Skelton played a beleaguered and badgered husband, contributing considerably to the badgering was Lorne, who horned in as the devil.

Skelton's wife, Mary Beth Hughes, wants him to build a patio. Skelton resists stoutly, but, of course, gives in. After the construction job he falls into an exhausted sleep. Enter the next-door youngster, who, urged on by Lorne, sticks the sleeping Skelton's hand into a cement bucket.

From there on it's frenetic Skelton slapstick as Lorne plumbs the idea with the police that Red has buried his wife under the concrete. Red almost gets the chair, but escapes getting nothing more than the bird, the mynah bird, that is, with which he always ends the program.

As much as any series now on the air, the success or failure of the show rides on Skelton's shoulders, and so far this season, he's been at top form. He still throws away as ad lib now and then, but most of these are written into the program, and don't hinder its movement.

Johnson Wax commercials were average, but could take a cue in showmanship from Skelton.  
 Bob Spielman.

with Purdom if the casting level of Miss Stevenson is maintained.

By telefilm standards, the production is fairly opulent, capturing the feeling of Renaissance Florence and the splendor of the Medici's Palace with a neat mixture of studio work and location shooting.

Terry Bishop's direction in "Francesca" had the right romantic manner about it and maintained a quick dramatic pace. Martin Benson was splendidly villainous as De Medici, the series' running "heavy," and Kenneth Hyde was suave and worldly as that anti-plotter, Machiavelli.

### This Is Your Life (Net)

Host, Ralph Edwards. Director, Richard Gottlieb. Producer, Axel Greenberg. Sponsor, Procter & Gamble thru Compcon Advertising.  
 (NBC-TV, 10-11:30 p.m., EST, November 8.)

There's still an emotional appeal to this format, tho' it continues to alternate celebrities with stricken unfortunate in a never-ending pattern of happy ending and sad ending. The show's biggest plus is the lift it gives to faltering careers and dwindling bank accounts.

On the stanza caught, the guest of honor was an ex-flier turned composer, Ben Deauville. Struck by clinical polio last year, he is trying to resume his career in a wheelchair, and no doubt the web spotlight will help. Some tender moments between the handsome singer and his wife and children stole thru the purple prose narrative. Ralph Edwards, an agile host, is still taking the worst tragedy and the lead-in to the commercial in one breath, one clause.

Technically, the show runs brilliantly amid 100 eyes and possible time-and-place pitfalls. New Cheer commercials feature through Martha Wright (unbilled in a terrible parody of "There'll Be Some Changes Made.") The lousy snap-spots were far better.  
 Bob Bernstein.

### Wyatt Earp (Net)

Star, Hugh O'Brien. Director, Frank McDonald. Producer, Robert Sisk. (ABC-TV, 8:30-9 p.m., EST, November 5.)

The now-veteran "Earp" has turned back to its original tenets of character analysis, problem drama and conversational realism, with last season's accent on hoofbeats and gunplay minimized. The daddy of the adult Westerns still makes an absorbing half-hour.

Excellent photography and casting keep up the high standards of the series, with both emphasizing faces. On the stanza caught, the focus was on a little girl captured by Indians who had become a tough mascot of an outlaw gang. Tina Thompson got the lion's share of the footage as the freckled youngster and made the most of it.

Hugh O'Brien continues to underplay as Wyatt, moving coolly and gracefully thru low-key dialog and action, but wearing TV's ugliest costume. He's perfect in style and tone for what the production is after.

The General Mills commercials are integrated, with amusing Western themes, but P&G sticks to the modern-dress hard sell. The Ken Duchs Singers provide the versatile musical background, tho' the humming grows a bit tedious in tender scenes.  
 Bob Bernstein.

### Seven Lively Arts (Net)

Star, Piper Laurie. By Tera, Janet Butcher Jr., Dick York. Host, John Crosby. Narrator, S. J. Perlman and Mike Wallace. Executive producer, John Houseman. Producer, Jud Kinberg. Writer, S. J. Perlman. Music, Abe White. Director, Sidney Lumet. Running Live, with film excerpts.  
 (CBS-TV, 5-6 p.m., EST, November 11.)

The kick-off of this higher I. Q. Sunday series set out bravely to examine "The Changing Ways of Love" in America. It wound up as an interesting and off-beat hour that occasionally rose to sparkling heights of adult wit, but which also bogged when it bit off more than it could chew.

Exec Producer John Houseman and Producer Jud Kinberg trotted out a variety of techniques to cover the sweeping topic of boy-girl relationships since the close of the first war. Adhs not strictly "compactimized," the hour divided along the lines of the calendar. S. J. Perlman, one of the bits of the evening, rode herd on the 1920's, John Crosby, who proved himself more at ease behind his typewriter than in front of the camera, narrated the portion covering the 1930's, and Mike Wallace, suave and sure of himself, brought viewers up to date.

#### Film Clips

Visually, some of the show's prime moments came thru the use of well-chosen film clips so famous that they evoked a quick image of the whole, more so than the live dramatic fragments from, respectively, an F. Scott Fitzgerald short story and dramas by Clifford Odets and Reginald Rose.

Sample highlight: Perlman's tongue-in-cheek reading of scabber passages from "The Stock," while Rudolph Valentino man-handled Vilma Banks in an ancient film excerpt, with Perlman concluding thoughtfully, "That was gross to cook bacon by."

Despite the lack of real punch in the live dramatic portions out of context, Director Sidney Lumet did make an interesting point for televiewer: Piper Laurie, whom Hollywood has used as a sort of poor man's Debbie Reynolds, was revealed as a talented and attractive actress with unusual scope and sensitivity, handling with ease her live triple appearance as a blonde madcap of the 1920's, an angry, confused girl of the depression era and the shy newlywed of the postwar 1950's.

#### Misses Point

The program missed its main point by not having made up its mind, in advance, whether it was going to be a light-touch satire on U. S. sex, or whether it was going to tackle the topic on a serious, social basis. It tried to do both, and wound up being neither one.

Despite its faults, the series shows much promise, with many unusual uses being made of standard TV ingredients, from cartoon art to choreography. Later episodes may bring a solid entry for honors among TV shows that are not confined to guynap or domestic horseplay.  
 Charles Sinclair.

### Jerry Lewis Show (Net)

Star, Jerry Lewis. Director, Jack Suss. Producer, Ernest Gluckman. Sponsor, Glaxo thru G. P. Brother Company.  
 (NBC-TV, 9-10 p.m., EST, November 11.)

No one can top Jerry Lewis for energy, talent and lack of inhibition, but he's still suffering from bad judgment as to staff. His opening hour of the season needed comedy material and not what he pressed from his writers, and his format needed at least one high-powered guest star to share the burden.

As it stood, some hilarious moments punctuated a rather dull affair, and it should be exactly the other way around with a man as

## NETWORK REVIEW

### Lucy's Back to Delight All With Wacky Antics

By BOB SPIELMAN

**Ball-Tossing Show (Net)**  
 Cast: Lucille Ball, Desi Arnaz, Ann Sothern, Oscar Brown, Rudy Vallee, Paula Bonner, Vivian Vance, William Frawley, Richard Keith. Directed by Jerry George. Written by Melvyn Frank, Bob Carroll Jr., Bob Butler, Bob Weinstock. Music and lyrics by Arthur Hamilton and arranged by Frank Condon. Produced by Bert Green. Sponsored by Ford thru J. Walter Thompson.  
 (CBS-TV, 8-8:15 p.m., PST, November 6.)

CBS has missed Lucy and Desi. To millions of faithful viewers dialing aimlessly over the screen this fall "The Return of Lucy," as the show might have been titled, must have seemed like happy homecoming. Whatever the astute criticism, the program provides the kind of spark, flair and individuality television could stand a lot more of.

The format retained the wacky, out-of-this-world quality which

### Drognet (Net)

Cast: Jack Webb, Ben Alexander, Hans Conried. Written by James Wiser. Produced and directed by Jack Webb. Sponsored by Chevrolet thru Deane, Fitzgerald, Sample and Stock thru Benton & Bowles.  
 (NBC-TV, 8:30-9 p.m., PST, October 26.)

Virtuous performance by Hans Conried pulled what might have been just an ordinary "Drognet" into the series' best show in some time.

Conried, usually cast in comedy roles, but one of Hollywood's most versatile actors, seems to fall naturally into the part of a neuritic artist. The longer the show progresses the more neuritic he becomes, and the development is fascinating.

Entire program—except for an introductory cook's tour of Los Angeles—takes place in one set, the actor's apartment. Some design and camera work capture the mood beautifully. Production was also admirable in that it had only a handful of the famed "Drognet" close shots, and they weren't particularly missed.

Plot is thin: Webb and Alexander have been working on a murder case for a month. Evidence has finally narrowed down to one suspect: Conried. His seemingly airtight alibi has had some holes punched into it. The job: make him crack.

Development is tops. Conried is all nervous jowly at the beginning. Webb discerningly goes over previous interrogation. Then, gradually, he starts jabbing, and, as he does so, small flaws and cracks begin to show in Conried. He talks himself into a damaging statement. He becomes furious, evasive. And as each crack and flaw is explored the tension grows, until finally there is a complete disintegration.

Webb's monotone and staccato expression make a perfect contrast to Conried's animation. Direction kept the pace moving smoothly to the finish.  
 Bob Spielman.

gilded as Lewis. Introduction of better unknowns made for a happy gambly of guest star actors, a take-off on Godfrey's "Talent Scouts" allowed Lewis to portray these emulating contestants and a "safety in the home" sketch let him maneuver himself in a dozen delightful and 100 tube sight gags.

With mediocre sketches, there seemed to be too much Lewis, even with interwoven songs by Susan Silo and the Mellow Licks. The Oldsmobile commercials were attractive in color.

Come on, Jerry, there must be someone who can write better stuff for you; that's all you need.  
 Bob Bernstein.

made Lucy the top TV personality for five years, and Lucy has a way of making insanity seem as charming and appealing it's a wonder TV packages haven't gone to scouting kinetic asylums for new talent.

The story of the 75-minute show dealt with Lucy and Desi's meeting—fictionalized, of course. Two Miss Lonelyhearts, Lucy and Ann Sothern, go on a Caribbean cruise. After failing to nab Rudy Vallee on the ship they fall into the hands of a couple of paid escorts, Desi and Oscar Brown, in Havana. It's here, following a show beginning, that the program really takes off.

There are two scenes, one in which Lucy and Desi play a love duet on bongos drums, the other in which Lucy and Ann Sothern get cracked in a jail cell, that are among the funniest the Lucy series has ever done.

The Ford commercials, showing off the new car in an "around the world" theme, those filmed from the United States to the Khyber Pass, probably hold on to all of the viewers. The presentation was excellent.

Conrad of the 75-minute length was a good one to lead in to the U. S. Steel Hour, but as far as the Lucy show is concerned, tightening it to an hour wouldn't have hurt great deal.

### Face the Nation (Net)

Guest, Aneurin Bevan. Moderator, Stuart Novins. Producer, Ted Avon. CBS. Washington, Assistant producer, Mrs. Bevil Hahn. Supervisor, Theodore E. King. Panel, Max Freedman and Howard K. Smith. Sponsoring (CBS-TV, 1-2:45 p.m., EST, November 5.)

To spark the premiere of its fourth TV year, "Face the Nation" brought to its guest slot Aneurin Bevan, the chief politics in Britain's Labor Party, and put him under the verbal guns of a panel which included Max Freedman, of The Manchester Guardian, and Howard K. Smith, of CBS-TV's Washington staff.

Bevan handled the questions with ease, and gave an impression of being considerably less fiery in person than his often outspoken criticism of the Conservative Government would have you believe.

Camera work and production were smooth and simple, giving viewers plenty of opportunity to study Bevan's strong but subtle features and watch him think out his answer.

Many of Bevan's replies were honest enough, but weren't likely to make Americans jump for joy. On re-arming Germany, for instance, he felt it is "foolish to allow a nation to re-arm with dangerous weapons when it feels it has weapons to resist." On encouraging Soviet satellites (the anti-bound kind) to rise in armed revolt, Bevan asked, "If people do rise, can they expect help from the West? If not, they shouldn't be encouraged."  
 Charles Sinclair.

### RTES Calls Seminar

NEW YORK — The annual time buying and selling seminar of the Radio & Television Executives Society will kick off on Tuesday (12) at the Shelton Hotel here. First of the weekly luncheon sessions will deal with the history of spot TV and radio, with key speaker Lewis H. Avery, president of Avery-Kapriel, Inc.

# WIDOW'S SUIT COULD AFFECT MANY MOVIES

HOLLYWOOD — Suit which could have impact on many theatrical motion pictures now in TV release was filed in Superior Court last week by Rose Zahler, widow of composer-conductor Leo Zahler. The suit seeks an injunction against Columbia Pictures, NTA, Unity TV, Interstate TV, Hygo TV, M. C. Pictures and Station KTTV in order to halt telecasting of pic-

tures for which Zahler wrote the music.

According to the action filed, Zahler issued synchronization licenses applicable only to theatrical showings of films in which he worked during the period 1930-1947. These, it is charged, barred television airing, and damages of \$364,000 are asked for.

Besides affecting the film libraries of the above-mentioned distributors, suit has implications in that it could lead the way for filing of similar actions by other authors in cases where music synchronization rights are in doubt.

# Aussie Stations Buy WB Pix; Protests Due

SYDNEY — The biggest program deal yet concluded by Aussie TV stations has just been set by ATN Channel 7 and GTV Channel 9 with Associated Productions, for airing the Warner's feature films in the "Caltex Theater" of both stations on Sundays, 8 to 9 p.m. Cartoons have also been included in the deal. Negotiations are proceeding with other film distributors for additional features.

The AAP deal is sure to bring a loud squeal from Actors and Announcers Equity, as up to now "Caltex Theater" has been staging live plays. Equity is fighting to have the Aussie content of TV shows increased, but the TV stations here are running at a heavy loss, have to cut program costs and believe that increased use of film is one way of doing it. Equity has already staged one 24-hour strike, and it now seems likely that longer strikes may be staged as a protest against this and similar deals.

# TPA to Expand Production; Shuffle Execs

NEW YORK — Television Programs of America has begun a production expansion plan with an exec realignment. Walter Plant, veepee of its Central division, moves to Hollywood to head the Western division, replacing Bryce Eells. (See other story this issue.) Art Spirt, an account exec, has been upped to manager of the Central division. Stan Levey, spot manager, becomes national director of station sales.

TPA will hold a sales clinic here next week, after which as many as 10 staff additions are to be announced. On the programming front, Mickey Sillerman, executive veepee, flew to the Coast yesterday (10) for some quiet negotiations. TPA is already preparing three new series, "Airline Hostess," "Turning Point" and "Thunder Ridge."



# Our heartfelt thanks for the \$440,124 pledged

On behalf of the tens of thousands of Cerebral Palsied Children and Adults of the greater New York area, we extend our heartfelt thanks and appreciation to Dennis James and the many other performers who helped make the 19-hour Seventh Annual "Celebrity Parade for Cerebral Palsy," Saturday, October 19th-Sunday, October 20th, WOR-TV (Channel 9), the success that it was.

Greater New York Telethon Committee  
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Dorby Wilson  
Earl Wilson  
Julie Wilson  
Paul Winchell  
Pat Windsor  
John Wingate  
Mary Winters

# STATION SIGNALS

Kenneth E. Chernin, promotion supervisor of the Triangle Stations' headquarters promotion department, has been moved into the newly created post of promotion director for the radio-TV division of Triangle Publications, Inc. . . . On the air only seven weeks, WPST-TV, Miami, has already received an award of appreciation from the 11th division of Florida Kiwanis for the "invaluable service and co-operation which made their Kiwanis Kids' Day a great success. . . . KOOL-TV, Phoenix, Ariz., has established a speakers bureau for the express purpose of speaking on "free" television. Tom Chamcey, president and general manager of KOOL-TV, also reports that most

of the station breaks already include the phrase, "See it free on KOOL-TV." Members will be available to talk on the subject of free TV anytime, anywhere.

Bob Stone, "Voice of California" title winner at the recent California State Fair, has been named staff announcer at KBET-TV Sacramento. . . . Bill Sunday, public information director for the San Diego County TB and Health Association, has joined KFSD, San Diego, Calif., as manager of advertising and promotion. . . . Harold Phillips, general manager of WTVH, Peoria, Ill., has been appointed vice-chairman for the Committee for Competitive TV in the Midwest area.

# 300

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. . . And, a special thank you to the American Broadcasting Company for making the facilities of the ABC Ritz Theatre available, and to Gordon Gray, WOR-TV, for making this Telethon possible.

WE HOPE WE HAVE THANKED EVERYBODY. IF ANY NAMES WERE OMITTED, PLEASE FORGIVE US

UNITED CEREBRAL PALSY 70 Fifth Avenue, New York 11, N. Y.

PULSE FILM RATINGS for August

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

The Pulse Audience Composition Studies

Syndicated Film Mystery Shows

AUGUST RATINGS

Table with columns: Rank, Show & Distrib., Avg. Rtg. Lists top 10 mystery shows.

AMONG WOMEN

Table with columns: Rank, Show & Distrib., Women Per 100 Homes Tuned In. Lists top 10 mystery shows for women.

AMONG MEN

Table with columns: Rank, Show & Distrib., Men Per 100 Homes Tuned In. Lists top 10 mystery shows for men.

AMONG CHILDREN

Table with columns: Rank, Show & Distrib., Kids Per 100 Homes Tuned In. Lists top 10 mystery shows for children.

Syndicated Film Comedy Shows

AUGUST RATINGS

Table with columns: Rank, Show & Distrib., Avg. Rtg. Lists top 10 comedy shows.

AMONG WOMEN

Table with columns: Rank, Show & Distrib., Women Per 100 Homes Tuned In. Lists top 10 comedy shows for women.

AMONG MEN

Table with columns: Rank, Show & Distrib., Men Per 100 Homes Tuned In. Lists top 10 comedy shows for men.

AMONG CHILDREN

Table with columns: Rank, Show & Distrib., Kids Per 100 Homes Tuned In. Lists top 10 comedy shows for children.

SHORT SCANNINGS

A testimonial scroll, which will be signed by the bulk of the 600 "Big Story" winners, "who constitute the cream of American journalism," will be presented to Everette Rosenthal and Leonard Lowenthal, of Pyramid Productions, shortly after the first of the year in recognition of their work "which brought greater understanding about the press and added public acclaim for members of the Fourth Estate during the past 10 years."

Al Lewis, who was director and co-writer of Eve Arden's "Our Miss Brooks" series, will be reunited with the comedienne next week as producer of the Arden show, CBS-TV. Lewis will also create a new pilot film and develop other shows in association with the programming department.

is celebrating its 10th year in TV, having produced the industry's first daily daytime offering, the Kathi Norris show, in 1947.

Everette (Bud) Gammon has been named TV account executive for the Libbey-Owens Ford account handled by Fuller & Smith & Ross. Gammon was formerly program supervisor of the "Alcoa Hour." "Howdy Doody" has sent out a call for the first eight children who made up the original "Peanut Gallery" on the series' first show, December 27, 1947, for its 10th birthday telecast on December 28.

A daughter has been born to Mr. and Mrs. Herb Richek. The father is director of services for A.A.P., Inc. Harry Tatelman, for the past seven months a pro-

PULSE LOCAL RATINGS FOR SEPTEMBER

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

ATLANTA 3 TV STATIONS—217,000 TV HOMES reported by The Pulse in the area surveyed

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

- TOP NETWORK SHOWS: 1. Miss America Pageant, WAGA, S., 34.1

TOP MULTI-WEEKLY SHOWS

- 1. Edge of Night, WAGA, M-F, 11.9

TOP FEATURE FILMS

- Once-Weekly: 1. M-G-M Playhouse, WSB, Su-12:45-3:00, 18.8

TOP SYNDICATED FILMS

- 1. Science Fiction Theater (Ziv), WAGA, T-9:30, 24.2

BALTIMORE 3 TV STATIONS—419,900 TV HOMES reported by The Pulse in the area surveyed

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

- TOP NETWORK SHOWS: 1. Climax, WMAR, Th, 37.8

TOP MULTI-WEEKLY SHOWS

- 1. Public Defender, Misc. WMAR, T, Th, 17.5

TOP FEATURE FILMS

- Once-Weekly: 1. Saturday Playhouse, WJZ, S-5:00-6:00, 12.6

TOP SYNDICATED FILMS

- 1. Men of Annapolis (Ziv), WMAR, S-10:30, 26.3

MILWAUKEE 4 TV STATIONS—287,000 TV HOMES reported by The Pulse in the area surveyed

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

- TOP NETWORK SHOWS: 1. Miss America Pageant, WXIX, S, 27.6

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WISN, M-F, 12.7

TOP FEATURE FILMS

- Once-Weekly: 1. Saturday Night Theater, WTMJ, S-9:30-11:00, 15.3

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WTMJ, M-9:30, 22.3

McAvity Assumes McCann-E Duties; Dozier to CBS-TV

NEW YORK — Two important executives shifted last week. Tom McAvity resigned from NBC-TV to join McCann-Erickson as executive vice-president on the corporate side. He will supervise the radio-

TV department of the agency. At CBS-TV, William Dozier last week rejoined the staff as general program executive, after about two years with RKO Radio.

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



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

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

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

The symbol "f" is for film series booked on a national spot basis. The symbol "u" indicates a UHF outlet. The symbol "A" points out programs originating in an overlap market, yet securing ratings of 1.0 or better in the market under study. For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

MINNEAPOLIS-ST. PAUL
4 TV STATIONS—354,800 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—1,295,900 (13th in U.S.)
Buying Income—\$2,510,128,000 (13th)
Retail Sales—\$1,672,761,000 (13th)
Food Sales—\$549,316,000 (14th)
Drug Sales—\$28,344,000 (14th)
Automotive—\$267,032,000 (14th)
Above figures include following counties: Anoka, Dakota, Hennepin, Ramsey

- TOP NETWORK SHOWS
1. Miss America, WCCO, S. 34.1
2. \$64,000 Question, WCCO, T. 28.9
3. Twenty-One, WCCO, M. 27.9
4. Alfred Hitchcock, WCCO, Su. 27.2
5. I've Got a Secret, WCCO, W. 26.9
6. What's My Line? WCCO, Su. 26.9
7. Playhouse 90, WCCO, Th. 26.6
8. Gunsmoke, WCCO, S. 26.5
9. Climax! WCCO, Th. 26.0
10. G. E. Theater, WCCO, Su. 25.9

- TOP MULTI-WEEKLY SHOWS
1. Today's Headlines (10 p.m.), KSTP, M-F. 25.3
2. Weather, Sports (10:15 p.m.), KSTP, M-F. 22.1
3. News (10 p.m.), WCCO, M-F. 13.8
4. News, Weather, Sports (10:15 p.m.), WCCO, M-F. 13.2
5. CBS News, WCCO, M-F. 11.5
6. Mickey Mouse Club, WTCN, M-F. 11.1
7. News-C. Adams, Sports (6 p.m.), WCCO, M-F. 10.6
8. Art Linkletter, WCCO, M-F. 9.9
9. Popeye, WCCO, M-F. 9.7
9. Queen for a Day, KSTP, M-F. 9.7

- TOP FEATURE FILMS
Once-Weekly
1. M-G-M Time, KMGM, Su. 9:00-11:00 9.7
1. Premiere Performance, WTCN, S. 10:15-mid. 9.5
2. Saturday Night Mystery, KMGM, S. 11:00-mid. 9.0
2. Red Owl Theater, KMGM, W. 9:00-11:00 8.9
4. Hollywood Film Theater, WTCN, Su. 6:30-8:00 8.4
2. Boats and Saddle Theater, KSTP, Su. 11:00-noon 7.5
Multi-Weekly
1. M-G-M Time, KMGM, F. 5:30-9:00 10.4
1. Hollywood Playhouse, WCCO, M. 8:10-9:00-mid. 7.4
2. MovieTime U.S.A., KMGM, M., T., Th. 9:00-11:00 7.0
4. Big Movie, KMGM, M-F., Su. 10:30-mid. 6.1
1. MovieLand, KMGM, M-Su. 6:30-8:00 4.4

- TOP SYNDICATED FILMS
1. Highway Patrol (Ziv), KSTP, Th. 10:30 18.5
1. Soldiers of Fortune (MCA), WCCO, Su. 5:00 18.5
2. State Trooper (MCA), KSTP, T. 9:30 18.2
4. Jungle Jim (Screen Gems), WCCO, Su. 4:30 17.2
2. Men of Annapolis (Ziv), WCCO, Su. 4:00 16.9
6. Death Valley Days (U. S. Bureau), WCCO, S. 6:00 15.2
7. Badge 714 (NBC), KSTP, T. 10:30 14.9
O'Henry Playhouse (Gross-Kramel), KSTP, Su. 9:30 14.5
8. Waterfront (MCA), KSTP, F. 10:30 14.2
8. Hopalong Cassidy (NBC), WCCO, S. 5:30 14.2
11. Code Three (ABC), WTCN, M. 9:30 13.5
Mr. District Attorney (Ziv), KSTP, W. 10:30 13.2
13. Annie Oakley (CBS), WCCO, S. 5:00 12.9
14. Studio 57 (MCA), KSTP, W. 9:30 12.5
15. Captain David Grief (Guild), KSTP, S. 8:30 11.9
16. Ramar of the Jungle (TPA), WCCO, S. 10:30 a.m. 11.5
16. Hopalong Cassidy (NBC), WCCO, S. 11:00 a.m. 11.5
18. Dr. Hudson's Secret Journal (MCA), KSTP, T. 9:00 11.2
18. Cisco Kid (Ziv), WCCO, S. 4:30 11.2
20. Popeye (Assoc. Artists), WCCO, M-F. 5:30 9.7

MOBILE, ALA.
2 TV STATIONS—57,800 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—272,400 (81st in U.S.)
Buying Income—\$374,144,000 (100th)
Retail Sales—\$771,029,000 (198th)
Food Sales—\$68,151,000 (185th)
Drug Sales—\$12,460,000 (169th)
Automotive—\$52,059,000 (197th)
Above figures include following counties: Mobile

- TOP NETWORK SHOWS
1. Gunsmoke, WKRK, S. 43.8
2. What's My Line? WKRK, Su. 42.0
2. Wyatt Earp, WKRK, T. 42.0
4. Ed Sullivan, WKRK, Su. 40.4
5. Jimmy Durante, WKRK, S. 39.3
6. \$64,000 Challenge, WKRK, Su. 39.0
7. \$64,000 Question, WKRK, T. 36.8
8. Miss America Pageant, WKRK, S. 36.6
9. SRO Playhouse, WKRK, S. 35.3
10. Burns & Allen, WKRK, M. 35.0

- TOP MULTI-WEEKLY SHOWS
1. CBS News, WKRK, M-F. 23.5
2. Home, Sports, Weather (6 p.m.), WKRK, M-F. 22.8
3. Chuckwagon Charlie, WKRK, M-F. 22.4
4. Popeye, WKRK, M., T. 22.2
5. Mickey Mouse Club, WKRK, M-F. 20.7
6. Off-Adventure, WAL, T., Th. F. 17.8
7. News, Sports, Weather (6 p.m.), WAL, M-F. 17.3
8. 5 Star Final (10:00 p.m.), WKRK, M-F. 17.1
9. News, Sports (10:00 p.m.), WAL, M-F. 15.3
10. Eds of Night, WKRK, M-F. 14.0

- TOP FEATURE FILMS
Once-Weekly
1. Western Theater, WKRK, S. 5:00-6:00 19.0
1. Western Movie, WAL, S. 4:00-5:00 16.0
3. Sunday Theater, WAL, Su. 9:00-10:30 15.9
4. Broadway Marquee, WKRK, Su. 10:30-Sign-Off 15.7
5. Circle 5 Ranch, WKRK, S. 8:30-9:30 a.m. 13.4
Multi-Weekly
1. Afternoon Matinee, WKRK, M-F. 3:00-4:00 13.8
2. Starlight Theater, WKRK, M-F. 10:45-Sign-Off 12.7
3. Million Dollar Movie, WKRK, M-Su. Various 9.3

- TOP SYNDICATED FILMS
1. Whiteybirds (CBS), WKRK, S. 8:30 38.5
2. Star Performance (Official), WKRK, M. 8:30 34.8
3. Silent Service (NBC), WKRK, F. 9:30 33.8
4. Dr. Christian (Ziv), WKRK, Su. 7:30 33.5
5. State Trooper (MCA), WKRK, T. 9:00 31.2
6. Dr. Hudson's Secret Journal (MCA), WAL, T. 7:30 30.8
7. Highway Patrol (Ziv), WAL, Th. 7:00 29.8
8. Studio 57 (MCA), WKRK, T. 7:30 29.3
9. Men of Annapolis (Ziv), WAL, T. 8:30 29.0
10. Steve Donovan, Western Marshal (NBC), WKRK, F. 6:30 27.5
11. Cisco Kid (Ziv), WAL, W. 7:30 27.3
12. I Led Three Lives (Ziv), WAL, W. 8:30 26.3
13. Stage Seven (TPA), WKRK, Th. 7:00 25.3
14. Jungle Jim (Screen Gems), WKRK, W. 6:30 24.8
15. Superman (Flamingo), WKRK, T. 8:30 24.0
16. Ethel Barrymore Theater (Interstate), WKRK, S. 6:00 23.3
16. Sheriff of Cochise (NTA), WAL, F. 9:00 23.3
18. Popeye (Assoc. Artists), WKRK, M., T. 4:30 22.2
19. Star Performance (Official), WKRK, Su. 8:00 20.3
20. Dr. Fu Manchu (Hollywood), WAL, Th. 6:30 19.8
21. Last of the Mohicans (TPA), WAL, M. 6:30 19.0

OMAHA
2 TV STATIONS—178,200 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—411,800 (52d in U.S.)
Buying Income—\$720,115,000 (133d)
Retail Sales—\$511,693,000 (55th)
Food Sales—\$101,228,000 (160th)
Drug Sales—\$18,193,000 (52d)
Automotive—\$99,765,000 (51st)
Above figures include following counties: Pottawattamie, Ia.; Douglas, Sarpy, Nebr.

- TOP NETWORK SHOWS
1. Miss America Pageant, WOW, S. 43.8
2. Ed Sullivan, WOW, Su. 42.0
3. Gunsmoke, WOW, S. 39.3
4. \$64,000 Question, WOW, T. 33.5
5. Godfrey's Talent Scouts, WOW, M. 32.8
6. I've Got a Secret, WOW, W. 32.3
7. What's My Line? WOW, Su. 31.8
8. Burns and Allen, WOW, M. 31.3
8. Jimmy Durante, WOW, S. 31.3
10. Playhouse 90, WOW, Th. 31.2

- TOP MULTI-WEEKLY SHOWS
1. Popeye, KMTV, M-F. 24.7
2. Weather, News (10:00 p.m.), WOW, M-F. 23.9
3. News, Sports (10:15 p.m.), WOW, M-F. 22.7
4. World-Cartoons, KMTV, M-F. 17.8
5. Weather, News (10:00 p.m.), KMTV, M-F. 17.3
6. News, Sports (10:15 p.m.), KMTV, M-F. 16.6
7. Command Playhouse, WOW, W., F. 15.9
8. News (5:45 p.m.), KMTV, W-F. 14.7
9. Hawk, KMTV, M-F. 14.5
10. NBC News, KMTV, M-F. 13.4

- TOP FEATURE FILMS
Once-Weekly
1. Movies of the 50's, KMTV, Su. 10:15-Sign Off 23.4
2. Command Performance, WOW, S. 11:15-Sign Off 16.3
3. Million Dollar Movie, WOW, Su. 10:15-Sign Off 15.0
3. Premiere Performance, WOW, M. 11:00-Sign Off 15.0
5. Lazy 6 Playhouse, WOW, S. 4:00-5:00 13.0
Multi-Weekly
1. Command Playhouse, WOW, W., F. 11:00-Sign Off 15.9
2. Academy Theater, WOW, T., Th. 11:00-Sign Off 11.9
3. Big 6 Theater, WOW, M-F. 4:30-5:30 9.8
4. Movie Matinee, WDW, M-F. 3:00-4:30 8.3

- TOP SYNDICATED FILMS
1. Whiteybirds (CBS), WOW, T. 8:30 37.3
2. Sheriff of Cochise (NTA), WOW, S. 8:30 29.8
3. Dr. Hudson's Secret Journal (MCA), W. 8:30 26.8
4. Annie Oakley (CBS), WOW, F. 6:30 26.3
5. State Trooper (MCA), KMTV, M. 8:30 25.3
6. Popeye (Assoc. Artists), KMTV, M-F. 6:00 24.7
7. Honeymooners (CBS), KMTV, Su. 8:30 24.3
8. Championship Bowling (Wall Schwimmer), KMTV, W. 9:00 23.5
9. Wild Bill Hickok (Kelllogg), WOW, S. 5:30 23.3
10. Captain David Grief (Guild), KMTV, F. 9:30 22.8
10. Jungle Jim (Screen Gems), WOW, S. 5:00 22.8
12. Popeye (Assoc. Artists), KMTV, Su. 5:00 21.3
13. Highway Patrol (Ziv), WOW, F. 10:30 19.8
13. Man Called X (Ziv), KMTV, T. 8:30 19.8
15. Superman (Flamingo), WOW, M. 6:00 19.3
16. Silent Service (NBC), WOW, Th. 10:30 18.8
17. Ramar of the Jungle (TPA), WOW, S. 6:00 18.3
17. Susie (TPA), WOW, W. 6:00 18.3
19. Passport to Danger (ABC), WOW, M. 10:30 18.0
20. Boston Blackie (Ziv), KMTV, S. 5:00 17.3
21. Boston Blackie (Ziv), KMTV, Su. 4:30 17.3

PROVIDENCE-PAWTUCKET
2 TV STATIONS—195,600 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—696,700 (27th in U.S.)
Buying Income—\$1,282,171,000 (132d)
Retail Sales—\$809,162,000 (32d)
Food Sales—\$181,338,000 (132d)
Drug Sales—\$31,146,000 (29th)
Automotive—\$137,253,000 (136th)
Above figures include following counties: Bristol, Kent, Providence

- TOP NETWORK SHOWS
1. Miss America Pageant, WPRO, S. 39.3
2. Gunsmoke, WPRO, S. 36.8
3. Climax! WPRO, Th. 36.5
4. Playhouse 90, WPRO, Th. 35.3
5. Name That Tune, WPRO, T. 32.3
6. Arthur Murray, WJAR, M. 31.8
6. Ed Sullivan, WPRO, Su. 31.8
6. Godfrey's Talent Scouts, WPRO, M. 31.8
6. Phil Silvers, WPRO, T. 31.8
6. \$64,000 Question, WPRO, T. 31.8

- TOP MULTI-WEEKLY SHOWS
1. News, Weather (11 p.m.) WPRO, M-F. 18.5
1. Saly-Shack, WPRO, M-F. 18.5
3. Esso Reporter, Weather (11 p.m.) WJAR, M-F. 17.6
4. Range Rider, WJAR, M., Th. 17.0
5. CBS News, WPRO, M-F. 16.0
6. News, Sports, Weather, (6:30 p.m.), WPRO, M-F. 14.9
7. Guiding Light, WPRO, M-F. 13.5
8. Search for Tomorrow, WPRO, M-F. 13.4
9. Mickey Mouse Club, WPRO, M-F. 12.7
10. Love of Life, WPRO, M-F. 11.6

- TOP FEATURE FILMS
Once-Weekly
1. First Night, WJAR, Su. 10:45-mid. 16.3
2. Saturday Movie Matinee, WPRO, S. 2:00-4:30 15.1
3. Big Movie, WJAR, 4. Premiere Performance, WJAR, M. 11:15-mid. 13.2
5. Wild West Jr., WJAR, S. 8:00-9:00 a.m. 8.1
Multi-Weekly
1. Million 5 Movie, WJAR, T-F. 11:15-mid. 11.3
2. Hollywood Movie Cavalcade, WPRO, M-F. 11:15-mid. 10.3
3. Early Show, WJAR, M-F. 5:00-6:00 8.7
4. Matinee, WJAR, M-F. 1:00-2:00 7.7
5. Morning Movie, WJAR, M-F. 9:00-10:00 a.m. 5.2

- TOP SYNDICATED FILMS
1. Highway Patrol (Ziv), WJAR, T. 10:30 26.3
2. Sheriff of Cochise (NTA), WPRO, S. 7:00 24.3
3. Crunch and Des (NBC), WPRO, S. 4:30 19.3
4. Amos 'n' Andy (CBS), WPSO, M. 7:00 18.3
5. Dr. Hudson's Secret Journal (MCA), WPRO, T. 7:00 17.3
6. Range Rider (CBS), WJAR, M., Th. 6:30 17.0
7. Kingdom of the Sea (Guild), WJRO, S. 5:30 13.8
8. I Spy (Guild), WJAR, W. 10:30 13.3
9. I Led Three Lives (Ziv), WPRO, Th. 7:00 12.3
9. Annie Oakley (CBS), WJAR, F. 6:30 12.3
11. Popeye (Assoc. Artists), WPRO, S. 8:00 a.m. 11.9
12. Dateline Europe (Official), WJAR, M. 10:30 11.3
13. Looney Tunes (Guild), WJAR, S. 9:00 a.m. 11.1
14. Dateline Europe (Official), S. 4:30 10.3
15. Rosemary Clooney (MCA), WPRO, F. 7:00 8.3
16. Sherlock Holmes (Guild), WPRO, Su. 11:15 8.0
17. Overseas Adventure (Official), WJAR, S. 3:00 7.8
18. Amos 'n' Andy (CBS), WPRO, M-F. 1:00 6.9
19. Stu Erwin Show (Official), WPRO, M-F. 2:00 6.1
20. Dateline Europe (Official), WJAR, M-F. 10:30 a.m. 3.4

WASHINGTON
4 TV STATIONS—512,500 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—1,917,700 (110th in U.S.)
Buying Income—\$4,343,399,000 (8th)
Retail Sales—\$2,366,032,000 (10th)
Food Sales—\$540,630,000 (111th)
Drug Sales—\$110,590,000 (8th)
Automotive—\$404,878,000 (9th)
Above figures include following counties: District of Columbia; Montgomery and Prince Georges, Md.; Arlington and Fairfax, Alexandria and Falls Church Independent Cities, Va.

- TOP NETWORK SHOWS
1. Gunsmoke, WTOP, S. 29.5
2. Wyatt Earp, WMAL, T. 27.2
3. Ed Sullivan, WTOP, Su. 25.8
4. Alfred Hitchcock, WTOP, Su. 25.5
4. Twenty-One, WRC, M. 25.5
6. Playhouse 90, WTOP, Th. 25.2
7. G. E. Theater, WTOP, Su. 24.5
8. Studio One, WTOP, M. 23.6
9. Miss America Pageant, WTOP, S. 22.4
10. Disneyland, WMAL, W. 22.3

- TOP MULTI-WEEKLY SHOWS
1. 11:00 P.M. Report, WTOP, M-F. 13.8
2. Mill Grant, WTTG, M-F. 12.7
3. Mickey Mouse Club, WMAL, M-F. 11.2
4. Life Show, WTOP, M-F. 11.1
5. Queen for a Day, WRC, M-F. 10.3
6. Theater at 8, WTTG, M., Th. 9.8
7. Guiding Light, WTOP, M-F. 9.7
8. Search for Tomorrow, WTOP, M-F. 9.3
9. Cartoon Club, WTTG, M-F. 9.3
10. News, Weather (6:15 p.m.), WTTG, M-F. 9.1

- TOP FEATURE FILMS
Once-Weekly
1. Warner Brothers, WTTG, Su. 4:00-5:30 13.4
2. Sunday Movies, WTTG, Su. 1:30-3:00 9.0
3. Sunday Theater, WTOP, Su. 1:30-4:00 8.4
3. First Run Theater, WRC, S. 11:00-Sign Off 9.4
3. Saturday Matinee, WTOP, S. 2:00-3:00 8.4
Multi-Weekly
1. East Side Kids, WTTG, T., S. Various 14.9
2. Late Show, WTOP, M-F., Su. 11:15-Sign Off 10.7
3. Theater at 8, WTTG, M., T., Th. 8:00-9:30 9.8
4. Early Show, WTOP, M-S. Various 5.6
5. Morning Movie, WTTG, M-F. 10:00-11:30 4.9

- TOP SYNDICATED FILMS
1. Mr. District Attorney (Ziv), WTTG, S. 7:00 19.8
2. Lone Wolf (MCA), WRC, T. 10:30 15.9
3. Ramar of the Jungle (TPA), WTOP, W. 7:00 15.8
4. Code Three (ABC), WTOP, Th. 7:00 12.9
5. Public Defender (Interstate), WMAL, F. 9:00 12.0
6. Boston Blackie (Ziv), WTOP, S. 1:30 11.3
6. Esso Golden Playhouse (Official), WRC, Su. 10:30 11.3
8. Martin Kane (Ziv), WRC, W. 10:30 11.2
9. City Assignment (MCA), F. 7:00 10.9
10. Famous Fights (Wink), WTTG, M. 10:00 10.7
11. Reader's Digest (Telestar), WTTG, Su. 9:00 10.3
12. Favorite Story (Ziv), WMAL, F. 10:30 10.2
13. Men of Annapolis (Ziv), WTOP, T. 7:00 10.0
14. I Led Three Lives (Ziv), WTOP, W. 7:30 9.5
14. Paris Precinct (Guild), WTTG, Su. 9:30 9.5
16. Looney Tunes (Guild), WTTG, F-F. 9:00 a.m. 9.3
17. Science Fiction Theater (Ziv), WMAL, Su. 6:00 9.0
17. Looney Tunes (Guild), WTTG, Su. 5:30 9.0
19. Annie Oakley (CBS), WTOP, F. 7:00 8.3
19. Brave Eagle (CBS), WMAL, F. 6:00 8.3

AAP Starts Early Wrapping of 4-Pic Christmas Bundle
NEW YORK—Santa Claus is making an early arrival at Associated Artists Productions, which wrapped up two sales on a four-

picture "Christmas Package" less than 24 hours after announcing its release. WHDH-TV, the new Boston outlet about to debut, and WKOW, Madison, Wis., signed for films in the group which includes two color films, "Star in the Night," a Warner featurette, and "Emperor's Nightingale," a feature-length cartoon. The others are the British pro-

duction of "Christmas Carol" with Alistair Sim as Scrooge, and a half-hour telefilm, "Silent Night." AAP exec Bob Rich, general sales manager, warned stations, however, that "the number of prints on each is limited" since the films are seasonal and "all prints on hand are in use at the same time."

MCA-TV 'Million' In Rating Strides
NEW YORK—"If You Had a Million," MCA-TV's series in first-run, off the network, made big rating strides here last month, according to American Research Bureau figures. On WCBS-TV it drew a 1.8 with a 42.1 audience share in

its Saturday 7-7:30 p.m. slot, against its September listing of 8.4 with a 21.9 share. The series stands as No. 5 among syndicated shows in New York according to ARB.
SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

## Victor's Hat in Mail Order Ring With BOM Hook-Up

### Tee-Off Focus on Classical Sets; Aims at Appreciation-Sales Hypo

By BILL SIMON

NEW YORK—RCA Victor will enter the mail order record business by January via a special sales arrangement with the Book of the Month Club.

Established Victor dealers will get the first crack at signing up members, probably several weeks before BOM begins soliciting members via its usual ads and mailings. A letter will be in dealers' hands this week advising them of the Victor venture.

While details of the operation are still to be worked out, it has been established that the name will be "The RCA Victor Society of Great Music — Presented by The Book of the Month Club," and that at the outset, it will be strictly a classical disk club.

According to Victor, this move represents more than a simple attempt to move in on the highly lucrative, rapidly expanding mail order disk market. The company believes that it can provide a strong hypo to classical appreciation and sales, which, it is acknowledged, have not kept pace with the general upward trend of the record industry. Last year, for example, longhair disk sales accounted for about 17½ per cent of the dollar disk volume. In the first half of this year, the percentage had dropped to around 15 per cent. Actually classical sales have increased, but pops have increased considerably more.

It is the company's feeling that, by pursuing a "music appreciation" policy; i.e., pushing library cornerstones, and by properly circularizing a large "armchair" audience, the public's inferiority complex about good music can be dispelled.

## Dot Adds 10 LP's To Month's Sked

HOLLYWOOD — Dot Records scheduled the release this month of 10 new LP's in addition to three previously announced Christmas packages, and at the same time disclosed the signing of World Series hero Lou Burdette, pitcher on the Milwaukee Braves.

Burdette was signed by Dot repertoire staffer Mac Wiseman almost immediately following the conclusion of the recent World Series. The pitcher's first etching, "Three Strikes and You're Out" and "Mary Lou" has been released in Milwaukee, with initial response forcing the national release this week.

New package goods are topped by the soundtrack album, "April Love," starring Pat Boone and Shirley Jones. Another soundtrack set is also represented, "Spanish Affair," consisting of flamenco music by Daniele Amfitheatrof from the Paramount picture of the same name. Other packages include "Fields and Dreams" by Frank Fields, "House of Horn" in the label's Jazz Horizon's series by Paul Horn, "Rusty Bryant Plays Jazz," "Tis Sweet to Be Remembered" by Mac Wiseman, "Peabody Parade" by Eddie Peabody, and "Square Dance Tonight" by Tommy Jackson.

Firm has considerably stepped up its album production in recent months, adding more than 30 packages to its catalog since September.

It feels that the BOM is particularly adept at this sort of "educational" selling, and cites that outfit's long dignified and successful career in the mail order book business. (BOM, in its last stockholders' report, claimed a book club membership of 500,000, plus an additional 200,000 members in its several record club operations.)

Victor's letter to dealers stresses that BOM mailings will carry the full Victor list of each month's releases, advising the reader that

these may be purchased only in retail stores. Propaganda will stress the idea of a "record library," for which most of the staples will be available only in stores.

It's expected that just one new selection and one alternate choice will be offered each month. Details regarding bonuses and dividends will come later, tho it is set that the price per disk will be \$3.98, as in stores, plus postage.

(Continued on page 85)

## ASCAP-TV Goal: Long-Term Peace

### Small Annual Hikes to Compensate for Membership Gains Seen Society's Aim

NEW YORK—Current negotiations between ASCAP and broadcasters covering TV music rates have taken a most interesting turn, with conclusion of a deal hinging upon the solution to several hitherto unpublicized problems. It is understood that both sides are amenable to a rate structure similar to that now in effect—but with this difference: In the event of a long-term pact—say, for 10 years—the Society is anxious that some provision be made for a small increase. Reason for this is that the Society expects its membership to grow, which would mean less income for each individual.

The broadcasters feel that the ASCAP pool of music is ample, and believe they are under no technical obligation to help ASCAP solve the problems inherent in a growing membership — yet, as one broadcaster stated: "We understand their problem." In order to obviate this dilemma, some thought has been given to the idea of guaranteeing ASCAP, in each year of the new contract, a certain percentage beyond its TV earnings in 1957—the last year of the old contract.

Another matter allied to rates and income, which remains to be worked out, is a clarification of

such items as production charges, studio facilities, time charges, etc.

It is known that negotiators on both sides are anxious to reach an understanding that will give segments of the music industry a period of relative peace. This means that certain areas of conflict, some of which gave rise to the Songwriters of America suit against BMI, may be amicably resolved. Neither side has stated anything concrete on this point, and there has been a reluctance to admit that consideration of the Songwriters' legal action enters into the ASCAP-TV negotiations.

Yet, certain measures are being mulled which, if consummated, would augur a more peaceful future. One of these measures is what might be called a Code of Fair Practice. Such a Code, or Book of Rules, would ban certain types of hype, and record and song promotion which the broadcasters claim they have not been guilty of—but which are part and parcel of the Songwriters' allegations. By agreeing to such a Code, broadcasters feel they would be losing nothing, whereas Songwriters might feel they had established a point.

Areas of Compromise

Looking more deeply into the crystal ball for areas of compromise

(Continued on page 85)

## Juke Box Bill Hearing Set For December

WASHINGTON—Hearings on the O'Mahoney bill to end the juke box performance royalty exemption have been "tentatively" set for December, according to spokesmen for the Senate Judiciary Subcommittee on Patents, Royalties and Copyrights. No specific date has been set, but it is believed the hearings may take place before Christmas. All interested parties will be notified in time to participate.

Chairman O'Mahoney (D., Wyo.) is expected to preside over the hearings on his bill, which would cancel juke performance royalty exemption from the 1909 copyright statute, but would relieve location owner from royalty responsibility, unless he is also owner of the machine. (The Billboard, April 20, 1957.)

Most recent wrinkle in the juke

(Continued on page 150)

## Established MO Clubs Expanding Diskery Press

NEW YORK—The largest firms operating in the over-all mail order club field today are acknowledged to be Doubledays, Book-of-the-Month Club and the Sutliff-Stevenson combine, in that order.

Doubledays, which does not have a disk club, has, however, its large chain of record-book shops and its own Dolphin disk label.

The John Stevenson-Milo Sutliff partnership is involved currently in 10 of its own club operations, in addition to the newly-formed alliance with Capitol Records Club. These include Music Treasures of the World, American Recording Society (American "serious" repertoire), the ARS Jazz Club (in association with Norman Granz), Children's Record Guild, Young People's Records, the Living Language

## EDITORIAL

### Disk Club Challenge

Several conclusions must be drawn from the chief news of the week—the entry of Victor and Capitol into the record club field.

1) Clubs are here to stay; 2) they are certain to broaden the base of record sales generally; 3) long range benefits must accrue to the dealer; 4) the pioneering work of Columbia Records, which presented its club plan to dealers on August 20, 1955, stands out in even sharper focus.

The Columbia move was a bold one, strongly opposed by powerful segments of the record business. Today, it is an unescapable fact that the club has been fabulously successful not only in its own operation, but in its effect upon retail sales. Dealers are selling more Columbia albums than ever before.

Goddard Lieberman, Columbia president who long ago reached the conclusion that clubs were inevitable and good for the record industry, stated last week:

"Every business now knows that new merchandising devices and efforts are needed to broaden its base . . . to reach a public of heretofore undreamed of proportions. My feeling is that the Columbia Club expanded phonograph activity, and the accompanying barrage of advertising has made the dealers' business as well as the over-all business bigger than ever."

History has proven the validity of Lieberman's point of view. With the entry of Victor and Capitol into the club field, it may be flatly stated that during 1958 there will be placed in national publications and other media an unprecedented amount of record club advertising. This must have a highly beneficial effect at the retail level of the business.

The outlook, therefore, is a challenging one for dealers. Those of a progressive turn of mind will participate in what may well be the industry's greatest year in terms of dollar volume.

## Harms Infringement Suit Filed Vs. Tops

HOLLYWOOD—In what is the first of a series of expected actions to shortly follow, Harms, Inc., subsidiary of Music Publishers Holding Corporation, late last week (8) filed suit against Top Music Enterprises of California and Carl Doshay, charging infringement of copyright and unfair competition.

Suit sought damages in excess of \$250,000 in addition to treble damages, and asked the court for temporary and permanent injunctions in addition to impounding all master recordings and metal parts. Filed by attorney Arthur S. Katz, of the firm of Fink, Levinthal & Lavery, in U. S. District Court, the action is in connection with the allegation that defendants infringed against the Arthur Schwartz-Howard Dietz composition, "You and the Night and the Music." Complaint charges that Tops failed to secure a license for use of the song, and failed to comply with the notice of user provisions of the Copyright Act.

In addition, action charges the defendants with violating pro-

visions of the Lanham Act in affixing label copy bearing the names of the composer, composition and the publisher, the latter ostensibly an indication to the consumer that defendant was producing a recording fully licensed.

In effect, the action asks for a total of 12 cents damages per recording sold, or treble damages for infringement and treble damages for alleged violation of the notice of use provisions. It is also conceivable that the complaint may be amended to seek statutory damages of 2 cents each from any known retailers who sold the recordings, the latter in line with the recent Shapiro-Bernstein decision.

Case is the first of its kind to be filed against any of the so-called cut-rate labels marketing their product at \$1.49. While Harms is the plaintiff in this action, other cases involving alleged infringement against the Remick and Witmark firms also expected to be filed. "You and the Night and the Music" is alleged to have been used in the Tops album, "Time on My Hands."

Motion by Tops attorney Aaron Levinson to vacate the suit, claiming that Harms could not proceed in this State for lack of jurisdiction, was dismissed by Judge Bayard Rhone Friday (8).

## COL. CLUB FACT FILE

NEW YORK — Columbia Records is mailing dealers a "Fact File" of information relative to the Columbia Club. The communication reviews such aspects as dealer participation; how the club increases sales at the retail level, etc.

The fact file contains data as to the great number of dealers who have profited thru the club. Diskery expects that dealer co-operation — which is already extensive — will become even more pronounced.

Music Treasures also made a non-exclusive deal last week with Caedmon Records, the spoken

(Continued on page 85)

## Williams Files Three More Damage Suits

HOLLYWOOD — Three law suits asking damages totaling \$1,900,000 were filed in Los Angeles Superior Court last week by Dootsie Williams, president of Dootsie Record Company and Dootsie Williams Publications, naming Peer International, Buck Ram, Personality Promotions and Mercury Records as defendants.

Action grows out of a contract allegedly held by Williams with songwriter-singer Curtis Williams, a member of the singing group the Penguins. A previous action by Curtis Williams which charged fraud and asked for the return of certain copyrights was recently decided with the decision against the plaintiff.

First suit names Peer and Buck Ram and charges the defendants with inducing Williams to breach his contract with Dootsie Williams Publishing Company. Action asks for the return of copyrights and accounting of the profits, with damages sought totaling \$500,000.

Buck Ram and his management firm, Personality Promotions, were named in the second action charging inducement to breach a personal management contract held by Dootsie Williams with Curtis Williams and the Penguins. Damages in this action total \$200,000.

Third case was filed against Mercury records and Buck Ram, and alleges the defendants induced the Penguins to breach their recording contract with Williams' label. Plaintiff seeks total damages of \$1,200,000 in this suit. Attorney Jerry Ralston filed in behalf of the plaintiff.

## Dreyer Sets New Pubbing Hook-Up

NEW YORK — Dave Dreyer, veteran tunesmith and music publisher, has formed a new publishing association with film interests represented by Ralph Serpe, Lou Capone and Howard Kreitsik. These will include Brookville Music, Inc. (BMI), and Whittier Music, Inc. (ASCAP).

Firm's first project will be the score from the Paramount pic, "Mister Rock and Roll," which was produced by Serpe and Kreitsik. Other scores from the same producers will follow. Next, in fact, is "The Boys From Tennessee," starring Ferlin Husky and Faron Young, scheduled to start shooting December 1. Also in preparation are two historical films.

Included in the alliance are scores obtained thru Serpe's tie with Dino DeLaurentis, of Rome, who produced such flicks as "La Strada," "War and Peace," and the new "Cabiria." Dreyer has the score to the last-named, and is negotiating for sale of the sound track to a major diskery.

## Sheet Jobbers Call Discounts Archaic

NEW YORK — The archaic sheet music discount structure for jobbers is a primary reason for the confusion that exists today in the sheet sales picture. In answer to publisher charges that jobbers fail to properly promote and merchandise pop sheets, at least two prominent New York jobbers say that the 16% per cent allowed for their profit doesn't give them room even to turn around.

## LAUNCHES RTRA CHARITY DRIVE

HOLLYWOOD — Jim Conkling, former president of Columbia Records, launched the recording industry division's drive for funds last week in the annual Radio-Television-Record and Advertising Charities eighth annual campaign.

Disk division realized 135 per cent of their goal last year under the chairmanship of Hal Mang, vice-president and Western division manager of RCA, Conkling said. RTRA is the only official fund-raiser in which the disk biz participates as an industry on the Coast. Group allocates its funds to eight national charities: Community Chest, American Cancer Society, American Heart Association, YMCA of Los Angeles, United Cerebral Palsy, Red Cross, City of Hope and the Sister Kenny Foundation.

## Bourne Focus On Pop, School Disk Step-Up

NEW YORK — The Bourne Music operation will be stepped up and expanded in both the pop and educational fields, with Mrs. Bonnie Bourne, widow of the late Saul Bourne, taking a very active part in management of the catalog. This scotches rumors that the firm would be sold. Lester Sims, general professional manager, noted that great strides, in addition to much activity in pop as well as standards had been achieved during the past year. He added that many disks would be forthcoming shortly in the singles and album categories, and that additional educational material had been added to the catalog.

Mrs. Bourne, it is known, also intends to make trips abroad on behalf of Bourne, Ltd., in London, and other foreign affiliations. Mrs. Bourne, it is known, had always taken an active interest in the firm during the life of her late husband.

## Atlantic Fills Hefty Yuletide Stocking

NEW YORK — Atlantic Records uncorks one of its most extensive releases—including a de luxe 2-LP package, a new entry in its \$4.98-list 1200 series, five LP's in its regular 8000 series and 17 EP's—in time to hit dealers for the heavy Christmas selling period.

Lead LP items are the de luxe set of two LP's titled "The Art of Mabel Mercer," and the new 1200 series entry, "Afternoon in Paris." The Mercer set includes many songs associated with the thrush who is a fixture in New York's East Side Byline Room. Detailed notes cover the background of the singer and all of the tunes. The

Larry Richmond of Music Dealer Service says that altho pennywise, the actual profit per sheet has increased, it's still the same, figured on a percentage basis, as it was years ago. "Our costs have gone up just like everyone else's," said Richmond. "So how can we afford to go out and put extra men on to promote the merchandise. If we're willing to plug a tune hard," (Continued on page 109)

# Cap Trains Sales Artillery On M.O. Record Club Target

### New Project Offers Subscribers Top Catalog Free Disk Selections

By JOEL FRIEDMAN

HOLLYWOOD — Capitol Records formally launched its record club last week via the test mailing of an initial offer to an undisclosed number of prospects. Tentatively called the "Capitol Record Club," the mailing was termed to be a test only by Capitol Vice-Presidents Lloyd Dunn and Daniel Bonbright, both of whom emphasized that "future plans would be predicated upon results of this initial mailing."

Capitol project has been kept under wraps for some time now, with the firm working closely with John Stevenson, who currently helms among others, such clubs as Music Treasures of the World, American Recording Society, Children's Record Guild, Young People's Records and the Jazztone Society.

Thus far, Stevenson's relation with the Capitol club has been that of a service agency only. Stevenson, in conjunction with Capitol

toppers, conceived the printed literature used in the first mailing piece and supervised the selection, method and execution of the solicitation.

Should the first test prove to be successful, it's expected that Stevenson will continue to service the Capitol Record Club in addition to handling all fulfillment effort. Final details of Stevenson's arrangement with Capitol have yet to be worked out, with Dan Bonbright, vice-president of administration and finance, scheduled to arrive in New York this week for further conference with Stevenson.

Lloyd Dunn, vice-president in charge of merchandising and sales, pointed out that Capitol's obligation is "limited only to this first mailing. We have made no commitments beyond this point."

Dunn further declared, "as a major record company, Capitol cannot

continue to ignore any successful development in the merchandising of recorded music, and it would certainly appear that record clubs come under that category. If Capitol continues with a record club, we will attempt to make it as big and as successful as any others. We must be competitive."

Three for Free

In its initial mailing, Capitol is offering subscribers three free 12-inch LP's with each membership, the latter obligating the member to purchase at least four records at regular list price in the course of a year. Members have a choice of entering any one of four club divisions; best seller hit albums, classical albums, musical show albums and hi-fi jazz albums.

After the purchase of four records, a member will receive a free LP each time an additional two albums are purchased. Free LP is guaranteed to be worth at least \$3.98.

Subscribers select their free entry LP's from a suggested list of 12, with full-color reproductions depicted on a gummed stamp. Three stamps are then to be affixed to the membership card. Twelve albums offered embrace all types of repertoire and include Gershwin's "Rhapsody in Blue" and "American in Paris" by the Hollywood Bowl Symphony Orchestra with Leonard Pennario, Stokowski's "Landmarks," "Judy" by Judy Garland, "Your Guy Lombardo Medley," "Music to Remember Her" by Jackie Gleason, "Stan Kenton in Hi-Fi," "This Is Sinatra," "Scheherazade" by the Pittsburgh Symphony Orchestra, (Continued on page 109)

## Cleffer Sues Alamo Music And Aberbachs

HOLLYWOOD — Action asking damages totaling \$385,000 was filed in Los Angeles Superior Court last week (7) by songwriter Stan Jones, naming Alamo Music, and Jean, Julian and Adolph Aberbach as defendants.

Suit charges Alamo and the Aberbachs with fraud and deceit in connection with a contract inked by Jones calling for four songs he penned for the John Ford production, "Wagonmaster." Complaint alleges that the defendants contracted to "personally promote and exploit the copyrights and to exert their best efforts" to popularize the songs. According to plaintiff's attorney, Jerry Ralston, the defendants "made promises to perform and did not perform."

Ralston made reference to the Aberbachs' pact with BMI, asserting that because of that agreement, the Alamo firm never intended to do anything with Jones' composition. (Continued on page 109)

## Angel Hikes Standard Tag

NEW YORK — Angel Records has upped the price of its Red Label Classical LP "Standard Package" from \$3.48 to \$3.98 (including excise tax). Suggested list price of the Gala Factory-Sealed package remains at \$4.98. Thus, \$3.98 is now the label's basic list price for all 12 inch, single LP packages.

## Calif. Court Finds For AFM Dissidents

HOLLYWOOD — The American Federation of Musicians and the Music Performance Trust Fund faced one of its gravest situations ever when a unanimous decision of the California Supreme Court last week (6) sustained jurisdiction of the lower courts and paved the way for the granting of injunctions and the appointment of a receiver in two actions filed more than a year ago by so-called rebel musicians here.

The net result of the State Supreme Court edict may temporarily result in a halt of direct payment to the Trust Fund of moneys resulting from re-use fees of music scored

for motion pictures and later sold for television, and that portion of a recording scale increase which musician plaintiffs allege was diverted to the Trust Fund. The decision further clears the legal arena for what is generally viewed as a forthcoming donnybrook between dissident members of AFM Local 47, who are parties to the actions, and the Federation.

Only legal recourse left to the AFM is to seek an appeal before the United States Supreme Court, a path AFM counsel Henry Kaiser has previously stated the Federation will assuredly take.

Decision of the California Supreme Court grew out of the contention by the defendants that Trust Fund administrator Samuel Rosenbaum was an indispensable party to the law suits, and as such, that California courts did not have jurisdiction in the matter. Rosenbaum is located in New York.

Supreme Court ruled: "We have concluded that personal service upon the trustee in New York was sufficient to give the court jurisdiction to adjudicate his right to re- (Continued on page 109)

## Northern Gets Score Rights To Paradise

HOLLYWOOD — Northern Music Company, Decca Records publishing subsidiary, garnered rights to its first Broadway show score last week in coming up with the Livingston and Evans show, "Captain's Paradise."

Music is scheduled for opening runs in New Haven next month, with a Broadway bow planned for January of next year. Show is to be directed by Jose Ferrer with a book by Al Morgan and will star actor Tony Randall.

Northern Music topper Larry Shayne will leave for New York next week to discuss recording plans with the major record companies and to set an original-cast album deal. Reactivated only two years ago, publishing firm has enjoyed wide success only recently handling "Tammy."

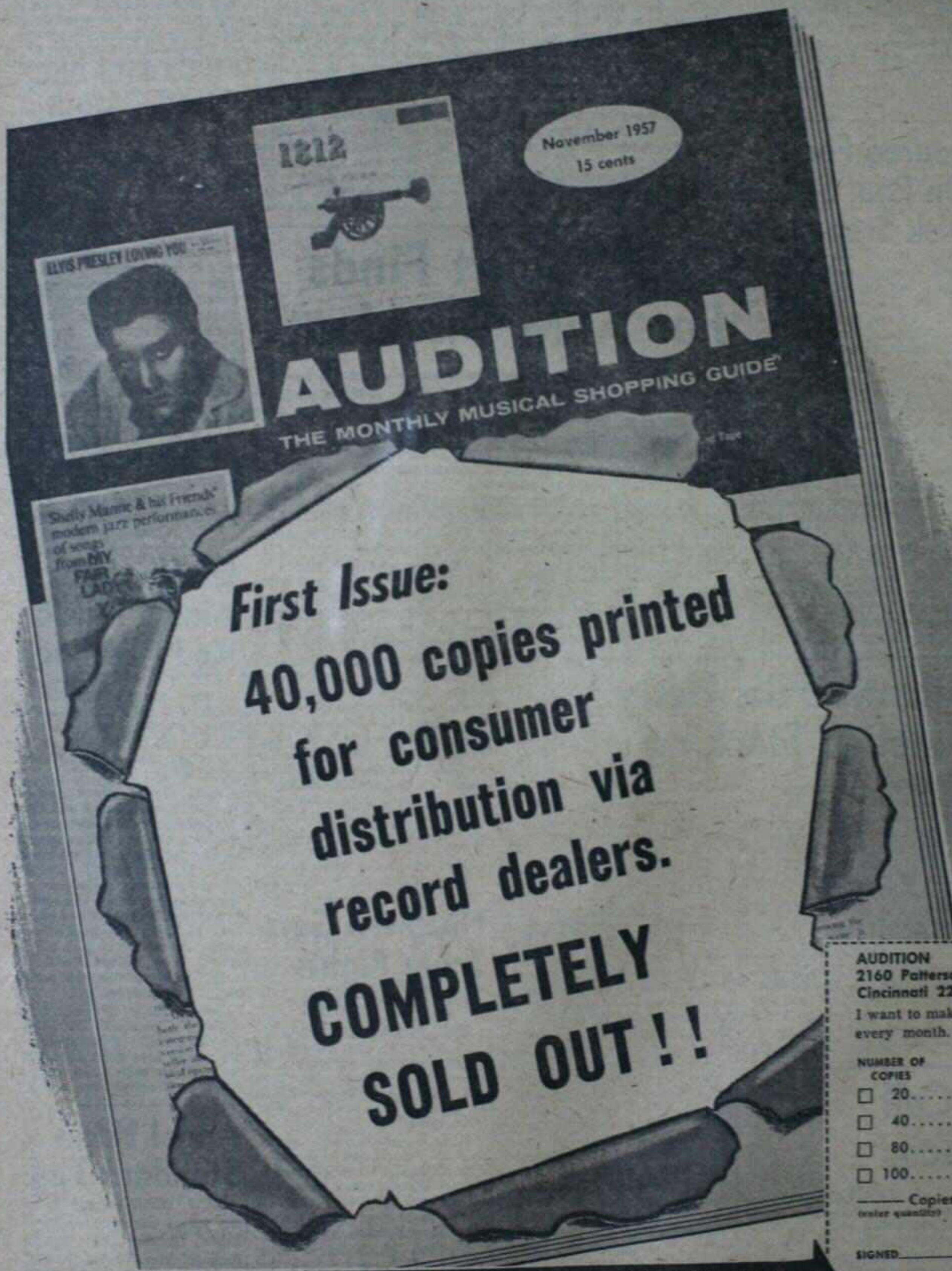
"Paris" package features the Modern Jazz Quartet's John Lewis with the poll-winning French guitarist, Sacha Distel. The latter album was recorded in Paris.

The balance of five LP's includes "Lavern," with all newly cut material by Lavern Baker, with the exception of "Miracles," which is her current single release; "Hi Fi Sounds for Young Parisians," which features the music of Georges Barrens played by the Ray Ventura ork; a French rock and roll set featuring jazz drummer Mac-Kac turned chanter; "Dance the Rock and Roll," a collection of swinging instrumentals by such as Van Walls, Joe Morris, Arnett Cobb, Tiny Grimes, Tommy Ridgley and Chuck Calhoun; and "I Miss You So," by Chris Connor. The Ray Ventura and Mac-Kac sets were recorded in Paris.

The EP list of 17 carries selections from a number of LP's including the Chris Connor Gershwin set, and packages by Ray Charles, Carol Stevens, Joe Castro, Wilbur De Paris and Jimmy Witherspoon, Milt Jackson, Frances Wayne, the Modern Jazz Quartet and the Jimmy Giuffre Three.

The rock and roll EP's number five, all of which carry the title "Rock and Roll with . . ." followed by such names as Clyde McPatter, Joe Turner, Ray Charles, Ivory Joe Hunter and Chuck Willis.

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## HOLIDAY FRONT

# Big Yuletide for Both Singles, LP's

By JUNE BUNDY

NEW YORK — Altho general indications are that it will be an LP Christmas again this year, several labels—both majors and indies—are scheduling more yule singles this season than in 1956.

General consensus in the trade is that increased promotional efforts on both holiday fronts—albums and singles—should help pick up the slack in sales felt during the last several weeks. Recent sales slump in singles is attributed by some distributors to fact that so many teen-agers have been absent from their local record stores because of Asiatic flu. However, signs last week indicated there has already been an upward turn, sales-wise, on the retail level.

In spite of the short Christmas buying season this year (Thanksgiving starts one week later than normally) Coral, Decca, Capitol, Columbia, Liberty, Kapp, Josie and Roulette among those labels bring out new yule singles this year.

Coral is the champion, with six new holiday disks—"Santa Claus Is Coming to Town," and "Honorable Congratulations" by the McGuire Sisters; "Listen My Children," backed by "Hush-a-By, Wink-a-By" by Teresa Brewer; Eddy Lawrence's "Merry Old Philosopher" and "That Holiday Spirit" Lawrence Welk's "Merry Christmas From Our House to Your House," and "Santa Claus Is Here Again," Vincent Lopez's "Silver Bells" and "Whistlin' Otto, the Baby Reindeer"; the Enchanters' "Mambo Santa Mambo."

Decca has three new holiday singles—Bobby Helms' "Jingle Bell Rock," and "Captain Santa Claus"; Woodyettes' "Jimmy Christmas," and Jimmy Davis' "Gently Rock His Cradle" and "No Room at the Inn."

Capitol is readying new yule singles by Frank Sinatra, Tex Ritter, Mel Blanc, and Fred Waring. Firm kicks off its "Christmas in Hi-Fi" campaign November 10, via 11 new Christmas LP's highlighted by Sinatra's "Jolly Christmas" package.

Columbia has three new singles—Jimmy Dean's "Little Sandy Sleighfoot"; Kenny Bowers' "Weach for the Wafter, Santa," and Ray Ellis' "Like Jingle Bells," backed by "Snow, Snow, Beautiful Snow." Seven new Columbia Christmas packages are in the works, along with an extensive group of catalog LP's. (For a list of Christmas LP's and EP's—new and catalog—marketed by all labels this year see the "Disk Jockey Special" section in this issue.)

Other new holiday singles scheduled for release this month include Julie London's "Id Like You for Christmas" on Liberty; a Frankie Lymon side on Roulette; Bing Crosby's new Kapp disk "How Lovely Is Christmas"; Josie's "T'was the Night Before Christmas" and "Jingle Bells" by Frank and Jack; Big Maybelle's "White Christmas" and "Silent Night" on Savoy; Phil Phillips Jr.'s "If You Believe in Christmas" and "No Santa Claus" on Carter.

Among those labels sti' unrepresent-

## U. S.-French Pub Hook-Up

HOLLYWOOD—An agreement calling for the reciprocal exchange of copyrights has been worked out between publisher Mike Gould, president of Lido Music, Inc., and Editions Eddie Barclay, of Paris.

Two firms will handle each other's work in the United States and France, with the first songs to be "Aime Moi" and "Bambino," both recorded by Darleta on Verve Records.

Gould is scheduled to leave here next week to begin cross-country plugging on the new Don Rondo release, "Chi Chi Chihauhua" on Jubilee.

sented in the 1957 new Christmas singles market (altho practically all are ready with a barrage of holiday LP's and EP's and several are re-issuing old singles) are RCA Victor, Dot, M-G-M, Verve, Imperial, Cadence, Atlantic and Atco, ABC-Paramount and Mercury.

RCA Victor and Dot are making strong bids for the teen-age market—the former with its special \$4.98 Elvis Presley Christmas package; while Dot has a new Pat Boone EP, "Merry Christmas." Atlantic is putting its all-time best seller, Clyde McPhatter's "White Christmas," out again and is making a special push this year to establish the disk with pop jocks.

The rhythm and blues field will be well represented with re-issues. Josie is putting out the Cadillac's "Rudolph the Red Nosed Reindeer"; Jubilee has two holiday platters by the Orioles—"It's Going to Be a Lovely Christmas," and "Oh Holy Night." Savoy has "Silent Night" and "White Christmas" by the Rayvins. Hollywood Records has yule sides by Lowell Fulson, Mabel Scott, Johnny Moore's Blazers and Charles Brown.

## SPA Lane Letter Draws Wayne Ire

NEW YORK—The Songwriters Protective Association, via a letter from prexy Burton Lane last week, undertook to explain its stand on "the current situation involving ASCAP writers and BMI," in reply to members "who have questioned SPA's position."

However, the letter didn't serve to pacify the SPA Committee for Fair Play, a group of BMI-affiliated SPA members, headed by Bernie Wayne. In answer to Lane's letter, Wayne wrote, "We note the steamroller is set once again to flatten the BMI minority of SPA's membership. It is also fascinating to note that you not only plan to bury these good BMI members, but are quaint enough to ask them to finance their own funerals."

In line with this, SPA ran an anti-BMI page ad in "Editor and Publisher" last week, heading of which was "Is Everyone Out of Step But BML?"

The Wayne letter to Lane continued: "We suggest that BMI writers in SPA liberally sample grains of salt while contemplating prose, meantime singing, to the tune of your 'How Are Things in Glocca Morra?,' 'How are things in SPA now? Is your council board still meeting there? Does the broken record still play on since Abel's gone? And was it understood each new man would sign the ASCAP - Schulman Line? Thanks for all your propaganda, but we just can't use it now.' Mr. Lane, somehow you've lost your gentle touch. Yes, 'Methinks the lady doth protest too much!'" Wayne concluded, "We hope you don't mind collaborating with BMI writers."

In his letter, which spoke of "control of music by radio and TV broadcasters and the power they have to determine what the public will hear," Lane said SPA has no intention of "injuring these (BMI) writers. "On the contrary," he continued, "it is our intention to clean up the improper practices in the business so that they (BMI writers) together with all other writers will have equal opportunities to have songs published, recorded and performed on radio and TV."

## Benny to Plug Mahlon Album

NEW YORK—Urania Records' new pop LP "Music for Playboys to Play By," featuring Mahlon Merrick and the Playboys Orchestra, will be launched November 17 on Jack Benny's TV show, which will be built around the album.

In addition to Merrick, who has been with Benny for 22 years, the package features baritone Russ Taylor and the Sportsmen Quartette. Urania veepee Hal Neely is currently setting up nation-wide promotion on the album and another new Merrick package tagged "Seven Winds," in line with the heretofore chiefly classical label's new policy of putting more emphasis on pop releases.

Neely reports Urania's business this year is up 55 per cent over 1956, with its stereo tape line accounting for a substantial volume of sales.

# THANKS A LOT FOR THE BEAUCOUP SPINS!

—Pat Ballard

P.S. SO MY WIFE WON'T THINK I'M DOING TOO WELL I ALSO WRITE UNDER THE NAMES OF "HEFTY BEAL" AND, OF ALL THINGS, "PUTZI BALLEWISS." THIS ALSO CONFUSES MY CREDITORS. AGAIN, THANKS!

## COLUMBIA RECORDS - NEW DISCOVERY

DARTMOUTH  
COLLEGE  
SENIOR

## PAUL HAMPTON

# New A.I.P. Meets To Ratify Bylaws

NEW YORK — The newly formed Association of Independent Publishers, Inc., met here last Wednesday (6), and ratified its bylaws. The A. I. P. also set up and accepted classifications for membership, marking the first time that a music publisher organization has been formed wherein classifications are set up for dues.

The group's next meeting will be held here in two weeks. From 400 to 500 publishers—affiliated with BMI, ASCAP and SESAC—will be invited to the meet, at which time nominations will be held for permanent officers.

Classifications (initiation fees an annual dues) break down into the following four divisions: Class A publisher-members, \$2,000; Class B, \$1,000; Class C, \$500; Class D, \$250.

Regardless of the amount of their dues, each publisher-member of the group is allotted one vote. There are no initiation fees or annual dues for associate members, and no officer of the association will receive any salary or com-

ensation for any services.

Official objectives of the group, as set forth in the bylaws, are as follows: "To develop and foster the advancement of the music publishing industry; to encourage and foster the creation, use and performance of music in all its forms; to gather, study and disseminate information of all kinds relating to the music publishing industry, and to provide a medium for its members to freely discuss and exchange ideas and views concerning any problems of the music publishing industry."

Current membership of the A. I. P. includes Ralph Peer, R. P. Iverson, George Paxton, Marvin Cane, Sammy Kaye, Dave Krenzel, Phil Kahl, Morris Guzik, George G. Levy, Walter R. Moody, Dave Dreyer, Danny Kessler, Al Brackman, Murray Sport, Edgar Burton, Joe Caida, Moe Gale, Hal Fein, Jean Aberbach, Fred Beinstock, Herbert Marks, Paul Barry, Tommy Valando, Gene Goodman, George Pincus, Bobby Mellin, Irwin Gwartz and Wally Brady. Firms represented include 24 ASCAP outfits and 36 BMI companies.

## Tops to Triple Vol. in 1958

HOLLYWOOD—Tops Records will more than triple its volume during 1958 to nearly \$10 million. This was the prognostication of label prexy Carl Doshay last week, who declared that the firm's increased schedule of albums and the use of other name artists during the coming year will account for a substantial increase in business.

Tops recently housed all of its operation under one roof, and currently operates what is reputed to be the second largest record pressing plant on the West Coast with approximately 60 hydraulic presses turning out LP's and pop singles.

The firm has operated on the theory that phonograph records are a volume sales item and can be profitably produced at the \$1.49 retail price, according to Doshay. As an indication of future plans, label recently inked James Melton to a one-shot album deal, with other major names in the works. Firm guaranteed singer-actress Ann Sothern a sale of 100,000 units on her upcoming package. Other names Tops is using include Dar Dailey, Marilyn Maxwell, Judy Canova, Andre Previn, the Pied Pipers, Irving Fields, Fran Warren and Robert Alda.

Company grooves its product to whatever taste in repertoire typically appeals to the consumer. As an example, Tops has just completed a "Pal Joey" package, and received permission to use a four-color photo of star Kim Novak on the front cover as a lure. Firm has also cashed in on other similar packages, i.e., "Around the World in 80 Days," "My Fair Lady," etc.

Approximate sale of each album is 50,000, Doshay said, with the break-even point put at approximately 25,000. Label operates on a 40 per cent mark-up with its outlets, the latter currently numbering around 7,000. Essential difference between Tops and many other low-priced labels is that the company is its own producer as well as rack-jobber.

Doshay reports that dealers throughout the country have been asking to handle the line of late, with a campaign to get dealer business expected to get under way shortly after the first of the year.

Business is up some 50 per cent over 1956, Doshay said, with the current year's volume expected to exceed \$2 million.

## Young Blood A&R Trend

CHICAGO—Mercury a.&c.r. mahoff Art Talmadge last week made a unique appointment when he added Nat Tarnipol of Detroit to his singles department. It's the first time a major label has based an a.&c.r. man outside the major recording cities of New York, Los Angeles, Chicago and Nashville.

Tarnipol, 24, has been in the music business only two years, but has established some solid lines into those seemingly hidden crannies where one turns up talent and material with teenage appeal. Operating as a free-lance talent-and-material packager, Tarnipol is responsible for unearthing Jackie Wilson and "Reet Petite," a combination which he sold to Brunswick where it clicked for a hit.

The appointment reflects a growing edginess throughout the trade toward breaking the established channels of hunting talent and material thru bookers and publishers, and to reach out into the field for off-beat local finds. While this tendency has caused a drive toward more and more youth on the songwriting and performing levels, Tarnipol may be an advance guard of a youth movement into the ranks of a.&c.r. personnel as well.

A hint of this is given in Tarnipol's first recording assignment, a trip to Chicago to supervise sides by the Del Vikings and the Gaylords. So not only is his youthful touch sought in digging up new talent, but to infuse established names with freshly-charged sounds as well.

The developing theory in catering to a market of youths, apparently is that "it takes one to know one."

## Victor Sets Sales Meet

NEW YORK — RCA Victor's annual meeting of field and sales staffers is set this year for the week of December 16 at the Essex House here.

The diskery will summon its field force of 26 men, including its five representatives to the rack jobbing field. These will be informed of the company's 1958 plans, which will include, prominently, the new RCA Victor record club (see separate story).

## SINATRA TOPS WITH DEEJAYS

NEW YORK—Frank Sinatra may not care for rock and roll—as witness his recent blasts against the trend—but the nation's rhythm and blues deejays are still strong for Frankie. By-passing Elvis Presley, Little Richard, etc., the r.&b. spinners voted Sinatra their favorite male vocalist in The Billboard's Tenth Annual Disk Jockey Poll.

Sinatra is equally big with pop jocks, judging by the poll, which tagged the singer as the pop spinners' favorite male vocalist, and favorite album artist. Sinatra's Capitol LP "A Swingin' Affair" was also voted the top pop album of the year by the deejays.

## Riverside to Plug Holiday Gift-Specials

NEW YORK — Riverside Records has selected seven packages in its November-December release line-up for a major holiday gift pitch.

Heading its children's list is a \$25 package (4-12" LP's) of Lewis Carroll's complete "Alice in Wonderland," starring Cyril Ritchard. Music is by Alec Wilder and the New York Woodwind Quintet.

De luxe entries include one of the outfit's highly successful Sports Car Series LP's, the \$12 "Sounds of Sebring, 1957"; and two different two-disk \$12 specials in the Modern Voice Series. One of the complete Sartre play, "No Exit," with Betty Field. The other is O'Casey's "Pictures in the Hallway."

Traditional jazz special is the long-awaited set of 12 disks (available individually at \$5.95 each) of playing and talk by the late jelly roll Morton, cut originally by Alan Lomax for the Library of Congress. These were available several years ago on the now-defunct Circle label. Modern jazz special is "Mulligan Meets Monk" at \$4.98. And at the same tag is the first in a series of jazz cuttings of show scores: "Pal Joey" by the Kenny Drew Trio.

Riverside also has announced the signing of thrush Abbey Lincoln to a three-year exclusive. She was last on Liberty. Her first jazz sessions will be cut with a combo including Sonny Rollins and Kenny Droham.

## 'Annie' Spec Gets Biggest Disk Push

NEW YORK — The NBC-TV two-hour spectacular version of "Annie Get Your Gun," which will be aired over the network November 27, is believed to be a new record holder as far as disk exploitation is concerned, with three separate packages of the score from the Irving Berlin show to be available to dealers.

Capitol Records will issue an original cast of the TV version, which stars Mary Martin in the original Ethel Merman role, and John Raitt. Decca, meanwhile, is putting a full scale promotion behind its original Broadway cast album featuring Miss Merman and Ray Middleton. The label has prepared mounted lithos and other display material for dealers. On the other hand, M-G-M Records is putting renewed push behind its sound track of the film version of the show, which starred Betty Button and Howard Keel.

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## COL. ARTISTS TO HOST L. I. DANCE PARTY

NEW YORK — Thursday (14) will see a mass exodus of talent from the Columbia Records' Seventh Avenue headquarters here to the Mid Island Shopping Plaza in Hicksville, Long Island, in a special promotion being staged by the J. J. Newberry variety store in the giant shopping center there.

From four to seven in the afternoon, WMCA jockey Bert Knapp will emcee the special dance party at which the stars present will lip-synch their disks being played in a special auditorium type building, just completed for promotion purposes.

In the entourage will be included Mitch Miller, Percy Faith, Ray Conniff, Johnny Mathis, the Four Lads, Johnnie Ray, Mindy Carson, Eileen Rodgers, Erroll Garner, Sammy Kaye, Jigs Carroll, Ronnie Sels, Barry Frank, Billy Brown, Kenny Bowers, Bernie Klee, Ray Ellis and Jimmy Dean.

All artists are expected to bring along stacks of photos which they will autograph for the fans who turn out. Half of the group will be in the disk department of the Newberry store at all times to sign autographs, while the balance of

the group will be in the dance hall at the party. All country talent will be in their regular country type costumes.

Jockey Knapp will actively promote the event on his own shows leading up to the day of the visit while the local outlet, WHLI in Hempstead, will promote the party via its daily jockey seg from the shopping center.

It's understood that all the disk talent will appear on the cuff, believing that the promotion values inherent in the venture will be well worth the safari.

## Torin Returns To Birdland Sponsorship

NEW YORK—A jazz record show, featuring deejay "Symphony Syd" Torin, will be aired over local station WEVD, starting this Tuesday (12) with jazz nitery Birdland as its chief sponsor. Torin will also act as emcee at Birdland a few nights a week.

An unusual aspect of the program (midnight to 3 a.m., Tuesday thru Sunday) is that regularly some of the shows will be broadcast binaurally for the benefit of hi-fi jazz fans. This is believed to be the first time a jazz disk jockey show has been aired binaurally in the New York area.

WEVD is readying an extensive promotional campaign on the show, highlighted by special display posters in key record shops throughout the city. Symphony Syd's show was carried over WJZ and emanated from Birdland back in 1949. Since that time, Torin has been working in Boston, where, at one time, he was heard over WBMS, WCOP, and WMEX simultaneously in that city.

## Would Bar TV Use of Zahler Pic. Cleffings

HOLLYWOOD—Rose Zahler, widow of composer-conductor Leo Zahler, filed suit in Los Angeles Superior Court last week (5) to halt the television showing of music penned by her late husband. Unique action seeks damages totaling \$364,000 against seven defendants, latter including Columbia Pictures, National Telefilm Associates, Unity TV, KTTV, Intrastate Television, Hygo TV Films and M. C. Pictures Corporation.

Action alleges that Zahler, a composer-conductor for numerous Hollywood studios from 1930 until his death in 1947, issued synchronization licenses applicable only to theatrical showing of films in which he worked. Said synchronization licenses ostensibly barred the use of the music on television. Films were subsequently sold to TV film distributors and the use of the music on TV has impaired the value of the library. Mrs. Zahler and her son, Gordon, operate the Zahler Music Library, furnishing bridges and cues to TV film producers.

Suit asked the court for an injunction to prevent any further showings of the films listed in the action.

According to attorney Abe Marcus, music used in the films in question was unpublished, and in his opinion, "performance in the motion pictures did not constitute publication." Marcus told The Billboard that other users have settled claims upon them by Mrs. Zahler.

## DIAMONDS FROM LITTLE SUSIE

NEW YORK — Cadence prexy Archie Bleyer is wooing distributor good will, via a personalized promotion gimmick, tagged "Cuff Links for Clicks." Bleyer will present a pair of diamond studded, gold cuff links to the Cadence distributor whose order is the one that pushes any Cadence record over the million-sales mark.

First pair went to Phil Goldberg of Bertos Sales, Charlotte, N. C. Goldberg's order for 10,000 copies of the Everly Brothers' "Wake Up Little Susie" last October 14 put that platter over the million tab. The cuff links are made in the form of a record, inscribed "To Phil with love and a million kisses, from 'Little Susie'."

## JUVE MAGNET

### WTTM Has Adolescent Air Nitery

TRENTON, N. J.—In a move to combat juvenile delinquency radio station WTTM here is opening a teen-age night club—New Jersey's first—this Friday (14). The project is patterned after teen-age niteries currently in operation in Detroit, Chicago, Indianapolis, and Buffalo.

The club, formerly tagged the Castle Roc, is an outgrowth of WTTM's broadcasts this summer from studios located at the Seaside Casino, Seaside Heights, N. J. It will be open after school (to students only) on Tuesday, Wednesday and Thursday from 3 to 10 p.m.; Friday from 3 p.m. to midnight and Saturday from noon to midnight. Admission will be 25 cents up to 6 p.m. and 50 cents from 6 p.m. to closing time.

Deejay Jim Rodio will broadcast high nightly WTTM "Dance Party" shows from the night club during the week, while a live entertainment policy will be in force on Friday and Saturday. Prior to the official opening Friday night, the station, sponsor of the club in co-operation with Lance Public Relations, will hold special previews for parents and educators.

## Valino Inks UA Disk Pact

NEW YORK — Joe Valino, Philadelphia chanter who had a hit on the Vik label with "Garden of Eden," is the initial disk artist to be pacted by the new United Artists Records firm.

According to Max Youngstein, prexy of the disking and publishing wings of United Artists, Valino's first release will be the title song from "Legend of the Lost," United Artists' multi-million dollar Christmas release which features John Wayne, Sophia Loren and Rossano Brazzi. Flip side of the disk is the ballad, "My Declaration of Love."

## Napoli Gets Overseas Slot

HOLLYWOOD—World Pacific Records will open its first branch office abroad shortly, with label topper Dick Bock naming Joe Napoli as the firm's European field representative.

Napoli is personal manager for Chet Baker, Bud Shank, Claude Williamson and Bob Cooper and in addition to his annual "Jazz West Coast" tours, has been booking and promoting jazz concerts in Europe.

## KANAGA LOOKS AT EUROPE

### GAC Prexy Finds British Fans Most Loyal to Faves

NEW YORK—"For pure loyalty to a performer, there's no audience like the British audience," according to Lawrence W. Kanaga, president of the General Artists Corporation. Kanaga recently returned from a whirlwind "look-see" trip to England and the continent.

Kanaga said that when British fans attach themselves to an artist, they never let him go. "When Johnnie Ray comes to England," he said, "members of his fan club are practically everywhere. They stand outside the theater, outside the booking office of Lew and Leslie Grade and just about anywhere Ray is likely to be found. When Johnnie travels, many of his feminine fans quit their jobs and travel from city to city for the whole tour. And it's that way with a number of artists."

There is more mutual interest in talent between Britain and America than ever, particularly at the record performer level, in Kanaga's view, which is one of the reasons for his trip. "Without proper representation in Europe, an American agency is absolutely worked in closest harmony with dead," he said. "We've always the Grades and as a result of my trip, we'll have an even closer working relationship," said Kanaga.

## No Price Hike Until Jan. 1

NEW YORK—The increase in price of the Dawn jazz disk line, originally scheduled for November 15, has been put off until January 1. Change of plans followed the appointment last week of Harold Friedman as director of sales and merchandising for both Dawn and the parent Seeco line.

Naming of Friedman, who is an indie sales consultant, will free Chuck Darwin, who has produced the entire Dawn LP line, for artists and repertoire duties exclusively. Darwin also had been responsible for Dawn sales in the past.

Dawn then, continues for the nonce at \$3.98 list. Two \$2.98 specials, "Critics Choice" and "Hi-Fi for Jazz Lovers," will also stay at the low price. On January 1, these sets, and the balance of the line will go to \$4.98.

## Norton Inked To Col. Post

NEW YORK — Joseph Norton has been appointed assistant LP product manager of Columbia Records. The exec formerly served as advertising manager of Times-Columbia Distributors in New York and Newark.

Norton, who will headquarter in New York, reports to Columbia's LP product manager, Stan Kavan.

## Gayles Joins Up With Paris Label

NEW YORK — Juggy Gayles has left Jubilee Records to join Jack Gold's Paris Records company. The veteran music man will operate in a sales and promotional capacity, concentrating initially on the Four Esquires' disking of "Love Me Forever."

Gold last week signed an exclusive pact with pianist-orkster Larry Green, one-time Vaughn Monroe protege. Green recorded several years ago for RCA Victor.

Another important phase of Kanaga's visit dealt with setting up details of Mario Lanza's appearances in Britain. Lanza appears at a Royal Command Performance later this month and will do the "Sunday Night at the Palladium" TV show on November 24. Kanaga said that Lanza's new pic, "The Seven Hills of Rome," is set for release after the first of the year. The soundtrack package will be released at that time by RCA Victor.

Kanaga's firm, GAC, has an important stake in the pop and rock and roll market in England as well. The firm handles such stars as Paul Anka, the Crickets, the Diamonds and the Everly Brothers, all of whom are much in demand there.

## Atco Tees-Off First Package

NEW YORK — Atco Records entered the package field this week, with the release of its initial LP, featuring new material by the Coasters. Tho the initial release carries only the one album, label officials indicated they would shortly be in the field with a regular release schedule.

Atco will release a standard series of \$3.98-list LP's which will contain both pop and rhythm and blues material. In addition, the firm will introduce what it calls a super hi-fi line to be tagged the "Audiophile Series." The latter will contain de luxe jazz and specialty merchandise and will carry a \$4.98 list price. All material in the "Audiophile" group will also be released on stereo tape.

Part of the plan for the Atco LP line is to utilize the substantial wealth of jazz and blues material now in the vaults of the Parent Atlantic Records firm. The label's execs feel that all of this material is of permanent value to the market and will find ready acceptance especially among fans and collectors. Present plans call for the next release to be issued prior to Christmas.

## Gordon Still Hot On Campus Circuit

HOLLYWOOD — Maestro Claude Gordon continued to rack up dates on the college circuit, with a 10-day run thru the Northwest that is scheduled to wind up this week.

Gordon worked Sacramento, Tacoma, Bellingham, Moose Lake, Yakima and Ellensburg, Wash.; Boise, Idaho, and two dates in Salt Lake in a tour set by General Artist Corporation. Bandleader recently completed a summer swing thru the Midwest and South, and according to Manager Pee Wee Monte, former Harry James mentor, Gordon will continue to keep the band on the road thru the balance of the year.

## WHAT PRICE OVERTIME?

NEW YORK—One jockey, in answer to one of the questions in our Tenth Annual Disk Jockey poll (see results this issue), answered that he played 4,900 individual selections per week!

Figuring an average of 2½ minutes per selection, this means that this marathon jockey is playing music for a solid 29 (that's right-29) hours per day for seven solid days.

No commercials in between?

## Cap Beats Gun On 'Music Man' Via 3 Singles

HOLLYWOOD — Capitol Records rushed three pop singles from the upcoming Broadway musical, "The Music Man," on the market last week, with records by the Four Preps, Billy May and Nelson Riddle.

Preps sliced "It's You," Billy May "76 Trombones," and Riddle, with a vocal by Sue Raney, "Till There Was You." Label will also shortly issue an EP of show tunes, in addition to its upcoming original-cast album, the latter expected to be issued some time in January.

"Music Man" is the first Cap show score package in three years, the firm's last being "Plain and Fancy." Music and lyrics for "Music Man" are by Meredith Willson and stars Robert Preston, Barbara Cook, David Burns and Pert Kelton. Show has already been sold out thru March 12, precluding the possibility that it might be a financial flop and negate an original cast package as in the case of "Copper and Brass."

Frank Music will publish the score, with Loesser's Frank Productions also participating in the production along with Kermit Bloomgarden and Herbert Greene.

## Am-Par Brass Take to Road

NEW YORK — ABC-Paramount's top execs are travel-minded this week. Prexy Sam Clark is scheduled to visit distributors in key Eastern areas this week, following which he will trek to Hollywood for a confab with the label's West Coast distributors.

Sales manager Larry Newton and album sales and merchandising director Dewey Bergman Jr., also took to the road this week on a lengthy sales tour. Newton is on a swing thru upstate New York to push current singles by George Hamilton IV, the Sparkletones, Eydie Grome, Paul Anka and Danny and the Juniors. Bergman will concentrate on the label's new Christmas album merchandise.

Meanwhile, deejay promotion chief Irwin Carr is off on a cross-country general plugging expedition which will keep him out on the road until January 1.

## Hurok Raids NAC Roster

NEW YORK—S. Hurok, who recently picked up his stable of top-name concert artists and ankleed his long-term association with National Artists Corporation, now has completed a first successful raid on the latter's roster.

Hurok, who now is handling his own bookings as well as management, has snared violinist Nathan Milstein and the duo-pianists Luboshutz and Nemenoff, both of whom had been with NAC since the mid-'30's.

Hurok also has raided NAC's booking staff, hiring away Larry Fitzgerald, sales manager, and Sheldon Gold, a booking rep.

## 'PROJECT MOON' ON WAX ORBIT

NEW YORK—In key with the outer space tune of the times, Orbit Records, new Miami diskery, is releasing a special EP package, tagged "Project Moon," first in a series of "Scientifiction Adventures in Sound." Next on the release schedule is "Exploring Venus."

"Project Moon," which features a "people of Earth vs. Luna" narration theme, highlighted by a barrage of unusual sound effects, has been recorded in full spectrasonic sound. A telescopic image of the moon and its craters is featured on the cover of the EP, which also contains a special Outer Space Glossary as an insert.

## Livingston Adds to Sked

CALDWELL, N. J.—Livingston Audio Products, one of the pioneer producers of stereophonic tapes, has announced six additional releases to its fall schedule. According to a spokesman, the release "spans a wide variety of musical tastes, and is available in either stacked or staggered head arrangements.

Highlighting the new group is a program of "Christmas Highlights," featuring the Oberlin College Choir and organist Emory Fanning. Others include a new Lenny Herman tape, entitled "Sentimental Favorites by the King of Stereo," "The Vienna Strings Play Johann Strauss," and two jazz packages out of the Riverside catalog. "The Sound of Sonny" with Sonny Rollins, and "Monk's Music" with Thelonious Monk.

Encouraging impulse purchases, the tapers are offering a distinctive new package, the reel being enclosed in an attractively decorated plastic bubble. Matching the eye-appeal of this item, "Stereo Dancerrama," carries examples of the advances of stereo recording techniques.

## Montilla Adds New LP Line

NEW YORK — Montilla Records has introduced a new package line, especially for the Latin American export trade. The line, to be known as Toaeador Records, contains 25 12-inch LP sets in its first release. List price is \$2.98 per album, f.o.b. New York. Material consists of a catalog of popular music from Spain, Cuba, Mexico, Brazil and other Latin countries.

At the same time, Montilla has come out with a new release of 11 Latin vocal and instrumental packages. All disks in both lines are to carry color covers, "designed in the United States by top artists," and all will carry plastic covers.

## O'Boyle on Traffic Tab

HOLLYWOOD — Frank O'Boyle, national traffic manager of Capitol Records, arrived here last week on the second leg of his national tour of distributors and branches, aimed at improving freight and delivery service between Capitol plants in Scranton, Pa., and Los Angeles.

O'Boyle will study conditions here and then move on to Salt Lake City, Denver, Dallas, Oklahoma City, Memphis, Atlanta; Charleston, W. Va.; Jacksonville, Fla.; Baltimore, Philadelphia, New York; Newark, N. J.; Hartford, Conn.; Boston and Pittsburgh.

He has already visited 11 other cities. Tour is scheduled to be completed in mid-December.

## SPOTLIGHT ON RED FACES

NEW YORK—Like Dilbert, the proverbial student pilot who lands with his wheels up or looks into the tailpipe of a jet during warm-up, The Billboard made an airborne goof in last week's Review Spotlight.

Inadvertently left on the runway somewhere was the label credit for "United States Air Force: A Portrait in Sound," tabbed as a Sound Spotlight.

Album is from the Vox diskery. Number is PL 10,520. Roger. Over and out.

## SWINGIN' FISH ARE HI-FI BAIT

STILLWATER, Minn.—Joseph Roach has just opened the High Fidelity Center here. The store will feature sound equipment, records and stereo tapes, the latter of which obviously makes it an up-to-date and swinging salon.

Owner Roach, however, figures there's more than one way of skinning a hi-fi cat—or should we say attracting the loot of the townspeople. The store is also equipped to offer hobby crafts, art materials, custom made picture frames and tropical fish. What effect a 20 to 20,000 cycle hi fi system might have on the fish could not be determined.

## Pal Label Gets LP Kidisk Rights

HOLLYWOOD — Pal Records, new Coast indie label headed by Olivia Buff and Ward Allen, secured album rights from Viking Press for a series of children's packages from the Conrad and Mary Buff series.

Kidisks will feature illustrations found in the Viking books, with the first package titled "Dancing Cloud," due out shortly. Children's Record Center here will handle national distribution for the label. Firm plans further forays into the pop, Latin-American and polka field.

## Comer Debs Valley Branch in Nashville

NASHVILLE—Jack Comer, of Valley Publishing Company, Knoxville, opened a local branch at 720 16th Avenue recently with an open-house party that attracted a host of guests from the local c.&w. music fraternity. Barbara Heuer is manager of the local Valley office.

Among those who dropped in during the opening celebration were Hawkshaw Hawkins, Jim Reeves, Eddy Arnold, W. E. (Lucky) Moeller, Jim Denny, T. Tommy Cutrer, Bil Morgan, Bob Jennings, Wesley Rose, Wayne Walker, Buzz Cahn, Chet Atkins, Dee Kilpatrick, John Kelly, Hank Snow and Ron Carpenter.

## Canterbury Waxes Ist Three Albums

TORONTO — Canterbury Records, recently founded by Norton Anderson, former general manager of four electrical appliance firms, has produced its first three LP's. The firm will concentrate on specialties—choirs, folk music, etc.—using Canadian talent only.

The first record is "The Boy Chorister Sing," to be followed by the choir and organist in hymns for the various church seasons.

## Mercer LP First Jupiter Disk

HOLLYWOOD — Jupiter Records made its bow in the disk business last week, with a new Johnny Mercer album as its first product. Latter package has been culled from tapes from a radio show Mercer did for CBS some years ago, and is called "Johnny Mercer Sings for Fun."

Mercer package is his first wax to be released since he ankleed Capitol Records almost 10 years ago. Additional Mercer albums are planned, tho it's expected the vet songwriter will record them himself.

Jupiter output has been leased to Omegatape, with that firm releasing a tape package next week. Firm plans on concentrating in the pop and jazz business, and already has 34 distributors lined up.

## Teen-Age Songs-Talent WANTED

If you are a teen-age songwriter, or write or sing like one, submit tunes on 7 1/2 speed tape only, accompanied by simple lead sheet (words and notes) and \$1 each song for handling, plus return postage. Sing them with or without accompaniment no matter how your voice is or use a local professional. Acceptable songs will get standard contract. Unusual vocalists will be submitted to recording companies. Songs will be heard by legitimate ASCAP-BMI Publishers.

NOTE: No songs will be listened to if not on 7 1/2 tape and accompanied by above handling charge and postage. No correspondence can be entered into on rejected songs.

OFFER EXPIRES Dec. 31, 1957

Lanny & Ginger Grey Productions

Producers of commercials for ADAM HATS, YONKERS RACEWAY, QUAKER STATE OIL, COCILANA COUGH MIPs, and recordings: SAYONARA—GOODBYE, LADY IN LACE, etc.

18 E. 50 ST., N. Y. C. 22

## Cap Re-Elects Official Slate

HOLLYWOOD — Annual organization meeting of the board of directors of Capitol Records was held here recently, with all officers re-elected. Latter were Glenn E. Wallich, president; Dan C. Bonbright, James W. Bayless and Lloyd W. Dunn, vice-presidents; Robert E. Carp, secretary, and Walter H. Theiss, treasurer.

Directors named included Bonbright, L. J. Brown, A. J. Gock, J. F. Lockwood, J. B. Lovelace, R. B. Smith, Wallich and J. A. Wells.

Next meeting of the company's shareholders will be held October 13, 1958.

## Ricky Nelson P.A. Dates Set

HOLLYWOOD — Teenage star Ricky Nelson makes his first Southern California personal appearances this month as the result of contracts inked here between Trans-World Attraction, Ozzie Nelson and Music Corporation of America.

Nelson was booked for a November 27 date at the Long Beach Auditorium with Jerry Gray, and a November 29 appearance at the Mission Beach Ballroom, San Diego, with the Les Brown band. Disk jockey Earl McDaniel, KLAC, Los Angeles, will emcee both shows.

## Terry Gibbs for Mode A.&R. Chores

HOLLYWOOD — Vibist Terry Gibbs, under contract to Mercury Records, has been granted permission to function as an artist and repertoire staffer here for Mode Records. Gibbs will also appear on the label, tho as a sideman only. His initial venture at Mode will be to produce a jazz xylophone package.

Mode label disclosed the signing of tenor men Big Jay McNeely last week.

### "ROCK A HULA BOAT"

Another hit by the writer of "Transfusion"

JIMMY (Nervous Nervous) DRAKE

Co-written with Jimmy Busler & Wm. Schroder.

Pub'd by Paul Barrett Music, Inc. (BMI) On EMBEE label, 709 Central Tower, San Francisco 3, Calif.

ELVIS PRESLEY  
Sings  
"Blue Christmas"  
In Elvis' Christmas Album

CHOICE MUSIC 9109 Sunset Blvd. Hollywood

Thanks, Deejays  
You've Made  
"HERE COMES THE NIGHT"  
a Hit  
Your Spins Are Appreciated  
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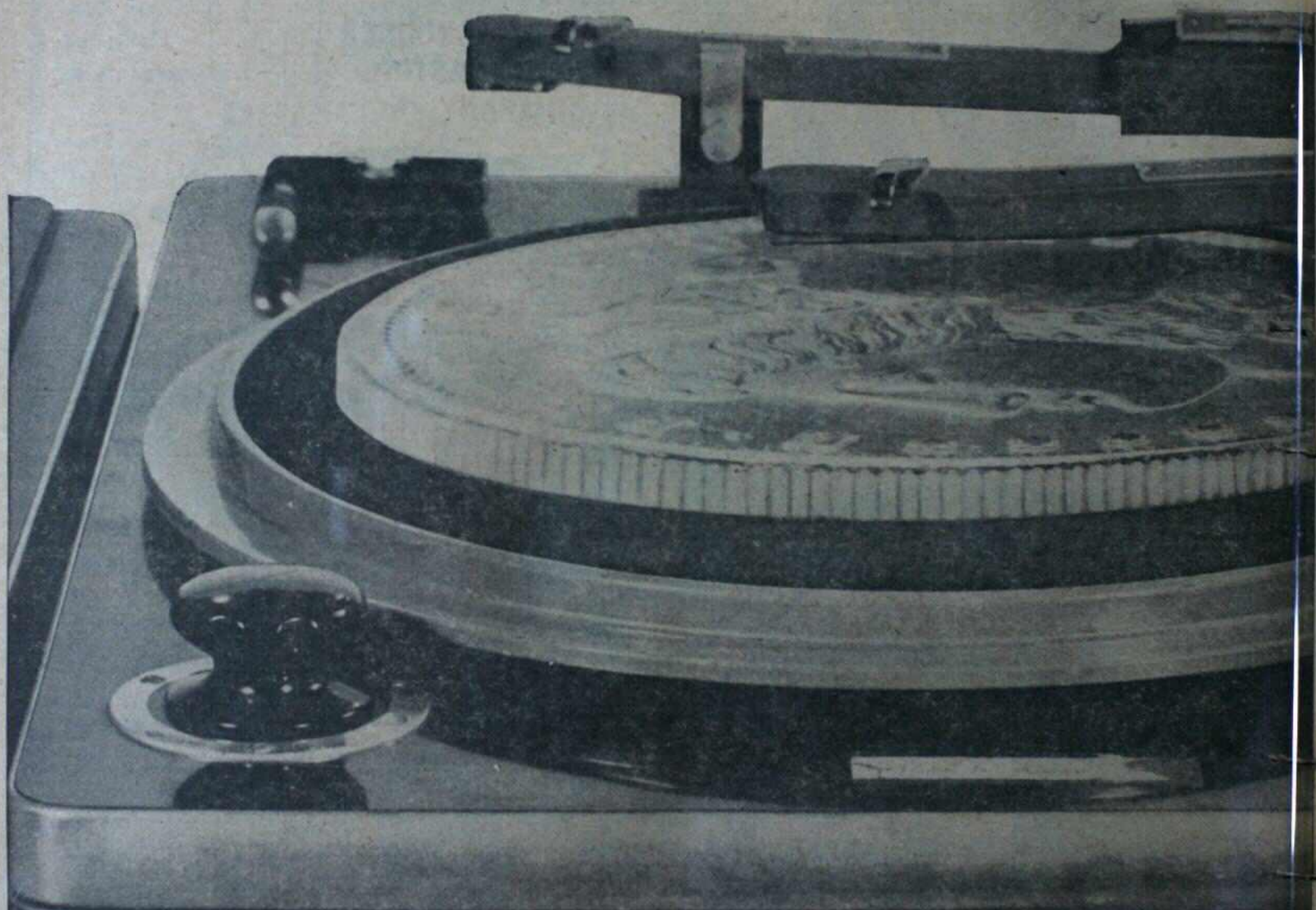
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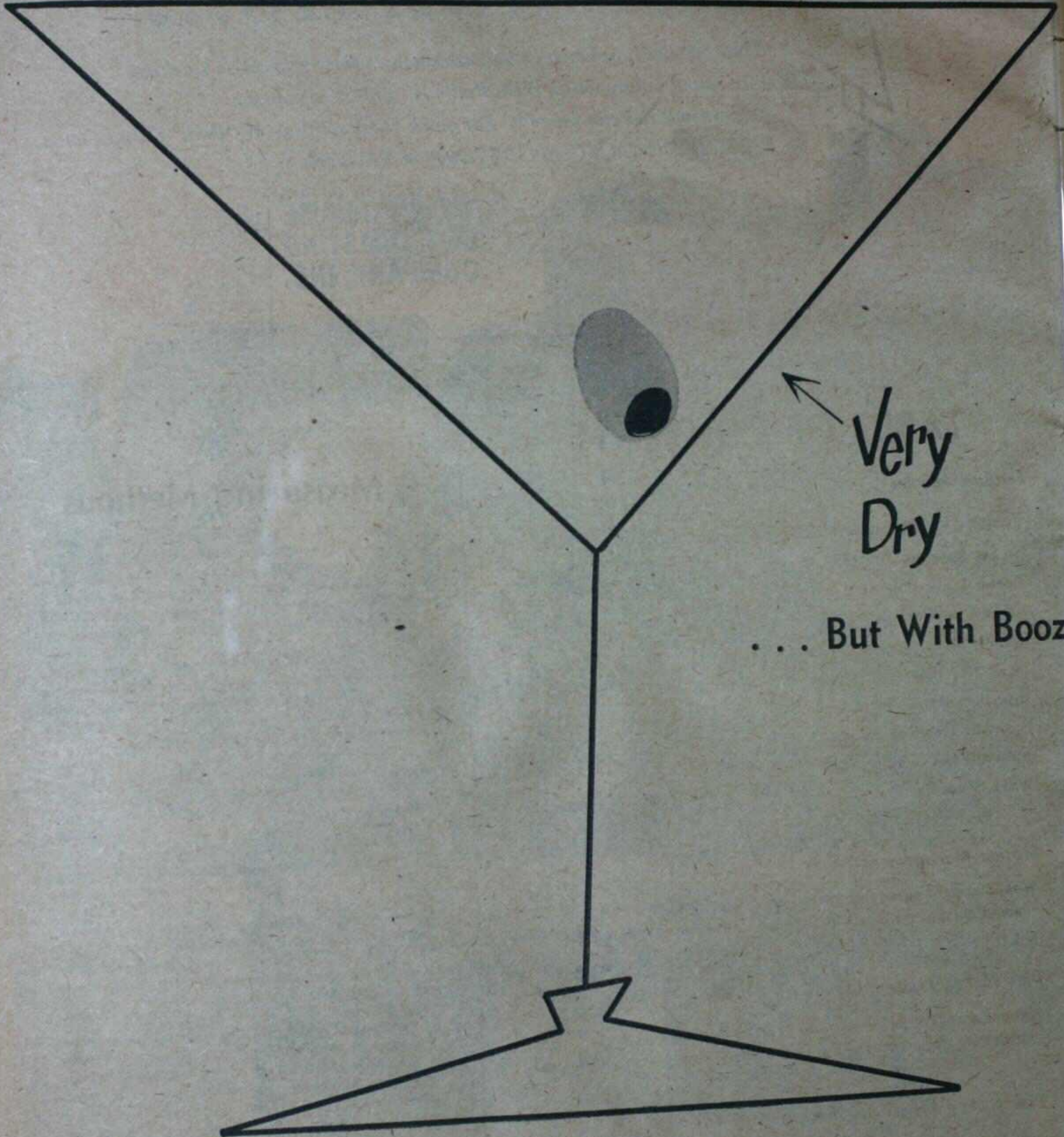
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# Music-Record Programming Guide



... special section outlining  
disk jockey and station management  
programming and operating practices

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### EDITORIAL

## Measuring Methods

One of the things you will notice about this special Disk Jockey Quarterly issue is the considerable space given to disk jockey opinion. This, we feel, is as it should be. Too often the only people who have a voice in this end of the music business are the bigger jockeys whose occasional pronouncements are always news and therefore always reported.

We don't want to minimize the importance of the jockeys with the fat ratings and the broad audiences. We do want to point out that they are not the only disk spinners with problems and that when they have problems they are usually able to get a hearing without difficulty.

But there are hundreds of little guys whose problems are manifold. Their audiences are no less devoted than the deejays with the high-powered outlets in the big marketing areas.

And to their audiences, the little guy represents the best in radio entertainment, which indeed they are.

Some of their comments, published herein, are legit beefs. They want to do the best job they can for their listeners and believe they are not getting the help they should be getting. Some aren't asking for help—just commenting on some aspect of the business about which they have strong feelings. Others simply outline their programming ideas. Perusal of their comments can therefore be rewarding to diskeries, publishers, distributors, artists and other jockeys.

Aside from this feature, The Billboard has developed a number of other items which should make interesting, if not valuable, reading for jockeys and station management. Principal among these are the results to our annual poll. On the popularity side of the poll, recognition is given the artists for their achievements during the year. But the service aspects should have most meaning for the guy behind the turntable. It's this part of the poll that gives the deejay, program director and station manager some yardstick against which to measure his methods.

So hang on to this issue. You may not be able to read it at one sitting, but that shouldn't stop you from going thru it carefully. Let us know if you agree with what you read. And if you disagree, let's hear from you about it.

## VIDEO JOCKEYS

## TV Spinners as Strong on Network as on Local Air

- TV DeeJay shows seen a strong stimulant to new disk sales
- Ratings-wise, the network deeJay chalks up husky p.e. over competition

By JUNE BUNDY

NEW YORK—Fall, 1957, will go down in deeJay history as the year that the record show format finally came into its own on TV. At the same time, the TV deeJay continued to do all right on the local and regional level, with many record dealers and platter promotion men hailing the TV spinner as a prime sales stimulant for new releases—both singles and albums.

## Solid Ratings

In a rating coup almost as startling to Madison Avenue as the Lawrence Welk success story, ABC-TV's new video deeJay show, "American Bandstand" (emceed by deeJay Dick Clark), has chalked up phenomenal audience ratings since it was launched—on a sustaining basis—by the web last August. According to the September Trendex (aired from 3 to 4:30 p.m. across the board) the show was the top-rated program during its 90-minute time period with a 32.7 share-of-audience rating (clock time average); while the October Trendex gave the show a 33.2 share-of-audience rating—20 per cent higher than CBS and 48 per cent higher than NBC.

## Broad Program Focus

"American Bandstand"—which features a teen-age record hop format—originates from WFIL-TV, Philadelphia, where the show has been going strong since 1956, outdrawing opposition programs—both local and network—anywhere from three to one to seven to one.

The network show, now sponsored by General Mills and 7-Up, and currently carried by 65 ABC outlets across the country, is essentially the same as it was locally. A group of hand-picked youngsters dance to records, discuss new releases and chat with visiting platter artists, who sometimes lip-sync with their own records. In addition to utilizing a Philadelphia top-disk list, Clark now also refers to record sales elsewhere, and shows a nation-wide Top-10 board on the show.

Dress-wise, girls appearing on the program, are required to wear skirts (rather than slacks) and eschew tight sweaters, while the boys must wear jackets and ties, and take off overcoats and hats while dancing. The overcoat-hat outfit was a local Philadelphia fad at one time. Gum chewing and smoking are also ruled out.

## Effect on Disk Sales

The accumulative impact of a record plug on the show has resulted in some startling run-on-a-record bonanza for dealers. For instance, Raymond Hunsicker (Tower Grove Music Store, St. Louis), representing the Dealers of Greater St. Louis, termed the Clark show "the greatest stimulant to the record business we as dealers have ever known." He added, "Many dealers have installed TV sets in their record departments and extend teen-agers an invitation to see the show in the stores." Similar sales reactions to the program have been reported by other dealers across the country.

## The Local Scene

Local TV record hop shows are also faring well rating-wise—an outstanding example being those

helmed by former top-rated deeJays Buddy Deane and Jack Wells, who moved over to Westinghouse station WJZ-TV, Baltimore, last month. Wells' opening show chalked up the No. 1 ARB rating in his time period—a 41.7 per cent rating hike for the station against a month ago; while Deane's first program pulled down a 11.0 against the 7.1 chalked up by each of the other outlets.

According to a Westinghouse analysis of the ARB ratings, Deane is now reaching 50 per cent more people than he did on radio, thus pointing up the increased value (to artists, labels and publishers) of a disk plug on his new TV show. Another top-rated TV deeJay is Milt Grant, WTTG, Washington, D. C., whose latest rating hit 18.3, reportedly the highest rating ever

creased inroads into live national TV this year. Patti Page's "Big Record" on CBS-TV, features a different deeJay (selected by show's sponsor Pillsbury) on the show every other week. The jock chats with Miss Page about the record business and delivers a Pillsbury commercial.

## Doubling on TV

Also very much present in the live network TV picture is Howard Miller, WIND, Chicago, who emcees "Club 60" (a daily live variety show) over NBC-TV. Art Ford, WNEW, New York, and Bill Williams, same station, are both doubling between radio and their own live music TV shows over WABD, New York. Ford hosts "Greenwich Village Party," while Williams helms a Latin American music seg. Tom Edwards, WERE,



"American Bandstand" formula (above) is as familiar as it is successful—teeners dance to latest pop hits. It has been outdrawing opposition programs, both locally and on network, by from three to one to seven to one. The youngsters shown here were handpicked by Clark's production staff. In going from local to network status, little change was made. Clark, however, now refers to record sales in other areas. Checking the program scheduled (right) with Dick Clark while the show is being aired is Tony Mammarella, producer of "American Bandstand."



received by a local live program in the Capital city.

## Low Frequency Plays

Altho practically all record promotion men are enthusiastic about the value of a TV deeJay plug—local or national—some consider it a mixed blessing. For instance, Buddy Basch, a key free-lance promotion man in the East, points out that the tremendous impact of a 65-station plug on the Clark show (as compared to a relatively less spectacular spin by a local radio jock) is balanced out by the fact that a TV jock seldom plays a disk more than once a week (more than that is deemed poor programming), whereas a radio deeJay will provide a sustained play over several days—often on a daily multi-spin basis.

## Makes the Hits

Dealers and distributors in the New England area are enthusiastic about Jim Gallant, who has emceed "Bandstand" over WNHC-TV, New Haven, Conn., for the past year. Claiming that the area is now "a kick-off spot" for new records, one local distributor commented, "The Top 40 radio stations program the hits but Jim makes them." DeeJays have also made in-

Cleveland, emcees a local country and western video program in that city.

## 15 City Package

On the regional level, the "Top 10 Dance Party," a syndicated Victor & Richards package, is currently carried in 15 different cities. The TV show features local jocks as emcees and a record hop format, with each station following a general programming blueprint sent out weekly by Victor & Richards.

"Package, created by writer-producer Alah Sands and executive producer Vic Lindeman Jr., includes detailed outlines for games, merchandising features and contests, with Victor & Richards providing the prizes in most cases.

"Top 10 Dance Party" is currently aired by the following stations and jocks: John Stuart, WCDA, Albany, N. Y.; Ray Mercier, WCSH-TV, Portland, Me.; Pete Griffin, WDEF-TV, Chattanooga; Marge Borg, WDXI-TV, Jackson, Tenn.; Wink Martindale, WHBQ-TV, Memphis; Al Metzger, WHEN-TV, Detroit; Ty Boyd, WTVD, Durham, N. C.; Les Lampson, KOTV, Tulsa, Okla.; Ray Curtis, WDAM-TV, Hattiesburg, Miss. (Continued on page 48)

## FLUID SITUATION

## No Set Rules on Top 40 Question

• Individual policy dictates programming as much as competitive market

• Smaller stations forced to more free-wheeling format

By REN GREVATT

NEW YORK—Whether or not a station programs its music on the basis of the so-called "Top 40" theory or any of its numerous variations seems to depend not only on the competitive situation in which a given station happens to find itself, but on individual station policy with regard to jockey freedom as well. These conclusions stem from comments of station management and jockeys on returns to The Billboard's annual disk jockey survey as well as direct contact with spokesmen for various stations.

## Direction From Top

It's notable for example that among the multi-station units, such as the Westinghouse, Storz and McClendin groups, the Top 40 concept or a very closely related theory seems to hold sway. In each of these cases, the stations involved are major market entities in their particular territories. In each case, too, the individual jocks have built solid personal followings and enjoy at least a degree of autonomy in their programming, over-all direction nevertheless comes from the top and guides the programming of all stations under the given wing.

## Competition Forces Change

On the other hand, smaller independent stations, particularly where there is a lot of high-powered competition to face, are occasionally moved to try something different. At least a few of these have found a move away from the widely employed Top Hits format an unusually successful one.

It must be stressed that there are many variations of the "Top 40" theory currently in vogue—ranging from round the clock programming of hits—to the one, two or three hours of daily hit singles down to the once-a-week format.

## Housewives Like Pops

Bill Kaland, national programming manager of Westinghouse, says that the Westinghouse stations all adhere to a "loose policy of Top 40 programming, but to a very strong policy of playing all kinds of music." According to Kaland, each station devotes a certain amount of time to the current hit singles, but none actually number the disks. "The Top 40 represents the best of the crop, and it doesn't make any difference whether it's No. 1, 10 or 40," says Kaland.

To the charge that "Top 40" programming appeals only to teen-agers, Kaland has a quick answer. "In the morning hours there are no teen-agers to speak of in the audience. Still we rate high in those hours. The truth is that many housewives like pop hits too. No housewife wants to be 'memory-laned' to death. They don't want to be reminded that they are getting older. Many of them go for top hits just like the teen-agers do. We also have found out, according to surveys, that at no time do teen-agers form a maximum of more than 20 per cent of the total audience."

Westinghouse gets its hit data from exclusive dealer reports, trade-paper charts and station management and jockey opinion, according to Kaland.

## By the Numbers

Bill Stewart, of the Storz group of stations, headquartered in Omaha, Neb., says that each day

of the week each one of the four Storz stations programs three hours of "Top 40" hits by the numbers. The list changes once a week, Stewart said, and is obtained thru exclusive tie-ups with disk dealer in all the cities covered.

"Sure we program to reach the teen-agers at those hours," said Stewart, "but just as important, there are a lot of people driving home from work during that period, and we try to reach them too." Stewart pointed to top ratings in all four cities as proof of the importance of programming hits.

The McClendin group in Texas, with headquarters in Dallas, is one of the nation's strongest advocates of top-hit programming. The Dallas station is one of the top outlets in its area.

## Dealers Object

One of the chief objectors to the Top 40 strategy, in some areas at least, have been the dealers. The charges ran that station's "Top 40" listings were not always as accurate as they might be. This, it is said, resulted in stores getting calls for records that had never been heard of. This was the case in Dallas, where the dealers recently banded together into an association which is now providing a pooled best seller list for customers. It is being made available to stations if they want it. Stations in the entire market area of Dallas now are all getting the same list from the dealers' group. Thus, the top-hit programming continues with McClendin stations and others in the area, with one of the primary objections removed.

## Non "Top 40" Successes

There are, of course, numerous examples of success with a non "Top 40" format. One of the top examples is WNEW, New York, one of the leaders in its market, which recently removed from its schedule the last vestige of a numerical count of hit records. Pop singles are programmed generously thruout all deeJay segs, but there is no reference to any record's standing at any given time.

A more recent and impressive example of the refugee from the "Top 40" is WVNJ in Newark. Thru a gradual process the station has reached a 100 per cent album programming format, which includes generous exposure of top soundtrack and original cast albums. One whole day a week, in fact, is given over to a complete show album. At the time of its inception the new programming was promoted via free monthly programming schedules offered to listeners. The demand for these has reportedly grown to many thousands, to the point where the sta-

(Continued on page 48)

## KIDS ARE STARS ON TV HOPS

NEW YORK — The success of local and network TV deeJay shows has sparked some interesting side effects. For instance, Buddy Deane, WJZ-TV, Baltimore, reports that the permanent committee of teen-agers on the show have become stars in their own right—sought after for autographs and outside disk hop appearances.

Other TV jocks, including ABC-TV's Dick Clark, note similar audience reaction to regulars on their shows. In some areas distributors are actually contacting the teenage panelists to plug their new releases. "Now all we need," said one Tin Pan Alley cynic, "is for one of the kids to set up his own publishing company."

THE PAST YEAR

# No Lack of New Talent on Disks

• New names, new voices crowd the hit record roster

• In musical trend, Rock maintains leadership

By HOWARD COOK

Many disks by new talent reached the best selling charts this year. Some of these were one-shot affairs occurring during the height of a trend; others were by artists who have since had more successful platters.

**The Calypso Trend**

Calypso was the rage at the start of the year, but despite the large volume of songs recorded during the brief trend, few became best sellers, and except for Harry Belafonte, the calypso period did not produce artists with a solid disk following. Some of the records that became hits were "Banana Boat Song" by the Tarrriers; "Cindy, Oh Cindy," by Vince Martin, and "Marianne" by Terry Gilkyson. Belafonte followed his "Banana Boat Day-O" with "Mama Look-a-Boo-boo" and "Cocoanut Woman." There was a slight flurry of Hawaiian-rocker platters this summer, but this trend was also short-lived.

**Rock Strong**

By far the most significant and best selling records were those in the "music with a beat" category—the rockabilly and the rocker. While there were many new artists who failed to repeat their initial disk successes thus far, several new talents have developed into important recording personalities.

In the rockabilly category there were one-hit platters by Jimmy Bowen ("I'm Stickin' With You"), Eddie Cochran ("Sittin' in the Balcony"), Ken Copeland ("Pledge of Love"), Johnny Dee ("Sittin' in the Balcony"), George Hamilton IV ("A Rose and a Baby Ruth"), Sonny Knight ("Confidential"), Mitchell Torok ("Pledge of Love") and Leroy van Dyke ("Auctioneer").

**Repeat Hits**

New talent during the past year who have proven to be more than one-disk artists include Paul Anka with "Diana" and his current contender, "I Love You, Baby"; the Everly Brothers who clicked in all markets with "Bye Bye Love" and are following suit with their present hit, "Wake Up, Little Susie"; Charlie Gracie who scored with "Butterfly" and "Fabulous," and Tab Hunter, who had big ones with "Young Love" and "Ninety-Nine Ways."

Ferlin Husky achieved disk stardom with "Gone" and is currently going well with "Fallen Star." Sonny James followed "Young Love" with "First Date, First Kiss, First Love," "Party Doll," "Rock Your Little Baby to Sleep" and current best seller, "Hula Rock," were successes for Buddy Knox. Jerry Lee Lewis has a tri-market hit with his waxing of "Whole Lotta Shakin' Goin' On." Young flick star Sal Mineo clicked with "You Shouldn't Do That" and "Lasting Love."

Ricky Nelson had three straight with "Teenager's Romance," "You're My One and Only Love" and his current hit, "Be-Bop Baby." Jimmie Rodgers had a No. 1 best seller with "Honeycomb" and has another strong side in his latest recording, "Kissin' Sweeter Than Wine." Tommy Sands had big sellers with "Teenage Crush," "My Love Song" and "Goin' Steady." Many of the above platters are or were hits in all three markets.

Most of the new artists who clicked with rocker or rocker-blues styled disks had simultaneous pop and r.&b. best sellers. These include Donnie Elbert with "Have I Sinned?"; Thurston Harris, who is

currently riding with "Little Bitty Pretty One"; Dale Hawkins, who made it with "Susie-Q" and is presently coming on strongly with "Baby, Baby," and Huey Smith, who had an r.&b. smash with "Rockin' Pneumonia and the Boogie Woogie Flu."

**Country Field Difficult**

The c.&w. field has been perhaps the most challenging for new artists. For the most part, records by established stars have dominated the c.&w. best selling chart. However, there are some who managed to crash thru with hits. Bobby Helms' first platter, "Fraulein," is still selling well, and his waxing of "My Special Angel" is currently on both the c.&w. and pop charts. Marvin Rainwater had a dual-market hit with "Gonna Find Me a Bluebird," and Warner Mack, whose "Is It Wrong?" became a c.&w. hit, appears to have a pop and c.&w. hit with his latest effort, "Roe-A-Chicka." Other new artists who have or have had both pop and c.&w. best sellers include the Everly Brothers, Jimmie Rodgers, Paul Anka, Ferlin Husky, Sonny James and Jerry Lee Lewis.

**New Groups**

Several new groups came up with hits during the past year. "Little Darlin'" was a big pop and r.&b. platter for the Diamonds, and the recording of the tune by the Gladiolas also went well in r.&b. markets. The Crickets clicked in all fields with "That'll Be the Day." Johnny and Joe had an r.&b. and pop smash with "Over the Mountain." "Searchin'" was also a dual market click for the Coasters. The Del Vikings scored with their first effort, "Come, Go With Me," and followed that hit with "Whispering Bells." This, too, was a best seller in pop and r.&b. markets.

Others with pop and r.&b. hit platters include the Five Satins with "To the Aisle," the Five Royales with "Think," and the Mellotones with "Tonight, Tonight."

New groups who currently have hit platters going are the Time Weavers ("Happy, Happy Birthday, Baby"), the Rays ("Silhouettes"), Joe Bennett and the Sparkletones ("Black Slacks") and Little Joe and the Thrillers ("Peanuts").

**Pop Ballad Clicks**

The most of the hits were in the rockabilly or rocker class, the best selling chart has shown hits by artists whose successes were styled more along the lines of the "old" pop ballad without traces of the rhythm and blues or rock and roll influence. During the early part of the year, Joe Valino had a big one with "Garden of Eden," and Randy Starr clicked with "After School." Russ Hamilton's "Rainbow" is still a best seller, and Sam Cooke has the hottest disk going by a new artist with his smash recording of "You Send Me." Johnny Mathis had three best sellers at the same time with "Wonderful, Wonderful," "It's Not for Me to Say" and "Chances Are," which is currently among the top 10.

At the moment there are several records by new artists that appear good possibilities to become best sellers. These are "Plaything" by both Ted Newman and Nick Todd, "Back to School Again" by Timmie Rodgers, "Moonlight Swim" by Tony Perkins, "The Joker" by Billy Myles, and "Race for Time" by Jerry Arnold.

**Distaffer Hits**

While male artists have been the most successful among the newcomers, a few chicks have happened this year. Bonnie Guitar's "Dark Moon" was a big one. Patsy Cline scored in pop and c.&w. markets with "Walkin' After Mid-

night." Brenda Lee had a hit c.&w. disk with "One Step at a Time." Jodie Sands' "With All My Heart" was a successful effort, and Nancy Whiskey made it with "Freight Train."

Jane Morgan, the Shepherd Sisters, Della Reese and the Bobbettes have or had hit disks with their respective recordings of "Fascination," "Alone," "And That Reminds Me" and "Mr. Lee." Margie Rayburn seems a strong bet to reach the best selling league with "I'm Available." Janice Harper made an impressive debut with "Bon Voyage." Carol Jarvis came close with "Rebel," and "Eighteen" established Connie Francis. Lillian Of-fitt had an r.&b. success with "Miss You So." Ann Cole's success was "In the Chapel." Jill Corey clicked with "Love Me to Pieces." Debbie Reynolds' "Tammy" was the only disk fem star to reach the No. 1 position.

From this crop of disk talent, the jockeys have selected their favorite new recording personalities. Johnny Mathis was voted the favorite male artist; Jill Corey was selected as the new fem favorite, and the Everly Brothers were picked from the new groups. A complete list of jockey favorites appears elsewhere in this issue.



Another group that made it for the first time this year was the Crickets. Their "That'll Be the Day" was hot in several fields—pop and r.&b. The Brunswick artists range in age from 18 to 21.

## JOCKEY CIRCUIT

# Talent Tours Pose Problems

• Talent glut takes big piece of air time in big markets

• Exposure on the jockey level held indispensable

By PAUL ACKERMAN

Deejay tours by artists continue to be a prime source of disk exploitation, but the mapping out and executing of such tours require more thought and subtlety than was the case years ago. Years ago there were relatively few labels of consequence and fewer artists. Therefore it was relatively a simple matter to land air time.

**Not Enough Time**

Today, particularly in those cities which are key record areas, the placing of artists on deejay programs has become a tough problem. Artists tend to congregate in such territories, and as willing as

the jockeys might be, there is often not enough time to take care of all the talents.

Mike Conner, who during his years with the Decca Record Company, did much to establish the pattern of deejay exploitation, states that the artist tour is as important as it ever was. Conner, who opened his own management and promotion office on the Coast about one year ago, points out that deejays receive over 100 disks a week. "They cannot expose them all, and the newer artists will often be lost in the shuffle. . . . Even if a local distributor is on the ball, he may be handling many labels, with the result that he cannot properly promote all the artists."

**Exposure Pays Off**

The result, says Conner, is that a disk often doesn't see the light of day. "But if the artist tours the deejay circuit, some exposure is guaranteed. . . . This will often pay for the expense of cutting the record and sometimes will do much more."

Both Conner and disk promotion man Jim McCarthy agree that even if no time is available for an interview, the artist nevertheless does himself and his label a lot of good by jockey tours. A contact—at the very least—is established with jocks and librarians at the social level, and this will lead to record exposure. Too, both point out that the artist derives a cumulative effect from such a contact. His succeeding disk is more likely to get more plays than if he had not visited the deejay.

McCarthy notes that radio station management often clamps down when there are an excessive number of interviews on deejay programs. The problem in certain key cities is a very real one, McCarthy says—particularly when a station loses one or two commercials as a result of a 15-minute interview. Many important programs McCarthy added, now decline to interview all but the most important names. But this does not lessen the importance of deejay tours—just dropping in to say hello is extremely valuable.

**Jockey Rivalry**

McCarthy noted that rivalries between stations have also added to the problems of the record promoter. Some deejays refuse to interview an artist who has appeared on a rival station or refuse to spin a record which another station received first. These all call for subtle handling.

In sum, it may be said that the growth of the business in the last five years, with its myriad labels and artists, with indie labels making the best selling charts constantly, has posed new problems in connection with deejay tours. But the desirability and necessity of such tours remain undiminished.

mostly my own records, as we get precious little."

**FILL THE GAP:** It may sound like a testimonial, but Dick Bouchard, WNRI, Woonsocket, R. I., says he looks for The Billboard every week for record previews, especially Spotlights. He says they sometimes miss some of them and that The Billboard fills the gap for him. In programming, he believes the top tunes hold the adult audiences if the heavy rock 'n' roll is left out.

**DEMOS FROM PUBBERS:** "I'm not a personality," says Ray Cross, WRKD, Rockland, Me., "just a guy who tries to play what my listeners want to hear. The increasing number of single subscription deals, (Continued on page 48)

## SURVEY STATIC

In the Popularity and Service Poll, results of which are found in this issue, disk jockeys were asked to comment on any aspect of the business. Here-with are gleanings from the poll questionnaires:

**RIDIN' ON NAMES:** Bucky Walter, KMBC, Kansas City, Mo., gets the feeling that the artists with the most talent are passed up in favor of no-talent big names. Says Bucky: "Promtionwise, talent is passed over in favor of someone who has made a name for himself in a field other than music. The record company wants to ride on the name instead of pushing people with real talent."

"Could be," writes R. H. Verdon, KFBC, Cheyenne, Wyo., "that I am trying to buck a trend, but I can't quite get as excited about rock 'n' roll as most. Dixieland, yes . . . but rock 'n' roll, no."

**LADY B.** (Francis A. Belcher), WTOR, Toledo, hasn't time to work out programs. She lets her listeners do it. "I own and edit The Bronze Raven, local Negro weekly," says Lady B., "and I seldom hear too many records. My show is practically all request."

**DRIVING ADULTS AWAY?:** Carl Barry, WFOB, Fostoria, O., believes jockeys could improve the tastes of the record-buying public. "Today's youngsters don't even know Glenn Miller existed. It seems as tho the jockeys are in the record selling business instead of the entertainment business. They are all trying to sell more odd-ball records and are driving away their adult audience by doing so. All of which adds up to hurting this business called radio and helping television."

**NEWSMAN'S APPROACH:** "I do my show," says Bob Adkins, KEED, Eugene, Ore., "just like a

newsman does his show. I devote my time to fresh singles and albums that people are buying. I only play the oldies when they are given fresh interpretations by current artists."

**EMPHASIS ON SOUND:** Ron Wilner, WAYE, Baltimore, says his outlet has been building a reputation in the Baltimore market with a general, over-all quality sound, putting no particular emphasis on any one record. Most of the quality music is found on LP's, Ron believes.

"Emphasis on new material," says Steve Battrey, KZSU, Stanford, Calif., "with a 50-50 balance of top sellers and new releases, interwoven with particular artist programming and album works is the most effective mixture for my current audience."

**PAYOLA PATTERN:** Lynn Higbee, KRMG, Tulsa, Okla., is sick of hearing about payola. "I don't know anyone who's getting it," he says, "and if the big boys on the East and West coast areas are getting it, I wish they'd keep quiet about it. It sure doesn't add anything to my stature in Tulsa."

"I have always been fair," says Bob Bennett, WDOG Marine City, Mich., "and listened to every record received. Of these, perhaps half or more are discarded. This is done only because of poor work by the artist, or improper lyrics. I will play any record by any artist that is sung well, recorded properly and is something I think my listeners would enjoy hearing."

**WHERE'S THE JAZZ?:** Dick Kneipp, WCAL, Lancaster, Pa., has to play his own disks. Says he: "As ever, there is a dearth of jazz sent to us. While it's true the management requests that I play less jazz than I am wont to, I still play more than anyone in our area. They're

# THE BILLBOARD TENTH ANNUAL DISK JOCKEY POLL

## FAVORITE RECORDS

Personal choices of disk jockeys for the period January 1 to October 31, 1957.

Position	Recording	Label
1	TAMMY, Debbie Reynolds	Coral
2	AROUND THE WORLD, Victor Young	Decca
3	ROUND AND ROUND, Perry Como	RCA Victor
4	LOVE LETTERS IN THE SAND, Pat Boone	Dot
5	AROUND THE WORLD, Mantovani	London
6	FASCINATION, Jane Morgan	Kapp
7	OLD CAPE COD, Patti Page	Mercury
8	SO RARE, Jimmy Dorsey	Fraternity
9	IT'S NOT FOR ME TO SAY, Johnny Mathis	Columbia
10	TRUE LOVE, Bing Crosby-Grace Kelly	Capitol
11	WONDERFUL, WONDERFUL, Johnny Mathis	Columbia
12	CHANCES ARE, Johnny Mathis	Columbia
13	BYE, BYE LOVE, Everly Bros.	Cadence
14	FASCINATION, Dick Jacobs	Coral
15	TAMMY, Ames Bros.	RCA Victor
16	YOUNG LOVE, Sonny James	Capitol
17	AN AFFAIR TO REMEMBER, Vic Damone	Columbia
18	MY HEART REMINDS ME, Kay Starr	RCA Victor
19	AROUND THE WORLD, Perry Como	RCA Victor
20	ALMOST PARADISE, Roger Williams	KAPP

## FAVORITE FEMALE VOCALIST

Position	Female Vocalist	Label	1956
1	PATTI PAGE	Mercury	2
2	DORIS DAY	Columbia	1
3	ELLA FITZGERALD	Verve	3
4	SARAH VAUGHAN	Mercury	8
5	JUNE CHRISTY	Capitol	5
6	PEGGY LEE	Capitol	4
7	DINAH SHORE	RCA Victor	—
8	JO STAFFORD	Columbia	7
9	KAY STARR	RCA Victor	9
10	EDYIE GORME	ACE-Paramount	—

## FAVORITE MALE VOCALIST

Position	Male Vocalist	Label	1956
1	FRANK SINATRA	Capitol	1
2	PERRY COMO	RCA Victor	2
3	PAT BOONE	Dot	4
4	NAT KING COLE	Capitol	3
5	JOHNNY MATHIS	Columbia	—
6	EDDIE FISHER	RCA Victor	7
7	BING CROSBY	Capitol	4
8	ELVIS PRESLEY	RCA Victor	—
9	TONY BENNETT	Columbia	—
10	HARRY BELAFONTE	RCA Victor	9

## ALBUMS

Jockeys pick all-round favorites

Position	Album	Label
1	A SWINGIN' AFFAIR, Frank Sinatra	Capitol
2	LOVE IS THE THING, Nat King Cole	Capitol
3	WE GET LETTERS, Perry Como	RCA Victor
3	AROUND THE WORLD IN 80 DAYS, Sound Track	Decca
4	WONDERFUL, WONDERFUL, Johnny Mathis	Columbia
5	'S WONDERFUL, Ray Coniff	Columbia
6	MY FAIR LADY, Original Cast	Columbia
7	SONGS OF THE FABULOUS 50's, Roger Williams	Kapp
8	JACKIE GLEASON PRESENTS VELVET BRASS	Capitol
9	LET YOURSELF GO, Nelson Riddle	Capitol
10	DANCE TO THE MUSIC OF LESTER LANIN	Epic
11	WHERE ARE YOU? Frank Sinatra	Capitol
12	HIGH SOCIETY, Sound Track	Capitol
13	RING AROUND ROSIE, Rosemary Clooney and the Hi-Lo's	Columbia
14	MARVELOUS MILLER MOODS, Glenn Miller Army Air Force Band	RCA Victor
15	FOUR FRESHMEN & FIVE SAXES, Four Freshmen	Capitol
16	CALYPSO, Harry Belafonte	RCA Victor
17	FOR DANCERS ONLY, Les Elgart	Columbia
18	NOW HEAR THIS, Hi-Lo's	Columbia
19	DAY BY DAY, Doris Day	Columbia
20	ELLA FITZGERALD SINGS THE RODGERS & HART SONGBOOK	Verve

## ALBUM ARTISTS

Position	Artist	Label
1	FRANK SINATRA	Capitol
2	PERRY COMO	RCA Victor
3	NAT KING COLE	Capitol
4	JOHNNY MATHIS	Columbia
5	PAT BOONE	Dot
6	HI-LOS	Columbia
7	HARRY BELAFONTE	RCA Victor
8	NELSON RIDDLE	Capitol
9	RAY ANTHONY	Capitol
10	EDYIE GORME	ABC-Paramount
11	ELVIS PRESLEY	RCA Victor
12	PERCY FAITH	Columbia
13	JACKIE GLEASON	Capitol
14	RAY CONIFF	Columbia
14	ROGER WILLIAMS	Kapp
14	FOUR FRESHMEN	Capitol
15	ELLA FITZGERALD	Verve
16	JUNE CHRISTY	Capitol
17	EDDIE FISHER	RCA Victor
18	DORIS DAY	Columbia
19	PATTI PAGE	Mercury
20	LES ELGART	Columbia



**MANY  
THANKS  
FOR ALL THOSE SPINS**

—PERRY COMO



**JUST BORN**



c/w

**IVY ROSE**

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**"The Joker Is Wild"**

**"MISTLETOE AND HOLLY"**

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**"A Jolly Christmas from Frank Sinatra"**

W 894

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GIBSON  
GUITARS





The Billboard Tenth Annual Disk Jockey Poll

# ALL-TIME STANDARD RECORDS

Position	Recording	Label
1	STAR DUST, Artie Shaw	RCA Victor
2	SEPTEMBER SONG, Walter Huston	Decca
3	OVER THE RAINBOW, Judy Garland	M-G-M and Decca
4	IN THE MOOD, Glenn Miller	RCA Victor
5	VAYA CON DIOS, Les Paul & Mary Ford	Capitol
6	BEGIN THE BEGUINE, Artie Shaw	RCA Victor
7	LISBON ANTIGUA, Nelson Riddle	Capitol
8	WHITE CHRISTMAS, Bing Crosby	Decca
9	MOMENTS TO REMEMBER, Four Lads	Columbia
10	TENDERLY, Rosemary Clooney	Columbia
11	SOMEONE TO WATCH OVER ME, Ella Fitzgerald	Decca
12	BLUE TANGO, Leroy Anderson	Decca
13	GREEN EYES, Jimmy Dorsey	Decca
14	YOU YOU YOU, Ames Brothers	RCA Victor
15	SONG FROM MOULIN ROUGE, Percy Faith	Columbia
16	FRENESI, Artie Shaw	RCA Victor
17	TWELFTH STREET RAG, Pee Wee Hunt	Capitol
18	UNCHAINED MELODY, Les Baxter	Capitol
19	TILL THE END OF TIME, Perry Como	RCA Victor
20	BOOGIE WOOGIE, Tommy Dorsey	RCA Victor
21	THE GIRL THAT I MARRY, Frank Sinatra	Columbia
22	STRING OF PEARLS, Glenn Miller	RCA Victor
23	OPUS #1, Tommy Dorsey	RCA Victor
24	SECRET LOVE, Doris Day	Columbia
25	AUTUMN LEAVES, Roger Williams	Kapp
26	LITTLE BROWN JUG, Glenn Miller	RCA Victor
27	SENTIMENTAL JOURNEY, Les Brown & Doris Day	Columbia
28	STAR DUST, Nat King Cole	Capitol
29	IT HAD TO BE YOU, Harry James	RCA Victor
30	TUXEDO JUNCTION, Glenn Miller	RCA Victor

# FAVORITE BANDS

Position	Band	Label	1956
1	LES ELGART	Columbia	2
2	RAY ANTHONY	Capitol	3
3	LES BROWN	Capitol, Coral	1
4	NELSON RIDDLE	Capitol	—
5	RAY CONIFF	Columbia	—
6	RALPH MARGERIE	Mercury	9
7	STAN KENTON	Capitol	4
8	PERCY FAITH	Columbia	—
9	GLENN MILLER	RCA Victor	6
10	LES BAXTER	Capitol	—

## ACTION, CAMERA

# D.J. Role Widens As H'wood Calls

- Expect many new deejay faces to come before cameras in future
- Two way promotion seen for the pic and for the jockey

**HOLLYWOOD**—The appearance of disk jockeys in motion pictures appears to be substantially increasing, and with a heavy slate of music films scheduled for the cameras in 1958, it's safe to assume that a good many new d.j. faces will appear on the screen.

### New Jockey Awareness

While the use of the disk jockey in motion pictures is not necessarily new, there's little question that Hollywood producers are more cognizant of the promotional value of the jockeys than ever before and that they're quick to take advantage of it. In the case of a theatrical release specifically dealing with music, such as was the case with a flock of rock and roll films recently released, it was almost axiomatic that a film include any number of d.j.'s. In a good many instances, some jockeys have appeared in pseudo-dramatic roles in theatrical and television films.

### Promotion Value

The prime example, of course, is the appearance of disk jockey Alan Freed in a number of r.&r. pictures produced recently by Sam Katzman. Freed not only appeared in the films, but emceed a number of rock 'n' roll stagings in connection with the film showing. Freed's reputation as one of the nation's top r.&r. d.j.'s and his appearance in the film and on stage infinitely influenced the box office at New York showings.

Universal-International recently inked more than a half dozen of the nation's top d.j.'s to walk-on parts in an upcoming comedy starring Martha Hayer and Dan Rowan and Dick Martin. D.j.'s included Ed Bonner, Bill Randle, Buddy Deane, Ed McKenzie, Art Pallan, Bob Clayton, George Singer, Paul Berlin and Bill Dawes, all of whom will shortly appear in "Once Upon a Horse."

Howard Miller will soon be seen in "The Big Beat"; Bill Randle did several scenes for the upcoming Tommy Sands pic, "The Singing Idol"; Alan Freed appeared in "Rock Around the Clock," while other d.j.'s such as Johnny Grant, Al Jarvis, Dick Whittinghill, etc., have frequently appeared in films.

### Competent Actors

Above and beyond the fact that the jockeys are personalities them-

selves and command a sizable audience, the producers have come to realize that the d.j.'s are competent actors. Most of the jockeys have been around show business enough to turn in a creditable job before the cameras, altho they may only be acting a familiar role.

The studios take advantage of the d.j.'s appearance at the local show-date level by further exposure when a film is finally released. The jockey-turned-actor will not only promote the film, but in a good many cases his fellow d.j.'s will co-operate via numerous radio plugs. The promotion is further carried down to the exhibitor level via marquee and newspaper advertising, and stage appearances, all making mention of the d.j.'s appearance in a film.

### Vital Link

M-G-M Records has long pioneered in d.j. exploitation at the exhibitor level in furnishing theaters information kits which graphi-



Paul Anka, young (16 years) Canadian composer-singer, has repeated his initial success on "Diana" with "I Love You, Baby," current contender for Best Seller honors. ABC-Paramount expects "Diana" to hit the million-seller mark.

cally details how they can obtain d.j. exposure.

The d.j.'s vital link with music and the commanding audience he holds is a recognized commodity among Hollywood film producers. For the jockey, it's additional exposure and income and a healthy plus at the box office for the producers.

# Jocks Not Playing Disks They Prefer

By BILL SIMON

There's little doubt that disk spinning as a profession holds great appeal for thousands of young music fans who would consider nothing more ideal than being able to make a living from their hobby.

What most of them don't realize is that a very big percentage of the currently employed deejays do not play the disks that they themselves prefer.

In fact, if the jocks themselves had full sway, their personal preferences indicate that the radio audiences would get a much higher degree of ballads, slick instrumentals, dance bands and jazz.

### Want Freedom

Comments gleaned from this year's crop of poll questionnaires indicate considerable straining on the part of jocks to free themselves from "the rock and roll strait-jacket." Spinner after spinner wrote gleefully that his station was de-emphasizing teen favorites in favor of ballads, standards and particularly albums.

The feeling is widespread in the field that the major companies could and should take more initiative in the matter of influencing popular tastes. "Why," asked one Wisconsin jock, "don't the majors and their distributors use their huge advertising and exploitation power to sway buyers to a more listenable sound?"

### Jocks as Salesmen

Others felt that their fellow jocks could be the most effective salesmen for more "mature" music. There were several pleas for spinners to consider themselves more as "entertainers" than as "record salesmen." Said Carl Barry, of WFOB, Fostoria, O.: "They are all trying to sell more odd-ball records and are driving away their adult audiences by doing so. All of which adds up to hurting this business called radio and helping television."

At WAYE, Baltimore, deejay Ron Wilner cited albums as "convenient, but also as insuring consistent high-quality entertainment."

A spokesman for WJBO, Baton Rouge, La., claimed for his station the biggest audience in the region, over four competitors all of whom feature rock and roll heavily. WJBO has lowered the boom on the Big Beat. KANN, in Sinton,

Tex., has, according to Ernie Wood, cut down from a heavy r.&r. schedule to a concentrated three hours daily in the late afternoon. But others have been more drastic. Lee Leonard, at WIMA, Lima, O., changed after a local survey revealed that 65 per cent of his audience was in the 23 to 45-year-old age group.

A large number of jocks grew up on jazz and remain hip to the idiom, but a good many of the jazz releases which they receive from the companies end up in homes rather than station libraries. Despite the fact of huge sales amassed in the past several years by jazz albums, radio continues to regard the idiom as "non-commercial." Jazz segs usually are short, late-hour binges for spinners who have paid their dues in the earlier hours with longer rhythm and blues or rock and roll shows. They expect and get little remuneration for these, but regard them as good for the soul.

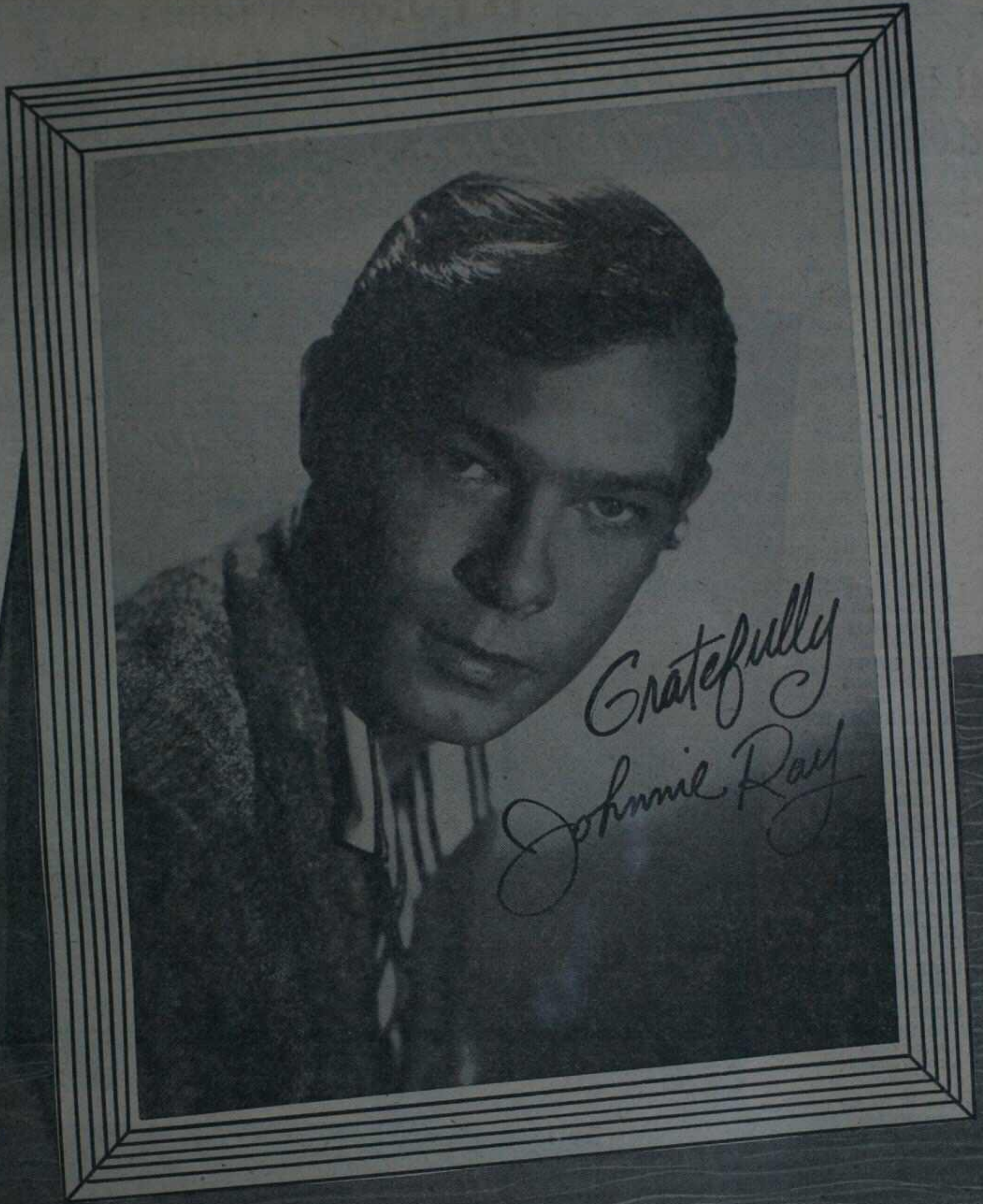
The average jock is and always has been a fancier of the big dance bands. He longs wistfully for their return.



Dale Hawkins is still another newcomer on the hit record scene. His "Susie-Q" made it in both the pop and r.&b. fields, and his "Baby, Baby" is coming on strong. Checker regards him as one of its strongest properties.



Buddy Knox is one of the more fortunate newcomers who has had multiple success. "Party Doll," "Rock Your Baby to Sleep" and currently, "Hula Rock," have made Knox a hot property for the Roulette label. Besides one-nighters all over the country, Buddy has been seen at the Brooklyn and New York Paramount theaters and on the Ed Sullivan TV show.



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(Autry-Haldeman)

## UP ON THE HOUSE TOP

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Carl Cotner Orchestra  
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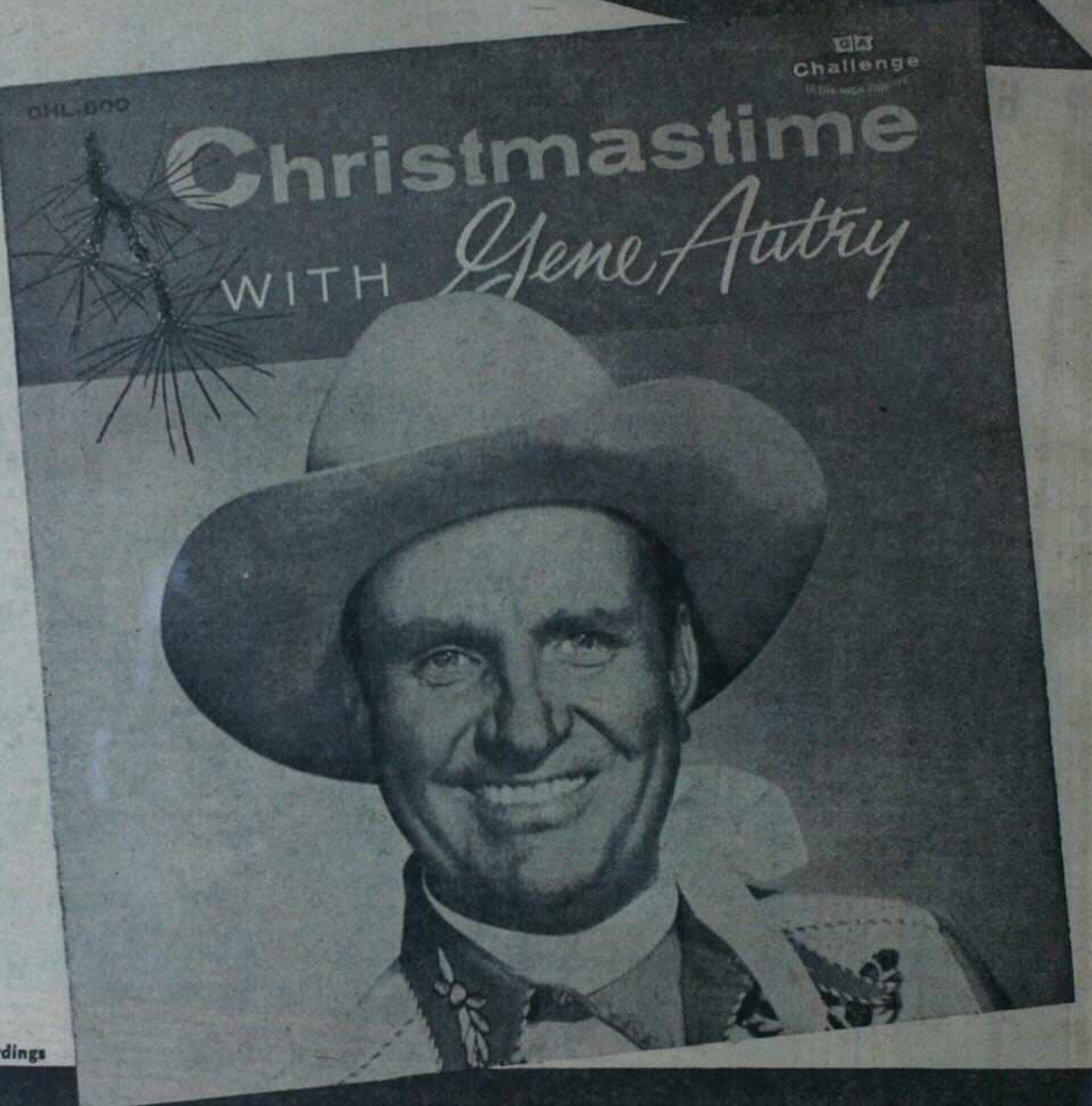
(Haven Gillespie-Coots)

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(Autry-Corr)

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**I GIVE YOU MY WORD**



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**IT'S BEAUTIFUL**

and  
**LOVE IS A SERIOUS BUSINESS**

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### MURRAY ARNOLD QUARTET

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**I DIDN'T MEAN TO BE MEAN TO YOU**

and  
**THE CANDLES**

K12569

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NEW SMASH RELEASE

**LOOK FOR ME** | **LUCKY STAR**

(I'll Be Waiting For You)

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b/w ALL GROWN UP

K12560 (ON 45 & 78 RPM)



### OO-LA-LA!

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A SOL C. SIEGEL PRODUCTION OF  
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Starring

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**KAY KENDALL**

**MITZI GAYNOR**

E3590 ST

**TAINA ELG**

## The Billboard Tenth Annual Disk Jockey Poll

## INSTRUMENTAL GROUPS

Position	Instrumental Groups	Label	1956
1	DAVE BRUBECK QUARTET	Columbia	5
2	GEORGE SHEARING SEXTET	Capitol	1
3	THREE SUNS	RCA Victor	3
4	ART VAN DAMME QUINTET	Columbia	2
5	DICK HYMAN	MGM	4
6	MODERN JAZZ QUARTET	Atlantic	8
7	ERROLL GARNER	Columbia	—
8	SHELLY MANNE & FRIENDS	Contemporary	—
9	NORMAN PETTY TRIO	Columbia	—
10	LESS PAUL & MARY FORD	Capitol	6

## VOCAL GROUPS

Position	Vocal Group	Label	1956
1	FOUR FRESHMEN	Capitol	1
2	HI-LOS	Columbia	6
3	FOUR LADS	Columbia	2
4	AMES BROTHERS	RCA Victor	5
5	FOUR ACES	Decca	3
6	McGUIRE SISTERS	Coral	4
7	PLATTERS	Mercury	7
8	EVERLY BROTHERS	Cadence	—
9	MILLS BROTHERS	Decca	8
10	DIAMONDS	Mercury	—

## MOST PROMISING FEMALE VOCALISTS

Position	Newer Female Vocalists	Label
1	DELLA REESE	Jubilee
2	JANE MORGAN	Kapp
3	JANIS HARPER	Prep
4	JODI SANDS	Chancellor
5	SUE RANEY	Capitol
6	BETTY JOHNSON	Bally
7	EILEEN ROGERS	Columbia
8	PATSY CLINE	Decca
9	TEDDI KING	RCA Victor
10	ANN LEONARDO	Capitol

## Nashville Gains As Disking Center

By REN GREVATT

NASHVILLE — This venerable stronghold of the country and western music business has opened its gates wider and wider in recent months to record men from all parts of the country to the point where it is now established as one



Roulette star, Jimmy Rodgers, is another young artist who hit the big time last year. His "Honeycomb" hit the No. 1 spot on the charts, and his latest recording, "Kisses Sweeter Than Wine," is another strong side. "Honeycomb" was a hot seller in the pop and c.&w. markets in addition to the r.&b.

of the major record making centers of the nation.

## Heavy Schedule

When the current year is over, for example, the Owen Bradley studio facilities here will have logged better than 350 separate record sessions for the year 1957. This figures to close to a session a day. Reliable estimates show that at least 200 sessions will have been conducted during the year in the RCA Victor studios, the other major cutting center in the city.

## Decca a Big Customer

Underscoring the importance of Nashville in the record picture is the fact that Victor will debut its brand-new studio facilities during WSM's annual country deejay elambake on Thursday (14). Further, Paul Cohen, country a.&r. chief of Decca Records, estimates that Nashville is now the number two disk center of the nation, second only to New York. Decca itself, with its heavy emphasis on country records (more than 100 c.&w. releases per year) is a prime customer for the Nashville studio facilities.

## Victor Production

Brad McCuen, Victor a.&r. exec, estimates that close to 25 per cent of Victor single records are made in Nashville. This compares with an estimated 55 per cent for New York and around 20 per cent for Hollywood. He added that all Victor country albums and about half

the label's sacred albums are produced here.

Ken Nelson, in charge of Capitol's country a.&r. department, here for sessions, said that although the great bulk of Capitol's recording work is done in its Hollywood studios, Nashville still figures prominently in its disking schedule. According to Nelson, Hollywood produces between 60 and 70 per cent of over-all singles, with Nashville accounting for perhaps 25 per cent. Number of singles cut in New York is limited to about 5 per cent, with those facilities primarily used for album work.

## Columbia, Mercury

Don Law, Columbia's country a.&r. head, said that the great bulk of his recording work was also done in Nashville, although no overall breakdown between the three centers was available for the label.

Meanwhile, Mercury, whose pop records have been the product of New York and Chicago studios and whose country disks have been cut mainly by Pappy Dayley in Texas, cut its first Nashville session just 10 days ago. This was a disking date for Nick Noble, who is strictly a pop ballad singer.

## A Good Sound

According to Art Talmadge, vice-president in charge of Mercury a.&r., "For certain things, we think we can get a sound out of Nashville we can't get elsewhere, and we're trying it out. We've already cut



Bobby Helms' first platter, "Frouloin," is still selling as well as his most recent side, "My Special Angel" has gained position on both c.&w. and pop charts. This rapid follow-up indicates that the country star has a pretty solid potential on disks. He made his network TV debut as a guest on the Ed Sullivan Show.

Nick Noble and very shortly we're taking Busty Draper and the Del Vikings to Nashville for sessions."

Tradesters now feel that Nashville offers not so much a different type of studio, but a different type of musician. "Many of those guys can't read a note down there, but man, how they fall in on a session. They can follow what you want



Decca artist, Warner Mack, had a strictly country hit with "Is It Wrong?" but it looks as if he will bridge the country and pop fields with "Rock-A-Chicks," his latest effort. A Nashville native, Warner began singing in church, broadened his career with a deejay stint at WVIM in Vicksburg.

like many better trained men can't possibly do," was the way one put it.

Another said that Nashville has developed as a recording center because facilities are too cluttered in New York and California. Besides, they say, everybody gets to using the same musicians at all the sessions and nobody gets a different sound. That's the charm of Nashville especially right now, they in-



Margie Rayburn is a girl with lots of experience and moderate success on various diskings. Her most recent, "I'm Available," looks to be the one that will do most for the thrush. She seems a strong bet to make the Best Seller category with this Liberty waxing.

dicare, although some fear was also voiced that sooner or later Nashville might develop the same problems. "Then the scene might change to Texas or New Mexico for all we know," one disk man added.



Janice Harper, one of the chicks who made it, had an impressive debut on Prep with "Bon Voyage." Prep looks for action on Janice's latest, "That's Why I Was Born" and "Moonlit Sea."



The Bobettes were among the new groups that clicked this year. "Mr. Lee" was the tune on the Atlantic label. The swinging, young group ranges in age from 14 to 16.



# FRED WARING

and  
the  
pennsylvanians

## "HI-FI HOLIDAY"

tour cities through Dec. 15, 1957

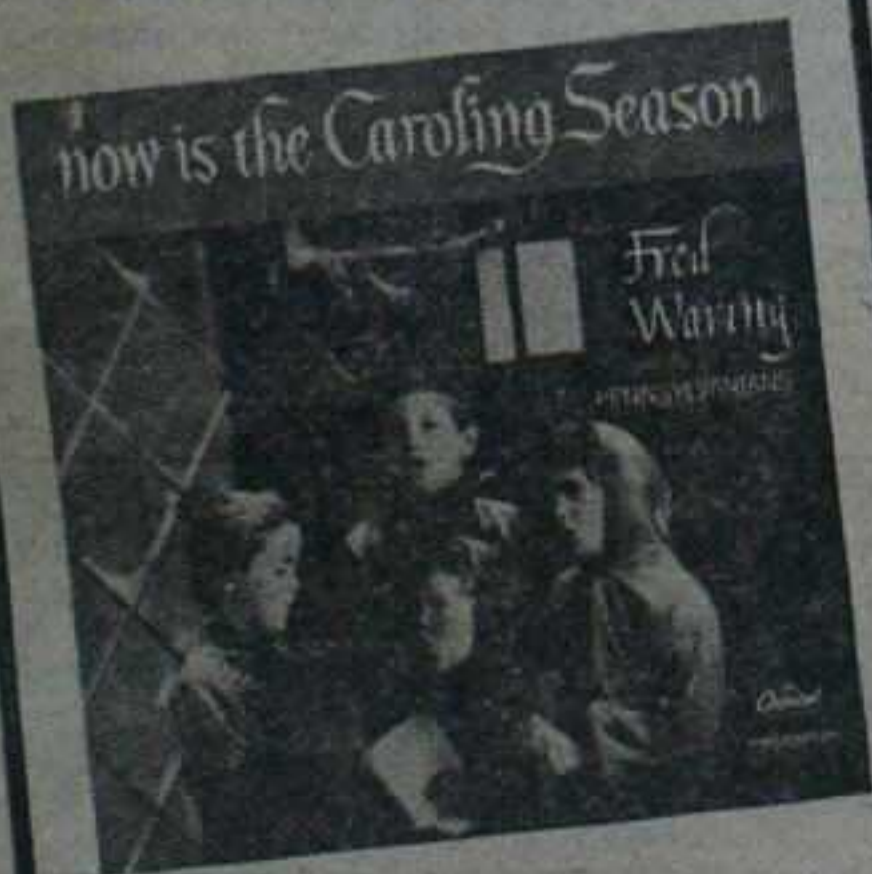
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Fred

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"NOW IS THE CAROLING SEASON"

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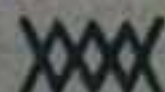
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- Seattle, Wash.
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- Eugene, Oregon
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- Berkeley, Calif.
- Fresno, Calif.

Coming to

- Nov. 12 Bakerfield, Calif.
- Nov. 13 San Bernardino, Calif.
- Nov. 14 Palm Springs, Calif.
- Nov. 15 Pasadena, Calif.
- Nov. 16 Los Angeles, Calif.
- Nov. 17 San Diego, Calif.
- Nov. 18 Tucson, Ariz.
- Nov. 19 Tucson, Ariz.
- Nov. 20 Phoenix, Ariz.
- Nov. 21 El Paso, Texas
- Nov. 22 Albuquerque, N. M.
- Nov. 23 Lubbock, Texas
- Nov. 24 Denver, Colo.
- Nov. 25 Pueblo, Colo.
- Nov. 26 Hays, Kansas
- Nov. 27 Oklahoma City, Okla.
- Nov. 28 Toxarkana, U.S.A.
- Nov. 29 Dallas, Texas
- Nov. 30 Houston, Texas
- Dec. 1 Elgin AFB, Fla.
- Dec. 2 Columbia, S. C.
- Dec. 3 Atlanta, Ga.
- Dec. 4 State College, Miss.
- Dec. 5 Tuscaloosa, Ala.
- Dec. 6 Florence, Ala.
- Dec. 7 Knoxville, Tenn.
- Dec. 8 Johnson City, Tenn.
- Dec. 9 Raleigh, N. C.
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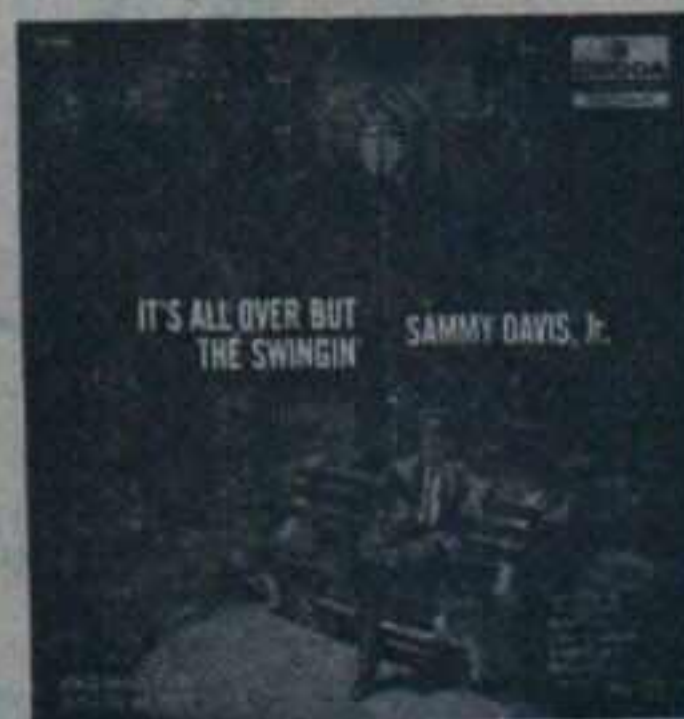
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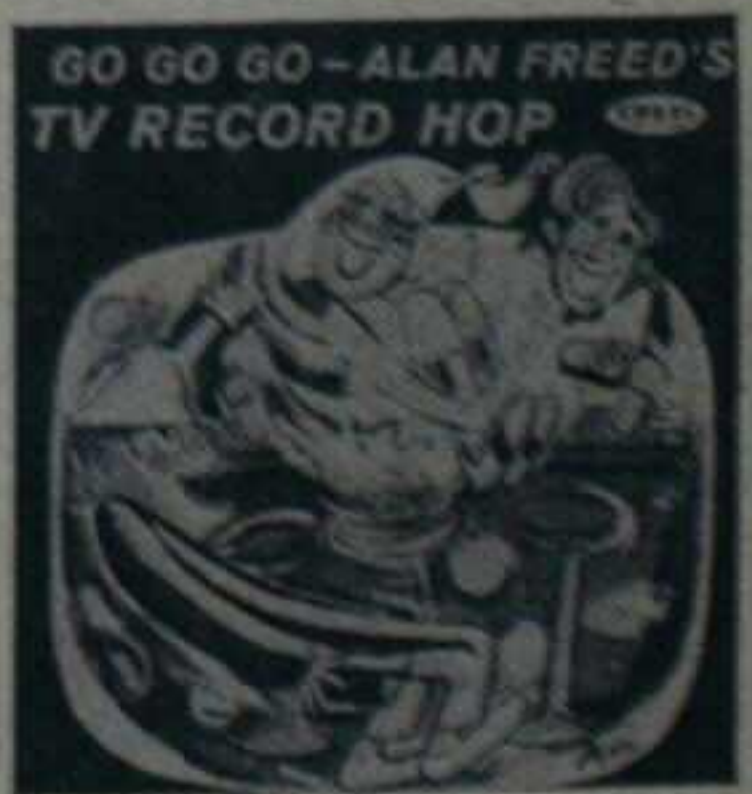
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(Coral #57119)

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"AROUND THE WORLD IN  
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(Coral #51741) B/W

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## MOST PROMISING MALE VOCALISTS

Position	Newer Male Vocalists	Label
1.....	JOHNNY MATHIS .....	Columbia
2.....	RUSS HAMILTON .....	Kapp
3.....	PAUL ANKA .....	ABC-Paramount
4.....	RICKY NELSON .....	Verve, Imperial
5.....	JIMMY RODGERS .....	Roulette
6.....	BUDDY KNOX .....	Roulette
7.....	BOBBY HELMS .....	Decca
8.....	TOMMY SANDS .....	Capitol
9.....	TONY PERKINS .....	RCA Victor
10.....	NICK TODD .....	Dol

## MOST PROMISING VOCAL GROUPS

Position	Singing Group	Label
1.....	AXIDENTALS .....	ABC-Paramount
2.....	HI-LO'S .....	Columbia
3.....	DEL VIKINGS .....	Dol, Mercury
4.....	CRICKETS .....	Brunswick
5.....	BOBBETTES .....	Alko
6.....	ANITA KERR SINGERS .....	Decca
7.....	FOUR PREPS .....	Capitol
8.....	KING SISTERS .....	Capitol
9.....	ROVER BOYS .....	RCA Victor
10.....	HAWKEYES .....	Capitol

## No Set Rules on Top 40

• Continued from page 30

tion now has to charge for the listing. This operation is an example of a station which was once a top programmer of rock and roll and pops. The headquarters in Newark, the station was competing with more than 20 others for its share of the metropolitan New York market. Reports are that the station has had a fabulous success with the six-month-old format.

The Right Decision  
Another station that decided to switch away from top-hit programming is WORL in Boston, a radio voice of long standing in that area.

Art Haley, an exec of the station, said: "It was getting so that all you heard on the air up here was 'Top 40,' 'Top 50,' 'Top 51,' 'Fantabulous 50,' etc. We decided to get out of the rat race, and our new programming theme has been great. We switched August 1 and already the first Pulse report shows we made the right decision."

WORL is operating on a block programming theory, with complete 15-minute segs given over to one artist—similar to the original Martin Block "Make Believe Ballroom" concept of 20 years ago, ex-

## SURVEY STATIC

• Continued from page 31

contests, paid-for charts, etc., make it increasingly difficult to determine just what the listener wants to hear and to get it. Unless a deejay is a record peddler these days, it's rough to get waxings from some manufacturers. Publishers realize this and many are shipping demos."

**GARBAGE CAN:** Marty Faye, WAAF, Chicago, explains that his show is called "Marty's Morgue" because he "buries most of the Top 40 garbage, verbally and musically." This, says Marty, is a sincere effort on his part to show the public what trash is being recorded today in general.

**NUMBERS RACKET:** "Our operation is based," writes Perry Allen, KTLN, Denver, "primarily on the premise that the 'upcoming favorites' (???) will be especially impact laden. We've eliminated the numbers racket routine and have concentrated on an attempt to pick what will be big. Of course, any pre-release info from distributors, etc., is a tremendous asset to us."

**STRONG FEELINGS:** Alan Dary, WBZ, Boston, points out that publishers, cleffers, and distributors often depend on a jockey's word before investing promotion money in a side. For that reason, Dary says he always tries to give them an honest answer. "On the other hand," says Dary, "there are many jockeys who get a phone call from the publisher and say 'It's a smash in Boston.' There are others who, for personal recognition, will spend half a day in Western Union sending wires to publishers telling them how great their record is going to be in their hometown. To me, this whole routine is for the birds. This is not meant to be a horn-blowing editorial but I feel most strongly on this subject."

**AVOIDS PRESSURE:** To build an effective record show, Buck Matthews, WJR, Detroit, programs from requests "plus filling the empty corners with poetry and idiocy." He says he absolutely avoids industry pressure. "If I don't like it, it doesn't get on the air, period," avers Matthews.

**SO WHERE'S THE RECORDS?** "I have no complaint against any record companies or reps except one," complains Ed Kobak, WBBQ, Augusta, Ga. "We never get Mercury albums, no matter how hard we scream. So the result is they don't get played. I feel if the record companies don't think enough

cept that at WORL an attempt is made to include in each seg an artist's past, present and future hits. Almost no rock and roll talent is used, with much emphasis being put on Glenn Miller, Benny Goodman and other bands as well as vocalists like Sinatra, Cole, Peggy Lee, etc. The fourth quarter hour of each hour includes "10 minutes on the variety bandstand," which offers a smattering of new releases or disks by artists who do not have enough disks on the market to make up a 15-minute seg.

In the case of WNEW dropping its numerical Saturday morning hit listing on its "Make Believe Ballroom" show, the explanation for the switch was that the station wished to leave more room for originality and imagination on the part of jocks in programming. On the other hand, many stations who prefer to keep programming control at the top, take programming responsibility out of a jockey's hands by insisting on a strict top-hit programming policy.

Jockeys replying to The Billboard survey were widely split on the advisability of "Top 40" type programming. Marty Faye, of WAAF, Chicago, for example, says, "My show is called Marty's Morgue. I bury most of the top 40 garbage, verbally and musically.

of their artists or tunes to send us copies, then we don't play them because we are not going out to the record stores and buy them. For example, there are two at the top right now, "Diana" and "Mr. Lee"—way up on top. We never got them, so they aren't played."

**CLOSE CONTACT:** Bill Jenkins, KAFY, Bakersfield, Calif., uses his own Top 40 survey in programming. This list, Jenkins adds, is devoid of rock and hillbilly things so prevalent on the charts nowadays. Still, his station claims the greatest teenage audience in the area, in addition to adult listeners. "Being so near LA," Jenkins points out, "the most beneficial thing in my programming is actual contact with the artists, distributors and record companies. I am happy with my relationships with them and many have become close friends. These friendships enable me to be well versed in what's happening in the business and, in addition, I have been able to present many exclusives and premieres."

"I'm very disappointed," says Jerry Sanders, WMBO, Auburn, N. Y., "with the pros who have

conceded victory to the rock 'n' roll-age group. Examples: Doris Day, Jo Stafford, Karen Chandler, etc."

**WANTS TIME:** Don Caldwell, WHLL, Wheeling, W. Va., wants companies to indicate the playing time on all singles, EP's and albums. Don maintains he hasn't time to clock them himself. "If the time isn't indicated, I sometimes won't play it and take a chance on running over," he says.

John Clement, WKLV, Blackstone, Va., sees his audience tastes in a transition period. His is a rural-area station which has seen a change from country and hillbilly music into pop and r.&b. Despite their rural locale, Clement says, theirs is a lively and healthy market. "It wouldn't hurt," he says, "for travelling artists to look into guesting the d.j.'s and help speed up the transition they are going thru."

**THOUGHT FOR TODAY:** "It might help many jocks," suggests R. H. Verdon, KFBC, Cheyenne, Wyo., to know under what circumstances a record was born—a bit of background on the initial idea, what prompted the composer to think of the tune, how the artist was chosen to cut it, etc. This would be a radical departure from the cut-and-dried material used by many d.j.'s to intro records. Just a thought."

## TV Spinners Strong on Net

• Continued from page 30

Miss, Jerry Haymes, WFAA-TV, Dallas; Jerry Baum, WFIE-TV, Evansville, Ind.; Gene McGehee, WXEX-TV, Richmond, Va.; Max Moratch, KKTU, Colorado Springs, Colo., and KPRC, Houston.

Most of the successful TV deejay shows across the country spotlight teenagers dancing to current wax releases, plus a variety of special gimmicks, aimed at increasing the shows' visual appeal. Roy Lamont, WRAV-TV, Richmond, Va., for instance, recently borrowed a set of color transparencies (featuring Roulette's new fall album covers) from the label for screening on his daily afternoon show, while he played selections from the new Roulette packages.

A rarity in the TV deejay field is Bill Kelso's "Getting Friendly" show over KERP, El Paso, Tex. In contrast to the prevalent rock and roll format theme, Kelso plays classical and semi-classical disks from a den-set equipped with a hi-fi set and other upper-brow musical trimmings.

I make a sincere effort to show the public what trash is being recorded today."

Perry Allen, of KTLN, Denver, says, "Upcoming favorites are especially impact laden, especially in a market where we have five 'current topper' stations. We've eliminated the 'numbers racket' routine and concentrated on our attempt to pick what will be big."

On the other hand, Al Meltzer, of WHEN, Syracuse, offers the advice to "decide on the age of your audience and hit it hard. The kids like lists, adults don't."

## No Clear Trend

According to all current data available, there is no particularly clear trend to be seen in the direction of programming practice. There is likely to be a considerable amount of both "Top 40" types and others, depending on individual market conditions, existing competition and particularly on the ratio of over-all sales to consumers of albums vs. singles. It can be noted that over the past several years as the level of album sales has increased, so has the level of station non-top singles programming. If this trend continues in favor of increased packaged goods sales, traders opine that the ratio of station programming will follow the same general pattern.

Among the key TV deejay shows aimed at teenage audiences are "Ted Steele's Bandstand," WOR-TV, New York; Herb Sheldon's "Studio Party," WABD, New York; "Al Jarvis Show," KABC-TV, Los Angeles; Ed McKenzie's "Saturday Party," WXYZ-TV, Detroit; Bob Maxwell, WWJ-TV, Detroit, and Gil Newsome, KWK-TV, St. Louis.

Other TV deejay shows—most of them aimed at teenagers—include the following: Betty Whitt's "Platter Chatter," WMSL-TV, Decatur, Ala.; John Dixon's "Dixon on Disk," WALA-TV, Mobile, Ala.; Steve Stephens' "Dance Party," KTHV, Little Rock; Dick Crest's "Rock 'n' Rally," KPIX, San Francisco; Wally Phillips' "Bandstand Matinee," WGN-TV, Chicago; Bernie Johnson, WICS, Springfield, Mo.; Jess Cain's "Club 16," WNDU-TV, South Bend, Ind.; Dick Green and Gary Thompson, "Seventeen," WOI-TV, Ames, Ia.; Jim Dunbar and John MacCormack's "Saturday Session," New Orleans; "Dance Party," CKLW-TV, Detroit; Chuck Lelpham's "Club 15," WPBN-TV, Travers City, Mich.; Roy Nilsen's "Tune on Trial," Mack Millar Show WCBI-TV, Columbus, Miss.; Jerry Grisham's "Melody Club," WMSO-TV, Missoula, Mont.; "Sight and Sound," KMTV, Omaha; Jo Franklin's "Memory Lane," WABC-TV, New York; Lauren Haackel's "Platter Palace," KBMB-TV, Bismarck, N. D.; "Pantomime Hit Parade," WCPO-TV, Cincinnati; Paul Dixon Show, WLW-TV, Cincinnati; Bob Braun Show, WLW-TV, Cincinnati; "Bandstand," WEWS, Cleveland; George Wilson's "Nine Teen Time," WSTV, Steubenville, O.; "High Time," KPTV, Portland, Ore.; "The Specs Show," WIS-TV, Columbia, S. C.; Don Ferguson's "Jump Town," WSPA-TV, Spartanburg, S. C.; Jill MacLean's "Teen Town," WJHL-TV, Johnson City, Tenn.; Dewey Phillip's "Pop Shop," WHBQ-TV, Memphis; "Saturday Jamboree," WBAP-TV, Fort Worth; Ted Nabors' "Sound-track," KTRK-TV, Houston; "Teen Platter Party," KENS-TV, San Antonio, Tex.; Fran Bradley Show, WTOV-TV, Norfolk, Va.; Roy Lamont's "Teen-Age Party," WRVA-TV, Richmond, Va.; Don Moyer's "Juke Box Dance Party," WOAY-TV, Oak Hill, W. Va.; Bob Southard's "Studio Hop," WFRV-TV, Green Bay, Wis.



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smash albums!

Rockin'  
Frankie Laine and the Four Lads  
Jazz Spectacular  
Command Performance  
A Musical Portrait  
of New Orleans

**WINNER ON**

**COLUMBIA**

**RECORDS**

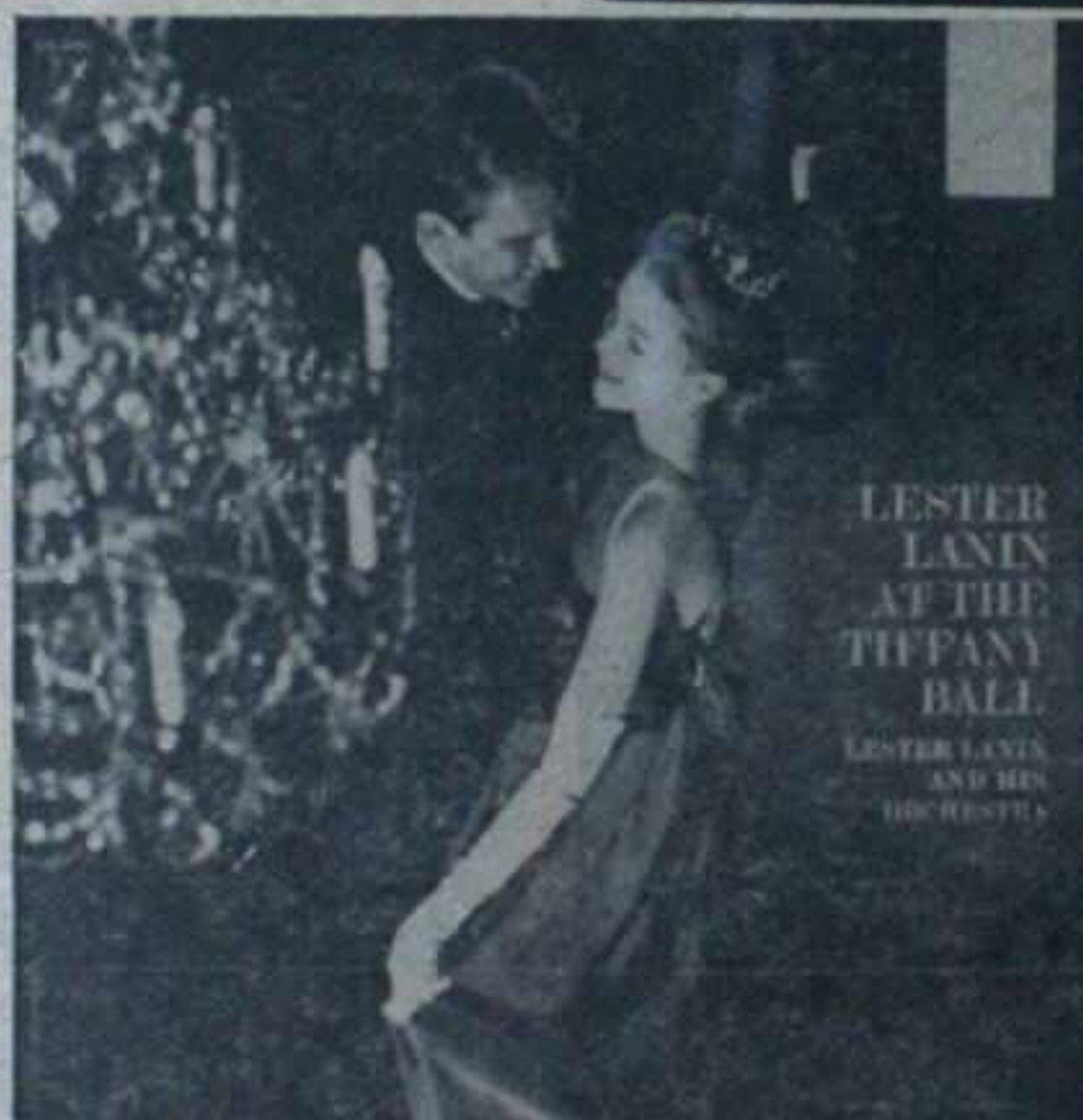
# LESTER LANIN

Dear DJs, PDs, and Librarians

*I am deeply grateful to you  
for making 1957 a real  
"record" year for us  
Lester*

*P.S. Please write me at  
1776 Broadway, New York City  
for a copy of our new album  
"Lester Lanin at the Tiffany Ball"  
if you have not already received  
one from Epic. I would be  
most happy to rush the album  
to you with many thanks  
for your kind interest  
L.L.*

**NEW!**



LESTER LANIN  
AT THE  
TIFFANY  
BALL  
LESTER LANIN  
AND HIS  
ORCHESTRAS

Including: South Pacific Medley—SOME ENCHANTED EVENING, BLOODY MARY, HONEY BUN, YOUNGER THAN SPRINGTIME, I'M GONNA WASH THAT MAN RIGHT OUTA MY HAIR; Unlabeled Medley—PEOPLE WILL SAY WE'RE IN LOVE; OH, WHAT A BEAUTIFUL MORNING; THE SURREY WITH THE FRINGE ON THE TOP; Kiss Me Kate Medley—ALWAYS TRUE TO YOU IN MY FASHION, SO IN LOVE, TOO DARN HOT; King and I Medley—SHALL WE DANCE, GETTING TO KNOW YOU, HELLO, YOUNG LOVERS; New Girl in Town Medley—SUNSHINE GIRL, IT'S GOOD TO BE ALIVE; Pal Joey Medley—I COULD WRITE A BOOK, BEWITCHED; Carousel Medley—JUNE IS BUSTIN' OUT ALL OVER, IF I LOVED YOU; Snow Boat Medley—WHY DO I LOVE YOU, MAKE BELIEVE, OL' MAN RIVER, and SMOKE GETS IN YOUR EYES, WHO? I WON'T DANCE, JUST IN TIME, IN THE STILL OF THE NIGHT, TWELFTH STREET RAG, DIE SCHOENBRUNNER, APRIL IN PORTUGAL; THE WANG, WANG BLUES; DIXIE, BUCKLE DOWN WIRSOCKI, MY HEART BELONGS TO DADDY, ALL OF YOU, OLD DEVIL MOON, TOREADOR SONG, ORCHIDS IN THE MOONLIGHT, ST. LOUIS BLUES, THE MUSIC GOES 'ROUND AND 'ROUND, RHODE ISLAND IS FAMOUS FOR YOU, WAY DOWN YONDER IN NEW ORLEANS.

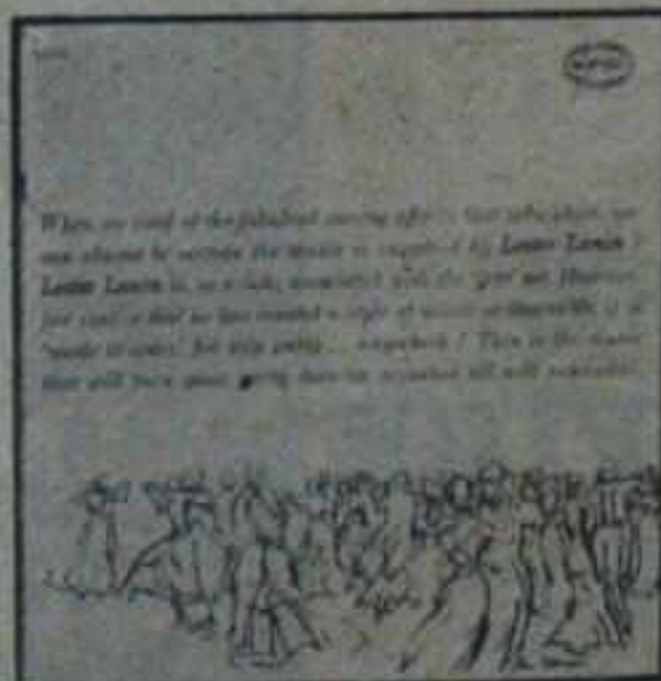
**JUST  
RELEASED!**

## LESTER LANIN AT THE TIFFANY BALL

EPIC LONG PLAY  
LN-3410



**DANCE TO THE  
MUSIC OF LESTER LANIN**  
EPIC LONG PLAY  
LN-3340  
Epic Extended Plays:  
EG 7184—Volume 1  
EG 7185—Volume 2  
(includes  
"My Fair Lady"  
medley)



LESTER  
LANIN  
EPIC  
LONG  
PLAY  
LN-3232

**Exclusively  
on . . .**



Direction: **LESTER LANIN ORCHESTRAS**  
1776 Broadway, New York, N. Y.  
Tel.: COLUMBUS 5-5208

# A STAR IS SWINGING

LATEST MOVIE:  
Coming—  
**"TUBIES  
MONUMENT"**  
Columbia Pictures

TELEVISION:  
Appearing—  
**THE STEVE ALLEN SHOW**  
December 8th  
**THE PATRICE MUNSEL  
SHOW**  
January 3rd

*Thanks DJs  
you've been  
wonderful  
Sal*



# SAL MINEO

LATEST HIT SINGLE:  
**THE WORDS THAT  
I WHISPER**  
b/w  
**PARTY TIME**  
Epic 9246

HIT ALBUM:  
Coming Soon—  
**SAL**  
Epic Long Play LN-3405

Exclusively  
**DIRECTION:**  
New York:  
Baum-Newborn  
Beverly Hills:  
Goldstone-Tobias



THE BILLBOARD  
TENTH ANNUAL  
DISK JOCKEY POLL

TRADE  
ASPECTS  
SECTION

A PORTRAIT of America's disk jockey on the job with respect to sponsors, handling of commercials, programming and his own activities in the show business field.

● OTHER RESPONSIBILITIES

Do you have responsibilities at your station other than the conduct of recorded music shows?

Yes.....56%      No.....14%  
(an increase of 4% over last year)

● JOCKEY OUTSIDE ACTIVITIES

Are you active in other phases of showbusiness outside your station responsibilities?

1956		1957
32%	Professional Performer.....	28%
21%	Personal Appearance Promoter.....	23%
13%	Songwriter.....	12%
10%	Artist Management.....	7%
3%	Retail Music-Record Store.....	3%
1%	Music Publisher.....	2%
1%	Juke Box Operator.....	0%
19%	Other.....	25%

● DISK JOCKEY "ON THE AIR" TIME

How many hours a week are you on the air as a disk jockey?

1956: 22 hours      1957: 23.4  
(an increase of 6 per cent since last year)

● JOCKEY PROGRAMMING SELECTIONS

Who selects the records played on your shows?

1956		1957
90.9%	I Do Myself.....	89%
2.8%	Librarian.....	3%
1.0%	My Assistant.....	1%
1.3%	Program Manager.....	7%

● MORE RECORDED MUSIC ON THE AIR

Please estimate the number of different record sides you actually play on record shows in a week.

1956		1957
228.7	Average total number of sides played per week.....	263.5
39.2	Average total number of new release sides played per week..	28.8

How many selections do you play on the average 15-minute segment?

1956: 4.1      1957: 3.8

● COMMERCIALS

How many commercials do you give in an average 15-minute segment?

1956: 3.2      1957: 3.5

● LOCAL VS. NATIONAL SPONSORSHIP

Please breakdown your sponsors... Use number of sponsors in each.

1956		1957
14.5	National.....	13.0
48.8	Regional & Local.....	41.2

● COMMERCIALS

Who writes the advertising copy for your shows?

(Top item weighted 100. Others weighted in relation to it.)

1956		1957
100	Station Personnel.....	100
66	I Ad Lib From Notes.....	50
48	Ad Agency.....	64
25	I Write It Myself.....	35

● TRANSCRIBED COMMERCIALS

What per cent of commercials are transcribed announcements?

1956: 22.3%      1957: 30.4%

● ALBUMS ON THE AIR

Are any of your record shows devoted to special album material?

Yes.....77%      No.....23%

(an increase of 17% since last year)

What kind of special albums?

1956		1957
100	Background and Mood Music..... (Includes Dance Music)	97
100	Movie & Show.....	100
75	Jazz.....	74
28	Classical.....	20
6	Children's Records.....	0
-	Country & Western.....	3
-	Rhythm & Blues.....	3

Are you programming more of this kind of material than you did last year?

Yes.....78.9%      No.....21.1%  
(an increase of 7.9% since last year)

● SOURCES OF ALBUM MATERIAL

How does album material reach your station?

1956		1957
34%	Manufacturer Subscriber Service.....	41%
29%	Purchased by Station.....	32%
11%	Purchased by Jockey.....	18%
26%	Other..... (including gratis from mfrs. or distributors)	11%

● BEST PROGRAMMING FORMAT

From your experience what format builds the most effective record shows?

(Most effective rated 100. Others weighted in relation to it.)

1956		1957
100	From Best Seller or Most Played Lists.....	100
76	Audience Polls or Requests.....	53
	Programming From Reviews of New Releases	
53	Picking Tomorrow's Hits.....	51
32	Programming by Artists.....	61
34	Other.....	24

*My Sincere  
 appreciation for all  
 you've done for me*

*Pat*



Current record release

**APRIL LOVE**

b/w

**WHEN THE SWALLOWS COME  
 BACK TO CAPISTRANO**

#15660

Current LP Album

**APRIL LOVE**

Original Cast Album—DLP-9000

Motion Picture

**APRIL LOVE**

World Premiere November 12th,  
 Roxy Theatre, New York

National release: November 20th

Bookings



Personal Management

**RANDY WOOD-JACK SPINA**

Agency

6 W. 57th St., New York 19, N. Y.

Exclusively

*Dot* RECORDS

Television

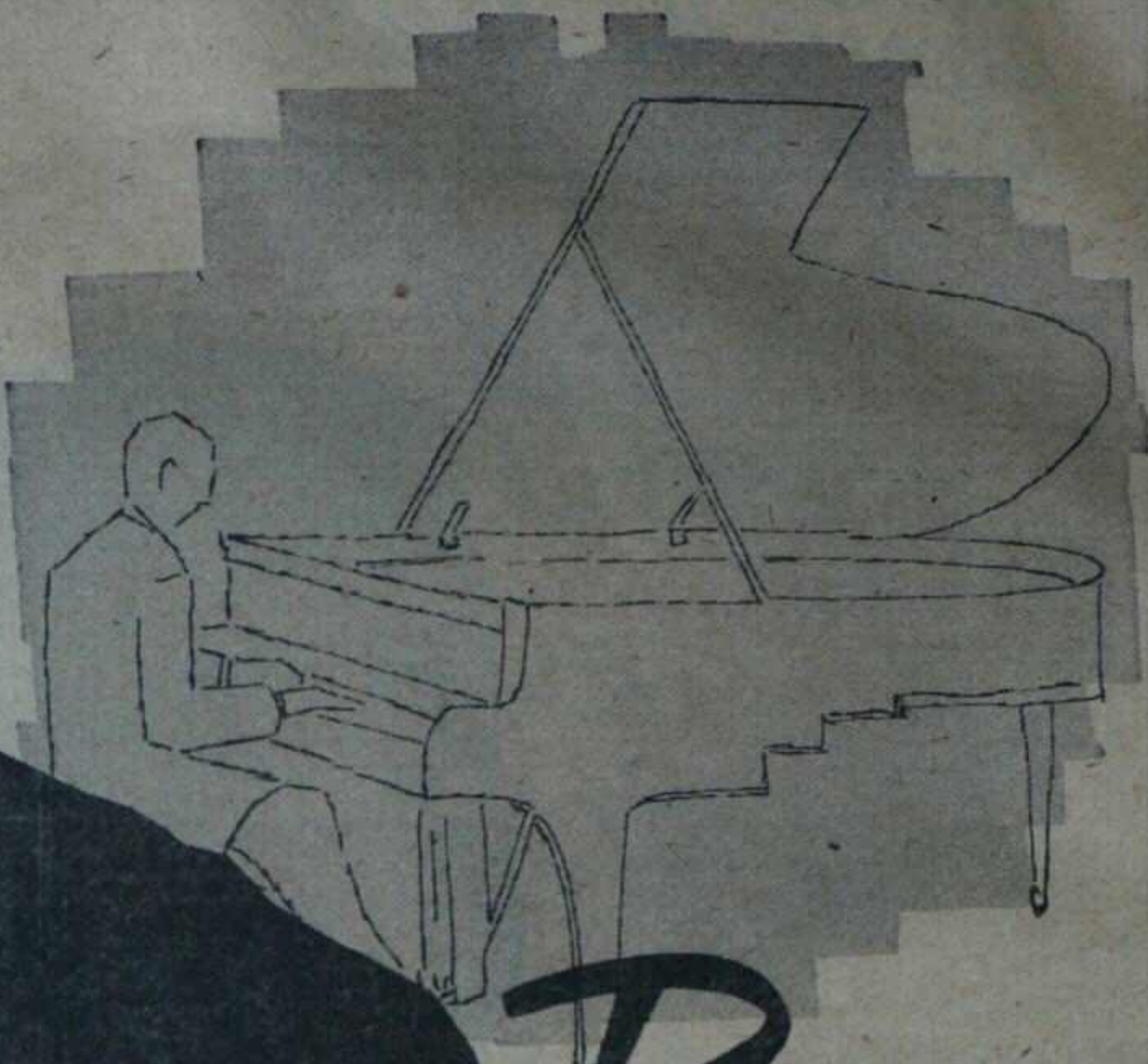
**THE PAT BOONE SHOW**

ABC Network,  
 9:00-9:30 p.m. every Thursday

Press release

Foladare-Greer & Associates  
 1741 No. Ivar Avenue  
 Hollywood 28, California

*America's #1 Pianist*



*Roger*

# WILLIAMS

*Thanks DJs for your fabulous reception to  
my latest single*

# TILL

KAPP 197

*You're making this my greatest year!*  
*Roger*

exclusively



personal management:  
STAN GREESON

direction:  
MCA





THANKS,

*Eddie Fisher*



**RCA VICTOR**  
TRADE MARK  
RADIO CORPORATION OF AMERICA



1957  
DISK JOCKEY  
POLL

STATION  
MANAGEMENT  
SECTION

IN THE following columns, radio station management tells its story with regard to programming practices, disk jockeys and their use of records.

• WATTAGE BREAKDOWN OF REPLYING STATIONS

What is your station's power?

WATTS	PER CENT	WATTS	PER CENT
250	39.4%	5,000	21.2%
500	6.4%	10,000	4.0%
1,000	23.5%	Other	4.9%

• TOTAL BROADCAST TIME

What is the total number of hours you are on the air each week?

Average: 107.8 hours per week per station.

• TYPES OF PROGRAMMING

What proportion of your total weekly broadcast time is devoted to the following types of programming?

Record Shows.....	69.1%	Station Produced Live Shows..	3.5%
Network Shows.....	6.1%	Syndicated Transcribed Shows..	3.0%
News, Weather.....	11.9%	Local Sports.....	1.3%
All Others.....	5.1%		

• RECORD SHOWS

Compared to last year, is the amount of time devoted to record show more, less or about the same?

More .....	34.8%	Less .....	4.5%
Same .....	60.7%		

• NEW RECORDS RECEIVED

Approximately how many new records (regardless of source) does your station receive each week?

Albums .....	5.7%	Pop Singles .....	35.3%
Album Samples .....	2.0%	C&W Singles .....	13.1%
EP Records .....	3.9%	R&B Singles .....	16.8%

• TYPES OF RECORDS PROGRAMMED

Of your weekly record shows, what percentage of your time is devoted to each of the following types of record shows?

Current Pop Singles .....	37%	Classical Albums .....	9%
Standard Pop Singles .....	19%	Jazz Albums .....	4%
C&W Singles .....	13%	Religious & Sacred (Singles or Albums) .....	4%
R&B Singles .....	9%	Children .....	1%
Pop Albums .....	13%		

• ANNUAL INVESTMENT IN RECORDS

What is your approximate annual dollar appropriation for records?

Albums .....	\$309.27	Singles .....	\$299.01
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• RECORD COMPANY SUBSCRIPTION SERVICES

Do you subscribe to any of the package services for stations offered by record manufacturers?

Yes .....	67.3	No .....	32.5%
-----------	------	----------	-------

Stations indicated they subscribe to record services offered by these companies (figures indicate per cent of total mentions).

RCA Victor .....	22.6%	Coral .....	3.6%
Capitol .....	18.3%	Epic .....	2.3%
Columbia .....	18.1%	Angel .....	1.4%
Decca .....	13.9%	Dot .....	1.4%
Mercury .....	6.3%	Liberty .....	1.3%
M.C.M. ....	5.8%	Camden .....	.4%
London .....	4.1%	Swan .....	.2%

• MANAGEMENT CONTROL OF MUSIC PROGRAMMING

Jockeys have complete freedom in programming.....	17.2%
Management sets forth basic rules by which jockeys are guided.....	65.2%
Jockey selections approved by management prior to broadcast.....	5.5%
Management does all programming.....	11.9%

• OUTSIDE HELP IN PROGRAMMING

If you do exercise complete or partial control of programming, what are your two most important sources of help in selecting records? (Figures show per cent of total mentions.)

Listeners' requests .....	22.0%
Trade paper charts and editorial features.....	35.3%
Direct mail, free records or other promotional material from manufacturers, publishers, distributors, etc.....	4.3%
Your own personal opinions.....	20.0%
Local newspaper advertisements.....	1.9%
Local information from dealers.....	14.9%
Information from juke box operators.....	1.4%

• NATIONAL VS. LOCAL SPONSORSHIP

Please indicate in rough percentage, local vs. national sponsorship of the following types of shows:

25.4% .....	Record Shows .....	74.8%
30.0% .....	News and Weather .....	70.0%
30.1% .....	Local Live .....	69.9%
40.2% .....	Local Sports .....	59.8%
59.1% .....	Syndicated .....	40.9%

• GROSS BILLINGS

Since last year, are your over-all gross billings up or down in the following categories?

RECORD SHOWS

91.6% of all replies showed an increase averaging 29.2%

ALL OTHER SHOWS

87.3% of all replies showed an increase averaging 25.0%

• PUBLIC OPINION AND ITS EFFECT ON ROCK AND ROLL

At any time, have you altered your programming toward more or less rock and roll material because of local public opinion?

Yes .....	48.1%	No .....	51.5%
-----------	-------	----------	-------



**Thanks  
again  
and  
again  
and  
again**

Current Best Selling Albums

**Old Rockin' Ern**

**Tenn. Ernie Ford Hymns**

**Tenn. Ernie Ford Spirituals**

Press Relations  
Freeman and Wick Co.

Personal Management  
Cliffie Stone

Direction  
M.C.A.

# *the* BOBBETTES



# *mean* BUSINESS

Current Best Seller

**MR. LEE**

b/w

**LOOK AT THE STARS**

Atlantic #1144

Personal Management:

**James A. Dailey**

1288 Madison Ave.

New York, New York

exclusively  
**ATLANTIC**  
records

*Thanks  
DJ's for all  
these spins*

Man...  
 where  
 would  
 I  
 be  
 without  
your  
 help??

*Gratefully,*  
**Tommy  
 Sands**

Current Hits  
 "MAN LIKE WOW"  
 "SWINGIN' ROMANCE"



Press Relations  
 Freeman and Wick Co.

Personal Manager  
 Ted Wick  
 6606 Sunset Boulevard  
 Hollywood 28, Calif.

Direction  
 M.C.A.

**Thank you, Record Dealers,  
for your enthusiastic reception  
to AUDITION!!**

November 1957  
15 cents

**AUDITION**  
THE MONTHLY MUSICAL SHOPPING GUIDE

Shelly Manne & his Friends  
modern jazz performances  
of songs  
from MY  
FAIR  
LADY

**First Issue:  
40,000 copies printed  
for consumer  
distribution via  
record dealers.  
COMPLETELY  
SOLD OUT!!**

AUDITION 950  
2160 Patterson Street  
Cincinnati 22, Ohio

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"/> 20.....	\$2.00.....	\$1.00
<input type="checkbox"/> 40.....	\$3.60.....	\$2.40
<input type="checkbox"/> 80.....	\$6.40.....	\$5.60
<input type="checkbox"/> 100.....	\$7.50.....	\$7.50

\_\_\_\_ Copies... @7.5c each.... 7.5c on ea. copy  
(enter quantity)

SIGNED \_\_\_\_\_

STORE NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

ENTER YOUR ORDER NOW FOR THE NEXT ISSUE OF AUDITION. IT WILL BE SHIPPED NOV. 25TH IN TIME TO HELP YOU BOOST YOUR CHRISTMAS SALES HIGHER THAN EVER

*Hi Fellows!*

**Gratefully  
acknowledging  
your contributions  
to my  
record success—**

**Sincerely,**

*Bill Doggett*



# BILL DOGGETT

Latest Hit Single:

**SOFT**

b/w

**HOT GINGER**

King 5080

Latest Hit Album:

**SALUTE TO  
ELLINGTON**

King Long Play KGO 395-533

Exclusively

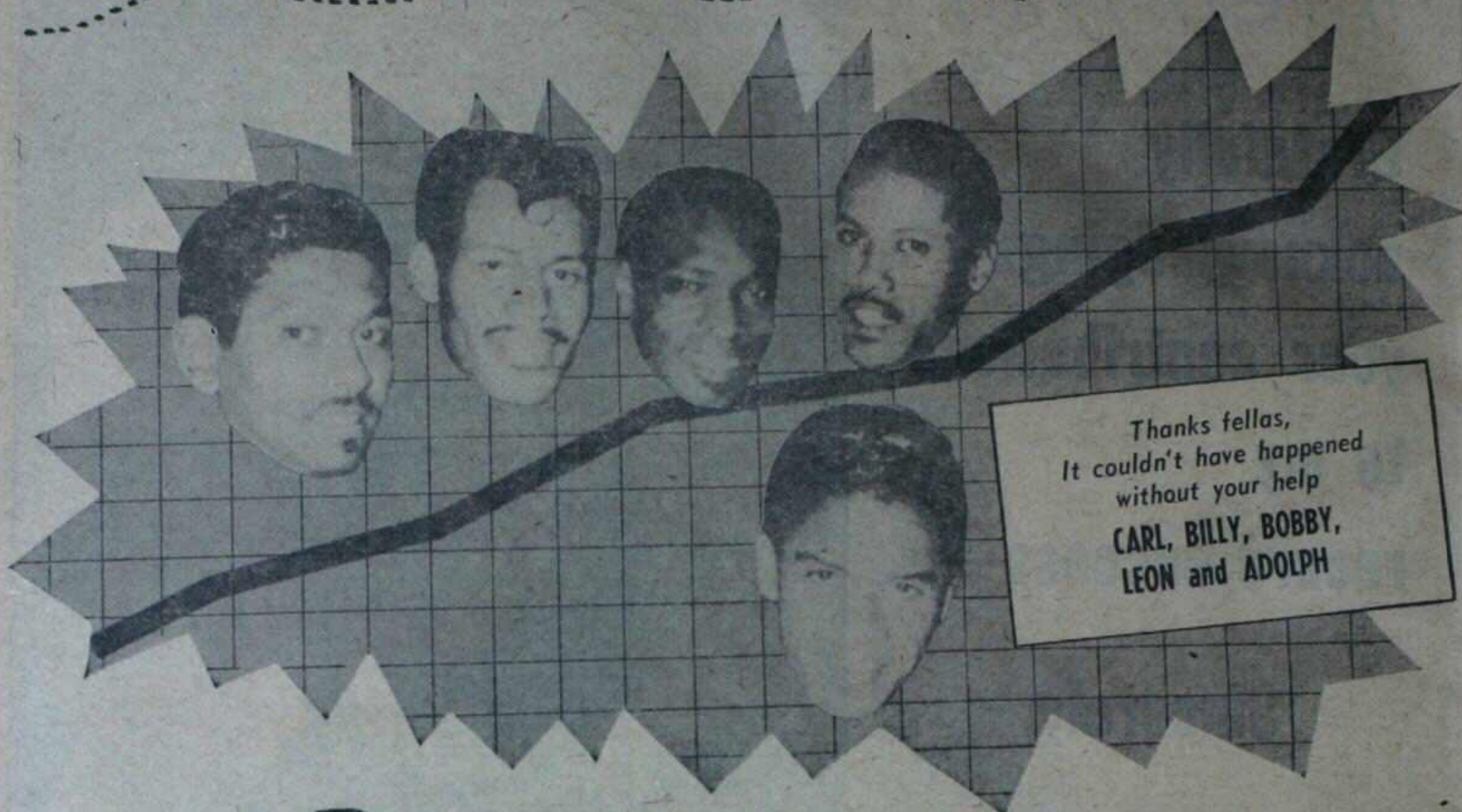


Direction:

**SHAW ARTISTS CORPORATION**

Publishing Firm:  
**LYNBETH MUSIC CO.**

# Rockin' the Charts



Thanks fellas,  
It couldn't have happened  
without your help  
CARL, BILLY, BOBBY,  
LEON and ADOLPH

## and Rollin' up the Hits

# THE Coasters

JUST  
RELEASED—



"The  
Coasters"

ATCO LP  
#33-101



CURRENT RELEASE:

"SWEET GEORGIA BROWN"

b/w

"WHAT IS THE SECRET OF YOUR SUCCESS?"

ATCO #6104

STILL GOING STRONG!

"IDOL WITH THE  
GOLDEN HEAD"

ATCO #6098

A ROCK & ROLL STANDARD THAT  
JUST WON'T QUIT!

"SEARCHIN'"

ATCO #6087

Exclusively

**ATCO RECORDS**

Booking Agency:

**MILTON DEUTSCH AGENCY**

200 West 57th St., N. Y. C. 93-04 Sunset Blvd., Hollywood

Personal Management:

**LESTER SILL**



*The Spotlight  
is on*

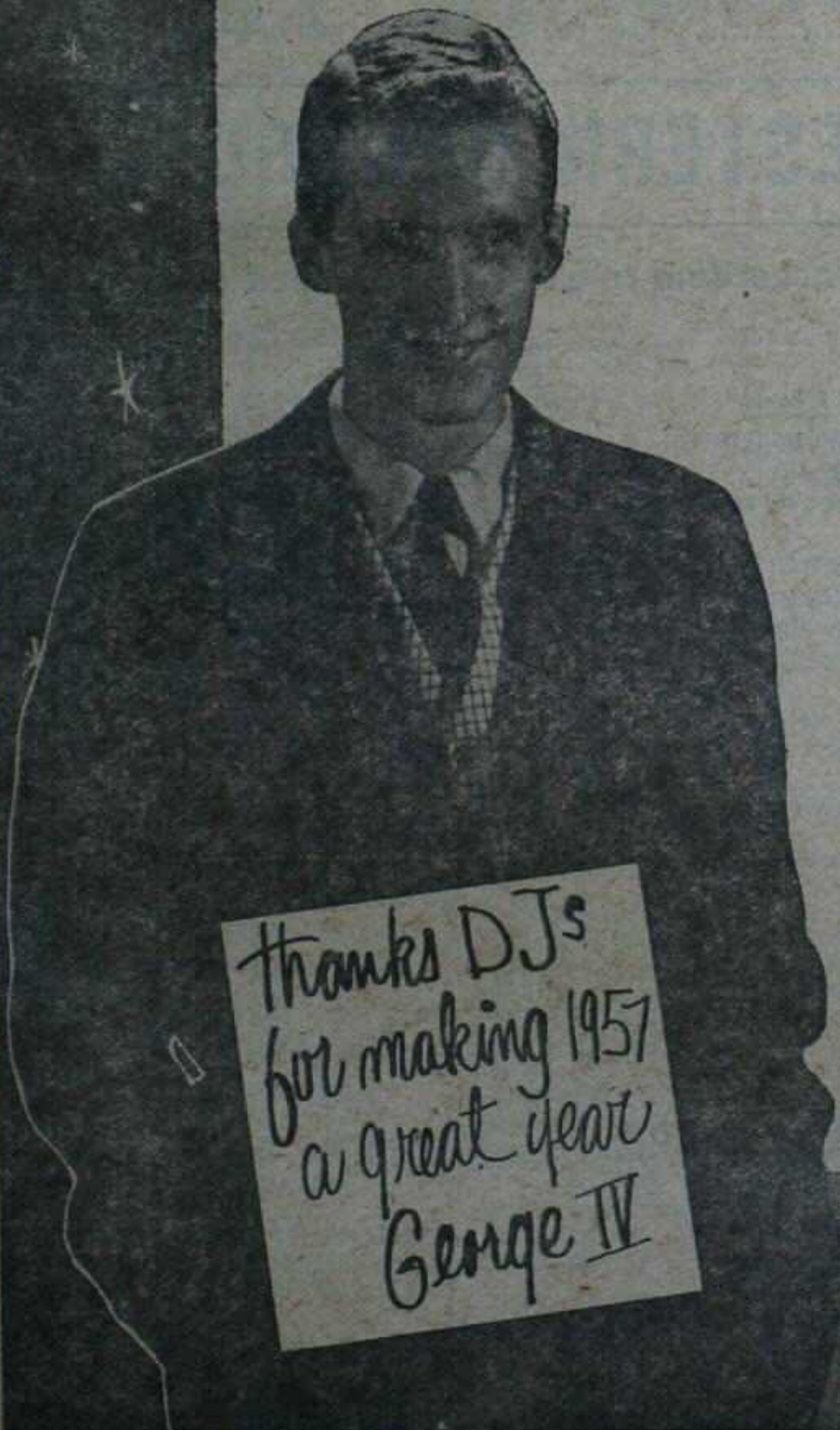
# GEORGE HAMILTON IV

## WHY DON'T THEY UNDERSTAND

b/w

## EVEN THO'

ABC-Paramount 9862



*Thanks DJs  
for making 1957  
a great year  
George IV*

● **Review Spotlight on...**

GEORGE HAMILTON, IV... ABC-Paramount 9862.....  
WHY DON'T THEY UNDERSTAND

Hollis, BMI

EVEN THO'..... Acuff-Rose, BMI

This is by far the strongest disk by the artist recently. "Why" is a very pretty melody, and Hamilton reads it lightly against excellent guitar and string backing. The fine vocal slant can go well with teens. "Even Tho'" is a rockabilly which is also nicely delivered and backed.

The Billboard  
November 4, 1957

Cash Box says--11/9/57--

"Watch this sleeper. It's got a sound the kids will want."

Variety--10/30/57--

"Sets up an appealing country feeling that will once again win over this youngster's fan contingent."

Seen on CBS-TV Network's  
"THE JIMMY DEAN SHOW"

PERSONAL MANAGEMENT:  
CONNIE B. GAY  
Box 426, Arlington, Va.

DIRECTION:  
GAC

EXCLUSIVELY



# TOP POPULAR RECORDS

## ... according to Best Sellers in Stores

A recapitulation of The Billboard's Best Sellers in Stores chart for the period August 5 thru October, 1957. Points were given to determine positions in accordance with the total amount of sales the record received during the period.

Position & Record	Artist & Label
1. TAMMY	Debbie Reynolds, Coral
2. DIANA	Paul Anka, ABC-Paramount
3. WAKE UP LITTLE SUSIE	Everly Brothers, Cadence
4. JAILHOUSE ROCK	Elvis Presley, Victor
5. HONEYCOMB	Jimmie Rodgers, Roulette
6. THAT'LL BE THE DAY	Crickets, Brunswick
7. WHOLE LOTTA SHAKIN' GOIN' ON	Jerry Lee Lewis, Sun
8. TEDDY BEAR	Elvis Presley, Victor
9. RAINBOW	Russ Hamilton, Kapp
10. MR. LEE	Bobbettes, Atlantic
11. BYE BYE LOVE	Everly Brothers, Cadence
12. LOVE LETTERS IN THE SAND	Pat Boone, Dol
13. CHANCES ARE	Johnny Mathis, Columbia
14. SEND FOR ME	Nat King Cole, Capitol
15. IN THE MIDDLE OF AN ISLAND	Tony Bennett, Columbia
16. SEARCHIN'	Coasters, Atco
17. WHITE SILVER SANDS	Don Rondo, Jubilee
18. SILHOUETTES	Rays, Cameo
19. STARDUST	Billy Ward, Liberty
20. SHORT FAT FANNIE	Larry Williams, Specialty
21. HAPPY, HAPPY BIRTHDAY, BABY	Tune Weavers, Checker
22. WHISPERING BELLS	Del Vikings, Dol
23. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER	Billy Williams, Coral
24. IT'S NOT FOR ME TO SAY	Johnny Mathis, Columbia
25. HULA LOVE	Buddy Knox, Roulette

Position & Record	Artist & Label
25. LOTTA LOVIN'	Gene Vincent, Capitol
27. YOU SEND ME	Sam Cooke, Keen
28. BE-BOP BABY	Ricky Nelson, Imperial
29. REMEMBER YOU'RE MINE	Pat Boone, Dol
30. KEEP A' KNOCKIN'	Little Richard, Specialty
31. FASCINATION	Jane Morgan, Kapp
32. LOVE ME TO PIECES	Jill Corey, Columbia
33. SO RARE	Jimmy Dorsey, Fraternity
34. THERE'S A GOLD MINE IN THE SKY	Pat Boone, Dol
35. OLD CAPE COD	Patti Page, Mercury
36. TO THE AISLE	Five Satins, Ember
37. FLYING SAUCER	Buchanan & Goodman, Luniverse
38. LITTLE BITTY PRETTY ONE	Thurston Harris, Aladdin
39. AROUND THE WORLD	Mantovani, London
40. MY SPECIAL ANGEL	Bobby Helms, Decca
41. MY ONE SIN	Ames Brothers, Victor
42. JENNY, JENNY	Little Richard, Specialty
43. BLACK SLACKS	Joe Bennett & Sparkletones
43. JUST BETWEEN YOU AND ME	Chordettes, Cadence
45. SHANGRI-LA	Four Coins, Epic
45. YOU'RE MY ONE AND ONLY LOVE	Ricky Nelson, Imperial
47. TAMMY	Ames Brothers, Victor
48. GOODY GOODY	Frankie Lyman and Teenagers, Gee
49. LOVING YOU	Elvis Presley, Victor
50. AROUND THE WORLD	Victor Young, Decca

## ... according to most Played by Jockeys

A recapitulation of The Billboard's Most Played by Jockeys chart for the period August 5 thru October, 1957. Points were given to determine positions in accordance with the total amount of sales the record received during the period.

Position & Record	Artist & Label
1. TAMMY	Debbie Reynolds, Coral
2. HONEYCOMB	Jimmie Rodgers, Roulette
3. TEDDY BEAR	Elvis Presley, Victor
4. DIANA	Paul Anka, ABC-Paramount
5. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER	Billy Williams, Coral
6. CHANCES ARE	Johnny Mathis, Columbia
7. LOVE LETTERS IN THE SAND	Pat Boone, Dol
8. TAMMY	Ames Brothers, Victor
9. OLD CAPE COD	Patti Page, Mercury
10. THAT'LL BE THE DAY	Crickets, Brunswick
11. RAINBOW	Russ Hamilton, Kapp
12. BYE BYE LOVE	Everly Brothers, Cadence
13. WAKE UP LITTLE SUSIE	Everly Brothers, Cadence
14. IT'S NOT FOR ME TO SAY	Johnny Mathis, Columbia
15. WHITE SILVER SANDS	Don Rondo, Jubilee
16. REMEMBER YOU'RE MINE	Pat Boone, Dol
17. WHOLE LOTTA SHAKIN' GOIN' ON	Jerry Lee Lewis, Sun
18. FASCINATION	Jane Morgan, Kapp
19. AROUND THE WORLD	Mantovani, London
20. MY HEART REMINDS ME	Kay Starr, Victor
21. IN THE MIDDLE OF AN ISLAND	Tony Bennett, Columbia
22. SEND FOR ME	Nat King Cole, Capitol
23. SO RARE	Jimmy Dorsey, Fraternity
24. LOVE ME TO PIECES	Jill Corey, Columbia
25. JAILHOUSE ROCK	Elvis Presley, Victor
26. JUST BETWEEN YOU AND ME	Chordettes, Cadence

Position & Record	Artist & Label
27. AROUND THE WORLD	Victor Young, Decca
28. STARDUST	Billy Ward, Liberty
29. FASCINATION	Dick Jacobs, Coral
30. SHANGRI-LA	Four Coins, Epic
31. MELODIE D'AMOUR	Ames Brothers, Victor
32. WHITE SILVER SANDS	Owen Bradley Quintet, Decca
33. SEARCHIN'	Coasters, Atco
34. FASCINATION	Dinah Shore, Victor
35. HULA LOVE	Buddy Knox, Roulette
36. LOVING YOU	Elvis Presley, Victor
37. WHISPERING BELLS	Del Vikings, Dol
38. SHORT FAT FANNIE	Larry Williams, Specialty
39. THERE'S A GOLD MINE IN THE SKY	Pat Boone, Dol
40. AND THAT REMINDS ME	Della Reese, Jubilee
41. AN AFFAIR TO REMEMBER	Vic Damone, Victor
42. JUNE NIGHT	Jimmy Dorsey, Fraternity
43. SWINGIN' SWEETHEARTS	Ron Goodwin, Capitol
44. MR. LEE	Bobbettes, Atlantic
45. IN THE MIDDLE OF AN ISLAND	Tennessee Ernie Ford, Capitol
46. WONDERFUL, WONDERFUL	Johnny Mathis, Columbia
47. GOODY GOODY	Frankie Lyman and Teenagers, Gee
48. MY PERSONAL POSSESSION	Nat King Cole, Capitol
49. WHITE SILVER SANDS	Lennon Sisters, Coral
50. WITH ALL MY HEART	Jodie Sands, Decca

# TOP COUNTRY AND WESTERN RECORDS

## ... according to C&W Best Sellers in Stores

A recapitulation of The Billboard's C&W Best Sellers in Stores chart for the period August 5 thru October, 1957. Points were given to determine positions in accordance with the total amount of sales the record received during the period.

Position & Record	Artist & Label
1. BYE BYE LOVE	Everly Brothers, Cadence
2. FRAULEIN	Bobby Helms, Decca
3. WHOLE LOTTA SHAKIN' GOIN' ON	Jerry Lee Lewis, Sun
4. TEDDY BEAR	Elvis Presley, Victor
5. FOUR WALLS	Jim Reeves, Victor
6. GONNA FIND ME A BLUEBIRD	Marvin Rainwater, M-G-M
7. WAKE UP LITTLE SUSIE	Everly Brothers, Cadence
8. MY SHOES KEEP WALKING BACK TO YOU	Ray Price, Columbia
9. FALLEN STAR	Jimmy Newman, Dol
10. JAILHOUSE ROCK	Elvis Presley, Victor
11. GEISHA GIRL	Hank Locklin, Victor
12. FALLEN STAR	Ferlin Husky, Capitol
13. WHITE SPORT COAT	Marty Robbins, Columbia
14. TANGLED MIND	Hank Snow, Victor
15. IS IT WRONG?	Warner Mack, Decca
16. HOME OF THE BLUES	Johnny Cash, Sun
17. MY SPECIAL ANGEL	Bobby Helms, Decca
18. WHY, WHY?	Carl Smith, Columbia
19. GONE	Ferlin Husky, Capitol
20. NEXT IN LINE	Johnny Cash, Sun
21. I'LL ALWAYS BE YOUR FRAULEIN	Kitty Wells, Decca
22. HOLIDAY FOR LOVE	Webb Pierce, Decca
23. BYE BYE LOVE	Webb Pierce, Decca
24. HONEYCOMB	Jimmie Rodgers, Roulette
25. LOVING YOU	Elvis Presley, Victor
26. MISSING YOU	Webb Pierce, Decca
27. TEENAGE DREAM	Marty Robbins, Columbia
28. DON'T DO IT DARLING	Webb Pierce, Decca

Position & Record	Artist & Label
29. HONKY TONK SONG	Webb Pierce, Decca
29. I HEARD THE BLUEBIRDS SING	Jim Edward, Maxine & Bonnie Brown, Victor
29. MY LOVE IS REAL	Marvin Rainwater, M-G-M
32. MY ARMS ARE A HOUSE	Hank Snow, Victor
33. JENNY, JENNY	Little Richard, Specialty
34. ON MY MIND AGAIN	Billy Walker, Columbia
35. GONNA FIND ME A BLUEBIRD	Eddy Arnold, Victor
36. THREE WAYS	Kitty Wells, Decca
36. YOUNG HEARTS	Jim Reeves, Victor
38. LOVE HAS FINALLY COME MY WAY	Faron Young, Capitol
39. MISTER LOVE	Ernest Tubbs, Decca
40. GIVE MY LOVE TO ROSE	Johnny Cash, Sun
40. TRY AND TAKE IT LIKE A MAN	Carl Smith, Columbia
42. SOMEDAY	Webb Pierce, Decca
43. CRAZY DREAM	Eddy Arnold, Victor
44. TWO SHADOWS ON YOUR WINDOW	Jim Reeves, Victor
45. LOVESICK BLUES	Sonny James, Capitol
46. PRIZE POSSESSION	Ferlin Husky, Capitol
47. ALL SHOOK UP	Elvis Presley, Victor
48. I THOUGHT I HEARD YOU CALL MY NAME	Porter Wagoner, Victor
49. PLEASE DON'T BLAME ME	Marty Robbins, Columbia
50. TEARS ARE ONLY RAIN	Hank Thompson, Columbia

## ... according to C&W Most Played by Jockeys

A recapitulation of The Billboard's C&W Most Played by Jockeys chart for the period August 5 thru October, 1957. Points were given to determine positions in accordance with the total amount of sales the record received during the period.

Position & Record	Artist & Label
1. BYE BYE LOVE	Everly Brothers, Cadence
2. FRAULEIN	Bobby Helms, Decca
3. MY SHOES KEEP WALKING BACK TO YOU	Ray Price, Columbia
4. FOUR WALLS	Jim Reeves, Victor
5. FALLEN STAR	Jimmy Newman, Dol
6. TANGLED MIND	Hank Snow, Victor
7. GONNA FIND ME A BLUEBIRD	Marvin Rainwater, M-G-M
8. I HEARD THE BLUEBIRDS SING	Jim Edward, Maxine & Bonnie Brown, Victor
9. WHOLE LOTTA SHAKIN' GOIN' ON	Jerry Lee Lewis, Sun
10. TEDDY BEAR	Elvis Presley, Victor
11. WAKE UP LITTLE SUSIE	Everly Brothers, Cadence
12. GEISHA GIRL	Hank Locklin, Victor
13. WHY, WHY?	Carl Smith, Columbia
14. HOME OF THE BLUES	Johnny Cash, Sun
15. TWO SHADOWS ON YOUR WINDOW	Jim Reeves, Victor
15. WHITE SPORT COAT	Marty Robbins, Columbia
17. MISSING YOU	Webb Pierce, Decca
18. HOLIDAY FOR LOVE	Webb Pierce, Decca
19. I THOUGHT I HEARD YOU CALL MY NAME	Porter Wagoner, Victor
20. FACE IN THE CROWD	Leon Payne, Victor
20. FALLEN STAR	Ferlin Husky, Capitol
22. MY ARMS ARE A HOUSE	Hank Snow, Victor
23. FORTY-NINE SHADES OF GREEN	Jim Reeves, Victor
24. MY SPECIAL ANGEL	Bobby Helms, Decca
25. IS IT WRONG?	Warner Mack, Decca

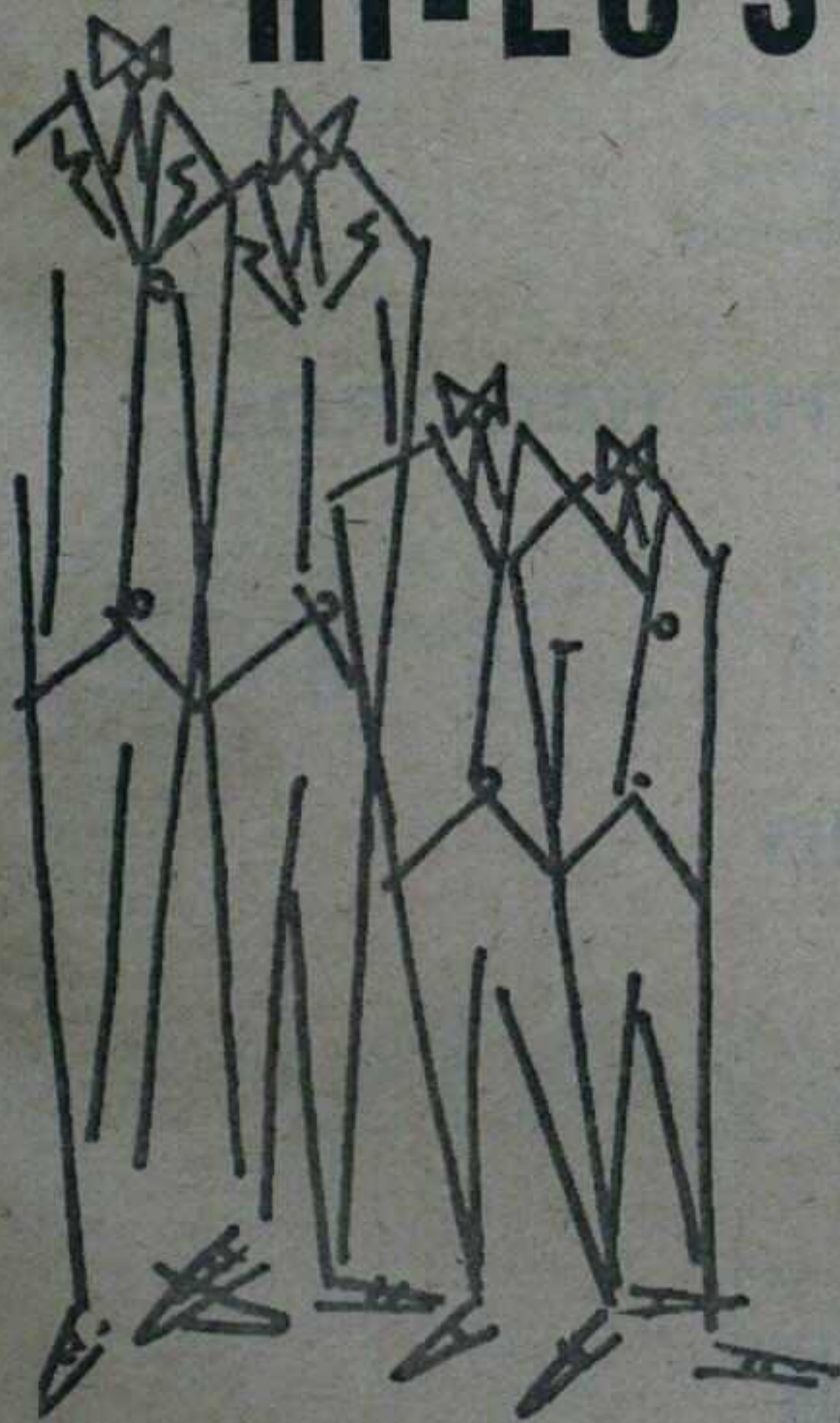
Position & Record	Artist & Label
25. ON MY MIND AGAIN	Billy Walker, Columbia
27. MY BRAND OF BLUES	Marvin Rainwater, M-G-M
28. NEXT IN LINE	Johnny Cash, Sun
29. BYE BYE LOVE	Webb Pierce, Decca
30. MY LOVE IS REAL	Marvin Rainwater, M-G-M
31. I'LL ALWAYS BE YOUR FRAULEIN	Kitty Wells, Decca
32. LOVING YOU	Elvis Presley, Victor
33. TEARS ARE ONLY RAIN	Hank Thompson, Capitol
34. MISTER LOVE	Ernest Tubbs, Decca
35. JAILHOUSE ROCK	Elvis Presley, Victor
36. FALLEN STAR	Hilltoppers, Dol
37. THREE WAYS	Kitty Wells, Decca
38. GIVE MY LOVE TO ROSE	Johnny Cash, Sun
39. PRIZE POSSESSION	Ferlin Husky, Capitol
40. LOVESICK BLUES	Sonny James, Capitol
41. GONE	Ferlin Husky, Capitol
41. TEENAGE DREAM	Marty Robbins, Columbia
43. HONKY TONK SONG	Webb Pierce, Decca
44. GONNA FIND ME A BLUEBIRD	Eddy Arnold, Victor
45. OUT OF THIS WORLD	Hank Snow, Victor
46. CRAZY DREAM	Eddy Arnold, Victor
47. PLEASE DON'T BLAME ME	Marty Robbins, Columbia
48. TRY AND TAKE IT LIKE A MAN	Carl Smith, Columbia
49. YOUNG HEARTS	Jim Reeves, Victor
50. ALL SHOOK UP	Elvis Presley, Victor

Thanks

Thanks

Thanks

THE **HI-LO'S**



*The Most Acclaimed Group in the Industry*

*Current Best Selling Album*

**"NOW HEAR THIS"**

Watch For Our New Single Release

**"A VERY SPECIAL LOVE"**

Appearing

**Big Record TV Show—Nov. 20**

**COLUMBIA RECORDS**

Personal Managers  
GABBE • LUTZ • HELLER & LOES



Direction  
MCA



**RANDLE**

**THESE ARE THE WHEELS**



**MCLEAN**

**THAT TURN THE TABLES**



**EDWARDS**

**THAT MAKE THE STARS**



**REESE**

**THAT SELL THE RECORDS**



**HENRICH**

**IN CLEVELAND**

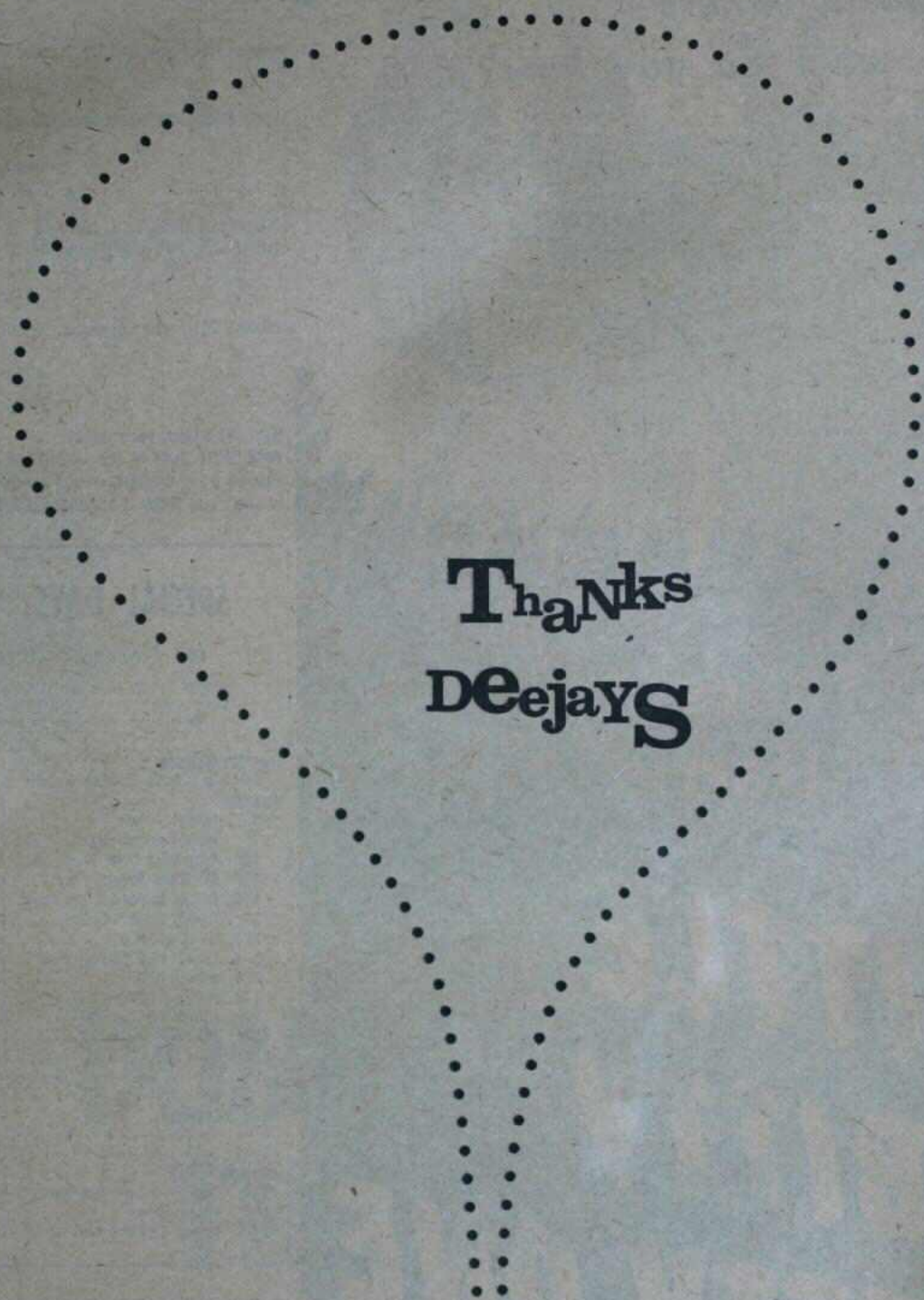


**BOWMAN**

The Most-listened-to Station

**WERE**

**RADIO 1300**



**ThaNks**  
**Deejays**



tune in anywhere—  
what do you hear?



Thurston  
Harris'

LITTLE  
BITTY  
PRETTY ONE  
#3398

Rocking the Country—and Leaving  
Competition Far Behind!!



## BROADWAY MUSICALS

A list of recordings available for all the recorded songs from Broadway musicals which have opened in the past several months and are currently running on Broadway. This list includes both singles and album recordings.

### WEST SIDE STORY

#### ALBUMS

Original Cast Album ..... Columbia OL 5230

#### SINGLES

I FEEL PRETTY—Jill Corey, Columbia 41023.

### JAMAICA

#### ALBUMS

Original Cast Album ..... RCA Victor LOC 1036

JAMAICA—Lena Horne-Neal Heffly, RCA Victor EPA 4038.

#### SINGLES

COCONUT SWEET—Push De Buffon, Lena Horne, RCA Victor 7037.

### RUMPLE

#### SINGLES

WISH—Al Hibbler, Decca 30483.

FIRST TIME I SPOKE OF YOU—RED LETTER DAY—Richard Hayes, Decca 30469.

HOW DO I SAY GOODBYE—Four Aces, Decca 30466.

IN TIMES LIKE THESE—Sylvia Simms, Decca 30463.

## SPECIAL DAYS, WEEKS, MONTHS

for November thru December, 1957

Compiled from U. S. Chamber of Commerce Bulletin, "Special Days, Weeks and Months 1957." (Domestic Distribution Department, Chamber of Commerce of the United States, Washington, D. C.)

#### NOVEMBER-DECEMBER

1-31. Ice Cream's Chocolate Jamboree

#### NOVEMBER

1. National Author's Day

1. World Community Day

1-30. Butter-Baked Turkey Time

1-30. Gift Cheese Shoppers' Time

1-30. Religion in American Life Month

3. Freedom of the Press Sunday

3-9. Cal Week—1957

3-9. National Fresh Cranberry Week

3-9. Optimist Week

4-10. National Can Opener Week

5. Election Day

10-16. American Education Week

10-16. World Fellowship Week

11. Veterans' Day (Formerly Armistice Day)

#### NOVEMBER-DECEMBER

15-15. Christmas Seal Sale

15-15. Jewish Book Month

#### NOVEMBER

17-23. Children's National Book Week

17-23. Diabetes Week

24-30. National Cage Bird Week

24-30. National Latin America Week

25-29. Know Your America Week

28. Thanksgiving Day. Presidential Proclamation

#### NOVEMBER-DECEMBER

28-25. Holiday Eggnog Time. Thanksgiving thru Christmas

28-25. Worldwide Bible Reading Month

#### DECEMBER

1-31. Holiday Butter Cookie Time

2. Pan American Health Day. Presidential Proclamation

2-8. National Prosperity Week

8. Universal Bible Sunday

10. United Nations Human Rights Day. Presidential Proclamation

11. JCI Day (Junior Chamber International)

15. Bill of Rights Day

17. Pan American Aviation Day. Presidential Proclamation

18. Chanukah. Religious (Jewish). Feast of Lights

25. Christmas Day. Religious. Legal holiday in practically all States.

Record Debut  
of the Exciting Continental Movie Star

**LONNY KELLNER**

(SINGING WITH WERNER MUELLER'S ORCHESTRA)

**"THAT'S THE WAY  
IT GOES"**

B/W

"I TOLD YOU SO"

a DECCA-ration!

(Lyrics: AL STILLMAN—Music: HEINO GAZE)

Symphony House Music Publishers Corp. (Paul Siegel)  
807 Fifth Ave., Suite 303, New York, N. Y.

# The Lancers



# DON'T GO NEAR THE WATER

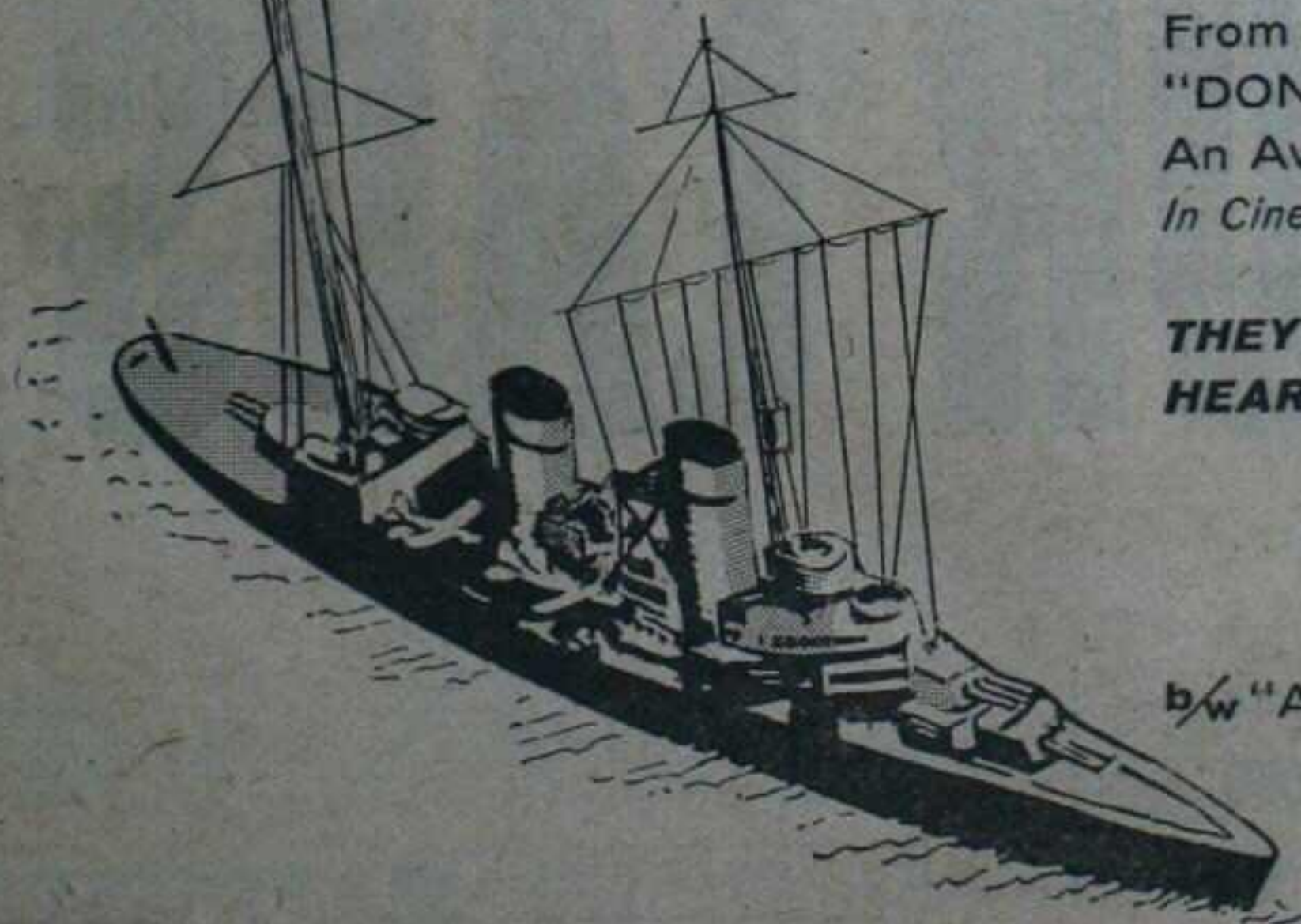
From the rollicking film comedy  
 "DON'T GO NEAR THE WATER"  
 An Avon Production • M·G·M release  
*In CinemaScope and Metrocolor*

**THEY SING IN THE PICTURE  
 HEAR IT ON**



#9-61899

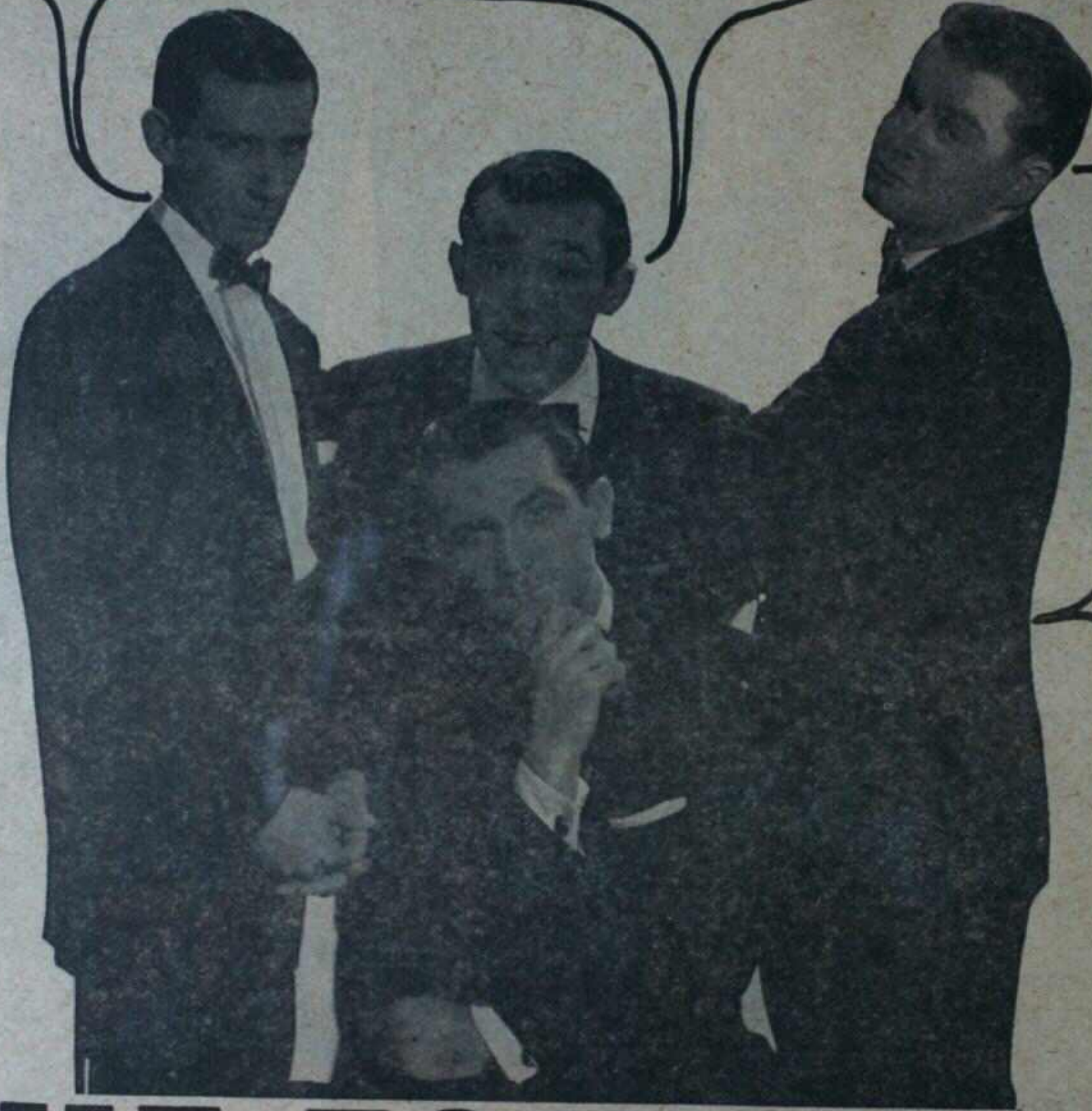
b/w "A HUNDRED HEART BEATS"



I don't like  
candles!  
And I'm not  
too hip on  
windows  
either!

**"PUT A LIGHT  
IN THE WINDOW"**  
will be our  
biggest hit ever!

Some people  
will do  
anything  
for money!



Crazy  
Man!

# THE FOUR LADS

with Ray Ellis and His Orchestra

c/w THE THINGS WE  
DID LAST SUMMER  
with Claude Thornhill Orchestra

Columbia  
41058  
4-41058

**COLUMBIA RECORDS**



# TAKING OFF ON RCA VICTOR.....

*The Fabulous Singing  
Instrumentalists.....*

The  
Twin  
Tunes  
Quintet

*With a Sound-Sational  
Two Sider....*

# "BABY LOVER" and "THE LOVE NEST"

47/20-7091



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



# BEST SELLING ARTISTS ON SINGLES

For Period August 5 thru October, 1957  
from The Billboard's Best Sellers in Stores Chart

## POPULAR

Position, Artist and Side	Label
1. ELVIS PRESLEY—Jailhouse Rock, Teddy Bear, Loving You, All Shook Up, Hound Dog, Too Much, Love Me Tender, Don't Be Cruel, Anyway You Want Me, Heartbreak Hotel, Blue Suede Shoes, Playing for Keeps, Love Me, My Baby Left Me, I Forgot to Remember to Forget, Blue Moon, Money Honey, That's When Your Heartaches Begin	Victor
2. EVERLY BROTHERS—Wake Up Little Susie, Bye Bye Love	Cadence
3. DEBBIE REYNOLDS—Tammy	Coral
4. PAT BOONE—Love Letters in the Sand, Remember You're Mine, There's a Gold Mine in the Sky, Bernardine, April Love, Why, Baby, Why, When the Swallows Come Back to Capistrano, Chains of Love, I Almost Lost My Mind, Don't Forbid Me, Friendly Persuasion, I'm Waiting Just for You, Anastasia, Long Tall Sally, I'll Be Home	Dot
5. PAUL ANKA—Diana, I Love You, Baby	ABC-Paramount
6. JOHNNY MATHIS—Chances Are, It's Not for Me to Say, Wonderful, Wonderful	Columbia
7. JIMMIE RODGERS—Honeycomb	Roulette
8. CRICKETS—That'll Be the Day	Brunswick
9. JERRY LEE LEWIS—Whole Lotta Shakin' Goin' On	Sun
10. RICKY NELSON—Be-Bop Baby, You're My One and Only Love, Teenager's Romance, Have I Told You Lately That I Love You, I'm Walkin'	Imperial & Verve
11. RUSS HAMILTON—Rainbow	Kepp
12. BOBBETTES—Mr. Lee	Atlantic
13. COASTERS—Searchin', Young Blood, Idol With the Golden Head, My Baby Comes to Me	Atco
14. BILLY WARD—Stardust, Deep Purple	Liberty
15. DEL VIKINGS—Whispering Bells, Come Go With Me, Little Billy Bop	Dot

## RHYTHM AND BLUES

1. ELVIS PRESLEY—Jailhouse Rock, Teddy Bear, Loving You, All Shook Up	Victor
2. EVERLY BROTHERS—Wake Up Little Susie, Bye Bye Love	Cadence
3. PAUL ANKA—Diana	ABC-Paramount
4. JIMMIE RODGERS—Honeycomb	Roulette
5. JERRY LEE LEWIS—Whole Lotta Shakin' Goin' On	Sun
6. NAT KING COLE—Send for Me	Capitol
7. COASTERS—Searchin', Young Blood	Atco
8. CRICKETS—That'll Be the Day	Brunswick
9. LARRY WILLIAMS—Short Fat Fannie	Specialty
10. TUNE WEAVERS—Happy, Happy Birthday, Baby	Checker
11. BOBBETTES—Mr. Lee	Atlantic
12. LITTLE RICHARD—Keep A' Knockin', Jenny Jenny, Miss Ann, Lucille	Specialty
13. BOBBY (BLUE) BLAND—Farther Up the Road	Duke
14. BILLY WARD—Stardust	Liberty
15. DEL VIKINGS—Whispering Bells	Dot

## COUNTRY AND WESTERN

1. EVERLY BROTHERS—Bye Bye Love, Wake Up Little Susie	Cadence
2. ELVIS PRESLEY—Teddy Bear, Jailhouse Rock, Loving You, All Shook Up	Victor
3. BOBBY HELMS—Fraulein, My Special Angel	Decca
4. JERRY LEE LEWIS—Whole Lotta Shakin' Goin' On	Sun
5. JIM REEVES—Four Walls, Young Hearts, Two Shadows on Your Window, Am I Losing You?	Victor
6. MARVIN RAINWATER—Gonna Find Me a Bluebird	M-G-M
7. BAY PRICE—My Shoes Keep Walking Back to You, I'll Be There, Crazy Arms	Columbia
8. FERLIN HUSKY—Fallen Star, Gone, Prize Possession	Capitol
9. WEBB PIERCE—Holiday for Love, Bye Bye Love, Missing You, Don't Do It Darlin', Henky Tank Song, Some Day	Decca
10. MARTY ROBBINS—White Sport Coat, Teenage Dream, Please Don't Blame Me, Singing the Blues	Columbia
11. JOHNNY CASH—Home of the Blues, Next in Line, Give My Love to Rose, Don't Make Me Go, Train of Love, There You Go	Sun
12. JIMMY NEWMAN—Fallen Star	Dot
13. HANK LOCKLIN—Gelsa Girl	Victor
14. HANK SNOW—Tangled Mind, My Arms Are a House	Victor
15. WARNER MACK—Is It Wrong?	Decca

# TOP RHYTHM AND BLUES RECORDS

... according to R&B Best Sellers in Stores

A recapitulation of The Billboard's R&B Best Sellers in Stores chart for the period August 5 thru October, 1957. Points were given to determine positions in accordance with the total amount of votes the record received during the period.

Position & Record	Artist & Label	Position & Record	Artist & Label
1. DIANA	Paul Anka, ABC-Paramount	26. SO RARE	Jimmy Dorsey, Fraternity
2. HONEYCOMB	Jimmie Rodgers, Roulette	27. MISS YOU SO	Lillian O'Hitt, Excello
3. WHOLE LOTTA SHAKIN' GOIN' ON	Jerry Lee Lewis, Sun	28. OVER THE MOUNTAIN	Johnny & Joe, Chess
4. SEND FOR ME	Nat King Cole, Capitol	29. RAINBOW	Russ Hamilton, Kapp
5. MR. LEE	Bobbettes, Atlantic	30. C. C. RIDER	Chuck Willis, Atlantic
6. THAT'LL BE THE DAY	Crickets, Brunswick	31. YOU SEND ME	Sam Cooke, Keen
7. SEARCHIN'	Coasters, Atco	32. LONG LONELY NIGHTS	Lee Andrews, Chess
8. SHORT FAT FANNIE	Larry Williams, Specialty	33. SILHOUETTES	Rays, Cameo
9. WAKE UP LITTLE SUSIE	Everly Brothers, Cadence	34. BE-BOP BABY	Ricky Nelson, Imperial
10. JAILHOUSE ROCK	Elvis Presley, Victor	35. LOVING YOU	Elvis Presley, Victor
11. TEDDY BEAR	Elvis Presley, Victor	36. YOUNG BLOOD	Coasters, Atco
12. HAPPY, HAPPY BIRTHDAY, BABY	Tune Weavers, Checker	37. HULA LOVE	Buddy Knox, Roulette
13. FARTHER UP THE ROAD	Bobby (Blue) Bland, Duke	38. SUSIE-O	Dale Hawkins, Checker
14. STARDUST	Billy Ward, Liberty	39. LITTLE BITTY PRETTY ONE	Thurston Harris, Aladdin
15. WHISPERING BELLS	Del Vikings, Dot	40. PLEASE SEND ME SOMEONE TO LOVE	Moonglows, Chess
16. KEEP A' KNOCKIN'	Little Richard, Specialty	41. LET THE FOUR WINDS BLOW	Roy Brown, Imperial
17. LONG LONELY NIGHTS	Clyde McPhatter, Atlantic	42. OH BABY DOLL	Chuck Berry, Chess
18. TO THE AISLE	Five Satins, Ember	43. MISS ANN	Little Richard, Specialty
19. BYE BYE LOVE	Everly Brothers, Cadence	44. COOL SHAKE	Del Vikings, Mercury
20. TAMMY	Debbie Reynolds, Coral	45. VALLEY OF TEARS	Fats Domino, Imperial
21. JENNY, JENNY	Little Richard, Specialty	46. MY SPECIAL ANGEL	Bibby Helms, Decca
22. LOTTA LOVIN'	Gene Vincent, Capitol	47. TEENAGER'S ROMANCE	Ricky Nelson, Verve
23. ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU	Huey Smith, Ace	48. BLACK SLACKS	Joe Bennett & Sparkletones, ABC-Paramount
24. HONEST I DO	Jimmy Reed, Vee Jay	49. MY DREAM	Platters, Mercury
25. LOVE LETTERS IN THE SAND	Pat Boone, Dot	50. WHAT CAN I DO?	Donnie Elbert, Deluxe

... according to R&B Most Played by Jockeys

A recapitulation of The Billboard's R&B Most Played by Jockeys chart for the period August 5 thru October, 1957. Points were given to determine position in accordance with the total amount of votes the record received during the period.

Position & Record	Artist & Label	Position & Record	Artist & Label
1. SEND FOR ME	Nat King Cole, Capitol	24. LOVE ROLLER COASTER	Joe Turner, Atlantic
2. SHORT FAT FANNIE	Larry Williams, Specialty	26. BYE BYE LOVE	Everly Brothers, Cadence
3. WHOLE LOTTA SHAKIN' GOIN' ON	Jerry Lee Lewis, Sun	27. TAMMY	Debbie Reynolds, Coral
4. FARTHER UP THE ROAD	Bobby (Blue) Bland, Duke	28. LET THE FOUR WINDS BLOW	Roy Brown, Imperial
5. TEDDY BEAR	Elvis Presley, Victor	29. JAILHOUSE ROCK	Elvis Presley, Victor
6. MR. LEE	Bobbettes, Atlantic	30. LONG LONELY NIGHTS	Lee Andrews, Chess
7. SEARCHIN'	Coasters, Atco	30. LOTTA LOVIN'	Gene Vincent, Capitol
8. HONEYCOMB	Jimmie Rodgers, Roulette	32. RAINBOW	Russ Hamilton, Kapp
9. DIANA	Paul Anka, ABC-Paramount	33. SO RARE	Jimmy Dorsey, Fraternity
10. LONG LONELY NIGHTS	Clyde McPhatter, Atlantic	34. SUSIE-O	Dale Hawkins, Checker
11. THAT'LL BE THE DAY	Crickets, Brunswick	35. YOUNG BLOOD	Coasters, Atco
12. WAKE UP LITTLE SUSIE	Everly Brothers, Cadence	36. HONEST I DO	Jimmy Reed, Vee Jay
13. WHISPERING BELLS	Del Vikings, Dot	37. BLACK SLACKS	Joe Bennett & Sparkletones, ABC-Paramount
14. HAPPY, HAPPY BIRTHDAY, BABY	Tune Weavers, Checker	38. LOVING YOU	Elvis Presley, Victor
15. STARDUST	Billy Ward, Liberty	38. SEND ME SOME LOVIN'	Little Richard, Specialty
16. ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU	Huey Smith, Ace	40. VALLEY OF TEARS	Fats Domino, Imperial
17. KEEP A' KNOCKIN'	Little Richard, Specialty	41. COOL SHAKE	Del Vikings, Mercury
18. PLEASE SEND ME SOMEONE TO LOVE	Moonglows, Chess	42. HULA LOVE	Buddy Knox, Roulette
19. TO THE AISLE	Five Satins, Ember	43. WHEN I MEET MY GIRL	Tommy Ridgley, Atco
19. OVER THE MOUNTAIN	Johnny & Joe, Chess	44. UNITED	Otis Williams, De Luxe
21. C. C. RIDER	Chuck Willis, Atlantic	44. ZIP ZIP	Diamonds, Mercury
22. JENNY, JENNY	Little Richard, Specialty	46. HUMPTY DUMPTY HEART	LaVern Baker, Atlantic
22. MISS YOU SO	Lillian O'Hitt, Excello	46. JUST TO HOLD MY HAND	Clyde McPhatter, Atlantic
24. MISS ANN	Little Richard, Specialty	46. NO MATTER WHAT	Clyde McPhatter, Atlantic
		46. WITHOUT LOVE	Clyde McPhatter, Atlantic
		50. EVERYONE'S LAUGHING	Spaniels, Vee Jay
		50. IT'S YOU I LOVE	Fats Domino, Imperial

*First release of a great new label . . . .*  
*First release by a great new artist . . . .*

# Joan Moré

# RAIN

B/W

SWISS  
 Chalet

45-8500



#### About Joan Moré . . .

The raven haired, brown eyed beauty was born 23 years ago in Berea, Kentucky and is an alumna of that city's famous Berea College. Later, when her show business career would permit, Joan attended classes at the University of Kentucky and Columbia University.

At an early age she showed a flair for both acting and singing as well as writing poetry. Her big break came through her appearance in the Paul Green pageant, "Wilderness Road."

It was during the third year that Murray Nash, Nashville, Tenn., publisher-producer saw her performance and went backstage to confer with the talented performer. Soon after, Joan was appearing in the Nashville area and decided to take Nash up on his offer. The result was the cutting of two sides, "Rain" and "Swiss Chalet". Advance reports indicate a hit in the making. Thus, Joan is headed for stardom and the opportunity of fulfilling two of her lifelong hobbies—traveling and meeting people.

The Label To Watch . . .

**Felsted**  
 RECORDS

A division of London Records.

539 WEST 25th STREET, NEW YORK 1, N. Y.

Let's give credit  
where credit is due

*Ted Newman*

SAYS

"thanks D. J.'s, for making

# PLAYTHING

my big record!"

It's great to be associated with a Hot label like REV, which has had 4 successive releases picked on Billboard's . . .

*Review Spotlight on . . .*

- ★ **PLAYTHING** by Ted Newman
- ★ **PLUMB CRAZY** by Jim Murphy
- ★ **TEEN BABY** by Gary Trexler
- ★ **MAN OVERBOARD** by Gary Lemel

Look for my new release

I Double Dare You B/W None of Your Tears

Order  
Now



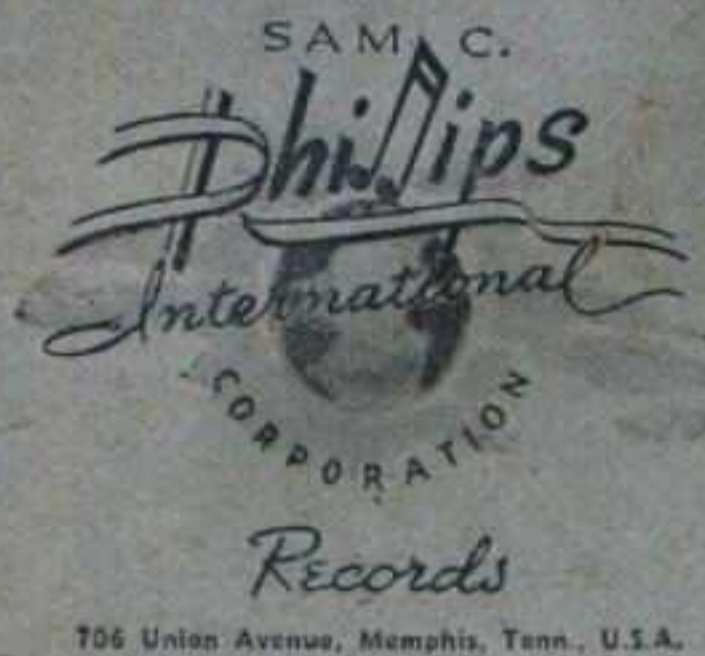
Don't  
Delay

**REVERE RECORD CORP.**  
3703 N. 7th ST., PHOENIX, ARIZ. AM 5-2551

## NEW RECORD LABELS

A list of record labels that have appeared on the scene during the past six months and which were not printed in the last Disc Jockey Quarterly dated August 24, 1957.

- Ace of Florida**  
Box 3353  
St. Petersburg, Fla.
- AFS Records**  
P.O. Box 68  
Miami, Fla.
- AMP-3 Records, Inc.**  
527 Lexington Ave.  
New York 17, N. Y.
- Amusing Records**  
1674 Broadway  
New York 19, N. Y.
- Andex Records**  
c/o George Jay Associates  
1606 Argyle  
Hollywood 28, Calif.
- Audio Devices, Inc.**  
444 Madison Ave.  
New York 22, N. Y.
- Audition Records**  
305 S. Fair Oaks  
Pasadena, Calif.
- Backbeat Records**  
c/o Duke Records  
2809 Erastus St.  
Houston 26, Tex.
- Bana Records**  
111 Garrison Ave.  
Jersey City, N. J.
- Beam Records**  
1726 Popular  
Abilene, Tex.
- Concord Record Corp.**  
519 S. Fifth Ave.  
Mount Vernon, N. Y.
- Co-Op Records**  
302 Exchange Building  
Nashville, Tenn.
- Dana Records, Inc.**  
315 W. 47th St.  
New York 19, N. Y.
- Joe Davis Records**  
441 W. 49th St.  
New York 19, N. Y.
- Redd Evans Music Co.**  
1619 Broadway  
New York, N. Y.
- Falcon Records, Inc.**  
2129 S. Michigan Ave.  
Chicago 16, Ill.
- Fidelity Recordings**  
420-A Broadway  
Nashville 3, Tenn.
- Flagship Recordings**  
253 Paramus Road  
Ridgewood, N. J.
- Flip Records, Inc.**  
618 S. Ridgeley Drive  
Los Angeles 36, Calif.
- Gametime Records**  
1650 Broadway  
New York 19, N. Y.
- Glow-Hill Record Co.**  
301 Academy St.  
Newark, N. J.
- Gospel Jubilee Records**  
Ralph's Radio Music  
Demorest, Ga.
- Guest Record Co.**  
Box 75  
West Farm Station  
Bronx 60, N. Y.
- Holiday Record Corp.**  
2294 Eighth Ave.  
New York 27, N. Y.
- Hollis Records**  
c/o Al Brackman  
Suite 200  
151 West 46th St.  
New York 36, N. Y.
- Ivy Records**  
1697 Broadway  
New York, N. Y.
- K-Son Records**  
Golden River Pub.  
2031 Princeton Ave.  
Birmingham, Ala.
- Keen Records**  
c/o George Jay Associates  
1606 Argyle  
Hollywood 28, Calif.
- Lu Records**  
600 N. Davis St.  
Jackson, Tenn.
- Masquerade & Counterpoint Records**  
Box 487  
Tempe, Ariz.
- Monitor Records**  
350 Fifth Ave.  
New York, N. Y.
- NIXA**  
c/o Pye Group Records  
66 Haymarket  
London, SW 1, England
- Pickwick Sales Corp.**  
33 34th St.  
Brooklyn 32, N. Y.
- Pop Records, Inc.**  
2746 Country Club Road  
Philadelphia 31, Pa.
- Proton Records**  
1 Amhurst Drive  
Yonkers, N. Y.
- Regency Records**  
Toronto, Ont.  
Canada
- Renown Records**  
P.O. Box 1674  
Durham, N. C.
- Rocket Records**  
420-A Broadway  
Nashville, Tenn.
- Rodeo Records**  
1842 W. 11th St.  
Los Angeles, Calif.
- Sandy Record Co.**  
P.O. Box 248  
Mobile, Ala.
- Security Records**  
1706 E. Ninth St.  
Mount Pleasant, Tex.
- Signal Record Co.**  
762 10th Ave.  
New York, N. Y.
- Skidmore Music Co.**  
1270 Sixth Ave.  
New York, N. Y.
- Sky Castle Records**  
P.O. Box 114  
Greensboro, N. C.
- Smash Records**  
146 Seventh Ave. North  
Nashville, Tenn.
- Starfire Records**  
1651 North Cosmo St.  
Hollywood 28, Calif.
- Starla Record Co.**  
1107 North El Centro  
Los Angeles 38, Calif.
- Surf Records**  
618 South Glenwood Place  
Burbank, Calif.
- Tilt Record Co.**  
5019 Willow Glen Drive  
Houston 21, Tex.
- United Record Co.**  
5052 Cottage Grove Ave.  
Chicago 15, Ill.
- Vena Records**  
A Hogan & Claud Products  
Madison, Ala.
- Wil-Row Records**  
Newark, N. J.



**PLEASE TAKE JUST A MINUTE:**

**IT WILL PAY BIG DIVIDENDS!!!**

We at Phillips International and Sun Records have always tried to create, never copy. Why—because that is the essence and life of the music and record business.

We were fortunate enough to come up with what looks like one of the biggest records to hit the nation in modern times. We believe you know the record we are referring to.

Now some uncouth and very unrealistic claims are being made as to "who has the hit"—Our answer to this is, we are willing to have you compare, if you haven't already, all records on it. But, more than that, we are happy to just wait till the verdict of the record-buying public is in! Every major market in the country has put Bill Justis's version head and shoulders above the sale of all cover records combined! And the reports from distributors and disc jockeys all across the U. S. almost unanimously agree that "Raunchy" will probably be the biggest instrumental since the original version of T. D.'s "Boogie Woogie."

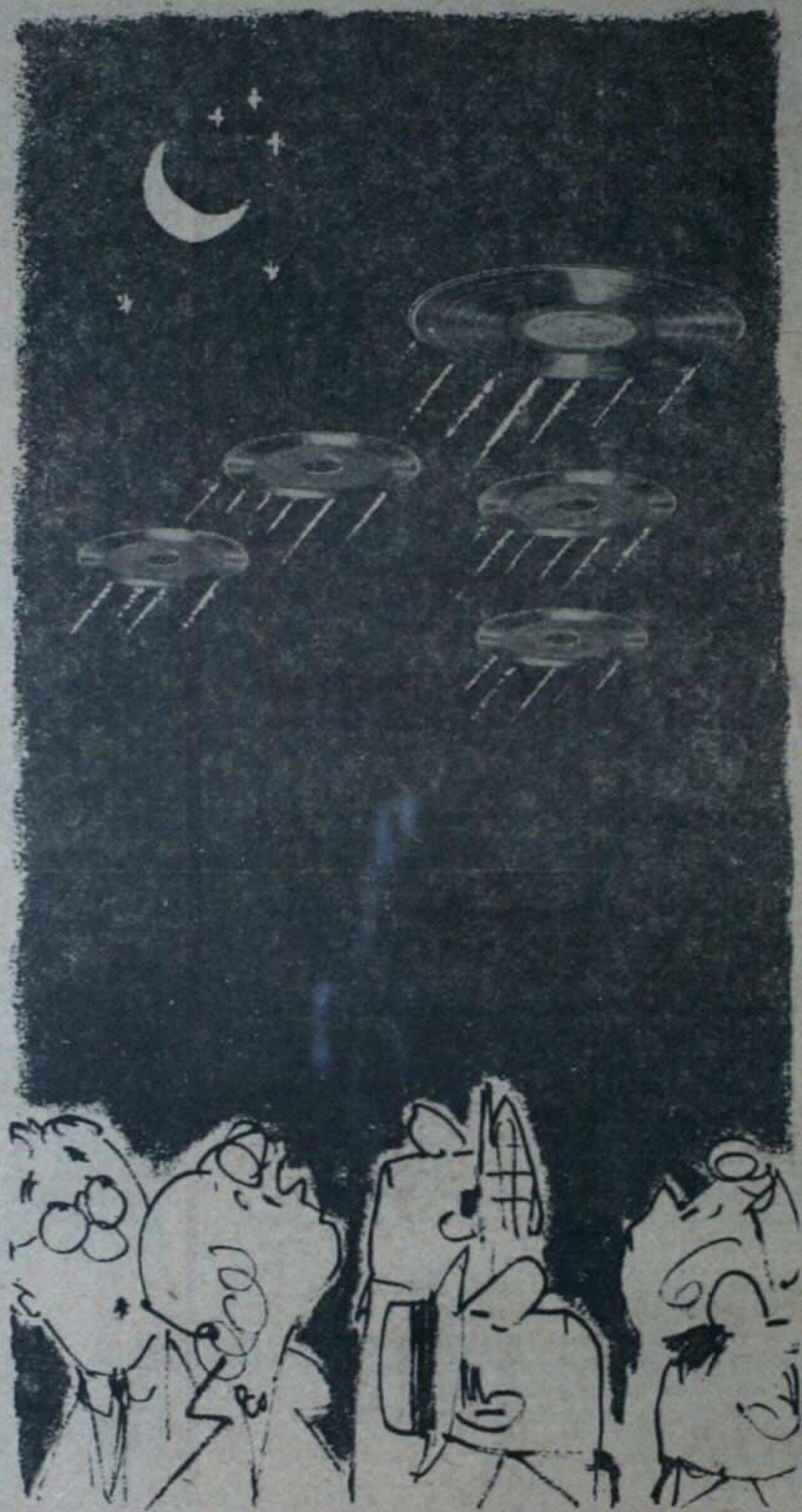
We view this reaction with real pride, because we know it can be a tremendous "shot in the arm" for instrumental music in months to come. This will add more of a balance and variety to the music business which has been so good to us all. Let us never become stereotyped and parasitic. The best in commercial music has yet to be discovered. Let's create—so as to continually find it.

Anyway, in this case, you can rest assured we know the best record will win—then we can all view the results together.

Appreciatively,

Sam C. Phillips

## Speed your records to market with RCA Custom's speed record service



When things start to bubble, we're there on the double. RCA Custom has three strategically-located plants, so your hits go out fastest to your distributors in major markets everywhere! This "Speed Record Service" protects you against lost sales.

Wherever you may be—East, Midwest, or West—our superior pressing facilities guarantee you all the records you need, when you need 'em. And, of course, RCA Custom offers you unmatched quality! Call our representative today for the details.

## RCA Victor Custom record sales

"SERVICE ON A PLATTER"

150 East 24th St., New York 10, N. Y. — Murray Hill 9-7200; 445 N. Lake Shore Drive, Chicago 11, Ill. — Whittard 4-2215;  
1016 N. Syracuse Ave., Hollywood 28, Calif. — Bluff 4-7660; 860 17th Ave., South, Nashville 2, Tenn. — Alamo 5-6651. In  
Canada, call Record Department, RCA Victor Company, Ltd., 225 Mutual Street, Toronto, Ontario. For other foreign offices,  
write at phone RCA International Division, 30 Rockefeller Plaza, New York 20, N. Y. — Jitter 6-7000.



## 1957 TOP TUNES

Based on the Honor Roll of Hits

A recapitulation of The Billboard's weekly Honor Roll of hits for the period August 3-10th, 1957. This chart is determined by scientific tabulation of various degrees of each item's popularity as measured by survey features of The Billboard's Music Popularity Charts. These charts include record sales, sheet sales and live performance.

Position	Song	Best Selling Records
1	TAMMY	Debbie Reynolds, Coral; Ames Brothers, Victor
2	HONEYCOMB	Jimmie Rodgers, Roulette
3	AROUND THE WORLD	Victor Young, Decca; Mantovani, London; Bing Crosby, Decca
3	DIANA	Paul Anka, ABC Paramount
5	TEDDY BEAR	Elvis Presley, Victor
6	LOVE LETTERS IN THE SAND	Pat Boone, Dol
7	FASCINATION	Jane Morgan, Kapp
8	WHITE SILVER SANDS	Don Rondo, Jubilee
9	BYE BYE LOVE	Everly Brothers, Cadence
10	I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER	Billy Williams, Coral
11	THAT'LL BE THE DAY	Crickets, Brunswick
12	RAINBOW	Russ Hamilton, Kapp
13	CHANCES ARE	Johnny Mathis, Columbia
14	WAKE UP LITTLE SUSIE	Everly Brothers, Cadence
5	WHOLE LOTTA SHAKIN' GOIN' ON	Jerry Lee Lewis, Sun
6	OLD CAPE COD	Patti Page, Mercury
7	IT'S NOT FOR ME TO SAY	Johnny Mathis, Columbia
8	IN THE MIDDLE OF AN ISLAND	Tony Bennett, Columbia; Tennessee Ernie Ford, Capitol
9	SEND FOR ME	Nat King Cole, Capitol
10	MY HEART REMINDS ME (AND THAT REMINDS ME) ADAPTED FROM "AUTUMN CONCERTO"	Della Reese, Jubilee; Kay Starr, Capitol
10	SO RARE	Jimmy Dorsey, Fraternity
12	SEARCHIN'	Coasters, Alco
13	JAILHOUSE ROCK	Elvis Presley, Victor
13	MR. LEE	Bobbettes, Atlantic
16	STARDUST	Billy Ward, Liberty
17	WHISPERING BELLS	Del Vikings, Dol
18	SHORT FAT FANNIE	Larry Williams, Specialty
19	AN AFFAIR TO REMEMBER	Vic Damone, Columbia
20	HAPPY, HAPPY BIRTHDAY, BABY	Tune Weavers, Checker
20	HULA LOVE	Buddy Knox, Roulette

## COMPOUND

FOR PRESSING  
ALL QUALITIES OF PHONOGRAPH RECORDS

INTERNATIONALLY KNOWN

NEFLAC®

A PRODUCT OF  
J. W. NEFF LABORATORIES, INC.  
STOCKERTOWN 22, PA., U.S.A.

KEEP WATCHING THIS ONE!  
THE CRESCENDOS

"OH JULIE"  
AND  
"MY LITTLE GIRL"

Nasco 6005

This is the original tune! Watch for covers of "Oh Julie" because the number is so great!

DJs—If you haven't received your samples, please contact

**NASHBORO RECORD CO., INC.**  
NASHVILLE, TENN. • CHappel 2-2215

# Holly is Hot!



## BUDDY HOLLY

# PEGGY SUE

B/W EVERY DAY  
CORAL 9-61885 • 61885



**The HIT Song from TV'S "CLIMAX"  
BY THE STAR OF THE SHOW**



## JOHNNY DESMOND

# KEEP ME IN MIND

B/W LONELY LAMENT  
CORAL 9-61910



Thanks D.J.'s from **ember records!**



For making the original version  
a real big hit headed for  
1,000,000 SELLER

**billy myles**

# THE JOKER

EMBER 1026

*Coming up Strong*

## the 5 Satins OUR ANNIVERSARY

EMBER 1025

Thanks from **Herald** RECORDS  
1697 Broadway,  
New York City, N.Y. too!

**Review Spotlight on...**  
TOMMY RIDGLEY  
Just a Memory (Herald 508) - A beautiful melody by  
Baby Do Little (Herald 509) - A beautiful melody by  
Do-Liddle (Herald 507) - A beautiful melody by  
The 5 Satins (Herald 1025) - A beautiful melody by  
The 5 Satins (Herald 1025) - A beautiful melody by  
Billboard, Nov. 4.

**TOMMY RIDGLEY**  
BABY DO-LIDDLE | JUST A MEMORY  
HERALD 508

the **Mello Kings**  
(the TONIGHT, TONIGHT  
boys) do it again with  
**SASSAFRASS**  
and  
CHAPEL ON THE HILL  
HERALD 507

### BIG ALBUM PROFIT MAKERS



THEIR FIRST  
ALBUM  
EMBER EP 100

TOP SELLING  
ORGAN AND  
CHIMES  
ALBUM  
HERALD HLP 0109



**EMBER-HERALD** 1697 Broadway  
New York, N. Y.

## TOP POPULAR ALBUMS

... according to Best Sellers in Stores

A recapitulation of The Billboard's weekly Best Selling Pop Albums chart for the period August 5 thru October, 1957. Points were given to determine positions in accordance with the total amount of sales the album received during the period.

Position	Album	Artist & Label
1	LOVING YOU	Elvis Presley, Victor
2	AROUND THE WORLD IN EIGHTY DAYS	Sound Track, Decca
3	MY FAIR LADY	Sound Track, Columbia
4	LOVE IS THE THING	Nat King Cole, Capitol
5	SWINGIN' AFFAIR	Frank Sinatra, Capitol
6	THE KING AND I	Sound Track, Capitol
6	OKLAHOMA!	Sound Track, Capitol
8	HYMNS	Tennessee Ernie Ford, Capitol
9	FILM ENCORES	Mantovani, London
10	BELAFONTE SINGS OF THE CARIBBEAN	Harry Belafonte, Victor
11	WONDERFUL, WONDERFUL	Johnny Mathis, Columbia
12	EDDY DUCHIN STORY	Sound Track, Decca
13	SONGS OF THE FABULOUS 50's	Roger Williams, Kapp
14	CALYPSO	Harry Belafonte, Victor
15	WHERE ARE YOU	Frank Sinatra, Capitol
16	WE GET LETTERS	Perry Como, Victor
17	PAJAMA GAME	Sound Track, Columbia
18	DUKES OF DIXIELAND, VOL. III	Dukes of Dixieland, Audio Fidelity
19	ROARING 20's	Charleston City All Stars, Grand Award
20	SPIRITUALS	Tennessee Ernie Ford, Capitol
21	HERE'S LITTLE RICHARD	Little Richard, Specialty
22	BELAFONTE	Harry Belafonte, Victor
23	AN EVENING WITH BELAFONTE	Harry Belafonte, Victor
24	JACKIE GLEASON PRESENTS VELVET BRASS	Jackie Gleason, Capitol
25	STUDENT PRINCE	Mario Lanza, Victor

... according to Disk Jockey Plays


A recapitulation of The Billboard's weekly Most Played by Jockeys chart for the period August 5 thru October, 1957. Points were given to determine positions in accordance with the total amount of votes the album received during the period.


Position	Albums	Artist & Label
1	A SWINGIN' AFFAIR	Frank Sinatra, Capitol
2	LOVE IS THE THING	Nat King Cole, Capitol
3	WONDERFUL, WONDERFUL	Johnny Mathis, Columbia
4	LOVING YOU	Elvis Presley, Victor
5	DANCE TO THE MUSIC OF LESTER LANIN	Lester Lanin, Epic
6	WE GET LETTERS	Perry Como, Victor
7	AROUND THE WORLD IN EIGHTY DAYS	Sound Track, Decca
8	RING AROUND ROSIE	Rosemary Clooney, Columbia
9	SARAH VAUGHAN SINGS GEORGE GERSHWIN	Sarah Vaughan, Mercury
10	FOR DANCERS ALSO	Les Elgart, Columbia
11	JACKIE GLEASON PRESENTS VELVET BRASS	Jackie Gleason, Capitol
12	5' WONDERFUL	Ray Coniff, Columbia
13	THE MAN I LOVE	Peggy Lee, Capitol
14	FILM ENCORES	Mantovani, London
15	ABOUT THE BLUES	Julie London, Liberty
16	WHERE ARE YOU	Frank Sinatra, Capitol
17	EYDIE GORME	Eydie Gorme, ABC-Paramount
17	THIS IS NAT KING COLE	Nat King Cole, Capitol
19	STEADY DATE	Tommy Sands, Capitol
20	SUDDENLY IT'S THE HI-LOS	Hi-Los, Columbia
21	LENA HORNE AT THE WALDORF	Lena Horne, Victor
22	BERGEN SINGS MORGAN	Polly Bergen, Columbia
23	PAT	Pat Boone, Dol
24	SONGS OF THE FABULOUS 50's	Roger Williams, Kapp
24	JUNE, FAIR, & WARMER	June Christy, Capitol



**THE ROAD TO HITSVILLE!** 

EDDY **ARNOLD** AND HUGO **WINTERHALTER**   
 YOU'VE MADE UP FOR EVERYTHING c/w WAGON WHEELS 47/20-7089

**GISELE MacKENZIE** NEVER GO 'WAY c/w   
 THIS I KNOW 47/20-7086

**RAY PETERSON** FEVER c/w   
 WE'RE OLD ENOUGH TO CRY 47/20-7087



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



## THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

## NEW PRODUCTS

### AMERICAN ELECTRONICS SHOWS GLOBEMATIC 60 . . .

The American - Concertone Globematic 60 tape recorder has been introduced by American Electronics. It has five automatic push-button controls and provides light touch electric operation for half-track, full-track

every function of the TV receiver. Installation consists of plugging in a single lead into the TV receiver which will permit station selection, fine tuning for picture and sound and adjustment of picture intensity up to 50 feet from the chassis. A separate speaker is enclosed in the Duo-Master cabinet. Headphones may also be plugged in for private listening.

### ALLIED INTRODUCES STEREO PRE-AMP . . .

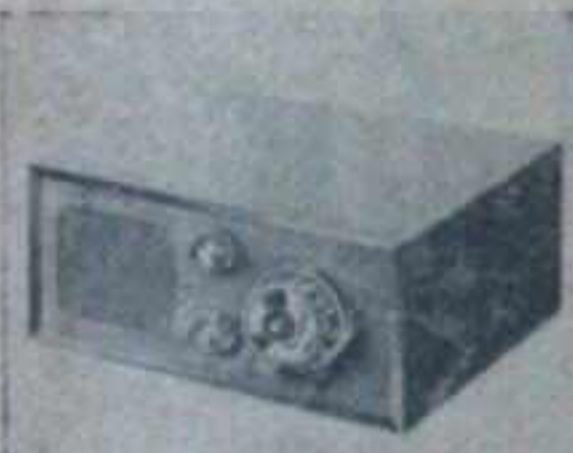
Allied Radio Corporation has just announced its new Knight KN-700 Stereo-Monaural pre-amplifier. Designed for use with any stereo or monaural hi-fi system, the unit provides complete control facilities for stereo tapes and broadcasts and monaural uses as well. A fingertip control switches the pre-amp from stereo to monaural and permits reversing of channels from left to right.



or stereo record or playback. The recorder accommodates reels up to 10½ inches and is designed for speeds of 7½ and 15 ips. The instrument weighs less than 35 pounds and may be mounted in a wall or console cabinet.

### TECH MASTER OFFERS TV, TAPE REMOTE CONTROL . . .

The Duo-Master, by the Tech Master Corporation, is a plug-in

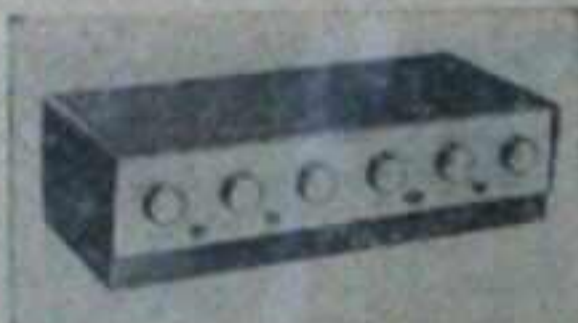


TV remote control unit which may also be used for monitoring tape recordings. The unit is actually a self-contained system for

It has independent gains and a master volume control that advances both channels at once. Inputs are provided for magnetic cartridge, ceramic cartridge, two tape heads, two auxiliary sources, microphone, tuner, tape amplifier or crystal cartridge. Finish is styled to resemble leather, with brushed-brass panel and black trim. Price is \$79.50.

### VICTOR TRANSISTOR RADIO FEATURES SIDE LOADING . . .

A new six-transistor, personal-size radio which operates on three flashlight-type batteries is announced by RCA Victor. The unit utilizes a new design which



## DISPLAY DOES IT!

# How a New Fixture Raised Needle Sales 35 Per Cent

- Central needle department makes the casual customer needle conscious
- Customers don't feel high-pressured when they get a chance to check needle wear

By RALPH FREAS  
EAST HARTFORD, Conn.—

A whopping 35 per cent increase in replacement needle sales was registered by Leo Normandin after installing a Walco needle-clinic display counter in his Main Street Record Shop. But equally important in Leo's thinking is the virtual elimination of any antagonism on the part of his customers when told they need a new needle for their phonograph.

### Stormy Scene

"Before I put in the clinic," says Leo, "people would come in and ask why their tone arm wouldn't track. I knew it was needle trouble, and I told them. I could see their faces get red and stormy. They'd think I was trying to push a needle sale on them."

Leo's Record Shop has a corner location on East Hartford's busiest thoroughfare. The shop is roomy and divided equally between recorded music (plus phonos and accessories) and greeting cards (wrapping papers, ribbons, etc.). Traffic from one half of the operation feeds the other half and vice-versa. The record department gets most of the attention. It is the record department the customer sees on walking into the shop. And right up front, where it can't be missed, is the new needle clinic counter.

### One Needle After Another

"Having it right up front like that," Leo points out, "the clinic has made people needle conscious. We find people coming in to have their needles checked, something they never did before.

allows easy, fool-proof replacement of the flashlight cells. A quarter-turn of the side opening permits the batteries to be removed without opening the back of the case. The new cells make automatic contact when inserted into the opening. Nationally advertised at \$59.95, the Jetstream comes in a simulated leather case with gold and silver tones on the face.

The other day I sold one needle after the other. I never would have believed it."

Nowadays, when a customer complains about the tone arm skipping or some other ailment that points to needle trouble, Leo doesn't sail into a new-needle pitch. He tells the customer to bring in the needle or cartridge for examination. The customers feel they are getting a service rather than a high-pressure sales job. What's more, it's a service that has more than a temporary value. Once the customer has bought a needle in and examined it under a microscope, he's impressed with the fact of needle wear. He's also prospect for the higher-priced diamond stylus.

### Saves Headaches

"At first," says Leo, "I was a little slow in seeing the benefits of the fixture. It's a lot of money for me but I'm glad I got it. It has saved me a lot of headaches.

"There's nothing cheap about the fixture either. I don't mean cheap from the money point of view. I mean the way it's made. It's finished off well and the back is just as attractive as the front. The way I have it placed, the back of the fixture can be seen thru the show window. But that doesn't matter. It looks good from the back, too."

Aside from satisfaction with the new needle department, Leo Normandin is generally pleased with the direction his business has taken. A recent change in location has increased over-all sales by a healthy percentage. He's an active promoter. His Baker's Dozen Club, organized six years ago, now has about 4,000 names. Of that number, more than one-third are active.

All listening facilities in the store are operated from behind the counter. He has two small booths in one corner equipped with Columbia HF-1 four-speed players. Only the speakers are in the booths, however. Both turntables and amplifiers are behind the sales counter. The booths are used only for album customers, many of whom like to hear a substantial part of an LP before buying. Incidentally, they are not made too comfortable. There are no ashtrays or easy chairs in the tiny booths.

### Busy Season Ahead

At present, business is moderate to slow at Leo's Record Shop. But this is the lull before the big holiday rush. Leo knows this is going to be the biggest holiday season he has had. And he's sure that, thanks to his new needle clinic, he's going to sell more needles than he ever has before.



Leo's needle clinic is located up in front of the store where the customer can't miss it. Header board reads: "Walco Record and Needle Care Department." The unit is constructed by Freedman-Aircraft Engineering Company, veteran producer of record store fixtures.



TV WITH HI-FI FROM RCA VICTOR. The first console TV in combination with five-speaker hi-fi sound from RCA Victor is the Penfield. The unit has a four-speed changer and is available in a choice of three finishes. It has four 3½-inch speakers and one 12-inch speaker. The picture tube is a 21-inch. Priced at \$550.



A TV WITH 45 PLAYER COMBO. An automatic 45 r.p.m. Victrola is combined with table-top TV in RCA Victor's new Bellevue. The Bellevue has an undistorted output of three watts. Available in a choice of mahogany or lined oak finishes, the model is nationally advertised at a \$239.95 price.



Leo, behind the counter, answers a customer's query about a defective cartridge. "While you're here," he tells the customer, "let's check the needle." Before Leo lets the customer look thru the microscope, he explains how flats are worn on the needle with the help of two plastic mock-ups of needles.

# OPEN LETTER to the RECORD DEALERS of AMERICA about DIAMOND NEEDLES

## DEAR RECORD DEALER:

The enormous growth of our industry — records, phonographs and accessory equipment — is directly attributable to the continual upgrading of the *quality* of these products through miracles of manufacturing skill.

Today's records and record playing equipment *cost considerably more* than they did ten or more years ago; nevertheless, *more people* are buying *more of these products* because they are getting *more for their money* — more lasting pleasure and enjoyment from the magnificent reproduction quality now obtainable from high fidelity records and phonographs.

This up-surge in demand for higher quality audio products is especially reflected in the soaring sales of diamond needles, the single most important element in *every* record player.

The history of almost every business reveals that when a product suddenly looks "hot" at the retail level, many "Johnny-come-latelys" invariably jump on the bandwagon and try to steal a free ride. "Bargains" appear from nowhere; discounting takes over and shortens dealer profits; instability and confusion create an atmosphere of insecurity in the consumer's mind and he refuses to buy at any price. He adopts a wait-and-see policy and lets the dealers fight it out among themselves. You've seen this happen in many phases of the appliance and TV business, and you've seen many dealers hurt by it.

The dealer who wants to stay in business and grow on a sound, profitable basis, must

operate outside of this jungle of price wars and discounting. Such a dealer builds his reputation on quality of product, service to his customers, honest selling, and *planned* merchandising. He stocks and sells brand name products, not fly-by-nights. He believes in the solidity and integrity of the manufacturers of these products. His customers look to him for quality of product first, not bargain price merchandise!

HERE IS WHAT YOU SHOULD KNOW ABOUT DIAMOND NEEDLES. Since 1938 when WALCO first introduced the modern sapphire phonograph needle, WALCO has been a key supplier of needles to the phonograph industry. Walco's advanced needle manufacturing techniques have made it possible to produce diamond needles at a cost which recently permitted substantial reductions in retail prices without sacrificing quality. It is commonly known that a poorly manufactured needle can not only gouge record grooves but cause intolerable reproduction quality, and of course, consumer dissatisfaction. YOU CANNOT AFFORD TO SELL INFERIOR DIAMOND NEEDLES AT ANY PRICE.

Today's booming audio market finds a number of "would be" diamond needle suppliers seeking the replacement market. Some of these go directly to the dealer offering fantastic prices and discounts. Some dealers feature "Diamond Needles" indiscriminately, as though all diamond needles were of equal quality. The plain fact is, THERE IS A DIF-

ERENCE IN DIAMOND NEEDLES; and as with any other fine precision product, the customer usually gets what he pays for! WALCO has made a study of some of these critical "differences" and will send you a copy of this study on request.

WALCO DIAMOND NEEDLES carry a suggested retail price of \$14.95 and up. You can sell WALCO Diamond Needles at your full profit margin! You can sell WALCO quality easily and in volume! Remember, price is secondary; your customers want a *good* diamond needle; a quality product made by a respected manufacturer.

WALCO provides you with the merchandising tools and complete sales know-how that will enable you to triple your needle sales without resorting to price cuts. WALCO has a *planned program* for needle selling that is *guaranteed* to increase your sales and *profits*, without risk to you. Ask your WALCO distributor for details. Or, if you prefer, write to us for our program **PLANNED PROFITS FROM NEEDLE SALES**. We'll rush full information.

*Robert J. Walcott*  
PRESIDENT

WALCO NEEDLES  
EAST ORANGE, NEW JERSEY

# THE BILLBOARD'S WEEKLY Packaged Records Buying Guide



## BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING NOVEMBER 2

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	33	<b>Around the World in 80 Days</b> Sound Track, Decca DL 9046	Decca
2	2	84	<b>My Fair Lady</b> Original Cast, Columbia OL 5090	Columbia
3	4	9	<b>Pat's Great Hits</b> Pat Boone, Dot DLP 3071	Dot
4	10	8	<b>Where Are You?</b> Frank Sinatra, Capitol W 855	Capitol
5	15	46	<b>Hymns</b> Tennessee Ernie Ford, Capitol T 758	Capitol
6	11	70	<b>The King and I</b> Sound Track, Capitol W 740	Capitol
7	5	66	<b>The Eddy Duchin Story</b> Sound Track, Decca DL 8289	Decca
8	7	25	<b>Love Is the Thing</b> Nat King Cole, Capitol W 824	Capitol
9	8	10	<b>Wonderful, Wonderful</b> Johnny Mathis, Columbia CL 1028	Columbia
10	3	9	<b>Belafonte Sings of the Caribbean</b> Harry Belafonte, RCA Victor LPM 1505	RCA Victor
11	9	17	<b>Loving You</b> Elvis Presley, RCA Victor LPM 1515	RCA Victor
12	6	25	<b>A Swingin' Affair</b> Frank Sinatra, Capitol W 803	Capitol
13	13	25	<b>Film Encores</b> Mantovani, London LL 1700	London
14	12	113	<b>Oklahoma!</b> Sound Track, Capitol SAO 595	Capitol
15	—	1	<b>Ricky</b> Ricky Nelson, Imperial IMP 9048	Imperial
16	14	8	<b>The Pajama Game</b> Sound Track, Columbia OL 5210	Columbia
17	16	32	<b>Songs of the Fabulous Fifties</b> Roger Williams, Kapp KXL 5000	Kapp
18	23	8	<b>Dance to the Music of Lester Lanin</b> Epic LN 3340	Epic
19	22	7	<b>Dukes of Dixieland, Vol. 3</b> Audio Fidelity, AFLP 1851	Audio Fidelity
20	—	204	<b>South Pacific</b> Original Cast, Columbia OL 4180	Columbia
21	20	9	<b>Jackie Gleason Presents Velvet Brass</b> Capitol W 859	Capitol
22	—	1	<b>Pal Joey</b> Sound Track, Capitol W 912	Capitol
23	19	5	<b>The Roaring Twenties</b> Charleston City All-Stars, Grand Award GRD 33-340	Grand Award
24	—	1	<b>Lester Lanin and His Orchestra</b> Epic LN 3242	Epic
25	21	5	<b>Almost Paradise</b> Roger Williams, Kapp KL 1063	Kapp

## • Review Spotlight on . . .

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

### Popular Albums

#### HYMNS WE LOVE (1-12")—Pat Boone, Dot DLP 3068

Pat Boone's affection for religious material, and his television identification with such repertoire stamps this one a hit. Music is beautifully arranged and conducted by maestro Billy Vaughn, with Boone purring such melodies as "In the Garden," "Old Rugged Cross" and "Sweet Hour of Prayer" with impeccable taste. Package will sell on sight.

#### PAT BOONE SINGS IRVING BERLIN (1-12")—Dot DLP 3077

One of the better packages commemorating the composer's 50th anniversary in show business, this set is particularly noteworthy for smooth, sensitive reading. Boone's purring of such gems as "The Girl That I Marry" is hauntingly beautiful, with superb musical accompaniment by the Milt Rogers orch. Excellent cover art will boost sales on this.

#### THE NEW GLENN MILLER ORCHESTRA, directed by Ray McKinley (1-12")—RCA Victor LPM 1522

The band has done very well in current road work, and this smart piece of packaging will help much in further exploitation, especially at the jock level. Sensibly, it's not a complete rehash of old Miller material, but the familiar sound is there in a fine recording job. Arrangements are by Deane Kincaid and Joe Cribari. Occasional vocals by Lorry Peters, Ronnie Craig and the maestro. Tops for dancing and listening, this should do solid business.

#### JAMAICA (1-12")—Original Cast, RCA Victor LOC 1036

The original cast version, of course, is the big one. The show's a hit; Harold Arlen's score and vocals by stars Lena Horne and Ricardo Montalban, Josephine Premice, Adelaide Hall, and Ossie Davis are both tasteful and commercial—particularly Miss Horne's sultry solo "Take It Slow, Joe."

#### ANNIE GET YOUR GUN (1-12")—Mary Martin and John Rait, Capitol W 913

Original cast recording of the forthcoming TV spectacular is a must. The "classic" Irving

Berlin Broadway score still retains its charm. Songs from the memorable show include "They Say It's Wonderful," "I Got the Sun in the Morning" and "There's No Business Like Show Business." Drawing power of the two leads makes the set a natural. Attractive cover.

#### JUST ONE OF THOSE THINGS (1-12")—Nat King Cole, Capitol W 903

Nat Cole is currently represented high on the charts with his "Love Is the Thing" package and this new set, tailored in the same soft, slow, romantic mood, looks like a sure fire follow-up. Tunes include some of the smartest of the standards like "These Foolish Things," "When Your Lover Has Gone," etc. Top rung merchandise for jockeys and dealers alike.

#### FERRY COMO — DREAM ALONG WITH ME (1-12")—Russ Case Orch. RCA Camden CAL 403

Como at \$1.98 for the first time, and it's the top plug item in Camden's Holiday push. Hard

(Continued on page 85)

### — Album Cover of the Week —



THE MIKE ON THE BARROOM FLOOR, Westminster WP 6056. They couldn't have found a better model. This off-beat cover idea will certainly create interest. Displays of this happy cat can be a big sales boost.

For Reviews and Ratings of New Albums See Page 80

## • Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 2

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. WHERE ARE YOU?  
Frank Sinatra . . . . .Capitol W 855
2. WE GET LETTERS  
Perry Como . . . . .RCA Victor 1463
3. WONDERFUL, WONDERFUL  
Johnny Mathis . . . . .Columbia CL-1028
4. YOUNG IDEAS  
Ray Anthony Orch. . . . .Capitol T 806
5. A SWINGIN' AFFAIR  
Frank Sinatra . . . . .Capitol W 803
6. AROUND THE WORLD IN 80 DAYS  
Sound Track . . . . .Decca DL 9046
7. LOVING YOU  
Elvis Presley . . . . .RCA Victor LPM 1515
8. LOVE IS THE THING  
Nat King Cole . . . . .Capitol W 824
9. FOR DANCERS ALSO  
Les Elgart Orch. . . . .Columbia CL 1008
10. BELAFONTE SINGS OF THE CARIBBEAN  
Harry Belafonte . . . . .RCA Victor LPM 1505



## Best Selling Pop EP's

FOR SURVEY WEEK ENDING NOVEMBER 2

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. LOVING YOU  
Elvis Presley . . . . .RCA Victor EPA 1-1515
3. JUST FOR YOU  
Elvis Presley . . . . .RCA Victor EPA 4041
4. FOUR BY PAT  
Pat Boone . . . . .Dot DEF 1057
5. AROUND THE WORLD  
Nat King Cole . . . . .Capitol EAP 1-813
6. LOVING YOU  
Elvis Presley . . . . .RCA Victor EPA 2-1515
7. MARVELOUS MILLER MOODS  
Glenn Miller Army Air Force Band . . . . .RCA Victor EPA 1-1494
8. FOUR FRESHMEN AND FIVE SAXES  
 . . . . .Capitol EAP 1-844
9. PEACE IN THE VALLEY  
Elvis Presley . . . . .RCA Victor EPA 4054
10. THIS IS NAT KING COLE  
 . . . . .Capitol EAP 1-870
10. LONELY GIRL  
Julie London . . . . .Liberty LEP 1-3012

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

## • Review Spotlight on Albums . . .

• Continued from page 84

to see how this can miss on the racks, or how any dealer can hesitate to stock it. Sides date back several years, of course, but the fans will jump at the chance to fill in the library. Includes "Me and My Shadow," "More Than You Know," etc.

### JACKIE GLEASON PRESENTS "Oooo!" (1-12")

Capitol W 905

Gleason has another solid sales item in his latest mood music album of nostalgic standards. The Vocal Orchestra of Artie Malvin sings an expressive wordless blend (based on the title syllable) against tasteful backing of guitarist Tony Mottola and Bernie Leighton's piano. Results are strikingly effective. A must for jocks.

### LET ME SING AND I'M HAPPY (1-12")—Jay Blackton Chorus and Ork. Epic LN 3408

Of the four or more Berlin Anniversary sets in the works this shapes up as one of the most potent. It has 78 Berlin songs with a special fold out jacket cover containing notes on the eleffer's career and accompanying photos. Chorus adds plenty of luster to the production. The long list of tunes on the cover will generate much action.

### GONE FOR THE DAY (1-12") — June Christy. Capitol T 902

This could be the third best seller in a row for the swingin' thrush. Her latest effort, "Fair and Warmer," was a big one and this package of themes built around "a lazy day in the country" can go just as well. Excellent backing by Pete Rugolo. Choice items include "Lazy Afternoon," "Give Me the Simple Life" and "It's a Most Unusual Day." Attractive cover.

## Jazz Albums

### SALUTE TO SATCH (1-12")—Joe Newman Ork. RCA Victor LPM 1324

A musically excellent set consisting of Armstrong "chestnuts," i.e., "West End Blues," "Dippermouth," "When It's Sleepy Time Down South," etc., movingly interpreted by trumpeter Joe Newman in front of a big band. Arrangements by M. Albam, E. Wilkins and A. Cohn generate successful blending of modern and traditional soundings around Newman whose playing reflects "Satch," but is not imitative. Soloists Cohn and J. Cleveland add interest to this package that should be well received by both modern and traditional buyers. Striking cover.

### TRADITIONALISM REVISITED (1-12")—Bob Brookmeyer Quintet. World Pacific PJ 1233

A beautifully conceived, superbly executed taste of "traditional" jazz with a world of inventive modern flourishes by the Brookmeyer Quintet. Latter's skill and dexterity on piano and valve trombone, Jimmy Giuffre's clarinet and Jim Hall's guitar work make this an artistic gem. "Truckin'" is especially pleasing while "Don't Be That Way" sells on the first sound. Must listening for collectors and buffs alike, with excellent cover appeal, too.

### THE POLL WINNERS BARNEY KESSEL, SHELLY MANNE, RAY BROWN (1-12")—Contemporary C 3535

Consistently fine performance by this trio of top notch jazz artists tabs this package a must, with Kessel's guitar work a prime example of superior artistry. Trio injects great warmth and feeling in their playing, exemplified by highly sensitive renditions of "Satin Doll" and "Jordu." One of the best small group works in many a moon.

### THIS IS SHEARING PIANO (1-12") — George Shearing. Capitol T 909

This is Shearing's first solo package in several years, and it has strong pop and jazz potential. Those who go for the Shearing sound will like the mood created by such favorites as "Stella By Starlight," "It Might as Well Be Spring" and "On the Street Where You Live."

## Classical Album

### TCHAIKOVSKY: NUTCRACKER SUITE; MENDELSSOHN: A MIDSUMMER NIGHT'S DREAM (1-12")—Hollywood Bowl Symphony Ork (Slatkin). Capitol P 8404

Still another "natural" by this highly popular organization. Delightfully colorful cover and the light, popular repertoire are ideally geared to the gift-giving season. To show it is to sell it. It should be stocked in depth.

### SIBELIUS: SYMPHONY NO. 2 IN D MAJOR (1-12")—Phila. Orch. (Ormandy). Columbia ML 5207

The Ormandy-Sibelius combination is sure fire. This is the Finnish composer's most popular symphony and the Philadelphians have a well-deserved reputation as one of his outstanding interpreters. Audio bugs are in for a treat in the strong final movement. Turn up the volume and stand back. Sound, incidentally, is fine throat.

### PUCCHINI: TOSCA (2-12") — Milanov; Bjoerling; Warren; Rome Opera House Orchestra and Chorus (Leinsdorf). RCA Victor 6052

Top names in repertoire and performers make this de luxe package a natural for heavy sales, particularly for the upcoming gift giving season. A handsome cover and a complete Italian-English libretto will be strong merchandising factors for the dual-LP set. Long term action seems assured.

### SCHUBERT: TROUT QUINTET (1-12") — The Festival Quartet. RCA Victor LM 2147

Where the big longhair "names" have been involved, it has been demonstrated that chamber music can be sold. Here now is the debut disk of an all-star group: S. Goldberg, Primrose, Graudan and Babin, plus Sankey on double bass. Top, accessible repertoire, good cover, etc. make this one to stock and push to a large segment of the "serious" market.

### GLIERE: ILYA MOUROMETZ (1-12")—Houston Symphony Orch. (Stokowski). Capitol P 8402

A virtuoso reading of an epic Russian work. Stokowski has been closely associated with it as a result of his editing (with the composer) of the original score to a practicable concert length. The vari-colored, brilliant work should appeal strongly to the woofer-tweeter crowd. Capitol's current promotional emphasis on the conductor should also insure solid sales of this item.

## Special Merit Christmas Album

### MUSIC OF THE MEDIEVAL COURT AND COUNTRYSIDE (1-12")—New York Pro Musica Antiqua (Greenberg). Decca DL 9400

Here is a Christmas album for the discriminating buyer or recipient who is weary of the standard yuletide fare. Fine singers, performers on ancient instruments, evoke a whole vanished age thru songs and dances by Dufay, Attaignant and anonymous Italian, Spanish and English composers. Recording is realistic. Packaging, notes and cover are superior.

## Children's Album

### PINOCCHIO (1-12")—Original cast. Columbia CL 1055

The recent TV version of Pinocchio, of which this is the original cast disk, met with favorable response from critics and viewers. The story has great charm, and the songs of Alec Wilder and performances by Mickey Rooney, Fran Allison, Jerry Colonna, Stubby Kaye and Martyn Green can keep children fascinated for a long time to come. Rooney as Pinocchio is pictured on the cover. Excellent Christmas and stock material.

## Special Merit Children's Album

### LANGUAGES FOR CHILDREN: FRENCH (2-10"), Cabot CAB 4001; SPANISH (2-10"), Cabot CAB 4002; GERMAN (2-10"), Cabot CAB 4003; ITALIAN (2-10"), Cabot CAB 4004

The series is designed to teach children in the middle primary grades foreign languages. Each package contains an illustrated booklet in color with an English and foreign written dialog of the conversations. The technique is a Hear-Repeat-Speak system. Individually the sets list for \$4.95. They could be of great interest and help to primary schools that offer introductory language courses. Also excellent for home tutoring.

## Spoken Word-Special Merit Album

### THE LIVING CONSTITUTION OF THE U. S. (1-12")—Narrated by Marvin Miller. Kaydan 1001

A highly dramatic reading of the Constitution, with historical notes interpolated by Marvin Miller and a small tho brilliant cast. An off-beat idea package, it's especially well performed, with the original music score by Robert Arnbruster very fitting. Package is not only timely but a potential commercial property. Dealers could well reap a harvest by selling this as a must for any home or institutional library.

## Sound

### BILLY MURE'S SUPER-SONIC GUITARS IN HI-FI (1-12")—RCA Victor LPM 1536

This one may crack the crockery. It's a package for hi-fi buyers, with exciting sound and rhythm. Mure used four guitars, two drums and bass, and probably ran the risk of being electrocuted. Tunes are "Supersonic" and a list of standards, as "Caravan," "Malaguena," etc.

## ASCAP-TV Goal Long Peace

• Continued from page 18

mise, highly-placed executives feel it is quite possible that both CBS and NBC will, at some future point, relinquish their stock in BMI, leaving that organization tied to non-network broadcasters, other networks, too, may take similar action. Some traders close to the situation believe that such a move by the networks would strengthen their network-record label affiliations—a matter of ever-increasing importance for two reasons: 1) the growing income derived from the record business; 2) the growing potential of records as developers of talent.

However, despite the attractiveness of compromise to certain broadcasters and certain music executives, there is one stumbling

block here. That is the fact that some prime movers of the Songwriters' suit seem dedicated to an all or nothing point of view.

Meanwhile, the ASCAP-TV negotiations are continuing in a spirit of friendliness. It is known that there already had been thought of sending to the ASCAP membership for its approval the salient features of the new contract. Such a move is necessary in a long term pact. However, a hitch developed when certain ASCAP-ers expressed their belief that such a move might indirectly prejudice the Songwriters vs. BMI suit, inasmuch as seeking approval might imply that existing income rates were satisfactory.

## Victor's Hat

• Continued from page 18

As with the Columbia Record Club, dealers will be entitled to profits from members they sign up. It is known that such profits, in many instances have been substantial.

BOM, in effect, will be a sales agent for Victor. It will handle all of the advertising, billing, collecting, etc. Repertoire will be mutually agreed upon by Victor and BOM. The Victor catalog definitely will not be offered to mail buyers.

Meanwhile, it is expected that BOM will continue to operate its own Metropolitan Opera Club. However, members in its Music Appreciation Society will be swung over into the Victor club. BOM will continue to make available its special 10-inch explanatory disks, pertaining to each longhair release. BOM also will continue to service the subscribers it has enlisted for Children's Record Guild and Young People Records, which lines, oddly enough, are purchased by BOM from one of its leading rivals in the book and record mail field, the Sutliff-Stevenson combine. (Regarding the new Sutliff-Stevenson arrangement with Capitol Records, see separate story.)

The first BOM-Victor ads should break in the consumer press around January 1. Bonus disks to new members will go out the same month, and initial club selections will be shipped in February. The "inducement" offer is expected to be a free multi-disk offering, representing a solid chunk of standard symphonic repertoire with a top name conductor, such as Toscanini.

## MO Clubs

• Continued from page 18

word specialty line. Under this pact, MF will circularize its huge list of longhair buyers in a pitch to sell the new two-disk "Carl Sandburg: A Lincoln Album." This will be a "test" arrangement, but if it succeeds, it's likely that MF will go ahead with a "spoken word" club-within-a-club, offering a new Caedmon disk each month.

This would be Caedmon's third tie-up with a mail order firm, with each of the three deals aimed at a different type of buyer. The oldest arrangement has been a disk-to-disk deal with Reader's Subscription, which outfit has made 20 Caedmon titles available to its members to date. Second deal, on which the first mailing goes out within a few days, is with the 7 Arts Book Club, which will also feature the Sandburg plus 13 additional Caedmon titles.

For the record company, such deals represent considerable plus business, obtained with no advertising outlay by the diskery itself. The mail order vendors take care of the nut for high-priced ads in mass media publications, as well as for broad direct mail solicitation.

## MATHIS HIT

## Pub's Faith Vital Disk Ingredient

NEW YORK — A publisher's faith in his song is still a vital ingredient in our frantic business. In a letter sent out to disk jockeys and others in the trade, Frank Music this week proudly pointed to "The Twelfth of Never," by Johnny Mathis, as a hit. "It's number 27 on The Billboard Honor Roll of Hits," says the note.

This tune is the flip of the big Mathis hit, "Chances Are," which broke very quickly. "Now," continues the letter, "we have put the time, patience, experience and perseverance to the test and the side is proving it can stand on its own two feet."

"Like Ma's good apple pie, it took the correct amount of select ingredients to become the hit of the house. We ask you to re-examine the ingredients, and put it back in the oven," says the statement.

## Verve-Nelson Legal Fracas Squares Away

HOLLYWOOD — The much ballied legal encounter between Verve Records and Ozzie and Ricky Nelson, Music Corporation of America, Mickey Rockford, Dick Pierce, Imperial Records and Lew Chudd, formally squared off last week with the formal filing of the Verve cross-complaint.

Damages totaling \$5,217,210 were sought by Verve from the seven named in the complaint in an action filed in Superior Court (4). Suit asked for \$1,717,000 representing the anticipated net profit to Verve "had those named performed that which they had represented they would do, and upon which Verve relied." Exemplary damages of \$500,000 from each party named was also asked for.

Suit is in answer to an action by Ozzie Nelson asking damages of \$40,000 for moneys allegedly due Ricky Nelson as royalties. Verve action contends that the Nelson, MCA, Pierce and Rockford at all times represented that Ricky Nelson was bound by an oral contract. Imperial and Chudd were charged with entering into an exclusive recording services agreement with young Nelson after "being made aware of such relationship between cross-complainant and Oswald G. Nelson" and did so "maliciously and with intent to injure" Verve Records.

Action was filed by Louis W. Cook, of the firm Rosenthal & Norton.

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Artist	Title	Label
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2. Frank Sinatra	A Swingin' Affair	Capitol
3. The Weavers	At Carnegie Hall	Vanguard
4. <del>Mabley</del>	<del>Film Encores</del>	<del>Decca</del>
5. <del>Jazz at the New York Hotel</del>	<del>At the New York Hotel</del>	<del>Verve</del>

"Superb."  
Cleveland Plain Dealer

"Still the best."  
Harper's Magazine

"The album is a must for any folk record collection." Billboard

"A truly exciting recording." Miami Herald

"When the Weavers sing, the joint jumps." Christian Science Monitor

"Once again the Weavers click." Variety

"Delightful . . . immeasurable charm . . . an indispensable part of every folk music lover's collection." Downbeat



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• **Reviews and Ratings of New Popular Albums**

**• KNUCKLES O'TOOLE PLAYS HONKY TONK PIANO, Vol. 3** ..... 83 (1-12")

Grand Award GA 33-355  
Volume 3 in this highly successful series offers much the same type of fare as its predecessors: old-time tunes and standard favorites, many of which have long been in the public domain. Metatile piano with rhythm has lively and nostalgic flavor. Program includes such as "Sweet Rosie O'Grady," "Smile Darn Ya Smile," etc. Fine party fare for singing or dancing. Standard inventory.

**• BLUES IN THE NIGHT** ..... 82 (1-12")  
Mortain Gould Ork (1-12")  
RCA Victor LM 2104

Here's a set that can appeal in both pop and jazz markets. While all of the selections are not "traditional" blues, and despite the fact the Gould uses a full ork, he does manage to capture blues feelings that range in approach from Dixieland to modern innovations. The sound is excellent. Good notes by Robert A. Simon.

**• GEORGE FEYER & HIS ORK PLAYS JEROME KERN** ..... 82 (1-12")  
Vox VX 25.500.

Another in a growing group of Feyer packages in the Broadway show vein, this finds the pianist for the first time with string and woodwind ork support to his light-fingered and uncomplicated voicings of show tunes. Set of famous Kern standards is expertly recorded and should find a ready market among the show enthusiasts. A diverting item for jock programming as well.

**• SEARCH FOR PARADISE** ..... 79 (1-12")  
Sound Track (1-12")  
RCA Victor LOC 1034

Film score by Academy Award winner Dimitri Tiomkin composed for the new Cinerama production, is a romantic, exotic series of themes, some of which are based on Eastern tonalities. The score also contains several songs with lyrics by Ned Washington (also an Academy Award winner) and Lowell Thomas. These are sung by Robert Merrill. The movie-goer may find this to his liking.

**• MAN I FLIPPED . . . WHEN I HEARD** ..... 77 (1-12")  
The Kirby Stone Four (1-12")  
Cadence CLP 1023

Rock package for jocks. The Kirby Stone Four play and sing up a hilarious storm of novelty war—both originals and parody treatments of standards. Included are their recent single "S' Wonderful," "A Reasonably Ugly Chick," etc. Group has received some solid plugging on Ed Sullivan's CBS-TV show, which could spark sales.

**• THE BEST OF IRVING BERLIN** ..... 76 (1-12")  
Reg Owen Ork (1-12")  
RCA Victor LPM 1542

This is one of at least four Irving Berlin packages released to coincide with the clefter's 50th Anniversary in show business. Album contains 30 tunes, most of them very familiar. The Owens ork is big and the arrangements lend at times to concertize the material. Thus, tho the sound quality is fine, there'll be little dancing done to these versions. Aside from this drawback, the package, with a painting of Berlin on the cover, should grab a fair share of loot.

**• BILLY WARD & THE DOMINOES** ..... 76 (1-12")  
Decca DL 8621

The Dominoes group sings a number of items from the catalog and the can, including the hit of last year, "Si, Therese of the Roses." Others include "To Each His Own," "September Song," etc. The group has done well with recent singles on another label, and this package can come in for a moderate share of action too. Bands can provide worthwhile jockey programming fare as well.

**• JO STAFFORD SINGS SONGS OF SCOTLAND** ..... 7 (1-12")  
Columbia CL 1043

A conversion from a former 10-inch release. The previous edition was no chart rider; this quality set, however, can have appeal to lovers of the folk ballad who will flip over the artists' beautiful, sensitive presentations. Imaginative orchestrations help capture the bitter-sweet theme of the set. All selections are from words by Robert Burns with new musical settings by Alton Rinker.

**• TOP 12, Volume IV** ..... 73 (1-12")  
COLUMBIA CL 1057

The fourth in a series, this edition of top pops includes Johnny Mathis' "Chances Are," Tony Bennett's "In the Middle of an Island," Marty Robbins' "The Story of My Life," and versions of top song hits by other artists by Ray Ellis and Norman Petty. Other artists represented are Jimmy Dean, Vic Damone and Don Cherry.

(Continued on page 88)

Announcing the  
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Piano selections by the brightest star on the modern jazz horizon! TN 104. \$10.95



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**FOUR COLOR**



Original member of the Mound City Blue Blowers. "Null, said!" TN 105. \$10.95

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"Pee Wee Plays"

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# TELEVISION CLASSICS GO ON RECORD...COLUMBIA RECORDS!

Spectaculars highlighting the recent television picture, *Pinocchio* and *Cinderella* reached fantastic numbers of people as "live" performances. They reach even more, preserved in all their splendor, on Columbia Records.



**MICKEY ROONEY** starring in **PINOCCHIO** with Fran Allison, Jerry Colonna, Stubby Kaye, Martyn Green and Gordon B. Clarke. Narrated by Mickey Rooney. CL 1055



**CINDERELLA** The CBS Television production starring Julie Andrews with Howard Lindsay, Dorothy Stickney, Ilka Chase, Kaye Ballard, Alice Ghostly, Jon Cypher and Edith Adams. OL 5190

## NEW CHRISTMAS STARS FOR CHILDREN...FROM COLUMBIA

Besides *Pinocchio* and *Cinderella* television sound track records, Columbia's Christmas list for children includes such attractions as:



**A FIRST CHRISTMAS RECORD FOR CHILDREN**  
CL 1027

**CLOONEY TUNES**  
Rosemary Clooney  
CL 969

**THE LITTLE STAR OF BETHLEHEM**  
backed with  
**THE TOY BOX**  
CL 1046

**PETER AND THE WOLF**  
—Prokofiev  
**THE YOUNG PERSON'S GUIDE TO THE ORCHESTRA**  
—Benjamin Britten  
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# America's Fabulous New Swing Organist

# BILLY NALLE \*

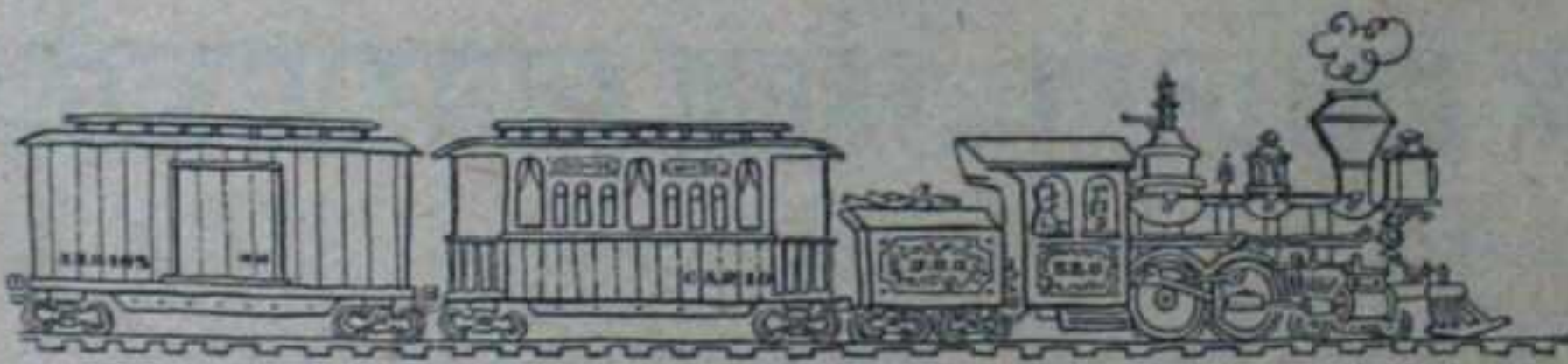
\*Rhymes with Hall



# SWINGIN' PIPE ORGAN

(LP #1521)

(EP #1521)



A D.J. Swinging Special!

## • Reviews and Ratings of New Popular Albums

• Continued from page 86

Not as many big hits as on some previous editions, but the package with artist photos on the cover, can do profitable business.

### THE VERSATONES ..... 89

(1-12")  
RCA Victor LPM 1518  
The only difference between this trio and a number of others working in a refined rhythm and blues setting is that these lads all have voices. The three are graduates of the DePaul Infantry Chorus. Despite the quality of the well-paced ballads and upbeat tunes, the same power is lacking and the set is bound to suffer from competition. Single disk exposures could probably have helped.

### Christmas

### AROUND THE CHRISTMAS TREE ... 84

Various Artists (1-12")  
Decca DL 9056  
Here's a collection of salable Christmas standards, both in the pop and the religious idiom, by such artists as Bing Crosby, Judy Garland, the Andrews Sisters, Peggy Lee, the Four Aces, the Mills Brothers, Red Foley and a number of others. Included are "White Christmas," "O Come All Ye Faithful," "Rudolph," etc. Mighty smart holiday packaging that can produce profits this year and for many years to come.

### HYMNS TO THE BLESSED

VIRGIN MARY ..... 74  
Sung by Jimmy Swittel (1-12")  
Decca DL 8618  
A package of fine performances just in time for the Christmas season. Swittel's style expresses adoration and dignity. The baritone voice is backed by an organ, the accompaniment of the latter being very quiet. Effect is one of simplicity and spiritual quality. Selections include "Mother, Dear, O Pray for Me," "Let Me Find My Way to You," "Mother, at Your Feet Is Kneeling," etc.

### Band

### LAVALLE IN HI-FI ..... 85

Paul Lavalle, His Woodwinds and His Band (1-12")  
RCA Victor LPM 1516  
Lavalle, well known as the radio maestro of the Band of America, introduces some interesting and ear-catching arrangements here which feature brass and woodwinds from bass horn to flutes. Sound is excellent and a real treat for the hi and low responses. Try "Jockey on a Carousel" as a particularly interesting hi-fi band. Imaginative packaging that can definitely sell.

### BAND CONCERT ..... 77

The Allentown Band (Meyers) (1-12")  
WFB 1201L  
Top-notch band program by a home-grown outfit, America's oldest band, in fact. One side carries good, reasonably untraveled march repertoire, while flip it concert pieces. Sound is good, tho not the best, and performances rate with the best available. Dealers with band buyers should push this.

### Polka

### MERRY POLKAS—SIX FAT DUTCHMEN ..... 81

(1-12")  
RCA Victor LPM 1418  
Assuredly a fine item for the sauerkraut circuit, all the way from Yorkville to Bavaria. These lads play with

terrific pomp and eclat, with the tuba giving it all a fine sort of Kaiser Wilhelm sound. Polka territories in the United States will find it a strong package; and in view of current strong action on polka singles, many general dealers can stock it profitably. Tunes include "Schaltzbank," "St. Paul," "Jolly Crown Polka."

### MELODY CRUISE ..... 81

Gene Wisniewski & His Harmony Bells Ork (1-12")  
Dana DLP 1250  
An international program, in which polkas, waltzes and obereks are Americanized via vocals and instrumental updating. Vocals are by the Paulina Sisters, Dick Byron and Wisniewski. Most of the sides are reissues from shellac days. There's good mileage still in these.

### BROADWAY POLKA ..... 80

Ray Henry Ork (1-12")  
Dana DLP 1248  
Gaily presented polkas should go well with dealers who buy for this market. Some tracks have vocals and all are polkas or obereks. Exuberant and happy sounds in the Polish tradition. "New Blonde Bombshell," "Chicago Polka" and "Broadway Polka" are especially cheerful.

### BINGO POLKA ..... 77

Bernard Witkowski & His Silver Bells Ork (1-12")  
Dana DLP 1251  
Here's a good bright, commercial blend of polkas and obereks, cut with clean sound by the Witkowski group. There are a dozen selections for the waltzers. Color cover of a bingo board doesn't have much bearing on the contents but the quality of the waxings makes the package a contender for the increasing polka market.

### FRANK WOJNAROWSKI'S POLISH SONG ALBUM ..... 75

(1-12")  
Dana DLP 1249  
Package of lively, danceable sides might reach a larger market, despite Polish orientation. Selections, reflecting a gay, happy mood, include "Miala Baba Kopyta," "Cry Mnie Kochasz?" etc.

### Specialty

### CHILDREN'S SONGS OF SHAKESPEARE'S TIME ..... 73

New York Pro Musica Antiqua (Greenberg) (1-12")  
Counterpoint CPT 540  
An enchanting collection of Elizabethan songs, rounds and madrigals, handsomely performed by Greenberg's group which also accompanies itself with recorder, cello, harpsichord,  
(Continued on page 90)

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Billy Ward  
**DEEP PURPLE**  
 and  
**DO IT AGAIN**  
 #55099

Vicki Benet  
**AFTER MY LAUGHTER  
 CAME TEARS**  
 and  
**ALWAYS IN MY HEART**  
 #55100

Julie London  
**SADDLE THE WIND**  
 and  
**I'D LIKE YOU  
 FOR CHRISTMAS**  
 #55108

Tony Mitchell  
**I GET ALONG WITHOUT  
 YOU VERY WELL**  
 and  
**TELL ME, TELL ME**  
 #55110

Patience and  
 Prudence  
**OVER HERE**  
 and  
**WITCHCRAFT**  
 #55107

Eddie Cochran  
**TWENTY FLIGHT ROCK**  
 and  
**CRADLE BABY**  
 #55112

Vic Schoen  
**MARION**  
 and  
**I DON'T WANNA ROAM**  
 #55109

David Seville  
**BAGDAD EXPRESS**  
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## THE BILLBOARD!

### • Reviews and Ratings of New Popular Albums

• Continued from page 88

etc. The songs focus on such things as cocks crowing, cuckoos, robins, frogs, Robin Hood in Sherwood Forest, going to bed and other childlike topics. It may appeal to only the more advanced kiddies but there is much tasty material here to interest adult specialty buyers and pre-classicists. Interesting period costumes on the cover can be a good merchandising aid.

**THE ENGLISH SINGERS OF LONDON** ..... 73  
(1-12")  
Angel 35461

Small group gives deft performances of works by early English composers, as well as folk songs in latter-day arrangements. "Greensleeves," "The Turtle Dove," "Wassail Song" are among more familiar folk items. Balance of disk draws on madrigals and "ballads" by Byrd, Morley, Gibbons, etc. Can appeal to both folk and early classical audiences.

**SHAKESPEARE SONGS & LUTE SOLOS** ..... 72  
Alfred Deller, Counter Tenor; Desmond Dupre, Lute. (1-12")  
Angel 45016

A rare package by the noted counter tenor, with lute solos. Recording has a beautiful purity of sound. Should be stocked for chess and specialty shops; in while no one sale can be predicted this prestige item will appeal strongly to a select group of buyers. The material includes many of the most beautiful lyrics in the language, such as "Full Fathom Five," "Take O Take Those Lips Away," "Where the Bee Sucks," etc.

**A CHILD'S GARDEN OF VERSES** ..... 77  
Music by Seymour Barab; sung by Russell Oberlin. (1-12")  
Composport CPE 539

Here are 24 of the immortal Stevenson children's poems set to music by Seymour Barab and sung by counter tenor Oberlin. High quality of the vocal performance is matched by the simple but imaginative backings. Strong kiddie appeal here in a conversion package that can be standard catalog merchandise.

**International**  
**C'EST MAGNIFIQUE—SONGS BY LILO** ..... 65

(1-12")  
**M-G-M E 3596**  
Despite the eye-appeal of the net-stocked French musical comedy star, this package has to be rated as a questionable starter. There's no doubt the gal can register with a sock punch from a floor or a stage but this doesn't happen on the disk. Without visual impact the gal's vocal technique makes but a so-so impression. Name value may sell some copies but caution would be in order here.

**Latin American**  
**A NIGHT AT MONTMARTRE** ..... 78  
With Fajardo & His All Stars (1-12")  
Parrot P.P. 3030

Exciting arrangements and good sound mark this package. Fajardo's orchestra plays in Cuba's Montmartre; it is a noted cha cha group and does Latin rhythms with sparkle. There are vocals. Tunes, which include many Latin American numbers, also contain such international standards as "Portuguese Washerwomen," "Poor People of Paris," etc. Much competition in this field, but album is a good one.

**ESCOBAR'S RHYTHMAGIC** ..... 75  
(1-12")  
Cadence CLP 1021

Escobar provides some exciting Afro-Cuban rhythms, a listenable blend of Latin American and U.S. dance band styles. Selections are eminently terpsible to cha cha, mambo and bolero tempo. Jazz-tinged solo work by trumpeter Bobby Borquez is stand-out. Merit apart from Latin American deejays and pop jocks in search of slightly off-beat wags.

**SHONELY** ..... 70  
Kismet Allstars (1-12")  
RCA Victor LPM 1533

Cuban lilt has a fresh, sweet vocal quality on this LP (her lilt) which apostrophizes many of her recently released singles. The lark who has a big radio-TV following in Cuba, registers strongly on a group of well-known Latin tunes—"Amour Amour," "Malagueña," the title tunes, etc. For special market.

**CHA CHA CHA AT MALIBU** ..... 68  
Marie Franklin Orchestra (1-12")  
Cadence CLP 1022

Considering this "book" is only three men, the results are just-so-so but the disc addicts have dozens of more varied and full packages to select from. Appeal will be mainly to addicts of the Catskill brand of cha cha, in which the exotico leader sings just about every number in his own brand of Spanish.

### • Reviews and Ratings of New Jazz Albums

HERE COME THE SWINGIN' BANDS

Various Artists (1-12")  
Verve MG V 8207

A collection of swingin' oldies culled from previously released sets featuring Count Basie, Gene Krupa, Woody Herman, Dizzy Gillespie and Lionel Hampton. Such gems as Basie's "Roll 'Em Pete" with Joe Williams on

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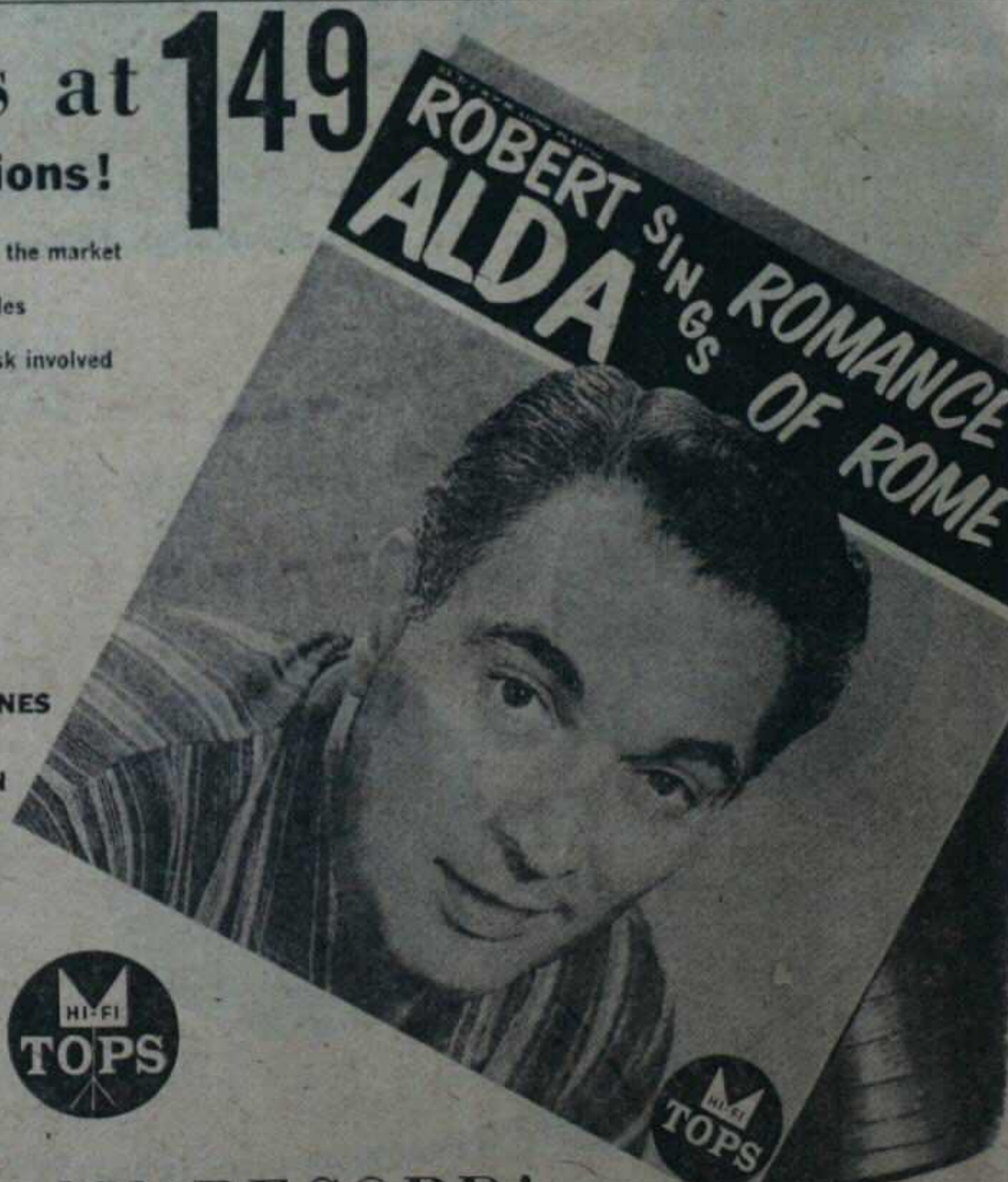
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vocals. Anita O'Day's pipes on "That's What You Think" with Krupa and Hamp's "Midnight Sun" are included. All of the selections are well known and are excellent additions to any jazz catalog. Good steady sales indicated here.

**THE COOL SOUNDS** ..... 82  
Stan Getz (1-12")  
Verve MGV 8206

Getz purveys a brace of standards and originals, all of which are inventively performed, and certainly in the cool idiom. The sound is rich and delicate, and so soft and persuasive that this might almost be termed a mood music jazz set. Sidemen vary on different tracks, and Lou Levy's piano is particularly outstanding. Excellent catalog material.

**QUARTET: RUSS FREEMAN-CHET BAKER** ..... 81  
Pacific Jazz 1232

A swinging, mid-bige group with honors shared by Baker and Freeman. Unison and solo work are sometimes amazing. There's a bit of great

writing by Freeman on "Say When" and some top-notch mood piano on Billy Strayhorn's "Lush Life." Proponents of the modern blowing school will go for this one; and, of course, the big Baker following.

**A PELL OF A TIME** ..... 80  
Dave Pell's Jazz Octet (1-12")  
RCA Victor LPM 1524

A pleasant set noteworthy for melodic, if somewhat patternized arrangements, that keep close to established Pell sound. Performances are generally excellent; rhythm is especially tasty, and baritone Pepper Adams and trumpeter Jack Sheldon reiterate their competence in solo stints. Equally functional for both jazz and pop folks. Sales potential is promising; buyers in jazz area, on periphery, and an occasional customer of pop inclination could find set interesting.

**THE SAN FRANCISCO JAZZ OF BOB SCOBAY** ..... 79  
(1-12")  
Verve MGV 1011

One of the best Scobay packages ever released, with virtually every track a swinger. The sound is full-bodied and cozy, note lines loud and true. Such items as "Milesberg Jazz," "Five Foot Two," and "Copenhagen" are performed in the carefree style that is Scobay. Great Dixie, and vocals by the delightful Clancy Hayes.

**JAZZ LAR: GIGI GRUYCE DONALD RYRD** ..... 78  
(1-12")  
Jobie JLP 1059

Another substantial album by the "Iron Lad" which has been recording heavily the last few months. Thrilled functional arrangements by Gruyce, Ryrd and Hank Jones, often fashioned along boppish lines, are emotionally performed. Solists get ample space within these scores which are among the "freer, less involved" in their book. Solo by trumpeter Ryrd, pianist Jones, and general sense of integration on all tracks make this modern package worth stocking.

**NEW VOICES** ..... 75  
Rita Reys, Sylvia Pierce, Peggy Serra  
Dawn DMP 1425

Delightful cover attracts attention to this package. Set is uneven, but boasts several tracks by Misses Reys and Serra, which justify the price. Former, who is top Dutch thrush, is a jazz gaser. Peggy Serra sounds like a cross between Helen Ward and Billie Holiday, and has one great track in "Ain't Misbehavin'" accompanied only by G. Pettiford's bass. Sylvia Pierce, wife of jazzman Nat Pierce, simply doesn't have it here.

**THE GENIUS OF LIONEL HAMPTON** ..... 74  
(1-12")  
Verve MGV 8215

Trio, big band and small group work are the frame for Hamp's vibes talents, the no matter what the combination, it's smooth, mellow swing. Sidemen contribute admirably, especially Teddy Wilson on "Body and Soul," and Willie Roll's throbbing French horn on "Where or When." Hamp collectors, and they are many, will want this one.

**ROOMS** ..... 72  
(1-12")  
Cadence CLP 1019

This prime appeal will be to jazz devotees, this package could find wide general approval. The score, which is performed by a jazz quintet, was composed for a ballet, and as such contains several musically unrelated themes. All, however, have an underlying feel of the blues. If the jazz-oriented motifs are to be classified, they most properly fall into the West Coast school. Eaching sound could go well, if pushed.

**DIZZY GILLESPIE AND STUFF SMITH** ..... 72  
(1-12")  
Verve MGV 8214

Engaging, humorous at times, jazz interlude of a type that's heard all too infrequently these days. Smith and Dizzy counter each other on violin and trumpet with the sound toned down for the mood part. Don Smith may be fighting a losing battle to re-establish jazz violin, this set is nonetheless a must for the long-standing fans.

**BUDDY DE FRANCO & THE OSCAR PETERSON QUARTET** ..... 71  
(1-12")  
Verve MGV 8210

DeFranco's highly varied talents are somewhat contrasting, and he's less languid than he should be in the company of the Peterson group. Track lacks warmth, and the ingenuity DeFranco is capable of producing, tho he does come to life on "Pick Yourself Up." Peterson may be the only sales lure here.

**THE BILLY WALLACE TRIO** ..... 70  
(1-12")  
Cap GIP 101

Pianist Wallace shows promise in this collection of standards. A stylist along the lines of Billy Taylor, he has good touch, technique, and a flair for interesting improvisation. Unfortunately, short tracks prevent him from spreading out. Surface noise is quite apparent.

**JAZZ SHOWCASE** ..... 70  
The Mastersounds (1-12")  
World Pacific WPM 403

Debut of this highly touted new group is a pleasing effort, with the emphasis on sound as well as artistic

merit. Vibes, electric bass, piano and drums are the instrumentation, with some imaginative tones produced. It's in the cool idiom, and very soft. "Wes' Time" is a clever original that will make a good demo track.

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## THE NATION'S TOP TUNES

For survey week ending November 2

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Wake Up Little Susie</b> By P. Bryant & B. Bryant—Published by Aruff-Rose (BMI) BEST SELLING RECORD: Ezzyle Brothers, Cadence 1537.	1	7	<b>6. Honeycomb</b> By Bob Macrell—Published by Hawthorne Music (ASCAP) BEST SELLING RECORD: Junie Rogers, Roulette 4015. RECORD AVAILABLE: Georgie Shaw, Dec 30418.	4	22
<b>2. Jailhouse Rock</b> By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7035.	1	5	<b>7. Fascination</b> By S. D. Mitchell, D. Manning—Published by Southern Music (ASCAP) BEST SELLING RECORD: Jane Morgan, Kapp 191. RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamilton, London 1724; Dick Jacobs, Coral 61864; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 6930; Ethel Smith, Dec 30421; Troobedors, Kapp 191.	7	13
<b>3. Chances Are</b> By Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40993.	3	9	<b>8. Tammy</b> By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61851. RECORDS AVAILABLE: Ames Brothers, Vic 6930; George Barnes, Dec 30398; Joseph Gershenson, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Snyder, Dec 30433.	5	17
<b>4. Silhouettes</b> By Stay Crews—Published by Regent Music (BMI) BEST SELLING RECORD: Rays, Cameo 117. RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9856.	6	4	<b>9. April Love</b> By Paul A. Webster—Published by Leo Feist (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15660.	20	3
<b>5. You Send Me</b> By L. C. Cooke—Published by Highways (BMI) BEST SELLING RECORD: Sam Cooke, Kean 34013. RECORDS AVAILABLE: Jesse Belvin, Modern 1025; Teresa Brewer, Coral 61838; Pless Johnson, Cap 3635.	8	3	<b>9. Melodie D'Amour</b> By Leo John-Henri Salvador—Published by Rayven Music (BMI) BEST SELLING RECORD: Ames Brothers, Vic 7046. RECORDS AVAILABLE: Marty Gold, Vik 0303; Edmundo Ros, London 1731.	9	6
<b>Second Ten</b>					
<b>11. Be-Bop Baby</b> By P. Langhorn—Published by Travis Music (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5461.	10	6	<b>16. Just Born</b> By Luther Dixon & Billy Dawn Smith—Published by Winneton Music (BMI) BEST SELLING RECORD: Perry Como, Vic 7050.	21	3
<b>12. Little Bitty Pretty One</b> By R. Byrd—Published by Records Music (BMI) BEST SELLING RECORD: Thurston Harris, Aladdin 3398. RECORD AVAILABLE: Bobby Day, Class 211.	16	3	<b>17. Happy, Happy Birthday, Baby</b> By Sylvia Lopez—Published by Donna Music (BMI) BEST SELLING RECORD: Tune Weavers, Checker 872. RECORDS AVAILABLE: Dottie Ferguson, Mer 71182; Kay Coe Jones, Dec 30412.	17	8
<b>13. My Special Angel</b> By Jimmy Duncan—Published by Merga (BMI) BEST SELLING RECORD: Bobby Helms, Dec 30423. RECORDS AVAILABLE: Frank Drone, Mercury 71193; Sonny Land Trio, Prep 115.	13	4	<b>18. My Heart Reminds Me (And That Reminds Me) adapted from "Autumn Concerto"</b> By Al Stillman-C. Bargoni—Published by Symphony House (ASCAP) BEST SELLING RECORD: Della Reese, Jubilee 5292. RECORDS AVAILABLE: Ambrose Ork, M-G-M 12342; Carmen Cavallaro, Decca 30076; Lenny Everson, Coral 61874; Richard Hayman, Mercury 71178; Ted Heath, London 1690; Melachroino Strings, Vic 7027; Nick Noble, Mercury 70959; Kay Starr, Vic 6981; Billy Vaughn, Dot 15466; Woody Herman, Verve 10102.	14	10
<b>14. Around the World</b> By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORDS: Victor Young and Bing Crosby, Dec 30262; Mantovani, London 1746. RECORDS AVAILABLE: George Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12307; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 6947; Jack Haskell, Thunderbird 1954; Manny Lopez, Vic 6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Lawrence Walk, Coral 61741.	11	12	<b>19. All the Way</b> 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; Norvelis Reid/J. Pleis, Dec 30444; Walter Scharf, Jubilee 5300.	-	1
<b>15. Diana</b> By Paul Anka—Published by Pamco Music, Inc. (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9831.	12	16	<b>20. Alone</b> By Craft-Craft—Published by Fifth Avenue Music (BMI) BEST SELLING RECORD: Shepherd Sisters, Lance 125. OTHER RECORD AVAILABLE: Brother Sisters, Mer 71195.	-	1
<b>Third Ten</b>					
<b>20. Keep A' Knockin'</b> By R. Penniman—Published by Venice (BMI) BEST SELLING RECORD: Little Richard, Specialty 611.	17	5	<b>26. Rainbow</b> By Ron Hume—Published by Robbins (ASCAP) RECORDS AVAILABLE: Bobby Breen, Chlo 1013; Bill Dargell, Jubilee 5290; Russ Hamilton, Kapp 454.	25	15
<b>22. Affair to Remember</b> By Warren, Adamson, McCarey—Published by Leo-Feist (ASCAP) RECORDS AVAILABLE: Luis Arcaez, Vic 6952; Carmen Cavallaro, Dec 30362; Vic Damone, Col 40945; Angela Drake, M-G-M 12499; Pete King, Liberty 55075; Mackillo, Tico 407; Vi Vienna, VLP 1007.	15	10	<b>27. Ivy Rose</b> By Al Hoffman-Dick Manning—Published by Boncom Music (ASCAP) RECORD AVAILABLE: Perry Como, Vic 7050.	23	2
<b>23. Hula Love</b> By Knus—Published by Kani (BMI) RECORD AVAILABLE: Buddy Knus, Roulette 4018.	22	10	<b>28. Lotta Lovin'</b> By Bernice Bedwell—Published by Song Prod. (BMI) RECORD AVAILABLE: Gene Vincent, Cap 3763.	27	8
<b>23. I'm Available</b> By Dave Burgess—Published by Golden West (ASCAP) RECORDS AVAILABLE: Dave Burgess, Challenge 1908; Kendall Sisters, Argo 5278; Margie Rayburn, Liberty 55102.	-	1	<b>29. Till</b> By Sigman-Danbers—Published by Chappell (ASCAP) RECORDS AVAILABLE: Kay Armen, Dec 30474; Les Diamond, Roulette 4025; Percy Faith, Col 40826; Dinah Shore, Vic 6980; Roger Williams, Kapp 191.	-	1
<b>25. Twelfth of Never</b> By P. P. Webster & Livingston—Published by Empress (ASCAP) RECORD AVAILABLE: Johnny Mathis, Col 40993.	28	5	<b>29. Deep Purple</b> By De Rose-Parish—Published by Robbins Music (ASCAP) RECORD AVAILABLE: Billy Ward & His Dominoes, Liberty 55099.	-	1

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing 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.



# Buyboard

<p><b>RED HOT POPS!</b></p>				
	<b>RON GOODWIN</b>	<b>FRANK SINATRA</b>	<b>GENE VINCENT</b>	<b>SONNY JAMES</b>
	<small>and his orchestra</small>	<small>orchestra cond. by Nelson Riddle</small>	<small>and his Blue Caps</small>	
	<p><b>LINGERING LOVERS</b></p> <p>SWEDISH POLKA</p> <p>record no. 3834</p>	<p><b>ALL THE WAY</b></p> <p>CHICAGO</p> <p><small>Both from the Paramount Motion Picture "The Joker is Wild"</small></p> <p>record no. 3793</p>	<p><b>DANCE TO THE BOP</b></p> <p>I GOT IT</p> <p>record no. 3839</p>	<p><b>UH-HUH- mm</b></p> <p>WHY CAN'T THEY REMEMBER?</p> <p>record no. 3840</p>

## SOLID SELLERS

 <p><b>VINCE EDWARDS</b></p> <p><small>Jack Collier and his orchestra</small></p>	<p><b>LOLLIPOP • WIDGET</b></p> <p>record no. 3826</p>
 <p><b>LES PAUL MARY FORD</b></p>	<p><b>A PAIR OF FOOLS • FIRE</b></p> <p>record no. 3825</p>
 <p><b>STAN FREBERG</b></p> <p><small>with Billy May's music</small></p>	<p><b>WUN'ERFUL, WUN'ERFUL!</b></p> <p>record no. 3815</p>
 <p><b>PEGGY LEE</b></p> <p><small>orchestra cond. by Nelson Riddle</small></p>	<p><b>LISTEN TO THE ROCKIN' BIRD</b></p> <p><b>UNINVITED DREAM</b></p> <p>record no. 3811</p>
 <p><b>JERRY REED</b></p>	<p><b>BA-BEE • IN MY OWN BACK YARD</b></p> <p>record no. 3823</p>
 <p><b>KEELY SMITH</b></p>	<p><b>AUTUMN LEAVES</b></p> <p><small>Louis Prima and his orchestra</small></p> <p>record no. 3820</p> <p><b>I KEEP FORGETTING</b></p> <p><small>orchestra conducted by Van Alexander</small></p>



# Best Sellers in Stores

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

FOR  
SURVEY WEEK  
ENDING  
NOVEMBER 2, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. JAILHOUSE ROCK (BMI)—Elvis Presley TREAT ME NICE (BMI)—Vic 7035	1	5	17. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers . . . . . 14 O' Man River (ASCAP)—Checker 872	14	8	34. MY ONE SIN (BMI)—Four Coins . . . . . This Life (ASCAP)—Epic 9229	—	3
2. YOU SEND ME (BMI)—Sam Cooke . . . . . SUMMERTIME (ASCAP)—Keen 34013	3	3	18. ALONE (BMI)—Shepherd Sisters . . . . . Congratulations to Someone (ASCAP)—Lanca 123	27	2	35. WITH YOU ON MY MIND (ASCAP)— Nat King Cole . . . . . 30 RAINTREE COUNTY (ASCAP)—Cap 3783	30	3
3. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers . . . . . 2 Maybe Tomorrow (BMI)—Cadence 1337	2	7	19. LOTTA LOVIN' (BMI)—Gene Vincent . . . . . WEAR MY RING (BMI)—Cap 3763	15	8	36. HONEST I DO (BMI)—Jimmy Reed . . . . . Signals of Love (BMI)—Vee-Jay 251	—	1
4. SILHOUETTES (BMI)—The Rays . . . . . Daddy Cool (BMI)—Cameo 117	4	4	20. DEEP PURPLE (ASCAP)— Billy Ward & His Dominoes . . . . . 23 Do It Again (BMI)—Liberty 55099	23	6	37. BACK TO SCHOOL AGAIN (BMI)— Timmie Rodgers . . . . . I've Got a Dog Who Loves Me (BMI)—Cameo 118	—	1
5. BE-BOP BABY (BMI)—Ricky Nelson . . . . . HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)—Imperial 5463	5	6	21. HULA LOVE (BMI)—Buddy Knox . . . . . Devil Woman (BMI)—Roulette 4018	17	10	38. REMEMBER YOU'RE MINE (ASCAP)— Pat Boone . . . . . 25 THERE'S A GOLD MINE IN THE SKY (ASCAP)—Dot 15602	25	14
6. LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris . . . . . 9 I Hope You Won't Hold It Against Me (ASCAP)— Aladdin 3398	9	3	21. ALL THE WAY (ASCAP)— Frank Sinatra . . . . . CHICAGO (ASCAP)—Cap 3793	—	1	39. AND THAT REMINDS ME (ASCAP)— Della Reese . . . . . I Cried for You (ASCAP)—Jubilee 5292	—	3
7. CHANCES ARE (ASCAP)— Johnny Mathis . . . . . 6 THE TWELFTH OF NEVER (ASCAP)— Col 40993	6	8	23. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis . . . . . 18 It'll Be Mine (BMI)—Sun 267	18	16	40. ROCK AND ROLL MUSIC (BMI)— Chuck Berry . . . . . Blue Feeling (BMI)—Chess 1671	—	1
8. MY SPECIAL ANGEL (BMI)— Bobby Helms . . . . . 11 Standing at the End of My World (BMI)—Dot 30123	11	4	24. MR. LEE (BMI)—Bobbettes . . . . . Look at the Stars—Atlantic 1144	21	14	41. WONDERFUL, WONDERFUL (PARTS 1 & 2) (ASCAP)— Stan Freeberg . . . . .	—	3
9. HONEYCOMB (ASCAP)— Jimmie Rodgers . . . . . 7 Their Hearts Were Full of Spring (ASCAP)— Roulette 4015	7	13	25. RAINBOW (ASCAP)—Russ Hamilton . . . . . We Will Make Love (ASCAP)—Kapp 284	23	15	42. JUST BETWEEN YOU AND ME (BMI)—Chordettes . . . . . SOFT SANDS (BMI)—Cadence 1330	—	3
10. TAMMY (ASCAP)—Debbie Reynolds . . . . . French Heels (ASCAP)—Coral 61851	8	16	26. COULD THIS BE MAGIC (BMI)— Dubs . . . . . Such Lovin' (BMI)—Gone 5011	—	1	43. I'LL REMEMBER TODAY (BMI)— Patti Page . . . . . My How the Time Goes By (ASCAP)—Mercury 71109	—	1
11. APRIL LOVE (ASCAP)—Pat Boone . . . . . WHEN THE SWALLOWS COME BACK TO CAPISTRANO (ASCAP)—Dot 15660	20	2	27. PEANUTS (BMI)— Little Joe & The Thrillers . . . . . 25 Lilly Lou (BMI)—Okeh 7088	25	6	43. PEGGY SUE (BMI)—Buddy Holly . . . . . Everyday (BMI)—Coral 61885	—	1
12. MELODIE D'AMOUR (BMI)— Aimee Brothers . . . . . 13 So Little Time (BMI)—Vic 7048	13	5	28. WAIT AND SEE (BMI)—Fats Domino . . . . . I STILL LOVE YOU (BMI)—Imperial 5467	26	3	45. PARTY TIME (BMI)—Sal Mineo . . . . . The Words That I Whisper (BMI)—Epic 9246	—	1
13. FASCINATION (ASCAP)— Jane Morgan . . . . . 16 Fascination (Instrumental) (ASCAP)—Kapp 191	16	10	29. I'M AVAILABLE (BMI)— Margie Rayburn . . . . . If You Were (ASCAP)—Liberty 55102	—	1	46. FRAULEIN (BMI)—Bobby Helms . . . . . Heartick Feeling (BMI)—Dot 30194	—	1
14. KEEP A' KNOCKIN' (BMI)— Little Richard . . . . . 12 Can't Believe You Wanna Leave—Specialty 611	12	6	30. BONY MARONIE (BMI)— Larry Williams . . . . . YOU BUG ME, BABY (BMI)—Specialty 615	—	1	47. TEDDY BEAR (ASCAP)—Elvis Presley . . . . . LOVING YOU (BMI)—Vic 7000	—	19
15. JUST BORN (BMI)—Perry Como . . . . . IVY ROSE (ASCAP)—Vic 7050	19	3	31. THAT'LL BE THE DAY (BMI)— Crickets . . . . . 22 I'm Lookin' for Someone to Love (BMI)— Brunswick 55009	22	13	48. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett . . . . . 21 I Am (ASCAP)—Col 40965	21	14
16. DIANA (BMI)—Paul Anka . . . . . Don't Gamble With Love (BMI)— ABC-Paramount 9831	10	16	32. TILL (ASCAP)—Roger Williams . . . . . Big Town (ASCAP)—Kapp 197	—	1	49. SEND FOR ME (BMI)—Nat King Cole . . . . . MY PERSONAL POSSESSION (BMI)— Cap 8737	—	13
			33. BLACK SLACKS (BMI)— Joe Bennett & Sparkletones . . . . . 29 Hoppin' Rock Boogie (BMI)—ABC-Paramount 9831	29	8	50. SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER) (BMI)— Ray Charles . . . . . I Want a Little Girl (ASCAP)—Atlantic 1154	—	—

## 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.

**KISSES SWEETER THAN WINE** (Favorite, ASCAP) — Jimmie Rodgers—Roulette 4031—The side is jumping in all markets and appears a strong bet to repeat the success of "Honeycomb." Flip is "Better Loved You'll Never Be," (Planetary, ASCAP). A previous Billboard "Spotlight" pick.

**RAUNCHY** (Hi Lo, BMI)—Ernie Freeman—Imperial 5474—Bill Justis—Phillips International 3519—Both versions are competing heavily for top coin on this tune. Either is a good bet to collect a lot of loot. Flip of Freeman's platter is "Puddin'," (Travis, MI). The Justis flip is "The Midnite Man," (Knox, BMI). Both are previous Billboard "Spotlight" picks.

**REET PETITE** (Souchie, BMI)—Jackie Wilson—Brunswick 55024—Platter is going well in both pop and r.&b. markets. It has all the signs of becoming a big one. Flip is "By the Light of the Silvery Moon," (Remick, ASCAP).



## RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING NOVEMBER 11

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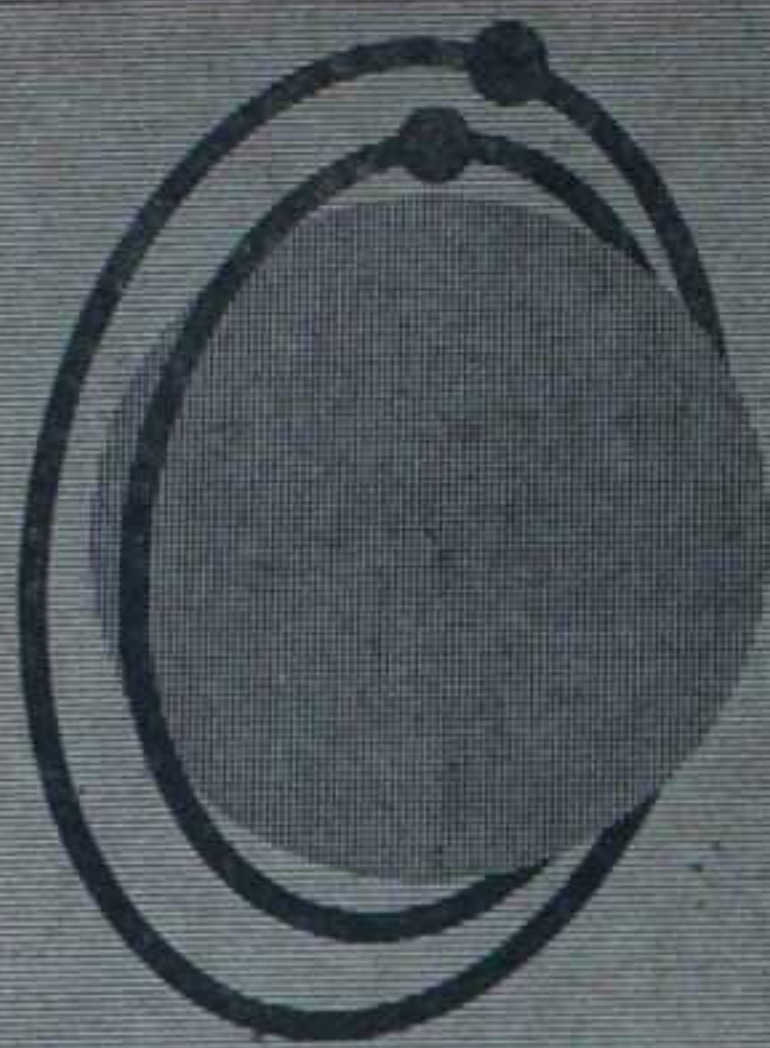
- Liechtensteiner Polka . . . . . **Will Glahn**  
(ASCAP) London 1755
- Reet Petite . . . . . **Jackie Wilson**  
(BMI) Brunswick 55024
- Raunchy . . . . . **Ernie Freeman**  
(BMI) Imperial 5474
- Raunchy . . . . . **Bill Justis**  
(BMI) Phillips International 3519
- Soft . . . . . **Bill Doggett**  
(BMI) King 5080

I  
FEEL  
LIKE  
SANTA....



Just delivered your *free* copy of Bing's greatest Christmas song since White Christmas: *How lovely is Christmas!*

**KAPP**  
**RECORDS, INC.**  
119 West 57th St. • New York, N. Y.



NEWER . . .  
 CLIMBING FASTER,  
 GOING HIGHER  
 THAN EITHER  
 SPUTNIK I OR 2 . . .

Argo 5284

# "LAZY MULE"

RAVENS

Chess 1675

## "TEARDROPS"

Lee Andrews  
and the Hearts

Chess 1671

## "ROCK AND ROLL MUSIC"

Chuck Berry

Chess 1677

## "I WAS SO LONELY"

Johnny and Joe

Argo 5277

## "NERVOUS BOOGIE"

Paul Gayten

# CHESS ARGO

RECORD COMPANY

2120 SOUTH MICHIGAN AVE. • CHICAGO, ILLINOIS  
 All Phones Calumet 5-2770

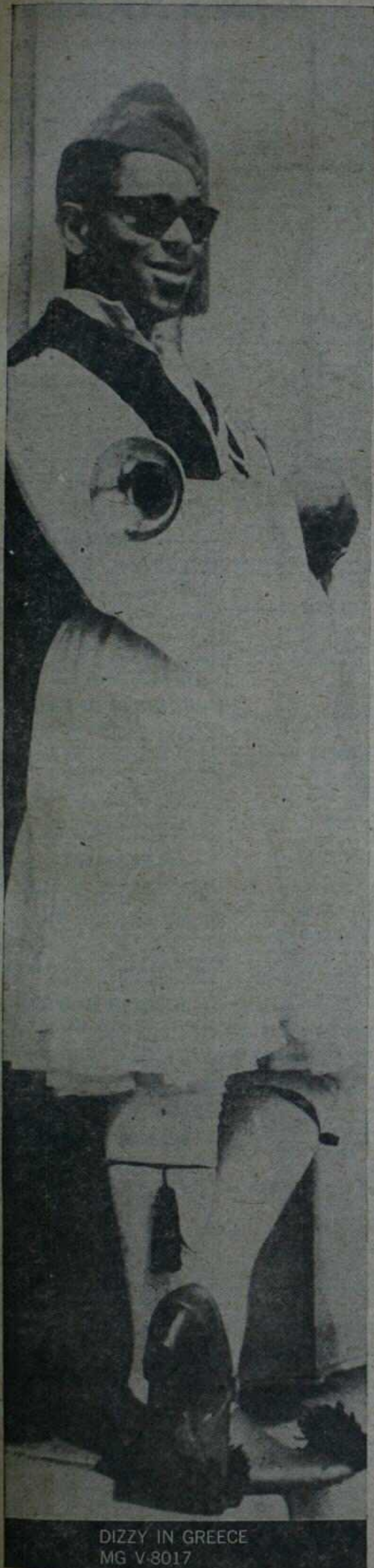
# Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 11

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

Week This		Last Week	Weeks on Chart
1.	WAKE UP LITTLE SUSIE (BMI)—Everly Brothers . . . Maybe Tomorrow (BMI)—Cadence 1337	1	7
2.	JAILHOUSE ROCK (BMI)—Elvis Presley . . . . . Treat Me Nice (BMI)—Vic 7035	2	3
3.	CHANCES ARE (ASCAP)—Johnny Mathis . . . . . The Twelfth of Never (ASCAP)—Col 40993	3	9
4.	APRIL LOVE (ASCAP)—Pat Boone . . . . . When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660	8	3
5.	MELODIE D'AMOUR (BMI)—Ames Brothers . . . . . So Little Time (BMI)—Vic 7046	5	6
6.	HONEYCOMB (ASCAP)—Jimmie Rodgers . . . . . Their Hearts Were Full of Spring (ASCAP)—Roulette 4015	4	12
7.	SILHOUETTES (BMI)—The Rays . . . . . Daddy Cool (BMI)—Cameo 117	9	3
8.	YOU SEND ME (BMI)—Sam Cooke . . . . . Summertime (ASCAP)—Keen 34013	25	2
9.	FASCINATION (ASCAP)—Jane Morgan . . . . . Fascination (Instrumental) (ASCAP)—Kapp 191	7	10
10.	SILHOUETTES (BMI)—Diamonds . . . . . Daddy Cool (BMI)—Mercury 71197	21	2
11.	MY HEART REMINDS ME (ASCAP)—Kay Starr . . . . . Flim Flam Floo (BMI)—Vic 6981	13	9
12.	THE TWELFTH OF NEVER (ASCAP)— Johnny Mathis . . . . . Chances Are (ASCAP)—Col 40993	12	5
13.	TAMMY (ASCAP)—Debbie Reynolds . . . . . French Heels (ASCAP)—Coral 61851	6	17
14.	BE-BOP BABY (BMI)—Ricky Nelson . . . . . Have I Told You Lately That I Love You (BMI)—Imperial 5463	11	3
14.	JUST BORN (BMI)—Perry Como . . . . . Ivy Rose (ASCAP)—Vic 7030	16	5
16.	ALL THE WAY (ASCAP)—Frank Sinatra . . . . . Chicago (ASCAP)—Cap 3793	17	3
16.	YOU SEND ME (BMI)—Teresa Brewer . . . . . Would I Were (ASCAP)—Coral 61898	—	1
18.	MY SPECIAL ANGEL (BMI)—Bobby Helms . . . . . Standing at the End of My World (BMI)—Dec 30423	14	3
19.	IVY ROSE (ASCAP)—Perry Como . . . . . Just Born (BMI)—Vic 7050	18	4
20.	TREAT ME NICE (BMI)—Elvis Presley . . . . . Jailhouse Rock (BMI)—Vic 7035	19	4
21.	I'M AVAILABLE (BMI)—Margie Rayburn . . . . . If You Were (ASCAP)—Liberty 55102	—	1
22.	HAPPY, HAPPY BIRTHDAY, BABY (BMI)— Tune Weavers . . . . . O' Man River (ASCAP)—Checker 872	20	5
22.	PEGGY SUE (BMI)—Buddy Holly . . . . . Everyday (BMI)—Coral 61885	—	1
22.	ALONE (BMI)—Shepherd Sisters . . . . . Congratulations to Someone (ASCAP)—Lance 125	—	1
25.	THAT'LL BE THE DAY (BMI)—Crickets . . . . . I'm Lookin' for Someone to Love (BMI)—Brunswick 35829	9	12





DIZZY IN GREECE  
MG V-8017

**DIZZY  
GILLESPIE**  
america's  
number  
one  
big  
band

*recorded in concert during  
Dizzy's State Department  
sponsored world tour*

**VERVE**  
RECORDS

*plus great new  
single by Dizzy—89183x45  
JOOGIE BOOGIE B/W  
OVER THE RAINBOW  
Vocal by Austin Cromer*



DIZZY GILLESPIE WORLD STATESMAN  
MG V-8174

For just 50c a week these sales helps can mean  
**MORE PROFIT DOLLARS**

**FOR YOU!**

**Billboard's  
SALES  
BOOSTER  
KITS**

are helping dealers  
everywhere sell more  
singles, albums, phonos  
and accessories!

For as little as 50c a week you, too,  
can put these colorful window, wall and  
counter posters to work in your store  
. . . to help you push profits up, up, up!

Twice a month, you get all these sales-aids mailed to  
you in a special **SALES BOOSTER KIT**.

- "HONOR ROLL OF HITS" POSTER - 17"x22", flashy two colors. Lists the Top 10 Tunes of the week plus the up-and-coming hits.
- "BIG PLAY" POP ALBUM POSTER - 17"x22" in two colors. Lists the top selling albums. Great for self-selection displays.
- "BIG PLAY" CLASSICAL ALBUM POSTER (alternating with "BIG PLAY" JAZZ ALBUM POSTER). Giant, 17"x22", two colors. Use 'em on counters and over self-service racks.
- "TODAY'S TOP TUNES" . . . give-away folders listing the tops in pops, classical, jazz, R&B, C&W. Great for listening booths, direct mail selling, statement enclosures.
- NEW TITLES . . . NEW ARTISTS . . . NEW EQUIPMENT POSTERS—a big supply every kit, to dress up your windows, walls and counters. Real customer convincers at the point-of-sale!

**MAIL THIS COUPON NOW**

Merchandising Division, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio

**SPECIAL INTRODUCTORY OFFER**

- Please send me the next 6 SALES BOOSTER KITS. I enclose \$6 in full payment.
- Please send me SALES BOOSTER KIT for one year and bill me for \$24.

Name \_\_\_\_\_  
Store Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

New SALES BOOSTER  
KIT subscribers  
can come in now  
for the special  
Introductory offer  
that gives you six  
KITS for only \$6.00  
average cost actually  
only 50c a week.



**Territorial Best Sellers**

FOR SURVEY WEEK ENDING NOVEMBER 11

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TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

**BOSTON**

Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.  
Chances Are, Johnny Mathis, Col.  
Fascination, Jans Morgan, Kapp  
Jailhouse Rock/Treat Me Nice, Elvis Presley, Vic.  
Silhouettes, Rays, Cam.  
Tammy, Debbie Reynolds, Cor.  
Wake Up Little Suede, Everly Brothers, Cdc.

**CHICAGO**

Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.  
Diana, Paul Anka, ABC-Para.  
Jailhouse Rock, Elvis Presley, Vic.  
Lotta Lovin', Gene Vincent, Cap.  
Silhouettes, Rays, Cam.  
Tammy, Debbie Reynolds, Cor.  
Till, Roger Williams, Kapp  
Wake Up Little Suede, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

**DETROIT**

Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.  
Honest I Do, Jimmy Reed, V J  
Jailhouse Rock, Elvis Presley, Vic.  
Little Bitty Pretty One, Bobby Day, Cia.  
Peggy Sue, Buddy Holly, Cor.  
Silhouettes, Rays, Cam.  
Wake Up Little Suede, Everly Brothers, Cdc.  
You Send Me/Summertime, Sam Cooke, Keen

**EAST TEXAS**

Alone, Shepherd Sisters, Lan.  
Hula Love, Buddy Knox, Rit.  
Idol With the Golden Head, Coasters, Ato.  
Jailhouse Rock/Treat Me Nice, Elvis Presley, Vic.  
Little Bitty Pretty One, Thurston Harris, Ala.  
Silhouettes, Rays, Cam.  
Wake Up Little Suede, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

**FLORIDA**

Be-Bop Baby, Ricky Nelson, Imp.  
Chances Are, Johnny Mathis, Col.  
Honeycomb, Jimmie Rodgers, Rit.  
I'll Remember Today, Patti Page, Mer.  
In the Middle of an Island, Tony Bennett, Col.  
Jailhouse Rock, Elvis Presley, Vic.  
Mr. Lee, Bobbettes, Alt.  
Rainbow, Russ Hamilton, Kapp  
Silhouettes, Rays, Cam.  
Tammy, Ames Brothers, Vic.

**LOS ANGELES**

Be-Bop Baby, Ricky Nelson, Imp.  
Chances Are, Johnny Mathis, Col.  
Fascination, Jans Morgan, Kapp  
Jailhouse Rock, Elvis Presley, Vic.  
My Special Angel, Bobby Helms, Dec.  
Silhouettes, Rays, Cam.  
Tammy, Debbie Reynolds, Cor.  
Wake Up Little Suede, Everly Brothers, Cdc.

**NEW YORK AND NEWARK**

Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.  
Chances Are, Johnny Mathis, Col.  
Jailhouse Rock/Treat Me Nice, Elvis Presley, Vic.  
Little Bitty Pretty One, Thurston Harris, Ala.  
My Special Angel, Bobby Helms, Dec.  
Silhouettes, Rays, Cam.  
Wake Up Little Suede, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

**NORTHERN NEW YORK STATE**

Be-Bop Baby, Ricky Nelson, Imp.  
Chances Are, Johnny Mathis, Col.  
Jailhouse Rock, Elvis Presley, Vic.  
Little Bitty Pretty One, Thurston Harris, Ala.  
My One Sin, Four Coins, Epic  
Silhouettes, Rays, Cam.

Wake Up Little Suede, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

**NORTHERN OHIO**

Be-Bop Baby, Ricky Nelson, Imp.  
Chances Are, Johnny Mathis, Col.  
Deep Purple, Billy Ward and His Dominoes, Lib.  
Honest I Do, Jimmy Reed, V J  
Jailhouse Rock, Elvis Presley, Vic.  
Little Bitty Pretty One, Thurston Harris, Ala.  
Wake Up Little Suede, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

**NORTHWEST**

Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.  
Black Slacks, Joe Bennett & Sparkletones, ABC-Para.  
Honeycomb, Jimmie Rodgers, Rit.  
Hula Love, Buddy Knox, Rit.  
Jailhouse Rock, Elvis Presley, Vic.  
Keep A' Knockin', Little Richard, Spa.  
Mr. Lee, Bobbettes, Alt.  
Summertime/You Send Me, Sam Cooke, Keen  
That'll Be the Day, Crickets, Brk.  
Wake Up Little Suede, Everly Brothers, Cdc.

**PHILADELPHIA**

Chances Are, Johnny Mathis, Col.  
Have I Told You Lately That I Love You/Be-Bop Baby, Ricky Nelson, Imp.  
Jailhouse Rock/Treat Me Nice, Elvis Presley, Vic.  
Little Bitty Pretty One, Thurston Harris, Ala.  
My Special Angel, Bobby Helms, Dec.  
Jailhouse Rock, Elvis Presley, Vic.  
Tammy, Debbie Reynolds, Cor.  
Wake Up Little Suede, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

**SAN FRANCISCO AND OAKLAND**

Be-Bop Baby, Ricky Nelson, Imp.  
Farther Up the Road, Bobby (Blue) Bland, Duke  
Honest I Do, Jimmy Reed, V J  
Jailhouse Rock/Treat Me Nice, Elvis Presley, Vic.  
Silhouettes, Rays, Cam.  
Summertime/You Send Me, Sam Cooke, Keen  
Wait and See, Fats Domino, Imp.  
Wake Up Little Suede, Everly Brothers, Cdc.

**SOUTHERN OHIO**

Alone, Shepherd Sisters, Lan.  
April Love/When the Swallows Come Back to Capistrano, Pat Boone, Dot  
Be-Bop Baby, Ricky Nelson, Imp.  
Chances Are, Johnny Mathis, Col.  
Jailhouse Rock/Treat Me Nice, Elvis Presley, Vic.  
Raunchy, Ernie Freeman, Imp.  
Wake Up Little Suede, Everly Brothers, Cdc.  
You Send Me, Sam Cooke, Keen

**ST. LOUIS AND KANSAS CITY**

April Love, Pat Boone, Dot  
Back to School Again, Timmie Rodgers, Cam.  
Be-Bop Baby, Ricky Nelson, Imp.  
Chances Are, Johnny Mathis, Col.  
Jailhouse Rock, Elvis Presley, Vic.  
My One Sin, Four Coins, Epic  
Silhouettes, Rays, Cam.  
You Send Me, Sam Cooke, Keen

**WASHINGTON AND BALTIMORE**

April Love/When the Swallows Come Back to Capistrano, Pat Boone, Dot  
Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.  
Jailhouse Rock, Elvis Presley, Vic.  
Keep A' Knockin', Little Richard, Spa.  
Little Bitty Pretty One, Thurston Harris, Ala.  
My Special Angel, Bobby Helms, Dec.  
Tammy, Debbie Reynolds, Cor.  
Wake Up Little Suede, Everly Brothers, Cdc.

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

# GREAT BALLS OF FIRE



b/w

## I MISS YOU

47/20-7098

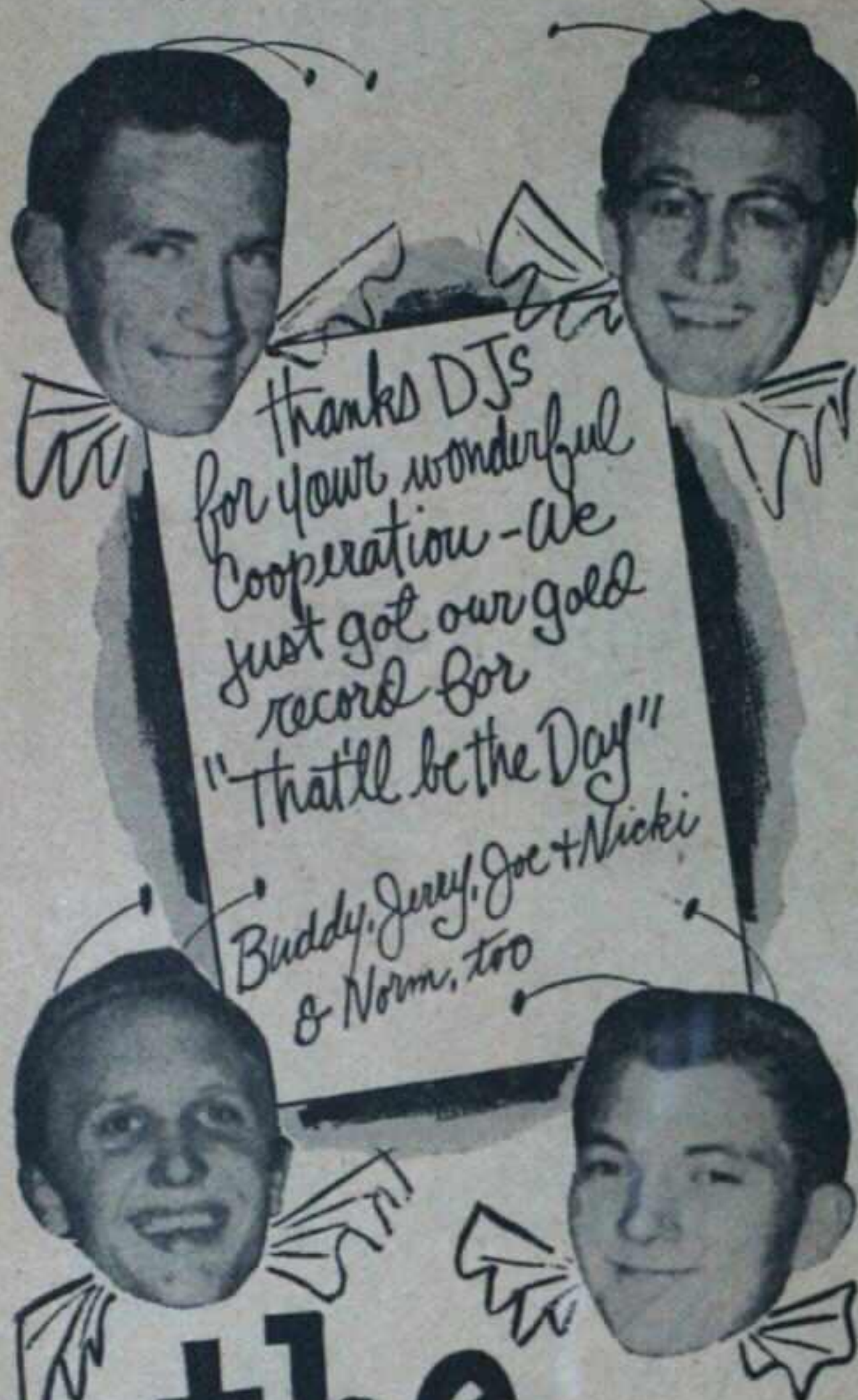
THANKS D.J.'s  
FOR ALL THOSE  
SPINS  
*Geary*



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



Hoppin' with the Hits



Thanks DJs for your wonderful cooperation - we just got our gold record for "That'll be the Day" Buddy, Jerry, Joe + Nicki & Norm, too

the Crickets

AND OUR CURRENT RELEASE:

"OH, BOY!"

b/w

"NOT FADE AWAY"

BRUNSWICK 9-55035

Exclusively BRUNSWICK RECORDS

Personal Management NORMAN PETTY

Published by

NOR-VA-JAK

Sole Selling Agent

Melody Lane Music Publishing

GEN. PROF. MGR. MURRAY DEUTCH 1619 BROADWAY, N. Y. C.



Top 100 Sides

FOR SURVEY WEEK ENDING NOVEMBER 7

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey periods, explains variation between the top 30 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

Table with 3 columns: Position, Song Artist, Label, Last Week. Lists 100 top-selling records.

NEW RELEASES

THE "5" ROYALES MESSIN' UP

b/w SAY IT King 5082

TINY TOPSY COME ON, COME ON, COME ON

b/w RING AROUND MY FINGER Federal 12309

ANNIE LAURIE NOBODY'S GONNA HURT YOU Deluxe 6151

THE BLUE TONES SHAKE SHAKE King 5088

OTIS WILLIAMS and His Charms DYNAMITE DARLING

b/w WELL OH WELL Deluxe 6149

JIMMY SCOTT WHEN DAY IS DONE King 5086

KING RECORDS

Record Dealers! Disk Jockeys!

► AARDELL TO ZORA!!

Horoscopes! Not 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 cashiers

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!

Merchandise Division, The Billboard 2140 Patterson St., Cincinnati 22, OHIO

Yes, I want 1 copy of the Music-Record Programming and Buying Guide at \$1.00 each. My remittance is enclosed. Please rush for 953

My Name, Name of Store or Station, Street Address, City, State

WATCH for your NEW PAL ACCENT ON MELODY PAL RECORDS, Inc. P. O. Box 736 Cucamonga, Calif.

*even greater than his million seller "YOUNG LOVE"!*

# SONNYY JAMES



*and a great new up-dated single*

**UH-  
HUH  
-mm**

**WHY  
CAN'T THEY  
REMEMBER?**

record no. 3840



Personal Manager:  
Ed. McLemore  
Booked through:  
Artists Service Bureau  
Ed Watts,  
Riverside 8-4374  
Cadiz and  
Industrial Bldgs.  
Dallas, Texas



**TOMORROW'S  
STARS  
ARE HERE  
TODAY**

BILLY BROWN

DON CARROLL

RAY STEVENS

JERRY REED

**ARTISTS**

**JERRY REED**

IN MY OWN BACK YARD b/w BA-BEE  
CAPITOL #F8823

**RAY STEVENS**

FIVE MORE STEPS b/w TINGLE  
PREP #F122

**DON CARROLL**

AT YOUR FRONT DOOR b/w THE GODS WERE ANGRY WITH ME  
CAPITOL #3838

**TECHNIQUES**

HEY! LITTLE GIRL b/w IN A ROUND ABOUT WAY  
ROULETTE #12441

**BILLY BROWN**

IT'S LOVE b/w DID WE HAVE A PARTY  
COLUMBIA #41029

ALSO EXCLUSIVE BOOKING AGENT FOR:

RIC CARTEY—RCA VICTOR  
BOB CORLEY—RCA VICTOR  
ROY DRUSKY—COLUMBIA

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**• Best Selling Sheet Music in U. S.**

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. TAMMY (Northern)	3	17
2. AROUND THE WORLD (Young)	1	21
3. FASCINATION (Southern)	2	13
4. CHANCES ARE (Karwin)	4	7
5. AN AFFAIR TO REMEMBER (Feist)	4	11
6. WAKE UP LITTLE SUSIE (Acuff-Rose)	6	5
7. HONEYCOMB (Hawthorne)	7	8
8. MELODIES D'AMOUR (Rayven)	10	4
9. APRIL LOVE (Witmark)	—	1
10. SILHOUETTES (Regent)	—	1
11. DIANA (Pamco)	12	10
11. MY HEART REMINDS ME (Symphony House)	8	10
13. MY SPECIAL ANGLE (Merge)	13	2
14. JAILHOUSE ROCK (Presley)	9	3
15. IVY ROSE (Boncom)	14	2

**• Best Selling Sheet Music in Britain**

(for week ending November 2)

A cabled report from the Music Publishers' Association, Ltd., London. LIR is based upon their weekly survey of England's leading music dealers. American publishers in parentheses.

Tammy—Macmelodies (Northern)	Around the World—Sterling (Young)
Fugitive Dreams—Mills (Mills)	Puttin' on the Style—Eases (Melody Trails)
Diana—Mellin (Pamco)	In the Middle of an Island—Morris (Oxford)
Love Letters in the Sand—Francis Day (Boon)	White Silver Sands—Southern (Fellows)
Island in the Sun—Feldman (Clara)	Last Train to San Fernando—Eases (Ludlow)
With All My Heart—Bion (Debutar)	Remember You're Mine—Belinda (Tracy & Lowe)
Wandering Eyes—Bion (Shapiro-Bernstein)	I'm Gonna Sit Right Down and Write Myself a Letter—Maddox (De Sylva, Brown & Henderson)
A Handful of Songs—Peter Maurice (Peter Maurice)	Bye Bye Love—Acuff-Rose (Acuff-Rose)
Man of Fire—Robbins (Robbins)	Let Me Be Loved—Frank Livingston (Evans)
That'll Be the Day—Southern (Nor-Va-Jak)	We Will Make Love—Melcher-Toll (Artista)

**• Best Selling Pop Records in Britain**

(for week ending November 2)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. THAT'LL BE THE DAY—Crickens (Vogue-Coral)	2
2. LET'S HAVE A PARTY—Elvis Presley (RCA)	4
3. TAMMY—Dobbie Reynolds (Vogue-Coral)	1
4. MAN ON FIRE/WANDERING EYES—Frankie Vaughan (Philips)	6
5. DIANA—Paul Anka (Columbia)	3
6. BE MY GIRL—Jim Dale (Parlophone)	8
7. REMEMBER YOU'RE MINE—Pat Boone (London)	5
8. GOT-TO HAVE SOMETHING IN THE BANK FRANK—Frankie Vaughan & Kaye Sisters (Philips)	—
9. WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis (London)	9
10. WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decca)	12
11. WANDERING EYES—Charlie Gracie (London)	10
12. MY DIXIE DARLING—Lionie Duggan (Pye-Nixa)	15
13. LOVE LETTERS IN THE SAND—Pat Boone (London)	11
13. WITH ALL MY HEART—Percy Clark (Pye-Nixa)	14
15. TEDDY BEAR—Elvis Presley (RCA)	13
16. ISLAND IN THE SUN—Harry Belafonte (RCA)	7
17. LAWDY MISS CLAUDY—Elvis Presley (HMV)	—
18. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia)	18
18. I LOVE YOU BABY—Paul Anka (Columbia)	—
20. MARY'S BOY CHILD—Harry Belafonte (RCA)	—

**• 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. Peasman's copyrighted Audience Coverage Index.

Radio	Television
All the Way (R)—Maraville—ASCAP	All the Way (R)—Maraville—ASCAP
An Affair to Remember (R)—Feist—ASCAP	And That Reminds Me (M) Heart Reminds Me (R)—Symphony House—ASCAP
And That Reminds Me (M) Heart Reminds Me (R)—Symphony House—ASCAP	Around the World (R) (F)—Young—ASCAP
April Love (R) (F)—Feist—ASCAP	Black Slacks (R)—Pamco—BMI
Around the World (R) (F)—Young—ASCAP	Cecilia (R)—ABC—ASCAP
Ca' C'Est L'Amour (R) (F)—Boston Hill—ASCAP	Chances Are (R)—Karwin—ASCAP
Careless (R)—Boon—ASCAP	Diana (R)—Pamco—BMI
Chances Are (R)—Karwin—ASCAP	Fascination (R) (F)—Southern—ASCAP
Fascination (R) (F)—Southern—ASCAP	Goody Goody (R)—De Sylva, Brown & Henderson—ASCAP
Got a Date With an Angel (R)—Chappell—ASCAP	Great Balls of Fire (R) (F)—BES—BMI
Honeycomb (R)—Hawthorne—ASCAP	Honeycomb (R)—Hawthorne—ASCAP
I Keep Running Away From You (R)—Berlin—ASCAP	I'll Never Say Never Again (R)—Bragman, Yocco & Conn—ASCAP
I'll Remember Today (R)—Hollis—BMI	Ivy League (R)—Snyder—ASCAP
In the Middle of an Island (R)—Mayfield—ASCAP	Just Burn (R)—Winnerton—ASCAP
Just Burn (R)—Winnerton—ASCAP	Kisses Sweeter Than Wine (R)—Folkways—BMI
Kalsumi Love Theme (R) (F)—Witmark—ASCAP	Language of Love (R)—Sequence—ASCAP
Language of Love (R)—Sequence—ASCAP	Liichtentruiser Polka (R)—Burlington—ASCAP
Lay Vegas (R)—Peer—BMI	Lord Loves a Laughing Man (R)—Walton—ASCAP
Lips of Wine (R)—Martin—BMI	Melodie D'Amour (R)—Rayven—BMI
Listen to the Rockin' Bird (R)—Wattson—ASCAP	Our Ship Is Coming In (R)—Decca—ASCAP
Melodie D'Amour (R)—Rayven—BMI	Party Time (R)—Mayland—BMI
My Special Angel (R)—Merge—BMI	Plaything (R)—Randa Postra—BMI
Sayonara (R) (F)—Berlin—ASCAP	Push Deer Button (R) (M)—Morris—ASCAP
Search for Paradise (R) (F)—Witmark—ASCAP	Tammy (R) (F)—Southern—ASCAP
Send for Me (R)—Winnerton—BMI	Teen-Age Crush (R)—Central Songs—BMI
Story of My Life (R)—Famous—ASCAP	That Mean I Love You (R)—Chappell—ASCAP
Tammy (F) (R)—Northern—ASCAP	Till (R)—Chappell—ASCAP
There's Only You (R)—Broadcast—BMI	Twelfth of Never (R)—Franc—ASCAP
Till (R)—Chappell—ASCAP	Wake Up Little Susie (R)—Acuff-Rose—BMI
Twelfth of Never (R)—Franc—ASCAP	Why Don't They Understand (R)—Kahl—BMI
White Silver Sands (R)—Fellows-Prez—BMI	

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**ERNIE-FREEMAN  
RAUNCHY  
AND  
PUDDIN'**  
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From the Georgia Tech Campus  
Straight to the Charts  
**THE TECHNIQUES  
"HEY, LITTLE GIRL"**  
Roulette 4030  
**ROULETTE RECORDS**  
659 Tenth Ave. New York 36, N. Y.

THE BIGGEST  
**"WAKE UP  
LITTLE SUSIE"**  
The Everly Brothers  
Cadence 1337  
**cadence  
RECORDS**

**GOING....  
PLUMB CRAZY  
and  
I'M GONE, MAMMA**  
#3503  
by Jim Murphy  
**REVERE RECORD  
CORP.**  
3703 N. 7th St.  
Phoenix, Ariz.

**LATEST RELEASE**  
9871  
**DANNY and the JUNIORS**  
52ND  
**"AT THE TOP"**  
**ABC-PARAMOUNT**  
FULL COLOR RECORDS

# VOX JOX

By JUNE BUNDY

**JOCKS HIT THE SKY:** Deejays are keeping up the good work on the Armed Forces entertainment front these days. Gordie Baker, WSPR, Springfield, Mass., recently took a troupe of 20 New England entertainers on a 7,500-mile tour of far-North air force bases in Newfoundland, Labrador and Greenland; while Bob "Coffee-head" Larsen, WEMP, Milwaukee, did a similar job at home last month, via a 30-hour air trip to entertain G.I.'s at Lackland Air Force Base, San Antonio.

Labeled "Operation Wisconsin," the Larsen group included Chicago and Milwaukee talent, newspaper men and disk firm execs. The jock

taped interviews with some of the Wisconsin boys at camp for airing over his local show later this week.

The Baker troupe was plagued by illness and accidents. Cal singer, Bernadine Scannell, broke her toe backstage; musician Clarence Thomas passed out from a faulty muffler during a bus trip from the airport; rock and roll artist Charles Montefusco was hospitalized for pneumonia; vocalist Sally Ann Figiel was operated on for appendicitis; and at one point the pilot alerted them to prepare for a crash landing which, fortunately, was finally averted. Baker was the first deejay ever to visit the remote Arctic bases.

## YESTERYEAR'S TOPS—

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

NOVEMBER 15, 1947

1. Near You
2. I Wish I Didn't Love You So
3. You Do
4. Fendin' and Fightin'
5. I Wonder Who's Kissing Her Now
6. An Apple Blossom Wedding
7. How Soon
8. Balletina
9. The Whiffenpoof Song
10. When You Were Sweet Sixteen

NOVEMBER 15, 1952

1. You Belong to Me
2. I Went to Your Wedding
3. Glow Worm
4. Jambalaya
5. Wish You Were Here
6. It's in the Book
7. Because You're Mine
8. Lady of Spain
9. Why Don't You Believe Me
10. Half as Much

**IDEA MAN:** Dave Lyman, WLEE, Richmond, Va., is anxious to contact deejays (one in each of the top 150 radio markets) in regard to working out a contest to be conducted simultaneously by deejays in several top disk areas. Jocks must be on the air at least one hour daily. No money is involved, says Lyman. He will give jocks additional info on request. Lyman, incidentally, recently moved his all-night show "The Old Codger With the Rusty Halo," from Saturday to Friday nights, 12:30 to 6 a.m.

**CHANGE OF THEME.** Charlie Van is one of the newer deejay staffers at KONO, San Antonio. In addition to his daily three-hour show (3-6 p.m.), Van has his own rock and roll band, the Rockets, and is looking for ideas on doing some rock and roll station breaks. . . . Tom Hennessey has joined WEHE, Cleveland, as record librarian. . . . Kate Smith is doing a deejay series on the Mutual Broadcasting System within the next 10 weeks. . . . New staffer at WSRS, Cleveland, is Bob January, formerly with WISH, Indianapolis.

### MONITOR MUSICAL SURVEY

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

- Detroit**  
"Melodie D'Amour," Ames Brothers, RCA Victor.
- Fort Worth**  
"My Heart Reminds Me," Kay Starr, RCA Victor.
- North Platte, Neb.**  
"Just Born," Perry Como, RCA Victor.
- Billings, Mont.**  
"Ivy Rose," Perry Como, RCA Victor.
- Charleston, W. Va.**  
"April Love," Pat Boone, Dot.
- Ashville, N. C.**  
"Bouquet of Roses," Al Morgan, Mercury.
- Toledo**  
"I'll Never Say Never Again," Dinah Shore, RCA Victor.
- Butte, Mont.**  
"I Would Love You Still," Four Aces, Decca.
- Jackson, Miss.**  
"Tammy," Debbie Reynolds, Coral.
- Deland, Fla.**  
"Chances Are," Johnny Mathis, Columbia.

# DANGEROUS RECORDS

It's always been a puzzle why music people speak of some records as "dangerous." A record never hurt anybody — except reviewers, disk jockeys and buyers who didn't know how far to go out on a limb with it.

To make life easy this week for the crystal ball gazers, we're offering two new disks that don't require an intricate balancing of pros and cons to size up accurately. Here we have proven talent, top-notch tunes and the sound for which Atco is famous. So let nature take its course!

**THE COASTERS** pair a hysterical take-off on the evergreen "Sweet Georgia Brown" with a groovy new Leiber & Stoller tune. **BOBBY DARIN** the teen-age sensation offers two gyrating ballads-with-beat for the blue jeans set.



## SWEET GEORGIA BROWN

WHAT IS THE SECRET OF YOUR SUCCESS?

The Coasters 6104



## DON'T CALL MY NAME

PRETTY BETTY

Bobby Darin 6103

# ATCO

Atco Recording Corp., 157 West 57 Street, New York 19, N. Y.

thanx,  
disc  
jockeys

YOU  
SEND  
ME

sam  
cooke

check on our new  
KEEN releases by  
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for an unusual listening  
treat . . . it's LOOK UP  
with the PILGRIM  
TRAVELERS

andex A5001

ANDEX ★ KEEN

records

REX PRODUCTIONS

8479 HIGUERA RD.  
CULVER CITY, CALIF.  
TEXAS 0-5511

FOR SURVEY WEEK ENDING NOVEMBER 2, 1957

# Weekly Juke Box Programming Guide

The Billboard

## POPULAR

## COUNTRY & WESTERN

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

## OPERATORS BEST BUYS

<b>BEST BUY</b>	ERBIE FREEMAN Ranchy Puddin' Imperial 5474	<b>BEST BUY</b>	PAUL GAYTEN Nervous Broogie Flatfoot Sam Amp 5277
<b>BEST BUY</b>	BILL JUSTIS The Midnight Man Philips International 3539	<b>BEST BUY</b>	JIMMIE RODGERS Kisses Sweeter Than Wine Better Loved You'll Never Be Roulette 4031
<b>BEST BUY</b>	MARTY ROBBINS The Story of My Life Once-a-Week Date Columbia 41913	<b>BEST BUY</b>	JACKIE WILSON By the Light of the Silvery Moon Brunswick 55024

## OPERATORS BEST NEW RELEASES

<b>OPINION</b>	JOE BENNETT, SPARKLETONES Penny Louises and Bobby Soles Rockers ABC-Paramount 9863	<b>OPINION</b>	THE ROBBETTES Speedy Coma Com-A Atlantic 115v
<b>OPINION</b>	THE COASTERS Sweet Georgia Brown What Is the Secret of Your Success? Aico 6104	<b>OPINION</b>	BING CROSBY How Lovely Is Christmas? My Own Individual Star Kapp 195
<b>OPINION</b>	DANNY & THE JUNIORS At the Hop Sometimes ABC-Paramount 9771	<b>OPINION</b>	SKEETER DAVIS Lead to a Galska Girl I'm Going Steady With a Heavens BCA Victor 7084
<b>OPINION</b>	SONNY JAMES Why Can't They Remember? Up His Capital 2840	<b>OPINION</b>	JIMMY LEE LEWIS Great Balls of Fire You Win Again Sun 281
<b>OPINION</b>	LITTLE JOE, THE THRILLER The Echob Kexp. Calling Me Loncane Oak 7094	<b>OPINION</b>	JIMMY NEWMAN Cry Cry Darling You're the Kid of My Dreams Dot 1365

**OPINION**

THE VALLANTS  
Good Good, Miss Mandy  
This Is the Night  
Keen Juke

Records eliminated if duplicated in Pop List.

**GEISHA GIRL**  
★ HANK LOCKLIN  
LIVIN' ALONE  
RCA Victor 6984

**IS IT WRONG**  
★ WARNER MACK  
BABY, SQUEEZE ME  
Decca 30301

**WHY WHY**  
★ CARL SMITH  
EMOTIONS  
Columbia 40984

**HOME OF THE BLUES**  
★ JOHNNY CASH  
GIVE MY LOVE TO ROSE  
Sun 279

**MY SHOES KEEP WALKING**  
BACK TO YOU  
★ RAY PRICE  
DON'T DO ME THIS WAY  
Columbia 40951

**HOLIDAY FOR LOVE**  
★ WEBB PIERCE  
DON'T DO IT DARLIN'  
Decca 30419

## RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

**FARTHER UP THE ROAD**  
★ BOBBY (BLUE) BLAND  
SOMETIME TOMORROW  
Duke 170

**ROCK AND ROLL MUSIC**  
★ CHUCK BERRY  
DEEP FEELING  
Chess 1671

**SWANEE RIVER ROCK**  
(TALKIN' 'BOUT THAT RIVER)  
★ RAY CHARLES  
I WANT A LITTLE GIRL  
Atlantic 1154

**THINK**  
★ FIVE ROYALES  
I'D BETTER MAKE A MOVE  
King 5053

**STARDUST**  
★ BILLY WARD  
LUCINDA  
Liberty 55071

Records eliminated if duplicated in Pop List.

**MR. LEE**  
★ BOBBETTES  
LOOK AT THE STARS  
Atlantic 1144

**LITTLE BITTY PRETTY ONE**  
★ THURSTON HARRIS  
I HOPE YOU WON'T HOLD IT AGAINST ME  
Aladdin 3398

**HAPPY, HAPPY BIRTHDAY, BABY**  
★ TUNE WEAVERS  
OL' MAN RIVER  
Checker 872

**JUST BORN**  
★ PERRY COMO  
IVY ROSE  
RCA Victor 7050

**DEEP PURPLE**  
★ BILLY WARD AND THE DOMINOES  
DO IT AGAIN  
Liberty 55099

## NEW HIT

**COULD THIS BE MAGIC**  
★ THE DUBS  
SUCH, LOVIN'  
Gene 5011

**HONEYCOMB**  
★ JIMMIE RODGERS  
THEIR HEARTS WERE FULL OF SPRING  
Roulette 4015

**BONY MORONIE**  
★ LARRY WILLIAMS  
YOU BUG ME, BABY  
Specialty 615

**LOTTA LOVIN'**  
★ GENE VINCENT  
WEAR MY RING  
Capitol 3763

**PEANUTS**  
★ LITTLE JOE AND THE THRILLERS  
LILLY LOU  
Oak 7088

Records eliminated if duplicated in Pop List.

**WHOLE LOTTA SHAKIN' GOIN' ON**  
★ JERRY LEE LEWIS  
IT'LL BE MINE  
Sun 267

**I'M AVAILABLE**  
★ MARGIE PAYBLIN  
IF YOU WERE  
Liberty 55102

**TAMMY**  
★ DEBBIE REYNOLDS  
FRENCH HEELS  
Coral 61851

**MELODIE D'AMOUR**  
★ AMES BROTHERS  
SO LITTLE TIME  
RCA Victor 7046

**HULA LOVE**  
★ BUDDY KNOX  
DEVIL WOMAN  
Roulette 4018

**YOU SEND ME**  
★ SAM COOKE  
SUMMERTIME  
Keen 34013

## NEW HIT

**WAIT AND SEE**  
★ FATS DOMINO  
I STILL LOVE YOU  
Imperial 5467

**DIANA**  
★ PAUL ANKA  
DON'T GAMBLE WITH LOVE  
ABC-Paramount 9831

**BE BOP BABY**  
★ RICKY NELSON  
Have I Told You Lately That I Love You  
Imperial 5463

**CHANCES ARE**  
★ JOHNNY MATSIS  
THE TWELFTH OF NEVER  
Columbia 4993

Records eliminated if duplicated in Pop List.

**SILHOUETTES**  
★ THE RAYS  
DADDY COOL  
Cameo 117

**MY SPECIAL ANGEL**  
★ BOBBY HELMS  
STANDING AT THE END OF MY WORLD  
Decca 30423

**WAKE UP LITTLE SUSIE**  
★ EVERLY BROTHERS  
MAYBE TOMORROW  
Cadence 1337

**RAINBOW**  
★ RUSSELL HAMILTON  
WE WILL MAKE LOVE  
Keen 184

**ALL THE WAY**  
★ FRANK SINATRA  
CHICAGO  
Capitol 3793

**KEEP A' KNOCKIN'**  
★ LITTLE RICHARD  
CAN'T BELIEVE YOU WANNA LEAVE  
Specialty 611

## NEW HIT

**FASCINATION**  
★ JANE MORGAN  
FASCINATION  
(Instrumental)  
Kapp 191

**APRIL LOVE**  
★ PAT BOONE  
WHEN THE SWALLOWS COME BACK  
TO CAPISTRANO  
Dot 15660

**ALONE**  
★ SHEPHERD SISTERS  
CONGRATULATIONS TO SOMEONE  
Lonca 125

**JAILHOUSE ROCK**  
★ ELVIS PRESLEY  
TREAT ME NICE  
RCA Victor 7015





**THE HI-LO's**

A VERY SPECIAL LOVE  
(Song for the Ninth Day)  
with RAY ELLIS and his orchestra

*b/w*

MY SUGAR IS SO REFINED  
(as sung in the Columbia Picture  
"Calypso Heat Wave")  
Orchestra under the direction of  
FRANK COMSTOCK  
4-41050



**RAY CONNIFF**

THEME FROM THE  
PERRY MASON SHOW  
(from the Perry Mason Show  
on CBS Television)

*b/w*

SYMPHONY OF LOVE  
RAY CONNIFF and his orchestra  
4-41040



**ROSEMARY CLOONEY**

TONIGHT  
(from the Broadway Production  
"West Side Story")

*b/w*

LOVE AND AFFECTION  
with FRANK DE VOL  
and his orchestra  
4-41053

**THE WORD ON PLAYS**

**LATE FLASHES:**

Hot on the heels of Sputnik (and capable of as many headlines) comes "Captain Hideous King of Outer Space" —an air-worthy satire complete with beeps 'n bleeps straight from Sputnik's sound track. The mastermind behind all this is the fabulous West Coast Television personality, RED BLANCHARD, who backs it with "ZORCH!," a discourse on some of the 'cooler' current slanguage (4-41051) . . . the beat that's got the kids dancing these days is right up THE SOUTHERNERS' alley . . . witness their first release, "Say Yeah" b/w "(I Only Know) One Way to Love You!" (4-41052) . . . RICK TUCKER and the PICKS, another new Columbia group serve up for their debut a strictly-by-request 'beat' duo titled "Patty Baby" and "Don't Do Me This Way!" (4-41041). This is the latest addition to Columbia's across-the-board repertoire with plenty of sales-appeal! . . . TONY BENNETT, riding a flood tide of popularity, gives it an extra boost as guest star on the Steve Allen Television Show November 10 . . . JERRY VALE guests on the JIMMY DEAN Television Show November 25-29.



**JOHNNY BOND**

THAT'S JUST WHAT I'LL DO

*b/w*

BROKEN DOLL  
4-41034-c



**JOHNNY HORTON**

YOU'RE MY BABY

*b/w*

LOVER'S ROCK  
4-41043-c



**KENNY BOWERS**

WEACH FOR THE WAFER,  
SANTA

*b/w*

AN AXE, AN APPLE AND A  
BUCKSKIN JACKET  
with JIMMY CARROLL and his  
orchestra  
4-41049

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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

- JERRY LEE LEWIS . . . Sun 281 . . . GREAT BALL OF FIRE
YOU WIN AGAIN . . . Acuff-Rose, BMI
THE BOBBETTES . . . Atlantic 1159 . . . SPEEDY
COME-A-COME-A . . . Progressive, BMI
SONNY JAMES . . . Capitol 3840 . . . WHY CAN'T THEY REMEMBER?
UH HUH . . . Vanderbilt, ASCAP
JOE BENNETT & THE SPARKLETONES . . . ABC-Paramount 9867
PENNY LOAFER AND BOBBY SOCKS
LITTLE JOE, THE THRILLER . . . Okeh 7094 THE ECHOES KEEP CALLING ME
LONESOME . . . Cranford, BMI
DANNY & THE JUNIORS . . . ABC-Paramount 9871 . . . AT THE HOP

POP DISK JOCKEY PROGRAMMING

- DINAH WASHINGTON . . . Mercury 71220 . . . BLUES DOWN HOME
MAHALIA JACKSON . . . Columbia 41055 . . . A STAR STOOD STILL
SWEET LITTLE JESUS BOY . . . Fischer, ASCAP

POP TALENT

- RAY PETERSON . . . RCA Victor 7087 . . . FEVER
WE'RE OLD ENOUGH TO CRY . . . Alta, ASCAP
JOAN TEMPLE . . . Prep 124 . . . A THOUSAND TIMES
PROMISE . . . Beechwood, BMI

CHRISTMAS

- BING CROSBY . . . Kapp 196 . . . HOW LOVELY IS CHRISTMAS
The lovely Christmas ballad is given the usual smooth treatment by Crosby.

Reviews of New Pop Records

- GEORGIA GIBBS
Great Balls of Fire . . . 85
THE BLUE TONES
Oh Yeah . . . 83
GISELE MACKENZIE
This I Know . . . 81
THE DREAMTONES
Was I Dreaming? . . . 81
DON RONDO
Wanderin' Heart . . . 81
VIC DAMONE
I Can't Choose the Book . . . 80
DAVID CARROLL
A Beautiful Lady in Blue . . . 80
TEDD LAWSON
One Way Love . . . 79
THE HI-LO'S
A Very Special Love . . . 78
It's the Hi-Lo's. Good jockey fare and could pay its way on some boxes. (Capitol, ASCAP)
THE FIVE KEYS
Do Anything . . . 77
CATERINA VALENTE
Wala . . . 77
HELEN CARR
It's Beautiful . . . 77
DICK HYMAN & SAM (THE MAN) TAYLOR
The Peanut Vendor . . . 74
GLENELL & JONELL
Shanty Boat . . . 74
RED BLANCHARD
Captain Hideout . . . 74
FEE WEE HUNT & JOE (FINGERS) CARR
Always Fall in Love . . . 73
AL MARTINO
A Little Love for a Little Kiss . . . 73
KAY CEE JONES
The Sound of Love . . . 73

(Continued on page 103)

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AND

**Blues Down Home**

**DINAH WASHINGTON**

with Eddie Chamblee and Orchestra

MERCURY 71220

**Billy  
Eckstine**



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**BOULEVARD OF BROKEN DREAMS**  
 MERCURY 71217



**Rusty Draper**

**BUZZ BUZZ BUZZ**

COUPLED WITH  
**I GET THE BLUES WHEN IT RAINS**  
 MERCURY 71221

**Jimmy Edwards**



**LOVE BUG CRAWL**

COUPLED WITH  
**HONEY LOVIN'**  
 MERCURY 71209



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A REAL TWO SIDED SMASH!!

# "DANGIN' WILD"

b/w

## • Reviews of New Pop Records

• Continued from page 106

with bright backing by chorus and ork. (MIB, ASCAP)

**CAROL HUGHES**  
**Pick Another Baby** ..... 74  
**ROULETTE 4032**—Miss Hughes belts the hand-clapper in high style. Backing includes several instrumental effects that add to the appeal. Has a rockabilly feel. (Oxford, ASCAP)  
**Never Go 'Way** ..... 73  
 Solid dual track vocal on a bright sounding country-lik theme. A bass voice is prominent in the chorus backing. Side can do business. (Jay, ASCAP)

**DOLORES HAWKINS**  
**Hoople** ..... 74  
**EPIC 9251**—A rousing novelty, with a quality lyric. The chanteuse belts it out solidly, to an arrangement in dance tempo, with a bright brassy sound. (Southern, ASCAP)  
**My Wonderful Lover** ..... 72  
 A pretty waltz. The thrust does a quality vocal to a tasteful backing. (GB, BMI)

**THE FOUR FRESHMEN**  
**Granada** ..... 74  
**CAPITOL 3832**—Don Harbour and rest of the boys sell stirring standard with style and showmanship. This could be a sleeper in the dray field. (Peer, BMI)  
**How Can I Begin to Tell** ..... 72  
 Romantic ballad with Latin tempo is warbled pleasantly by the boys. (Armstrong, ASCAP)

**THE STYLERS**  
**Blues in the Night** ..... 73  
**GOLDEN CREST 1182**—A stylized vocal of the standard. Arrangement has effective organ and a honking tenor. The chanting is in heavily accented staccato style. (Remick, BMI)  
**You Tell Me** ..... 73  
 Rhythm side, with a staccato beat and a slow tempo. The vocal group does quite well, achieving an interesting sound. (C.F.G., BMI)

**CLARE NELSON**  
**One Seat Up, One Aisle Over** ..... 73  
**EPIC 9250**—A cuts and bouncy tune. Scene is the classroom and the lover boy is sitting one seat up, etc. Teacher's voice interjects with some square root theories. Close enough to the teen tastes, and Miss Nelson handles it brightly. Could move with exposure. (Duchess, BMI)  
**Shake Me, I Rattle** ..... 71  
 A pretty little thud-beater, and cover of the earlier Lennon Shivers version. Not too close to the teen grove, but it's the kind of tune that can catch on. If so, this can share in the loot, but early action would be on the flip. (Columbia, BMI)

**THE CHARIOTEERS**  
**The Candles** ..... 73  
**M-G-M 12569**—Rock-ballad slickly sung and ooked. Classy rundown merits attention from rock and roll spinners. Material is several notches above the norm. Action possible in r.&b. ton. (Levy & Oceanic, BMI)  
**I Didn't Mean to Be Mean to You** ..... 68  
 Veteran group combines styles of old Ink Spots and Mills Brothers. Tune is a nostalgic oldie. Smart Sid Bass orking, but flip has more distinction. (Bourne, ASCAP)

**STEVE SCHICKEL**  
**What a Night** ..... 72  
**FOREMOST 115**—A rock and roller. Schickel belts this one with a touch of rockabilly style in his delivery. There's a swinging instrumental arrangement. (Windy City, ASCAP)  
**Don't Lie** ..... 71  
 Up tempo blues, belted out by Schickel with clipped phrasing. Rhythm backing is very lively. Merit exposure. (Windy City, ASCAP)

**STEVE ALLEN**  
**Pretend You Don't See Her** ..... 72  
**CORAL 61909**—This lovely ballad in instrumental treatment is lush enough to win spins. Allen wrote both tunes. (Rosemeadow, ASCAP)  
**But I Haven't Got Him** ..... 70  
 Romantic instrumental treatment of lyrical theme with Latin flavor. (Rosemeadow, ASCAP)

**THE WILDER BROTHERS**  
**Walkin' Papers** ..... 72  
**VERVE 10097**—A blues, with a good lyric and a sophisticated performance and arrangement. There's a striding rhythm to it. Detjays will like. (Morning, ASCAP)  
**Zig Zag** ..... 70  
 Rhythm piece with a novelty lyric. Side has a bouncier quality, with banjo sound in the arrangement, plus whistling. Bright sound. (Vireo, ASCAP)

**BILL PLATO**  
**Caribbean Serenade** ..... 72  
**DECCA 30500**—Piano in spotlight here on a tune with distinct "Canadian Sunset" qualities. A nice lazy listening instrumental for juke and deejay trade. (Rytive, ASCAP)  
**Dancer at the Fair** ..... 69  
 The more rhythmic of the two sides, this has a suggestion of a Latin beat behind the string-dominated ork. Pleasant sound, but flip may have

more for the current market. (Cetera, BMI)

**FRANK CHACKSFIELD ORK**  
**Kassini Love Theme** ..... 72  
**LONDON 1772**—An appealing big ork interpretation of the theme music from "Sayonara," which can share juke interest with other versions already out. (Wimark, ASCAP)  
**Costa Brava** ..... 65  
 A Chacksfield clefting, this has the rhythm of the bolero, with attractive guitar sounds in front of the ork. Okay listening, but flip would be the more likely side. (Regent, BMI)

**KAY ARMEN**  
**Tenderly He Watches** ..... 71  
**M-G-M 12582**—Miss Armen registers with feeling and dignity on dramatic theme with moving sacred lyrics. (Duchess, BMI)  
**If I Can Help Somebody** ..... 70  
 Quietly paced Christmas Seal Song is accorded tenderly respectful treatment by thrust and chorus. Tie-up with yule charity should spark spins. (Leeds, ASCAP)

**WAYNE KING ORK**  
**Joey's Song** ..... 71  
**DECCA 30501**—Capable cover of infectious instrumenta theme. Rates some play, but Joe Reisman original is still ahead spin-wise. (Shaplen-Bernstein, ASCAP)  
**King's Bones** ..... 69  
 Tasteful, swings instrumental side—

wayed out of King's old waltzy-schmaltzy groove. Good conversational wax for juke. (Forrest, BMI)

**EVE BOSWELL**  
**Step Whistle, Wolf** ..... 71  
**CAPITOL 3829**—Miss Boswell offers a waltzy rhythm side on a modern Red Riding Hood lick. Has a mild rock and roll flavor in the backing. Agreeable performance with moderate potential. (Alamo, ASCAP)  
**It's Been a Long, Long Time** ..... 69  
 A sighing, misty-eye approach to the 1946 hit. The British thrust turns out an easy-going danceable reading of the slow-paced ballad. (Morris, ASCAP)

**PETER LANCE CHORUS**  
**Never Trust a Fellow** ..... 71  
**CARTER 1001**—Tune, which has the feeling of "Somebody Else Is Taking My Place," gets a bright swinging reading by the band and chorus. Nice arrangement builds to a good finish. Jocks can try this for size. (Herman, ASCAP)  
**What Can I Do?** ..... 64  
 An upbeat tune with vocalist Vince Ferry featured with the chorus and Joe Russo ork. A pleasant disc without strong commercial value, tho some jocks may like it. (Herman, ASCAP)

**CLIFF CROFFORD**  
**Love Conquers All** ..... 70  
**TALLY 113**—Good ballad. Sung well, with a triplex arrangement in the rhythm, a chorus and tenor. Worth exposure. (La-Tal, BMI)  
**Let Me Tell Your Fortune** ..... 70  
 Another good song, this one a rhythm piece with interesting melodic pattern. Crofford chants it well. (La-Tal, BMI)

(Continued on page 110)

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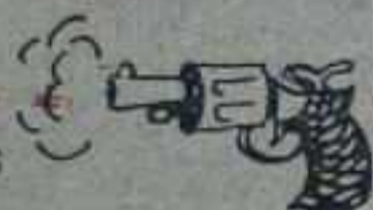


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**Capitol Trains Sales Artillery**

• Continued from page 19

"The Man I Love" by Peggy Lee, "This Is Nat King Cole," "High Society" and Ray Anthony's "Dream Dancing."

As is typical with most direct mail offers, potential subscribers enjoy a no risk guarantee, and may return the three free LP's within seven days and membership may be canceled at that time.

Club members will receive a monthly Capitol Record Review magazine describing the forthcoming releases in all four divisions of the club. In addition, a printed form allowing a member to indicate he does not want a selection or prefers other albums in another division, will be enclosed in the monthly mailing. Members are not obligated to purchase a record each month, but must purchase four within a year, and they may resign any time after the initial purchase of four records.

Test mailing includes the album photo stamps, membership application, business reply envelope, a four-page two-color brochure outlining the club and the Capitol product, and a printed letter further explaining the club operation. Replies are directed to Capitol at a New York address.

The test mailing left Stevenson's headquarters late last week, with results expected to be completed by Stevenson and Capitol before the Christmas holidays. For the present time, the Capitol management committee will supervise the operation of the club. Latter group consists of Dunn, Bonbright, James W. Bayless, vice-president in charge of manufacturing, and Capitol President Glenn E. Wallich. No decision has as yet been made whether fulfillment will be made at the Capitol, Scranton, Pa., plant or at Stevenson's headquarters. The space reservations in major consumer media have been made by Stevenson, these are tentative and subject to cancellation.

It's important to note that Capitol has made available three al-

bums normally priced at \$4.98 in its initial offering of 12 from which subscribers may select their three free LP's. These packages are "High Society," "This Is Sinatra" and "Music to Remember Her," by Jackie Gleason. Other sets are normally priced at \$3.98. All of the 12 albums are current releases that have been issued this year, while a number of them were issued only several months ago.

Capitol previously experimented with a children's record club last year, making a test mailing to some 50,000 potential subscribers. Label worked with the Reuben Donnelly organization at that time. Capitol has since discontinued the operation which never went beyond the first mailing, tho it did fulfill all members subscriptions.

Dan Bonbright further emphasized that Capitol "will continue to make such tests as long as mail order is a recognized means of merchandising. If this test isn't conclusive, other tests will be made in the future."

**Kappy Joins Travel Agency**

NEW YORK — Kappy Jordan, blonde femme-de diskques, long active in promotion and disk exec capacities, has left the business to become a travel agent.

Her new affiliation is with the Fugazy Travel Bureau here, Miss Jordan will concentrate heavily on music business clientele, arranging travel and hotel accommodations here and abroad.

Miss Jordan's move means the end of the annual Patti Page Picnics which she instigated some years back, and which had become one of the industry's most popular institutions.

**Throat Ailment Beds Avakian**

NEW YORK—Columbia a.&c. exec George Avakian is recovering from an attack of mononucleosis—a throat ailment which had incapacitated him for two weeks.

Avakian will resume his Columbia functions shortly.

**Sheet Jobbers**

• Continued from page 19

then publishers ought to be realistic about the expenses involved for us."

According to Richmond, publishers have lost their initiative in the music business to the record men. Thus a publisher has to wait and see what happens with the record of his tune, before he decides what to do about sheet copies.

Put another way, according to Irwin Gewirtz of the Walter Kane jobber firm here, it's the publisher who is at fault rather than the jobber when it comes to late deliveries. "We get orders out the same day they are received, if we've got the merchandise," he said, "but how can we send it out if the publisher is waiting to see what happens with the records before he prints up the sheet music?"

Gewirtz also pointed out that some dealers who get calls for a piece of music, will write direct to the publisher for copies. "This is when dealers get loaded up with copies they can't possibly sell. That doesn't happen when we service an order. We send exactly what's asked for. Besides all that, when publishers deal direct with dealers, and what's more give them the same price we have to pay, then where do we come off?"

Both jobbers said that educational and standard sales were better ever, but as far as pop material is concerned, there was considerable doubt as to what could be done to improve the situation.

**California Court**

• Continued from page 19

ceive payments under the contracts here involved."

"We find no relevance in the distinction defendants seek to make between jurisdiction to take over a non-resident's claim to a chosen action admittedly his and jurisdiction to establish that it was never his. In both situations the non-resident (Rosenbaum) can protect his interest in the property only by submitting to the jurisdiction of the court."

Supreme Court subsequently ordered the Superior Court to "assume and exercise jurisdiction" in the plaintiff's application for an injunction and the appointment of a receiver.

Harold A. Fendler and Daniel A. Weber, attorneys for the musicians in the pix-to-TV and recording industry suits, stated the "unanimous decision was a magnificent victory for rank and file union labor everywhere." Superior Court in Los Angeles is expected to act on the Supreme Court order later this month.

Two additional actions against the AFM and Trust Fund are pending, with damages sought in all four cases totaling in excess of \$19 million.

**Cleffer Sues**

• Continued from page 19

tions. Jones is an ASCAP writer, while Alamo is an ASCAP firm. According to Balston, the action is the first of its kind brought as a result of evidence uncovered by the recent Celler Committee hearings. Attorney J. Robert Maddox is an associate counsel with Balston in the action.

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# Reviews and Ratings of New Classical Albums

**RITA STREICH SINGS GREAT OPERA ARIAS (1-12)**—Decca DL 9943.....80  
To the charm of an exquisite voice, the soprano adds nice phrasing, technical mastery and unusually secure intonation. Program ranges thru top material, high in popular favor, including selections by Rossini, Verdi, Thomas, Meyerbeer and Mozart. Singer's notable participation in earlier complete opera sets have paved the way for a good reception for this disk.

**LISZT: SIX PAGANINI ETUDES, SPANISH RHAPSODY, FEUX POLAINTS (1-12)**—Ruth Slenczynska, Pianist, Decca DL 9949.....77  
Extremely brilliant playing of virtuoso program calling for speed and clarity. Pianist goes beyond these requirements and adds temperament, in this disk. The "Paganini Etudes," which make up major portion of record, have not been waxed often before. Incidentally, appearance of pianist's autobiography, "Forbidden Childhood," provides good publicity to aid sales.

**WIENIAWSKI: VIOLIN CONCERTO NO. 1; BRUCH: SCOTTISH FANTASIES (1-12)**—Michael Rabin, Violinist, Philharmonia Ork (Boult), Angel 35484.....74  
Rabin brings authority and zest to his performance of the Wieniawski "First Concerto"—a romantic, violinistic work new to long-play. Young artist also gives intense, compelling reading of Bruch's "Scottish Fantasy." Recorded sound is faithful.

**BERLIOZ OVERTURES (1-12)**—Philharmonia Promenade Ork (Boult), West-

minster XWN 18513.....75  
These polished interpretations of four Berlioz overtures were well received when originally issued in the more expensive Laboratory Series. They retain their good qualities in the present format. Selections are: "Roman Carnival," "Les Franca-Juges," "Benvenuto Cellini" and "Waverley."

**SCHUMANN: SYMPHONIC ETUDES, KREISLERIANA (1-12)**—Wilhelm Kempff, Piano, Decca DL 9948.....74  
Kempff's fine performance of "Kreisleriana" does not have too many challengers. "Symphonic Etudes" receives finely shaded performance that highlights mercurial quality of work. Recording might have been bettered, since piano sound is a little remote.

**MAHLER: SYMPHONY NO. 4 (1-12)**—Amy Schlemm, Soprano; Saxoa State Ork, Dresden (Ladwig), Decca DL 9944.....73  
Good spirit and firm but flexible control mark conductor's handling of one of Mahler's more optimistic works. Soprano soloist, Amy Schlemm, is adequate. There is not much competition, since some of previous versions show age of recording.

**BARTOK: CONCERTO FOR ORK (1-12)**—Berlin Radio Symphony Ork (Fricsky), Decca DL 9951.....72  
Sympathetic reading by Fricsky of what has become perhaps Bartok's most popular work. Conductor has previously shown flair for his countryman's music and does not disappoint here. However, similar competition is plentiful and some boast more convincing sound.

**FRANCK: PIECE HEROIQUE; THREE CHORALES (1-12)**—Edouard Camette, Organist, Angel 35369.....72  
Veteran French organist has knowledgeable, sympathetic approach to Franck's important organ works. "Piece Heroique" has not been offered too often on long play, despite its popularity. Well-defined sound of cathedral organ of St. Jean de Lyon is faithful without being overwhelming.

**ORATORIO ARIAS; HANDEL, HAYDN, MENDELSSOHN (1-12)**—Lois Marshall, Soprano; London Symphony Ork, Bernard, Angel 35531.....70  
There are relatively few collections of oratorio arias on the market. This album presents some fine examples from Handel's "Jephtha," "Solomon," "Judas Maccabeus" and "Samson"; Haydn's "Creation"; and Mendelssohn's "Elijah." Lois Marshall, who has special talent in this field, gives poised, expressive renditions.

**SPANISH KEYBOARD MUSIC (1-12)**—Paul Wolf, Harpsichord, Experiences Anonymous EA 9024.....68  
Exceptionally lively recording of reawakening program by 16th and 17th century Spanish composers. One side of disk is entirely devoted to works of Caberon, including several sets of variations—Spain's early special contribution to instrumental music. Richly ornamented harpsichord works are deftly played. Clearly a connoisseur item only, but a good one.

**GRIEG: LYRIC PIECES, BOOKS 5 & 6 (1-12)**—Menahem Pressler, Pianist, M-G-M E 3198.....68  
This issue brings the pianist well along in his projected complete recording of the "Lyric Pieces." Performances of these charming selections are sensitive, approached with care and understanding. Nevertheless, Grieg's recent release of some of these pieces represents formidable opposition. (Labels did not match sides in review copy.)

**ENGLISH POLYPHONY OF THE XIIIth AND EARLY XIVth CENTURIES (1-12)**—Russell Oberlin, Counter-tenor; Charles Brasher, Tenor; Donald Perry, Tenor; Seymour Barab & Martha Blackman, Viols, Experiences Anonymous EA 9024.....67  
Artistic re-creation by performers breathes life into this very early English music sung in Latin and in the vernacular. Works have sincere, touching quality to

# Reviews of New Pop Records

Continued from page 108

**LINCOLN CHASE**  
Save the Last Dance for Me.....70  
LIBERTY 55080—Straight vocal on the pretty waltz standard is backed by lush strings. Different sound by the artist could stir some interest. (Feist, ASCAP)

**Naturally I'm Yours... 70**  
Chase presents the ballad (which he clefied himself) simply and effectively against romantic string backing, without vocal gimmicks. (Larabee, BMI)

**RUSSELL ARMS**  
I Wonder Where My Darlin' Is Tonight.....70  
ERA 1048—Simple, direct tune, with a touch of country feeling. Good ork beat and vibrant chanting lift this into a spin-worty class. (Thunderbird, ASCAP)

**I'm Tired of Pride... 66**  
Weeper ballad, with a country message, gets a strong back-beat backing. Good enough job by Arms, who may have made some friends with his "Hit Parade" stint. (Warman, BMI)

**GLEN AYERS**  
Sweet Love.....70  
TALLY 112—A rhythm side, adequately chanted by Red Simpson with a touch of rockabilly style. A chick answers him with a deep voice. Strings, a honky-tonk piano and a chorus are in the arrangement. (Owen, BMI)

**Dolly Blues... 66**  
Not a blues, but a ballad, Ayers does it adequately, with a chorus supporting his vocal. (Owen, BMI)

**TEDDY PHILLIPS ORK**  
Whistlers' Jingle.....69  
M-G-M 12572—Tune was written by the late Ken Griffin. The instrumental treatment features organ, accordion, guitar and rhythm accompaniment. A chorus is also briefly heard. (Windy City, ASCAP)

**Sentimental Strings... 68**  
Nicely styled instrumental is also a shuffle prospect. Production of the shuffle-paced tune is similar to flip except that lush strings are added. (Johnstone-Montel, BMI)

**BOB PARKER ORK**  
Las Vegas.....69  
CORAL 61906—Lushly stringed instrumental version of a sparkling theme. Good jockey wax. (Peer, BMI)

**Horizontal... 68**  
Rich instrumental treatment with sweet strings and a pleasing melody. Another strong jockey side. (Peer, BMI)

**DON FOX**  
You'll Never Go to Heaven.....69  
LONDON 1770—Rock and roll treatment of the spiritual standard, with new lyric like "You'll never go to heaven in a hot rod car." Fox shouts it with tenor sax and chorus in back-up. Chances would seem moderate only. (Chappell, ASCAP)

**Be My Girl... 66**  
A medium rock and roller with Fox, and Eddie Fisher-type chanter, belting the uninspired lyric. Femme companion keeps whispering "Tell me

both music and text. Helpful annotations are included. Sharply limited potential for shops.

**MUSIC BY ALAN HOVRANES (1-12)**  
—M-G-M String Ork., M-G-M Brass Ensemble (Sutinach), Marga Richter, Pianist; Anahid & Maro Ajemian, Violin & Piano; Manhoftan Piano Quartet; M-G-M E 3517.....67  
This release combines contents of some earlier diskings with fresh material. Compositions have Near-Eastern quality in common, altho there is a wide variety of instrumentation to vary the effect. Some of composer's works have attracted sales, so dealers who stock this should be alert to a limited potential thru follow-up.

**A WAGNER ORCHESTRAL PROGRAM (1-12)**—Pro Musica Symphony Ork. of Hamburg (Walther), M-G-M E 3193.....64  
Set assembles some of the most popular orchestral selections from "Die Walkure," "Tannhauser," "Lohengrin," "Siegfried," "Die Meistersinger" and "The Flying Dutchman." Programming is strongest feature of album, since neither performance nor sound is especially praiseworthy.

**ROZSA: CONCERTO FOR STRING ORCH.; RIETI: DANCE VARIATIONS FOR STRING ORCH. (1-12)**—M-G-M String Ork. (Sutinach), M-G-M E 3565.....66  
These contemporary works are not of the formidable, "intellectual" variety. Rozsa's piece is essentially romantic, strongly touched by the influence of Hungarian song. Rieti attempts a combination of dance suite with theme and variations. Recording is fair. Recommended only to dealers who aim at fairly complete representation.

**BEETHOVEN: SYMPHONY NO. 5; EG-MONT OVERTURE (1-12)**—Sinfonia of London (Swarowsky), Liberty SWL 15903.....68  
Dealers who now carry several versions of Beethoven's "Fifth" will find little reason to add this recording to their stock. It promises few sales on the basis of performer's name value, quality of interpretation and sound, or price.

some more." Fair results. (Stratton, BMI)

**THE 3 HONEYDROPS**  
Rockin' Satellite.....69  
MUSIC CITY 814—This one figured to come sooner or later. It starts with the Sputnik beeps and quickly moves on to a swinging rock and roll pace. Solid beat here for trippers, but sales power limited. (Gallon, BMI)

**You're the One for Me... 64**  
New group will have to get better material than this dull rock and roller. No message, and chanting itself is uninspiring on this side. (Gallon, BMI)

**DAVE STERLING**  
I Wanna Be Loved.....68  
REV 3510—One of the more straight, un gimmicked disks to come from the label and one of the less inspiring. Sterling lends an okay vocal with femme chorus support, but tune and arrangement are only so-so. Tune is not the oldie of the same title. (Laine-Simms, BMI)

**You're Here... 68**  
Latin-gaited ballad with ork and femme choral group. Sterling gives it a moderately appealing reading. Limited potential, however. (Laine-Simms, BMI)

**ROGER ROGER ORK**  
Beyond the Sea.....68  
M-G-M 12570—The Trenet standard, album-type material, is in handy form here for jocks looking for smart instrumental change-ups of mood material. (Chappell, ASCAP)

**Parisian Polka... 67**  
There's a lively, strutting-down-the-Rue de la Pax quality to this bright instrumental. Jocks can find use for this short side. (De-France, ASCAP)

**LUGHO GATICA**  
If I Love.....68  
CAPITOL 3828—Ballad has a Latinish, continental sound and tho the material has but so-so lyrics, Gatica's sounds could make some eyelids flutter. Singer is on his pop disk debut here and makes a pleasant start. (Beechwood, BMI)

**Blue Moon... 66**  
Soft, tender chanting of the Rogers and Hart classic by the Chilean warbler. A mild Latin beat in the Nelson Riddle batoned ork backs the romantic vocal. Singer more likely to appeal to over-teen femmes. (Robbins, ASCAP)

**BOB PARKER ORK**  
Las Vegas.....68  
CORAL 61906 — Lots of flowing strings with pizzicato spots feature this ork tribute to the gambling capital. Has a bright bounce that would be suitable TV or radio show theme material. (Peer, BMI)

**Horizontal... 65**  
Another melodious side which provides much of the same brightness of the flip. Listenable instrumental material, with no heavy stelling punch. (Peer, BMI)

**AL ELIAS**  
Off in the Preacher.....68  
RCA VICTOR 7081—Moderate-paced rock and roll tune with lots of hiccup, exaggerated rockabilly sounds by one who doesn't seem quite at home in the medium. Good swinging beat with little else. (Triple E, BMI)

**Chickadee... 64**  
Elias offers a rockabilly arrangement with staccato chicken squawks in the spotlight. Tune gets wearing and the chanting job lacks originality of style. Slim chances. (Triple E, BMI)

**THE PLANETS**  
St. Louis Blues.....67  
NOTE 10,008—The old blues classic is given a fairly swingin' go by an organ and piano duo. Fresh, instrumental approach can find favor with jocks. (Handy, ASCAP)

**Monastery Gardens... 67**  
Pretty old theme gets a duo-piano, concertish treatment. The attractive styling is presented against a sax choir. Worth spins. (Harms, ASCAP)

**KEN NORDINE**  
Hunger Is From.....67  
DOT 15658—Nordine talks his way thru a hunger jag with jazz backing. Interesting wax for off-beat jockey sessions—particularly late-night segs. Both sides from "Word Jazz" LP. (Randy-Smith, ASCAP)

**My Baby... 66**  
Another Weirde with some solid jazz backing by Fred Katz, while Nordine supplies an out-of-this-world styled narration. Another off-beat novelty side for zany jocks. (Crystal, ASCAP)

The following records, also reviewed by The Billboard staff, were rated 63 or less:

- TOMMY ANDREWS: How Can I Fall Out of Love/Bella Blaha—Epic 1657**
- RUSTY CANYON: Banana—What a Crazy Fruit/King Size Kiwi—Teenerama 1001**
- TONI CARLO: Fidelity-Digit/Baby Behave Yourself—Baba 325**
- BOB ELLIS: You Can Talk My Heart/Should I—Sun-Net 12692**
- BOB GRABEAU: Miss All Miss/More Than Yesterday—Arrow 1066**
- VALLI HILTON: For a Lifetime/Ran Around—Domme 622**
- JESSEE HODGES: Beautiful Los Angeles/All for You—Fable 600**
- DUKE JENKINS: Shake It/Where Can My Loved One Be—Cobra 5029**
- ALAN MARTIN: Just As I Am/I Can't Pretend—Arrow 720**
- VINCENT MALOY: In Deed I Do/Flying Love—Angle Tone 520**
- LOUISE MANNING: Did You Ever/Teach Me to Love You—Safari 1004**
- ROBERTA MAY: I Promise Faithfully/High School Love—Fable 602**
- JERRY RHODES: Buy the Gown/Undecided—Tep 153**
- VE RONNEE: Lonely Street Light/I Can't Put It Into Words—DC 0409**
- WILLIS SANDERS: You Souvenir/Taking a Chance on You—Juno 213**

## Children's

**SHORTY LONG**  
Tales of the Texas Rangers.....83  
RCA VICTOR WBY-63—Theme song of the Rangers' TV show, set to the tune of "The Eyes of Texas Are Upon You." Good marching sound will attract the younger element as will the cover/color photo of the Rangers.

**The Little White Horse... 78**  
This tune had several instrumental versions some months ago in the pop field. Dressed up with these kiddie-slanted lyrics, the side can do well in the younger market. Long gives it a good cowboy flavor.

**JOE REISMAN ORK**  
When You Wish Upon a Star.....83  
RCA VICTOR WBY-64 — Special jacketed 49-cent edition features listenable version by Reisman ork and chorus of the standard from Disney's "Pinocchio." Nicely arranged for kiddie appeal.

**White White You Work... 82**  
This one is from "Snow White and the Seven Dwarfs" and again it's strong kiddie fare. Good, displayable merchandise for holiday selling.

**STAN JONES**  
Creakin' Leather.....64  
DISNEYLAND 56 — This is from an album called "Creakin' Leather," and it's a saga of saddles, moles, the prairie, and headin' home. Strictly clip clip Western sound, with some limited child appeal. (Stanley, ASCAP)

**Too Young to Marry... 66**  
Young cowboy's lament, backed by banjo pickin'. Has the sound almost of a cowboy work song. Difficult to place it either in kiddie or teen market and probably is better off in the "Creakin' Leather" album from which it's taken, than as a single. (Stanley, ASCAP)

## Latin American

**FERNANDO ALBUERNE**  
Cachito.....88  
PANART 21337—Cha cha-mambo is not to be confused with standard "Cachito." Strong native Cuban chanting against orking of popular Julio Gutierrez. For those who appreciate the authentic touch. "Well recorded."

**Te Me Ovidas... 76**  
Very pretty vocal bolero, with string backing, sung in pipes reminiscent of Pedro Vargas. For Latin strictly, but likely to be big among them.

## Religious

**BLACKWOOD BROTHERS QUARTET**  
He's All That I Need.....78  
RCA VICTOR 7067—Excellent wax for religious programming. The Brothers sing this gospel side with dignified enthusiasm. (Gospel, BMI)

**Without a Prayer... 73**  
Similar in feeling to the flip, this song does not have the gospel construction but is a hymn. Strong. (Gospel, BMI)

## Spiritual

**DIXIE HUMMING BIRDS**  
Christians Automobile.....84  
PEACOCK 1780—A fine performance by the noted group. The spirit is on them as they deliver their message via symbolism of the automobile age. (Lion, BMI)

**Stop by Here... 86**  
The rolling rhythm of this side and its spiritual intensity is maintained thruout. A fine companion piece for the flip. (Lion, BMI)

**THE SWAN SILVERTONES**  
A Lady Called Mather.....84  
VEE-JAY 850—Unusually good devotional chant, telling a story, paint-

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**TEEN BABY**  
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ing a picture in gentle, self-humbling tones. Great lead against humming, rhythmic group. (Conrad, BMI)  
Well, Well, Well... 84  
Another entry packed with feeling and cut with tremendous skill. Top-flight spiritual entry. (Conrad, BMI)

**SPIRIT OF MEMPHIS**  
When... 88  
PEACOCK 1778—Powerfully rocking spiritual with intense lead by Joe Hillon against hypnotic, rhythmic backing by rest of group. Potent stuff. (Lion, BMI)  
Lost in Sin... 88  
Joe Hillon, leading with falsetto and straight tenor pipes, tells with feeling of his sin being washed away. Slow preaching with drum adding marked back beat. (Lion, BMI)

**THE FAMOUS ROYER BROS.**  
Nothing Less Than Jesus... 88  
VEE-JAY 431—Two brothers tell us this new affirmation of love and faith in organ, piano and snarled-off back-beat drumming. Highly effective here that could catch on. (Conrad, BMI)  
I Heard From Heaven... 78  
Rhythmic celeste adds unusual touch in this rocking spiritual. "Difference" sound should draw attention. (Conrad, BMI)

**ERVIN GOSPEL SINGERS**  
Eternal Life... 79  
ANGLE TONE 506—Pretty, slow gospel is expressively rendered by the lead with excellent support by a choir. Lovers of spirituals should go for this. (MacAvery, BMI)  
I Felt the Power... 79  
This is a happy-sounding gospel with a soprano taking the lead, while the chorus echoes her phrases. Choice item. (MacAvery, BMI)

**THE RASBERRY SINGERS**  
Let's Spread the News... 77  
VEE-JAY 432—The singers shout out this old-timey revival chant with appropriate exuberance. Lonely swinging side should find fans. (Conrad, BMI)  
Where Jesus Is the Light... 76  
More old-timey gospel shouting. Plenty of sincere feeling evident in the ladies' efforts. (Conrad, BMI)

**THE SENSATIONAL NIGHTINGALES**  
View That Holy City... 76  
PEACOCK 1774—Motivating chant with strong instrumental rhythms in back of shrill lead and full harmony. (Lion, BMI)  
Pressing On... 75  
Showing lead against steadily chanting choral backdrop. Group maintains its dynamics while lead gets the spirit and screams it. (Lion, BMI)

**Christmas**  
STAN WILSON  
Cherry Tree Carol... 72  
VERVE 10098—Wilson, who com-

poses between styles of Josh White and Meladome, veers to the latter in this Christmas folk song, from his LP, "Folk Songs." Charming item, merits spinning (PD)  
Adrian Falvard, Adlan Marks... 83  
Pretty folk tune evidently is some French parais. Jocks looking for something unusual might take note. (PD)

**PHIL PHILLIPS JR. & VINCE FERRY**  
If You Believe in Christmas... 78  
CARTER 1082—A pop and his kid turn in a pleasant, folksy Christmas tune with large-voiced backing. May get some delay attention on basis of unusual production. (Herman, ASCAP)  
PHIL PHILLIPS JR.  
No Santa Claus... 80  
Youngster does an okay job on a run-of-the-mill Christmas entry. Nothing to stand out here. (Herman, ASCAP)

**Polka**  
RAY HENRY ORK  
Harbor Polka... 80  
DANA 3232—Authentic Polish polka sound. A strong one for the Midwest and merits exposure generally, in view of revival of interest in such wax. (Dana, BMI)  
Winding Brook Polka... 79  
Another polka instrumental. Lively, and with the legit sound, as the flip. (Dana, BMI)

**WALTER DOMBKOWSKI**  
Shoremaker Polka... 77  
DANA 3260—Lively instrumental polka side, with a bright, bouncy terp beat. Good juke wax. (Dana, BMI)  
Blackjack Polka... 76  
Same comment. (Dana, BMI)

**STEVE ADAMCZYK**  
Lazy Horse Polka... 76  
DANA 3264—Happy instrumental side with lilting polka beat. Solid entry for specialized market. (Sajewski)  
Twirl Your Girl—Oherok... 73  
Charming instrumental treatment of attractive theme with deliberate tempo. (Sajewski)

**Marlow to Manage Fidelity Records**

NASHVILLE—Kenny Marlow, Nashville song writer and attorney, has announced the purchase of Fidelity Recordings, formerly Reavis Recording Studio, at 420-A Broadway here. He will service as general manager of the firm, which specializes in master sessions for independent labels and in a custom record service.  
Fidelity has remodeled its studios and offices and added several thousand dollars in the latest recording equipment, Marlow says. He will continue to act as attorney for several music publishers and individuals associated with the music business in Nashville.

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**Number of Releases This Week**

Label	Pop	R&B	C&W
ARROW	2	—	—
ANGLE TONE	1	—	—
BANA	1	—	—
CAPITOL	8	—	2
CARTER	1	—	—
CASINO	—	—	1
CHIESS	—	1	—
CHIEF	—	1	—
COBRA	1	1	—
COLUMBIA	3	—	3
CO-OP	—	—	1
CORAL	3	—	—
DC	1	—	—
DECCA	4	—	2
DOMME	1	—	—
DOT	2	1	1
EBB	—	2	—
ECLIPSE	1	—	—
EPIC	1	—	—
ERA	1	—	—
FABLE	2	—	1
FOREMOST	1	—	—
GOLDEN CREST	1	—	—
HERALD	—	1	—
IMPERIAL	—	—	1
JUNO	1	—	—
KEEN	—	1	—
KING	1	1	—
LIBERTY	1	—	—
LONDON	2	—	—
MERCURY	2	1	—
M-G-M	6	—	2
MUSIC CITY	1	—	—
NOTE	1	—	1
PEARL	—	—	2
RCA VICTOR	4	—	1
REV	1	—	1
ROULETTE	2	—	—
SAFARI	1	—	—
SAGE	—	—	2
SOMA	—	—	1
STARDAY	—	—	1
STATES	—	1	—
SUNDOWN	—	—	2
SUN-NEL	1	—	—
SURF	—	1	—
TALY	2	—	—
TEENRAMA	1	—	—
TERP	1	—	—
TUNEDO	—	1	1
VERVE	2	—	—
WESTPORT	2	—	—
TOTALS	67	13	26

**'KISSES' GETS POP SHEET PLAY**  
NEW YORK — Jimmy Rodgers' Roulette disk of "Kisses Sweeter Than Wine," has resulted in the folk tune being brought out as a pop sheet edition. The tune, published by Followway Music Publishers, Inc., one of the Howie Richmond group, is in the firm's standard catalog currently. Writers of the tune are Paul Campbell and Joel Newman. Song was first recorded several years ago by the Weavers.  
Original labels on the Rodgers disk listed the publisher incorrectly as Favorite Music.

**ROTATE JOCKS ON DISK HOP**  
HOUSTON—Local radio deejays are recruited weekly to guest on the new TV record hop show, "Disk Jockey Derby," which debuted over KTRK-TV here Saturday, November 2.  
The hour show (3-4 p.m.) spotlights three different Houston radio spinners each week, along with permanent host Alfred Bell. Bell interviews the visiting jocks and chats with teen-agers. Program also spots a different group of youngsters each week.  
Guest jockeys on the premiere show were Paul Berlin, KNUZ, Tim Osborn, KTRH, and Johnny "Redhead" Edwards, KTHH.

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## THE BILLBOARD TENTH ANNUAL DISK JOCKEY POLL

### FAVORITE C&W RECORDS

Position	Recording	Label
1	FRAULEIN, Bobby Helms	Decca
2	FOUR WALLS, Jim Reeves	RCA Victor
3	GONE, Ferlin Husky	Capitol
4	BYE BYE LOVE, Everly Brothers	Cadence
5	SINGIN' THE BLUES, Marty Robbins	Columbia
6	YOUNG LOVE, Sonny James	Capitol
7	WHITE SPORT COAT, Marty Robbins	Columbia
8	CRAZY ARMS, Ray Price	Columbia
9	FALLEN STAR, Jimmy Newman	Dol
10	MY SHOES KEEP WALKIN' BACK TO YOU, Ray Price	Columbia
11	GONNA FIND ME A BLUEBIRD, Marvin Rainwater	M-G-M
12	WALKIN' AFTER MIDNIGHT, Patsy Cline	Decca
13	WHY, WHY, Carl Smith	Columbia
14	MR. LOVE, Ernest Tubb-Wilburn Bros.	Decca
15	OH, SO MANY YEARS, Kitty Wells-Webb Pierce	Decca

### FAVORITE MALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1	MARTY ROBBINS	Columbia
2	JIM REEVES	RCA Victor
3	RED FOLEY	Decca
4	HANK SNOW	RCA Victor
5	CARL SMITH	Columbia
6	EVERLY BROTHERS	Cadence
7	RAY PRICE	Columbia
8	WEBB PIERCE	Decca
9	BOBBY HELMS	Decca
10	FERLIN HUSKY	Capitol
10	EDDY ARNOLD	RCA Victor

### FAVORITE FEMALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1	KITTY WELLS	Decca
2	PATSY CLINE	Decca
3	JEAN SHEPARD	Capitol
4	WANDA JACKSON	Capitol
5	GOLDIE HILL	Decca
6	WILMA LEE	Hickory
7	MARTHA CARSON	RCA Victor
8	ROSE MADDOX	Columbia
9	MIMI ROMAN	Decca
10	MAXINE & BONNIE BROWN	RCA Victor

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

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 Occupation or Title \_\_\_\_\_  
 Company \_\_\_\_\_  
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 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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

ATTENTION, DJ's

# JOHNNY CASH

says . . .

"Thanks a  
million!"

JOHNNY'S FIRST LP  
IS NOW READY—JUST  
IN TIME FOR  
CHRISTMAS SALES!

## JOHNNY CASH WITH HIS RED & BLUE GUITAR

Sun LP 1220  
Sun EPA 101, 102, 103

Don't forget the  
current hit:

## HOME OF THE BLUES and GIVE MY LOVE TO ROSE

Sun 279

Featured Artist:  
WSM's  
Grand Ole Opry

Sun Record  
Company, Inc.  
706 Union Avenue  
Memphis, Tennessee

Management & Direction:  
**BOB NEAL**  
1916 Sterick Bldg.  
Memphis, Tenn.  
JAckson 5-0436

### MOST PROMISING FEMALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1	PATSY CLINE	Decca
2	VIRGINIA SPURLOCK	Mercury
3	BARBARA ALLEN	Decca
4	DORTHA WRIGHT	Columbia
5	LOUISE DUANEAN	Capitol

### MOST PROMISING MALE ARTISTS OF C&W JOCKEYS

Position	Artist	Label
1	BOBBY HELMS	Decca
2	WARNER MACK	Decca
3	JIMMY DEAN	Columbia
4	MELVIN ENDSLEY	RCA Victor
5	DAVID HOUSTON	RCA Victor

### FAVORITE SMALL VOCAL GROUPS OF C&W JOCKEYS

Position	Artist	Label
1	JIM EDWARD, MAXINE & BONNIE BROWN	RCA Victor
2	LOUVIN BROTHERS	Capitol
3	WILBURN BROTHERS	Decca
4	EVERLY BROTHERS	Cadence
5	DON RENO & RED SMILEY	King-Dol

### FAVORITE C&W ALBUMS

Position	Album	Label
1	RAY PRICE SINGS HEART SONGS	Columbia
2	SONG OF ROBBINS, Marty Robbins	Columbia
3	HANK, Hank Thompson	Capitol
4	BIMBO, Jim Reeves	RCA Victor
5	WINNER OF YOUR HEART, Kitty Wells	Decca
6	SMITH'S THE NAME, Carl Smith	Columbia
7	DADDY OF 'EM ALL, Ernest Tubb	Decca
8	HYMNS, Tennessee Ernie Ford	Capitol
9	WILBURN BROTHERS	Decca
10	SWINGIN' DOWN THE LANE, Jim Reeves	RCA Victor
10	PATSY CLINE	Decca



On the local level, Jim Gallant's TV "Bandstand," aired over WNHC-TV, New Haven, Conn., has garnered a healthy following from both teenagers and adults. The show carries a balance of advertising beamed at both audiences.





CONGRATULATIONS  
WSM

ON YOUR  
32<sup>ND</sup> ANNIVERSARY

THANKS

Country Disc Jockies  
for making the coveted  
Golden Guitar Award  
possible...from all of us at  
Columbia Records

GENE AUTRY • JOHNNY BOND • BILLY BROWN  
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GANG • COLLINS KIDS • COUNTRY LADS • JIMMY DICKENS  
JO DAVIS • JIMMY DEAN • LEE EMERSON • FIVE STRINGS  
FLATT & SCRUGGS • LEFTY FRIZZELL • FREDDIE HART • HARVESTERS  
EDDIE HILL • JOHNNY HORTON • VAN HOWARD • CLIFF JOHNSON  
STONEWALL JACKSON • SID KING • MARY KLICK • BOBBY LORD • VONNIE  
MACK • MADDOX BROTHERS • ROSE MADDOX • JOE & ROSE LEE MAPHIS  
GEORGE MORGAN • RAY PRICE • DICK RICHARDS • MARTY ROBBINS  
CARL SMITH • RONNIE SELF • THE SOUTHERNERS • STAMPS QUARTET  
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WINTERS BROTHERS • DORTHA WRIGHT • EDDIE ZACK

**COLUMBIA RECORDS**

The Greatest Name in Country & Western Entertainment



## JOHNNY BOND

THAT'S JUST WHAT I'LL DO

and  
BROKEN DOLL

4-41034

Johnny bond is a long-time country music favorite and mainstay of west coast TV's "Town Hall Party." The show is aired every Saturday night and boasts a terrific audience. Johnny has a nationwide following, and this latest release shows you why!



## THE COUNTRY LADS

I WON'T BEG YOUR PARDON  
and  
ALONE IN LOVE  
4-41062

The country lads, Dick Flood and Billy Graves, are two youngsters that break up "The Jimmy Dean Show" female audience. Two very handsome country artists get plenty of ooh's and ah's, along with heavy fan mail. This release showcases their tremendous sales potential . . .



## JO DAVIS

BELIEVE IT OR NOT  
and  
HONEY BABY I'M READY  
4-41061

It's on the way! This record will be released right away. Take advantage of the fact that this fast-rising record star is seen daily and Saturday on Jimmy Dean's network CBS television show.



## "LITTLE" JIMMY DICKENS

RAISIN' THE DICKENS  
CL 1047

Jimmy's just-released "Lp" record is already moving into prominence. Watch for a new sound, greater than ever before, by the "'Tater Eater." Outstanding new sides just recorded are coming soon.

Take an Old 'Tater

A-Sleeping at the Foot of the Bed  
4-52005\*

Out Behind the Barn

Closing Time  
4-52027\*

\*"Hall of Fame" series—  
always available.



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"CBS" T.M.

The Greatest Name in Country & Western Entertainment

# The Dean of Country Music



## Jimmy Dean

Damn the adjectives  
DJs - just want  
you to know I'm  
mighty grateful



**CURRENTLY A HIT-**

Deep Blue Sea  
and  
Love Me So I'll Know  
4-40995

**A GREAT NEW ALBUM-**

Hour of Prayer  
CL 1025

**AND THE CHRISTMAS  
SMASH OF 1957-**

Little Sandy Sleighfoot  
4-41025



General Artists Corporation  
640 Fifth Ave. N. Y. 19, N. Y.

#### MANAGEMENT

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Arlington, Virginia

THE JIMMY DEAN SHOW  
CBS Network, Monday  
thru Friday 7 to 7:45 A.M.  
E.S.T. Saturday  
12:00 to 1:00 P.M. E.S.T.

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## MARY KLICK

HUMBLE HEART  
and  
CASTAWAY  
4-41048

A ready-made following by virtue of her fine work via the Jimmy Dean network offering on CBS Television, assures the success of this, the first release by a most promising new voice, that of talented young Mary Klick. Scheduled for immediate release . . .



## BOBBY LORD

I KNOW IT WAS YOU  
and  
AM I A FOOL  
4-41030

Talented Bobby Lord, always a favorite, is gaining ground every day. Bobby, a star of the "Country Music Jubilee," does himself proud on this one, his latest offering. Bobby gets the teenagers' vote!



## GEORGE MORGAN

MORGAN, BY GEORGE!  
CL 1044

The "Candy Kid," with a new single due soon entitled "Sweet, Sweet Lips" B/W "Perfect Romance," now has available a great entry in the album market. Singing as never before, George makes this a "must" for all his fans.

Candy Kisses  
and  
Almost  
4-52011

Mansion over the Hilltop  
and  
Cry of the Lamb  
4-54025

"Hall of Fame" series  
—always available.



## RONNIE SELF

AIN'T I'M A DOG  
and  
ROCKY ROAD BLUES  
4-40989






Ronnie is making new friends across the country touring with the Philip Morris country music show\* . . . quite a few apparently because his "Ain't I'm A Dog" has broken wide open!

\*A Columbia album, by the way

Watch for Ronnie's outstanding EP (B-2149) featuring  
Ain't I'm A Dog • Big Fool •  
Rocky Road Blues • Flame  
of Love



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"CBS" T.M.

The Greatest Name in Country & Western Entertainment



## GENE SULLIVAN

PLEASE PASS THE BISCUITS  
and  
WASH YOUR FEET BEFORE GOING TO BED  
4-40971

Here is Gene Sullivan, back on Columbia! Gene is the "Sullivan" of "Wiley and Sullivan," the great team that wrote the big winners, "When My Blue Moon Turns to Gold Again" and "Live and Let Live." "Pass the Biscuits," the latest Sullivan original, is easily the best comedy side released this year!



## WAYNE WALKER

BO-BO SKA DIDDLE DADDLE  
and  
COME AWAY FROM HIS ARMS  
4-41042

Here is one of the nation's top writers of country & western music. Wayne authored "Why, Why," "Ain't I'm A Dog," "Try to Take it Like A Man," and "Holiday for Love," Just to mention a few. Be sure to stock and program this latest of his novelties. We know you'll be glad you did!



## RAY PRICE

MY SHOES KEEP WALKING BACK TO ME  
and  
DON'T DO THIS TO ME  
4-40951

Golden Guitar Winner (Crazy Arms) Ray Price is doing it again with his current release, already in the charts. Big things are in store for Ray in '58!

RAY PRICE SINGS HEART SONGS  
CL 1015

A collection of all time great songs by the top writers gets the Price treatment... enough said!

- Don't Let the Stars Get in Your Eyes
- I Lost the Only Love I Knew  
4-52003\*
- I'll Be There
- Release Me  
4-52024\*

\*"Hall of Fame" series—always available.

The  
GREATEST  
Names  
in the  
Country &  
Western  
Entertainment  
Field  
are  
on  
Columbia



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The Greatest Name in Country & Western Entertainment

# REAL COUNTRY ACTION IS ON



Great Country Recording Names  
With Great Country Record Hits!

Take The Devil Out Of Me Cup Of Loneliness 71224	New Baby For Christmas Maybe Next Christmas 71225
---	--

**GEORGE JONES**

**JIMMIE SKINNER**

I Found My Girl  
In The USA  
AND  
CARROLL COUNTY BLUES  
71192

**CARL STORY**

Family Reunion  
AND  
SANJOLINA  
71218

**STANLEY BROTHERS**

Fling Ding  
AND  
LOVING YOU TOO WELL  
71207

**BENNY BARNES**

King For A Day  
AND  
YOUR OLD STANDBY  
71188

**BILL CLIFTON**

Mary Dear  
AND  
LONELY HEART BLUES  
71200

**JOHNNY MATHIS**

Moonlight Magic  
AND  
YOU DON'T CARE  
71202

## FOLK TALENT AND TUNES

By BILL SACHS

**Around the Horn**  
"The Red Foley Show," Dow Chemical's weekly NBC radio net seg, has as its guest Saturday (16) the stuttering comic of Sons of the Pioneers, Shug Fisher. On November 23 Red plays host to Warner Mack. . . Willie Washam and Pat Stewart, of the "Country Music Jubilee" Promenaders, were married November 3. . . Chuck Carson's new release on the Soma label is "Disappointed in Love" b.w. "Naja-jo Trail," the former written by Bud Auge, St. Paul tunesmith. Deejays may obtain a copy by writing to Auge at 635 Surrey Avenue, that city.

Webb Pierce and Kitty Wells are just out with their second release together, with "When I'm With You" attracting top attention. . . Marijohn Wilkin, Springfield, Mo., singer and tunesmith, penned both the words and music to Red Foley's new Decca release, "This Could Very Well Be It." Flip side is "Strike While the Iron Is Hot."

Hank Thompson and His Brazos Valley Boys guestar on "Country Music Jubilee" from Springfield, Mo., November 30. . . Jimmie Skinner, Cincinnati entertainer and music shop operator, was in Nashville last week huffling the deejays on his latest Mercury-Starday release, "I Found My Girl in the U. S. A." He was accompanied on the jaunt by his manager, Lou Epstein, and entertainer Ray Lunsford.

Fred Stryker, head of Fairway Music, Hollywood, spent Monday and Tuesday (11-12) in Dallas, conferring with Charles Wright, Fairway rep in that area. Fred planed to Nashville Wednesday (13) for the big deejay conclave, and from there hops to New York for more Fairway business. . . A new label, Dallas Records, has been organized in Dallas to record and distribute kiddie records. Head of the new company is Natalie Ornish. Distributors is Texas Records, Inc. . . Loretta Thompson, young country singer of Middletown, O., has cut her first wax for United Records, "Let's Change the Alphabet," penned by Lillian Munz and Isabelle Carter (Aunt Emmie). Miss Thompson recently appeared on WCPO radio and TV in Cincinnati with Jimmie Skinner, Jimmie Williams, Ray Scott and Dick Pike, and shortly makes her second appearance on the Ernie Tubb show in Nashville. She'll make the deejay conclave in Nashville with Aunt Emmie before launching a personal tour thru the Southland, winding up in Texas.

The Philip Morris Country Music Show is taking a breather in Nashville after five weeks of one-nighters in the Ohio Valley area. . . Ronnie Self, of the Morris unit, waging a tough battle with the flu bug. . . Warner Mack, new star in the Jim Denny stable of stars, is reported sporting a hot piece of wax in his latest Decca etching on "Rock-a-Chicka." . . The Jimmy Dickens unit resumed its road trek in Hamilton, O., Monday (11), and follows with Troy, O., 12; Marion, O., 13; Lima, O., 14; Mount Vernon, O., 15, and Zanesville, O., 16.

Webb Pierce claims his new foreign-made buggy, the Isetta, is more fun than a turkey shoot. He's also sporting a new Eldorado Braugham made by the Cadillac people. . . Columbia's Mitch Miller will be on deck for the deejay conven-

(Continued on page 129)

### C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING NOVEMBER 2

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 a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side last on top.

This Week	Last Week	Weeks on Chart
1. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers	1	7
Maybe Tomorrow (BMI)—Cadence 1337		
2. JAILHOUSE ROCK (BMI)—Elvis Presley	2	3
TREAT ME NICE (BMI)—Vic 7035		
3. MY SPECIAL ANGEL (BMI)—Bobby Helms	3	3
Standing at the End of My World (BMI)—Dec 30423		
4. FRAULEIN (BMI)—Bobby Helms	4	33
Heartick Feeling (BMI)—Dec 30194		
5. GEISHA GIRL (BMI)—Hank Locklin	5	12
LIVIN' ALONE (BMI)—Vic 6984		
6. MY SHOES KEEP WALKING BACK TO YOU—Ray Price	7	14
Don't Do This to Me (BMI)—Col 40951		
7. HOME OF THE BLUES (BMI)—Johnny Cash	6	9
GIVE MY LOVE TO ROSE (BMI)—Sun 279		
8. HONEYCOMB (ASCAP)—Jimmie Rodgers	7	4
Their Hearts Were Full of Spring (ASCAP)—Routledge 4015		
9. HOLIDAY FOR LOVE (BMI)—Webb Pierce	9	8
DON'T DO IT DARLIN' (BMI)—Dec 30419		
10. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis	10	21
I'll Be Mine (BMI)—Sun 267		
10. WHY, WHY? (BMI)—Carl Smith	11	7
Emotions (BMI)—Col 40984		
12. BYE-BYE LOVE (BMI)—Everly Brothers	12	26
I Wonder If I Care as Much (BMI)—Cadence 1315		
12. TANGLED MIND (BMI)—Hank Snow	14	17
MY ARMS ARE A HOUSE—Vic 6955		
14. IS IT WRONG (BMI)—Warner Mack	13	13
Baby Squeeze Me (BMI)—Dec 30391		
15. I FOUND MY GIRL IN THE USA (BMI)—Jimmie Skinner	15	2
Carroll County Blues (BMI)—Mercury 71192		

### Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 2

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. WAKE UP LITTLE SUSIE—Everly Brothers	1	6
Cadence 1337—BMI		
2. MY SHOES KEEP WALKING BACK TO YOU—Ray Price	2	15
Col 40951—BMI		
3. WHY, WHY?—Carl Smith	3	8
Col 40984—BMI		
4. JAILHOUSE ROCK—Elvis Presley	8	4
Vic 7035—BMI		
5. FRAULEIN—Bobby Helms	5	11
Dec 30194—BMI		
6. HOME OF THE BLUES—Johnny Cash	6	7
Sun 279—BMI		
7. I HEARD THE BLUEBIRDS SING—Jim Edward, Maxine & Bonnie Brown	10	11
Vic 6995—BMI		
8. MY SPECIAL ANGEL—Bobby Helms	9	5
Dec 30423—BMI		
9. GEISHA GIRL—Hank Locklin	12	10
Vic 6984—BMI		
9. HOLIDAY FOR LOVE—Webb Pierce	4	7
Dec 30419—BMI		
11. TREAT ME NICE—Elvis Presley	—	2
Vic 7035—BMI		
12. TANGLED MIND—Hank Snow	7	13
Vic 6955—BMI		
13. I'LL ALWAYS BE YOUR FRAULEIN—Kitty Wells	—	5
Dec 30415—BMI		
13. LOVE BUG CRAWL—Jimmy Edwards	—	1
Mercury 71029—BMI		
15. MISTER FIRE EYES—Bonnie Guitar	—	1
Dot 15612—BMI		

THANKS, DJ's  
for all the help on my latest release

**"I FOUND MY GIRL IN THE USA"**  
(My Answer to "FRAULEIN" & "GEISHA GIRL")  
on Mercury-Starday 71192 (avail. 45 & 78 rpm)

Billboard C&W Best Sellers: No. 6, Houston, Tex.—No. 3, WXCI, Richmond, Va.—No. 6, KTLW, Texas City, Tex.—No. 9, WTJH, East Point, Ga.—No. 6, WNOP, Newport, Ky.—No. 10, KASM, Albany, Minn.—No. 9, WONE, Dayton, Ohio. IF YOU HAVEN'T RECEIVED A COPY, DROP ME A CARD.

JIMMIE SKINNER, 222 East 5th St., Cincinnati, Ohio

Also, "Thanks" to the many DJ's who referred customers to our store. If any of your listeners find it hard to get any of the records they want, we'll be glad to mail out a free catalog. SPECIAL DISCOUNTS TO OPERATORS, DEALERS AND RADIO STATIONS.

**JIMMIE SKINNER MUSIC CENTER**  
222 East 5th Street  
Cincinnati, Ohio  
LARGEST SELECTION OF COUNTRY, WESTERN, SACRED RECORDS IN THE WORLD. RECORDS MAILED ANYWHERE.

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

*My most sincere and heartfelt thanks, D. J.'s, for your contribution toward making possible this year, 1957, my 20th anniversary on the RCA Victor label.*

**HANK**

**SNOW**



Proves There's No Business Like "Snow" Business and Smashes Through With Pacesetting New Trend With His Fabulous Fisherman Folk Song

**"SQUID JIGGIN' GROUND"**

(BMI CANADA)

Coupled with

**"UNFAITHFUL"**

(HANK SNOW MUSIC, INC.)

RCA Victor 20/47-7060

Following His Award Winner

"TANGLED MIND" c/w "MY ARMS ARE A HOUSE" RCA Victor 20/47-6955

**HANK SNOW PROMOTIONS**  
P. O. BOX 1084, NASHVILLE 2, TENN.

Phone: Madison 7-2832 between 9 a.m. & 5 p.m., Monday thru Friday

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INTRODUCING  
THE NEWEST RECORD LABEL

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HI-FI MUSIC WITH APPEAL

A DOUBLE SMASH!! **ORDER NOW**

BANANA 510

A SOLID INSTRUMENTAL

"LIECHTENSTEINER  
POLKA"

b/w

"I'LL REMEMBER TODAY"

by Li'l WALLY

Eddie Lund Sings  
Banana 502

"JEANNINE"

b/w

"IN A LITTLE  
GYPSY TEA ROOM"

Eagle Bros.  
Banana 1001

"WHITE CHRISTMAS"

b/w

"SILVER BELLS"

Distributors—Write, wire or phone—territory still available

**BANANA RECORDS**

2452 South Kedzie Avenue

Chicago 23, Illinois

All Phones: Lafayette 3-5955

The Band to Watch

**MILLER  
BROS.**

We're grateful DJ's for your help.



Management  
**SAM GIBBS**  
1540 Hanover  
Wichita Falls, Texas

**4 STAR  
RECORDS**

Latest Release  
**TRIFLIN' KIND**  
b/w  
**ILL AT EASE**

## SIXTH FESTIVAL

# Nashville Set to Host C-W Diskers

By BILL SACHS

NASHVILLE — The country music industry, in all its glory and its many facets, converges on Tennessee's capital city November 15-16 in celebration of the Sixth Annual National Disk Jockey Festival. In view of the record-breaking crowd expected, all business and clinical sessions will this year be held in spacious War Memorial Auditorium, just across the street from Station WSM.

Since first mothered by a committee of WSM execs back in 1952, Nashville's annual deejay conclave has grown from what was originally planned as a station party for deejays into what amounts to the most important trade convention in the country and western music field.

1,500 Expected

With Jack Stapp, head of Tree Publishing Company and former WSM program director, again handling the planning and arrangements for the event, assisted by Royal McCullough, director of public relations for WSM, this year's festival is expected to attract nearly 1,500 disk jockeys, artists, record company executives, publishers representatives and songwriters associated with the country and western music field. Some 75 Canadian deejays are expected to attend. Forty registered last year. Convention headquarters will again be set up in the lobby of the Andrew Jackson Hotel.

Program Format

Conclave program format will closely follow that of recent years and will include the Welcome and Awards Meeting on the opening day, to be followed by a series of special events, open-house affairs and luncheons, breakfasts and parties sponsored by the various record companies. The clinic session for deejays, instituted by Stapp last year, will again be held this year, with the sessions embracing various subjects of interest to the c.&w. industry at large.

Speakers at the Friday afternoon Disk Jockey Clinic session will include Ray Somin, editor of Music World, of Canada, whose subject

will be the "International Aspect of Country Music," Harry Renfro, vice-president of D'Arcy Advertising Agency, St. Louis, who will speak on "The Advertising Agency and Country Music," Maj. James Hickman, whose subject will be "How Country Music Has Aided Army and Air Force Recruiting," and Mrs. Betty Woods, who with her husband has co-managed a number of small radio stations. Her subject will be "Programming Country Music in a Small Market."

Last half of the clinic session will be devoted to an open forum on the current trends in the country music business, with representatives from the various record companies forming the panel group. Ken Nelson will represent Capitol; Steve Sholes, RCA Victor; Goddard Lieberson, Columbia, and Archie Bleyer, Cadence. Other major labels will announce their panel reps this week.

Big Social Whirl

The social whirl gets under way Friday noon, when Dot Records hosts a luncheon for conventioners at the Andrew Jackson. Spade Cooley will be the feature of the Decca Records party in the Andrew Jackson ballroom Friday night. Saturday morning's big event is "Breakfast at the Opry" at the Maxwell House, with BMI picking up the tab for the cookies. Honored guest at the breakfast will be "Grand Ole Opry's" Minnie Pearl, who will receive an award for her contribution to the c.&w. field.

Saturday noon Columbia Records will host a luncheon at the Maxwell House. The firm will also put the finale to the conclave which is its usual Kaffee Klatch Sunday morning, which last year netted much attention with its Alka-Seltzer bar.

Saturday afternoon WSM will hold a reception and buffet dinner at the Maxwell House, following which conventioners will adjourn to Ryman Auditorium to participate in the celebration of "Grand Ole Opry's" 32d anniversary. Roulette Records will cap Saturday's activity with a late-night party, beginning at 10 o'clock at the Hermitage.

## WSM Fifth Annual National Disk Jockey Festival

Schedule of Events

Friday, November 15

- 8:00 a.m.—Registration, Andrew Jackson Hotel.
- 8:30 a.m.—Breakfast, Andrew Jackson Hotel. Host: Cadence Records.
- 10:00 a.m.—Welcome and Awards Meeting, War Memorial Auditorium.
- 12 Noon —Luncheon, Andrew Jackson Hotel Ballroom. Host: Dot Records.
- 2:00 p.m.—Disk Jockey Clinic, War Memorial Auditorium.
- 6:00 p.m.—Open House. Various suites Andrew Jackson and Hermitage hotels.
- 7:00 p.m.—Friday Night Frolics, Studio C, WSM Studios.
- 9:00 p.m.—Mr. Dee Jay, U. S. A., Studio A, WSM Studios.
- 9:00 p.m.—Dance, Andrew Jackson Hotel Ballroom. Host: Decca Records.

Saturday, November 16

- 8:30 a.m.—"Breakfast at the Opry," Maxwell House Hotel. Host: BMI.
- 10:00 a.m.—Tape Room Available to Disk Jockeys, Andrew Jackson Room.
- 12 Noon —Luncheon, Maxwell House Hotel. Host: Columbia Records.
- 2:00 p.m.—Tape Room Available to Disk Jockeys, Andrew Jackson Room.
- 4:30 p.m.—Reception and Buffet Dinner, Maxwell House Hotel. Host: WSM.
- 7:30 p.m.—"Grand Ole Opry" Anniversary Performance, Ryman Auditorium.
- 10:00 p.m.—Midnight Party, Hermitage Hotel Ballroom. Host: Roulette Records.

Sunday, November 17

- 8:00 a.m.—Kaffee Klatch, Andrew Jackson Room. Host: Columbia Records.

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YOU OPERATORS & RECORD SHOPS  
LOOK WHAT YOU GET!!  
AMAZING - 100 RECORDS AT  
33¢ EACH!  
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**THE BILLBOARD TENTH ANNUAL  
DISK JOCKEY POLL**

**COUNTRY AND WESTERN  
JOCKEY OF THE YEAR**

A tabulation of votes by country and western artists who were asked to name their choices of jockeys doing "the most conscientious job" of building audiences thru use of c.&w. records and music.

Position	Disk Jockey	Station
1	T. TOMMY CUTRER	WSM
2	EDDIE HILL	WSM
3	NELSON KING	WCKY
4	PAUL KALLINGER	XERF
5	MARTY ROBERTS	WCKY
6	JOE ALLISON	WSIX-KRKD
7	BOB JENNINGS	WLAC
8	JIM CHRISTIE	XEG
9	JOE RUMORE	WVOK-WBAM
10	BOB STRACK	KIMO

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HEART"**

**"CONGRATU-  
LATIONS,  
JOE"**

(King-Stewart, writers)  
Ridgeway Music, Inc. (BMI)

b/w (Boudleaux and Felice  
Bryant, writers)  
Acuff-Rose (BMI)

on RCA Victor 47/20-7090



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**"HONEY STOP"**

Faron Young-Capitol

**"LOST TO A GEISHA GIRL"**  
Skeeter Davis-Victor

**"I'LL ALWAYS BE YOUR FRAULEIN"**  
Kitty Wells-Decca

**"I'M GLAD I WAITED"**  
Danny Wolfe-Dot

Fairway Music Corp., 6365 Selma Av., Hollywood, Calif.

**• This Week's C&W Best Buys**

THE STORY OF MY LIFE (Famous, ASCAP)—Marty Robbins—Columbia 41013—Reports on the side are strong in all the country markets. Platter is doing well in pop marts also. Flip is "Once-A-Week Date," (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

**• Review Spotlight on . . .  
C&W RECORDS**

**JERRY LEE LEWIS**

Great Balls of Fire (BRS, BMI)  
You Win Again (Acuff-Rose, BMI)—Sun 281  
See review in Pop Spotlight section.

**SONNY JAMES**

Why Can't They Remember? (Central, BMI)  
Uh Huh (Vanderbilt, ASCAP)—Capitol 3840  
See review in Pop Spotlight section.

**JOE BENNETT & THE SPARKLETONES**

Penny Loafer and Bobby Sox (Pamco, BMI)—ABC-Paramount 9867  
See review in Pop Spotlight section.

**JIMMY NEWMAN**

Cry, Cry Darling (Acuff-Rose, BMI)  
You're the Idol of My Dreams (Tree, BMI)—Dot 15659—Newman gives a powerful performance on "Cry," a weeper. The excellent rhythmic arrangement is nicely complemented by chorus support. "Idol" is country-flavored ballad that is also solidly belted. Strong presentations can go well.

**SKEETER DAVIS**

Lost to a Geisha Girl (Fairway, BMI)—RCA Victor 7084—Miss Davis, a new artist, has the answer to Hank Locklin's best-selling "Geisha Girl." Her plaintive, excellent reading makes the side a strong contender. Flip is an attractive go on pop-styled rhythm ballad "I'm Going Steady With a Heartache," featuring country string backing.

**C&W TALENT**

**BARBARA PITTMAN**

I'm Gettin' Better All the Time (Knox, BMI)  
Two Young Fools in Love (Hi-Lo, BMI)—Phillips International 3518—Miss Pittman is one of the strongest new c.&w. talent to hit the scene recently. She has a way with a lyric and presents a highly attractive vocal on the top side, a ballad with rhythm backing. Flip "Two Young Fools," is a pretty pop-styled country ballad that is also nicely backed.

**HAYDEN THOMPSON**

One Broken Heart (Knox, BMI)  
Love My Baby (Hi-Lo, BMI)  
Thompson has his own individual brand of vocal gimmicks and phrasing. "Heart" is a weeper ballad that is strongly rendered with usual attractive "Sun" backing. Flip, "Baby," is a rockabilly blues that is paced by excellent support and an equally stirring vocal by the artist.

**SACRED**

**GEORGE JONES**

Cup of Loneliness (Starrite, BMI)  
Take the Devil Out of Me (Starrite, BMI)—Mercury 71224—Excellent interpretations of the two hymns can go well with buyers of sacred music. The deliveries are of the hill type and mountain strings accompany. Either will please.

**• C&W Territorial Best Sellers**

FOR SURVEY WEEK ENDING NOVEMBER 7

City-by-city listings are based on late reports secured from top country and western dealers and luke box operators in each of the markets listed.

**Birmingham**

1. Jailhouse Rock, Elvis Presley, Vic.
2. Wake Up Little Susie, Everly Brothers, Cdc.
3. Fraulein, Bobby Helms, Dec.
4. Is It Wrong? Warner Mack, Dec.
5. Holiday for Love, Webb Pierce, Dec.
6. My Special Angel, Bobby Helms, Dec.
7. Geisha Girl, Hank Locklin, Vic.

**Dallas-Fort Worth**

1. Geisha Girl, Hank Locklin, Vic.
2. My Special Angel, Bobby Helms, Dec.
3. Fraulein, Bobby Helms, Dec.
4. Wake Up Little Susie, Everly Brothers, Cdc.
5. Jailhouse Rock, Elvis Presley, Vic.
6. My Shoes Keep Walking Back to You, Ray Price, Col.
7. Home of the Blues, Johnny Cash, Sun
8. Story of My Life, Marty Robbins, Col.

**Houston**

1. Wake Up Little Susie, Everly Brothers, Cdc.

2. I Found My Girl in the U. S. A., Jimmie Skinner, Mer.
3. Jailhouse Rock, Elvis Presley, Vic.
4. Is It Wrong? Warner Mack, Dec.
5. My Shoes Keep Walking Back to You, Ray Price, Col.
6. Geisha Girl, Hank Locklin, Vic.
7. Story of My Life, Marty Robbins, Col.

**Memphis**

1. Wake Up Little Susie, Everly Brothers, Cdc.
2. I Found My Girl in the U. S. A., Jimmie Skinner, Mer.
3. My Special Angel, Bobby Helms, Dec.
4. Holiday for Love, Webb Pierce, Dec.
5. Jailhouse Rock, Elvis Presley, Vic.

**Nashville**

1. Geisha Girl, Hank Locklin, Vic.
2. Wake Up Little Susie, Everly Brothers, Cdc.
3. Give My Love to Rose, Johnny Cash, Sun
4. Jailhouse Rock, Elvis Presley, Vic.
5. My Special Angel, Bobby Helms, Dec.

(Continued on page 128)

**SENSATIONAL  
"GREAT BALLS  
OF FIRE"**

**JERRY LEE LEWIS**

Sun 5281

Thanks, Fellows!

**JIMMY DONLEY**

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- ★ MINNIE PEARL
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- ★ JERRY LEE LEWIS
- ★ MARVIN RAINWATER
- ★ JIMMY DICKENS
- ★ JOHNNY & JACK
- ★ RED SOVINE
- ★ GOLDIE HILL
- ★ LONZO & OSCAR
- ★ GEORGE MORGAN
- ★ LEW CHILDRE
- ★ DUKE OF PADUCAH
- ★ ANITA CARTER
- ★ MEL TILLIS
- ★ WAYNE WALKER
- ★ SHIRLEY CADDELL
- ★ BOBBY LORD
- ★ EDDIE HILL
- ★ MIMI ROMAN
- ★ RONNIE SELF
- ★ CARL BUTLER
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**"ONE WEEK LATER"**  
#9-30489

**Red Foley**

**"THIS COULD VERY WELL BE IT"**  
b/w  
**"STRIKE WHILE THE IRON IS HOT"**  
#9-30452

**Red Sovine**

**"WRONG"**  
#9-30458

**Ernest Tubb**

**"MY TREASURE"**  
#9-30422

**Goldie Hill**

**"IT'S ONLY A MATTER OF TIME"**  
#9-30460

DECCA AND ITS FAMILY OF COUNTRY AND WESTERN ARTISTS WILL MEET AND GREET YOU AT THE CONVENTION

A NEW WORLD OF SOUND



## THE BILLBOARD TENTH ANNUAL DISK JOCKEY POLL

COMPARING disk jockeys' favorite records and those most played on their shows according to The Billboard music pop charts.

### FAVORITE MALE ARTISTS OF R&B JOCKEYS

Position	Artist	Label
1	FRANK SINATRA	Capitol
2	NAT KING COLE	Capitol
3	FATS DOMINO	Imperial
4	LITTLE RICHARD	Specialty
5	RAY CHARLES	Atlantic
6	JOE TURNER	Atlantic
7	LARRY WILLIAMS	Specialty
8	CLYDE McPHATTER	Atlantic
9	ELVIS PRESLEY	RCA Victor
10	PAT BOONE	Dat

### FAVORITE FEMALE ARTISTS OF R&B JOCKEYS

Position	Artist	Label
1	ELLA FITZGERALD	Verve
2	SARAH VAUGHAN	Mercury
3	DINAH WASHINGTON	Mercury
4	LA VERN BAKER	Atlantic
5	RUTH BROWN	Atlantic
6	FAYE ADAMS	Herald
7	ANN COLE	Baton
8	LENA HORNE	RCA Victor
9	JUNE CHRISTY	Capitol
10	CHRIS CONNOR	Atlantic

### FAVORITE SMALL VOCAL GROUPS OF R&B JOCKEYS

Position	Vocal Group	Label
1	DELL VIKINGS	Dol-Mercury
2	COASTERS	Atco
3	MOONGLOWS	Chess
4	5 SATINS	Ember
5	BOBBETTES	Atco

### MOST PROMISING MALE ARTISTS OF R&B JOCKEYS

Position	Artist	Label
1	FRANKIE LYMON	Roulette
2	JOHNNY MATHIS	Columbia
3	DONNIE ELBERT	DeLuxe
4	LARRY WILLIAMS	Specialty
5	SAM COOKE	Keen
5	THURSTON HARRIS	Aladdin

### MOST PROMISING FEMALE ARTISTS OF R&B JOCKEYS

Position	Artist	Label
1	DELLA REESE	Jubilee
2	ANN COLE	Baton
3	LILLIAN OFFITT	Excello
4	TINY TOPSY	Federal
5	CAROL FRAN	Excello

## ON THE BEAT

By REN GREVATT

Disk jockey Alan Freed makes the news again this week with the announcement that he'll do a six-week, cross-country tour starting about March 28 of next year. The deal has been set by Shaw Artists and calls for Freed to take a package of top-line pop and rock and roll names on the one-nighter trek. This appears to push further back the projected Freed tour of Great Britain, altho reports persist that this will come off, too. Leslie Grade of the London booking combine is expected here later this month and a deal may still be wrapped up at that time that would take Freed to England. Meanwhile, there was considerable talk to indicate that Freed would soon embark on a new network radio series here. This exposure would tie in with the upcoming coast-to-coast tour.

Glowhill Records, incorrectly referred to as being defunct, is very much in business, according to Charlie and Dave Steinberg, brother operators of the Newark label. The label recently issued three disks which feature Harold "Pop Pop" Rollins on tenor sax and Robert Banks on organ. The disks "gassed" The Billboard reviewing staff, and two subsequently received pick mentions. Dave Steinberg and Sam Goldberg, who is associated with Universal Attractions and who brought the talented cats to Glowhill, are both on the road promoting the records. Distributors have now been set in Philadelphia, Baltimore, Pittsburgh, Detroit, Cleveland, Chicago, New Orleans, Florida, and Tennessee.

Charlie Steinberg said: "They must be good records, since we've had several offers to buy the masters. They all want to cash in now that we've beaten our brains out getting the records off the ground." The outfit also has its own publishing affiliate, Dazzler Music, (BMI). Steinberg said he intended to keep on pushing the current merchandise and would soon release more singles.

Two new fathers emerged this week in the persons of Atlantic's Joe Morris and Decca's Bobby Helms. The new arrivals have been tagged as Joe Morris Jr. and Debby, respectively. Morris, incidentally, is one of several artists recently signed by Archer Associates. Others include the Drifters (as of November 28), Valerie Carr, Micki Smith and Richard McAdoo (a pair of Nashvilleans), the Glowtones, and the Hollywood Flames. The latter group was originally known as the Satellites who made "Little Bitty Pretty One," with Bobby Day. Day, however, couldn't travel so the group has assumed the new name. Dates at the Apollo Theater and the Howard in Washington are in the works. Joe Medlin, formerly a ballad chanter, is now working with the staff of Archer Associates.

Little Richard is now reportedly undergoing a most thoro checkup in a Los Angeles hospital, prior to his early departure for a theological school in Atlanta. Meanwhile, Dee Clark has taken over as leader of Richard's band, following the chanter's departure from show business. Clark has been signed by Shaw Artists. . . . Ernie Wilkins' new band is recording for Savoy and will be booked by Shaw Artists. . . . Alan Freed's New York Paramount Christmas show will have to gross \$148,000 to break

## THE BILLBOARD TENTH ANNUAL DISK JOCKEY POLL

### FAVORITE R&B RECORDS

Position	Records	Label
1	COME GO WITH ME, Dell Vikings	Dol
2	LITTLE DARLIN', Diamonds	Mercury
3	SEARCHIN'/YOUNG BLOOD, Coasters	Atco
4	SCHOOL DAY, Chuck Berry	Chess
5	C. C. RIDER, Chuck Willis	Atlantic
6	OVER THE MOUNTAIN, Johnnie & Joe	Chess
7	MR. LEE, Bobbettes	Atco
8	I'M WALKIN', Fats Domino	Imperial
9	TO THE AISLE, 5 Satins	Ember
10	ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU, Huey Smith	Ace
11	WITHOUT LOVE, Clyde McPhatter	Atlantic
12	FARTHER UP THE ROAD, Bobby "Blue" Bland	Duke
13	JIM DANDY, LaVern Baker	Atlantic
14	HONEST I DO, Jimmy Reed	Vee Jay
15	WHAT CAN I DO, Donnie Elbert	DeLuxe
15	THINK, "5" Royales	King

### FAVORITE R&B ALBUMS

Position	Album	Label
1	HERE'S LITTLE RICHARD	Specialty
2	THIS IS FATS, Fats Domino	Imperial
3	TEENAGERS, Frankie Lymon	Gea
4	CLYDE McPHATTER AND THE DRIFTERS	Atlantic
5	GREATEST ROCK & ROLL, Various Artists	Atlantic
6	LA VERN, LaVern Baker	Atlantic
7	LOVE IS THE THING, Nat King Cole	Capitol
8	RAY CHARLES	Atlantic
9	BOSS OF THE BLUES, Joe Turner	Atlantic
10	ROCKIN' & ROLLIN', Fats Domino	Imperial

even during its 10-day stay. . . . Ray Charles moves into the Apollo for one week on Friday (29).

Atco's Bobby Darin and M-G-M's Charioteers have signed up with the Jolly Joyce Agency. . . . Bill Haley and the Comets appear on the Big Record CBS-TV show, Wednesday (13). . . . Atlantic's latest newsletter says, "Forget Sputnik and dig Atlantik." . . . Domme Records has been formed in New York by Johnny Mathews, formerly with RCA Victor. . . . Talent Enterprises of San Antonio, Texas, is representing all labels, large and small, in the promotion of disks in the Texas area. . . . Screamin' Jay Hawkins, Big Maybelle, the Dells and Patricia Bowman will all be on tap for the Chicago in-person show at the Regal Theater, being arranged by deejay Al Benson. The show comes off the week of November 8 thru 15. . . . Thurston Moore, of Verona, Ky., has published a brand new "Rock 'n' Roll, Rhythm 'n' Blues Scrapbook." Jocks or stars wishing copies should contact Moore at the above address.

Deejay Don Bell of KIOA, Des Moines, sponsored a contest on the subject, "Is Elvis Slipping?" Prizes were awarded for the best entries pro and con. Results showed 80 per cent say defiantly: "He hasn't slipped at all." . . . Decca's Andy Quinn, whose latest is "Back to School Again Blues," may wind up with the world's largest fan club. A resolution to set up the club, will be placed before 28,000 delegates, repping seven million members of the Catholic Youth Organization, at its convention in Philadelphia. . . . Patti Page and Jack Rael have invested in Miami Beach's President Madison Hotel.

George "Hound Dog" Lorenz's touring anniversary rock and roll show broke all existing records at Hartford's State Theater last week. The jock's shows originate at WKBW, Buffalo, but are transcribed also for WPOP in Hartford, Conn.

**DISTRIB. DOINGS:** "Pop Weinstock, sales manager of Prestige Records, announces the signing of two new distributors. Whirling Disk Records Distributors of Indianapolis has acquired the line for its territory, while Morris Distributing Company will handle the line for all of Canada out of its Toronto office.

### Hollywood

The Platters returned from their triumphant tour of South America and Paris last week (3), with Personality Promotions going all out with a mammoth welcome. Group and personal manager Buck Pan will stay put in the United States for awhile. . . . Aladdin Records has a Halloween entry by the Jay-Hawks out this week, effectively titled "The Creature." . . . Bo Rhambo Trio in at the Club Mumbamba, San Francisco, for a three-week engagement. . . . Sam Cooke, whose Keen recording of "You Send Me" is currently riding the charts, leaves for New York and a series of television shots this week. His first recording and also the label's first, is reportedly well past the half-million mark, according to Don Clark. . . . The Five Keys have a new one out on Capitol this week, "Do Anything," b/w "It's a Crying Shame." . . . Kevo Records, new Coast entry in the r.&b. business, made its bow last week. Firm is headed by Al Curry, formerly with Flash Records here. . . . Ed Mesner, Aladdin Records a.&r. topper, due to return from his New York trek next week. Firm's "Little Bitty Pretty One" is its biggest hit this year.

## R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING NOVEMBER 2

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 a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. JAILHOUSE ROCK (BMI)—Elvis Presley	1	5
TREAT ME NICE (BMI)—Vic 7035		
2. YOU SEND ME (BMI)—Sam Cooke	3	3
Summertime (ASCAP)—Keen 34013		
3. SILHOUETTES (BMI)—The Rays	4	3
Daddy Cool (BMI)—Cameo 117		
4. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers	2	7
Maybe Tomorrow (BMI)—Cadence 1337		
5. BE-BOP BABY (BMI)—Ricky Nelson	5	3
Have I Told You Lately That I Love You (BMI)—Imperial 5463		
6. LITTLE BITTY PRETTY ONE (BMI)—Thurston Harris	8	3
I Hope You Won't Hold It Against Me (BMI)—Aladdin 3398		
7. HONEYCOMB (ASCAP)—Jimmie Rodgers	6	10
Their Hearts Were Full of Spring (ASCAP)—Roulette 4015		
8. KEEP A' KNOCKIN' (BMI)—Little Richard	7	7
Can't Believe You Wanna Leave (BMI)—Specialty 611		
9. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers	9	9
Ol' Man River (ASCAP)—Checker 872		
10. HONEST I DO (BMI)—Jimmy Reed	10	5
Signals of Love (BMI)—Vee-Jay 253		
11. DIANA (BMI)—Paul Anka	11	10
Don't Gamble With Love (BMI)—ABC-Paramount 9831		
12. THAT'LL BE THE DAY (BMI)—Crickets	12	10
I'm Lookin' for Someone to Love (BMI)—Brunswick 55009		
13. MR. LEE (BMI)—Bobbettes	13	10
Look at the Stars (BMI)—Atlantic 1144		
14. MY SPECIAL ANGEL (BMI)—Bobby Helms	14	2
Standing at the End of My World (BMI)—Dee 30423		
15. WAIT AND SEE (BMI)—Fats Domino	15	2
I Still Love You (BMI)—Imperial 5467		

## Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 2

BIDES 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. JAILHOUSE ROCK—Elvis Presley	1	4
Vic 7035—BMI		
2. WAKE UP LITTLE SUSIE—Everly Brothers	2	5
Cadence 1337—BMI		
3. YOU SEND ME—Sam Cooke	6	4
Keen 34013—BMI		
4. LITTLE BITTY PRETTY ONE—Thurston Harris	12	2
Aladdin 3398—BMI		
5. KEEP A' KNOCKIN'—Little Richard	4	5
Specialty 611—BMI		
6. HONEYCOMB—Jimmie Rodgers	3	8
Roulette 4015—ASCAP		
7. TREAT ME NICE—Elvis Presley	8	2
Vic 7035—BMI		
8. MR. LEE—Bobbettes	4	11
Atlantic 1144—BMI		
9. SILHOUETTES—The Rays	10	3
Cameo 117—BMI		
10. THAT'LL BE THE DAY—Crickets	13	9
Brunswick 55009—BMI		
11. WAIT AND SEE—Fats Domino	—	1
Imperial 5467—BMI		
12. BE-BOP BABY—Ricky Nelson	14	2
Imperial 5463—BMI		
13. FARTHER UP THE ROAD—Bobby (Blue) Bland	7	12
Duke 170—BMI		
14. LOTTA LOVIN'—Gene Vincent	15	5
Cap 3763—BMI		
14. SWANEE RIVER ROCK (Talkin' Bout That River)—Ray Charles	—	1
Atlantic 1154—BMI		

## Reviews of New R&B Records

**THE VALJANTS**  
Good Golly, Miss Molly . . . 82  
KEEN 34044—This cover is faster than the original. In fact, the frantic, Little Richard-type treatment by the lead is a gas. Mighty intriguing side, with similarly frantic orking. (Venice, BMI)  
This Is the Nite . . . 80  
Not the great Redd Evans tune, but a rock-ballad. Fine male soprano lead stands out. Two strong, contrasting sides. Coupling should click on one side of both. (Higuera, BMI)

**DINAH WASHINGTON**  
Blues Down Home . . . 83  
MERCURY 71220—Miss Washington proves that she's still "Queen of the Blues" as she renders this solid blues item with excellent, brassy ork support. Some pop support likely. (Roosterell, BMI)  
Everybody Loves My Baby . . . 75  
The swingin' chick has a duet with an uncredited male artist on this cleverly arranged side. Spins of the smart, bluesy side will certainly please listeners. (Pickwick, ASCAP)

**TONY HARRIS**  
When I Get You Back . . . 81  
EBB 120—This is quite a production. The bluesy theme is taken at a slow clip by Harris with a chick making like Mary Mayo in the background. Harris throws in a few vocal gimmicks of his own. (Ebb, BMI)  
Try This Li' Ole Heart . . . 74  
Harris belts this medium-beat blues vigorously, stressing syllables and giving out with interesting vocal effects. Lascivious backing supports the off-beat side. (Ebb, BMI)

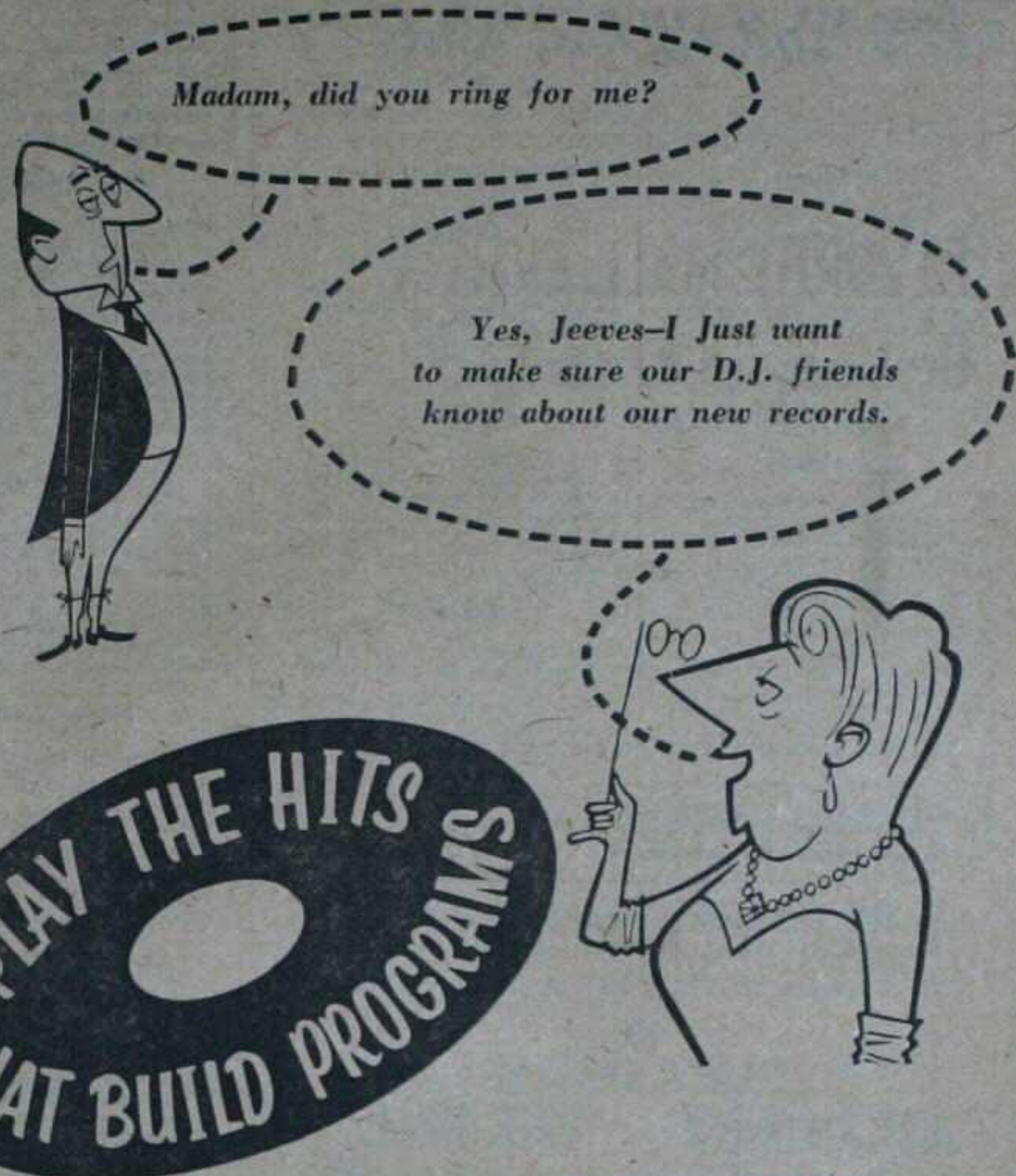
**LEE ANDREWS**  
Tear Drops . . . 80  
CHESS 1675—Poignant weeper with classy lyrics is handed feelingful vocal by Andrews and group. Watch it, this is the "Long Lonely Nights" cut. (G&H, BMI)  
The Girl Around the Corner . . . 80  
Andrews and group pack plenty of vitality into a fast-moving rhythm item with a catchy beat. Very unusual. (G&H, BMI)

**JIMMY DEE**  
Henrietta . . . 80  
DOT 15664—Blues with the true swamp sound in the instrumentation and a shouting, gravel-voiced vocal. Strong wax, with pop and r.&b. potential. (TNT, BMI)  
Don't Cry No More . . . 75  
Another blues, with authentic funky sound and very effective chaotic feeling in the arrangement. (TNT, BMI)

**BETTY EVERETT**  
My Life Depends on You . . . 79  
CORRA 3019 — A triplet-dominated ballad arrangement showcases the thrush. Miss Everett sings out real well, displaying much soul. (Armel, BMI)  
My Love . . . 77  
An exciting side. The chanteuse sings this one with a gospel feeling, with an arresting rhythm figure in the arrangement. A man's voice in the background adds a sexy touch. (Armel, BMI)

**BILL JENNINGS-WILLIS JACKSON**  
Wishbone . . . 74  
KING 5087—Slow, sensuous dueling

(Continued on page 128)



Vee Jay 253

# "HONEST I DO"

JIMMY REED

In Billboard's "Top 100"—October 28th Issue in Position 53, November 4th Issue in Position 32 and Still Climbing

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Vee Jay 257

## "I NEED YOUR KISSES"

THE SPANIELS

Vee Jay 258

## "TIME MAKES YOU CHANGE"

THE DELLS

---

Falcon 1005

# "24 BOY FRIENDS"

b/w

## "SEVEN NIGHTS"

DEE CLARK

---

Vee Jay 256

## "YOU CAN MAKE IT IF YOU TRY"

GENE ALLISON

Falcon 1004

## "A SPARE MAN"

PRISCILLA BOWMAN

---

## VEE JAY-FALCON RECORD CORP.

2129 So. Michigan Ave. Chicago 16, Illinois

All phones: CALumet 5-6141

# R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING NOVEMBER 2

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke-box operators in the markets listed.

## Atlanta

1. You Send Me, Sam Cooke, Keen
2. Silhouettes, Rays, Cameo
3. Little Bitty Pretty One, Thurston Harris, Ala.
4. Jailhouse Rock, Elvis Presley, Vic.
5. Honest I Do, Jimmy Reed, V J
6. Wake Up Little Susie, Everly Brothers, Cdc.
7. Be-Bop Baby, Ricky Nelson, Imp.
8. Diana, Paul Anka, ABC-Para.
9. Walt and See, Fats Domino, Imp.
10. Keep A' Knockin', Little Richard, Spe.

## Charlotte

1. Jailhouse Rock, Elvis Presley, Vic.
2. You Send Me, Sam Cooke, Keen
3. Be-Bop Baby, Ricky Nelson, Imp.
4. Silhouettes, Rays, Cameo
5. Bony Morone, Larry Williams, Spe.
6. Diana, Paul Anka, ABC-Para.
7. Honest I Do, Jimmy Reed, V J
8. Little Bitty Pretty One, Thurston Harris, Ala.
9. That'll Be the Day, Crickets, Brk.

## Chicago

1. Silhouettes, Rays, Cameo
2. Jailhouse Rock, Elvis Presley, Vic.
3. You Send Me, Sam Cooke, Keen
4. Wake Up Little Susie, Everly Brothers, Cdc.
5. Be-Bop Baby, Ricky Nelson, Imp.
6. Lotta Lovin', Gene Vincent, Cap.

## Cincinnati

1. You Send Me, Sam Cooke, Keen
2. Jailhouse Rock, Elvis Presley, Vic.
3. Little Bitty Pretty One, Thurston Harris, Ala.
4. Honest I Do, Jimmy Reed, V J
5. Think, Fats Domino, Imp.
6. Soft, Bill Doggett, King

## Detroit

1. You Send Me, Sam Cooke, Keen
2. Jailhouse Rock, Elvis Presley, Vic.

3. Silhouettes, Rays, Cam.
4. Wake Up Little Susie, Everly Brothers, Cdc.
5. Be-Bop Baby, Ricky Nelson, Imp.
6. Honeycomb, Jimmie Rodgers, Rli.
7. Rock and Roll Music, Chuck Berry, Chs.
8. Little Bitty Pretty One, Bobby Day, Cla.

## Los Angeles

1. Silhouettes, Rays, Cam.
2. You Send Me, Sam Cooke, Keen
3. Honeycomb, Jimmie Rodgers, Rli.
4. Jailhouse Rock, Elvis Presley, Vic.
5. Wake Up Little Susie, Everly Brothers, Cdc.
6. Diana, Paul Anka, ABC-Para.
7. That'll Be the Day, Crickets, Brk.
8. Honest I Do, Jimmy Reed, V J
9. Raunchy, Ernie Freeman, Imp.
10. Miss You So, Lillian Hill, Etc.

## New Orleans

1. You Send Me, Sam Cooke, Keen
2. Jailhouse Rock, Elvis Presley, Vic.
3. Little Bitty Pretty One, Thurston Harris, Ala.
4. Keep A' Knockin', Little Richard, Spe.
5. Walt and See, Fats Domino, Imp.
6. Wake Up Little Susie, Everly Brothers, Cdc.
7. Bony Morone, Larry Williams, Spe.

## New York

1. You Send Me, Sam Cooke, Keen
2. Silhouettes, Rays, Cam.
3. Wake Up Little Susie, Everly Brothers, Cdc.
4. Jailhouse Rock, Elvis Presley, Vic.
5. Little Bitty Pretty One, Thurston Harris, Ala.
6. Be-Bop Baby, Ricky Nelson, Imp.
7. Pennants, Little Joe and the Thrillers, Okeh

## Philadelphia

1. Silhouettes, Rays, Cam.
2. You Send Me, Sam Cooke, Keen
3. Wake Up Little Susie, Everly Brothers, Cdc.
4. Jailhouse Rock, Elvis Presley, Vic.
5. Rock and Roll Music, Chuck Berry, Chs.
6. Be-Bop Baby, Ricky Nelson, Imp.
7. Honeycomb, Jimmie Rodgers, Rli.

## Washington, D. C.

1. You Send Me, Sam Cooke, Keen
2. Honest I Do, Jimmy Reed, V J
3. Keep A' Knockin', Little Richard, Spe.
4. Wake Up Little Susie, Everly Brothers, Cdc.
5. Happy, Happy Birthday, Baby, Tuna Weavers, Chs.
6. Hula Love, Buddy Knox, Rli.
7. I Still Love You, Fats Domino, Imp.

# This Week's R&B Best Buys

**NERVOUS BOOGIE** (Arc, BMI)—Paul Gayten—Arco 5277—Platter has been out for a while and has been building gradually. Now most of the top marts rate it strongly. Elsewhere, sales are moving well. Flip is "Flatfoot Sam." (Arc, BMI).

# Review Spotlight on . . .

## R&B RECORDS

**THE BOBBETTES**  
Speedy (Progressive, BMI)  
Come-A Come-A (Progressive, BMI)—Atlantic 1159  
See review in Pop Spotlight section.

**JERRY LEE LEWIS**  
Great Balls of Fire (BRS, BMI)  
You Win Again (Acuff-Rose, BMI)—Sun 281  
See review in Pop Spotlight section.

**THE COASTERS**  
Sweet Georgia Brown (Bemick, ASCAP)—Atco 6104—The group leisurely paces the old standard with a fresh approach that draws the most out of each word. The lead gives a very knowing vocal and is excellently supported by the group with good ork backing. Strong side can put the "Young Blood" crew back in the chips. Flip is an attractive go on an off-beat side called "What Is the Secret of Your Success?" (Tiger, BMI)

**LITTLE JOE, THE THRILLER**  
The Echoes Keep Calling Me (Cranford, BMI)  
Lonsome (Cranford, BMI)—Okeh 7094  
See review in Pop Spotlight section.

**THE VALIANTS**  
Good Golly Miss Molly (Venice, BMI)  
This Is the Nite (Higuera, BMI)—Keen 34004—The cover of "Good Golly" is faster than the original. This frantic treatment is in the Little Richard manner and could prove a loot maker. Flip "Nite" is a rock-ballad that is smoothly delivered. Contrasting coupling could click.

8. Pennants, Little Joe and the Thrillers, Okeh
9. Jailhouse Rock, Elvis Presley, Vic.

## St. Louis

1. You Send Me, Sam Cooke, Keen
2. Little Bitty Pretty One, Thurston Harris, Ala.
3. Jailhouse Rock, Elvis Presley, Vic.
4. Silhouettes, Rays, Cam.
5. Wake Up Little Susie, Everly Brothers, Cdc.
6. Walt and See, Fats Domino, Imp.

# Reviews of New R&B Records

Continued from page 127

by tenor sax and guitar with rock and roll rhythm backing, on a blues, of course. Side should come in for spins. (Jay & Cee, BMI)

**Down Boy . . . 74**  
Instrumental takeoff on "Here Comes the Bride," etc. Give-and-take between guitar and tenor turns it into a blues romp for the rock and roll fans. Quotes from many old faves make it a good jock novelty. (Jay & Cee, BMI)

**PROFESSOR LONGHAIR**  
Baby, Let Me Hold Your Hand . . . 72  
EBB 121—Blues is a plea for the cat's baby to accept his amours. Outbucket backing features a funky tenor solo. Wailing by the artist makes the side a good entry for Southern markets. (Ebb, BMI)

**Looks, No Hair . . . 72**  
Medium-paced rocker-blues is an off-beat piece of material. The artist presents it with a knowing vocal. It tells of a charmin' chick, who for some reason "ain't got no hair." Also a prospect for Southern coin. (Ebb, BMI)

**PORTUGUESE JOE**  
Star Light Star Bright . . . 70  
SURF 5018—Blues with the familiar rock and roll backing is given a listenable go by the artist. Vocal stint is somewhat in the Domino style. Fair chances. (Robb Hood, BMI)

**Teen-Age Riot . . . 69**  
Gimmicked side has the sound effects of cops raiding a joint with tommy guns, etc. A brief vocal is belted on the up-tempo rocker blues by the artist. Some might find it amusing. (Teen Ager, BMI)

**JUNIOR WELLS**  
Losey Dosey Lovey One . . . 70  
CHIEF 7005—Wells swings the praises of his chick on this side. Good beat but only moderate chanting give it but a fair chance for attention. Break-out power limited. (Melva, BMI)

**Two-Head Woman . . . 67**  
The idea here is that the gal can see

everything he's doing. It's a blues, chanted satisfactory by Wells, with some Southern potential. (Melva, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

- LEFTY RATES BAND: I Stayed Away Too Long/Look Me Straight in the Eye—States 164**  
**JESSE CARTER: Hey, Baby Hey/I Know—Tosado 922**

## C&W Territorials

Continued from page 124

6. I Heard the Bluebirds Sing, Jim Edward, Maxine & Bonnie Brown, Vic.
7. Story of My Life, Marty Robbins, Col.

## New Orleans

1. Geisha Girl, Hank Locklin, Vic.
2. Fraulein, Bobby Helms, Dec.
3. Give My Love to Rose, Johnny Cash, Sun
4. Jailhouse Rock, Elvis Presley, Vic.
5. Holiday for Love, Webb Pierce, Dec.
6. Rock-A-Chicka, Warner Mack, Dec.
7. I'll Take You Home Again, Kathleen Slim, Whitman, Imp.

## St. Louis

1. Jailhouse Rock, Elvis Presley, Vic.
2. Wake Up Little Susie, Everly Brothers, Cdc.
3. My Special Angel, Bobby Helms, Dec.
4. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
5. I Found My Girl in the U. S. A., Jimmie Skinner, Mer.
6. Home of the Blues, Johnny Cash, Sun

Billboard and Cash Box Can't Be Wrong!

## BILLBOARD SPOTLIGHT

### THE CASH BOX AWARD O' THE WEEK

NOT A ONE-SIDED HIT BUT A TWO-SIDED HIT!

## HUEY SMITH

"JUST A LONELY CLOWN"

"FREE, SINGLE AND DISENGAGED"

ACE 538

—and, ANOTHER COIN CATCHER ON ACE

"I TRUSTED YOU"

GET THE ORIGINAL!

b/w

"THAT'S YOU BABY"

## JIMMY CLANTON

ACE 537

BEING COVERED BY ALL THE MAJORS!



# The Trade Press Salutes GLOW HILL FOR 2 UPCOMING HITS!

R&B Disk Jockey Programming

**ROBERT BANKS**  
ON THE STREET  
WHERE YOU LIVE

(Chappell, ASCAP)—Glow Hill 502—The organist uses an Erroll Garner rhythmic approach on the pretty "My Fair Lady" tune. The fresh styling should go well with listeners. The neat performance is backed by a frenzied instrumental on a theme called "Destination." (Daxler, BMI)

Review Spotlight on

**D. D. (FOOTS) FORD**  
D. D.'s BOUNCE  
(Parts 1 and 2)

(Daxler, BMI)—Glow Hill 500—This swingin' two-sided blues is in a "Honky Tonk" groove and features finger-snappin' organ, tenor and guitar mastery. The danceable instrumental can attract plenty of teen coin. Instrumental gimmicks are highly listenable in a hypnotic way.

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**VINCE MALOY**  
sings  
"DEED I DO"  
b/w  
"FLYING LOVE"  
Angle Tone 520-2

New Release!  
**ERVIN GOSPEL SINGERS**  
"I FELT THE POWER"  
b/w  
"ETERNAL LIFE"  
Angle Tone 508

**ANGLE TONE RECORDS**  
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COAST TO COAST!  
**NAPPY BROWN'S "THE RIGHT TIME"**  
b/w  
"OH YOU DON'T KNOW"  
#1525



GIVE TO DAMON RUNYON CANCER FUND



# FOLK TALENT & TUNES

Continued from page 118

**DEALERS AND OPERATORS ATTENTION**  
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THE FINEST IN JAZZ SINCE 1939

## JIMMY SMITH

The hottest jazz organist in the country.

- BLP 1563 Jimmy Smith Plays Pretty Just for You
- BLP 1547/48 A Dade With Jimmy Smith
- BLP 1528/29 Jimmy Smith at Club "Baby Grand"
- BLP 1512, 1514, 1525 Jimmy Smith Trio

- 45x1682 Penthouse Serenade—I Can't get Started
- 45x1683 East of the Sun—The Very Thought of You
- 45x1687 How High the Moon—Summertime
- 45x1680 The New Preacher, Parts 1 & 2
- 45x1665 Where or When, Parts 1 & 2
- 45x1666 Love Is a Many Splendored Thing, 1 & 2
- 45x1635 High and Mighty—You Get 'Em
- 45x1636 Midnight Sun—The Preacher
- 45x1637 Tenderly—Joy
- 45x1641 The Champ, Part 1 & 2
- 45x1642 Bubbis—Beyou
- 45x1643 Judo Mambo—Autumn Leaves
- 45x1644 Fiddlin' the Minors—Willow Weep
- 45x1652 I Cover the Waterfront—I Can't Give You

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BREAKING IN N. Y. and N. J.

## 'HEY BABY, HEY'

b/w 'I KNOW'

**JAMES CARTER**  
and The Sentimentals

Tuxedo 922

**TUXEDO RECORDS**  
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THE PENGUINS

## THAT'S HOW MUCH I NEED YOU

b/w  
**BE MY LOVIN' BABY**

5428

**Dooto Records**

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## CHUCK EDWARDS WARM MY HEART and MORNING TRAIN

Duke 174

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Back With Their Second Release

## 'Why Do You Cry'

b/w

**'DANCE GIRL'**  
THE CHARTS

EVERLAST 5002

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RI 9-4344

tion in Nashville this weekend and will again originate his CBS radio show from the Andrew Jackson Hotel there Sunday night (17), featuring a host of "Grand Ole Opry" stars. . . . Johnny Cash says he'll be present at the Nashville deejay shindig, when Sun Records will have his new LP album ready for sample distribution. While at the conclave, Cash will huddle with promoter Stu Carnell regarding dates arranged thru his manager, Bob Neal, for the West Coast and Pacific Northwest, September 22 thru December 3. . . . Carl Perkins is another who plans to be in Nashville for the deejay doings. Perkins and his group are set for a West Coast trek November 19 thru December 3. "Jamboree," the flicker in which he is featured, is up for early release.

Lou Erek, country deejay at KSST, Sulphur Springs, Tex., typewrites: "Hillbilly music is enjoying its greatest popularity in North-east Texas, due in a great part to the efforts of two old-timers, Bob and Joe Shelton. A year ago Bob and Joe came out of semi-retirement to start a Saturday night home-talent show which has grown into such a success that it deserves recognition. The show is located at Kelly Springs, Tex. (population 71), which boasts one general store (operated by the Sheltons), two churches, 25 modern Grade-A dairies, and the community center building, where the show is presented. Bob and Joe left there some 30 years ago to seek fame and fortune in the country music field. With them they had a batch of songs that they had put together in the blackberry patch, among them the universally known 'Just Because.' Show is broadcast over KSST, Sulphur Springs, and guest

artists are brought in weekly to augment the home talent. Guests to date have included Leon Payne, Wery Fairburn, Nan Castle, Janette Hicks, James O'Gwynn, Peg Moreland, Betty Amos, Joe Bill and Cornbread, Linda Brannon, Gary Bryant and Tony Douglas. It is estimated that some 30,000 people have seen the show during its first year of existence."

Clarence Zahini and His Barnstormers, featuring the Zahini Sisters, have just begun a series of 26 weekly half-hour Sunday shows over WISC-TV, Madison, Wis. Clarence is top c.&. deejay at Station KDTN, Dubuque, Ia. Lou Erek, country deejay at

Chet Atkins says he has a limited supply of his new RCA Victor release, "Hidden Charm" b/w "Colonial Ballroom," which he'll send out to jocks requesting a copy. Chet's address is 1525 McGavock Street, Nashville. . . . Johnnie Bailes, of "Peach State Jamboree," Swainsboro, Ga., has just waxed "So Much" b/w "It's Bound to Happen" for Decca, with release set for around mid-November. . . . RCA Victor's Nan Castle, of Cooper, Tex., was in Nashville recently to make a film for the Armed Forces with Hank Snow and His Rainbow Ranch Boys and emcee Charlie Applewhite. Titled "Music Country Style," the flicker will be shown in this country and abroad.

Scoopie Brucie and Bob Jennings, of WLAC, Nashville, advise that they have acquired a piece of Athens Records. Firm's latest release is by Betty and Her Boy Friends. Also waxing for the

with this r.&r. support. (Rialto ASCAP)

**Wild Desire... 70**  
Snappy semi-rocker country item with a slightly different message. Strong warbling reveals man's big range. Jocks will find this attractive. (R & R, BMI)

**JENKS TEX CARMAN**  
**My Broken Heart Won't Lef**  
Me Sleep... 67  
SAGE 251—Weeper is rendered in the hill manner. Fine backing includes country strings and piano. Possible interest in right regions. (Sage & Sand, SESAC)  
**Wolf Creek... 67**  
Lively instrumental is of the hoe-down type. It features fancy fiddlin', guitar and banjo. This could also have territorial appeal. (Sage & Sand, SESAC)

**FAMOUS LASHAWAY & THE TUMBLEWEED TRIO**  
**Forget Me Not... 67**  
SOMA 1071—Pretty country ballad is nicely chanted by the artist with honky-tonk backing including country strings and piano. Side could have territorial appeal. (Hill & Range, BMI)  
**Little Miss Mischief... 64**  
Happy sounding novelty. Backing is in the traditional country style. (RHH, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

**THELMA BLACKTON: I Wanna Waltz/Two Empty Chairs—M-G-M 12567**  
**THE DENHAMS: I'm So Lonely/Cry, Baby Cry—Note 10,009**  
**TIM DINKINS: Catlin' Tonight/It's All in a Lifetime—Fable 595**  
**JERRY DYKES: Deep Within My Heart/My Empty Heart—Canton 1001**  
**BENNIE BESS: I'm So In Love With You/Your Memory—Feral 711**  
**A PAIR OF PAULS: Two of a Kind/Your Heart Is My House—Co-Op 1504**  
**THE ROMETTA SISTERS: I'm Falling in Love With You/Linger Awhile With Me—Sundown 101**

## Reviews of New C&W Records

**RED FOLEY**  
**Strike While the Iron Is Hot... 85**  
DECCA 30452—Rockabilly ditty is wrapped up in solid vocal by Foley and chorus. Spin appeal for both pop and c.&w. markets. (Raphael, ASCAP)  
**This Could Very Well Be It... 83**  
Foley scores with showmanly vocal on a pop-ish tune with leisurely paced r.&b. backing. A dual-market entry. (Copar, ASCAP)

**JIMMY NEWMAN**  
**Cry, Cry Darling... 84**  
DOT 15659—A strong weeper. Newman's powerful vocal is backed by a chorus and a slow, rhythmic arrangement. A bright sound. (Acuff-Rose, BMI)  
**You're the Idol of My Eyes... 83**  
A big country-flavored ballad. Newman belts it out solidly. Backing features a triplet figure in the strings, and a chorus. (Tree, BMI)

**JOHNNY HORTON**  
**Lover's Rock... 78**  
COLUMBIA 41043—Offbeat country job has a rumba beat with an interesting minor keyed guitar backing. Apparently a lot goes on at Lover's Rock, and some of the juves will like the message. (Golden West, BMI)  
**You're My Baby... 73**  
Horton dual tracks this bright ditty. Backing features down guitar. Has a good loud sound and a retentive quality that should make it a good juke choice. (Star-Rite, BMI)

**WAYNE WALKER**  
**Come Away From His Arms... 76**  
COLUMBIA 41042—Walker is co-cleffer with Red Sovine on this pretty weeper waltz. Fine warbling is supported by chorus and very pop-ish instrumental backing. It could move in both pop and c.&w. maris. (Cedarwood, BMI)  
**Bo-Bo Ska Diddle Diddle... 72**  
Walker co-authored this item with Webb Pierce. It's a country blues that tells of a cat with much chick appeal. (Cedarwood, BMI)

**MEL TILLIS**  
**This Heart... 75**  
COLUMBIA 41038—Strong production on an adaptation of the spiritual "This Train." Varied voices and strongly rhythmic orking lend real punch. County spinners should dig it. (Cedarwood, BMI)  
**Take My Hand... 75**  
Another classy production, with gentle song sweetly sung by Tillis. Piano figures in back borrow from pop hits. Coupling merits trial spins. (Cedarwood, BMI)

**SLIM WHITMAN**  
**Hush-A-Bye... 75**  
IMPERIAL 8312—Whitman's distinctive style is coupled with a lullaby-type song here. Tune is very pretty. An effective side, out of the common groove, and merits good exposure. (Roosevelt, BMI)  
**Unchain My Heart... 75**  
A weeper, done in Whitman's clear, piercing style. He's backed by a chorus here, giving the disk a big sound. (Sharon, BMI)

**SKEETS McDONALD**  
**Love Wind... 74**  
CAPITOL—Ballad with rhythm backing has a decided country flavor. Chorus and steel guitar support the attractive vocal. It could collect coin in pop or c.&w. markets. (Central, BMI)  
**I'm Hurtin'... 74**  
Weeper is delivered in a very pop-pish manner with rhythm backing and

a chorus assist. Steel and picked guitars accompany. Listenable side is a possibility in both pop and c.&w. maris. (Central, BMI)

**FLOYD TILLMAN**  
**The Record Goes Round... 73**  
PEARL 709—Country fans will get a boot out of Tillman's distinctive vocal style—reminiscent of his "Slip-pin' Around" smashes year ago. This side has a rhythm figure used in the early "Near You" disks. Merits exposure. (Southern, BMI)  
**My Heart Won't Forget... 73**  
A strong weeper, chanted in Tillman's typical style. There's a honky-tonk piano and good guitar in the arrangement. Deejays will get a boot out of these Tillman sides. (Grandwealth, BMI)

**THE FARMER BOYS**  
**No One... 73**  
CAPITOL 3827—A weeper, but really tear-drenched. The boys have the real hill sound. For deejays looking for authentic c.&w. (Beechwood, BMI)  
**Yearning, Burning Heart... 71**  
Another piece of authentic country wax. Session was arranged in the strict country style. (Central, BMI)

**LINK DAVIS**  
**Waltz of the Jambulaya... 71**  
STARDAY 331—Cajun-French instrumental waltz. Should do well in the right regions, and also is worth a trial slotting on most country jukes. (Starrite, BMI)  
**Big Connie... 72**  
More fiddle and guitar fare, this one suitable for square dancing. Appeal not limited to Cajun buyers. (Starrite, BMI)

**ALVIS WAYNE**  
**Don't Mean Maybe, Baby... 72**  
WESTPORT 138—Country blues. Wayne chants it in the rockabilly style, with authentic flavor. Mid-way, the piano and other rhythm pieces take over, maintaining excitement. Derivative of Elvis, but good. (Westport, BMI)  
**I'd Rather Be With You... 71**  
A weeper, and straight country in arrangement and performance. A good one for the jocks. (Westport, BMI)

**RUSTY WELLINGTON**  
**Rocking Chair on the Moon... 70**  
M-G-M 12581—Country blues is given a stirring vocal by the artist. Tho the side has a country sound, a tenor sax is featured in the rhythmic instrumental reprise. Fair chances. (Valley Brook, ASCAP)  
**I Lost My Someone to Somebody Else... 70**  
Weeper-ballad is nicely treated by Wellington. Country strings and honky-tonk piano support the vocal. (Arcade, ASCAP)

**KENNY BROWN**  
**Tears, Flowers and Prayers... 72**  
SUNDOWN 100—Weeper, competently performed a slow tempo. Objects in title are for a departed one. Poignant, frequently poetic lyrics. Should be some mileage in this one. (Durf, BMI)  
**You're Here Today and Gone Tomorrow... 66**  
Good job in traditional country style, with repeated refrain. Not unusual enough, however, to win wide distribution. (Durf, BMI)

**ROME JOHNSON**  
**Truck Driver Blues... 70**  
SAGE 110—Old Ted Daffan hit is revived in deep baritone. Fits into current rockabilly groove, especially

label is Andy Wilson, Orlando, Fla., deejay. . . . Fred Maddox, of the Maddox Brothers and Rose, says that deejays who failed to receive a copy of his record, "Let Me Love You" b/w "Stop Your Whistling, Wolf," may obtain a copy by writing to him at 20035 East Gladstone, Covina, Calif. . . . Dick Carson, with Lee Webb and the West Virginia Boys, has just concluded a fortnight's tour thru West Virginia, Tennessee and Virginia. In addition to his entertaining, Carson is handling the personal management on Lee Webb and Cowboy Doc Stuart.

Fred Maddox plans to open his new Mozart Club on Valley Boulevard, between Puente and Pomona, Calif., around November 15. He will handle the bookings for the club, while continuing as entertainer at the Copa Club, Pomona, where he has been the last 10 months. . . . Cathie Taylor, 12-year-old vocalist of Morgan Hill, Calif., has been given her own morning radio show, 8:45-9, over KPER, Gilroy, Calif. . . . Jack Tucker, heard on the Bel-Aire label, has left California with his family to settle in Kansas City, Mo., where he plans to organize a band to play the Midwest. . . . Dick Miller is appearing with his own Western swing band at the Empire Ballroom, Pomona, Calif. Tommy Duncan splits the vocal chores with Miller.

Dick Curliss, Bangor, Me., recent winner on the Arthur Godfrey "Talent Scouts" TV-er, is making a string of personal and TV appearances. . . . Lee Rose did a guest shot with Smiley Burnette when the latter played the Overton Theater, Overton, Tex., recently. . . . Chet Atkins hopped into New York last week to appear on Dave Garroway's "Today" Wednesday. (Continued on page 160)

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## Finalize Plans For PNE Fun Zone

### Construction on Amusement Park To Begin in Dec.; Includes Coaster

VANCOUVER, B. C.—Actual construction work will get under way here soon on the permanent midway zone at the Pacific National Exhibition, which will be operated during the fair and the off season by the Burrard Amusement Company. Principals in the amusement firm are G. P. (Jerry) Mackey, president; Bob Bollinger, vice-president, and Denver Burtenshaw, secretary.

The fun zone will occupy approximately nine acres adjoining the new stadium. Work on a new 70-foot high Roller Coaster is scheduled to start early in December, with construction scheduled for completion in time for next year's centennial fair, August 18-September 1. Also scheduled to be built is a new Scooter building and 380 feet of permanent concessions. Current plans are to operate eight major and six kid rides during the season and to augment them with additional rides, shows and concessions during the annual fair.

The Burrard firm purchased all the permanent rides and equipment located on the old Happyland Amusement Park and they have been junked. The area thus vacated will be turned into a parking lot. A grassy picnic area will be established on the grounds which, during the fair, will be utilized as a Kiddieland. Picnic promotions are

being planned during the summer, and a staff will be formed to handle this type of business.

#### All Three Veterans

All three officials of the Burrard firm have been in the outdoor business for many years. Mackey is one of the top concessionaires on the coast, having operated at the PNE for the past 25 years. He also had stores at Jantzen Beach, Portland, Ore., for 16 years.

Bollinger has operations in many places and is credited with owning upward of 50 riding devices. He owns Oaks Amusement Park, Portland, Ore., along with a skating rink and radio station in that city. In addition, he owns a second park in Tacoma, Wash., and has a roller rink and permanent rides at the Puyallup, Wash., fair. For the past 10 years, Bollinger has also operated rides at the PNE.

For many years, Burtenshaw has had eat-and-drink concessions at amusement centers along the coast. For the past 10 years, he operated the big cafeteria at the PNE, along with close to 20 other food concessions on the grounds.

Jerry Crawshaw, owner of Royal Canadian Shows, will assist the trio here, and Walker Leroy, veteran operator of rides for Bollinger, (Continued on page 143)

## Hamid, Union Meet Again On Aquashow

NEW YORK—Plans are still alive to have an aquashow at the Flushing Meadows amphitheater next summer as a George Hamid production. There was to be a show last summer, but union-management disputes stalled the opening to where the show had to be called off.

Hamid said last week that Commissioner Robert Moses and he are still in agreement that a water show should be offered at the location by Hamid. Discussions with the unions involved are scheduled for this week, with the Hamid office reportedly hopeful for an agreement.

The amphitheater was idle all summer. If the situation continues for another year, it was brought out, it will be difficult in the future to re-establish the location as a show place.

## Ted Rosequist To Supervise Calif. Plant

SACRAMENTO, Calif.—Theodore Rosequist, assistant manager of the California State Fair and Exposition for almost 11 years, has been named co-ordinator of the new fair planning and Ed L. Paine, exhibit supervisor for 11 years, named to succeed him, Dudley T. Fortin, fair manager, said.

Rosequist's appointment was made at a fair board meeting devoted to the development of the new 1,035-acre State Fair site. In his new capacity, Rosequist will direct the development of the master plan and concept. Alvin F. Carveth, fair board president, said that the directors desire to have the preparation and planning for the new site move ahead as rapidly as possible.

The board also approved a letter to Governor Goodwin J. (Continued on page 143)

## Arizona State Fair Lags Behind 1956

### Opening Day Rain Creates Loss; One Grandstand Show Washed Out

PHOENIX—The Arizona State Fair thru Monday (4), third of the 10-day run, pulled a total attendance of 54,735 which trailed the same period a year ago by 12,150.

The fair opened Saturday (2), deviating for the first time from its Friday debut. The day-later start was set to include Armistice Day on Monday (11).

The loss in attendance was caused by rain that fell twice during the opening day. The first shower came shortly after 1 p.m. and concluded the afternoon show featuring Marty Robbins, local recording star; the Oak Ridge Quartet, and the Glaser Brothers, instrumental and vocal trio. The second show at 4 p.m. was only half over when rain forced the fairgoers in the outdoor theater to flee for cover.

Featured on this segment of free entertainment were Low, Hite and Stanley; Royal Rockets, roller skaters; Denver Harmon's Chimps worked by Mary and Cliff Henry; Nimble-Aires, trampoline; Emerico the Clown and Lynne; Smetonas, perch; Carmelita Troup unicycle; Kayletta and her high act; and Lenny Gale, emcee. Music was by Jerre Cammack and his orchestra featuring Frank (Pancho) Roche on drums.

For the second year, the fair

was directed by George N. Goodman as executive secretary. Ralph Watkins Jr., assistant executive secretary, was in charge of concessions and commercial space, replacing Harvey Johnson, who handled the departments in 1956.

Commercial exhibitors showed in the permanent buildings. An 80 by 280 big top, installed by Pan American Amusement Corporation with Frank Chicesarelli in charge, was used for the "Merchandise Mart," in which concessionaires were permitted to make sales.

The annual press party was held during the afternoon of the opening day. A special section near the administrative offices in the grandstand was reserved for the press with Frank Pipitone, food concessionaire, serving buffet table.

Harald Harper was in charge of public relations; Ken Fisher handled special events for the fifth consecutive year, and Phil A. Brown was in charge of the "Miss Arizona" contest.

Siebrand Bros. Circus & Carnival was on the midway for the second consecutive year. The ride line-up featured 29 rides with P. W. and H. W. Siebrand debating an Allan Herschell Helicopter ride. There were 10 shows on the lot and they included Pete King's Side Show and Tom (Fitz) Hughes' Dillinger crime car.

## FAIR SHOW DATED?

### TV or Not TV? Talent Men Vie Over Revues

NEW YORK — Two Eastern grandstand show-producing offices last week offered resistance to stressing name TV talent as a solution to fair grandstand attendance problems. An exponent of the name acts is GAC-Hamid, Inc., which would spot the featured talent in its traditional revues (The Billboard, October 28).

GAC-Hamid's George Hamid Sr., in discussing his particular philosophy, drew reactions as sharp as those of a few years ago when Al Martin, Boston booker, came out in The Billboard for free grandstand shows. Hamid at that time was a strong dissenter, but the free shows have since taken a firm hold, especially in the East.

The disparity of viewpoints pre-ages long and healthy talks on the outdoor talent business at the upcoming Chicago meetings. Parties to the current discussion are all vocally adept in supporting their theses.

Hamid's feeling is that the best from television should be proffered to grandstand audiences. Big names from TV and the record industry are needed to augment the revue shows, he claims, which by themselves can no longer come up with the desired audiences.

#### Alexander, Beam Dissent

Both the Willard Alexander and Ward Beam offices have reacted with alternate suggestions, but in typical booking fashion have withheld part of their strategy. Alexander came forward with emphasis on superior costuming and quality of dancing girls, and the use of one outstanding set rather than several background changes. Beam spoke up for improvements in the

traditional revue which, he said, is not dated.

What is required, producer Beam noted, is a combination of "all the physical aspects of the modern theater—good scenery, lighting, props, music, dancing, singing and acts, plus an idea." Few TV stars have the appeal to draw well at (Continued on page 143)

## EXPANSION PLANS

### State Fair of Texas Sets Plans For New Coliseum, Trade Building

DALLAS — Two major structures for State Fair Park here have been projected for construction in the near future.

They are a Livestock Coliseum for which city bonds already have been voted, and a World Trade Building which would be used for year-round exhibition of foreign and domestic products.

The Livestock Coliseum is being pushed by a committee made up of representatives of the State Fair of Texas, the City of Dallas and the Dallas Park Department.

Some \$2,000,000 voted as part of a bond issue in 1945 is available for construction of the coliseum, which would be used for horse shows, rodeos, circuses and similar events as well as for livestock events during the State Fair.

The coliseum would be the last of five public buildings envisioned in the City's 1945 capital improve-

ment bond program. The other four—the Dallas Memorial Auditorium, a new airport terminal, a public library and the new city hall—have already been completed.

In 1951, the city spent \$46,700 of the original bond money for architects' plans and specifications.

#### To Rework Plans

R. L. Thornton Sr., mayor of Dallas and president of the State Fair, said that the plans would be reworked to bring them up to date in the light of new developments in coliseum designs. He said the city hoped to build one big enough and still keep within the financial limits.

It was believed the livestock coliseum might be built in time for the 1959 State Fair of Texas. Livestock events at the fair now are presented in a livestock judging pavilion, built in 1951, and in several smaller arenas.

Plans for the proposed World

Trade Building were discussed and approved by the fair's board of directors at its regular post-fair meeting Wednesday (6).

Target date for completion of the building would be the Diamond Jubilee State Fair of 1960, the fair's 75th anniversary year.

The building would be a major new structure on the fairgrounds and would cost in the neighborhood of \$2,500,000 to \$3,000,000.

"The World Trade Building will be unique in function," Thornton said. "There is nothing quite like it anywhere else in the country."

"It will provide exhibit space for foreign and domestic manufacturers and foreign governments to show their wares on a year-round basis and will be a wonderful attraction for the State Fair itself each October," Thornton said.

#### Exhibits Only

The building would be used (Continued on page 133)

## 'THE CIRCUS PHOTOG'

### Harry Atwell Dies; Photos Trace 50 Circus Seasons

SARASOTA, Fla. — Harry A. Atwell, 78, circus photographer, died here early Tuesday (November 5).

For nearly 50 years Atwell was known on every circus in the country. His photographs were used by most press agents to publicize circuses. His pictures illustrated circus programs, route books and promotion pieces. Atwell photos are found in virtually all books

of circus history or biography. He also was active in photographing other branches of show business.

Once he was official photographer for Ringling Bros. Circus, and he did most of the photography for the American Circus Corporation. In later seasons he did work for Ringling-Barnum, Cole Bros., and many other shows. Until retiring, he operated in Chicago

For five years he was designated official photographer for the Chicago Opera Company. He took many photographs for legitimate companies in Chicago. Circus and legit interests overlapped when he supplied prints of his Buffalo Bill Wild West photos for the press agent of "Annie Get Your Gun."

#### Press Agents Gather

Atwell's camera also focused on carnivals, showboats, the Century of Progress, whale shows and every other type of show that came into range.

Each winter the press agents came to his studio to order special and stock photos for their coming seasons. Often several agents would be on hand at the same time, and his office became a meeting place for show people.

Each summer, while the press agents were handing Atwell photos to editors in every city of the land, Atwell was visiting more shows for photographing acts, personnel and equipment. He was in wild animal arenas with leading trainers for animal close-ups. He climbed rigging and posed elephants to get the pictures by which the circus was publicized for more than 40 years.

Atwell pictures still are in use by circus press agents. A circus (Continued on page 132)

### Miami Tent Theater Plans Dec. Start

MIAMI—A new tent theater, the Miami Musical Circus, is scheduled to open at Christmas time. It is to be operated by Harry Lashinsky, with Roy Somlyo as manager and C. W. Chapman as superintendent.

The organization has ordered a 120 by 160-foot theater tent from O. Henry Tent & Awning, Chicago. It will be blue and tangerine, with elaborate interior decorations.

### Dallas Profit Estimated At \$300,000

DALLAS—Net profit for the year's operations for the State Fair of Texas has been estimated at \$300,000.

The preliminary estimate was made by State Fair President R. L. Thornton Sr., at a meeting of the fair's board of directors Wednesday (6).

The fair's fiscal year runs thru December 31 and the exact amount of 1957 earnings will not be known until that time.

Fair officials expressed satisfaction at the estimate of this year's earnings.

"In view of the rainy weather during the 1957 fair, a net of \$300,000 is certainly extremely gratifying," James H. Stewart, executive vice-president and general manager, declared.

Net profit for 1956 totaled \$343,317. However, the 1957 estimate is on a par with the earnings for 1954 and is better than that for 1955.

Attendance at the 1957 fair totaled 2,540,967. This was 131,286 less than last year's record-breaker which drew 2,672,253.

It rained on four days during the 16-day fair, and one of the rainiest days was the middle Sunday—traditionally one of the fair's biggest for both attendance and money.

The fair board voted approval of Cotton Bowl bond payments of principal and interest totaling \$61,810. This prepaids the stadium bonds to January 1, 1966, and leaves only \$532,500 still outstanding of the original \$1,200,000 bond issue.

### Reject Cleveland Auditorium Bonds

CLEVELAND — Voters here rejected a proposed bond issue that would have financed a \$15,000,000 civic center which was to have included a convention hall. They also rejected a \$1,000,000 bond issue for a new zoo.

### Herb Dotten

More Attraction Dollars

OTHER FAIRS might well take a lesson from the experiences of the Ohio State Fair at Columbus in scheduling their grandstand attractions.

As at scores of other fairs, the traditional afternoon attraction, year in and out, for most of the run at Columbus, has been harness racing. Unfortunately, the hay-burners proved to be something less than a good crowd-puller.

Everytime the question was raised about cutting them out a great hue and cry was in the making by the articulate harness horse racing devotees, many of them in positions of no small influence.

All of which led to another question at Columbus: "How to have harness horse races and still do satisfactory afternoon business?"

Bob Jones, the fair manager, solved it—and with resounding success—by scheduling two attractions an afternoon.

First, he advanced the start of harness horse racing to 1 p.m.

Then, working with Eldred Stacey of Music Corporation, he set a 4:30 starting time for performances by Ernie Ford, who also was in for 8:30 p.m. shows.

The harness horse races, which started at 1-p.m., drew as well as when they begin in mid-afternoon. And the 4:30 p.m. Ernie Ford show enjoyed thumping business—business which was almost as good as the whopping business Ford did at night.

On one of the four days Ford gave two performances. The 4:30 p.m. show actually outgrossed the 8:30 p.m. performance, the gross being \$8,525 and \$8,213, respectively.

On the other days when Ford was in for two shows, the difference in the grosses was extremely small, \$6,978 vs. \$6,993, and \$8,186 vs. \$8,560.

The Ohio fair charted a new approach for itself on Sunday, always one of its big days. Instead of staging two shows by Ford, it presented three by the TV star, with these timed to start at 1:30 p.m., 4:30 p.m. and 8:30 p.m.

### Early Show Gets Top Money

And gross-wise, the shows finished in that order, with the 1:30 p.m. show grossing \$11,486, the 4:30 performance \$9,654 and the 8:30 performance \$8,434.

What conclusions were drawn at Columbus from this?

1. A 4:30 p.m. show is timed ideally for those fairgoers who want to see a talent show (as contrasted with a track attraction) but won't wait around until darkness sets in for the traditional starting time of a grandstand talent show.

2. Many parents won't keep their children up to see a night grandstand show. By the time their youngsters spend a few hours on the grounds and after having been active all day, the moppets are tired by 8 p.m. Moreover, in the case of fairgoers from some distance, there still remains the long drive home.

3. A late afternoon show is perfect for many who knock off work early... and in some areas, such as Columbus, many plants shutter at 4 p.m., giving employees ample time to get to the fair in time for a 4:30 p.m. show.

4. Sunday's big crowds thin quickly at night. The way to get them into the grandstand on a big day is by putting on two afternoon shows. And Sunday crowds come early. By 1:30 p.m. the attendance is at its peak, an ideal time for the first show.

From reports coming in we gather that many fairs are considering advancing the starting time of their night shows. Some already have advanced their starting times to 7:30 p.m., a few to 7 p.m.

The early starting time doesn't help shows that rely heavily on artificial lighting. But they do get bigger crowds. And they break while there is still time for the grandstand patrons to have a good fling on the midway.



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### 50 Nations Take Part In Brussels '58 Fair

Continued from page 1

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dishes on one floor, Viennese cuisine and variety show upstairs. A circular auditorium will treat hundreds of viewers to an illuminated fountain, bubbling and gushing to music.

Among the rides: the Flying Cars, which race while spinning thru a metal cylinder; the Wilde Maus of Hanover, a three-floor autodrome; the Submarine ride, featuring two-seater subs driven thru 10 feet of water; the Big Dipper, a run thru half a mile of structures representing Manhattan skyscrapers; the Alpine Monorail, smoothly soaring over a twisting rim of man-made mountains, and the Swan Ride, gliding patrons thru a land of dreams.

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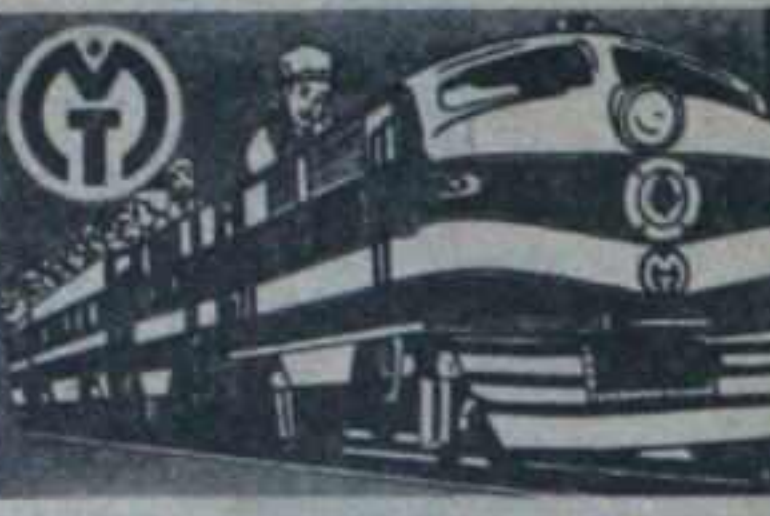
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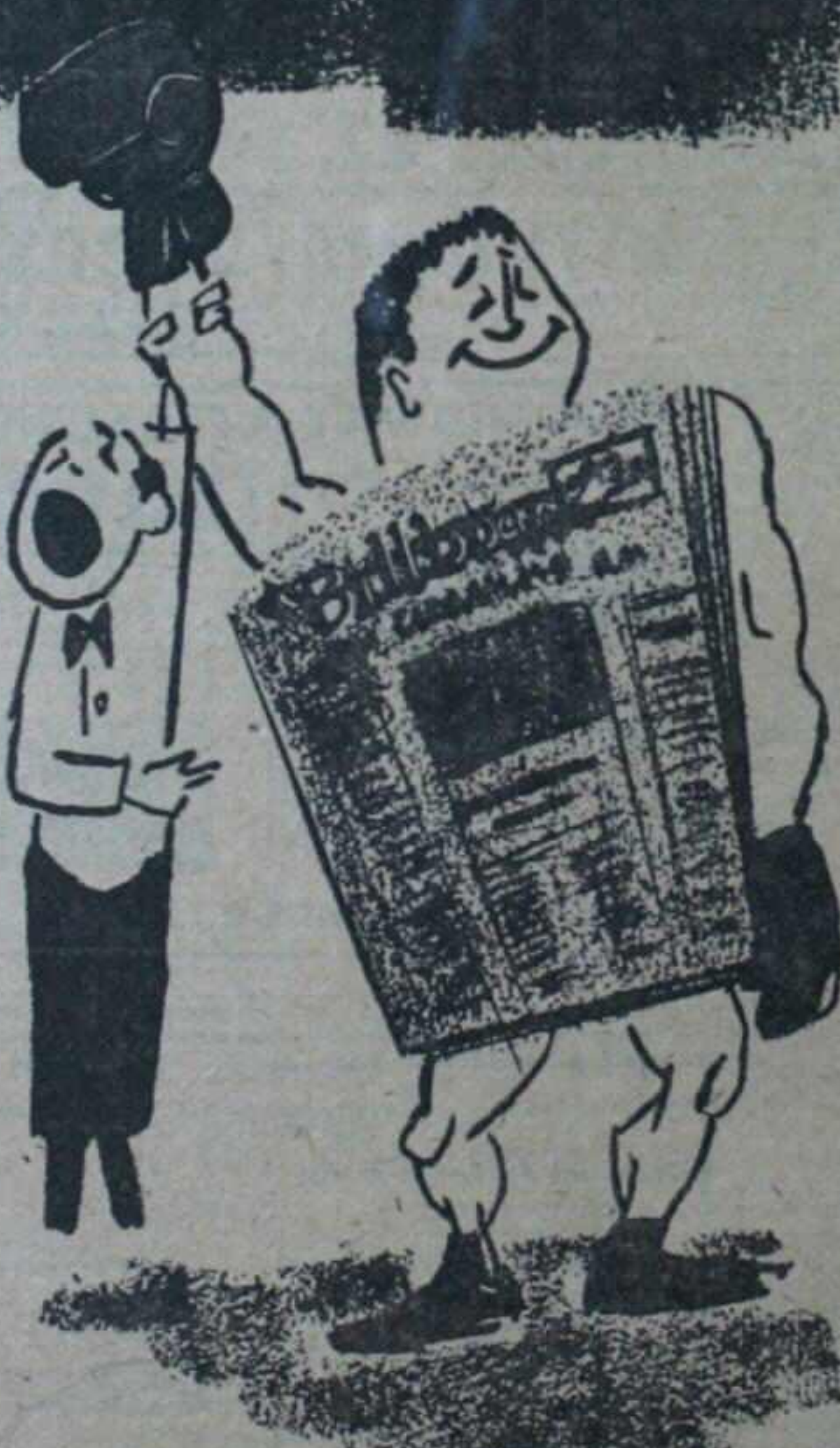
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A.<br>(Chapman Enterprises)<br>Christian, Arthur & Pauline<br>Chunsa, Mrs. May<br>Claman, M. C.<br>Coleman, Geo. Thos.<br>Coker, Whitley<br>Counors, Jack<br>Cooke, Jess Biggen<br>Craman, Max<br>Crows, Mrs. Chas.<br>Danner, Mrs. Bertha<br>Dante, Beatrice<br>Darcick, Rudy<br>Davis, E. B. (Bill)<br>Day, H.<br>DeLap, Robt.<br>Delawater, Leroy<br>DeRho, Carmen<br>Denko, Harry<br>Dermosa, Joe<br>Dodson, Lucille<br>Donner, Clyde<br>Donato, Chappie<br>Donato, Frank<br>Doyle, Henry | Dorsey, Elmer<br>Drew, Mrs. Ella<br>Drury, Leo or<br>(Specks)<br>Duncan, Paul<br>Dusholt, Wm. R.<br>Duffy, Mrs. John<br>Du Ford, Ty<br>Dunaway, J. M. & Mrs.<br>Dunn, Don<br>Evans, Ray<br>Ferkina, Irving J.<br>Farris, R. E.<br>Fisher, Jack<br>Flake's Derby<br>Flannery, Francis<br>Fuchs, C. Henri<br>Fowler, Carl J.<br>Fritz, Robt.<br>Gallagher, Frank<br>Gates, Glenn<br>Gandross, Ruth<br>Geller, Carl<br>Gentry, Harry Owen<br>Gerralds, Rens & Mrs.<br>Gibson, Billy Sheeta<br>Gibson, Brownie & Mrs.<br>Glasen, John B.<br>Glass, W. T.<br>Go, Ellis W. & Mrs.<br>Goodman, Richard<br>Gordon, Ernest<br>Gospodaraki, Larry<br>(Curley)<br>Graham, Mrs. Betty<br>Green, John<br>Grigg, Chas. A.<br>Gruffo, Geo.<br>Guinetta, Marie<br>Gutnick, Mrs. E. M.<br>Hall, E. W. (Gulf Breeze Trailer)<br>Hall Jr., Louis D.<br>Hallen, Vic (Vince Halligan)<br>Hardman, J. & Mrs.<br>Harrod, Carla Sue<br>Hasson, Helen<br>Hemley, A. P.<br>Hess, H. C.<br>Hines, Vera<br>Hintzman, Donzell<br>(Doc)<br>Hitt, John Anthony<br>Hogan, Orville | Hoge, Mark<br>Holliday, Richard<br>Holliday, Jack<br>Holt, C. M.<br>Horwitz, Hal, Geo<br>Houker, Al<br>Howells, John W.<br>Hunter, Jimmie<br>Inman, Maurice<br>Inaley, Gene<br>Isenhower, Geo.<br>James, Betty<br>Jameson, Mrs. V. 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A.<br>Mason, Betty<br>Mackin, Wm.<br>Martin, Mrs. Frank<br>Martin, Jack C.<br>Martin, Sam & Mrs.<br>Mason, Gene<br>Mason, Adolph Paul<br>Morrey, John<br>Morrill, Beamy & Mrs.<br>Miller, George<br>Miller, Mike & Jody<br>Miller, Sharon<br>Miller, Mr. Gene<br>Moore, Frank<br>Moore, Mike<br>Moran, Mr. (from London, England)<br>Morgan, Ralph<br>Morris, Allen<br>Murphy, R. L. (Bob)<br>Murray, Bob<br>Nathan, Milton<br>Neilson, Pete<br>Newcomer, Lewis E.<br>Nippo, Wm. M.<br>O'Connor, Daniel<br>O'Dare, Lynn<br>Orlando, Cecil<br>Osborne, Tommy<br>Owens, Ralph W.<br>Palmer, Dick<br>Papa, Percy<br>Paquin, William & Mrs.<br>Paris, Michael A.<br>Pastor, Abel (Harry)<br>Patterson, W. R. or<br>Patterson, Wm. J.<br>Pisquini, Frank<br>(Mastergrams)<br>Poley, Mrs. R.<br>Perez, Ernest E.<br>Permenter, Joe & Mrs.<br>Permenter, Rosemary<br>Phillips, G.<br>Phillips, Jimmie & Peggy<br>Phillips, Clyde S. & Mrs.<br>Phinney, Margaret<br>Pogeman, Ann<br>Postlar, Chis<br>Pottle, Richard<br>Puplin, Charlie M. & Jewell<br>Price, Marnie<br>Rader, Julia<br>Rae, Ginger<br>Ramsayer, Earl D.<br>Rauis, Gabe<br>Rayback, Arnold & Mrs. William, Bob | Reed, Angie<br>Reed, James E.<br>Reid, Robert J.<br>Reisinger, Albert H.<br>Reynolds, Mrs. Joe<br>Robertson, Paul<br>Rode, Ruth & Mrs.<br>Rogers, Bernis<br>Ross, C. H.<br>Russell, Wesley J.<br>Sala, Wm.<br>Salzina, John A.<br>Sandmayer, Werner<br>(the Flying Constellation)<br>Sargant, William H.<br>Schaffer, James L.<br>Scott, John B.<br>Setis, Lawrence<br>Setzer, Ethel<br>Sharp, J. H.<br>Sherrill, Louis<br>(Infant Showalter, Harold M.)<br>Shumaker, Ber & Mrs.<br>Siemann, Richard<br>Smith, Bill<br>Sommer, Earl<br>Spangler, Carl B.<br>Soury, Marguerite<br>Spencer, Chas. L.<br>Spring, Jack<br>Stafford, Mack<br>Stanley, Geo. C.<br>Stanley, Richard<br>(Pony)<br>Starkey, John<br>Stephens, W. P.<br>Stiles, Roscoe<br>Storcy, William<br>Strickland, Wm. A.<br>Stuart, Mike<br>Stuber, H. G.<br>Sullivan, Mrs. Edna<br>Sutton, Dolores<br>Swart, Ernest A.<br>Swart, Roger T.<br>Terry, John F.<br>Terry, Edward<br>Thomas, Col. Barry<br>Thoman, Mrs.<br>Toley, Mrs. Glenn<br>Toussain, Winifred<br>Van Horn, A. C.<br>Vardon, Victor<br>Vernon, Michael<br>Wald, Earl & Elie<br>Wald, Mrs. Kathryn<br>Ward, J. Robert<br>Warner, John<br>Walerman, Nat<br>(Lithuanian)<br>Wells, Glenn<br>Wessel, Kenneth<br>Whitlock, Eugene<br>(Tex.)<br>Whitson, Mrs. Wm.<br>Wilburn, H.<br>William, Bob |
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(Continued on page 11)

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# N. Y. Votes Bingo For Local Option

NEW YORK—Legalized bingo was approved overwhelmingly for New York State at Tuesday's (5) election, but while the decision promises a boon to equipment suppliers, it does not bode well for the State's professional operators. Paftered after the New Jersey concept, the bingo provisions will doubtless force many veteran bingo men out of the State.

As in New Jersey, all the State's communities now have the power to conduct local referendums on whether they will permit bingo within their jurisdictions. The State has 62 cities and about 1,500 towns and villages.

Before the local decisions are made, a nine-man commission will be named by Governor Harriman to formulate rules and regulations, and to have general supervisory control over conduct of bingo. So that while communities have the right to authorize the games, they must be played under definite restrictions.

### Tight Control Seen

As in New Jersey, the New York regulations will provide that only fraternal, religious, charitable or other non-profit benevolent groups conduct the games. In applying for bingo licenses they must detail the organizational name, list of officers, game location, expenses involved and uses to be made of the revenue. This statement of intent may have to be followed with an accounting, showing the breakdown of proceeds. It makes it extremely rough on the professional bingo operator.

In New Jersey, the law was tested in 1954 by a volunteer fire

company sponsoring a carnival. The State's legalized games of chance commission promptly snapped up the sponsors' bingo license for violating the law.

Bingo has been illegal in New York, but was widely played as public officials chose not to enforce the laws. In 1954 a deputy chief police inspector, Louis Goldberg, brought the issue to a head by making many raids on churches and synagogues. The games diminished then, but have lately made a comeback as an auspicious fund-raising method. By and large, Protestant circles have condemned the games as sinful while Roman Catholic churches, which have counted on the bingo revenue to support parochial schools, have supported them.

### Auspices Gave Support

Support for bingo also came from other potential sponsors, including the State American Legion, Veterans of Foreign Wars and volunteer firemen's groups. It was last February when the Legislature approved the amendment which appeared on last week's ballot. Sponsoring the amendment in the Legislature were State Sen. Walter McGahan and Assemblyman Anthony Savarese Jr., both of Queens in New York City.

Chances now are that legal bingo will be played in New York next spring. It is official January 1, but enabling legislation requires that the governor name his commission, effective March 1. It will be shortly after the group sets down the regulations that communities will decide whether to permit the games.

## ARENAS & AUDITORIUMS

# Oakland Auditorium Hosts Teachers on B-E Day Tour

By TOM PARKINSON

SEVERAL auditoriums and arenas are included on tours that are arranged for students, tourists or convention groups in their cities. Details of how the buildings are presented as points of interest for sightseers always have attracted notice of other managers, who in turn arrange to bring visitors to their facilities.

Now Lindsley C. Lueddeke, director of the Auditorium and Exposition Building, Oakland, Calif., follows thru with a similar plan linked with the Oakland Chamber of Commerce schedule for Business-Education Day.

B-E Days and such variation as Business-Industry-Education Day or Business-Agriculture-Education Day are scheduled by many Chambers of Commerce throuout the country. The general plan has been used for about 10 years, and the United States Chamber of Commerce currently is completing a study of how many cities operate such a day.

**IN GENERAL, THE PLAN** calls for business enterprises in the city to tell their story to the city's school teachers. Each participating business organization is host to a group of teachers. The business executives greet the groups; the teachers then are conducted on a tour of the store, office or factory, and usually there is a program of some type in which the visitors are filled in on how the business operates, how it fares financially, how it deals with the public.

This year Lueddeke asked the Chamber of Commerce if the Oakland Auditorium could participate, and on October 23 the Auditorium was host to the drama and stagecraft teachers from the Oakland high schools and junior college.

The group arrived at 10 a.m. and heard an introductory discussion about the Auditorium. They made a two-hour conducted tour that included backstage areas, scenery and props storage areas, and the main hall, as well as points involved with the building's current renovation program.

**THEN CAME A PERIOD** for questions, and the teachers queried the management about productions, rentals, concessions and more. The event wound up with a luncheon attended also by members of the board of education and city council.

Lueddeke believes the program was successful in presenting not only the operational story of the Auditorium but also in implanting an idea of the practical working side of a theater and arena.

Even before the group left, two of the teachers had inquired about arranging for similar tours by their drama classes. This may prove to be the first of a series of tours by such classes.

It may also be the answer for other arena-auditorium managers who are looking into possible tour arrangements.

## Arena Recap

### Country Music Show Plays Ohio Arenas

SPRINGFIELD, O.—Recent stands for the Phillip Morris Country Music Show have been Akron Armory; Dayton Memorial Hall; Columbus Veterans Memorial Building; Toledo Sports Arena; and Springfield, O., Memorial Hall.

### St. Louis Rodeo Returns to Arena

ST. LOUIS—The annual Firemen's Rodeo, November 5-10, that had played in an open-air stadium since 1947, was back in the St. Louis Arena this time. Gene Autry and Annie Oakley were included in the Tom Packs production.

### University of Illinois Builds Band Building

CHAMPAIGN, Ill.—An \$870,000 building, for the use of the university band, has been built on the University of Illinois campus.

### Atlantic City Pays Toward Hall Deficit

ATLANTIC CITY, N. J.—The City Commission made an appropriation of \$75,000 to the Convention Hall as part of the \$150,000 fund paid by the city to help make up the operating deficit for the hall.

### Las Vegas Receives Convention Hall Bid

LAS VEGAS, Nev.—A low bid of \$3,215,231 has been received for the construction of the convention center, by the Clark County Fair and Recreation Board here.

### Lincoln Events Hit By Flu; Hi-Fi Clicks

LINCOLN, Neb.—The attendance at the Auditorium, for "The Bivouac" and The Black Watch Regimental Band, was hit by flu. "Hi-Fi Holiday," a Fred Waring production, drew about 3,000 peo-

ple. The presentation featured a special hi-fi system, carried by the Waring group to "envelop" the audience. Hi-Fi got still more attention as Wilber Scholle staged Lincoln's first "Hi-Fi Show" last week.

### Sioux City Proposes New Cultural Center

SIoux CITY, Ia.—A \$5,000,000 symphony hall and cultural center has been proposed by the city.

### Texas Towns Talk Ten Million Dollars

GRAND PRAIRIE, Tex.—A \$10,000,000 sports center, to be located between Arlington and Grand Prairie, has been proposed.

### Greensboro Taking Bids On Proposed Coliseum

GREENSBORO, N. C.—The War Memorial Coliseum Commission has announced that bids will be accepted for the construction of the proposed coliseum. Estimated cost of construction is \$4,000,000.

### Utica, N.Y., Ready To Take Arena Bids

UTICA, N. Y.—The city has announced that bids will be accepted for the construction of the proposed municipal auditorium and sports arena. The construction estimate for the project is \$3,000,000.

### Pryor, Okla., Plans New Auditorium

PRYOR, Okla.—A \$350,000 auditorium is planned here.

### Detroit Takes Action On More Civic Center

DETROIT—Bids have been taken by the Civic Center Commission, for the construction of an Exhibit building, Parking garage, Convention hall, and other phases of construction involved for the Civic Center building project.

## Expansion Plans

Continued from page 130

strictly for exhibition, and not for sales or market purposes. There would be no offices or facilities for trade, and the building will not be designed for use as an international mart as is the case with somewhat similar facilities in other cities, such as the International House in New Orleans, Thornton said.

The fair's increasing activities in the area of foreign exhibits, exemplified by the extremely successful International Center at the fair, have created a definite demand for such a building, Thornton added.

He pointed out that the International Center, first established at the fair in 1955 and located in the General Exhibits Building, has expanded each year. During the 1957 fair, 12 foreign governments had exhibits, plus a number of foreign importers. Exhibits have yearly become more elaborate and have occupied more and more space.

There were governmental exhibits at this year's fair by Belgium, Egypt, Finland, Germany, Great Britain, Guatemala, Italy, Japan, Korea, Sweden, Switzerland and Venezuela.

Tentative plans envision a two-story structure utilizing large glass wall areas in functional design. The building would have year-round air conditioning and escalators to carry visitors between the two floors.

The structure is projected for a total of roughly 87,000 square feet of floor space on the two floors, which would make it one of the fairgrounds' largest exhibition halls, second in size only to the General Exhibits Building with 94,000 square feet of exhibit space.

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Drew, James H.: (Fair) Vidalia, Ga.  
Gold Medal: Warsaw, N. C.  
Lucky Strike: Bessemer, Ala.  
Miller, Ralph B.: Carencro, La.  
Scott, Turner, Bides: (College Park) Orlando, Fla., 15-Dec. 28.  
Tinsley, Johnny T.: (Fair) Augusta, Ga.; Fountain Inn, S. C., 18-23.

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Ice Capades, 17th Edition: El Paso, Tex., 13-17; Phoenix, Ariz., 19-24; San Diego, Calif., 27-Dec. 8.  
Ice Capades, 18th Edition: Cleveland, O., 11-17; Montreal, Que., 19-24; Toronto, Ont., 25-29.  
Shipstads & Johnson's Ice Follies: Louisville, Ky., 13-17; Cincinnati, O., 19-24; Hershey, Pa., 26-Dec. 7.

## Miscellaneous

Autry, Gene: Harrisburg, Pa., 12-16.  
Avalon, Al: (Casino) Pittsburgh, Pa., 11-16.  
Black Watch Band & Pipers: Austin, Tex., 12; Shreveport, La., 13; Ruston 14; New Orleans 15; Memphis, Tenn., 17; Lexington, Ky., 18; Knoxville, Tenn., 19; Birmingham, Ala., 21; Montgomery 22; Atlanta, Ga., 23-24; Charlotte, N. C., 25; Richmond, Va., 27; Baltimore, Md., 28.  
Burke's Wild Cargo: Palatka, Fla., 11-16.  
Greene, Dr. Morton, Hypnotist: Fairmont, Minn., 11; Algona, Ia., 12; Moorhead, Minn., 13; Boone, Ia., 14; Fort Madison 15; Blue Earth, Minn., 16.  
Hitler's Personal Auto: Palatka, Fla., 11-16.  
Matchstick City: Valdosta, Ga., 11-12; (Fair) Jacksonville, Fla., 14-23.  
Meier's, Joseph, Black Hills Passion Play: Columbus, Ga., 11-12; Anniston, Ala., 14-19; Sheffield 21-25; Huntsville 27-Dec. 1.  
No Time for Sergeants: Grand Rapids, Mich., 11-12; Saginaw 13-14; Fort Wayne, Ind., 15-16; Toronto, Ont., 18-23; Buffalo, N. Y., 25-26; Rochester 28-30.  
Royal Ballet (Sadler's Wells): Los Angeles, Calif., 11-18; San Francisco 20-27; Seattle, Wash., 29-30.

## Showmen Get Fla. Warning On Trailers

TALLAHASSEE, Fla. — J. P. Herndon, of the State Highway Department, again warned that State peace officers are checking on all trailers entering the State. All types 50 feet or over in length require a special permit, and the same applies to those over eight feet in width. Violations may bring penalties up to \$100.

Herndon pointed out that the dimensions must include over-all measurements including the hook-up, not the body alone. He further said that trailers may not be pulled except during daylight hours.

## REAL RIDE BARGAINS

Bargains in slightly used rides that have just been repossessed. You pay only the balance due.

- SPINAROO ADULT RIDE
- PRETZEL RIDE BUILT ON SEMI-TRAILERS
- ROCKET TRAIN ADULT COASTER
- LONG RANGE SHOOTING GALLERY ON SEMI-TRAILER
- KING CRAZY HOUSE

See us at the Convention  
**KING AMUSEMENT CO.**  
82 Orchard St., Mt. Clemens, Mich.

## THE FINAL CURTAIN

**ATWELL—Harry A.**, 78, circus photographer, in Sarasota, Fla., November 5. (Details in Outdoor Section.)

**BLACKBURN—Harvey B.**, 76, from 1910 to 1945 the owner and producer of musical comedies, some of which appeared on Harry E. Billick's Gold Medal, Sheesley Greater and Dee Lang shows, November 5 in Milford, Ill. Survived by his widow, Bertha; two daughters, Clara N. Croegaert, Milwaukee, and Dahl Lee Dean, Chicago; three sisters; five grandchildren and six great grandchildren. Burial November 9 in Union Cemetery, Milwaukee.

**GENDERS—** Infant son of Mr. and Mrs. Curtis D. Genders, October 19 in Sarasota. Survivors include parents and paternal grandparents, Harold D. (Tuffy) and Grayce Genders, of the Ringling circus.

**JACKSON—Alfred**, 66, former president of the Nipawin Agricultural Society, recently at Nipawin, Sask. Survived by his wife, one son and three daughters.

**LANO—David H.**, 83, life-time trouper with circuses and side shows as a puppeteer, at Flint, Mich., October 25, only eight days after his biography, "A Wandering Showman, I," was published by the Michigan State University Press. He had been with dozens of circuses, among them McMahon,

## Conn. Slates 400G Pavilion

HARTFORD, Conn.—Connecticut's State Building Program Commission has ordered plans for a \$400,000 pavilion at Sherwood Island State Park, Westport, as part of improved facilities.

The pavilion will contain eating facilities, various concessions and recreational space. In addition, plans are under way for a \$60,000 bathhouse. Commission Chairman Raymond I. Longley says the new Connecticut Turnpike passing near the park is expected to bring increasing numbers of visitors. A new road has been constructed from the Turnpike to the park.

## Yee Big Top Wins Award for Maker

CHICAGO—A European-style circus tent built for Wally Yee's circus in Hawaii by the O. Henry Tent & Awning Company, Chicago, was awarded second place in the Outstanding Tent Installation of 1958 competition at the convention of the Canvas Products Association in New York.

First place went to a theater top designed by O. Henry and built by Hoosier Tent & Awning Company, Indianapolis, for the Edgewater Beach Hotel, Chicago.

## Rink Pact Granted

FORT WAYNE, Ind.—The McMillen Park ice rink skate concession has been granted to E. M. Berg, of Fort Wayne Enterprises, Inc.

Park commissioners announced that Berg, under terms of the three-year contract, will pay 20 per cent of gross receipts for ice skate rentals, sharpening of skates and sale of accessories.

## IN LOVING MEMORY OF FRED G. MILLER

(Aerialist)  
Who Passed Away  
Nov. 15, 1951  
**EMILY MILLER**  
EILEEN MILLER HELTON  
and MARY JANE HELTON

Welsh, Sparks, Kit Cannon, Howes, Nelson, Augustus Jones, Kelly-Miller, Mills and Beatty. Surviving are a son, Jack; a daughter, Massie, and a brother, Bert, all of Flint. Burial at Flint.

**LOUCKS—Leane M.**, 41, formerly with Elman Badger State, Tip Top, Gold Band and Brash Bros. Shows, in an automobile accident. Survived by a daughter, Donna. Burial in Colby, Wis.

**MILLER (Groginsky)—Harry**, 65, circus ticket seller and a trouper with major shows including Ringling-Barnum, since 1914, October 30 in Veterans Administration Hospital, Salisbury, N. C. Jewish services November 5 and burial in United States National Cemetery, Salisbury.

**SCHULER—Mrs. Virginia**, 38, wife of Charles Schuler, circus press agent, and herself a former performer in vaudeville and circuses, in New York Wednesday (October 6). (Details in Circus Section.)

**STEPHEN—Joseph A.**, 77, general superintendent of the Cincinnati Zoo from 1927 until retirement in 1941. November 5 of a heart attack at his home in Cincinnati. He had been associated with the zoo most of his adult life and was named to its top post upon the retirement of his father, the late Sol A. Stephan. The latter had headed the zoo for 60 years, virtually since its founding, and died at the age of 100. Joe Stephan was a member of the American Association of Zoo Executives and of the American Association of Zoological Parks, which elected him its president in 1936. He also had affiliations with other zoological societies of North America and Europe and was a member of the Elms and Cuyvier Press clubs of Cincinnati. Surviving are his widow, two sons, William, Watsonville, Calif., and Dr. Sol G. Stephan, a veterinarian who formerly worked with the zoo; a daughter, Mrs. Grace Salcido, San Gabriel, Calif.; a sister, Louise, with whom he lived, and six grandchildren. Services November 8 with burial in Spring Grove Cemetery, Cincinnati.

## BIRTHS

**BARCHINGER—** A son, to Mr. and Mrs. Barchinger of Bradenton, Fla., September 6 in a Murfreesboro, Tenn., hospital. Parents in the carnival business.

**ANTHONY—** A daughter, Deborah Sue, to Mr. and Mrs. Pat Anthony of Tampa. Father is a wild animal trainer.

**AYERS—** A son, Maurice Claude, October 30 in St. Vincent Hospital, Birmingham, Ala., to Mr. and Mrs. Maurice Ayers, the former an associate of his father, Clyde N. (Bob) Ayers, in the operation of carnival concessions.

## ROLLER RUMBLINGS

### Publicity Hit Reverses Price Hill's Biz Slump

CINCINNATI—The value to a roller rink of good local press relations was ably demonstrated recently by box-office results obtained at Lon and Charles Myers' Price Hill Roller Rink here.

Through the efforts of its public relations-minded manager, C. V. (Cap) Sefferino, the rink was given a five-picture layout on the women's page of the November 1 edition of The Cincinnati Post, one of the most elaborate publicity breaks ever obtained by Sefferino and one that went far toward lifting the rink's box office out of the doldrums.

The layout was composed of five large pictures: Two of four-column width, one of three columns and two of two columns, all showing members of the mothers' club in action on the rink floor, assisted by the manager and the rink's professional, Mrs. Donna Roach.

For a long time the rink has aimed its advertising at the female skater with the slogan, "Keep that Lovely Figure," in all media used. Reasoning behind this slogan is

that anything likely to improve a woman's figure is sure to attract her patronage, and Sefferino believes that if he can attract women skaters the men are sure to follow. In this case the slogan scored a bull's-eye, since a sketch under one picture, emphasizing the slogan, tied in beautifully with the page's column on weight control.

Sefferino related that prior to the picture layout the rink had suffered a two-week business slump, caused principally by the Asian flu epidemic. During the slump business had skidded 18 per cent and attendance at mothers' club sessions had dwindled to 15 members.

Happily the epidemic has abated in this area, with the result that regular business sessions are back to normal. The picture spread, however, produced remarkable results. At the first mothers' session following the publicity attendance soared to 82. Of this total, 49 were either women the rink had not entertained for a long time or they were entirely new patrons.

To the operator who complains that he finds it difficult to work in close harmony with the press and has trouble in obtaining publicity, Sefferino has a few words of advice. "It must be understood," he said, "that a few small 'advertising cards' in a paper are not the key to unlimited publicity. Newspapers are business concerns, their space is valuable and they guard it against any article that smacks of the phony. On the other hand, as a small, regular advertiser, you are entitled to some publicity, and most papers co-operate. In our case, our budget is not large, but we work closely with the paper by holding an annual skating show for The Post-Firemen's Mile of Dimes charitable drive. This year's event is to be held December 9, and our latest publicity break highlighted the role the mothers are to play in that skating show, along with their children. These shows are undoubtedly responsible, in great measure, for our success with The Post, and they underscore the importance of co-operation. The road to good press relations is not a one-way street. You must give in order to be able to receive. The value of our rink's latest publicity break cannot be computed in dollars and cents."

Patron Charges Injury, Sues Melody for 5G . . .

NEW LONDON, Conn. — A New London youth, John Diamantini Jr., has brought suit for \$5,000, thru his father against Melody Skating Rink, Groton, charging he was struck by another skater at the rink. He seeks \$4,500 for injuries and his father wants \$500 for reimbursement of medical expenses. Suit has been filed in New London Common Pleas Court.

Melody held its second anniversary party October 13. Women patrons received orchids, and all in attendance were invited to participate in prize games.

Berwyn, Pa., Skatery Promotes Mothers' Club . . .

PHILADELPHIA — Suburban Berwyn Roller Rink is promoting a Mothers' Skating Club every Thursday at 10 a.m. With admission at 75 cents, members are offered use of shoe skates, professional instruction and coffee and doughnuts.

## Park Convention Program Places Accent on Promotion, Advertising

### Speaker Named by Freed as Plans Jell For December 1-4 Conclave in Chicago

CHICAGO—Full details of the program for the National Association of Amusement Parks, Pools and Beaches convention to be held in Chicago's Hotel Sherman, December 1-4, have been announced by Robert Freed, NAAPPB program chairman and manager of Lagoon Park, Salt Lake City.

While the trade show and certain other convention activities start on December 1, the business sessions will open Monday (December 2) as usual. Highlight of the first day's session will be the appearance of Frank Caplan, of Playsculptures, Inc., a subsidiary of Creative Playthings, Inc., who will discuss his company's ideas for playgrounds at kiddielands, pools and parks.

The Tuesday session will be devoted entirely to promotion, advertising and public relations, Freed pointed out. One of the speakers will be Harry E. Schaden, vice-president of Carl Byoir & Associates, major public relations firm.

Another principal event on Tuesday will be a discussion by Thomas P. O'Connell and a board of advertising experts from the Dancer-Fitzgerald-Sample advertising agency, which has experience in planning park advertising for several years. Wednesday's program will fea-

ture "Idea-O-Rama," in which a board of past presidents of NAAPPB will discuss a series of topics about park operation.

The scheduling of the convention program again this year calls for an 11 a.m. session on Monday to take up the NAAPPB's executive business.

Secretary Paul H. Huedepohl will call the session to order and R. M. Spangler will give the invocation, after which President John L. Coleman will be introduced. Reports will be heard from Freed, program chairman; Fred L. Markey, resolutions chairman; J. M. Gurtler, music royalty chairman; Huedepohl, secretary; A. L. Filograsso, treasurer, and Don Dazey, finance chairman.

J. M. Gurtler will report for the nominating committee.

#### Central Ticket Office?

Afternoon sessions will start at 2 p.m. daily, and a transistor radio will be given away at the opening of each session.

Monday afternoon's schedule calls for committee reports from G. P. Price, insurance; Harry J. Batt, legislative; R. A. Guenther, exhibit awards, and William B. Schmidt, entertainment.

President Coleman's report on the year will follow.

First topic of discussion in the

convention will be "How About a Central Ticket Office for All Rides?" Panelists will be A. B. Gurtley Jr., Joseph A. Helprin and Dudley S. Humphrey.

James W. McHugh, editor of Funspot magazine, will discuss the new publication and explain its aims in the park and kiddieland fields. Caplan's appearance for Creative Playthings will follow and a cocktail conference will conclude the afternoon's activities.

#### Promotion Program

Tuesday afternoon meeting will start with Schaden's discussion on the question, "Does the Amusement Park, Pool and Beach Industry Need a National Public Relations Program?"

The Dancer-Fitzgerald-Sample executives then will take up the problem of "What Can We Expect

(Continued on page 137)

# RINK-COTE

The surfacer with traction to preserve new roller skating floors and add life to old floors.

Immediate delivery from **CURVECREST, INC.**

- Muskegon, Michigan (Home office)
- Also from Southwest Chicago Skate Agency, Venus, Texas
- Skating Rink Supply Co., Birmingham, Alabama
- Idyl Wyld Skating Palace, Marion, Indiana
- Schiappa Bros., 3406 E. 71st St., Philadelphia, Pa.
- Fo-Mac Enterprises, Inc., Tulsa, Oklahoma
- Myrtle Barber, Melody Lane Roller Rink, Georgetown, Pa.

## SKATING RINK TENTS

42 X 102 IN STOCK  
53 X 122 AT ALL TIMES

NEW SHOW TENTS  
MADE TO ORDER

### USED TENTS FOR SALE

10x10 Ft.	40x30 Ft.
10x15 Ft.	40x90 Ft.
14x21 Ft.	40x100 Ft.
20x30 Ft.	60x60 Ft.
20x40 Ft.	60x90 Ft.
30x50 Ft.	60x120 Ft.
30x60 Ft.	60x150 Ft.
30x90 Ft.	50x180 Ft.
40x60 Ft.	60x210 Ft.
40x70 Ft.	60x240 Ft.

CAMPBELL TENT & AWNING CO.  
100 Central Ave. Alton, Ill.

RENT A BLDG.—GET IN BUSINESS

## Porto-Bilt

SECTIONAL RINK FLOORS and TENTS  
W. T. SHACKELFORD  
Box 422, Smyrna, Ga. Phone: NE 5-8778  
Phone 8-2183, Marietta, Ga.

## ROLLER RINK

IN PUENTE, CALIF., FOR SALE.  
Open air, 100x233. Due to ill health. A going business and real money maker. Large paved parking area. \$5,000 down includes everything. Interest 6 per cent, plus 1 per cent per month on balance. It is in 3 1/2 zone property. Agency, Sycamore 5-4275 or Atlantic 3-1812, or CHARLES PILANT, 4824 North Lotus, San Gabriel, Calif.

## Catskill Game Farm Adding Aviary, Australian Animals

CATSKILL, N. Y.—More than \$100,000 is being devoted to developing a new 20-acre section of the Catskill Game Farm as a vast aviary. Owner Roland Lindemann says a major structure will be a 112-foot-long quarantine building for psittacine varieties.

Lindemann, who spent three weeks in Australia this year, placed an order of considerable size. The game farm, which operates as a commercial attraction as well as a supplier of animals for zoos, circuses and carnivals, will be enriched by the addition of 200 kangaroos, 20 camels, 20 ostriches and thousands of birds.

There will be 14 aviary structures in the new section. Since it is so far removed from the main gate, and since the game farm's area contains so much mountainous and hilly terrain, a train station will be installed and a train ride will take the customers to the birdland.

The spot has advertised its clos-

ing for the November 16 weekend, when its most successful season will end. Some 400,000 persons have visited this year.

New feature this season was the big horse section, which contained hundreds of animals of more than a dozen varieties, a couple of them of the rare and exotic type. There was a herd of wild Mongolian horses, herd of Somaliland wild asses, pairs of Nubian and Persian asses, and a wide range of pygmy horses. There were 11 enclosures on the former five-and-a-half-acre buffalo compound.

## Bob-Lo Adding Natl. Trains

DETROIT—A continued program of major ride expansion beyond the all-time high established this past year is under way at Bob-Lo Park on Bois Blanc Island, Canada, near here. Work started on the roadbed for a miniature railway which will run two and one-half miles, encircling the park area.

The ride will have two trains, which are on order from National Amusement Devices Company of Dayton. The new ride will be operated in addition to the trackless train, which goes over a somewhat shorter route, and was made necessary when the latter proved inadequate to handle the volume of business.

**FOR SALE—\$10,000**  
Allan Herschell Sky Fighter, \$3,500; A. H. Horse & Buggy, \$3,000; A. H. Boat Ride, 24 seats, aluminum tank, \$2,500; Everly Mid-O-Racer, \$3,000; Bradley Mfg. Sleigh Ride, 10 seats, 20 kids, \$2,000; Bradley Mfg. aluminum Hobby Horse Ride, 10 horses, \$2,000; Ewart Mfg. Rocket Ride, 6 rockets, 12 kids, \$1,200. These rides A-1 condition. Same location since purchased new in 1953. BOX A-202, c/o The Billboard, 1520 N. Gower St., Hollywood 28, California.

**ARCADE MACHINES FOR SALE**  
Price \$900.00  
25 Arcade pieces including 5 Skee-Ball Machines. Can be seen by appointment only. Call Pershing 1-4090 or write  
**NUNLEY'S HAPPYLAND**  
P. O. Box 17, Bathpage, Long Island, N.Y.

**PRESTIGE AND PROFITS**  
**A HOLMES MINIATURE GOLF COURSE**  
Adds prestige to your location and makes more money for you. Each Holmes Cook Custom-Built Course can handle up to 200 persons per hour.  
**HOLMES COOK MINIATURE GOLF CO.**  
599 10th Avenue New York, N. Y.

**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 Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 195 Lake Street, Reno, Nev.; 401 Park Bldg., 9th Ave., Pittsburgh, Pa.

**High Quality KIDDIE RIDES**  
ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—  
GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.**  
ESTABLISHED 1888

**PARKS, RESORTS, POOLS**

An important part of The Billboard's complete coverage of the **OUTDOOR AMUSEMENT FIELD**

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, Ohio  
Yes  Please send me The Billboard for one year at \$15.  
(Foreign rate, one year, \$15) 949

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Occupation .....

## RINGLING SLOWED IN ALBUQUERQUE

Weather, Football Hurt Attendance; Dube Mulls Fair Dates, Morning Shows

ALBUQUERQUE, N. M. — Weather and football combined to clout the Ringling Bros. and Barnum & Bailey Circus stand at the new New Mexico State Fair Coliseum here Friday thru Sunday (1-3).

The advance sale was about \$27,000, but net results were only fair. The first afternoon house was estimated at 1,500 persons in the 12,000 seats. University of New Mexico's homecoming football game and parade conflicted. The Friday night house was estimated at 6,000 persons.

Saturday (2) morning show had a very light turnout, reported by one source to have been about 300 persons. The Saturday afternoon show drew only 700 persons. But Saturday night pulled 7,000, for better than half of capacity. This was the day the weather was bad, with a high wind reaching near tornado speed.

Sunday (3) afternoon gave the best turnout of the seven shows, with 8,000 people in the building. The Sunday twilight show had an estimated 5,000.

### Plans Fair Pitch

Meanwhile, in New York, national director Harry Dube said that the up-coming Dallas date looks very good, as does the Mexico City stand. In Mexico there are no mail-order sales, but ticket brokers make house-to-house canvasses, and this is scheduled to start in Mexico City about two weeks ahead of the December opening by Ringling.

Dube said that the show's big business at Toronto and Poinona

has encouraged it to make a strong pitch for 1958 fairs. He will be in Chicago for the outdoor conventions in December. At Pomona, he pointed out, the show's rigging was modified so it could be hung over the track, and thus close to the audience, but without interfering with racing.

He observed that while early hours for Sunday night shows are now familiar to people all thru the country, the results with morning shows on Saturdays still are quite spotty. Some turn out well, as did those the Ringling show played in New York and Boston, but some are light. The show has two more scheduled presently. One is in Dallas and one is in San Antonio; each is in the nature of an experiment, Dube stated.

## Fort Worth, Dallas Shows Square Off

DALLAS — Opposition between the Ringling-Barnum circus at the new Dallas Memorial Auditorium and the Fort Worth Shrine Circus at Will Rogers Memorial Coliseum is under way.

The Fort Worth show is November 22-December 1.

The Dallas show, is November 19-24, overlapping part of the Fort Worth run. The Fort Worth show normally draws heavily from the Dallas area as well.

Fort Worth show is scaled from \$1.20 to \$2.40.

Dallas prices for the Ringling show are from \$2 to \$3.50. A new departure is that reserves, as well as general admissions, are available to children at half price.

Fort Worth Shrine's recent ad in a Dallas newspaper was near the Ringling ad and read, in part, "Take the toll road to a real Shrine circus . . . this is not a traveling circus."

## U. S. VISIT REPEATED

### Western Star, Acts On Smarts' Agenda

NEW YORK — The third offering of a Western-styled spectacle will see but little alterations on Billy Smart's New World Circus. Smart, a former carnival operator, has been in the circus game for 12 years and has seen his show expand to 6,000-seat size, one of Europe's largest.

Sons Ronnie and Billy Jr., arrived in New York last week for their annual American survey of talent and methods. They reported the season just ended as a few points down from last year, but satisfying nonetheless. Scotland was toured and attendance was affected by a widespread engineering strike and the Inverness bus strike.

The Smarts have been thinking of attracting an American Western star to make at least part of their 1958 tour, and have opened talks with Duncan Renaldo on the subject. Plans also include visiting the Ringling show and some Mexican operations.

Previous visits to America have not yielded much useful information about circus operations, it was noted. The most favorable impression gained was the cos-

tuming on the Ringling show, and the most discouraging was the strong emphasis on concession sales on other shows.

The Smarts operate in tradi-

(Continued on page 137)

## 'THE CIRCUS PHOTOG'

### Harry Atwell Dies; Photos Trace 50 Circus Seasons

Continued from page 130

book published this week includes several more.

Two years ago the film negatives and glass plates that comprise the Atwell Collection of show pictures was purchased by the Milwaukee Journal, which presented them to the Wisconsin Historical Society for its Circus World Museum.

#### With Theodore Roosevelt

Apart from show business, Atwell was an official photographer for Theodore Roosevelt and William Jennings Bryan during their presidential campaigns. He also went with Roosevelt on noncampaign trips to take pictures.

Atwell's wide acquaintance in show business and his contacts with show agents led to the formation of the Atwell Luncheon Club in Chicago. For years, various friends met informally with Atwell for lunch, and in 1931 they selected the name and issued membership cards. The luncheon club has continued since and now meets every weekday at the Greyhound Terminal restaurant in Chicago.

A native of Chicago, Atwell began work with newspapers, including the Chicago Chronicle and the Chicago Inter-Ocean. In 1902 he was married, and he and Mrs. Atwell celebrated their golden wedding anniversary in 1952 at Chicago.

At the invitation of Alf Ringling, the Atwells joined the circus for two seasons. Atwell was photographer and had a postcard concession. Mrs. Atwell was secretary for the Ringling brothers. Back in Chicago, he was a partner in the Burke-Atwell News Photo Syndicate for 14 years, employing as

## Beatty Plays to Good Business in Louisiana

BOGALUSA, La.—The Clyde Beatty Circus, basking in the luxury of a profitable season, came out of Texas and found more good business in Louisiana.

Some observers expect this show to find takes lighter in the Deep South as it heads for Florida and winter quarters in the next several days. Most other shows have experienced a drop-off in grosses and they got into the South.

However, the Beatty show, like the others, is expected to close the year with a successful score to its

credit. Its season is scheduled to end on November 17.

At Galveston, Texas, the show had three-quarter and near-full houses (27) under Jaycee auspices. This business was won despite very cold weather and considerable flu.

Crowley, La., (31) had two near-full houses under Lions' auspices.

The Beatty show played Lafayette, La., on Friday (1), which was All Saints' Day, a Louisiana State and school holiday. The afternoon house was near-full and the night was three-quarters of capacity.

In Bogalusa on Sunday (3), the circus had a full house for the afternoon. No night show was scheduled. The auspices was the police organization.

## By Gosh Takes All-American Thru Ala., Ga.

BIRMINGHAM — The All-American Indoor Circus is playing a series of sponsored dates between Birmingham and Atlanta.

Managed and booked by Byron Gosh, the 10-act unit includes Pana and Her Pets; Chicki Noble and Her Dogs; Wardellos knife act, Punch and Judy double vent act; Foster and Harris, bicycles, juggling and contortion; Ward Hall, plate spinning; Allen and Lee, novelty act; Harry Leonard and His London Puppets, and the Jugglers Convention, a six-people novelty.

## Virginia Schuler Dies in Plunge

NEW YORK — Mrs. Virginia Schuler, 38, wife of circus promoter Charles Schuler, died Wednesday (6). Death was caused by a ten-floor plunge from a high window. It was believed she slipped while standing on a pile of magazines.

Mrs. Schuler was the former Virginia Markham, a native of Kansas, where she was reared by an aunt. In vaudeville she and her future husband did a dance act from 1935 until their marriage in 1940.

She was a performer on Cole Bros.' Circus 1942 thru 1945 and on the Beatty Circus in 1947 and 1948. She was a press agent on Biller Bros. 1949 thru 1952, and in 1955 she was in the Ringling radio-TV department. In recent years she had been ill but she was to accompany her husband on the road next season.

Services were planned for Sunday (10) in Climax, Kan. Burial was to be at Eureka, Kan. Surviving are her husband; her mother, Mrs. Mildred E. Jensen, and a brother, John Markham, both of San Francisco, and her aunt, Mrs. John Thomas, Climax, Kan.

## K-M in Barn; Bulls on Auto, Indoor Dates

HUGO, Okla.—Al G. Kelly & Miller Bros.' Circus is back in quarters and attention has turned to readying elephants and bull trucks for winter dates.

There are 21 elephants in the Kelly-Miller barn, including three from the Famous Cole Circus and three Bill Woodcock elephants. Woodcock and Fred Logan took 18 K-M elephants into Hugo to advertise the unveiling of the new Chevrolet. K-M has a national tie-in with Chevy.

Logan will take 11 elephants to Houston and Fort Worth for Shrine circus dates. Deacon and Dave MacIntosh are tuning up the rolling stock for winter dates. Superintendent Pete Smith has dried and baled the canvas for the winter.

Co-owner D. R. Miller has been released from a Tennessee hospital and is recuperating at Hugo. General Agent Art Miller and his assistant, Jimmie Crabtree, are working on a 1957 route book. A group of show people taken into the Hugo Elks Lodge included Glen J. James, Donnie McIntosh, Lou Walton, Lee Bradley, James Crabtree, Harry Rooks, Melvin McMullan, Jimmie Devine, Louis Grabs and John (Shorty) Lynn.

Hugo store windows have welcome signs for circus people. The town is full of people from Kelly-Miller, Famous Cole, Crison & Barnes and other shows.

## Polack East's Philadelphia Line-Up Told

PHILADELPHIA — Polack Bros.' Eastern show here included the following acts:

Victorias, perch pole; Johnny and Vanda Joanidis, wire and head balancing; Frielanis, bikes; the Rudis, trap and breakaway; Aerial Voices, comedy bar; Pat Anthony, lions and tiger; Tommy and Kay, roly-boly; Pinky and June Madison's three bulls; Norbert, gorilla act; Mandarins, acro-contortion; Hanneford riding act; Cresso's Rocket Car; Zavatta's and Busy B's dogs and monkeys; Angela's Collies; "A Caribbean Holiday," aerial display; Irma and Rio, unsupported ladders; Jennier's Sea Lions; Princess Tajana, trap; "Big Top" TV circus band played the show, along with the Robinsons and Henry Kyes.

## Cristiani Gets Small Crowds

WINTER HAVEN, Fla.—Cristiani Bros. Circus had a good night house here, but the afternoon was light and most other recent Florida stands have been weak.

Sebring (30) was off. Bradenton had little business on Halloween (31) and there was no billing. Radio and newspaper ads were heavy, however. Jacksonville and St. Petersburg were reported to have been light, but the Sunday afternoon show in Tampa was better.

## Clyde Bros. Plays Marshalltown, Ia.

MARSHALLTOWN, Ia.—Clyde Bros.' Circus played a National Guard sponsored date in the 1,800 seat memorial Coliseum here.

The two shows, (October 30) drew 1,000 people for the afternoon show and 800 for the night show.

ST. PAUL—Albright's Attractions, circus organization, supplied the entertainment at downtown merchants' Circus Days, November 1-2, at Rice Park, near the central business area, and at a parking lot



# UNDER THE MARQUEE

Johnny Fulghum, Floyd King and Allyn Pierson were on the Cristiani lot in Tampa. . . . Hardy O'Neal visited with George Chindahl a few days before the latter's death. O'Neal also caught the Cristiani show in Bradenton, visited the Royal American Show winter quarters, and looked in at Ringling quarters.

Billy and Gee Gee Powell write that they have had their act, Gee Gee's Huskies, playing dates for Howard Schultz and the Schilling agency this year. They are at the fairgrounds, Logansport, Ind., to break in additional dogs for the sled team. The new dogs were flown from Alaska a few weeks ago and one made headlines in Michigan when it escaped a few hours after arrival and a dog catcher refused to try recapturing it. It was rounded up later. The act will make sports and Christmas shows for Schultz and Schilling offices. Gee Gee is in touch with a TV quiz show and may appear on it later.

Frank (Dutch) Luley, Brooklyn, N. Y., is now with the Standard Oil Company but has booked eight clown dates for the holidays. . . . C. D. White, former trouping musician, caught the Beatty show at Lake Charles, La. He says that when Beatty trucks used a controversial street truck, 32 traffic tickets were issued. This caused much local comment in which the newspaper took the side of the circus against a city commissioner.

Charlie Campbell, who has been trouping a walk-thru show with a mummy, Marie O'Day's Palace Car, reports he has acquired the similar attraction known as Hazel Farris. This attraction was trouped for many years and is widely known in the trade, but it has been inactive for the last several years. Campbell expects to open with his new Hazel Farris show at Louisville in April.

From the Philadelphia date of the Polack Eastern show, Kitty Ronstrom writes that clown alley included Bob Lorraine, Paul Kaye, Charley Frank, Charlie Cheer, John Toy, George LaSalle, and

Rollo. . . . Visitors at the Philadelphia show included Jean Graves, Stake Driver Dutch, Charlotte Levine, the Harry Hunts and daughter, Charlie Hunt, Roy and Jean Bush, the Harry Millises, Don Bumpus, George Hamid, the Alcotts, Joe Gilligan, Stanley Walthon, Dewey Barto, Natal and his family, Ann Dixon and Tony Ramirez.

Wyatt Davis visited the Beatty show in Bogalusa, La., and will go to New Orleans for the Tom Packs Shrine date. . . . Jim Stutz and his Adolph Hitler limousine were in Levelland, Tex. Stutz reported that he had three days of good business. . . . Miss Lona's dog act show and then come to Chicago to play some Christmas shows.

Charlie Allen was given a birthday party by CFA's Howard and Agnes Hansen at Omaha. Also present were Josephine Doffing, Mr. and Mrs. Joe Sharp, Mrs. Arthur Klauschie, Mr. and Mrs. Frank J. Jerstin, and the Floyd W. Hentons. Allen, waiting for a new truck, will leave soon for Kansas City, and the Shrine Circus.

*(Continued on page 140)*

## Confab Program

• *Continued from page 135*  
From Newspaper, Television, Radio and Outdoor Advertising?

Twenty successful promotions will be described by representatives of the 20 parks that used them. This will be heard Tuesday afternoon in "Promotion Workshop." The 20 topics are:

Easter Egg Hunt, RCA Kitchen of Tomorrow, TV Day at Kenwood, 50 Per Cent Industrial Coupons, Hot-Dog Day, 10-Cent Nights, Talent Shows, F-a-m-i-l-y Spells Park, Hot-Dog Contests, Thank-You Week, Funny Money, All-Nations' Day, Date Night, Circus Week, Home Furnishings Show, Auctions, Two's Day Is Tuesday, Penny Day, Pony Show and Teen-Ager Dances.

How's Holiday Business? Wednesday's meeting will open with a discussion of the cost of food in relation to food receipts. A second Wednesday topic is "What Is the Percentage of Merchandise That Should Be Awarded in Relation to Game Receipts?"

Five of the topics to be considered by the panel of past presidents are:

Is holiday business getting better or worse? What is the admission price of your rides? What is your pass policy and how do you control it? Do you have a lower admission for children under 12? Do your employees receive a bonus for completing the season?

Later Wednesday afternoon the conventioning park men will see a movie about Disneyland. The report of the Service Awards Committee will complete the session and the convention will be adjourned.

### PHONEMEN

Why take \$100 or less? When our men make \$200-\$400 a week! Strong co-operation or radio, TV, civic groups, municipal authorities. Phone: South Bend, Ind., Central 4-2282, Flint, Mich., Cedar 9-9441, East Hampton, Conn., Andrew 7-9092. "GBA" America's Largest Radio-TV Special Feature Sales Organization.

### 2 PHONEMEN

Of the highest type for Country Music show for Cerebral Palsy benefit. Deal just starting, runs 5 weeks. 3 repeat deals to follow. Pay your own. Men I know given preference.  
MICKEY MARTIN  
Durham, N. C. Phone days, 1-8024

### 3-PHONEMEN-3

Daily pay and collection. Three weeks here, then south until Jan. 1. Spend 1000 in front of a show that keeps its dates.  
J. F. SHAFER  
East 8-5454 Wilmington, Del. No collect.

## Visit Repeated

• *Continued from page 136*

tional one-ring fashion, in spots of three days or one week. Two sets of stakes are used, enabling lots to be staked out in advance. The tent, which gives three years of life, takes 300 stakes and four of the highest king poles—90 feet—in use. Wintering is at Winkfield Zoo near Windsor Castle. The family-operated 20-acre spread is idle in the summertime, but active as a zoo when animals are in quarters. Plans are to develop it into a regular, full-time commercial zoo.

Quarters is also used for television work, with several shows being telecast from there last winter. Acts are broken in and the public is constantly invited to watch the training, which is the subject of regular opposition by groups claiming animal training is cruel. The Smarts have done much to dispel these fears by animal lovers.

This winter the Smart animals will be sent to work in Paris, Glasgow, Harringay Arena and Manchester. Usual tenting season is nine months long. The show employs 15 people in its advance, in crews of five. Since there are no auspices involved, all promotion and ticket sales are handled by the show and advance work is long and serious. Outdoor billing has declined, with the feeling that newspaper and radio advertising is more effective.

## PHONEMEN OPENING NOV. 1 FOUR K. OF C. DEALS

OMAHA, NEBR.  
WATERLOO, IOWA  
MADISON, WISC.  
DES-MOINES, IOWA  
Need 18 good men. 3 months' work.  
Tix—Book & Banners.  
Call before 2:00 p.m.:  
KE 6448, Omaha, Nebr.  
**KEITH DU BOIS**  
Bill Stever, Ed Smith, Mick, Gene Lloyd and anyone who knows me, call. This is the BIG one.

## PHONEMEN WANTED

Mickey E., Del Austin, call 5-5505, Springfield, Mo.; AM 5-4244, Des Moines, Iowa, for Southern towns. Write  
**E. J. FLOYD**  
Bonita Springs, Fla.

## FOR SALE

B-Dog Act and Baby Elephants  
**STEELE'S FRONTIER DAYS**  
London, Ohio

## WANTED

4 good Phonemen, Jr. Chamber of Commerce sponsor deal, starting Monday, Nov. 11. Phones in, book carried. Write 300 to 400 a day. 20% per daily. Tickets and program.  
Call Promotional Manager  
7 to 8 at Garfield 4-3090 or Garfield 4-3110, Livonia, Mich.  
P.S.: Joe Ornealian, call me.

## PHONEMEN

Xmas Circus—tix and banners. If you will work and produce, call me—not collect.  
**MR. JONES**  
Harvey, Illinois Edison 3-5440

## WANTED

4 Phonemen and 2 Promoters for Grutto, Jaycees and Fire Department. Mr. G. Dick Fremont, Frank Buzzard, Jim McGee and Al Ferrill, wire or call.  
**GENE BUCK**  
Phone 4552 Decatur, Ill.

## 8 PHONEMEN 8

For four Pennsylvania towns; police sponsors, phones in, towns ready to open. Call  
**A. J. WIESNER**  
Essex 8-4282 (no collect, please)  
430 Franklin Ave., Aliquippa, Pa.

## PROMOTERS PHONEMEN

For new Stage Show and Tickets. Towns ready to work. Write  
**JACK LAPEARL**  
P. O. Box 522 Edmond, Okla.

## PHONEMEN

Three months' work in Omaha, Nebr., for the Building Trades Council. Building Code Book. We pay transportation, bonuses. 2 cities to follow.  
**CONTINENTAL PUBLISHING CO.**  
Room 203, Labor Temple, Omaha, Nebr., or 3402 Curtis St., Denver, Colo.

## 5-PHONEMEN-5

Repeat Hospital Deal, Tickets and Banners. Plenty of Taps.  
Contact **JACK SCHENCK**  
8 a.m. to 5 p.m., Atlantic 2-1471.  
After 6 p.m., Phone Atlantic 2-2731.  
Write  
Pt. Steuban Hotel, Steubenville, Ohio

## WANT FOR '58

Wild West People with stock, High Fire Diver with tank, Swimmers and Divers for Water Show. Tell all in first letter. Photos.  
**BOX #130**  
The Billboard, 1564 Broadway  
New York 36, N. Y.

## PHONEMEN

Starting now our annual Christmas issue of the Labor Journal (Directory-Newspaper), 25,500 cards ready to call, all with the cut-offs from sales of last year. Pick up the same day. This is just outside of Philadelphia. **MACK WITZER**, 394 Avon Road, Upper Darby, Pa. Flinders 3-1900.

## The CIRCUSIANA MART

will be published in the Circus Department of the

# OUTDOOR CONVENTION SPECIAL

Through a small inexpensive ad in the CIRCUSIANA MART you can Sell, Buy or Trade anything and everything pertaining to the Traveling Tent Shows of Past Years. . . . Circus Photos, Route Cards, Programs, Lithos, Miniatures, Sunburst Wheels, etc., etc.

**RATES:** Classified ads 20c a word, minimum \$4.00  
Display \$14.00 per inch

Please send remittance with copy as we cannot place charges for these small ads on our books.

**FORMS GO TO PRESS...TUESDAY, NOVEMBER 19**

Address your copy and remittance to

**CIRCUSIANA MART**

2160 Patterson St.

Cincinnati 22, Ohio

## ATTENTION!

# General Agents, Bookers, etc.

HERE'S two big money making attractions available NOW!

1. CAVALCADE OF MYSTERIES (Hypnotism and Illusions). Just finished successful tour of Canada. Publicity, photos, clippings sent on request. First show to hypnotize girl over television.
2. NATIONAL SAFETY CIRCUS (a program of safety films and vaudeville). Strong pitch for police, fire dept., etc. Thirty minutes of film—one hour stage show.

WRITE—WIRE—PHONE—

Both shows ready to go and make money for you, in Spanish or English.

**HARLAND STRETZ**

908 E. Morgan, Boonville, Missouri

Phone: TU 2-5153

# CRISTIANI BROS.' CIRCUS

WITH DIANO'S WORLD'S LARGEST TRAVELING ANIMAL COLLECTION—GIRAFFE—RHINOCEROS—HIPPOPOTAMUS—AND COUNTLESS OTHER RARE ANIMALS

WANT ACTS OF ALL DESCRIPTION FOR THE 1958 SEASON, AND GIRLS FOR AERIAL WORK.

Write **CRISTIANI BROS.' CIRCUS**

2470 E. Main St., Sarasota, Fla., or P. O. Box 105, Sarasota, Fla.

## 2-Advertising Phonemen-2

Christmas Edition, Official Labor Paper, Also Official Catholic Paper. Both Northern Illinois. \$20,000 Renewals.

**DICK HARLOW**

52 Downer Place, Aurora, Ill. Phone: Aurora 2-8026—Day or Night (No Collects)

## PHONEMEN

Book—UPC's—Banners  
**3rd Annual K. OF C. CIRCUS**  
Chairman Committee  
209 E. 8th St. Chattanooga, Tenn.  
Phone: AM 6-3555

## PHONEMEN

Have towns set, phones in for La Crasse, Wis. Book—Banners—Tickets. Pay daily. No collect.  
**STAN WILLIAMS**  
618 W. Washington Ave.  
Council Bluffs, Iowa  
Phone: 3-5656

## 6-PHONEMEN-6

Good labor deal. Several months' work. You can make it here.  
Call 4-1705 or 4-5520  
Bloomington, Illinois  
NO COLLECTS, PLEASE.

## WANTED AT ONCE

Agent to book merchants' circus, Heel and Toe-Banner Man and Clowns, Family Acts; Ding and Pit Shows, answer. You pay yours, we pay ours. Permanent address:  
**WILL H. HILL CIRCUS**  
Bay St. Louis, Miss. Phone: HO 7-5361

## ONE PHONEMAN

Police deal, pay daily, no collect.  
**GEORGE LAWRENCE**  
Avenue 5-4422 Wyandotte, Mich.

## 4-PHONEMEN-4

Top sponsor, TX and ads. Christmas deal. Plenty of taps. No drinks. No collect.  
**Call MANAGER**  
Melrose 46239 Days.  
Chapel 49584 Ext. 4 Nites.  
Indianapolis, Ind.

# FAIRS-EXPOSITIONS

138

THE BILLBOARD

Communications to 138 W. Randolph St., Chicago 1, Ill.

NOVEMBER 11, 1957

## Jacksonville Eyes Earnings Increase

Carillo Fronts First Grandstand Show; Gate Fee Hiked; Paid Space Expanded

JACKSONVILLE, Fla. — Several changes in the Greater Jacksonville Agricultural and Industrial Fair are expected to aid its November 14-23 run. Event will have an increased gate fee, a three-day grandstand show and a different theme from the 1956 boat show.

Ted Chapeau, fair association president, said it was necessary this year to cut into public service giveaway space to accommodate commercial exhibitors. The fair will spot its commercial and industrial exhibits in the Gator Bowl, where it has sold some 28,000 square feet of space. Heavy farm industrial exhibits are located in another 25,000-square-foot area in the Jacksonville baseball park adjacent to the stadium.

The grandstand show will be framed around Leo Carillo, TV personality. Also on the bill will be the Miller-Woodcock elephant act, Munn's Tee Vee Chimps; Miss Rietta, aerial act; Caynor and Ross, skate team, and Maschino Quintet,

tumbling. Busty Allen's local six-piece band will back the show. Grandstand prices will be 90 cents for adults and 25 for kids for two shows daily during the first three days of the fair. The 30-member Jacksonville Trail Riders equestrian troupe will perform as part of the show.

This year's theme will feature new cars, with exhibitors signed to show Chevrolet, Oldsmobile, De Soto and the British Ford lines.

**100,000-Plus Expected**  
Chapeau said the experience of two fairs has given the sponsors plenty of experience to improve this year's effort, and another 100,000-plus attendance total is expected. Gate price will be 75 cents, an increase of 25 cents over last year. Kids remain at 25 cents.

The Greater Jacksonville Fair Association has only one full-time employee, Kay Armstrong, office secretary. Chapeau's normal pursuit is program director and announcer for WZOK. Other officers are first vice-president, James N. Watson, county agricultural agent; second vice-presidents, Nathan L. Mallison, city recreation department supervisor; Harvey Garland, of Florida State Theaters, and Horace Denning, Dixie Drive-In Theaters; executive secretary, S. E. Lorimier, city housing authority director, and treasurer, J. L. Whittle, bank vice-president. The 25-man board of directors includes Mayor Hayden Burns and many business executives.

There will be \$10,000 awarded in cash, trophies and ribbons in cattle, poultry, rabbit and arts, and crafts departments.

Midway for the third and largest edition of the fair will again be the Cetlin & Wilson Shows.

## Bill Preston Named to U. S. Fair Office

WASHINGTON — William E. (Bill) Preston, former manager of the Missouri State Fair, Sedalia, has been named assistant trade fair manager in the Office of International Trade Fairs. The fairs are under the U. S. Department of Commerce.

Prior to taking the government position, Preston served in a civilian capacity with the Air Force for 27 months in Europe. While in Europe he visited the Zagreb International Trade Fair in Zagreb, Yugoslavia, which drew over a million people in 16 days. This was one of 22 trade fairs in which the United States participates.

After leaving the Sedalia fair, Preston became general manager of the American Royal Livestock Show in Kansas City, Mo., and was general manager of Riverside Stadium in North Kansas City, Mo.

## Reading Cancels Harness Racing

READING, Pa. — Diminishing interest in purebred, thoroughbred harness horse racing has caused the Reading Fair to drop this phase of its operation after more than 100 years. The fair pulled out of the Grand Circuit last year but continued its events under U. S. Trotting Association regulations.

President John Giles also announced cutting out the annual beauty contest, also a long-time feature. He said the contest had run its course as a crowd-puller and will be supplanted in 1958 by another contest offering the same amount of prize money in scholarship from the co-eds of 22 Berks County high schools. Exact basis of awarding the prizes has not been determined yet.

Some \$80,000 was awarded as harness racing prizes in 1957. The event had been held at the present track since 1915 and prior to then at various locations of the fair. In 1934 the fair association took over

operation of its futurities from the former operator, and intends to dispose of the remaining Reading Fair futurities to "some other track." They are among the oldest harness race stakes in the land, having started the same year as the famed Hambletonian.

Until recent years the Reading track had been a harness race location since early in the 19th century. But absence of pari-mutuel betting in Pennsylvania, coupled with the nearness of such formidable mutual locations as Carden State, Brandywine, Camden, Atlantic City and elsewhere, have steadily drained the racing attendance. The remaining lovers of harness events were not enough to sustain continuance of the racing, Giles said.

The fair is sponsored by the Agricultural and Horticultural Association of Berks County, which made its decisions about the racing and beauty contest last weekend. Reading's track holds three half-mile world records.

## FAIR MEETINGS

Canadian Association of Fairs and Exposition, Royal York Hotel, Toronto, November 26-28. Emery Boucher, Coliseum Exhibition Park, Quebec City, secretary.

International Association of Fairs & Expositions, Hotel Sherman, Chicago, December 2-4. Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

Fair Managers' Association of Iowa, Des Moines, December 9-11. C. S. Miller, Tipton, secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 3-4. Mabel C. Hetzer, 307 First National Bank Building, Huntington, secretary.

Indiana Association of County and District Fairs, Severin Hotel, Indianapolis, January 5-7. Robert L. Barnett, Muncie Star, Muncie, secretary.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 6-8. Hubert Ransom, St. James, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 7-8. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 9-10. Rollo E. Singleton, 108 Parkhill, Columbia, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 13. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 14-16. Win H. Eldridge, 315 1/2 East Mill Street, Plymouth, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 14-16. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 16-17. Jack Vinson, Tennessee-Carolina Fair, Newport, secretary.

Western Canada Association of Exhibitions, Palliser Hotel, Calgary, Alta., January 17-19. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, John Marshall Hotel, Richmond, January 18-20. William E. Finch, Fairgrounds, Danville, secretary.

The Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 19-21.

Harry B. Kelley, Hillsdale, secretary.

Massachusetts Agricultural Fairs Association, Hotel Bradford, Boston, January 20-21. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 22-23. Roy E. Symons, Skowhegan, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 23-24. L. Doc Cassidy, Kentucky State Fairgrounds, Louisville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 26-28. C. C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 26-28. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 27-28. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 27-28. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Americas Hotel, Allentown, January 29-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Association of Fairs, Youngblood Hotel, Enid, February 2-4. Roy Davis, Enid, president.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 5. N. S. Hand, Jackson, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 6-8. Bob Mirloch, 102 East Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 10-11. Clyde E. Byrd, Box 907, Little Rock, secretary.

## Saskatoon Ex Elects Graham

SASKATOON, Sask. — Dean Victor E. Graham, head of the college of agriculture at the University of Saskatchewan, has been elected president of the Saskatoon

## Illinois Meet Draws Execs From 14 Events

MENDOTA, Ill. — Representatives of 14 Illinois fairs were on hand at the annual meeting of the Northern District of Illinois Fairs Association here Sunday (3). Officials of the Mendota fair served as hosts to the out-of-towners.

Wilbur Layman, president, and C. C. Hunter, secretary, of the Illinois Association of Agricultural Fairs, were guests. Fairs represented included those at Princeton, Milledgeville, Sandwich, Sycamore, Annona, Melvin, Kankakee, Knoxville, Harvard, Rock Island, Peotone, Pecatonica and Mazon.

Representatives of attraction and supply firms present included George Flint, Barnes-Carruthers Theatrical Enterprises, Chicago; Frank Taylor, GAC-Hamid, Inc., Chicago; John Planalp, Crossman Agency, Des Moines; Selby Rodeo, Farmer City, Ill., and Emil Gulderson Sr., Regalia Manufacturing Company, Rock Island, Ill.

## Mobile, Ala., Reports OK Run

MOBILE, Ala. — The Greater Gulf State Fair, which operated here October 21-26, was called highly successful by Rudy Ramelli and Jim Hamrac, co-general managers. Total attendance was reported at over 100,000.

Leading attractions, which were presented in Ladd Stadium, included Brenda Lee, the Southlanders, Leo Carillo and a "Grand Old Opry" unit with Lounz and Oscar, Yudy Lynn, Bob Gallion and Pat Kelly. L. J. Heth Shows provided the midway attractions.

The number of commercial exhibitors this year rose to 65 as compared with 40 in 1956.

Exhibition board. He succeeds J. A. Mighton.

Vice-presidents are R. H. Howes and Clark Graham. Manager is S. N. MacEachern and secretary is Mrs. Letta Walsh.

### COMMITTEES and SECRETARIES

Now contracting for the 1958 season. Can furnish up to 15 modern Rides. Will book with or without Concessions.

**DELUXE RIDE CO.**

P. O. Box 308 Mt. Clemens, Mich.

**I WANNA SEE THE AUT SWENSON THRILLCADE JUMBO**  
OF ALL THRILL SHOWS  
R.O. BOX 1553 SOUTH SIDE STATION  
SPRINGFIELD, MISSOURI

**BLACK DIAMOND**  
THE MOST FAMOUS NAME IN RODEO BUSINESS!  
THE SHOW DID CAPACITY BUSINESS EVERYWHERE IT PLAYED!  
We Put A Strong NEWSPAPER, RADIO and TV, ADVERTISING and PUBLICITY CAMPAIGN Back of the Show AND GOT RESULTS!  
In 1956 we booked 14 weeks for this Rodeo -- In 1957 we booked 15 weeks -- WE ALREADY HAVE 6 WEEKS BOOKED FOR 1958 --  
ALL GUARANTEED DATES!  
WARD BEAM ASSOCIATES, INC. 1411 WILSON ST. BOSTON, N. H.

Miss BeBe Says . . .  
**FAIR OPERATORS SECRETARIES CONCESSIONERS**  
AND ANYONE INTERESTED IN THE FAIR BUSINESS—  
**NEEDS THE BILLBOARD EVERY WEEK!**  
Make Money—Save Money. Subscribe NOW—This Easy Way.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year of \$15. (Foreign rate, one year, \$15)  
Name ..... 931  
Address .....  
City ..... Zone ..... State .....  
Occupation .....

**ONLY THE BILLBOARD —**  
among over-all entertainment weeklies—is a member of the  
**AUDIT BUREAU OF CIRCULATIONS.**

## Calif. Concession Ops Schedule Two Meetings

LOS ANGELES — Concessionaires seeking an adjustment in concession rates at fairs in California are scheduled to meet with the group's attorney, Nathan Cohn, here on Thursday (14) and in San Francisco on Saturday (16). Norman Schue, a member of the group, said.

## Crystal Opens Florida Tour At Wauchula

WAUCHULA, Fla. — Crystal Amusement Company made the jump here from Lakeland, Ga., to begin its Florida winter dates Monday (4). Earl Miller, general manager, reports a good season, although somewhat off from 1956.

On the Lakeland lot the show had 6 rides, 2 shows and 25 concessions. More attractions are expected to join in Florida. Miller is assisted by Mrs. Billie Miller, office manager.

Bill Stephens has the cookhouse and three concessions. Jim and Vera Anderson have popcorn and kiddie rides. Marion Spiller is in with his Merry-Go-Round and light plant. Other concessionaires include Stan Glowasky with two stores, Joe Reynolds with three and Jack Holley, jewelry.

## PSCA Skeds Winter Events

LOS ANGELES — The Pacific Coast Showmen's Association and its Ladies' Auxiliary will open the winter season of social activities here Monday (18) with a homecoming party, Bob Downie, PSCA president, and Berta Harris, Auxiliary president, announced jointly.

Other functions to follow include Old-Timers' Night on November 25; Memorial Services and Auxiliary Dinner, December 8; Past Presidents' Night, December 9; annual banquet and ball, December 10; Christmas dinner, December 25; election of officers, December 30; Auxiliary installation of officers, January 4, and PSCA installation, January 6.

Committee members for the homecoming party are Sam Landesman, Fred Mortensen, and Joe Steinberg. Joe (Red) Dauer and Steve Vaughn form the committee for Old-Timers' Night and Harry Seber is chairman of the Memorial Services. Moe Levine and Ed Harris are serving as co-chairmen for the banquet and ball. Staging the Christmas Day dinner are Landesman, Mortensen and Steinberg. Harry Hargrave will be the PSCA installing officer.

## Peppers Inks Indian Cele

MOBILE, Ala. — Frank W. Peppers' Shows has signed to provide the midway attractions at the nearby Chickasaw, Ala., Indian Pow-wow November 28-30. C. L. Williams, Chickasaw Chamber of Commerce, who is chairman of the event, reported that a number of Chickasaw Indians will be on hand for the three-day event.

The meetings will be held in the Pacific Coast Showmen's Association clubrooms here and in the Show Folks of America clubrooms in San Francisco. Both sessions are scheduled to begin at 7 p.m.

The group, yet without an official title, has charged that concession rates are prohibitive. Cohn, who formerly operated the Golden West Shows with his late father, Harry Polish Fisher, was appointed to represent the group two weeks ago. Following the discussions at the meetings, the matter of rates is expected to be presented to the Western Fairs Association which will be meeting in Fresno, Calif., November 20.

Schue said that the meetings will be open to concessionaires, show owners and fair managers. Earl Leonard will represent the concessionaires at the San Francisco meeting.

## Boston Ops Organize New Show Club

BOSTON — The New England Showmen's Association has been organized here, officers have been elected and clubrooms opened at 276 Tremont Street.

Jack Ableman was elected president; Mark Wayne, vice-president; Joseph Freedman, secretary, and George Panagopoulos, treasurer.

Charter members, in addition to the officers, include Morris Freedman, Bill Corcoran, Ralph Penny, James Tombozo, Carmine A. Di Mato and Mossy Lynch. It was reported that 50 additional have made application for membership.

Dr. Paul H. Davis is club physician.

## Talent List Growing For New York Banquet

NEW YORK — Another star-studded line-up of talent is in the making for the National Showmen's Association banquet, the club was assured last week, although definite names would not be known until a week or two before the big event the night of November 27.

The affair shifts back into the Sheraton Astor this year after being held at the Commodore in 1956. Last year the festive crowd was

## Phoenix Club Party Gets \$700

PHOENIX — Approximately \$700 was grossed by the Arizona Showmen's Association at its Halloween party held in the clubrooms here Thursday night (31), Sam Steffin, chairman of the event, said.

The party was also a pre-Arizona State Fair event. A number of concessionaires, who opened there Saturday (2) for the 10-day run were present.

The evening featured entertain-

### 1958 SLATE

## Jack Duffield Heads League Officer Slate

CHICAGO — Jack Duffield, first vice-president of the Showmen's League of America, has been nominated on the regular ticket for presidency of the organization. Election will take place December 2, during the outdoor meetings here.

Also on the slate are Bill Carsky, first vice-president; Paul Olson, second vice-president; Ed Sopenar, third vice-president; Hank Shelby, secretary, and Bernie Mendelson, treasurer.

Nominated for the board of governors are Randolph Avery, Doug Baldwin, Louie Berger, Mickey Blue, Max Brantman, Elmer

(Continued on page 141)

## Page Combined Readies Jan. 15 Florida Opener

BROOKSVILLE, Fla. — Page Combined Shows closed its regular season here Saturday (9) at Hernando County Fair. Some units of the show will winter at the fairgrounds to reopen for an early Florida tour starting with Pasco County Fair, Dade City, January 15. Remainder of the show will truck into Savannah for the winter layoff.

Bill Page, owner, stated that the 1957 season was not quite up to the previous year. Poor early spring weather was a hindrance and the Southern route, except the Brunswick, Ga., fair, was off due to weather and crop conditions.

The Brunswick Exchange Club Fair was a real winner for the show, up 25 per cent over 1956. The spot is already inked for 1958. Outstanding pre-fair date for the

show was the Wellsville (N. Y.) Centennial which did better for the Page organization than most fairs.

### Two Rides Sought

Page and Roland Page expect to attend the outdoor convention in Chicago and plan to purchase a Scooter and Rock-o-Plane for the 1958 season. Meantime, being built on the show are now light towers and three show fronts.

The 1957 staff working with Page consisted of Roland Page, business manager, assisted by John Terry; Morton L. Smith, general representative; Fred Dickerson, special agent; Mrs. Sue Page, auditor; Mrs. Roland Page, secretary; John Lucas, electrician and transportation; Ray Sanford, ride superintendent, and Mike Cooper, mail and The Billboard.

During the season an average of 16 rides, 10 shows and 40-odd concessions were carried. Making the major portion of the Page route were Pocketbook Harris, Minstrel Show and Colored Burlesque; Roland Todd, Side Show; Robert Salisbury, Glass House; Florence Porter, Snake Show; Bob Noel of Noel's Ark, boxing and wrestling gorillas, and Lucky Starnes and Morty Smith, both with girl shows. Joining recently was Lisa Del Mar with her Girl Show and What-Is-It?

Others with attractions included Ray Steele, Sky Fighter, Tank Ride and basketball game; Mac McSpadden, Roller Coaster and kiddie rides; Norman Smith, Roundup; Bill Leeworthy, bingo, three kiddie rides and three concessions; Al Wallace, dark ride, and a Scrambler owned by Bill Dyer.

Other concessions, beside the office-owned ones included the Bill Burns cookhouse and string of stores; Earl Kelly with five, Jim Fennell with four and Dan Hellman with several.

be heard from shortly. Snellens said, to add to show monies realized so far and which now include Cetlin & Wilson, \$877; O. C. Buck, \$500; I. T., \$400; Prell, \$500, and Strates, \$1,200-\$1,300.

It was announced that Al Howard and Dan Thaler have been named to fill board of governors vacancies caused by death, and that Henny Kaufman and Morris Brown have been named to the house committee.

Fund Projects Lag

It was brought out that award book sales and yearbook ads are trailing last year's but that the prospects are not bad. More than 100 names are subscribed for the bronze plaque, which will bring considerable revenue for the yearbook.

The World of Mirth Shows will

## Vivonas, Strates Vie for Miami \$\$

### Bagging of Homestead by Railroader Spurs Opposition Event Closer In

MIAMI — A booking skirmish in this area will see both the James E. Strates Shows and Amusements of America vying for public attention this winter.

Involved originally was the South Florida State Fair, which debuted in Homestead last winter under the Chamber of Commerce auspices, featuring the Vivona family's A. and A. midway. The date was successful to the extent that Strates was rumored all summer as being interested in capturing it.

The railroader succeeded, but A. and A. bounced back with another major promotion, and it appears the dates, while announced, may yet be altered as each carnival jockey for first money. At present, this is the picture:

Strates will play the Homestead date under the same auspices. Joe Behoff is again representing the Chamber. Dates will be January 17-26, according to Allen Travers, show's general agent.

The Vivonas will stage a South Florida Mardi Gras and Home Show in Goulds, 10 miles closer to metropolitan Miami, for the Kiwanis Club. Milton Warshaw, who managed the fair last year, is managing the new date, tentatively set for January 31 thru February 9. Harry E. Wilson is A. and A. agent for the event, in addition to his normal promotional chores.

Dates announced give Strates the edge so far. But advance work has not hit high gear yet, and it is expected here that the last word has not been heard about firm dates for the Mardi Gras.

The Vivonas put out 500,000 free gate tickets at the fair last year and will boost the number to 1,000,000 this time, Wilson says. Also included in the Mardi Gras planning are fireworks, free acts, giveaways and other special events.

## Tampa Club Opens Season November 18

TAMPA — The Greater Tampa Showmen's Association will hold its first regular meeting of the season November 18. Jack Young, publicity chairman, announced. The board of governors will gather just before the regular meeting to act on 75 new membership applications.

Young reported that Bill Stophel, custodian, has the clubhouse in top condition after much painting and decorating during the summer. Harry Julius, who is accepting new applications and renewals for the hospitalization insurance, reported that over \$7,000 in claims was paid out during the past year.

Sam Gordon is confined to St. Joseph Hospital here and Tony Waddell is also ailing.

Earl Maddox and Irish Gaughn are making preparations for the Christmas party for underprivileged children.

## Trouper's Dinner Pulls Big Turnout

LOS ANGELES — Tillie Palmtree, bazaar chairman of Regular Associated Troupers, held her annual ham dinner here Thursday (31) to a good turnout of members. Proceeds go to the bazaar.

Ruth Wolff Wood did the Halloween decorations, while door prizes were donated by Katherine Goldstein, Ida Chase, Rose Westlake, Ann Stewart, Ruth Korte Davis, Art Thompson, Helen Smith and Ruth Wood.

Guests included Ed and Berta Harris, Norm and Lill Schue, Cecil and Goldie Cutler, Ed and Peg Butler, Lee and Ethel Smith, A. J. and Eve Scott, Mary Dewey, Larry and Martha Nathan, Nell Robideaux, Mora Bagby, M. H. and Maxine Ellison, Zoe Wick, Rose Fitzgerald, Lilabel Williams, George Plyman, Maree Rhodes and Billie Backman.

# MIDWAY CONFAB

Louis J. Berger, agent for the Olson Shows, is back in Chicago after a big season and has reopened the shows' office at 139 North Clark. . . Mrs. Carl Jackson is recuperating from surgery and will soon be at home in her new house trailer at 1954 Shorter Avenue, Rome, Ga.

Back-end veteran Floyd Woolsey, who retired from the road several years ago for reasons of health, is a sergeant on the Jennings, La., police force. He was in New York last week to return an accused murderer to Louisiana.

Eddie Davis hit the National Showmen's Association last week

after an absence of many years, renewing his membership and getting into an extended gin rummy session with Morris Brown. Mike Dembrosky, of the M. D. Amusements, was also a New York visitor.

C. H. and Maybelle Allton, recent newlyweds, hosted 200 friends at a recent reception in Los Angeles. The event was held under canvas and many of the guests were from the Regular Associated Troupers and the Pacific Coast Showmen's Association.

Joe and Nell Palmer are wintering in Miami after closing their stores in Crystal Beach, Ont.

Turner Scott will have his rides in Orlando, Fla., November 15 thru December 28 for the Little League Christmas Party.

Abe Prell is in Long Island Jewish Hospital in New Hyde Park, N. Y. Dave E. Fineman is confined in Camden (S. C.) Hospital with pneumonia. Prell is prominent with the show bearing his family name and Fineman is the veteran concession boss on the Gold Medal Shows.

Heart trouble sent two World of Mirth Shows' people into Baptist

Hospital in Columbia, S. C. They are secretary George (Bud) Sollenberger and Gene O'Donnell of the bingoo.

Tex and Rusty Mason closed the season with Amusements of America. . . Gay and Gean Nadreau plan to play a few spots in Florida this winter after closing with William T. Collins Shows. . . Mr. and Mrs. Turner Scott, of Sea View Amusement Park, Daytona Beach, Fla., visited Mobile, Ala., en route to Texas. . . James Barber is recovering from a heart attack after spending two months in a hospital. He and Mrs. Barber, of the Inland Empire Shows, are now at their home in Coolidge, Ariz.

Joe Candrea, special events promoter, whose left leg was amputated last July, is now in the Buffalo Veterans' Hospital, N. Y. Candrea will be fitted with an artificial limb before leaving the hospital about December 1, and would like to hear from his friends. . . Hattie Wagner had her kiddie rides booked for the Daphne, Ala., celebration November 9-11. . . Walter Williams, ride op, is in the Wesley Long Hospital at Greensboro, N. C., for surgery.

## UNDER THE MARQUEE

Continued from page 137

Tom Powers, formerly with John Cuneo Jr., is in Chicago after delivering animals to the Polack Western Show in Texas. Powers' immediate plans will take him to the East, but he will return to Chicago for a new connection.

Among the people from Clyde Bros. show that were dinner guests of the CFA of Davenport, Ia., were Mr. and Mrs. Howard Suesz, Mr. and Mrs. Carl Wallenda, Mr. and Mrs. Herman Wallenda and daughter, Mr. and Mrs. Gunther Wallenda, Mr. and Mrs. Jack Harrison and Mr. and Mrs. David Hoover, plus Jack Leontini of the Packs Circus. CFA Orlo Bahn reports that 40 circus fans and guests, representing eight States, attended the Central Section meeting and they saw many films showing the Beatty, Cole, Ringling, Barnett Bros. and Walter L. Maio shows and two films on European circuses.

Doc Stoddard is living at the Pioneer Hotel in Chicago and needs mail.

John R. Truss Jr., Odessa, Tex., caught the Siebrand, and Carson-Barnes shows and visited Kelly-Miller winter quarters while on a Western tour. He also talked to Mrs. A. Morton Smith in Gainesville, Tex. . . William B. Hall, CFA of Willow Grove, Pa., caught the Polack show in Philadelphia.

Troupers who have made the Peace River country of British Columbia with Cristiani, King, Wallace and Clark or other shows may recall an Alcan Highway bridge over the Peace River. Its foundation shifted recently and a section of the bridge collapsed.

Howard Y. Bary recently visited Dr. William Mann in Washington. . . Dave Friedman and Scott Hall were in Chicago last week after a season of playing drive-in theaters with special movies and books.

Billy Rice, of the Ringling-Barnum show, is convalescing at his home, 49 Frederick Drive, Bethpage, N. Y., and would like to hear from friends.

The Macon, Ga., Shriue circus, November 25-30, will be produced by Wilson F. Storz Entertainment Enterprises. Charlie Borza flew to Caracas, Venezuela, for conferences about a circus program to be presented in March, 1958.

George M. Phillips caught the Polack show in Philadelphia. . . Mickey Sullivan's circus band is preparing for the indoor winter season. He will make Frank Wirth's circus, opening April 5, in the Island Garden Arena, West Hempstead, N. Y.

Gaby Fofa and Miliki, Cuban comics and circus owners, were scheduled to appear on Ed Sullivan's TV show, Sunday (10). . . Nita and Peppi Borza have arrived in Sarasota, after six months in Europe. They are scheduled for a new tour in Europe for the 1958 season. . . Byron Gosh recently visited with the Macon, Ga., Shrine circus committee.

Frank W. Moore, who was handling promotions for Cristiani Bros.

## BIG JAMBOREE

### Back-Enders On Strates Enrich NSA

NEW YORK—One of the most rewarding jamboree experiences in years was described at last week's National Showmen's Association meeting by John Weisman, past president, who accompanied Al McKee to Charleston, S. C., to the James E. Strates Shows lot recently.

Weisman told of procuring beer and sandwiches with owner Strates, making the rounds to sell 250-odd tickets, and entertaining more than 200 carnival folks of whom scarcely a dozen were concession people. Minstrel show entertainers and other acts performed it was reported, and the response to Weisman's plea was described as overwhelming. Participants were virtually all ride and show personnel.

Weisman told of a steady stream of halves, bucks and deuces, the successful re-auctioning of liquor and radios, and other income including \$100 from Ben Hoff, \$150 plaque money from Fred and Frances Fournier, donations from Ernie Delabate and Sammy Applebaum, and merchandise from Dotty Anderson. A total of \$900.75 was realized. Guy Markley promised a portion of the bingo fund which is also cut up with the Miami and Tampa clubs, which dominate the front end. Yearbook ads money was also collected.

The pre-jamboree pledge of Max Tubis to add 100 per cent of the total raised is encouraging. Weisman noted, and a final accounting will doubtless bring the jamboree visit's result to be more than \$1,200. Co-operation from the office was exceptional, he reported.

### Pittsburgh Seeks Expansion Of Parking Areas

PITTSBURGH—The Allegheny County Fair will seek additional parking area before next year's run, George Kelly, director, announced last week.

Kelly suggested that the county acquire, by lease or condemnation, land now in private hands near the fairgrounds. As an alternative, he said operation of special shuttle buses between the plant and downtown Pittsburgh might be considered.

Total cost of the 1957 fair was \$116,798, Kelly disclosed.

in the East, handled the Austin date for Beatty. . . Jay Jaxon, still artist, is completing two weeks' work in Virginia and Tennessee. . . Sverre O. Braathen has the second part of a circus band story in the November issue of Instrumentalist.

Hazel King and Paul McGehee played a show for visiting flyers at a Gainesville, Tex., air station. . . Earl Hammond and Charlie Lewis visited Hazel King and Max and Bertie Craig visited the Henrys' quarters. . . Bum Henry has been with his brother Todd's indoor show, the Monarch circus.

Elmer and Estelle Hanscom entertained Frank Ross, Frank Babcock and Rose Westlake in Los Angeles. Kitty Ronstrom writes from the Polack Eastern show that visitors included Sonny and Jean Moore, Vern and Ingrid Orton, Captain and Mrs. Lee Estes, Poodles and Gracie Hanneford, E. L. McCall, Joe Antalek and Hector Poole. . . Among the acts on the show are Norbert and Arden Kreisch, gorilla act, Cimes Colliers, Gloria's Dogs and Zavatta's Dogs, and Captain Cresso's Rocket Car.

## Club Activities

### Showmen's

### League of America

CHICAGO — President Al Sweeney opened the regular Thursday (7) meeting with close to 70 members and officers present. Also on the platform were Jack Duffield and Bill Carsky, vice-presidents; Bernie Meudelson, treasurer; Homer Briant, executive secretary, and two past presidents, Sam J. Levy Sr., and Ned Torti.

Duffield, who is co-chairman of the Christmas party with Sallie Wasserman, said the event would be held December 15 in the Chicago Room of the Hotel Sherman. One new member, William B. Burns, was announced.

Called on for brief talks were Sid Pritikin, Bert Peck, John Lernpart, Harold Ardoer, Art Morse, Bob Beandry, Dick Jacobs and Wasserman.

## National Showmen's Association

### Ladies' Auxiliary

At the October 23 meeting presided over by Ann Brown, president, congratulations were extended to Elizabeth Strates, Virginia Coensey and the daughter of Oonalee Jones, all of whom were recently married. Also congratulated was Denise Renaldi on the birth of her baby.

Grace Steiner has returned home from the hospital, it was announced. Cele Forman's name is to be added to the bronze plaque.

Ethel Shapiro flew to California to visit with Blanche Henderson, and the two of them attended a Pacific Coast Showmen's Association meeting.

The white elephant table, candle-lighting ceremony and secret pals presents all had some activity in the meeting. Anita Goldie is birthday chairman, Selma Wynn, wife of Michael Wynn, may do the clubroom decorating.

Refreshments were served, and the dark horse was won by Kitty Rausch and brought in by Anna Cook.

## Texas Blanks Chase Kings Into Quarters

BOISE CITY, Okla. — King Bros.' Shows moved into winter quarters here last week after being blanked for four consecutive weeks in West Texas.

After refurbishing during the winter, the show will again hit the road April 14 of next year. One of the leading dates already set is the Darby (Colo.) Lions Club Celebration which opens May 2. Others include the Pagosa Springs (Colo.) July 4 Celebration, Leadville (Colo.) Donkey Derby plus stands in Julesburg, Colo.; Ogallala, Neb.; Eads, Colo.; Clayton, N. M., and here in Boise City.

Mr. and Mrs. R. King plan to drive to the Chicago outdoor meetings. Harry Wilson left for Monticello, Ill., last week but will return here for a January fishing trip with the Kings.

## Schott Re-Elected Reports Good Year

CINCINNATI — Edward L. Schott was re-elected president of Coney Island, Inc., for his 23d term at the annual board of directors meeting here last week.

Schott reported that the 1957 season was a success even though the cold and rainy weather predominated the early part of the summer. The swimming pool attendance was above that of last year, and the ballroom was below the 1956 figures on attendance.

## BILL EDWARDS

AND

## HARVEY BARNES

Let me hear from you immediately regarding Chev. Tractor, Fruelout Trailer and Ferris Wheel.

### SHAN WILCOX

Marysville, Tenn.  
Phone: YUkon 2-6912

### Thank You

## NICK & JULIA SULLO

Digger Owners  
for your new PACKARD PATRICIAN  
purchase.

"Save Money With Johnny"

### JOHNNY CANOLE

Phonics: WI 3-0003 or WI 4-9347  
Alltoona, Pa.

### Help Fight TB



### Buy Christmas Seals

## HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and particulars in first letter.

### WILL PAY CASH

For No. 18 Wheel and Helicopter Ride. Want Foreman on new Jr. Hot Rods. Foreman on Little Beauty Merry-Go-Round. Year-round job. If you have any habits other than the knife and fork, don't bother me. Address:

### TURNER SCOTT

423 W. Princeton Ave. Orlando, Fla.

## HOT SPRINGS SHOWMEN'S ASSOCIATION and LADIES' AUXILIARY

INVITE ALL SHOWMEN AND LADIES  
TO JOIN IN CELEBRATING

## SHOWMEN'S WEEK IN HOT SPRINGS, ARKANSAS

Saturday, Nov. 16 — President's Party  
Tuesday, Nov. 19 — Open House  
Wednesday, Nov. 20 — 9th Annual Ball & Banquet  
(Crystal Ballroom, Arlington Hotel)

MAKE RESERVATIONS FOR BANQUET NOW!  
"YOU'LL COME!"

"THE CLUB THAT MAKES YOU FEEL AT HOME"

## HOT SPRINGS SHOWMEN'S ASSOCIATION

710 Whittington

Hot Springs, Ark.

## FIGHT RISING CONCESSION SPACE PRICES

JOIN NOW

with the California Concessionaires  
who have banded together to save the business.

MEETINGS—

NOV. 14	NOV. 16
Pacific Coast Showmen's Assn.	Show Folks of America
1235 S. Hope St., Los Angeles	145 Turk St., San Francisco
7 P.M.	7 P.M.

Concessionaires will be addressed by Nathan Cohn, attorney for the cause, at these meetings.

DO NOT BE PRICED OUT OF THE BUSINESS.  
GET THE FACTS—ATTEND THE MEETINGS.  
PAY A FAIR PRICE—BUT ONLY A FAIR PRICE.

# Winter Fairs

## Florida

Aradia-DeSoto Co. Fair & Livestock Expo. Jan. 13-18. A. O. Erickson.  
 Bartow-Polk Co. Youth Show, Dec. 1-7. W. F. Hayman.  
 Bradenton-Manatee Co. Fair, Jan. 27-Feb. 1. Harper Kendrick.  
 Clewiston-Sugarland Expo. Jan. 28-Feb. 1. D. G. Ferry.  
 Dade City-Pasco Co. Fair, Jan. 13-18. J. F. Higgins.  
 De Land-Volusia Co. Fair, March 1-8. Lee Maxwell.  
 Eustis-Lake Co. Fair & Flower Show Jan. 19-15. Karl Lehmann.  
 Fanning Springs-Suwannee River Cattle Show, Feb. 19-21. L. C. Cobb, Trenton.  
 Fort Myers-Southwest Fla. Fair, Feb. 2-5. Robert Hippelbeuser.  
 Intercession-Citrus Co. Fair, Dec. 1-7. Quentin Medlin.  
 Jacksonville-Ortega Jacksonville Ind. & Agr. Fair, Nov. 14-22. Ted Chapau.  
 Kissimmee-Kissimmee Valley Livestock Show, Feb. 19-23. O. L. Partin.  
 La Belle-Hendry Co. Fair, Jan. 28-Feb. 2. Frank Polhill.  
 Largo-Pinellas Co. Fair & Horse Show, Feb. 23-March 1. J. H. Logan.  
 Madison-North Fla. Livestock Show & Sale, Feb. 24-25. O. R. Hamrick Jr.  
 Miami-Southeast Fla. & Dade Co. Youth Show, Jan. 18-26. Ralph E. Huffaker.  
 Ocala-Southeastern Pal Stock Show & Sale, March 2-7. Louis Ollbreath.  
 Orlando-Central Fla. Fair, Feb. 24-March 1. C. T. Bickford.  
 Palatka-Putnam Co. Agr. Fair, Nov. 11-16. Hubert Malby.  
 Plant City-Hillsborough Co. Jr. Agr. Fair, Dec. 13-14. D. A. Stogom.  
 Plant City-Fla. Strawberry Festival, Feb. 17-22. Fred W. Nulter.  
 Sarasota-Sarasota Co. Agr. Fair, Jan. 10-13. K. A. Clark.  
 Sebring-Highlands Co. Fair, Feb. 24-March 1. B. J. Harris Jr.  
 Tampa-Fla. State Fair, Feb. 4-11. J. C. Hustisson.  
 West Palm Beach-Palm Beach Co. Fair, Jan. 24-Feb. 1. Lamar Allen.  
 Winter Haven-Fla. Citrus Expo, Feb. 16-23. Robert J. Eastman.

# Calgary Exhibition Nets 393G Surplus

### Tops Previous '56 Mark of \$348,000; Six-Day Revenue Totals \$623,787

CALGARY, Alta. — A surplus of \$393,128, the largest in history, was recorded by the Calgary Exhibition and Stampede, Ltd., in 1957. The previous high of \$348,000 was recorded in 1954.

The figure was contained in the report of President F. C. Manning and General Manager M. E. Hartnett, presented to the annual meeting of shareholders.

The financial statement was read by Justice M. M. Porter, chairman of the finance committee, and it showed that the usual custom of putting back all profits into further exhibition plant improvements had been followed.

The financial statement also showed that the \$1,360,000 Stampede Corral building is now debt free and the new Agriculture building, constructed last year, has been paid for.

Out of this year's record surplus, the company recovered a deficit of \$201,280 which had resulted from new building projects undertaken the previous year. The transfer of \$114,000 for future plant extensions and work now in progress was also recorded.

Provision has been made for an outlay of \$12,583 for further development of junior agricultural activities.

### Gate Totals 538,375

Total attendance at this year's exhibition and stampede was 538,375, an increase of more than 17,000 over the previous high mark recorded in 1956. Substantial gains were recorded in gate, grandstand, concessions, midway and racing revenues.

Revenue for the week-long event totalled \$623,787. Included were gate and grandstand receipts of \$433,088 and a figure of \$150,491 for exhibit space, concessions and midway. The circus and wrestling show in the Stampede Corral during stampede week netted a profit of \$16,841.

Biggest expenditure items during the week, not including racing, were \$58,022 for wages, \$108,500 for stampede expenses and \$34,727 for general prizes.

Total revenue for the year was \$1,409,164, compared with \$931,568 the previous year. Racing brought in \$534,473, rents and donations totalled \$106,611, operation of the Corral and Arena \$101,639 and the horse show and horse sale \$42,654.

Substantial net revenue was recorded in operations of the Stampede Corral and Victoria Arena.

Expenditures totalled \$1,081,126. In the race department, \$257,000 was paid out in purses and pari-mutuel expenses totalled \$202,121. Net profit from racing activities was \$75,000.

Improvements presently in progress include rebuilding of the half-mile track at a cost of \$17,000; acquisition of more land, \$22,000; additions to the manager's residence, \$15,000, and preliminary expenditures on a new exhibit building, \$44,250.

Proposed projects include new spur tracks in the loading area, \$24,000, and roof drainage on the Agricultural building, \$5,400.

## Plan Recreation Area At Old Park Location

PROVIDENCE, R. I.—The 45-acre Hunts Mills area in East Providence, one-time location of an amusement park, is to be developed into a town park. Daniel Marson, town council president, has support of several civic leaders in an effort to convert Hunts Mills into a picnic, parking and recreational area.

About 40 years ago there was a private amusement park on the site. In 1925 a dance hall on the grounds burned down, and the area has not been used for recreational purposes since.

## Querner Pilots 'Hayride' for '58

CINCINNATI—Plans for greater emphasis on the booking of fair dates for "Midwestern Hayride," principal attraction of WLW Productions, Inc., here, have been announced by Bill Querner, manager of the office's county fair department.

In efforts to book Ohio, Indiana and Kentucky dates, Querner will attend the December outdoor meetings in Chicago and January fair meetings in Indianapolis, Columbus, O., and Louisville. Assisting him will be Dean Richards, of the Lucky Pennies act and emcee of "Hayride," which recently completed a successful run on the ABC-TV network.

## Jack Duffield

Byrnes, Noble Case, William T. Collins, Hadji Delgarian, Herb Dotten, Harry Duncan, Lou DuFour, Hal Eifort, George B. Flint, Benedict Garmisa, K. H. Garman, Sam Gordon, C. C. Groscurth, Eph Glosser, Morris A. Haft, William Kaplan, Andy Kasin, Al Kaufman.

Also C. J. Kwiet, John Lempart, Edward Levinson, Sam J. Levy Jr., P. A. Marco, Art Morse, Chuck Moss, Charles Owen, Buddy Padlock, Petey Pivor, Archie Putnam, Harry Ross, Harry Russell, David Russell, Jack Ruback, Rudy Singer, Sam J. Solomon, Chick Schloss, Norman Schlossberg, Louie Stern, L. I. Thomas, Bernard Thomas, Sol Wasserman, Elmer W. Wells, O. J. Weiss, Ralph Woody and Charles Zemater Sr.

## Phoenix Club

ment and dancing. Bob Banard was in charge of refreshments with Billy Siebrand and Peanuts Freeman. Ruby Freeman and Delores Gordon assisted in entertaining and Frances Billen handled the tickets. Leo LeDeau was in charge of recreation with Tony Gregg. Harry Gordon was on the front door.

## Letter List

Continued from page 132

Williams, L. L.  
 Winters, L. J. (Curley)  
 Wojaszek, Ewald  
 Woods, Bonnie

**MAIL ON HAND AT NEW YORK OFFICE**  
 1564 Broadway  
 New York 36, N. Y.

Aathan, S.  
 Allen, James E.  
 Anderson, Leslie  
 Blakeley, Ben  
 Bruce, Lenoy  
 Brown, Hugh Leroy  
 Burke, George  
 Carson, Jack  
 Carson, Sol  
 Cummings, Wm. G.  
 D'Arville, Robert  
 Dutton, C. Van  
 Flannery, Francis  
 Frankhurst, Captain  
 Gibson, Theresa  
 Gilbert, Bob  
 Gordon, Ernest  
 Gattie, Glenn (Red)  
 Halpin, George G.  
 Happy, J.

**MAIL ON HAND AT ST. LOUIS OFFICE**  
 390 Arcade Bldg.  
 St. Louis 1, Mo.

Adkins, James W.  
 Adams, Mrs. Melvin  
 Allen, Bonnie  
 Ames Jr., Jack  
 Ames Sr., Jack  
 Arnold, Woodrow  
 Bacon, Wm. W.  
 Bacon, Bill  
 Baer, Jack (Dutch)  
 Baldwin, B. K. Billie  
 Barker, Floyd & Billie  
 Bennett, J. J.  
 Bennett, Va. Lee  
 Benson, Ben  
 Benson, Mr. & Mrs. Cole L.

Goodale, Cletis L.  
 Gordon, Ernest  
 Guever, Ethel  
 " Eddie  
 Hakes, Bob (White)  
 Hall, David D.  
 Harris, Buddy  
 Harson, George  
 Hatfield, Mrs. Dale  
 Havins, Myrtle K.  
 Hennessy, John  
 Henry, Shirley  
 Hollnbeck, Harold (Tex)  
 Horan, John  
 Hughes, Joe S.  
 Hunt, Mr. & Mrs. E.  
 Hunter, Jimmie  
 Jamison, Mrs. Larry  
 Jantz, Donald E.  
 Joseph, Peter  
 Kelley, C. O.  
 Kennedy Jr., Tommy  
 Kibbey, J. E.  
 Kibbey, Mr. & Mrs. J. D.  
 Kimes, James  
 Kirkbride, F. D.  
 Knolls, Martin  
 Langill, John W.  
 Lauther, William E.  
 Leslie, Capt. Guy  
 Levitan, Mickey  
 Little Sr., James L.  
 Little Wolf, Miss Joann  
 McCabe, Mrs. Ruth  
 McGinley, Horace  
 McGuire, Arthur B.  
 McMillan, R. J.  
 McWilliams, S. A.  
 Madison, H. L.  
 Mathews, Mr. & Mrs. Sport  
 Maynard, E. C.  
 Merritt, Freda  
 Mitchell, G. L.  
 Monarch Productions, Inc.  
 Moreno, Geraldine

**MAIL ON HAND AT CHICAGO OFFICE**  
 188 W. Randolph St.  
 Chicago 1, Ill.

Burke, Gerry  
 Carr, Lawrence  
 Evans, H. C.  
 Flannery, Francis

# NATIONAL SHOWMEN'S ASSOCIATION, INC.

123 West 56th St., New York, N. Y.

Two plaques cast in bronze will be prominently placed in the new home of the National Showmen's Association. This is the most worthy fund appeal ever made by our organization and represents a means of paying lasting respects to dear deceased friends as well as people active in show business. Response has been gratifying by the men, paying \$100 per name, and the Ladies' Auxiliary paying \$50 per name. Deadline for subscribing to these plaques has been extended to December 1. Names subscribed up to our first meeting are shown below. The importance and worthiness of this project cannot be overstressed.

MORRIS BATALSKY, President.

- |                        |                       |                      |
|------------------------|-----------------------|----------------------|
| Art Lewis              | J. Jeff Harris        | Frederick Fornier    |
| William B. Moore       | Max Tonkin            | Nathan Weinberg      |
| Jack E. Jackowitz      | E. Guralsky           | John F. King         |
| Sidney Goodwall        | Max Linderman         | Morris Sommers       |
| Hy Mulek               | Joseph A. McKee       | Albena Hines         |
| Leo Wilens             | Paul McKee            | Catherine Anderson   |
| Charles Rubenstein     | Sidney H. Levine      | Margaret McKee       |
| George A. Hamid Sr.    | Dr. Jacob Cohen       | Dorothy Puckman      |
| Louis D. King          | Ben Braunstein        | Goldberg             |
| Harry Kaplan           | Morris Batalsky       | Blanche M. Henderson |
| Sam Wertheimer         | Norton Brown          | Ann Brown            |
| George Rovins          | Oscar C. Buck         | Anna Cook            |
| Samuel Walker          | Herman Cohen          | Veronica Zucchi      |
| Harry Weinraub         | John Christopher      | Jane Tubis           |
| Phillip Manteo         | J. W. (Patty) Cunklin | Doris Agne           |
| Morris Brown           | Isac Cetlin           | Lois Agne            |
| Laurence Neumann       | Lou Dufour            | Edna Laures          |
| Frank Capell           | Maurice Elk           | Irene Moore          |
| Nathan Froom           | Edward Elkins         | Anna Peterson        |
| Hyman Tobin            | J. J. Fitzgerald      | Marian Allen         |
| Joseph Ukna            | Walter Fried          | Frances Simmons      |
| Sam Rothstein          | Harry Flanagan        | Lillian Swanson      |
| Vincent Anderson       | Howard Finkelstein    | Hilda Bergen         |
| Max Miller             | Ben Herman            | Sophia C. Edson      |
| Ted Stillman           | Joseph Hughes         | Dodie Hays           |
| George A. Hamid Jr.    | Alex Jampol           | Helen Rothstein      |
| Jack Rosenthal         | Frank Koller          | Ida Harris           |
| Phil Isser             | Nathan Kilberg        | Mae McKee            |
| Alfred Howard          | Seymour M. Levin      | Eileen Weisman       |
| Ben Weiss              | Louis Light           | Evelyn Batalsky      |
| Ray Manning            | Arthur (Doc) Marcus   | Bea Hamid            |
| Iddor Treblish         | Ross Manning          | Edna Unger           |
| Max Tubis              | Ben Meyers            | Sue Kane             |
| Mark Rosen             | Alfred G. McKee       | Midge Cohen          |
| Harry H. Agne          | Harry Nelson          | Zyne Hamid Capone    |
| King Reid              | Abe Rappas            | Patricia B. Hamid    |
| Henry Kaufman          | David Rosen           | Ethel Shapiro        |
| J. J. (Jimmy) Sullivan | Harry Rosen           | Dolly McCormick      |
| Dave Lodge             | Jack Stern            | Queenie Van Vliet    |
| Samuel Stoller         | Harry Schwartz        | Flores Elk           |
| Frank Rappaport        | Irving Sherman        | Marilee Hughes       |
| Arthur E. Campfield    | Sam Spitz             | Margie Cetlin        |
| David E. Brown         | Gerald Snellens       | Sadie Wilson         |
| D. D. Simmons          | Dan Thaler            | Pearl Meyers         |
| James E. Strates       | John S. Weisman       | Bonnie Snellens      |
| Sam Peterson           | Michael M. Wynn       | Ida Harris           |
| Harry Modole           | Charles Wertheimer    | Asenath D. McKee     |
| Bernard Allen          | Jack Weinberg         | Pearl Meyers         |
| Frank Bergeh           | Samuel Weisser        | Ethel Weinberg       |
| Carl F. Suranson       | John S. Wilson        | Francis Fornier      |

## GREATER JACKSONVILLE FAIR

Gator Bowl, Jacksonville, Fla., Nov. 14 to 23

WANT: Have some space left for legitimate Merchandise Hunky Pank Concessions and Eating and Drinking Stands.

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Nine complete tortures with life-size mechanical figures, royal blue 25x75 top; teaser and pit cloth; one season old; scenery, ceiling, readers, lighting, etc. in good condition and crated. Front all 110 ft. aluminum, excellent banners, ticket boxes, amplifiers, tape recorder, lighting, stakes, poles, etc. Loads in 26-ft. furniture semi which is a complete living quarters when show is unloaded. This is a bargain at \$4,000.00 cash. Also Schlif Jet Car Turnpike, complete with 40-ft. steel tubing canopy type front, new plastic canvas canopy, all controls, wiring, lights, fence, ticket box, etc. Loaded on Studebaker truck with new motor and new tires. Here's a buy at \$3,500.00 cash. Both may be seen at Jacksonville, Florida, Fair, Nov. 14 to 23.

BOB EDWARDS

c/o CETLIN & WILSON SHOWS

## 2nd ANNUAL GREATER HARTFORD FAIR

March 15 thru 22, State Armory, Hartford, Conn.

LARGEST ARMORY IN CONNECTICUT  
 Want Educational Exhibits. Concessions: Bids on Popcorn, Floss, Novelties, Hats, Candy being accepted now. Want Phonemen—fair sponsored by Star & Cross in Connecticut, who help mentally ill and aged. Sanctioned by all agencies statewide. High-class Phonemen only. Program, tickets. No drunks, no limbers, no heat artists. GREATER HARTFORD FAIR. JA 7-3913.



THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.

**WANT**  
 For Chickasaw, Ala., Indian Celebration, Thanksgiving Week.  
 Photos, Long Range, Short Range Galleries High Striker, Want Ferris Wheel Man.  
 George F. (Preacher) Kellen, call me, Greenwood 7-6122, Mobile, after 7:00 P.M.  
 FRANK W. PEPPERS  
 Box 337 Mobile, Ala.

## Cel-Max Sensations for the Xmas SELLebration!

### BEAUTIFULLY BOXED Rhinestone Watches

Latest style rhinestone or plain cases. Famous make 7-jewel movements, rebuilt and **GUARANTEED** like new! Smart stretch band! Sensational profit maker!

**\$7.95**

17-Jewel, \$8.95



**FREE** Enamel Cigarette Lighter  
Included with every set  
(Minimum order 6.)

**5-Pc. Men's  
Watch Sets \$4.89**

• Jeweled Watch • Key Chain • Cuff Links • Tie Bar • Expansion Band.

A tremendous buy PLUS a bonus for a limited time! Get in the Big profit league for Holiday selling!

All merchandise shipped F.O.B. Memphis, 25% with order, Balance C.O.D.

**CEL-MAX, Inc.** 582 So. Main St. Memphis, Tenn.

## MERCHANDISE TOPICS

Calling it the best buy of the week, Division Sales, 3341 West Roosevelt Road, Chicago, is offering men's stretch socks, three pairs to a polyethylene bag at \$9 per dozen. It is claimed these are made of Du Pont nylon, they wash easily, one size fits all, of guaranteed first quality and come equipped with a \$3 price tag. Division Sales says this is its best seller of the year. A sample of this three-pair men's stretch socks set is \$1.

C. C. Company, Box 303, Oregon, Ore., says you can more than double your money with its gold wire name pins. Men buy these hand-made name pins which women admire. The firm guarantees the wire to be solid 1/40 12K R.G.P. and claims it is a fast \$1 seller. Wagon men, party plan operators and store engravers should add this line. Send \$1 for two samples (any two names) plus sales information.

Big holiday values may be had in a number of items from Levin Bros., Terre Haute, Ind. Priced specially for Billboard buyers is BB5605T American Flyer diesel freight, 33 inches long complete with 120-inch track and transformer at \$15; BB3676 three-foot tall walking doll with knees that bend and pony tail hair at \$14, and BB294 Santa Claus suit consisting of coat, trousers and hat trimmed with white plush, black belt, boots, wig and whiskers, \$10. Your holiday requirements for toys, giftware, wrappings and decorations can readily be supplied by Levin, established since 1886.

Kraft Products Company, 2783 East Grand Boulevard, Detroit, wants pitchmen and demonstrators. The firm has four items which it says are strong movers. These are the Kraft new all-purpose cleaner at 13 cents a box, Kraft Auto Polish Power at 17½ cents a can and Kraft Handy Cake Decorator at 25½ cents per set. The fourth item is the Kraft Float-On Art Paint. Ask

about this number. Kraft Products states it pays top percentage and requests that workers contact them for a good deal. Write, wire or phone Phil or Eileen Kraft.

Standard Industries, Inc., has come up with what it calls proven profit makers for the holiday season. Included in the group are genuine leather promotional wallets, airplane luggage, 25 pop records in a carrying case, 100 per cent baby chenille bedspreads, Du Pont orlon pillows, hi-powered 6x30 binoculars, automatic electric skillets, nine-piece Sheffield combination steak knife and carving set, and alligator embossed lighters. A complete 108-page catalog showing name brand merchandise may be had free on request. Catalog dealers and agents can offer thousands of items from a special resale priced coded catalog which comes with separate confidential wholesale price list. Try this confidential drop-shipment plan. The firm promises 24-hour service on orders.

Navajo Manufacturing Company, 601 South Virginia, El Paso, carries fast selling baby papoose mocs which are Indian styled baby moccasins, hand laced and hand beaded by the factory in Mexico. They come 12 to a card display and are packed in durable plastic bags. Sizes are 0, 1, 2 and 3, marked on the soles. Also available are women's, girls' and children's soft sole mocs made with the same care and detail. Women's sizes are 4 to 9, girl's sizes are 10 to 8 and children's sizes are 4 to 9. Get a complete catalog on these items which are excellent for gift giving.

A new wholesale price list is available from Damen-Lawrence Sales, Inc., 4727 North Damen Avenue, Chicago. This firm carries a complete line of nationally advertised promotional and pitchmen items. You are invited to visit the firm's new large showrooms.

## PIPES FOR PITCHMEN

By BILL BAKER

IN A LETTER . . . from Toledo, A. D. Grant enclosed a newspaper clipping which "will carry you back 80 years in the pitch profession and should interest the hundreds of 'professors' who demonstrated (their own manufacture) eradicator and eased the discomfort of corns." The clipping, carrying a Washington dateline of November 1, read: "It was something more than a pedestrian interest in corns that launched the Mennon Company as a world-famous producer of men's toiletries. Or so it was testified yesterday by George Mennen, vice-president in charge of manufacturing, before the Senate Labor-Management Rackets Committee. The company was started 80 years ago by my grandfather, Gerhard Mennen, who came to this country from Germany at the age of 15 to seek opportunity," Mennen said. "My grandfather started his career by doing odd jobs in a Hoboken, N. J., apothecary shop, worked his way thru night school to gain a degree in pharmacy, and got a job as a prescription clerk in the Newark drugstore. Not content to be just a clerk, he experimented and developed Mennen's Sure Corn Killer. To sell his product he hired a banjo player and a horse and wagon, and went about the city peddling his merchandise." Mennen said his grandfather developed a talcum powder for babies, and was credited with introducing the first tin powder can with a perforated top

The youthful vice-president went on and told of the paternalistic feeling the family-owned-and-operated firm entertains for its 200 employees at Morristown, N. J., of how they all eat together in the cafeteria and share coffee breaks. And he told of the civic enterprises the company sponsors, such as a Fourth of July concert and fireworks and a bicycle safety parade. Then came the harsh realities of labor relations in a modern world, and somehow the earlier story was lost."

AFTER READING . . . Tom Kennedy's pipe, I know he is not in the psychological rut he claims to be in," writes Henry H. Varner, the Akron stalwart. "A man of his talents has 248 possible outlets, including agenting of the larger shows and promotions of all kinds. Tom is of the old school, and when the picture changes he seems to be lost. I'll be looking forward to seeing Tom in the windows giving the public a partial peek at the product once again. A good rest on the Mediterranean or in South America would rejuvenate our good friend and give him a new outlook and bigger bankroll. I'd like to see Tom with a change of heart and hear about his pals, Count Seldom Skoff and Doc Lushwell. Friend Tom is not down; he is just between assignments. Why not start a 'Keep Tom Kennedy in the Business' campaign?"

## NOVELTY SALT & PEPPER SHAKERS

An outstanding assortment of the latest American made Salt & Pepper forms—Individually Boxed—proven Best Sellers

Send us \$7.20 for a dozen assorted samples. Re-order only those numbers you select. Your money refunded if not completely satisfied with our selection.

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Men's Copy \$275. Dia Watch, 3 New Styles Every Looker A Buyer \$4.50; Boxed \$7.25 Nat'l Ad 10 pc Sets \$3.95; E pc. \$4.45 Thin Model Men's 17 1/2 \$9.95; Ladies' \$9.95; 25 Jewels. Nat'l. Adv. Very Thin Men's \$18 Catalog Available.

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Miracle Prayer Crosses, boxed	\$4.25
Men's 3-Rhinestone Rings, boxed 2.75	
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Ladies' Bridal Ring Set, individually boxed	3.99
Tailored & Rhinestone Earrings	1.50
DeLuxe Hollywood Styled Earrings	3.99
Scatter Pins, boxed	3.00
Bracelets, tailored	3.00
Necklace, Earring Sets, boxed	4.50
Pin Earring Sets, boxed	4.00
Necklace, Bracelet & Earring Sets, boxed	Each 1.00
5-Piece Sets—gold plated, beautifully boxed	Each 1.75

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Cotton Stuffed \$20.00  
Ass'd. Colors... dz.

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Vinyl Rubber Painted Nose \$21.75  
Ass'd. Colors dz.

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**24" Standing Pinocchio** .. 14.40 dz.

Orders Taken Direct From This Ad to Save Time.  
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**6 Ass't. Men's WATCHES**  
With Expansion Band, Ladies' with Card Band.  
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Sample Watch \$7.95.  
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Write for information and prices  
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THIS BEAUTIFUL  
STYLED PEN HAS  
THE PLASTIC BAR-  
REL AND GOLD-  
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THIS ELEGANT PEN  
COMES IN GLEAM-  
ING TONES AND  
CHROME RING BE-  
TWEEN BARREL  
AND CAP

BOTH STYLES HAVE THE FEATURES  
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23" LONG TIGER

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13 1/2" PEASANT DOLL, colorful \$6.00 dz.

3" Dangle Dogs, plastic strap \$7.20 gr.

49 PCS. samples-1 dz. \$21.10

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**COMING EVENTS**

**Alabama**  
Bessemer—Jr. Chamber of Commerce Fall  
Festival, Nov. 11-12.  
Chickasaw—Celebration and Indian Pow-  
wow, Nov. 28-30. Walter B. Fox, P.O.  
Box 147, Mobile.

**Arizona**  
Phoenix—Chrysanthemum Show, Nov. 16.  
Washington Garden Club.  
Phoenix—Horse Show, Nov. 23-24. Ariz.  
Horse Lovers Club.  
Phoenix—Ariz. Nat'l Livestock Show (Fair-  
grounds), Jan. 1-4.  
Phoenix—Commercial Rabbit Show (Fair-  
grounds), Dec. 7-8. Commercial Rabbit  
Assn.  
Phoenix—Christmas Flower Show, Dec. 7-8.  
Wickenburg—Rodeo, Nov. 22.

**California**  
Los Angeles—Great Western Boat Show  
(Great Western Exhibit Bldg.), Jan. 10-  
12. H. Werner Buck.  
Los Angeles—Great Western Livestock  
Show, Nov. 29-Dec. 4. A. M. Mathews.  
Los Angeles—Los Angeles Intl. Automobile  
Show (Pan Pacific Bldg.), Nov. 14-24.  
San Francisco—San Francisco Auto Show  
(Cov Palace), Nov. 29-Dec. 5.  
San Mateo—San Mateo Auto Show (Hills-  
dale Shopping Center), Nov. 14-23.  
Turlock—Par West Turkey Show, Dec. 2-5.  
M. E. Johnson.  
Victorville—Victorville Rodeo, Nov. 16-17.  
Bob Angel.

**Connecticut**  
Hartford—Connecticut Sportsmen & Boat  
Show (Armory), Jan. 18-25. R. E. Al-  
drich.  
Hartford—8th Annual National Autorama  
**District of Columbia**  
Washington—National Capital Area Auto  
Show (Natl. Guard Armory), Jan. 11-19.  
Expo., Feb. 19-23, 1958 (Conn. State  
Armory). Joe Klis.

**Florida**  
Cocoa—Cocoa Home Show, Nov. 23-26.  
A. Stern, P.O. Box 1225, Cocoa, Fla.  
Hollywood—Hollywood Home Show, Jan.  
25-29. A. Stern, National Press Club,  
Washington 4.  
Miami—International Air & Show & Expo  
(Master Field), Jan. 23-26.  
Miami—Miami Automobile Show (Dinner  
Key Aud.), Dec. 14-19.  
Miami—Southern Trade Fair (Dinner Key  
Aud.), Jan. 5-8.  
Tampa—Tampa Auto Show, Jan. 23-28.  
West Palm Beach Negro Elks Block Party,  
Nov. 20-30.  
Tampa—Tampa Auto Show (Port Hesterly  
Armory), Jan. 23-28.

**Illinois**  
Chicago—Chicago Auto Show (Intl. Amphi-  
theater), Jan. 4-12.  
Chicago—Intl. Livestock Expo. & Horse  
Show (Amphitheater), Nov. 29-Dec. 7.

**Indiana**  
Fort Wayne—Fort Wayne Sports, Vacation  
& Boat Show (Coliseum), Jan. 23-28. E.  
M. Berg.  
Indianapolis—Indianapolis Automobile  
Show (State Fairgrounds), Jan. 17-25.

**Louisiana**  
Buras—Orange Blossom Festival, Dec. 6-8.  
Frank Ferguson, Gen. Del. Amite.  
Cameron—La. Fur & Wildlife Festival, Jan.  
17-18. Mrs. Marie Vaughan.  
Natchitoches—Christmas Celebration,  
Dec. 7.

**Maryland**  
Timonium—Eastern Nat'l Livestock Show,  
Nov. 16-23. Joseph M. Vial.

**Massachusetts**  
Boston—Boston Auto Show, Nov. 30-  
Dec. 1.  
Boston—New England Poultry Show (Me-  
chanics Hall), Jan. 22-23.

**TV or Not TV?**

• Continued from page 130

a fair grandstand, Beam claimed.  
Good acts alone do not comprise  
a good show, he said, which de-  
pends also on superior presentation  
of every aspect on view before the  
public.

Both dissidents from the GAC-  
Hamid viewpoint lauded the effort  
of Barnes-Carruthers' "West-O-  
Rama" as attempting something  
new. In its turn, GAC-Hamid has  
charted several successes with  
package units such as promising  
vocalists, kid favorites, country-  
western, and rock and roll shows.  
Hamid, a veteran of thousands of  
fair dates, told The Billboard that  
cutting back on budgets in the  
face of increasing pressure from TV  
has not aided any fairs.

**PNE Fun Zone**

• Continued from page 130

will manage the rides at the new  
amusement area.

Mackey, Bollinger and Burten-  
shaw are scheduled to attend the  
meeting of the Canadian Associa-  
tion of Fairs and Exhibitions No-  
vember 26-28 in Toronto, as well  
as the Chicago outdoor meetings.

**Michigan**

Detroit—Detroit Automobile Show (Arti-  
lery Armory), Jan. 18-26.

**Missouri**

Kansas City—Kansas City Boat, Sports &  
Travel Show (Auditorium), Jan. 21-Feb.  
8. P. W. Kahler.  
St. Louis—St. Louis Auto Show (Arena),  
Nov. 22-Dec. 1.

**New York**

Buffalo—Buffalo Auto Show (Maaten Ave.  
Armory), Jan. 4-11.  
Buffalo—Festival of Pets (Coliseum), Nov. 21-24.  
Murray Zaret.  
New York—National Motor Boat Show  
(Coliseum), Jan. 17-26. Joseph C. Chabate.  
Troy—Troy Auto Show (New York State  
Armory), Dec. 2-7.

**Ted Rosequist**

• Continued from page 130

Knight and John M. Pierce, direc-  
tor of finance, in which a citizen's  
advisory group was asked to co-  
operate with the board and Rosequist  
in the development. Rosequist has  
been associated on a promotional  
and management level with fairs  
since 1932.

Paine, the son of the late Charles  
Paine, manager of the State Fair  
from 1914 to 1936 and a member  
of the board of directors from 1901  
to 1914, has been associated with  
the State Fair in various capacities  
for the past 40 years. Paine has  
had direct supervision of the junior  
division livestock, dairy products,  
poultry, pigeons and rabbits. He  
was also in charge of racing for  
the past seven years and supervised  
the horse shows. His brother, Tevis,  
was assistant secretary of the State  
Fair for a number of years and is  
now director of public relations  
for the Los Angeles County Fair  
in Pomona.

The board also approved a bud-  
get for \$2,302,326 for the 1958  
fair. The budget, which must be  
approved by the department of  
finance, is \$290,000 under that of  
1956.

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Full  
of Life!  
Fire!  
Bril-  
liancy  
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Wrist Watches—reconditioned,  
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Sample \$4.95. Ladies—\$1.00 additional.

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**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys,  
Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Blum, Flying Birds,  
Whips, Balloons, Hats, Canes, Ball Gum, Special Bingo Merchandise.

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**SYDCO'S SUPREME OLD FASHIONED  
RUM AND BRANDY FLAVORED  
FRUIT CAKE**



check-full of Nuts  
and Fruits  
The Finest Quality  
Ingredients  
Packed 1 Dozen to Carton  
2-Lb. Tins  
A 5-Lb. Tin of Rum & Brandy Nut  
Fruit Cake—  
\$1.00 ea. in dz. lots. \$1.65 ea. in gr. lots.

**Greatest Chocolate Value Ever Offered!**

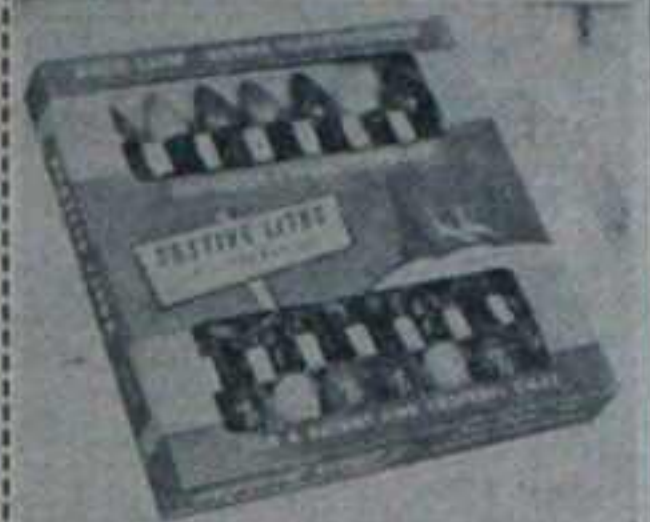


Nine varieties of Pure Coated Chocola-  
tes in each box. 3 lb. box Chocolate,  
Xmas wrapped.

Retails at \$3.00

Gross Lots \$9.00 dz. Dozen Lots \$9.40.  
We carry a complete line of 1001 other  
Gift, Toy & Novelty Items. 25% dep.  
required, bal. C.O.D. We ship same day  
we receive orders.

**FESTIVE CHRISTMAS LIGHTS**  
All Sets U.L. Approved



Each Lamp Burns Independently.  
Equipped with Clips and Add on Plug.  
Indoor Sets have C 7 1/2 Colored Bulbs.  
Outdoor Sets have C 9 1/2 Colored Bulbs.

- Multiple Type Indoor 7 Life ..... \$ .80
- Multiple Type Indoor 15 Life ..... 1.65
- Multiple Type Outdoor 7 Life ..... 1.15
- Multiple Type Outdoor 15 Life ..... 2.35

(Packed 50 to Carton)  
No Shipment Less Than Carton Lots.

**BLUE FLAME**  
NATIONALLY ADVERTISED SINCE 1940  
IN VOGUE, HARPERS, ESQUIRE  
AND MANY OTHERS

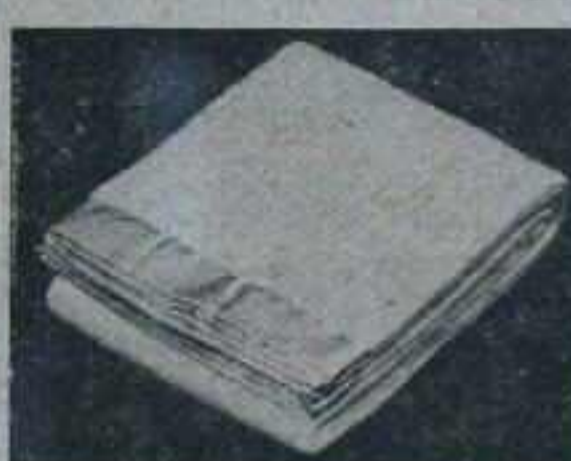


**RETAILS** **YOUR COST**  
\$19.95 **\$2.40** each in  
Set dozen lots

Sample Order \$3.00 Each.

57—DeLuxe 4 Piece Blue Flame Perfume,  
Cologne & Atomizer Set. Spillproof, Modern  
Bottles.

**BEACON BLANKETS**



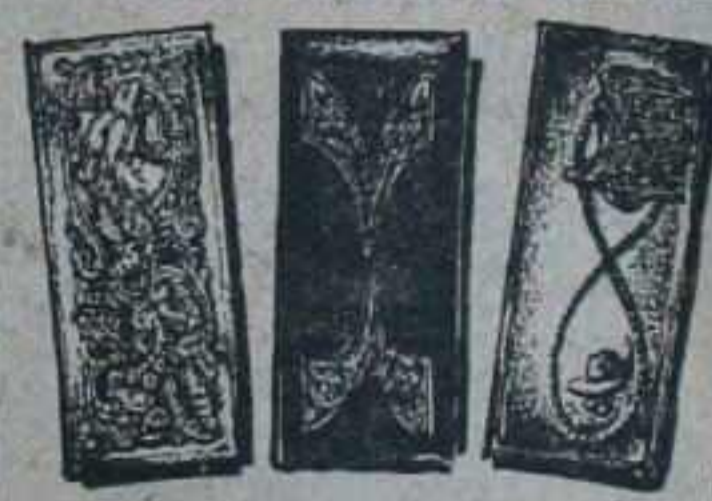
Rayon (Slightly Ir.), Nylon 72"x90" — 6"  
Acetate Binding, Polly Bagged — Assorted  
Colors.

List Price **\$14.95** Our Price Only  
**\$3.50** Each in  
Dozen Lots

Sample \$4.00 Each

**SYDCO INDUSTRIES, INC.** 624 Broadway  
Dept. B New York 12, N. Y.  
GRamercy 7-5521

**FANCY EMBOSSED BILLFOLDS (\$7.50 SELLER)**



Complete with removable  
pass case with eight trans-  
parent picture windows. Each  
wallet has a zippered bill  
pocket. Each dozen comes in  
assorted embossed designs  
Gift boxed.

**64¢** in 1/2 gross lots  
ea. **\$8.40** Sample  
Dz.

**PROVEN MONEY  
MAKERS**

Min. Order One Dozen

**PROMOTIONAL GENUINE LEATHER WALLETS  
(\$5.00 SELLER)**

Each wallet has a removable pass case and zippered bill pocket.  
The pass case has eight transparent windows. Assortment  
consists of styles shown above in fast-selling colors. Gift boxed.  
25% deposit, balance C.O.D., F.O.B. Chicago.

**52¢** ea.  
in 1/2 gross lots  
**\$6.75** Sample  
Dz.

Send for FREE 108-Page Full Color Name Brand  
Catalog and Xmas Toy Supplement

**STANDARD INDUSTRIES** 1112 S. WABASH AVE.  
Dept. B-A CHICAGO 5, ILLINOIS

**ENGRAVERS AND DEMONSTRATORS: ATTENTION!**



WRITE  
FOR  
CATALOG

Men's Expansion  
Photo Idents from  
\$4.50 doz.  
Boys', Girls',  
Men's, Ladies' Ex-  
pansion Idents  
from \$4.00 doz.

Largest assortment of  
Plated Gold Filled  
and Sterling Rings.  
25% deposit with all  
C.O.D. orders. Include  
postage with prepaid  
orders.

McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.

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

# CLASSIFIED SECTION

## A Market Place for Buyers and Sellers

### NEW ADVERTISING RATES

#### REGULAR CLASSIFIED ADS

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 25¢ per insertion additional to cover cost of handling replies.

**RATE: 20c a word—Minimum \$4.**

#### CASH WITH COPY

### FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

#### DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

**RATE: \$1 per agate line—\$14 per inch.**

#### Minimum \$10.

#### CASH WITH COPY

(unless credit has been established)

### ACTS, SONGS & PARODIES

**A DOLLAR BRINGS "COMEDY GUIDE,"** the entertainer's handbook with an unlimited wealth of comedy material, plus "heckler" file. The MC's best pal. Show-Biz Comedy Service (Dept. BB-40, 1613 East 29th St., Brooklyn 29, N. Y.)

**100 THANKSGIVING GAGS, 81 ORIGINAL** topical material. 1,200 gags, 48, 800 gags, 85, 500 gags, \$2, 300 gags, \$2. Eddie Gay, 341 West 72nd St., New York 23, N. Y. ch-2

**PUBLISHER AND RECORDING COMPANIES** "If There is a Chance," V. J. Pantano, McArthur Hotel, St. Louis 2, Mo.

**"RICH AND BARE"—OVER 1,000 ALL-NEW** classified gags and retorts. Spicy! Only \$1. Edmund Orrin, 2622 Filbert, San Francisco 23, Calif. ch-33

**SEND FOR FREE CATALOG OF ORIGINAL** new comedy material: Gaffles, Skits, Musicals, Parodies, etc. Laugh's Unlimited, 106 W. 45 St., New York City. no-25

**22,000 PROFESSIONAL GAGS, ROUTINES,** ad lib., doublets! 1,000 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. de-23

### AGENTS & DISTRIBUTORS

**ATTENTION, ENGRAVERS—SPECIAL**  
Hearts, Broken Hearts, 34-In. Necks, gold, silver, Gross \$21.00  
Bridal Hearts, 24-In. Necks, gold, silver, Gross \$21.00  
Name Necklaces, all 900 names, write for sample & price. Doz. \$2.00  
Earrings, ass't, big values. Doz. \$2.00  
The Slides, Cuff Links—many values. 25% deposit with order, balance C.O.D.

**DELSEA JEWELRY CO.**  
Delsea Drive Franklinville, New Jersey

**AUTOMATIC LIGHTERS DOZEN \$3.75.**  
Dollar halogens dozen \$1.20. Rainhats gross \$7.20. Samples, catalog 1,001 bargains \$1.00. Milwaukee, 688 Broadway, New York. ch-24

### AGENTS & DISTRIBUTORS

**DECALCOMANIA TRANSFERS NOW OFFERED** in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Slide line salesman wanted, also make money with our line of automobile initials and sign letters. Free samples. "Balco," XL, Boston 19, Massachusetts. ch-up

**DISTRIBUTORS WANTED FOR NEW** Country Label, featuring Jim and Edith on Jay Records. Religious and country songs; D.J.'s are playing. Jay Records, 121 Shelby St., Sidney, Ohio.

**EARN \$1 HOURLY IN YOUR SPARE TIME** taking orders for Christmas Gifts, Cookware, Watches, Silverware, Books, etc. Write today! B.H. Jones, 184 Sumpter St., Brooklyn 23, N. Y.

**RARRINGS — ASSORTED STONED AND** labored, \$5 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. no-18

### FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 ds.  
Stoned & Tailored Earrings 1.75 ds.  
Pierced Earrings on Display 1.25 ds.  
Charm Bracelets, ass'd 1.50 ds.  
Eng. Lord's Prayer Neck, boxed 3.00 ds.  
Fancy Miraculous Cross on Display 4.50 ds.  
Children's Jewelry, boxed, ass't. 2.50 ds.  
Asst. The Slides, carded 7.20 ds.  
2-Pc. Stoned Sets, ass'd 3.25 ds.  
Tie & Cufflink Set, ass'd 3.25 ds.  
Summer Earrings, ass'd 12.00 gr.  
Pearl Necklaces (domestic) 1.45 ds.  
Neck & Earrings, ass'd, boxed 9.00 ds.  
Cufflinks, carded, ass'd 1.95 ds.  
Necklaces, ass'd 1.50 ds.

### FREE BONUS OFFER UNTIL CHRISTMAS

**ONE GROSS ASST. EARRINGS FREE WITH EVERY \$100.00 ORDER**

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.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.

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1820 Westminster St. Providence, R. I.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.

### EASY SELLING BIG PROFIT ITEMS—

Aligator, Tooled Leather, Snake, Unicorn Calf (natural color hair) Purse and Gifts. Import Sales, Box 52, Miami 41, Fla. no-11

**FRAMED OIL PAINTINGS — GENUINE** hand painted in oil colors. 8x12", \$12 per dozen. 10% off in lots of 50; 15% off on lots of 100 or more. Marshfield Art Studio, 827 So. Central, Marshfield, Wis.

**HILARIOUS CHRISTMAS AND FUN** Cards. Send \$1 for sample pack of each, wholesale price. Ace Enterprises, Box 202, Lynchburg, N. J. no-11

**HUNTING HORNS—STEER 14", \$3, WITH** Reed, 30; Powder Horns, \$4. Discount on quantities. Frontier Products Co., 3102 Sallinas, Laredo, Tex.

### IOWA'S PROFIT MAKERS NOW YOURS

Expanded plant opens franchises for quality "homemade" Candles. After 25 years' successful gross and individual selling in Iowa, we're going nationwide. Write for complete details, introductory sales kit offering big profits, good repeats.

### PEGGY ANN COMPANY

One Main St., Iowa

**JAPANESE IMPORTED STRAW RUGS.** 8x8 warp in colors. Hooked Carpet or Oriental Patterns, 24x36. Two or more delivered \$3. Value \$3.50 each. Act now. E. Condon, Upper Darby, Pa. ch-no-11

**JOKERS FUN SHOP — FULL CREDIT AL-** lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. no-25

**LAVENDER SACHET PILLOWS—MADE OF** beautiful imported metallic mesh and plastic lace, filled with dried lavender flowers, set off with miniature spring flowers, size 2x3 inches, assorted colors, packaged in cellophane, 20¢ price tag. 1,000 pillows, \$98; 500 pillows, \$50; 100, \$14. Sample 50¢. \$2 postpaid. Satisfaction guaranteed. Sample materials information free. Deerman Mfg. Co., Box 231, Valdosta, Ga.

**KEEP A RECORD OF YOUR INCOME TAX** deductions. A most complete record book for individuals. Sample, \$1.00. Keep a Record Co., 831 Wall St., Haverhill, Ga.

**MEN'S WALLETS—PLASTIC-ALLIGATOR.** Sensational price, \$14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. no-18

**ROYAL JELLY CAPSULES—CONTAIN THE** fabulous nutritive jelly of the Queen Bee in hi-potency capsules. Retail from \$9 to \$13 vial. Costs you \$5.40 vial. Volume cost for qualified distributors, \$4.25 vial. 20-day supply. Scientific-technical reprints available. Airmail orders: "Apl-Vitalis," Dept. TBH, Box 6074, Medical Center Station, Dallas 19, Tex. no-22

**SAMPLE FAIR — 1/2 OUNCE PERFUMES.** Retail each \$2 and \$10. Crowned Queen Waters, Mfrs., 22 Charlotte, Office 101, Detroit, Mich. Assorted 13 in carton, \$4.

**SWEATER GUARDS—HAND DECORATED.** 6 dozen, carded, \$24; deluxe hand decorated Christmas Earrings, 6 dozen pairs, \$18. Lavofka Products, Box 18248, Tampa, Fla.

### SWEATER-GUARDS

SG1 Cold shield with pearls, carded. Gross lots only \$31.50

SG2 Heart motif with pearls, hand polished, carded. Gross lots only \$42.00

**NEW ENGLAND JEWELRY CO., INC.** 124 Empire St. Providence, R. I. 20% deposit with order. Balance C.O.D.

**WHOLESALE COMEDY CARDS! NINEY** reusable samples, \$1 postpaid. Import Promotional Deal! Other money makers! Sebastian Printing, 10034-B Hamlin, North Hollywood Calif. no-11

**YOUR OWN BUSINESS — SUITS, \$1.50,** Overcoats, \$5; Mackinaws, 35; Shoes, 12.50; Ladies' Coats, 30; Dresses, 15. Enormous profits; catalog free. Nathan Portny Associates, 605-AF West 12th Place, Chicago. ch-up

**XMAS CARDS WITH MUSIC DESIGNS,** records, instruments, religious, piano, etc. Free samples; low prices. Williams Paper 19 Hudson, N. Y. 12. no-28

### ANIMALS, BIRDS, PETS

**WANTED TO BUY—TRAINED DOGS. THE** younger the better. Send full details. Box A-199, Billboard, 1820 N. Gower, Hollywood 28, Calif. de-16

### BUSINESS OPPORTUNITIES

**NITE CLUB-RESTAURANT FOR SALE —** Complete with dance floor, stage, kitchen equip., dishes, silverware, air cond., amplifying and Spolette system, chairs and tables, separate bar seating 60; main room seats 250. Very modern, just renovated, ready to operate. Box C-248, c/o Billboard, Cincinnati, Ohio.

**ROLLER SKATING RINK — 31x140 PORT-** able Tent, completely equipped. Sets up quickly. Write Lou Lambrecht, 7006 29th Ave., Kenosha, Wis. no-18

### FOR SALE SECONDHAND GOODS

**36 FT. MERRY-GO-ROUND, NEW TOP AND** side walk; 8 tub whirl slide; gasoline powered Train, 450 ft. of track; Kiddie Car and "Comet" rides. Many extras included; must sell, lease desired. Carl Ferrara, 3728 DuSable, Logan 4-3403.

### FOR SALE—SECONDHAND SHOW PROPERTY

**ATTENTION, RIDE OWNERS!** For Sale: Single-Arm Loop-o-Planes, \$200. Turn old junk rides into cash. Give description and lowest cash price.

**QUAD CITY AMUSEMENTS** R. R. 1, Box 143 Granite City, Ill. Phone: TR 7-3752

**BUILD KIDDE RIDES, TESTED PLANS—** Kiddie Auto; Airplane; 1000 Chartrains; Little Pet, Sloping Rocket, \$8 each. Free catalog. Brill, Box 873, Pontiac, Ill.

**50X130 DRAMATIC END TENT, WALLS** and 15x15 marquee, cheap. Billy Choate, Hibbee's Comedians, Dyer, Tenn. no-18

**FOR SALE—TEN SKY INVADER MACHINE** Guns mounted on trailer, similar to Sky Fighters, all new in 1954; one home made 10-car Kiddie Auto Ride; one home made 6-car Kiddie Auto Ride (no cars). Alva Merriam, Ogden, Iowa. Phone 436.

**HIGH STRIKER, 20 FT. LIKE NEW, ELECT-** ric lights, portable, 2 sections, easy one-man erection, carried atop car, \$200. Ross Train, 234 Boycraft Blvd., Buffalo 25, N. Y.

**KIDDE RIDES, USED ONLY TWO SEAS-** ons, in top condition. Merry-Go-Round, Pony Cart Ride, Kiddie Wheel. Priced at bargain for package. James M. Hardy, Box 1428, Big Spring, Texas. Phone: Amherst 4-8821. no-18

**ONE BOAT RIDE, 6 BOATS, NO TANK,** and one eight-car Kiddie Auto Ride; one 16-horse Merry-Go-Round, 10a new. P. A. O'Byrne, RR 1, Box 165, Granite City, Ill. TB 7-2732

**READY FOR FLORIDA — KIDDE FERIES** Wheel, Whip, Merry-Go-Round, all truck mounted. Maryland Kiddieland Association, 6209 Carter, Baltimore 14, Md. de-18

**SET OF 8 IRON CLAW STRING-OPERATED** Diggers mounted on trailer, perfect condition. Price \$1,000. A. L. Stafford, Box 71, Manlius, Tex.

**TRAINS — ALL SIZES, GAUGES, TYPES;** new, used, custom built. Photographs, details. \$1 bill refundable. Miniature Trains, 328 Winthrop, Rehoboth, Mass.

**TWELVE FOOT POPCORN-PEANUT-APPLE** Trailer for quick sale, Creators gas popper, glass enclosed; four sides awning; new tires, ready to go. Bargain, fast sale, \$450. Rowlett, 907 Naches St., Austin, Tex.

**20 MALE AND FEMALE PONIES, LESS** than 2 years old. School Bus to haul them in, new motor, good tires. All for \$1,000, including Bus. If you are looking for bargains, this is it. Don't walk, you might be too late. No time for letter writing. Phone 3217, day or night. F. L. Cobb, Anita, Ia.

### MAGICAL APPARATUS

**NEW 135-PAGE ILLUSTRATED CATALOG.** Mindreading, Mesitism, Spooks, Hypnotism, Hocus, Crystals, Graphology, 50¢ wholesale. Sub-ministers transcribed radiophone for mentalist easily converted. Brochure prices on request. Nelson Enterprises (Dept. 18), 238 South High, Columbus, Ohio. de-1

### MISCELLANEOUS

**BINGO SUPPLIES OF ALL KINDS—BLOW-** up, Casino, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, O.

### M. P. FILMS & ACCESSORIES

**WE SELL OR EXCHANGE 8MM AND 16MM** Adult Movies. State which plan you wish. Studio B, Box 382, Lima, O. no-18

### MUSICAL INSTRUMENTS, ACCESSORIES

**CE HAMMOND, EXCELLENT CONDITION;** two big Ladies', custom built, attached dollies. Covers, extra. Chestnut Music, 1209 Linwood, Oklahoma City, Okla. no-18

**ELECTRIC SPANISH GUITARS, AMPLI-** fiers, Double-Necks, Triple-Necks, Pick-ups, Parts, etc. Free wholesale catalog. Carlin B B, Box 287, Covina, Calif. no-18

### PERSONALS

**ARE YOU SEEKING PEACE OF MIND?** Free home study course in the Catholic religion. Paulist Instruction Center, Dept. B, 2 Columbia Ave., New York 23. ch-up

**CASH YOUR MUTUAL TICKETS! FREE** details. Ford's School for Racing Fans, Box 299-B, Radio City Station, New York City 19.

**MUST LOCATE R. G. DINNETTE'S FATHER** at once. Anyone knowing his whereabouts contact Mrs. R. G. Dinnette Sr., 2411 4th Ave., Richmond, Va.

**WILLIAM FORREST SUDDATH, PLEASE** contact Don Bouscath of Insurance Adjustment Service, 324 Kaffie Bldg., Corpus Christi, Tex., regarding accident you were involved in, in March 1954. Write above address or telephone TV19 2-8721.

### Time to CASH IN ON THESE SENSATIONAL Watch Values from WEINMAN'S

Write for catalog of other items you can sell at Sensational Profits!

**BULOVA! ELGIN!**

**BRAND NEW STYLES**

**Choice Lot! 6 for \$49** (Sample, \$3.95)

**10 for \$69** (Sample, \$6.95)

Men's and Ladies' All famous makes! Complete with expansion band! Reconditioned — Guaranteed like NEW!

Men's new style Elgins, Walthams. Expansion Band. Guaranteed like new!

### SPECIAL Men's Waterproof WATCHES \$6.95 EACH

Round, waterproof cases. Expansion or leather band. (17-Jewel, \$7.95)

### Sparkling Beauty! 7-JEWEL Rhinestone WATCHES \$7.95

17-Jewel, \$8.95

Latest style rhinestones or plain Cases. In exquisite gift box! Reconditioned and GUARANTEED LIKE NEW!

### 7-JEWEL Pocket Watches \$7.95

15-Jewel \$8.95  
17-Jewel \$9.95

Reconditioned and Guaranteed like new! Sell at sensational profits!

### SPECIAL Ladies Late Style 7-Jewel Watches \$7.95

Gold, Yellow or white. Complete with stretch bands. 17-Jewel, \$8.95

### WEINMAN'S

162 S. MAIN ST., MEMPHIS, TENN.

### WITH IT AND FOR IT FOR THIRTY-FIVE YEARS

Attention: Carnival Men

28" Plush Bear \$24.00 per dz.  
25" Plush Bear \$22.50 per dz.  
No. 10 Round Balloons 1.75 per gr.  
24" Red Balloon Slicks .65 per gr.  
Heavy Carded Western Jewelry 2.50 per gr.

25% deposit if not known, bal. C.O.D. Orders shipped same day received. WE CARRY A COMPLETE LINE OF CARNIVAL SUPPLIES.

**WHITIE'S NOVELTY HOUSE**  
130 Jackson Ave., Knoxville, Tenn.  
Day Phone: 2-4410 Nite Phone: 3-1784

### JEWELRY CLOSEOUTS

E1—Tailored Earrings, Ass't. Gr. \$18.00  
E2—Stone Earrings, Ass't. Gr. \$11.00  
E3—Pierced Hoop Earrings, Gr. \$8.50  
E4—Stone E-Rings, Etc., Ass't. Gr. \$12.00  
T1—Tailored Tie Sets, Bad. De. \$3.00  
T2—Ass't. Tie Sets, Bad. De. \$4.50  
S03—Tie Set, Mon. Clip, Pen Set, Ea. \$1.50  
S04—Neck-Ear Set & Jewel Pen, De. \$1.50  
S05—Tie Set, Money Clip & Pen, De. \$1.50  
O1—Odd Lot Neck & Brace, Gr. \$3.00  
B1—Bracelets, Ass't. Gr. \$4.00  
W1—Men's 6-Piece Watch Set \$5.50  
W2—Ladies' 5-Piece Watch Set \$5.00  
W3—Men's W.P. & Ex. Bd. Watch \$6.00  
W4—Men's Stone Dial Watch \$5.50  
P13—Men's 10-Piece Watch Set \$6.75  
P15—Men's 10-Piece Watch Set \$6.75  
P16—6 Ass't. Cuff Sets, Bad. \$2.25  
P24—Men's 5-Piece Watch Set \$4.75  
R1—Gents' Stone Rings, Ass't. Gr. \$2.50

13—Stoned Pen & Lier, Bad. Ea. \$1.50  
K101—Lad. or Men's Manicure Set, Dz. 7.25  
K2—Wall Crucifix, Bad. 9"x5". Dz. 4.50  
R101—Pearl Rosaries, Bad. Dz. \$9.00  
R102—Pearl Rosaries, Bad. Dz. \$9.00  
K104—Religious Medallions, Bad. Dz. \$6.00  
3—Gift Perfume Set, Bad. Dz. \$4.40  
6—"Your Grace" Perfume, Bad. Dz. \$9.00  
8—"Lia's Dear" Perfume, Bad. Dz. \$11.50  
465—Stone Neck & Ears, Bad. Dz. \$7.50  
470—Stone Neck & Ears, Bad. Dz. \$9.00  
2255—3 Piece Pearl Set, Bad. Dz. \$8.50  
R101—Ladies' Wallets, Dz. \$4.50  
R122—Ladies' Wallets, Dz. \$3.00  
R143—Ladies' Wallets, Dz. \$3.50  
R124—Men's Wallets, Dz. \$3.00  
R145—Ladies' Wallets, Bad. Dz. \$5.00  
R147—Men's Wallets, Bad. Dz. \$11.25  
T41—Tieon Brace & Neck, Bad. Dz. \$6.00  
L1—Ransom-Type Lighter, Dz. \$9.00

TRY SAMPLES OF ANY ITEMS AT REG. PRICES. 30% DEP., BAL. COD. FREE CATALOG.

**NEW ENGLAND JEWELRY BUYERS**  
124 Empire St., Dept. 8 Providence, R. I.

### Hawaiian TI PLANT LOGS

Bugged 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 bush. 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. \$8.00.

**LOWEST PRICES ANYWHERE**

**Sherfy's**  
5601 University Way, Seattle, Wash.

### CLOSING OUT 50,000 "FIREBALL" The Christmas Tree Fire Extinguisher

Looks like a Xmas Ball. Automatically releases liquid. Individually, attractively boxed.

Last year a \$2.95 retailer. Now "surplus-priced" for promotional selling or premium giveaway.

Advice quantity desired for our lowest price quotation.

Sample dozen—\$5.00 postpaid

**SEABOARD INDUSTRIAL SUPPLY CORP.**  
151 N. 3rd St., Philadelphia 4, Pa. Market 7-3522

### You Can't Beat BRODY for Merchandise

We Carry a Complete Line of

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This Tear-Gas Pencil discharges tear gas instantly when you



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PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, IL. ch-12a

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ALWAYS FASTEST SERVICE—QUALITY 3-color posters! 14x22 window cards, 28 hundred; 17x25 slide, \$12.50 hundred. Tribune Press, Dept. 437, Earl Park, Ind. de-23

MIDWAY SPECIAL—200 BUSINESS CARDS, 200 8 1/2x11 Letterheads, 200 6 1/2 Envelopes, 25 postpaid. Printing & Acc. Box 282, Lyndhurst, N. J. no11

**SALESMEN WANTED**

1300 FIRST WEEK OR MONEY BACK—New Glass Ad Clock, unlike any in world. Electric Ad Clock Co., 227-231 W. Illinois, Chicago 10. ch-2p

SELL NEW YEAR PARTY ASSORTMENTS in Taverns, Clubs, Hotels. Eagle Specialty Co., Akron 14, Ohio. no25

**TATTOOING SUPPLIES**

A-1 TATTOOING MACHINES—WORLD'S finest; best outfit; complete with free instructions; all supplies; free catalogue. Owen Jensen, 120 West 83d St., Los Angeles 3, California. de-9

LEARN PROFITABLE FASCINATING TATTOOING. Free illustrated literature. Zeis, 728-A Leslie, Rockford, Ill. np

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LARGE RECORD MANUFACTURER WISHES to purchase tapes suitable for LP's, preferably with name artists. Box M-548, c/o Billboard, Cincinnati, O.

WANTED—16MM USED PANORAM FILMS, one or a hundred. Give full details for immediate cash in first letter. 3122 N.W. 35th, Oklahoma City, Okla.

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REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Wednesday for the Following Week's Issue

GENERAL AGENT TO HANDLE HYPNOTISM shows. Ready to go. See ad on phone-man page or call Streitz, Boonville, Mo. TU 2-5152.

NAME BAND REORGANIZING NOV. 18. Needs Musicians all chairs. Southern locations. Don't misrepresent. Write or wire; Orchestra Leader, 3301 Patterson, Chicago 41, Illinois.

WANTED—EXPERIENCED, HONEST TELEPHONE Advertising Salesmen-Saleswomen, Ohio-Kentucky-West Virginia. Write: Patrick's Publishers Associates, 138 W. Mayen, Youngstown, O.

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5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column.

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**CIRCUS & CARNIVAL**

RAYS CIRCUS REVUE SOLICITING offers 1958; just closed 3rd successful season Bill Greens Bird & Animal Farm, Fairlee, Vermont. Now winterquarters. Magnolia, Ohio, Route 21. Phone: Union 62010. de23

**DRAMATIC ARTISTS**

DRAMATIC ACTRESS—PROFESSIONAL, age 34, single. Interested in TV. Have photos. Maurine Dillinger, care The Billboard, 390 Arcade Bldg., St. Louis 1, Mo. no25

**MISCELLANEOUS**

AVAILABLE FOR ALL TYPES OF INDOOR Shows and Events: Wilma Lee and Stony Cooper with the Clinch Mountain Clan, stars of the "Grand Ole Opry" and Hickory Records; The Mansfields, American's foremost sharpshooting family; The Ortons, outstanding sharpshooting, archery, knife-throwing act; The Los Larabees, whips of the Argentine; Archie Hoyer's Western Revue of sharpshooters, educated horses, mules, performing dogs, monkey; Chat Roth's Parade of Magic; Dick Carson, star of radio, stage, records and screen America's Cowboy Blues Yodeler; also Len Webb and His West Virginia Pale. Available as single or combined units. Contact Frontier Attractions, 422 West High Ave., New Philadelphia, O. no11

HYPNOTISM-ILLUSION SHOW JUST COMPLETED Canadian tour. Good publicity. In Spanish or English. Harland Strutz, Boonville, Mo. Phone: TU 2-5153.

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F Diehl, Route 2, Staunton, Va. je2 20

**MUSICIANS**

COMBO WILL BE AVAILABLE IN JUNE. Quartet or Quintet. Will work single or contract bookings. Contact: Jerry Woodward, 1400 Wabash, Terre Haute, Ind.

DRUMMER—NAME AND SEMI-NAME EXPERIENCE; young, single, cuts all styles. Prefers modern big band or combo. Will travel. Larry Stevens, 745 So. 3rd, Sioux Falls, S. D. Phone 2-6509. no18

EXCELLENT SOLO ORGANIST AND PIANIST. Beautiful stylist, record of long engagements. Available now. George Sankey, 20 Groveland, Minneapolis 3, Minn.

FOUR PIECE BAND AVAILABLE FOR Night Clubs, Cocktail Lounges, etc. Plays rock and roll, jazz, etc. A show within the band. Wire or write: Orchestra Leader, 5727 LeSalle St., Chicago, Ill. no25

GIRL BASS PLAYER—READ OR FAKE; sober, reliable, experienced all types music; will travel; union. Double section tenor. Box C-242, c/o The Billboard, Cincinnati 22, O. no11

KEFAUVER SLEPT HERE! SO GIG'S FOLDING. Experienced. Piano Man, 22 Garland Ave., Hot Springs, Ark.

STRING BASSIST—AVAILABLE IMMEDIATELY. Desire Eastern locations preferably. "Name" background, good personality. Locals 802 and 10 Musician, 210 24th St., Virginia Beach, Va.

TENOR, CLARINET FOR COMMERCIAL Band or Combo, good tone, reader, experienced, reliable, good appearance. Prefer location. Contact: Ralph Hochaday, Manchester, Iowa.

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BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1641 S. Dennison, Indianapolis 21, Ind. nn18

HIGH DIVING EXTRAORDINARY. Featured by Fox Movietone and the New York press. Presented here and abroad. Results impressive. Large, colored illustrated posters available. C of Mac Productions, 456 Lamblie Place, Warren, Ohio N. E. Phone 45337. mh3

OUTSTANDING TRAPEZE ACT—AVAILABLE for indoor events. Flashy silvered paraphernalia, real feature act. Price reasonable. For literature, details address: Charles La Croix, 1304 South Anthony, Fort Wayne, Ind. Telephone: Eastbrook 3312.

**VOCALISTS**

OUTSTANDING MALE VOCALIST—POP, rhythm and blues. Will send audition recordings to all recording companies requesting same. Box C-246, c/o The Billboard, Cincinnati 22, O. no18

**CHRISTMAS EARRINGS**

Sensational new styles, hand decorated. Also Feathers, Flowers, Plastic Floral, lightweight French Iris and many others. Special introductory offer—4 pairs prepaid for \$1.00 (value \$4.00). Jobbers, salesmen, wholesalers, write LASTUFKA PRODUCTS Box 16248 Tampa 9, Florida

**ALY THE GATOR**



Aly is a Genuine Alligator Stuffed and Preserved. Aly is so unusual he attracts attention everywhere. Over 500,000 sold to date. A natural for any Carnival or Fair.

In 100 lots:	
15 inch	\$.75 each
21 inch	.90 each
26 inch	1.25 each
30 inch	2.00 each

**ORDER TODAY!**

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**WORLD'S SMALLEST LITER**

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All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

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Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

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Ideal for Engravers. State Your Business.

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The Billboard's

**OUTDOOR CONVENTION SPECIAL**

Dated November 25

A REAL "KNOCK-OUT" OF A BUY FOR MERCHANDISE ADVERTISERS

Besides its EXTRA DISTRIBUTION, COVERAGE, etc., the Outdoor Convention Special is an exceptional buy for Merchandise Advertisers because of its timeliness. Distributed Nov. 25, a full month before Christmas, this Special will give you an opportunity to reach thousands of buyers immediately before the big fast-minute pre-Christmas rush for gift, premium and novelty merchandise.

Ad Deadline... Tuesday, Nov. 19

Reserve Your Space TODAY!

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DUNBAR 1-6450

NEW YORK 36, N. Y.  
1564 Broadway  
PLAZA 7-2800

CHICAGO 1, ILL.  
188 W. Randolph St.  
CENTRAL 6-9818

ST. LOUIS 1, MO.  
812 Olive St.  
CHESTNUT 1-0443

HOLLYWOOD 28, CALIF.  
1520 North Gower St.  
HOLLYWOOD 9-5831

## OVERHEAD IS CRUX

### Op: Low Costs Key To Super Success

By FRANK SHIRAS

This is the third in a series of articles on bulk vending in supermarkets. Detailed here is the experience and operation of Alvin (Bob) Kantor, Confection Specialties, Inc., a leading Chicago operator.

CHICAGO — Bulk venders placed in supermarkets gross more than those in any other type of location, said Bob Kantor, who operates approximately 800 bulk venders in chain and individually-owned supermarkets in the greater Chicago area.

But on the other hand, supermarkets demand higher commis-

sions than standard locations. The result is a net profit that is considerably lower than that to be had in other locations.

#### Cut Overhead

Because of his size, said Kantor, he can cut overhead costs enough to overcome the obstacle of low net profits and make his vending in supermarkets successful. He buys in volume direct from the manufacturer thereby realizing savings in the cost of equipment and fills. He also specializes in gum balls and charms to the exclusion of all other bulk-vending products. In this way savings are made thru increased efficiency in the filling and servicing of machines as well as in simplified paper work.

Because of his size he can service his machines when they need it simply by sending out a man with a list of the machines that are due for refill. Not only does this increase the efficiency of operation but increases profits thru maximum take from all venders.

The small operator, said Kantor, is not in a position to realize such savings in overhead. This predicament, he thinks, is the most important reason why small operators have difficulty in breaking into supermarket vending.

#### Sales Resistance

Kantor reports there is still considerable sales resistance from the supermarkets to overcome. All types of businesses want to get into the stores, he said, which at once

(Continued on page 147)

## Colo. Springs 1-Cent Cig Tax

COLORADO SPRINGS, Colo. — By a count of six to three the city voted to put a 1-cent per package tax in effect on cigarettes beginning January 1, 1958.

Merchants in the city have organized and formed a 13-man committee that will seek a referendum on the new tax. Funds have been raised locally and legal counsel employed.

Almost two years ago a similar tax of 2 cents on a package was proposed by the city council, but the plan was abandoned due to efforts of the local merchants.

## Diversified Bulk Route Pays Off

This is the first part in a two-part series on the complete operation of diversified bulk vending operator.

DETROIT — Diversification of both type of fill and type of bulk vending machine, along with a route that extends thruout the greater Detroit area is employed by George Wilson, Wilson Vending Company, as the most profitable way to conduct his bulk operation.

In a city which prohibits the use of charms in bulk vending machines (The Billboard, October 7), Wilson aggressively used diversification as an effective countermeasure.

In securing locations Wilson has devised a seven-point sales presentation that emphasizes his bulk venders as a service to the customer which the store owner can enjoy and profit by with a minimum of responsibility.

Wilson operates 500 machines; 325 are peanut machines, two-thirds of them operating at a

penny, the rest at a nickel; 150 are tab and ball gum venders, all at a penny; and 25 are bulk candy machines, both penny and nickel types.

Most of Wilson's gum machines are the six-column type, and he seldom varies the standard brands used. Peanuts, too, are an unvarying staple. In the candy venders, however, Wilson makes it a policy to introduce new flavors regularly. Boston Baked Beans, Bridge Mix, and Excel Mix are the popular brands in his experience, while Cinnamon Drops, a recent innovation, are already proving good.

Seasonal changes are a relatively minor factor in Wilson's operation. In many locations he switches from peanuts, which do not keep well in hot weather, he reports, to candy for the summer months. Some soft candies which are satisfactory for the cold months have to be replaced in the summer. However, no physical movement of machines themselves is necessary during the changing seasons, he says.

Wilson's route covers the entire Detroit area and spreads a little into the suburbs. He has machines fairly evenly placed in every part of town. He covers a distance of about 25 miles maximum radius from the center of the city, and about 30 miles from his home, where he has his headquarters. He drives about 2,000 miles a month in his business. Working six days a week, this means around 100 miles a day.

Wilson estimates that one-third of his time is spent in driving. He

(Continued on page 149)

## Vending Status Undecided on Ill. Tollways

CHICAGO — Policy decisions affecting the part vending operations will play in the public-service facilities to be constructed on Illinois tollways have not yet been made.

A final decision to construct 10 service stations and five "over-the-tollway" restaurants has been made, however, according to Quentin Lambert, public relations director of the Illinois Toll Highway Commission.

Agreement has also been reached on the parties involved in the service facilities. In September, Standard Oil Company of Indiana was given a concession on service-station facilities, and made a contractual agreement to construct the 10 service stations and five restaurants at a cost of \$13,000,000, said Lambert.

Last month, Standard Oil entered into a sub-contract with the Fred Harvey restaurant chain whereby Harvey will be sole concessionaire in operation of the five restaurants.

The service facilities will be unique in that the restaurants will span the highways. The intent is to increase efficiency and cut on costs, which a single restaurant serving the flow of traffic in both directions will accomplish.

Service stations and parking areas will be built on either side of each restaurant. Thus the 10 service stations and five restaurants will break down into five actual, compact public-service sites.

The advantages of such a set up for the patron would also be shared by any operator, for he would be in a position to service 15 large locations in a mere five stops.

The director of public relations for Fred Harvey, Tom Menaugh, stated that at the present time he could not comment on the status vending will have. He said, however, that each restaurant will offer "complete service" to the customer around the clock. There will also be a take-out service along with

(Continued on page 148)



SHOWN is a new selling device successfully used by Phoenix, Ariz., operators in capsule venders. A representative selection of charms vended in the machine is mounted on an eight-by-six poster display card. The card is then inserted in the globe in front of the capsules. The Phoenix operators said the card display was tried because people made little attempt to see what was vended in the capsules. (See Billboard article, September 30 issue.)

## News in Brief

### Vending Firms to Exhibit At NAC Confab in Miami . . .

Eight vending machine firms will display their wares at the annual convention of National Association of Concessionaires, to be held at Hotel Americana, Miami Beach, November 20-23. Automatic merchandisers and their representatives include ABC Vending Corporation, Charles O'Reilly; Apco, Inc., Mel Rapp; Cole Products Company, Al Cole; Arthur H. Du Grenier, Inc., Richard Gibbs; Lovitt Enterprises, Sid Lovitt; Mechanical Servants, Harold Baum; Rowe Manufacturing Company, Robert Deutsch; Rudd-Melikian, L. K. Rudd, and the Vendo Company, Alex Izzard.

### Standard Financial Reports Nine-Month Earnings \$188,488

Standard Financial Corporation, commercial and instalment financing institution, announced earnings for quarter ending September 30 of \$188,488, comparing to earnings of \$166,429 for the same period last year. Net profit after taxes for the nine-month period was announced as \$495,436 or 41 cents per share, which compares to \$425,881 or 35 cents per share for last year. Besides main office in New York, firm or its subsidiaries maintain offices in Chicago, Los Angeles, Elmira, N. Y.; Atlanta and Rome, Ga., and Dallas.

### Study Accounting System At NCWA October Meeting . . .

At its annual fall meeting in St. Paul, Minn., October 11-12, National Candy Wholesalers' Association, Inc., studied possibilities for developing a distribution cost accounting system for NCWA members. Comparable to a system many manufacturers have, it gives members of an industry net profit and loss figures for various product classifications, servicing of individual customers and territories. Executive committee of NCWA also authorized renewed legislative effort of association to strengthen Robinson-Patman Act against what association considers discriminatory prices and inequities in tax structure that favor co-operatives in competition with wholesalers. Executive committee also approved increase of association's services to its members. A raise in dues was not planned for the new year.

### Utility Cost Saving Service Offered by American Utility . . .

American Utility Cost Consultants offers a service designed to reduce electricity and gas purchase costs of large and small businesses. Rather than recommend cuts in utility use, the AUCC service advises on more efficient purchasing. Clients send monthly paid utility invoices to AUCC office where they are first checked for accuracy and then analyzed to determine whether a change to other available rate schedules would be more economical. If recommendations of AUCC are put into effect, no charge is made for service unless costs are reduced, in which case fee is a percentage of monthly amounts saved. Fee is charged for a specific period, after which all savings revert to client.

### Vend-Rite Markets New Coffee-Cocoa Vender . . .

Vend-Rite Manufacturing Company, Chicago, marketing new Roomservice hot beverage vender that dispenses Nestle enamel finishes, has 102-cup capacity (68 coffee, 34 chocolate), coffee and cocoa. Model X125 comes in brown and tan baked and is equipped with A.B.T. slug rejector. Vends for either nickel or a dime. Features self-contained hot water heater. Stir stick vended with each drink. Measures 68 inches high by 21 inches wide by 10 1/2 inches deep at base, 8 inches deep at cabinet. Price not announced.

### Nestle Has New Line of Hot Self-Mix Drinks . . .

Nestle Company, Inc., White Plains, N. Y., announced new line of four self-mix hot drinks. Coffee, cocoa and bouillon cubes with beef or chicken flavoring are vended in packages designed for single servings. Both cocoa and coffee come with stirrers, and coffee package is vended with Nescreme and sugar. Two crackers are vended with each package of bouillon cubes. Coffee and bouillon cubes are packed in cases of 20 carriers of 50 packages per carrier; cocoa is packed in cases of 10 carriers of 50 packages per carrier.

### Refrigerating Vender Made By Swedish Company . . .

Bergdom & Company, A-B, Malmo, Sweden, has introduced a refrigerated merchandise vending machine that dispenses such items as butter, cheese, bottled beer and canned food. Called the Rotosell, it has round metal base approximately three feet in diameter in which refrigeration unit is enclosed. Translucent tube rises from center of base to top of machine. Around tube are set 120 vending compartments in shape of pie cuts, the whole top part of machine becoming a revolving cylinder that carries the merchandise in the compartments. Customer presses start button until desired compartment is flush with one of eight stationary drop doors and then presses stop button. Lights in center tube provide color display and illuminate merchandise.

### Miscellaneous News From Around the Country . . .

Lafayette E. Hammond elected president of Lehigh, Inc., vending machine manufacturer. Named vice-presidents were Leroy M. Bissett and Clayton L. Coulter. Hammond, chief engineer at Lehigh since 1918, succeeds Alvin A. Shumann, now chairman of finance committee. . . . Gibbs MacDaniel, president of City Wide Vending Machine Company, San Antonio, named to board of directors of National Automatic Merchandising Association. . . . Morris Gisser, president of Cleveland Coin Exchange, named chairman of amusement division of Cleveland Israel Bond Committee Trade Division Campaign.

## REVENUE LAG IN CIG TAX HIKE

HELENA, Mont. — A doubled cigarette tax was recently put into effect in the State and revenue is 10 per cent below that expected, said J. F. Reid, chairman of Montana's chief taxing agency.

The Montana State tax now stands at 8 cents per package, and Reid believes that it has brought revenue to "a stage of diminishing returns."

**RECONDITIONED  
CIGARETTE AND  
CANDY  
MACHINES**

Many makes, models,  
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**GUARANTEED  
SAME AS NEW**

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VACUUM-PLATED  
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**GIVE TO DAMON RUNYON  
CANCER FUND**

**Low Costs Key**

Continued from page 146

drives up competition and causes a pick-and-choose attitude on the part of supermarkets.

The managers of the different stores and chains Kantor contacts are critical of bulk vending. For one thing, bulk vending is still relatively new to supermarkets, and managers are skeptical of its possibilities. They tend to associate the venders with corner stores and train stations and are dull to or unaware of their potential use in their stores. Besides these reasons, managers often want more profits from the venders than it is possible to give.

Kantor has developed a careful sales presentation to counter this resistance. Going direct to the manager of a single store or chain, he always takes a bulk vender with him in order to better demonstrate the different selling points he wants to cover. Kantor also carries a sales book which he has made up for himself from different sources. In it he has photographs of bulk venders on location in different stores, articles about bulk vending, and other data that will give depth to his sales talk.

He also selects other stores or chains similar to the one he is trying to sell, and goes into detail, explaining the operations and procedures that he has been using with success.

**Business Presentation**

Kantor rounds out his sales talk with a presentation of himself as a businessman. He points out that he is a full-time operator and that he carries full-coverage insurance on his machines. He makes two other points which he considers of considerable psychological importance. He explains to the manager that he is in a national vending organization and that he has a definite place of business. Kantor says managers of the big stores are favorably impressed when an operator can give a business address.

Because of the inevitable restrictions that go with his size, the small operator is not in a position to give the type of sales presentation which has enabled Kantor to operate in such chains as National Food Stores and Hillman's. However, there is no reason why, with the aid of a carefully planned sales presentation, he could not locate his venders in the many individually-owned supermarkets.

**Supermarket Success**

Kantor gave several reasons when asked why he thought his gum machines are successful in supermarkets. The most obvious reason he mentioned was the profitability of the machines in conjunction with the small amount of space they use. He said that managers also notice how strategically placed venders seem to cause customers to "tarry" for that fraction of time in which other items needed are thought of.

Customers, said Kantor, enter supermarkets in a buying mood with the intent of making purchases for a whole week or longer. They want to relax and look around, he said, and the mere chewing of gum bought spontaneously helps to preserve that buying mood thru its relaxing effect.

A final reason for the success of his machines, said Kantor, is the tendency of parents to use them as a reward for good behavior from their small children that they take with them. The child not only likes the gum but enjoys operating the machine, and the parent finds the venders a simple way of solving

(Continued on page 148)

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Machines, Parts, Globes  
Charms, Merchandise Supplies  
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\$13.25**  
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4709 East 27th St., Kansas City 27, Mo.

**CIGARETTE AND  
CANDY MACHINES**

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest price anywhere—compare.

STONER, 8-COLUMN CANDY, 160 capacity, prewar model	\$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model	80.00
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NATIONAL CANDY, 9-column	90.00
ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb	85.00
EASTERN ELECTRIC CIGARETTE, 8-col., all coin, 25c & 30c	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.

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308 Furman St., Brooklyn, N. Y.  
Triangle 5-1857

**VICTOR  
Standard  
TOPPER  
1c  
BALL GUM  
VENDOR  
\$13.25**  
Each  
\$12.75 Each  
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30 day money-back guarantee if not satisfied

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Write for lowest prices on filled capsules. Immediate delivery.



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TRADE-IN OFFER. As High as  
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Now Features  
10c and 25c Capsule Vending  
Gives You Greater Profits.  
Holds 200 of the New  
1 1/2" x 1 1/2" V1 Capsules

Be first in your territory with this tested and proven outstanding Money-Maker.



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**New—For Additional Income**

**ADVANCE AMCO**

**HANDY POCKET COMB VENDOR**

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in venders. Provides a highly appreciated location service and fits in well on location with other venders. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

**SPECIFICATIONS**

Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 23 1/2", width 4 1/2", shipping weight 22 lbs.; base and shackle on top; coin mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet, capacity approximately 200 combs; size of comb, 4 1/4" long, 1 1/4" wide, 7/64" thick.

**PRICE OF MACHINE**

10c Operation— Each

Single	\$24.10
2 to 11	19.20
12 to 49	18.85
50 or more	17.60

**PRICE OF COMBS**

1 to 24 gross	Gross \$3.50
25 to 49 gross	3.25
50 to 100 gross	3.00

Prices quoted are net, F.O.B. Brooklyn.  
Deposit required with order—balance C.O.D.

Immediate Delivery on Machine and Combs. Order Today!  
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and Picture Card  
both for 1c

Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



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**oak's famous ACORN  
all purpose vendor**

The all-time favorite of the vending business. Vends all 1c and 5c 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!

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Your Net Profit On Each Filling is \$15.30 on VICTOR'S NEW BASKETBALL & FOOTBALL

**BALL GUM VENDOR**

\$19.75 Holds 12 lbs. ea. 210 ball gum

Write for Lowest Prices. Complete line of Charms, Ball Gum, Stands, Parts.

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With or without nickel & penny changers.

None finer quality; none lower in cost!

Also candy, cookies, postage stamps and perfume.

OUR 25th YEAR!

**SHIPMAN MFG. CO.**  
LOS ANGELES 23, CALIF.



**Low Costs Key**

Continued from page 147

temporary behavior problems that arise during shopping.

These several points Kantor goes over with the manager of a supermarket, causing him to be more watchful of what bulk venders can do for him during the three months to a year period during which the machines are put on a trial basis.

**Vender Location**

From two to four venders are put in a supermarket by Kantor. Placement of them near the entrance or exit usually insures maximum usage. If the store has kiddie rides or attractions of one sort or another putting the machines near them is always effective. Kantor said meat counters are also good spots. When asked why, he replied smiling, "Everybody buys meat." As in all bulk vending, then, optimum placement of machines is in spots which have a maximum of traffic.

Depending upon the store, Kantor uses either single venders or ones with double tops. The reason for this is probably that of using only ball gum and charms in his machines. Not offering a variety of goods, there would be no point in setting up batteries of venders.

Kantor said that more than anything else he would like to see manufacturers make gum that doesn't stick to the floor—this being one of the main causes of difficulty in locating machines. He said that a new family of silica derivatives now makes such a type gum possible, but that "manufacturers are too unprogressive to incorporate it."

**Vending Status**

Continued from page 148

the dining room at each restaurant, he said further.

Vic West, public relations director for Standard Oil, said that his company and the Illinois Toll Highway Commission were still engaged in working out major aspects of their agreement and that other problems such as vending operations will not be taken up for at least another month.

**MINIATURE PLAYING CARDS COMPLETE DECK**

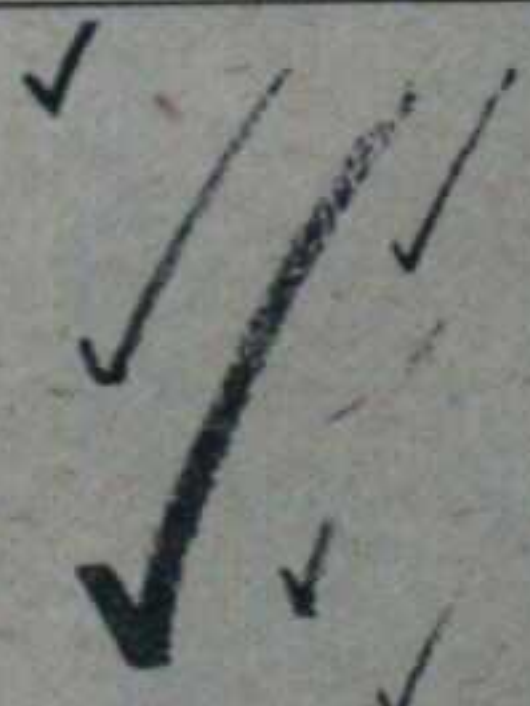
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Packed 500 to Poly Bag. WRITE

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- Victor Rocket Machines ..... 7.00
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- Allis 5c Capsule Machine ..... 9.95
- Post-War 8 Col. Stoppers ..... 195.00
- Model V, B. G. Wheel ..... 8.95
- Pre-War 8 Col. Stoppers, Theater ..... 125.00
- 2-Col. Card Machine, 3 for 5c ..... 19.50
- 3-Col. Shipman Stamp Machine ..... 22.50
- 2-Col. Stamp Machine ..... 12.50
- Ass'd. Counter Games ..... 19.50
- (Write for List)
- Columbus Bi-More Machine ..... 15.00
- N. W. 5-Col. 5c Pkg. Mach. .... 19.50
- Silver King, 1c or 5c ..... 8.50
- Acorn, 5c ..... 10.00
- N. W. Model 49, 5c Machine ..... 12.50
- Master, 1c and 5c ..... 8.50
- 3-Col. Hot Nut ..... 22.50
- DuGrenier, 6-Col., 1c Tab ..... 14.50
- Hills 6-Col., 1c Tab ..... 17.50
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Reports from Operators indicate the earnings are TERRIFIC. Re-orders are coming in regularly—which is Proof of Satisfaction.

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"Blue Sky" Operators NOT wanted!

Write for free information regarding our "plan."

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North Sacramento, Calif.

**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

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KIDS WILL WEAR 'EM AND WEAR 'EM!

Kids will wear 'em on their fingers. They'll wear 'em on their toes. They'll wear 'em on their ears. And they'll wear 'em on their noses! Birthstone Rings will do a big job for you. They're set with assorted beautiful birthstones and come in 2 sizes to fit everybody's finger. Compare these beauties for style and price with any on the market. We know you'll buy our Birthstone Rings!

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**ATLAS MASTER PENNY-NICKEL**

**Ball Gum-Charms Vendor**

The machine with the 1¢-5¢ mechanism which means 30% more profit because of the nickel play. This exclusive coin mechanism will not jam, skip or take washers. Write for details.

Send 35c for Sample Kit of Charms. SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



"World's Largest Selection of Miniature Charms"

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 Lots of 1,000 ..... \$6.50 M  
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Almonds, 5-lb. pack	\$ .85
Pistachio Nuts, Jumbo Queen	.69
Pistachio Nuts, Large Tulip	.66
Pistachio Nuts, Vendor's Mix	.57
Pistachio Nuts, Shell	.43
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.32
Spanish	.37
Mixed Nuts	.30
Tabby-Lets, 520 ct.	.22
Rainbow Peanuts	.22
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 550 ct.	.40
M & M, 550 ct.	.50
Hershey's	.43

Rain Bio Gum, 40 ct.	1.28
Rain Bio Ball Gum, 140 ct., 170 ct., 310 ct.	.32
Rain Bio Ball Gum, 100 ct., 300 lb. minimum, prepaid on all Rain Bio Ball Gum	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
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Hershey's Chocolate, 200 ct.	1.40

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.

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**STAMP FOLDERS, Lowest Prices. Write**

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# 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. "Visidome" display top attracts sales.

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GIVE TO DAMON RUNYON CANCER FUND

## Varied Bulk Route Pays Off

Continued from page 146

attempts to concentrate his calls each day in one section of the city, but says that it is impossible to do this entirely, because the frequency of filling at different stops varies from twice a week to once a month. A large, compact, evenly-spread route, however, furnishes a pattern which makes it possible to route his day's work efficiently. Commonly, tho, he will have to move from the area of the day's concentration to some distant section because he knows certain machines are low or because he

has had a call for service there. "I try to give immediate service, and that means a lot of extra driving," Wilson says. "The locations should be taken care of at once if they have enough interest to call you. I want to show interest in their stop in return."

Wilson does not operate a regular shop, because "I'm not that big. Machines don't make any money when they are in a shop, or stored around somewhere. I buy just what I need in the way of machines and put them right out."

When machines need mechanical attention or repairs, they are taken care of and promptly put back on location. He believes, from studying the experience of other operators, that having a store is not a justifiable investment in bulk vending. While machines displayed in a store window might occasionally serve to attract a passing businessman, this is not an important source of new business, and, Wilson says, "Locations are not hard to get anyway. I can get more locations than I can handle... more than I need for the equipment I have."

### Getting Locations

Simply going on the job to service a machine may often result in an opportunity to get a new location, he has found. Of a dozen men eating in a restaurant when he services, say, a gum machine, one may be a businessman who will come up and ask him to put a machine in his place of business. Such incidents happen, he estimates, once a month or oftener, so that there is a steady source of new business without even a search for it.

On other occasions the location owner or someone working there may tell him about a friend who has opened a new gas station somewhere, and wants some machines. So Wilson goes over to see the friend, backed by the verbal recommendation of the location owner he has been serving—and soon has another location. He says that "Probably half my locations come from such word of mouth promotion, rather than from direct solicitation."

### Selling Points

In approaching potential location owners, Wilson has a series of seven main selling points to present:

1. The location owner is under no obligation whatever. He does not have to make any deposit. If the machine is broken, it is the operator who will stand the expense of repairs, or will replace it if stolen, not the location. So there is really no money involved in any case for the location.

2. The machine does not mean any work for the location owner or employes. The operator does all the servicing.

3. The location is not bound by contract for any definite length of time. If he becomes dissatisfied after the unit is in for a couple of weeks, he can then order it out. In this way, there is a continual incentive for the operator to provide the best standards of service possible.

4. The machine can be a key factor in bringing other business to the store. In the case of a youngster sent to a drugstore to make some purchase, and given a nickel to spend "on his own," the child will certainly select the store where he knows there is a machine with peanuts or gum or candy that he likes, rather than a competitor's without a vending machine.

5. The vending machine may serve to stimulate the regular business of the location. This is especially true in the case of a tavern, where the consumption of beer in particular may be given a boost thru the easy availability of peanuts.

6. Vending can help to keep

waiting customers content. This applies with special force at a gas or service station. People waiting around for repairs or for service become impatient, but if there is a machine around, and they are thereby invited to enjoy, say, salted peanuts while they are waiting, their good will and tempers are more likely to be kept in equilibrium.

7. Vending can help sustain employee morale. This is very important, in Wilson's experience, in shops which depend upon quite a bit of overtime. Wilson says that when a shop works two hours overtime—an increase of only 25 per cent—the increase in peanut business is double, or 50 per cent, showing the increasing importance of vending in the overtime hours.

### Service Important

Commissions are sometimes not an important sales point, but service is. Wilson's commissions range from zero to 25 per cent according to local conditions. Many times a location owner wants to have the machine around for the convenience of employees, without being much interested in sales to customers. In some small places, the location owner just wants the machine there because he likes to have peanuts to chew on himself occasionally, and is uninterested in the commission.

Locations vary in their attitudes—some think there is a big profit in vending, others realize there is not much profit, and are satisfied with little commission.

All Wilson's commissions are set upon flat rate arrangements—no sliding scales. It would mean much additional work for a consistently

small amount of commission. He says, "I cannot see where the location is going to try to push the sales on the machine because, if they hit a certain figure, they will have higher commission."

**VICTOR'S SENSATIONAL NEW**

## GOLF GAME and BALL GUM VENDOR

**\$24.50 EA.**

Be first with this new money-making sensation.

Solid oak natural finish cabinet, 7" wide, 15" long.

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## Northwestern VENDERS

are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

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For full information on our complete line of profit-making venders write to—

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**SPUTNIK GLOW-RINGS WITH AMAZING Glow-in-the-Dark STARSTONES**

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 Gold & Silver with colored glow-in-the-dark jewel stones

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**NOW FEATURES 10c and 25c CAPSULE VENDING**

Gives you Greater Profits  
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Two models to choose from

Counter Model ..... \$24.95 ea.  
 Packed 2 per carton.

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Also, ask for our latest price list

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1 year \$5     3 years at \$10.  
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City ..... Zone ..... State .....

Occupation .....

## AMI Unveils New 200-Selection Juke

Manual Selection System Featured; Styling Matches Firm's Current Line

GRAND RAPIDS, Mich. — A new 200-selection juke box, with manual selection, was shipped by AMI to distributors last week.

Called the H-200M, the model is very similar in appearance to the current AMI model H series line. Cabinet styling, lighting and placement of title strips is identical to the firm's other models.

Altho price was not announced, the model is believed to be competitively priced with the firm's 120-selection model. AMI officials stated the model is intended to provide a 200-selection juke box for operators who desire the manual selection feature.

### Manual Selection

The manual selection system is similar to the firm's 100-selection model. Tunes are picked by turning a single wheel, and pushing a button, to activate the machine. Unit has a mechanical memory unit.

The H-200M has a credit accumulator as standard equipment. It has a single price, three coin rejector, accepting nickels, dimes and quarters.

Dimensions are identical to the firm's other lines: Height, 59½ inches; width, 33½ inches; depth, 27 15/16 inches.

## Distrib Named By Wurlitzer In San Diego

SAN DIEGO—The Wurlitzer Company, last week (7), named Pacific Distributing Corporation to handle their full line of coin operated phonographs for the San Diego area.

Appointment was announced by Robert H. Bear, Wurlitzer sales manager, who said the appointment was effective immediately and that the firm was now open for business. Territory will include the counties of San Diego and Imperial.

Pacific is headed by president and general manager, Noble T. Carver, who for the past 11 years has headed one of the largest music operations in the area. Carver will be assisted by his wife. (Continued on page 154)

## Atlas Schedules Iowa & Nebr. Op Schools

DES MOINES — Atlas Music Company, Seeburg Distributors for Iowa and Nebraska, is scheduling a series of two operator service schools. One will be held at the Castle Hotel in Omaha, November 12, and the second is scheduled for the Atlas showrooms in Des Moines November 14.

Both schools will commence at 7 p.m., and will be conducted by Ed Huskey, Seeburg sales engineer, and Dale Hooten of the Atlas staff. Emphasis will be on the current (Continued on page 154)

## Juke Box Bill Hearing Set For December

• Continued from page 18

ASCAP tug of war over the juke royalty question was a proposal by the National Licensed Beverage Association to have any juke exemption bill include royalty ceilings of from \$15 to \$25 per machine, depending on the number of records it holds.

The association also decided at its July meeting to oppose the bill unless it specifically protects location owner from infringement suits, and provides for Congressional review of royalty rates by Congress after five years. (The Billboard, August 12, 1957.)

## CMMA Votes \$\$ Aid to Help Boston Assn.

Fear \$150 Mass. Juke Tax May Set National Precedent

LOS ANGELES—The California Music Merchants' Association is holding a drive for money to help music operators in Boston fight a \$150 yearly per-machine tax they now face.

The Music Operators' Association of Massachusetts is currently preparing a suit to be tried before the State Supreme Court, to test the city's and State's right to levy entertainment licenses on juke boxes.

The suit is an attempt to get relief from the \$150 fee per year, per machine for operating a juke box seven days in the city. The State charges \$50 and the city \$100.

(Continued on page 154)

## BONUS \$\$

## Op Rents Jukes to Xmas Party Users

DENVER—Setting aside plenty of time during early October to telephone large business firms to suggest a rental juke box for the annual Christmas party will mean an additional \$350 profit during December for Terry Ivins, music operator here.

Ivins has a list of around 50 "last-year customers" on hand each Christmas season, all of whom are telephoned in-turn between October 1 and October 20, with the suggestion that they reserve a phonograph early enough to make sure that they will not be disappointed.

Ivins can count upon "booking" around 20 phonographs from previous year's users, altho there are not as many "repeats" from year to year as the Denver operator would like.

### Recommend Prospects

In telephoning each prospect, Ivins is careful to ask whether the person can recommend another of-

fice manager who is contemplating a Christmas party. He finds that most of his prospects are not only willing to undergo the \$25 expense for the rental themselves, but can usually recommend three or four others.

Net results are a "secondary prospect list" with as many as 75 names, who are always sufficient to take care of the entire rental stock of from 25 to 30 phonographs which Ivins has available.

Prices are scaled according to the amount of difficulty involved in getting the phonograph to the site. The records which the customer wants and whether he is a past customer or not. Prices range from \$15 for one day's rental to \$25 for two days.

Doing all the telephoning himself during time between calls Ivins has frequently lined up so much Christmas rental business that it has been necessary to take machines off location from spots which have very little traffic during the Christmas eve period.

## SLOW BUT SURE

## Standards Are 'Bread and Butter' Program Staples for Detroit Ops

Today's large-selection juke box has focused increased attention on programming other than hit tunes. While pop hits are conceded top money earners, there are just not enough to fill the machine, and operators must supplement their programming with other-than-hit categories. Just to what extent and how this should be done has produced some interesting opinions from operators throught the country. This is a continuation of a series on how operators throught the country have utilized other than hit categories to supplement their juke box fare. Previous issues have dealt with the effect of jazz in such cities as Memphis, Minneap-

olis, Detroit, Miami and Gary as well as the effect of standards in Memphis. This article deals with the use of standards by operators in Detroit.

DETROIT—Standards and old favorites are generally looked upon as the "bread and butter" staple around which Detroit operators plan the rest of their juke box programming.

A spot check throught the Motor City disclosed that standards are quite widely used, tho they generally constitute only a small percentage of the total selections on a phonograph.

Operators feel the standards are a relatively inexpensive and steady way of maintaining volume in the face of general business fluctuations.

### Case Histories

Individual experience varies considerably, however, and can best be studied thru selected capsule case histories.

"The public goes for good standard numbers today—more so than in the past," says Steve Brancalone, owner of Gayco Distributors. "I notice that you can put a number out that you have had in the library for maybe a year, and they will play it again, and play it good."

He gives a tip on breaking into solid standard programming, put just a few standards out in each location and see how they go over there. Study of returns, of course, is necessary for good operation. Just one or two numbers placed on a machine may serve as a fair test of the location's potential. If these go over, he says, add three or four more. If the customers keep on liking them, add more—up to about 10. The maximum is about 10—in a 100-play machine—in fact, "I wouldn't put more than about 10 standards even on a 200-play machine."

"Leave them on until they die (Continued on page 152)

## Miller, Juke Mfrs. Hold Chicago Meet

CHICAGO—Three members of the phonograph manufacturers' association met with George A. Miller, president of Music Operators of America, who stopped here last week, prior to attending an MOA board meeting scheduled in Miami November 10-12.

The Chicago stop was the first in a round-the-country junket that will take Miller to Washington and New York, culminating with the Miami meet.

The meeting with the manufacturers, last Monday (4) was attended by R. C. Rolling, Wurlitzer president; David Rockola; Ed Ratajack, AMI sales manager, and Miller. Seeburg, who is also a member of the association, did not send a representative.

Miller stated the meeting was primarily to discuss the forthcoming MOA convention, to be held in Chicago next May. He said the group was in complete accord on major principles, and confined itself to a discussion of convention details.

Miller said his Washington stop was to "confer with a number of people regarding legislative and legal matters." He said he also plans to confer with a legal firm, and will make a public announcement of the outcome of this meeting at a later date.

### Record Firms

In New York, Miller is scheduled to attend the annual banquet of the New York music operators' association, being held at the Waldorf-Astoria Hotel, November 9. Also on the agenda is a stop with representatives of several recording companies.

Following the directors meeting in Miami, Miller stated he plans to go to Jacksonville, Fla., and then on to New Orleans, where he plans to meet with a number of music operators to discuss the possibility of appointing a national director from that area. His trip will take him south into San Antonio and eventually back to Oakland, Calif., "probably in a month."

## Calderon to New Quarters

INDIANAPOLIS — Calderon Distributing Company, Rock-Ola and Bally distributors for this area, have moved to new and more spacious quarters located at 433 North Alabama Street, this city.

The firm occupies a new one-story brick building, built specifically for their distributing operation. The premises are owned by Calderon.

Overall measurements of the building are 40 by 100 feet. Offices and showrooms are located in the front of the building, with service and warehousing facilities in the rear. A specially constructed shipping dock has also been added to facilitate loading and unloading of machines.

## Distrib Opens Joint Juke & Disk One-Stop

COLUMBUS, O. — A move to include a record one-stop service with their juke box distributorship has been made by Shaffer Music Company, Seeburg distributors for this area.

The firm has set up a one-stop diskery in two of their three juke box distributor offices. One is located in Columbus, and one in Cincinnati. Shaffer's third office in Indianapolis has not been converted.

### New Firm

Both the Columbus and Cincinnati diskeries are under the banner of the C. C. Record Company, a newly formed company organized by Shaffer. The firm is headed by Jack Pierce, a veteran of some 15 years in the record manufacturing and distribution field.

The establishment of the Cin- (Continued on page 152)

## BACKGROUND

## New Field Opens for Juke Op

MEMPHIS—The field of background music has been eyed with more than casual interest by many operators throught the country. The latest entry from this area is Clarence A. Camp, large music, guns and vending machine operator, who sees it as an ideal diversification program for the music specialist.

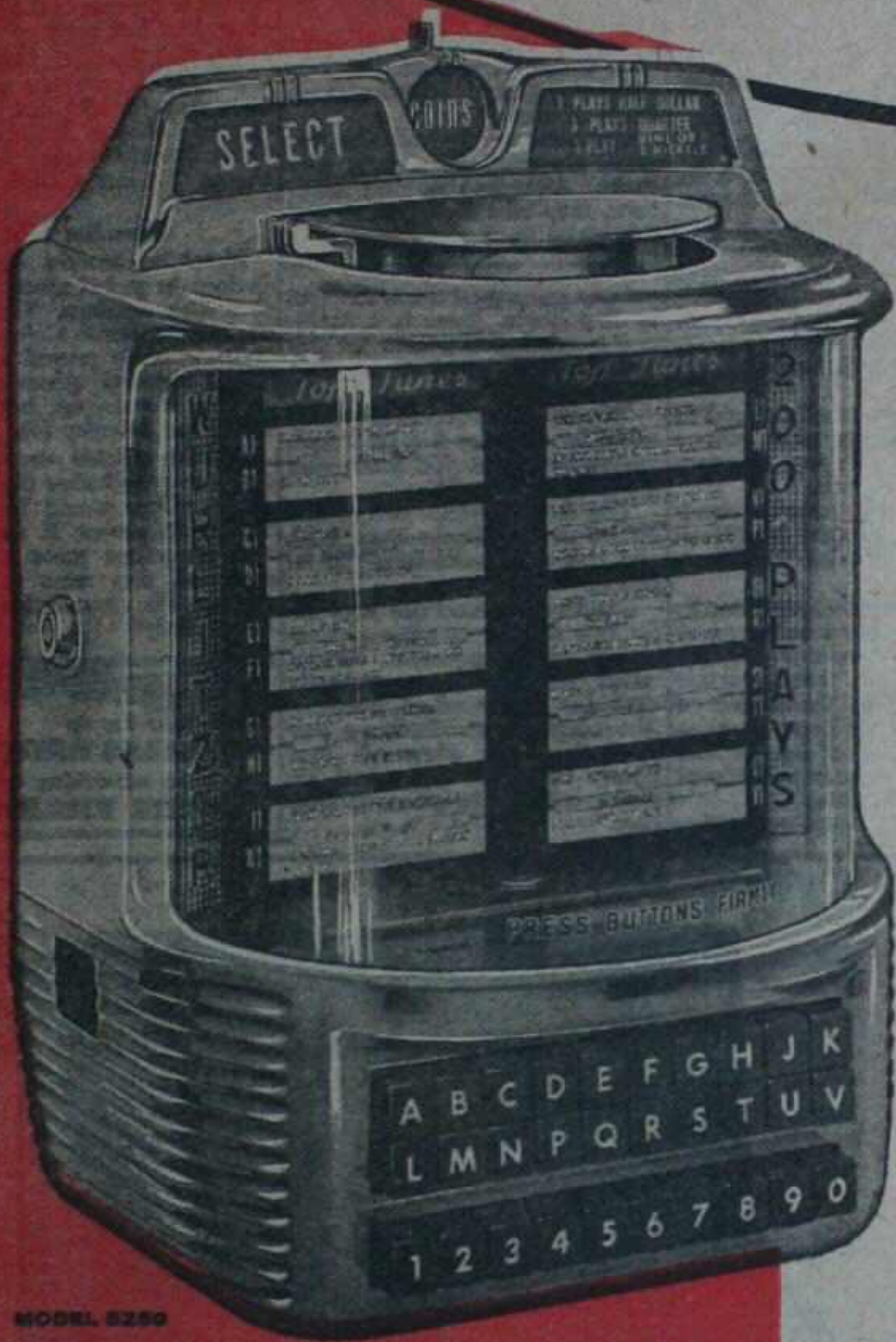
His new firm, Music Systems, Inc., will provide each subscriber with a phonograph unit which will play up to 35 hours of music without stopping or repeating. And like the juke box, no commercials.

Customers may select the music they want to hear from a wide variety of programs which Camp will furnish.

### Class Spots

Altho still in its infancy, Camp expects the company to catch a (Continued on page 154)

**ONLY WURLITZER**



MODEL 8250

offers  
you a  
**WALL BOX**  
that makes  
**50¢ play**

possible  
from **ANY** spot  
in **ANY**  
**Location**

**THE INDUSTRY'S FIRST 50-CENT  
WALL BOX CARRIES THE SUCCESS  
OF 50-CENT PHONOGRAPH PLAY TO  
NEW AND GREATER PROFIT LEVELS**



See this Latest Wurlitzer **FIRST** by the  
Pioneers of 50-Cent Play at your  
Wurlitzer Distributor.

THE WURLITZER COMPANY • NORTH TONAWANDA, N. Y.

## Joint Juke, Disk One-Stop

• Continued from page 150

out," Brancalone says. When the number is no longer played, it should be replaced by other old standards.

Play on standards will definitely not equal that of top popular numbers but, over a period, they do just about as well as the average record of all types, this company finds. And, notes Brancalone, "this is very satisfactory because the investment in standards can be used over and over again."

"Standards have been a real good thing for the operator," enthusiastically says Phil Jones, manager of the record department for Angott Distributing Company, who summarizes the operating experience of many operators serviced by the one-stop he manages, as well as the firm's sizable operation.

Pointing out that there are only 10 numbers on the hit parade, he says that "the operator has a tough time making up a program for a 200-selection machine—or even 100-selection—without standards." He suggests that operators would do better to place 10-15 standards on the 100-selection units "rather than some of the popular numbers that never get anywhere."

### 30 Plays a Week

The typical operator, Jones says, in this area, puts about four to five standards on a 100-play machine and from 10 to 15 on the 200-play. Many operators have reported the very satisfactory return of 25 to 30 plays per record weekly over the past year.

When a number starts to "wear out its welcome" on one location, it is simply switched to another where it will have the appeal of novelty. Standards are usually changed one number at a time, rather than making a general changeover, Jones says, emphasizing their long-lasting characteristics, unlike popular tunes. Some-

times the change may be made after a month, but in other cases the same number will stay on for months at a time—as long as it does business.

### Artist Not Tune

Operators prefer to use standard artist names, too, Jones says. Names like Artie Shaw, both Dorsey brothers and Glenn Miller "get played regardless of what the number is—the artist is more important than the number."

A somewhat different philosophy is given by Vincent Meli, owner of Meltone Music Company, who says that "standards are not money-makers but fill-ins."

Standards are used on all boxes operated by the company and used generously, providing a basic selection for customers in his locations. About 20 are placed on either 100 or 200-selection machines—a larger number is not possible on the 200-selection units because provision is required for the long-playing numbers carried on these units by Meltone.

### Library

Standards for the machines come almost entirely from an extensive permanent library of about 2,000 records. The numbers are switched around on location from time to time and this makes it possible to fill virtually all requirements from the library.

The standards actually on location will vary from one stop to another.

Returns are steady rather than spectacular, according to Meli. The average standard will show a play of two or three times a week only, but "this is satisfactory, because we keep them in for perhaps six to eight months at a time. They are numbers that people like to hear every once in a while."

The plethora of new talent in the popular field is an opportunity

for more use of standards, according to Frank Alluvot Jr., of Frank's Music, who operates some 400 machines. "There are too many new artists, our collectors complain. The public doesn't know them."

"There is no problem in programming standards," he says. "We change them when they stop playing or when the location asks for another standard. We change according to the meters. It is based on individual treatment of each location and no averages are significant."

"Numbers stay on the machines anywhere from two months to six months or a year. Typically every machine on the route carries 'Happy Birthday,' and it gets a fairly steady response."

"In making selections we also try to use favorites of a few years ago."

The number of standards per machine vary from zero up to about 50 per cent.

### Singles Vs. EP's

Frank's Music uses mostly single records rather than EP's for standards because most of the machines are on nickel play. A large central library is maintained at the office and serves to supply about half the standards required, while the other half represents new purchases of disks creating a growing library in addition to normal replacements.

Standards are usually placed in their own category when put on the machines with any necessary reshuffling of records.

The permanent value of standards was also stressed by Wilson Wheeler, collector for Ray Music Company.

This firm, which specializes in race locations, uses a maximum of only five to six standards on a 100-selection machine. One important reason for keeping the number of standards down in these locations is the heavy demand for rock and roll numbers, requiring additional spaces on the machine.

Standards are placed on location

## Jont Juke, Disk One-Step

• Continued from page 150

Cincinnati one-stop operation, incidentally followed the moving of Shaffer to new quarters at 1889 Central Parkway. Both the juke box distributorship and diskery are located in a new one story brick building, owned by Shaffer. Showrooms, offices and service facilities are located on the main floor, with storage in the basement.

The one-stop operation in both Cincinnati and Columbus is patterned after a supermarket rack-jobbing set-up. A separate room has been set up in both offices to house the record merchandising operation.

### Racks

Records are displayed in racks on a counter-type platform. Title strips are placed adjoining each batch of records.

Operators merely walk thru the room, shopping for records they desire. After making their selections, they take their records and title strips to a clerk, located at

entirely on request from the spot by Ray Music. There is a significant psychological reason for this that constitutes good salesmanship explained by Wheeler.

"If you bring a record they have asked for it makes it a little more personalized—and you know they are going to play it."

The route collector accordingly carries an individual request book and invites requests from the location.

Standard numbers are kept on for two months or more and replaced when requested. Singles rather than EP's are generally used for the standard numbers. About half the standards are supplied from the company's own library while the other half are fresh-purchased to place on location.

a counter in the rear of the store.

Besides serving local operators, the firm also plans to establish a mail order set-up to serve operators thruout the country.

### Idea Born

The whole idea was first born with Shaffer about a year ago. At that time, they experimented with offering a limited stock of records to operators, in their Columbus showrooms. However, no effort was made to merchandise the stock, or in any way concentrate on programming help and other one-stop services. Records were merely housed in the rear of the shop with other juke box parts.

The idea, however, soon became popular with operators who came in to shop for juke box parts and generally discuss business conditions. Invariably they found the chance to buy records a convenience.

### Columbus First

About two months ago, Shaffer decided to go full speed ahead on their disk offerings. They set up the one-stopper in Columbus, and it immediately proved successful. The Cincinnati operation was a natural follow-up, being established last Monday (4).

Shaffer officials were not yet ready to say whether their Indianapolis offices would be so converted. However, if the current two operations prove successful, and well they seem to be, the Indianapolis installation set-up seems likely.

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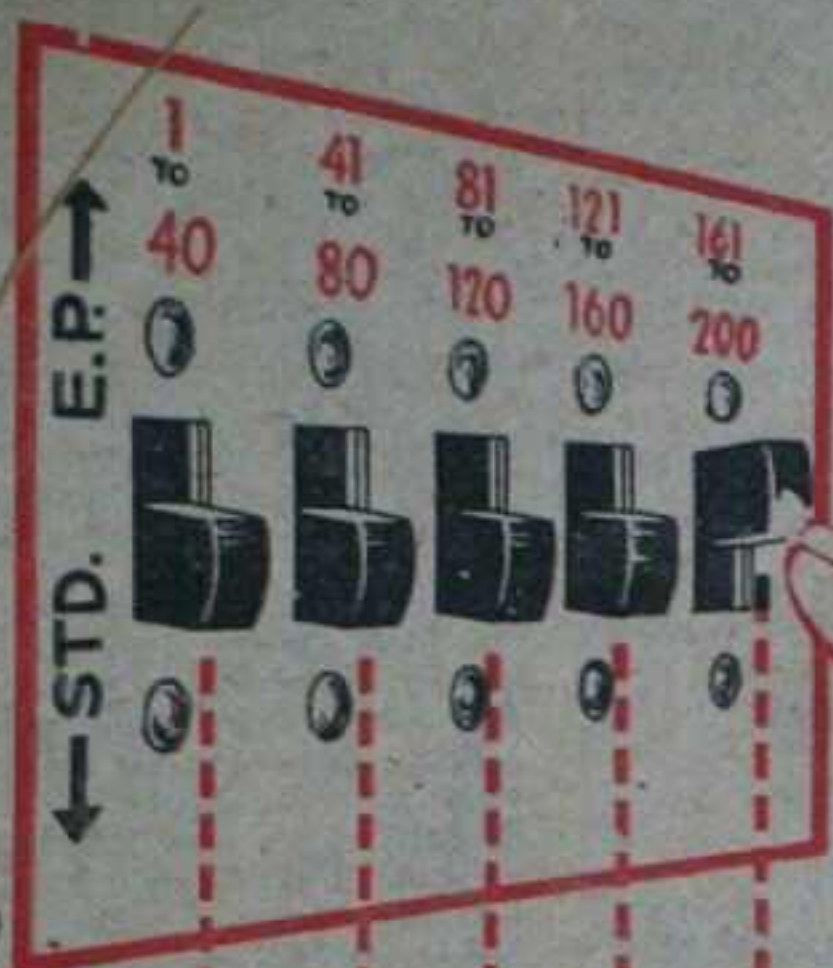
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CABLE ADDRESS: UMCORP



WRITE FOR DETAILS . . . MODEL UPA-100





You deserve higher prices for E.P. (two tune) records! With a ROCK-OLA 1455-D higher pricing is obtained without costly kits. Just flip any switch and the program side you desire can be programmed for E.P. records, for increased earnings.

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# ROCK-OLA



Model 1455 DeLuxe with 200 Selections

**offers the universal "Flip-a-switch" dual pricing system with Picture Window Programming... nothing extra to buy**

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## Latin American Reps Honor John Haddock

GRAND RAPIDS, Mich.—John W. Haddock, president of AMI, Inc., was honored by Latin American representatives of the firm at a dinner held here at the Peninsular Club last week.

Haddock was presented with a plaque by Jeronimo Esteve Abril Jr., head of Importadora de Mecanismos Musicales, S. A., Havana, in behalf of Latin American operators. In presenting the plaque, Abril said "please accept this plaque, Mr. Haddock, as testimony of our gratitude and admiration. The plaque awarded him at the

dinner, ostensibly arranged to honor only Abril, came as a complete surprise to Haddock.

In a short speech accompanying the presentation, Abril said that his purpose in coming to Grand Rapids for the dinner was to "pay grateful homage in the name of the AMI representatives of Latin America to AMI, Inc., its board of directors, and especially to its president, Mr. John W. Haddock."

Max Lewin, AMI's Latin American sales manager, was traveling and did not attend the dinner. Abril said of him: "I am very sorry that a very good friend of all Latin American distributors, Mr. Max Lewin, has not been able to join us tonight. Max, 'The Tiger,' as we all affectionately call him, is more than anyone else responsible for the excellent relations we all enjoy in the AMI family."

Attending the dinner, besides Mr. and Mrs. Haddock and Mr. and Mrs. Abril were:

E. R. Ratajack, director of sales; S. J. Allie, secretary; George S. Brown Jr., director of engineering and manufacturing, and his wife; Carlos Salazar, district sales representative for Latin America, and Mrs. Salazar.

All of the following attended with their wives: Keith F. Norwalk, director of quality control and applications engineering; William H. Kuntz, chief of applications engineering; William E. FitzGerald, director of public relations and administrator of advertising and sales promotion; Fred E. Deatsman, controller; Douglas LaDue, applications engineer; Tom H. Sams, assistant director of sales; and Hilmer Stark, general manager of the coin machine division, The Billboard.

Also attending were Miss Colombia Medina and Miss Margaret Losa, both AMI bilingual secretaries.

## CMMA Votes Aid

Continued from page 150

Members of the California group, in voting to hold the drive, expressed the opinion that the Massachusetts license could serve as a precedent throughout the nation for prohibitive taxes and licensing fees.

The group is receiving contribution daily, and expects to raise a minimum of \$1,000 to be sent to Dave Baker, president of the Massachusetts operator group.

George A. Miller, CMMA's president, urged operators throughout the country to pitch in and render assistance to the Massachusetts group. He stated: "This type license could set a precedent for every State in the United States, and is a matter of such a serious nature that operators and associations all over the United States should render support, financially and otherwise."

## Coven Hosts 20 at Peoria Juke School

PEORIA, Ill.—An operator service school on the new line of Wurlitzer juke boxes was conducted in Peoria last week, by Herb Bidekap, sales and service representative for Coven Distributing Company, Wurlitzer's Chicago outlet.

Approximately 20 operators from Peoria and surrounding territory attended. Classes emphasized a general brush-up on the full line, with field servicing tips being detailed.

Following the class session, operators were served refreshments.

## O. Bader, New European Rep For Wurlitzer

NORTH TONAWANDA, N. Y.

The Wurlitzer export department has appointed Otto Bader as European sales and service representative. Bader will headquarter in Zurich, Switzerland, and will represent Wurlitzer throughout the Continent and North Africa.

Announcement was made by Arthur C. Rutzen, Wurlitzer export sales manager. Bader joins Hans Scheidegger of Zurich, who has been directing European sales and service. Scheidegger will continue in his post, but will be aided by Bader.

Bader, an electrical engineer, is a graduate of Technical College at Winterthur, Switzerland.

Rutzen stated the appointment of another representative was called for by the increasing business emanating from Europe and Africa.

## National Rejectors Will Close Plant Dec. 21 Thru Jan. 1

ST. LOUIS—National Rejectors, Inc., will close their plant for annual inventory December 21, 1957, thru January 1. J. L. Cleary, manager of sales, announced that no shipments would leave the plant during those dates. However, National will ship any material scheduled for departure during those dates prior to December 20.

## Background

Continued from page 150

firm hold throughout the Memphis area. His prime targets will be better class spots, many of whom don't care to have a juke box on display.

His operating procedures haven't been finalized, as Camp expects to play each individual situation "by ear." Sales and service ideas will be developed as the firm gets into the field.

However, the new firm is not totally unaware of what it will face. Camp himself has been associated with the Memphis juke box industry for over 20 years. In addition, his new firm will have Paul Barnett as sales manager and Wilson Northcross Jr., manager, associated with him.

Barnett has 15 years' radio experience with local stations. Northcross has had 15 years' radio and television experience, resigning as program director of a local television station a year or so ago to go into public relations.

## COINMEN YOU KNOW

### Milwaukee

By BENN OLLMAN

Bulk vending machine operators are having a difficult time finding replacement parts for some of their nut venders, according to Ray Van Toor, parts department manager for Badger Novelty. Charms sales have dropped lately, adds Van Toor.

Frank Bartuk, Banaco Music Company, is spending a few days at his Canadian hunting and fishing lodge preparing the place for the long winter lock-up. According to Banaco's front office gal, Alice Antczak, the firm is down to just a handful of 78 r.p.m. music machines. "We are almost completely switched over to 45's," she claims.

Gary Reier, Mukwanago music and games operator, is nearing completion of the addition to his home which will include space for his workshop and warehouse. Birthday party was held last week at United, Inc., headquarters for serviceman Joe Hillar, now 23 years old.

It was birthday time for Reid Whipple, too, last week. He is the Wurlitzer field engineer. . . . Bert Davidson, Wurlitzer district sales manager, spent last week in Northern Wisconsin territory making calls with Woody Johnson. . . . James Bruckbauer was recently named to the service manager's post at the local Canteen Company. He has been with the firm 18 years. . . . Barney Kuehn, Music Mart one-stopper boss, is back on the job, but still taking it easy.

Newly hired record counter gal at the Hoffman Records one-stopper at 17th and Wells streets is Ginger Topp. . . . Stop-ins for new wax at Hoffman's last week included Klein Novelty and Keno Novelty routemen. . . . November 9 has been set as the date for the annual fall dinner dance given by the Badger Candy Club, according to Joe Ritt.

Jim Skiba, Music Mart, informs that operators using his one-stop facilities are reporting stepped-up takes during the last half of October. . . . Ops shopping there for wax last week included Casper Reda; Morrie Fuhrman, Morrie's Amusement, and John Jesinski, Sheboygan. . . . Bob Hoffman, formerly a Curtiss Candy sales staffer, is now handling the Luden's line. . . . George Berndt, Tri-County Tobacco Company, Columbus, Wis., recently sold his holdings to Jack Meehan, Watertown.

## Atlas Schedules

Continued from page 150

Seeburg models, KD-200 and L-100.

### Interest Up

Atlas officials indicated there was a definite pick-up in operator interest toward machine servicing, with even heretofore unused words like "preventative maintenance" creating interest and attention.

Atlas recently concluded a series of four operator schools throughout the Iowa-Nebraska territory that were enthusiastically received by operators. A school was held at the Sheraton-Martin Hotel in Sioux City, Iowa, on October 15 and the Yancy Hotel in Grand Island, Nebraska on October 17—both conducted by Dale Hooten.

On October 29, a school was held at the Montrose Hotel in Cedar Rapids, Iowa, and at the President Hotel in Waterloo, Iowa, on October 31. Both of these were conducted by Ed Huskey, who was assisted by Hooten.

### Jackson, Miss.

By ELTON WHISENHUNT

Paul Maucelli, Paul's Novelty Company, Greenville, bought a new home recently and was seen with a landscape artist planning to put out some shrubbery in the front yard. . . . Henry C. Smith, Smith Amusement Company, Greenville, holding the fort down for Pete Manos while he was in New York visiting relatives.

Carl King, King Amusement Company at Leland, recently sold some equipment to a Memphis operator. He is cutting his route down so he can service it himself. . . . Johnny Allegranza, Ace Music Company, Shaw, farms 160 acres in his spare time and reports a good cotton crop this year. . . . A. S. Kelso, Kelso Vending Company at Cleveland, recently bought 25 new cigarette vending machines and reports good business.

Les Tref, Delta Music Company, Cleveland, plans to sell his route. He's been offered a good job with the federal government in radio and communications work. . . . Austin Johnson, owner of Central Music Company, Cleveland.

(Continued on page 158)

## Distrib Named

Continued from page 150

Marion, a long time partner and secretary of the corporation.

### 2nd Appointment

Pacific replaces Sierra Distributing Company, which formerly handled the entire California territory. It is the second distributor appointment that Wurlitzer has made in California within the past two weeks. First was George K. Young, Selma, Calif., named by Wurlitzer to represent them in the Northern California area (The Billboard, October 28). At that time, it was speculated that additional appointments would be forthcoming, most likely for Los Angeles and San Diego.

Altho Wurlitzer officials would still not comment, it is felt that an appointment for Los Angeles is imminent.

### Quarters

Pacific Distributing Corporation is located in a new building at 3367 India Street, San Diego 1, Calif. The building is currently undergoing extensive remodeling. It will include a complete show room, parts and service departments.

Gary Sinclair, Wurlitzer's West Coast district sales manager, has been working with Carver in developing the firm's sales plan. Walter Peteet, Wurlitzer field service engineer in San Francisco, has spent the past two weeks in San Diego, schooling Pacific's three mechanics in product maintenance and service.

Carver's experience in the coin machine industry dates back about 20 years. He began operating in Monroe, La., as the DeLuxe Novelty Company. He moved to Corpus Christi, Tex., and then to the present city, which has been home for 11 years.

### Family

He and his wife, Marion, are the parents of two boys, Leo, who has a business in Los Angeles and Butch Nobel Jr., who has his own route of coin-operated scales in San Diego.

Carver is also the owner and pilot of his own Cessna 182 monoplane, which he uses extensively for business. In this field he's joined by his wife, who is a celebrity in her own right. She is a commercial pilot with an instrument rating and for several years has participated in the ladies' powder puff derby, a cross-country race.



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 1908.

oldest  
**ONE-STOP**  
record service

**DISTRIBUTOR-WHOLESALE**  
• NOTHING OVER •  
**ALL LABELS**

MOST EP'S  
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**60-71¢**

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LP'S:  
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Lists 55 years of  
Song Hits, Directory  
of Top Record  
Hits, Lists  
1,567 Record  
Manufacturers  
and Labels and a  
directory of distributors.

## Michigan Free Play Pin Routes Spotty

This is the fourth in a series.

DETROIT—Operating pinballs that award free plays only in Michigan is complicated and confused by both interpretation and enforcement of State law, with the result that many say pinball machines are on the way out.

Pinball operation in Detroit is closely restricted, and the games are not to be found in the city. Maurice J. Feldman, of the Central Coin Machine Exchange, a leading games distributor, said that since the city banned pinballs 12 years ago they have been "a naughty word," and he, like other Detroit traders, do not deal with pinballs.

Actually, free-play pinballs are to be found in many areas of the State, but pay-off pinballs are virtually non-existent anywhere.

Pinballs, both pay-off and free-play games, are banned by State law, the State Supreme Court has ruled all are to be classified as gaming devices.

However, enforcement is up to local officials, and with a general State policy of home rule prevailing, local ordinances and regulations vary from one town to another. One trade source estimated that roughly half the State permits free-play pins, the other half does not.

Another factor complicating the picture is the growth of suburban areas. One operator, Clarence F. Codling, said that "as areas become cities we are getting squeezed out."

In order to avoid being gobbled up by neighboring cities, the unincorporated areas become cities themselves.

And often, when new towns are set up, a local sentiment for ordinances banning pinball games—which may assist the politically ambitious, Codling believes—makes itself felt. So pinball territory is lost.

Like most distributors and operators interviewed by The Billboard, Codling is not familiar with any machines in the State paying off, but reports free-play pinballs operating in some areas.

"The future for pinballs is dark," said veteran operator Arthur P. Sauve. "They can shut them off any time and at any place, and an operator has no recourse. To be honest, the pin game is on the way out."

Confusion exists within the industry because of the varying interpretations of regulations by various authorities. The application of the federal tax is apparently unlikely to become a serious problem to pinball operators in Michigan, where, according to Art Hebert, manager of Miller-Newmark Distributing, all operators known to have operated bingo-type pinballs have withdrawn them.

This was done, he said, following receipt of a circular letter from the Internal Revenue Department, which indicated that if tokens, prizes or money was given, the \$250 gambling devices tax would apply, but that "if the successful operation of the machines gives free plays," the \$10 amusement machine tax would be sufficient.

A check with the local Internal Revenue office brought a reference to Court Decision 1811, in the Internal Revenue Bulletin, July 29, 1957, which appeared to generally substantiate the information given by Hebert, but dependent upon

(Continued on page 157)

## Ohio High Ct. To Mull Pin Case Nov. 22

TOLEDO, O. — The Ohio Supreme Court will decide November 22 whether it will hear an appeal testing the legality of a city ordinance banning in-lines.

The appeal is being brought by local amusement game operators from a decision of the Sixth District Court of Appeals, which upheld the ordinance.

Charles T. Lawton, law director, said the motion before the court will be to certify the record of the lower courts.

The ordinance, which was passed April, 1956, has not been enforced because of the pending litigation.

If the Supreme Court denies the petition for hearing, the decision of the lower court will in effect be binding, and in-lines will be prohibited by city law. Enforcement by city officials would most likely follow.

In-lines are held legal under federal law. However, under the recent U. S. Supreme Court decision in the Korpan case, in-lines were ruled a gambling device and subject to a \$250 federal tax. A federal judge ruled in Illinois last week (29) that proof of pay-offs was not necessary to prove in-lines to be gambling devices. He stated their construction alone was sufficient to require them to have a \$250 federal tax (The Billboard, November 4).

## REVENUE DEPT. REPORTS GAME LOCATIONS DIP

The Billboard has received no clearcut breakdown of the following figures and presents them only as a broad indication of possible trends.

WASHINGTON — There were 327,250 establishments in the U. S. with amusement machines on location during the fiscal year ended June 30, 1957—a drop of 10,213 locations from the previous fiscal year—according to the Internal Revenue Service.

The picture, however, is not as black as it appears at first glance. While the number of establishments with amusement machines on location has dropped considerably, IRS points out that excises on the machines for fiscal 1957 totaled \$6,070,000, up \$265,000 over the 1956 figure. This indicates that while there are fewer locations, the existing locations are handling greater numbers of machines.

The same holds true for billiard or pool rooms and bowling alleys. While the number of locations has dropped 942 to a total of 35,307, excise collections during fiscal 1957 totaled \$3,122,000, compared with only \$2,955,000 for fiscal 1956.

On the other hand, "gaming device premises" increased 949 to a total for fiscal 1957 of 10,904. Excises on this category during fiscal 1957 totaled \$8,974,000, up \$500,000 over the previous fiscal period.

## BOWLING BOOSTER

# Small Tourneys Get Big Results for Op

By BENN OLLMAN

RACINE, Wis. — "Tournaments don't have to be big, city-wide, or countywide affairs in order to build up a location's receipts," according to Chuck Miller, A. & M. Distributing Company.

Individual locations can conduct their own competitions, and stir up considerable interest among their patrons without awarding expensive prizes and creating much extra work for the coin machine operator or the location owner, he claims.

"Right now we're running three very successful elimination long bowler tournaments. The location owners are very happy over the results because it has meant a lot of extra bar business for them by stimulating patronage in their places. We like it because it boosts the takes. We know by the number of tournament participants that the location patrons like it, too."

A veteran shuffleboard operator and distributor before he became a partner in the A. & M. Distributing Company several years ago, Chuck Miller has had more experience with tournaments than most coinmen. A few years back he was running tournaments on a regular basis thruout the Southeastern Wisconsin territory. A pool game tourney a year and a half ago included 30 tavern locations. "They required a tremendous amount of work, however, so we had to discontinue running them on a large

scale," he says. "However, we still schedule tournaments for individual locations, and have found them to be excellent volume stimulators."

How It's Done

Miller offers these pointers for operators considering setting up location tournaments:

1. Keep it simple. Keep the rules of competition simple, easy for players to understand and follow. Setting up involved games rules and complicated scoring systems only lead to trouble. Miller says that he has found tournament instruction kits such as the one provided by Bally Manufacturing

(Continued on page 161)

## Williams Bows Steeple-Chase, Five-Ball Pin

CHICAGO — Steeple-Chase, a single-player five-ball pin game with a racing theme and number match was shipped to distributors last week by Williams Manufacturing Company.

It features lighting up heads of seven horses on the backglass for replays. Horse heads on backglass include those of Swaps, Broken Tendril, Nashua, Devineer, Citation, First Edition, and Equipose.

Heads light up one at a time when the player hits playfield roll-overs and light-up holes corresponding to horse heads on backglass.

Lighted horse heads carry over from game to game until all seven are lighted. Then one replay is scored, and side roll-overs light up for more replay opportunities.

Ball targets and roll-overs send playfield horses scurrying around a track near mid-playfield, increasing score values of ball holes. Each completed lap around the track runs values up in terms of both points and replays.

The game is equipped with National slug retractor coin chute, with twin chutes available at slight extra cost. It is adjustable for 3, 4 or 5 plays for 25 cents.

even a comparatively new machine has grossed only \$4 per week. The situation is a bit better in Pueblo, Colorado Springs, Greeley, and other surrounding cities.

One solution to the bowler problem, of course, would be a better commission arrangement, Geritz agrees. "A few months ago, several of us had an informal meeting to discuss the possibilities of making a 60-40 commission split standard where bowler installations are concerned," Geritz said. "When we carried this suggestion to location owners, we got a lot of resistance, and in fact, it was only a matter of a few days before there were numerous cut - commission deals in the fields which, of course, spoiled all efforts."

One solution which deserves a lot of thought, Geritz believes, is the possibility of setting up tournaments thru locations, with a city champion and a State champion moving on up to a possible national competition. In Denver, however, because it has been ruled illegal to give a prize of any kind, this is out.

## Second Indiana Court Jolts Anti-Pin Forces

INDIANAPOLIS—Law-enforcement agencies seeking to enforce the State's anti-pin law were jolted again October 31 when Boone County Circuit Judge Charles F. Thompson re-affirmed an earlier decision restraining Indianapolis police and Marion County sheriff's deputies from the seizure of pinballs. The adjudication rendered further assurance of a test in the State's Supreme Court.

The case reached Boone County from the Marion County courts after a petition for a change of judge. At issue was the pin law passed in the 1957 session of the Indiana General Assembly.

The most recent decision was precipitated by Indianapolis and Marion County authorities. They asked Judge Thompson to dissolve an injunction issued shortly after the adjournment of the legislative session last March. Their motion was overruled.

Asa Smith, deputy prosecutor, said that the case was certain to

reach the Supreme Court. A full hearing on the restraining order will precede that move. Thus Smith indicated the State's determination to carry the issue to the State's highest court.

The Boone County decision was the second of two devastating blows absorbed by anti-pin elements in October.

On October 3 a Grant County judge issued another of a series of injunctions enjoining police and deputy sheriffs from interfering with the operations of pins.

Like Smith, the Grant County prosecutor is preparing an appeal to the Supreme Court.

## Denver Ops Want Bowler At Low Cost

DENVER—There is a serious need in the Denver area for a bowler priced at \$500 to \$700, reports Pete Geritz, head of Mountain Distributors Company here.

"Where bowlers used to pay a lot of the operator's expenses, their cost is so high today in relation to gross that the average operator is discouraged," Geritz said. "I doubt if there is a bowler location in the Denver area which would show an average gross of \$20.00 per week. Under such situations the operator can hardly be blamed for thinking twice before buying, and, in fact he will usually concentrate on finding a good used bowler."

The average grosses which have been reported to Geritz by his customers are about \$10, altho there have been experiences where

## Fed. Court Hits 4 on \$250 Pin Tax Violation

COLUMBIA, S. C. — Federal District Judge George Bel Timmerman sentenced four persons here late last month with violation of federal law calling for a \$250 tax stamp on pinballs that pay off.

Cases against 40 such persons were dropped but reinstated after the U. S. Supreme Court reversed a ruling in an Illinois case and ruled pinballs that pay off in cash, tokens or merchandise gambling devices and subject to gambling tax.

## 15 Coin Firms Sign for Dec. NAAPPB Show

CHICAGO — Fifteen coin machine firms have signed to date for the 1957 convention of the National Association of Amusement Parks, Pools & Beaches here December 1-4 at the Hotel Sherman.

The same number of coin firms showed 40 pieces of Arcade and game equipment at last year's meet.

While the coin machine exhibits at the convention may not be much larger than a year ago, the show in general, in terms of number of booths and exhibitors, is expected to be the biggest yet, according to Paul H. Huedepohl, secretary.

The coin machine exhibits are customarily exhibited in a separate section of the exhibit halls. This is the annual show within a show—the exhibit of coin machines within the outdoor amusement exhibits.

### Coin Exhibitors

The following coin firms are slated to display products to date: Auto Photo Co., Los Angeles; Capitol Projector Corp., New York; Chicago Coin Machine Co., Chicago; Exhibit Supply Co., Chicago; J. F. Frantz Manufacturing Co., Chicago; Genco Manufacturing, Chicago.

International Mutoscope Corp., Long Island City, N. Y.; King Amusement Co., Mount Clemens, Mich.; King-Pin Equipment Co., Detroit; Krispy Kist Korn Machine Co., Chicago; Mike Múnves Corp., New York.

Philadelphia Toboggan Co., Philadelphia; Standard Harvard Metal Typer, Chicago; United Manufacturing Co., Chicago; Williams Manufacturing Co., Chicago.

THE BILLBOARD WEEKLY

# Coin Machine Price Index

## How to Use the Index

**HIGHS AND LOWS** Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of November 4, 1957)

**PRICES** given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

**MEAN AVERAGE.** The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

### MUSIC MACHINES

	High	Low	Avg. Mean
<b>AMI</b>			
Model A (46) 40 sel., 78 RPM	\$ 95.50	\$ 95.50	\$ 95.50
Model B (48) 40 sel., 78 RPM	145.00	145.00	145.00
Model C-40	175.00	69.00	85.00
Model C (50) 40 sel., 78 RPM	85.00	85.00	85.00
Model D-80 (51) 40 sel., 78 RPM	295.00	149.50	225.00
Model E-40 (53) 40 sel., 78 RPM	245.00	225.00	225.00
Model E-80 (53) 80 sel., 45 RPM	375.00	350.00	350.00
Model E-120 (53) 120 sel., 45 RPM	650.00	345.00	395.00
Model F-80 (54) 80 sel., 45 RPM	585.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	695.00	350.00	575.00

	High	Low	Avg. Mean
<b>ROCK-OLA</b>			
1432 (50-51) 50 sel., 78 RPM	\$ 95.00	\$ 95.00	\$ 95.00
1432 Rocket	125.00	125.00	125.00
1434 (50-51) 50 sel., 78 RPM	185.00	135.00	150.00
1434 Fireball	195.00	195.00	195.00
1434 Rocket	150.00	150.00	150.00
1436 A- (53) 120 sel., 45 RPM	175.00	150.00	150.00
1438 (54) 120 sel., 45 RPM	465.00	395.00	425.00
1446 Hi-Fi 120 sel., 45 RPM	495.00	445.00	495.00

	High	Low	Avg. Mean
<b>SEEBURG</b>			
M-100-A (9/49) 100 sel., 78 RPM	\$115.00	\$ 69.50	\$185.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	350.00	385.00
M-100-C (5/52) 100 sel., 45 RPM	545.00	455.00	499.50
HF-100-C (9/53) 100 sel., 45 RPM	700.00	575.00	595.00
HF-100-R	725.00	615.00	675.00
100-W (9/53)	575.00	575.00	575.00
Seeburg Sicum 200 Set	795.00	275.00	695.00

	High	Low	Avg. Mean
<b>WURLITZER</b>			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	75.00	50.00	50.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	95.00	95.00	95.00
1250 (50) 48 sel., 45 or 78 RPM	145.00	99.50	115.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	135.00	195.00
1450 (51) 48 sel., 45 or 78 RPM	150.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix	325.00	179.50	225.00
1550-A (53) 104 sel., 45-78 RPM Mix	299.50	275.00	275.00
1600 (53) 48 sel., 45 or 78 RPM	225.00	225.00	225.00
1600-A (54) 48 sel., 45 or 78 RPM	425.00	400.00	400.00
1650 (53) 48 sel., 45 RPM	325.00	225.00	225.00
1650A (54) 48 sel., 45 RPM	295.00	225.00	265.00
1700 (54) 104 sel., 45 RPM	650.00	495.00	545.00
1800 (2/55) (W)	775.00	175.00	675.00

### PINBALL GAMES

	High	Low	Avg. Mean
<b>BALLY</b>			
Atlantic City (5/52)	\$100.00	\$ 35.00	\$65.00
Beach Beauty (1/55)	225.00	175.00	195.00
Beach Club (2/53)	30.00	25.00	30.00
Beauty (11/52)	160.00	49.50	85.00
Big Time (1/55)	130.00	94.00	125.00
Broadway (12/55)	315.00	245.00	175.00
Dude Ranch (9/51)	80.00	60.00	49.00
Frolic (10/52)	135.00	40.00	90.00
Cavety (3/55)	95.00	60.00	45.00
Caytime (6/55)	145.00	125.00	99.00
Hi-Fi (6/54)	225.00	25.00	60.00

	High	Low	Avg. Mean
Miami Beach (9/55)	\$150.00	\$104.00	\$125.00
Nite Club (3/56)	350.00	199.00	250.00
Palm Springs (11/52)	90.00	49.00	60.00
Spote Lite (1/52)	85.00	25.00	49.50
Surf Club (3/54)	75.00	50.00	50.00
Variety (9/54)	100.00	70.00	75.00
Yacht Club (6/53)	125.00	40.00	75.00

	High	Low	Avg. Mean
<b>EVANS</b>			
Saddle & Turf Club Model (10/53)	\$105.00	\$105.00	\$105.00

	High	Low	Avg. Mean
<b>GOTTLIEB</b>			
Arabian Knights (11/53)	\$165.00	\$100.00	\$150.00
Chinatown (10/52)	65.00	45.00	65.00
Coronation (11/52)	65.00	55.00	55.00
Crossroads (5/52)	75.00	45.00	60.00
Cyclone (4/51)	75.00	50.00	64.50
Daisy Mae (7/54)	175.00	150.00	150.00
Derby Day (4/56)	240.00	215.00	150.00
Diamond Lill (12/54)	140.00	130.00	125.00
Dragonette (6/54)	225.00	125.00	175.00
Flying High (2/53)	65.00	65.00	65.00
Four Belles (10/54)	195.00	145.00	165.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	245.00	194.50	210.00
Gold Star (8/54)	200.00	150.00	150.00
Grand Slam (4/53)	110.00	75.00	110.00
Green Pastures (1/54)	145.00	75.00	110.00
Guys & Dolls (5/53)	80.00	60.00	75.00
Gypsy Queen (2/55)	175.00	165.00	170.00
Happy Days (7/52)	65.00	45.00	60.00
Harbor Lites (2/56)	250.00	175.00	225.00
Hit 'n' Run (3/52)	65.00	60.00	60.00
Jockey Club (4/54)	130.00	95.00	120.00
Jumbo (10/54)	375.00	250.00	295.00
Marathon (10/55)	325.00	265.00	295.00
Lady Luck (9/54)	190.00	134.50	155.00
Lovely Lucy (2/54)	175.00	114.50	130.00
Mystic Marvel (3/54)	130.00	120.00	130.00
Niagara (12/51)	65.00	29.00	64.50
Score-Board (3/56)	225.00	215.00	225.00
Shindig (9/53)	110.00	100.00	110.00
Skill Pool (8/52)	65.00	40.00	65.00
Stage Coach (11/54)	150.00	135.00	150.00
Sweet Add-A-Line (7/55)	250.00	165.00	175.00
Toreador (6/56)	345.00	310.00	325.00
Tournament (8/55)	275.00	245.00	275.00
Twin Bill (1/55)	225.00	125.00	185.00
Wild West (8/51)	335.00	295.00	315.00
Wishing Well (9/55)	185.00	165.00	165.00

	High	Low	Avg. Mean
<b>UNITED</b>			
ABC (2/52)	\$ 75.00	\$ 25.00	\$50.00
Caravan (1/56)	375.00	325.00	375.00
Circus (8/52)	85.00	45.00	50.00
Havana (2/54)	175.00	40.00	125.00
Hawaii (6/54)	175.00	69.50	100.00
Manhattan (4/55)	345.00	110.00	249.50
Mexico (3/54)	195.00	50.00	135.00
Nevada (8/54)	195.00	50.00	125.00
Pixie (9/55)	145.00	75.00	95.00
Rio (11/53)	175.00	75.00	105.00
Singapore (10/54)	195.00	65.00	110.00
Stardust (4/56)	225.00	155.00	165.00
Starlet (11/55)	210.00	98.00	125.00
Tahiti (8/53)	175.00	50.00	90.00
Triple Play (8/55)	495.00	190.00	315.00
Tropicana (1/55)	295.00	100.00	185.00
Zingo (10/51)	65.00	65.00	65.00

	High	Low	Avg. Mean
<b>WILLIAMS</b>			
Army & Navy (10/55)	\$ 60.00	\$ 50.00	\$ 60.00
Big Ben (9/54)	125.00	90.00	95.00
C. O. D. (9/53)	175.00	75.00	115.00
Colors (11/54)	135.00	125.00	135.00
Dealer '21' (2/54)	125.00	65.00	110.00
Disk Jockey (11/52)	85.00	39.00	85.00
Four Corners (11/52)	90.00	59.50	90.00
Fairway (6/53)	90.00	49.00	90.00
Grand Champion (8/53)	135.00	115.00	125.00
Hayburner (6/51)	75.00	50.00	50.00
Lazy Q (2/54)	125.00	59.50	99.50
Nine Sisters (1/54)	135.00	59.00	115.00
Palisade (7/53)	95.00	49.00	90.00
Peter Pan (4/55)	150.00	140.00	150.00
Quarterback (10/49)	195.00	85.00	85.00
Race the Clock (11/55)	190.00	150.00	185.00
Regatta (10/55)	150.00	95.00	135.00
Scream (4/54)	155.00	85.00	135.00
Singapore (10/54)	250.00	125.00	195.00
Sky Way (9/54)	125.00	85.00	85.00
Spitfire (2/55)	110.00	90.00	110.00
Star Pool (10/54)	149.00	99.50	125.00
Struggle Buggie (12/53)	125.00	119.50	125.00
Twenty Grand (12/52)	85.00	35.00	85.00
Times Square (4/53)	70.00	60.00	60.00

	High	Low	Avg. Mean
Thunderbird (5/54)	\$125.00	\$ 90.00	\$115.00
Three Deuces (8/55)	225.00	195.00	210.00
Wonderland (5/55)	209.50	145.00	195.00

### SHUFFLE GAMES

	High	Low	Avg. Mean
<b>Advance Bowler (CC) (5/53)</b>	\$ 75.00	\$ 65.00	\$ 65.00
Bonus Score Bowler (CC) (4/55)	195.00	195.00	195.00
Bowlette (G) (7/50)	40.00	40.00	40.00
Broadway Alley (U)	315.00	145.00	195.00
Cascade (U) (2/53)	50.00	50.00	50.00
Chief (U) (11/53)	85.00	85.00	85.00
Comet Targette (U) (11/54)	150.00	150.00	150.00
Cross-Cross (CC) (11/53)	110.00	75.00	95.00
Criss-Cross Targette Deluxe (CC) (1/55)	110.00	75.00	75.00
Criss-Cross Targette Regular (CC) (4/55)	110.00	110.00	110.00
Crown (CC) (4/53)	50.00	50.00	50.00
Domino (K) (5/53)	50.00	50.00	50.00
5 Player (U) (1/51)	50.00	50.00	50.00
Fireball (CC) (11/54)	150.00	125.00	150.00
8 Player (CC) (9/51)	150.00	150.00	150.00
Hi Speed Triple Score (CC) (8/53)	60.00	60.00	60.00
League Bowler (U) (11/54)	115.00	116.00	115.00
Mystic Bowler (B) (12/54)	95.00	95.00	95.00
Name Bowler (CC) (11/54)	50.00	50.00	50.00
Palisade (K)	55.00	55.00	55.00
Shuffle Pool (CC) (11/53)	110.00	50.00	50.00
Six Player (CC)	50.00	50.00	50.00
Speedy (U) (8/54)	135.00	135.00	135.00
Starlite (CC) (5/54)	595.00	90.00	90.00
Super Frame (CC) (5/54)	115.00	75.00	75.00
Targette (U)	125.00	125.00	125.00
Team Bowler (U) (1/54)	115.00	115.00	115.00
Triple Score Bowler (CC) (6/53)	65.00	50.00	65.00
Triple Strike Bowler (CC)	175.00	175.00	175.00
Venus Bowler	175.00	175.00	175.00

### ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; E—Eaton; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Kamey; M—Milt;

	High	Low	Mean Avg.
Sportland (Ex) (11/51)...	\$275.00	\$125.00	\$199.50
Sportsman (K) (11/54)...	295.00	150.00	215.00
Standard Metal Typer F 5...	325.00	199.00	275.00
Star Series (W) (4/49)...	89.50	79.50	89.50
Submarine (K) (1/42)...	125.00	125.00	125.00

	High	Low	Mean Avg.
Super Home Run (CC) (3/54) .....	\$250.00	\$125.00	\$225.00
Super Jet (CC) (4/53) .....	295.00	224.00	225.00
Telequiz (T) (1/49) .....	95.00	65.00	75.00
Three Way Gripper (Cb) .....	22.50	20.00	20.00
Zingo (U) (1/51) .....	65.00	45.00	65.00

	High	Low	Mean Avg.
<b>VENDING MACHINES</b>			
Electro (8 Col) .....	\$ 95.00	\$ 95.00	\$ 95.00
Mills Candy (5 Col) .....	65.00	65.00	65.00
National 930 .....	95.00	95.00	95.00
National 950 .....	110.00	110.00	110.00
P X (8-Col) .....	100.00	85.00	85.00

# COINMEN YOU KNOW

## Washington

By DELORES NEWCOMB

Cigarette vending operation started recently by Hirsh Coin is doing very well, according to treasurer Roger Squitro. Firm has a backlog of machines to place. While the venture has been extremely successful, it will be some time before the company branches out in other vending lines. Phil Mason, vice-president of Hirsh, believes the company should learn more about the vending field before going into it more deeply.

Hirsh de La Viez is a very

busy man these days. He was recently elected Chief Barker of the Variety Club of Washington, and is chairman of the annual dinner-dance slated for November 30 at the Statler Hotel here.

James Bowen, manager of Kwik Cafe, says coffee sales are climbing steadily now that cool weather is here. Bowen is pleased that there has been no resistance to the 15-cent milk machine placed on location recently. Profit on 10-cent milk was practically non-existent, he says, and something had to be done. He believes the 15-cent price is the answer.

**COIN MARKET PLACE** The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

**CLASSIFIED ADVERTISING**

### REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph no display. First line set in regular 5 pt caps.

RATE: 20¢ a word—Minimum \$4.00

### CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

### DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch

### CASH WITH ORDER

Unless credit has been established.

## Used Coin-Operated Equipment

ANYTHING IN VENDING MACHINES—Every type machine made; new or used; under the market price. Established 30 years. Mack H. Postel, 2932B Milwaukee Ave., Chicago, Ill. de2

ARCADE MACHINES—ARCADE FRONTS. Bargain close-out prices. Will haul for expenses. Send for list. Long, 301 South-west 3rd, Richmond, Ind. de30

CIGARETTE CANDY VENDING MACHINES; reconditioned, refinished, guaranteed like new. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. de30

CIGARETTE MACHINES—8-COLUMN Rowe Crusaders, new paint, 25¢ & 30¢ vending, \$60 each; 8-Column Eastern Electric, new paint, 25¢ & 30¢ vending, \$60 each; 5 or more machines, \$55 each. 1/3 down, balance C.O.D. Dallas Cigarette Service, 2806 McKinney Ave., Dallas 1, Tex. de2

COIN-OPERATED RADIOS FOR SALE. Several hundred RCA, Tradio and Coin Radio, also 25 TV. Or entire very profitable established route in Eastern North Carolina. All sets very good condition. C. B. Kusler, Washington, N. C. no11

COON HUNT GUNS—EIGHT. GOOD appearance. Need mechanical work. Sacrifice, best offer, uncrated. Kiddle-Land, 8440 Wornall Rd., Kansas City 14, Mo.

SHIPMAN DUPLEX STAMP MACHINES. \$10; Triplex, \$29.50 each, like new. Folders direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. no25

TWO STANDARD METAL TYPERs, GOOD condition. 10¢ play, ready for location, \$225 each. F.O.B. T. E. Beck, 7746 Broadway, San Antonio, Tex.

## Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 40's, Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Bake, 609C Spring Garden St., Philadelphia 23, Pa. ch-tfn

CASH HIGHEST CASH PAID FOR C.C. Binkers, Bull's-Eye; United, Geoco, Williams Guns and Baseballs. Allied Coin Machine, 786 Milwaukee, Chicago 22, Ill. Or call CA 6-0293. de2

USED VENDING MACHINES WANTED—We're headquarters for all Bulk Vending Merchandise. Will pay top price for your used Victor Troopers, Baby Grands, Acorn or Northwestern Guns and Capsule Machines. Write or call. Also send for our Price List. Graff Vending Supply Co., 2817 W. Davis St., Dallas 2, Tex.

# Mich. Free-Play Pin Routes

Continued from page 155

the interpretation given to free plays.

An authoritative statement of the government position was given to The Billboard by George Woods, chief assistant U. S. district attorney, who said that "In the absence of any other extraneous attendant facts and circumstances, a machine that gave a free play would not be considered a gambling device as a practical matter, tho it might be technically so."

Some indication of the extent of the imposition of the \$250 tax was secured from Internal Revenue records showing that 46 special tax stamps applications have been made for the fiscal year ending June 30, 1958, compared to only seven for the year ending June 30, 1957—covering the Detroit district, or both peninsulas of Michigan. The records indicate there were 45 different applicants, with only one duplication of individuals applying. The applications, incidentally, could cover either one or several machines, and are not a precise guide to the total number for which stamps were issued accordingly. It is impossible to secure a breakdown of figures between slot machines, pinballs if any, and any other type of "gambling devices."

One further important restriction applies in this State. Pinballs, even without free play, are not allowed in beer gardens or other places licensed to sell beer and liquor by the glass, as noted by Satve. This is one aspect of the careful regulation of activities in taverns by the Michigan Liquor Control Commission.

"The pinball business in the State of Michigan has fallen off considerably," he said, "because you cannot have them in beer gardens. You can have them in bowling alley locations and restaurants, and that's about all."

"All summer it has been very quiet, but since Labor Day business has been good, and it looks good for the winter. This applies both to play on machines and to sales on pinball machines."

Sauve's view is of special significance, since he is one of the oldest active amusement operators in the area, and has a sizable operation of pinballs well scattered thru the State, so that he has his finger on the pulse of the industry.

He stressed that the conditions are very spotty as far as official permission goes, with some communities allowing free play, some not, and some following Detroit's lead and banning the games outright.

A more optimistic view was given by Hebert, of Miller-Newmark, who noted that "Pinballs are

going as good as at any time—they have not gone down at all." Most encouraging was his report that, despite the loss of business naturally resulting from the closing of many summer spots, business thru the State generally has picked up about 20 per cent since Labor Day, tallying generally with Sauve's report of recent pick-up.

Significantly for the future, there are few, if any, new coin machine operators coming into the pinball field, according to Hebert. New blood and new capital are evidently not being drawn into this field. However, there is another trend toward diversification of routes by existing operators, he said. In general this means that established juke box operators are spreading their coverage in depth by adding pinballs.

The pinball business in one way shows a sturdier economic position than the juke box business

here. "Most everybody seems to think that dime play is what they want," said Joseph Auton, of King-Pin, who said that dime play is installed upon the operator's request in about 90 per cent of the new games sold in the territory. This is in contrast to the music business, where nickel play is still the rule here, and indicates a healthy popular acceptance of the games under realistic conditions of today's scale of living and of costs.

However, there is a basic feeling of dissatisfaction among operators on all games. It was voiced by Codling: "Play is pretty fair on machines—about the same now as a year ago. But the cost of new machines is so great we cannot make money."

The recognized importance of fresh appeal and frequent introduction of new units in games creates a special problem. Codling summarized it by noting that business is literally "tremendous" compared to 1939, but that new machines cost much less then—and the income has not been able to bridge the gap.



JOE ASH Says:

LARGE SELECTION OF

**Gottlieb Williams**

LATE MODEL EQUIPMENT

WRITE • WIRE • PHONE FOR QUANTITY PRICES!

Exclusive Distributors for Wurlitzer, D. Gottlieb and Exhibit in So. Jersey, Del. and E. Penna. Cable Address: COMAC, Philadelphia, Penna.

**ACTIVE**

AMUSEMENT MACHINES CO.

You can ALWAYS depend on ACTIVE ALL WAYS

666 N. Broad St., Phila. 30, Pa. • PO Box 9-4495 Write or wire for prices

# WANTED

GOOD BINGO MECHANIC!

GOOD PAY!

STEADY WORK!

NO DRIFTERS!

WRITE TO BOX 912

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

# USE THIS HANDY FORM TODAY

Forms close Wednesday for the following week's issue. Please use pencil when filling in this form.

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.
  - Business Opportunities
  - Help Wanted
  - Parts, Supplies & Services
  - Positions Wanted
  - Routes For Sale
  - Used Coin-Operated Equipment
  - Wanted To Buy
3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
  - Regular
  - Display
4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard  
Coin Market Place  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

- Next 6 Issues  Next 4 Issues  Next 3 Issues  Next issue only

\$ \_\_\_\_\_ Payment enclosed

Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## RECONDITIONED LIKE NEW

- High Earning Wurlitzer 2100's ..... \$925
- Half-Dollar Play Wurlitzer 1900's ..... 825
- Hard to Get Wurlitzer 1800's ..... 725

Good Quantities

## Northwest Sales Co.

3150 Elliott Avenue  
Seattle 1, Washington  
Phone: Murdock 8030

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!

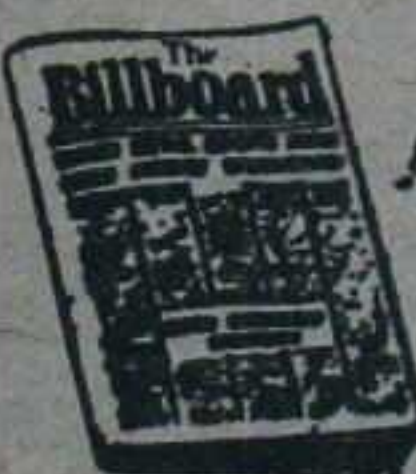
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15)

966

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



### Prices Are Down!

Shopped and Ready for Location

MUSIC WURLITZER	
1017—Cobra Pickup	\$ 35.00
48 SELECTION HIDEAWAY, 45 rpm	90.00
1400	165.00
1250	95.00
1850	245.00
1217 HIDEAWAY, 45 rpm	95.00
1800	695.00
1900	625.00
2000	925.00

AMI	
MODEL C's	5 85.00
MODEL D-40	135.00

SEEBURG WALL BOXES	
WURLITZER 4851, Like New	\$10.00
WURLITZER 3020, 48 Seloc.	3.95
AMI 40 SEL.	2.95

BINGOS	
MANHATTAN	\$ 60.00
CIRCUS	25.00
RIBS	25.00
BALLY BEAUTY	40.00
BEACH CLUB	30.00
SOUTH SEA	195.00
PIKIES	75.00
GAYETY	60.00
CARAVAN	200.00
SADDLE & SURF	90.00
SURF CLUB	40.00
ICE FROLICHS	55.00
TRIPLE PLAY	65.00

FIVE BALLS	
NIFTY	\$ 20.00
CIRCUS WAGON	110.00
SKY WAY	85.00
STAR POOL	75.00
ARABIAN KNIGHTS	100.00
BALLS-A-POPPIN'	180.00
SMOKE SIGNAL	125.00
DAISY MAE	125.00
LADY LUCK	105.00
NIAGARA	85.00
BIG BEN	85.00
WONDERLAND	130.00
STACE COACH	130.00

**UNITED & BALLY**  
14 FT. BOWLERS  
**\$495.00**  
crated

1-PIECE 14-FT. UNITED BOWLER	\$395.00
GENCO "SWEET 21"	\$395.00
1/2 down, balance C.O.D.	

**Lew Jones** Distributing Co.  
Exclusive Wurlitzer Distributor  
1301 North Capital Avenue  
Indianapolis, Indiana  
Phone. ME 6-1583

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

## COINMEN YOU KNOW

Continued from page 154

land, went home from the hospital recently after an operation.

Manuel Nassar, Nassar Music Company, Shelby, seen setting up a new juke box. He reports he is going to convert his entire route

to 45 r.p.m. play. . . . Lavaughn Johnson, Johnson Bros. Amusement Company, Corinth, does a lot of fishing these days despite the cool weather. . . . Jack Canipe Jr., vice-president of Consolidated Amusement Company, Memphis, seen calling on several Mississippi operators last week.

### ARCADES

**OPERATORS!**  
for  
**EXPORT**

- GAMES
- GUNS
- MUSIC
- VENDING
- PARTS

Write for Your Needs

**MIKE MUNVES**  
CORPORATION  
537 7th Ave., New York 36, N. Y.

**NEW, QUALITY BUILT 6-POCKET POOL TABLES**  
72" long x 41" wide x 32" high.

Complete with numbered balls, 1-10; Cue Ball, Rack, Cue Stick, Shaker, 8-11-14, Peak, Chalk, Instructions, etc. **\$219.50**

Genco 2-PLAYER BASKETBALL **\$165**  
Chicago Coin

STEAM SHOVELS **\$85**  
Wm. CRANE **\$85**  
Keeney

SPORTSMAN GUNS **\$145**

**ORDER TODAY!**  
**MONARCH COIN MACHINE**  
2257 N. Lincoln Chicago 14, Ill.  
Lincoln 9-3996-7

Operators seen in Jackson on business recently included: John Haley, John Haley Music Company, Durant; E. J. Turey, Turey Amusement Company, Isola; Charles Ethridge, manager of John Haley Music Company, Duran; Pat Harrington, Houston Music Company, Houston, and Joe Tierce, Tierce Amusement Company, Greenwood.

**Miami**  
By **RAOUL SHAPIRO**  
Morrie Marder, M&M Service, back on the job after a stay in the hospital where he lost 15 pounds. . . . Vic Levine, Mars Amusement Company, happy over collections of his bowling alleys. What surprises Vic the most, tho, is that pool tables on his route are still holding up to top earnings. . . . Also very much satisfied over alley collections is Harold Hirsch, Automatic Equipment Company.

Buddy Kaufman, C&L Amusement Company, says collections on music are very good. Unfortunately, he has suffered a series of break-ins. As usual, it's not only the loss of money. Many times the damage done to the machines amounts to more than the actual loss of revenue.

Jo Hiller, girl demon at Binkley Distributing Company, ailing. Jo has been working hard supervising the moving to new quarters, and that hasn't helped her health any.

Charlie Brown, Beyer & Brown, Holly Hill, visiting the Jacksonville office of Bush Distributing Company. While there Charlie visited the new Jacksonville office of Badisco Record Sales.

Bob Townsend, who recently sold his music and game route, is now helping to defray expenses by working at Flagler Dog Track.

**Little Rock**  
Robert Kirspe, owner of Kirspe-Hollenberg Music Company, and other operators happy that business is gradually returning to normal in this integration-embattled city. . . . Harold Dunaway and Cecil Hill, partners in Twin City Amusement Company, seen recently at an Arkansas football game. . . . So was Andrew Cassinelli, Little Rock Amusement Company, and Dutch Yancey, owner of Arkansas Music Company.

Fred Swan, Swan Amusement Company, Forrest City, went to see the Oklahoma-Texas football game at Dallas. . . . Red Bokker, Bokker Amusement Company, has a rice farm on the side and reports a good crop.

George Sammons, president of Sammons-Pennington Company, Memphis, Seeburg distributor, seen on a swing thru Arkansas recently calling on operators. . . . Also Jack Canipe Jr., vice-president of Consolidated Amusement Company, Memphis, Wurlitzer distributor. . . . Pete Adams, Adams Amusement Company, Forrest City, seen at a service station he recently installed. He's Pure Oil distributor on the side.

Lloyd Barber, partner in B & C Music Company, Forrest City, is the Pabst Blue Ribbon distributor at Forrest City on the side and reported

a good summer season. . . . E. J. Mahfouz, owner of Mahfouz Amusement Company, Stuttgart, was seen in Memphis recently getting some 200 juke. He plans to go 100 per cent on them.

Charles Wilcox, Baker Music Company, Pine Bluff, had lunch with Chester Baker, former Baker Music Company owner. . . . Bill Foster, Foster Music Company, Pine Bluff, was seen setting up a new 16-foot bowling alley with big balls. . . . Vernon Ward, 19 Music Company, says son Jimmy, 23, is active in the business now.

E. K. Eby, Pine Bluff Music Company, says business is still good, mainly because a number of construction workers on the big new paper mill

**READY FOR SALE**  
**REPLACED BY NEW WURLITZERS**

10—Wurlitzer Model 1900 . . . . . \$795 each  
2—Wurlitzer Model 1800 . . . . . 725 each  
4—Wurlitzer Model 1700 . . . . . 595 each

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2320 West Main Street  
Richmond, Virginia  
Phone: 84-3264

**SLATE TOPS FOR BUMPER POOL**  
SIZE: 32" x 48" . . . \$44.50; 4 OR MORE . . . \$42.50 EA.  
(REGULAR PRICE \$65.00)—IMMEDIATE DELIVERY.  
ORDER NOW—SAVE MONEY!

Complete Stock of Billiard Supplies for All Makes of Coin Operated Pool Tables  
Price List on Request.  
TERMS: 25% DEPOSIT, BALANCE C.O.D.

**MARVEL Billiard Supply Company**  
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**AMBI E 80** . . . . . \$350.00  
**AMBI D 40 45 rpm** . . . . . 175.00  
**Bush-Ola 1448** . . . . . 575.00  
**Seeburg M 100 A** . . . . . 150.00  
**Seeburg M 100 E** . . . . . 450.00  
**Seeburg M 100 L** . . . . . 795.00  
**Wurlitzer 2000** . . . . . 850.00

**DISTRIBUTORS & OPERATORS**  
Thank you for your patience—our production of CoMco speakers has been geared up to meet your demand—your orders now on hand will be shipped as quickly as possible. Thank you for your cooperation.

**BEN COVEN**

**COVEN MUSIC CORPORATION**  
3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210.  
Cable Address: COVENMUSIK—1/2 Deposit, Balance C.O.D.

**CHALLENGER PISTOL and STAND with \$39.95**  
Aluminum Floor Stand and Bull's-Eye Target.  
Write for Quantity Prices  
You're cordially invited to visit our premises and make your selections.

**READY FOR LOCATION—KIDDIE RIDES—COIN-OPERATED**

Williams Crane	\$165.00	Coales	\$ 65.00
Williams Peppy (phone)	Write	Wild West Gun	65.00
Big Hares Ride	295.00	Sportland Gun	120.00
Space Ship	95.00	Star Gun	95.00

**KIDDIE RIDES (Coin Operated) We Buy—Sell—Trade.**  
Send us your list and requirements.  
Expert inquiries invited. All Prizes F.O.B. Chicago. All Phones: Uptown 8-1349.  
**CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois**

**WANT TO BUY**  
IN LARGE QUANTITIES  
**BINGO GAMES & SHUFFLE ALLEYS**  
SEND IN YOUR LIST AT ONCE STATING QUANTITY, PRICE, AND CONDITION  
WRITE TO  
**THE BILLBOARD**  
BOX 913 • 188 W. RANDOLPH • CHICAGO, ILLINOIS

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

**CALL COLLECT for Special CLOSEOUT PRICES!**

UNITED PLAYTIME, NEW  
5 NEW GOTTLIEB CONTINENTAL CAFE  
5 NEW BALLY CIRCUS  
10 NEW CHICAGO COIN SUPER BOWLING LEAGUE—14 ft.  
10 Reconditioned UNITED BOWLING ALLEY—14 ft.

Also Closing Out—GENCO CHAMPION BASEBALL  
GENCO HI-FLY CHICAGO COIN BULLSEYE  
UNITED 5TH INNING UNITED SUPER SLUGGER

**TRADES ACCEPTED!**  
We Need for Export—  
**BALLY BINGOS—ALLEYS—MUSIC**

**Nedd DISTRIBUTING CO.,**  
236 LINCOLN ST.  
ALLSTON 34, MASS—AL 4-4842

Exclusive Distributor for  
**WURLITZER BALLY CHL. COIN GENCO**

# CONVERSION

FOR SEEBURG M-100 A  
MH-100 A

to 33 1/3 RPM to 45 RPM  
\$24.50 • \$69.50

F.O.B. Los Angeles  
**CALCOIN CORP.**

11167 West Pico Blvd.  
Los Angeles 64, Calif.

# NEED 1,000 USED—AS IS SHUFFLES & BINGOS IMMEDIATELY!!

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Cabe Forman—240 E. Merrick Rd.  
Freeport, N. Y.  
Phone: MAyfair 3-2472

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DISTRIBUTORS CORP.  
Export Specialists  
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CHickering 4-5050  
240 E. Merrick Rd., Freeport, N. Y.  
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### For Quick Turnover!

#### Clean and Ready

- 2 Wurlitzer 1900, Each ..... \$450.00
- 1 Wurlitzer 2000 ..... \$35.00
- 1 Wurlitzer 1700 ..... \$50.00
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- 2 Seeburg Model B, Each ..... 325.00
- 1 Evans Constellation 125 ..... 45.00

#### KIDDIE RIDES

- 2 Large Clown Sea Saws, Ea. \$120.00
- 1 Chico Super Jet ..... 140.50
- 1 Lane Carousel ..... 165.00
- 1 Deco Carousel ..... 130.00
- 1 Greff Shelland Bronco ..... 225.00

#### MISCL.

- United Pirate Rifle ..... \$320.00
- Ex. Dale Gun ..... 25.80
- Wurl. 104 Sal. Wallboxes ..... 35.00
- Wurl. 104 Stepper ..... 30.00
- Genco Baseball Pool ..... 50.00
- Senior Pool Tables ..... 50.00
- Spanish Pool, brand new ..... 75.00
- Keeney Challenge Bowler ..... 125.00
- United Fifth Inning ..... 100.00

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Immediate Shipment!

## ODCO, Inc.

1100 02 Broadway, Albany 4, N. Y.  
Telephone 5-0228

# SAVE CASH

WITH BOWLING ALLEY  
CONVERSION KIT  
for ALL Shuffle Alleys!

In approximately 2 hours or less you can convert an 8 or 8 1/2-foot shuffle alley into the hottest game on the market . . . without the need for costly investment in new equipment!

- Simple, tried and tested mechanism
- Easy, quick installation (full instructions and drawings included with each kit)
- Fits most 8 or 8 1/2-foot shuffle alleys

**1 YEAR  
GUARANTEE  
ON BALL LIFT**

- Kit Includes:
- Ball Lift (motor driven)
  - Three 2 1/4" Rubber Balls
  - Chrome-Plated Ball Return
  - New Raised Foul Line Bar

PROVEN IN THOUSANDS OF LOCATIONS! Real Player Appeal . . . Profits Soar Skyward!  
ONLY A FEW LEFT, ACT NOW!

#### KIT PRICES:

- 1 to 4 ..... \$130.00
- 5 to 24 ..... 125.00
- 25 to 49 ..... 120.00
- 50 ..... 115.00

- COMPLETE 8 FOOT SHUFFLE ALLEY,  
CONVERTED ..... \$245.00
- COMPLETE 12 FOOT SHUFFLE ALLEY,  
CONVERTED ..... \$295.00

1/2 Deposit • Balance Sight Draft or C.O.D.

WRITE • WIRE • PHONE • FOR IMMEDIATE DELIVERY!

## WEST SIDE DISTRIBUTING CORP.

612 Tenth Avenue, New York, N. Y. • Circle 6-8464

building are still living in Pine Bluff . . . Manuel Caras, M & H Music Company, says the fall business is going good and looks for it to be a record season.

Operators from the territory seen in Little Rock recently on business included: J. Earl Gill, Gill Amusement Co., Hot Springs; George Heard, Heard Amusement Co., Newport; Earl Holtzlander, M & H Music Co., Pine Bluff; M. L. Armstrong, Armstrong Amusement Co., Brinkley; W. E. Lewis, Lewis Novelty Co., Hot Springs; Ernest Vathis, Twin City Amusement Co., Texarkana; Joe

Colten, Louisville Novelty Company, Louisville.

I. E. McCray, Country Club Amusement Co., Benton; Bill Purifoy, Purifoy Amusement Co., Camden; Cleve Reed, Cleve Reed Music Co., Rison; Orell Bledso, National Novelty Co., El Dorado; Tex Dickens, Arkansas Music Co., Magnolia.

H. E. Taylor, Warren Music Co., Warren; Lynn Farr, Central Music Co., Texarkana; Jack Ethridge, Jack's Music Co., Hampton; Jack Walker, Danville Music Co., Danville; Eddy Boyce, Boyce Amusement Co., Bald Knob; A. G. Williams, Williams Music Co., Monticello; W. S. Kennedy, Kennedy Music Co., England; Charles Gist, Gist Music Company, Helena; H. L. Hopkins, Hopkins Music Co., Fordyce.

### Milwaukee

By BENN OLLMAN

Sam Hastings, Hastings Distributing Company, is accepting congratulations again. He became a grandfather for the third time last week when his daughter gave birth to a girl. Coin route takes, says Hastings, are at a low level. Premium business has shown a slight increase, as State operators begin to make more use of prizes to stir interest in games equipment. . . . Joe Krenz, United, Inc., staffer, has shoved off for a two-week Florida vacation.

Chuck Miller recently bought out his partner, John Andres, of the Racine music and games firm, A. & M. Distributing Company. Andres, stepping out of the coin business, recently marked his 72d birthday. Miller, prior to going to work for Andres in 1954, was the distributor here for American Shuffleboard Company.

Red Jacomet, Red's Novelty Company, back from a pheasant hunting trip to South Dakota, reports that he bagged his limit. Newest man on the Red's Novelty Company roster is Jim Jacomet, nephew of the boss. Jim is handling cigarette route chores. Route

foreman Ed Gronowski, avid radio ham, claims he tuned in occasionally on the Sputnik in its orbit.

Bill Weichell, sales manager, Fisher Manufacturing Company, stopped in town to visit with the Paster Distribut-

ing organization. Also visiting were the bosses, Herman Paster and Allen Nilva. . . . Cooler temperatures have been helping volume on the Automatic Merchandising Corporation's coffee venders, reports Carl Millman.

## BUY! METAL TYPERS

VENDING ALUMINUM IDENTIFICATION DISC

1. LIFE-TIME INCOME
2. TROUBLE-FREE OPERATION
3. ONLY 18"x18"

WHY?

**STANDARD HARVARD**  
METAL TYPER, Inc.

1318 N. WESTERN AVE.  
CHICAGO 22, ILL.  
EV 4-3120



# PINS PINS PINS

ALL YOU WANT AT THE RIGHT PRICE

Send for Our Complete Lists

## DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
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Write—Wire—Phone

# We Need Space!

. . . and we're willing to pay for it by slashing prices for immediate clearance!

**\$25**

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|--------------|--------------|------------|
| AQUACADE     | A-BALL       | PIN BOWLER |
| BE-BOP       | GRAND AWARD  | PINKY      |
| BERMUDA      | GUYS & DOLLS | RAC MOP    |
| BANK-A-BALL  | HIT & RUN    | RAINBOW    |
| BIG HIT      | JUDIE        | ROSE BOWL  |
| CARAVAN      | LAZY "Q"     | SPRINGTIME |
| CINDERELLA   | MADISON SQ.  | STRUGGLE   |
| COLLEGE DAYS | GARDEN       | BUGGY      |
| CONTACT      | MONTEREY     | SUMMERTIME |
| CRAZY BALL   | OLYMPICS     | THING      |
| CYCLONE      | OKLAHOMA     | WISCONSIN  |
| DEALER       | PALISADES    | WHAT'S MY  |
| DE-ICER      | PARADISE     | LINE?      |
| DREAMY       | PHOENIX      | YANKS      |

**\$90**

- |                 |            |             |
|-----------------|------------|-------------|
| CORONATION      | CHINATOWN  | C.O.D.      |
| CROSSROADS      | POKERFACE  | FAIRWAY     |
| SHINDIG         | FOUR STAR  | GRAND       |
| PINWHEEL        | QUARTET    | CHAMPION    |
| FLYING HIGH     | QUINTET    | HAPPY DAYS  |
| QUEEN OF HEARTS | GRAND SLAM | LOVELY LUCY |
|                 | SKYWAY     | SCREAMO     |

**\$60**

**\$90**

- |         |                |                |
|---------|----------------|----------------|
| BIG BEN | MARBLE QUEEN   | ARABIAN NIGHTS |
| COLORS  | GREEN PASTURES | STAR POOL      |

**\$110**

- |                 |             |                |
|-----------------|-------------|----------------|
| BALLS-A-POPPIN' | 4 BELLES    | MYSTIC MARVEL  |
| HAWAIIAN BEAUTY | LULU        | RACE-THE-CLOCK |
| DRAGONETTE      | JOCKEY CLUB | WONDERLAND     |
|                 | WONDERLAND  | REGATTA        |

**\$130**

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|-------------|-----------|--------------|
| DAISY MAE   | GOLD STAR | LADY LUCK    |
| DIAMOND LIL | PETER PAN | SMOKE SIGNAL |
|             |           | SNAFU        |

**\$150**

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| GYPSY QUEEN    | TIM-BUC-TOO      | 3 DEUCES     |
| SOUTHERN BELLE | SWEET ADD-A-LINE | TWIN BILL    |
| STAGECOACH     |                  | WISHING WELL |

**\$225**

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| TOURNAMENT | PICCADILLY | SURF RIDER |
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1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.  
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Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.



**THE OPERATOR "ON THE GO"  
IS THE MAN WHO KNOWS  
WORLD WIDE!**

**5-BALL GAMES**

2-PL. CONTINENTAL CAFE	Write \$415	WORLD CHAMP	Write \$295
4-PL. MAJESTIC	315	ROYAL FLUSH	285
4-PL. REGISTER	210	ACE HIGH	265
4-PL. SCOREBOARD	275	RAINBOW	235
2-PL. WREATHOR	245	AUTO RACES	195
2-PL. MARATHON	255	DERBY DAY	185
2-PL. GLADIATOR	225	HARBOR LITES	165
2-PL. TOURNAMENT	185	SLUGGIN' CHAMP	125
2-PL. DUETTE		HAWAIIAN BEAUTY	

**BINGO GAMES**

KEY WEST	\$375	BRAZIL	\$225
BIG SHOW	325	SOUTH SEAS	195
NITE CLUB	245	STARDUST	150
BROADWAY	225	STARLET	125
BIG TIME	125	PIXIES	95
CAYTIME	125	TRIPLE PLAY	85

**PHONOGRAPHS**

ROCK-OLA 1454	\$695	SEEBURG M-1008	\$375
SEEBURG HF-100R	675	ROCK-OLA 1436, 45 RPM	175
SEEBURG M-100C	475	WURLITZER 1550A	175

ALL GAMES IN STOCK—PROMPT SHIPMENT

**WANT TO BUY . . .  
ALL TYPE BINGO GAMES  
WILL PAY HIGHEST DOLLAR!**

Cable Address  
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Terms: 1/3 Deposit, Balance  
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Chicago 47  
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**Davis Guaranteed  
Rebuilt Phonographs**

Telephone or Wire Collect!  
**SEEBURG**

V200 with VL Selection Receiver	\$875
HF100R	695
HHF100R (Hideaway)	595
HHF100G (Hideaway)	525

**ROCK-OLA**

1434 (78 RPM, Reconditioned)	\$135
1434 (45 RPM, Reconditioned)	135

**WURLITZER**

2000	\$750	H200 (like new)	WRITE
1900	695	G200 (like new)	\$695
1700F	515	O120 (like new)	650
1450	150	G80 (like new)	995
1250	115	E120	350

**AMI**

**WALLBOX SPECIALS**

SEEBURG—3W1, 100 Selection Chrome Wall Boxes, Reconditioned. \$54.50  
ROCK-OLA—50 Selection Chrome Wallboxes, Reconditioned. \$29.50

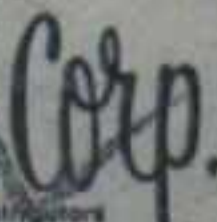
**WURLITZER WALLBOXES**

5204 (104 Selections)	\$15.00	5207 (104 Selections)	\$45.00
5204A (104 Selections)	35.00	4820 (24 Selections)	20.00
5205 (104 Selections)	35.00	4851 (24 Selections)	25.00

Terms: 1/3 Deposit Required Cable Address: "DAVDIS"

**WORLD EXPORT**

WESTERN EXPORT  
DISTRIBUTING



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**FOLK TALENT  
AND TUNES**

Continued from page 129

day (6) and on Art Ford's "Dance Party" Friday night (8). . . Myrna Lorrie, of Fort Williams, Ont., made the trip to Nashville recently to record for RCA Victor. . . Joe Brown, of Sun Records, new label with headquarters in Bon Aqua, Tenn., typewrites that the firm is looking for c.&w. and rock 'n' roll talent to record.

Slick Norris, who handles the managerial reins on James O'Gwynn and the promotion on Webb Pierce, spent a recent weekend with Paul and Ann Kallinger and Walter and Frankie Bailes in Del Rio, Tex., where both Paul and Walter spin the country wax on XERF. Slick was accompanied by his wife, Betty. The big power increase at XERF is due the first of the year. Slick and Betty also visited with Charlie and Margie Walker in San Antonio. The Kallingers and Charlie Walker, together with Uncle Jim and Mary Louise Christie and Pete Hunter will be on deck for the big deejay festivities in Nashville this weekend. . . The Blackwood Brothers Quartet is routed for the remainder of November as follows: Oklahoma City, November 12; Springfield, Mo., 13; Nashville, 14; Charlotte, N. C., 16; Headland, Ala., 19; Knoxville, 23; Greenville, S. C., 28; Tampa, Fla., 29, and Orlando, Fla., 30.

Arlic Duff has quit the road to settle in Colorado Springs, Colo., where he's doing two four-hour deejay stints six days a week on KPIK, the only c.&w. music station in the town. Arlic claims that his country and western music, billed as "down-to-earth, honey American music" is just as "hawgjaw" as a Piney Woods rooster. He has started a Hawgjaw Club, where listeners may write in to Arlic's Hawg Pen and receive a membership card and a bumper sticker emblazoned with the likeness of an Arkansas razor-back, along with the station's call letters and its frequency. These bumper stickers have been reported as far away as California and Louisiana. Duff still makes an occasional personal in the area but refuses to travel any further than "two hours from home." One of the reasons may be the fact that Arlic and his wife are lullabying a new daughter named Rebecca Jo.

Ernest Tubb, who put in all of last week on dates in the Virginias, returned to Nashville and the "Grand Ole Opry" Saturday night (9). He is looking forward to greeting his many friends at the deejay conclave there this weekend. On Sunday (17), Ernie kicks off a 15-day swing thru the Northwest. The package will also highlight the Wilburn Brothers. Ernie's newest Decca release is "My Treasure" b.w. "Go Home."

**With the Jockeys**

Barney Lee, Fresno, Calif., c.&w. deejay, has opened a 500-watt daytime radio station in that city, using the call letters KEAP. Programming will be made up of Western music and news. Bob Kennedy, Dave Stogner, Vance Jones, Pecos Pete and Wayne Golden man the turntables, and Bill McAllister serves as news editor. . . WSM, Nashville, has a number of open dates on its 45-minute, Friday show, "Mr. Deejay, U. S. A.," which guests a different c.&w. jockey each week. If you're interested in appearing on the program, which permits you to spin the platters of your choosing, backed by

guests from "Grand Ole Opry," contact Royal McCullough, Director of Promotion, WSM, Nashville. . . Kenny Doll, who recently left WVA, Harrisonburg, Va., to accept a position as deejay in Alaska, has returned to WVA and is now heard daily on the "Kenny Doll Show," 4 p.m. to midnight.

Fred Wamble has taken an extended leave from WBAM,

Montgomery, Ala., to try his hand at another end of the electronics business. Fred has been dicker for several months with General Electronics Corporation and has accepted the position of sales manager with the firm, effective November 1. He fails to say, however, where he'll be located under the new set-up. (Continued on page 16)

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Andico Coffee, cup	255.00
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**Small Tourneys Big for Ops**

Continued from page 155

Company a tremendous aid in arranging tournaments.

In the tournaments that Miller sets up, players' scores are posted during the week either on a blackboard or poster in the location. The top 16 high score holders are notified of their standings in the tournament and scheduled to play off for winning positions during the weekends. Prizes, either cash or merchandise, are awarded immediately after the final scores are posted.

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2. Take the prize money from the coin box of the machine that is being used for the tournament. This is important, explains Chuck Miller, because it shows the location owner that the tournaments are bringing cash results for him. It also insures that the tournaments are self-supporting. "In most cases," says he, "the amount in the coin boxes during tournament playoffs is sufficient to take care of the prize money."

Cash prizes for skill awards are legal in Wisconsin, notes Chuck Miller. "I prefer to give cash awards, rather than merchandise," he adds. Location owners are happier when cash awards are given as prizes. It also is difficult to come up regularly with the kind of merchandise prizes that will appeal to all the customers; whereas we know that cash interests everyone."

Most used cash prize structure, is \$10 for first prize, and \$5 for second. In some locations where the interest in tournaments has not proved as keen as hoped for, the

prize money is stepped up to encourage wider participation.

**Let Players Rule**

3. Don't let the location owners take control of tournament operation, warns Chuck Miller. Instances have popped up, he claims, where tavern owners' control of tournament pairings and scoring has proved unpopular with players who claimed favoritism was displayed.

4. Provide someone to stay in the location during the playoffs to keep track of scores and post winners' names. "This insures fair conduct of the tournament and permits the location owner to stay behind the bar where he wants to be," says Chuck Miller.

One final bit of advice from Miller: "Charge an entry fee for all players. We haven't always done that ourselves; but I am confident that an entry fee helps smooth out a lot of rough spots in a tournament. We charge players a 50-cent or \$1 entry fee which is returnable when they complete all of their scheduled games. Those who don't show up to play their games forfeit their entry money which is then added to the pot. This insures a better turnout of players and reduces the number of forfeited games which slow down the progress and curb interest in tournaments."

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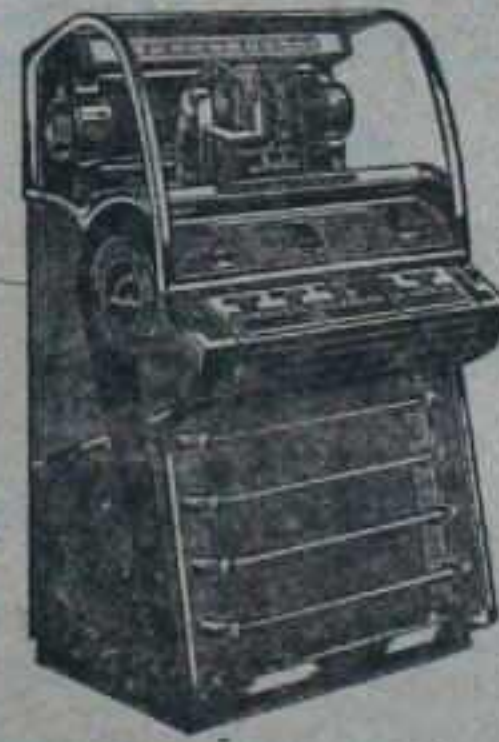
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## FOLK TALENT AND TUNES

Continued from page 160

Wamble will be on deck for the deejay conclave in Nashville November 14-16.

Fred Maddox complains that he's having difficulty getting platters for his various deejay shows. He says Columbia and the indies have been good to him, but claims he can't get action from Decca, RCA Victor and Capitol. He says it's gotten to the point where he has to go out and buy disks to satisfy his listeners' requests, and that ain't good. Maddox's address is 20035 East Gladstone, Covina, Calif.

Alan Herbert, who has just taken over as program director at WNIX, Springfield, Vt., is in need of records. Type-writing under recent date, he says: "Moved here from KDSJ, Deadwood, S. D., where I was known as the Barefoot Cowboy and had connections with the publishers and record artists and, thus, was getting plenty of c.&w. records. During the move, my mailing file got lost or strayed, so I'd appreciate a blurb in your column that I'd like to get my new address on their mailing lists. I'm starting my 'Western Caravan' show right away, 5-7 on Saturday nights, and there are about 200 c.&w. records in the station files right now. So, I'm hurtin' for certain!" Red Smith, engineer, entertainer and deejay, who recently left WCKY, Cincinnati, joined Station KLLL, Lubbock, Tex., October 1. He asks that artists and record firms put his name on the list

for deejay samples. Rocky Martin recently cut two of Red's numbers for the Star-day label.

Kay Bransford, former Nashville entertainer, has joined KLAQ, Denver c.&w. station, where she conducts "Kay's Korral" every Friday night, 7-8 o'clock. Billy Deaton, who deejayed in Iceland during his recent tenure with Uncle Sam's Army, is back in his native Minter City, Miss., after a trip to New York for an audition with the Arthur Godfrey and Ted Mack shows. On a visit to The Billboard office in Cincinnati last week, Billy stated that he is dickering for a deejay post and that he hopes to have something to announce soon.

Paul Kallinger, XERP, Del Rio, Tex., says he's in need of Capitol and RCA Victor wax, and that the service from Decca isn't too hot. Pete Hunter, KTLW, Texas City, Tex., is also in need of Decca



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platters. . . After a year away from the turntables, Earl Aycock is back spinning the country wax on KRCT, Pasadena, Tex. . . Ken Parsons has returned to Pine Bluff, Ark., and may be reached at Box 384, that city. . . Bob Day, of WLBY, Bangor, Me., had as recent visitors on his show Patsy Cline and Porter Wagoner.

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Finest mahogany cabinet.  
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Write for listings  
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### Means More Coins! More Profit!

Whoever you talk to, the stories are the same . . . Roto-Targets have been acclaimed as the outstanding New feature in amusement pinball machines! Location owners and operators report important New earnings and profits attracted by Roto-Targets. They are fun for all and present an irresistible New challenge to the skill and timing of every player.

Silver has an exclusive Lite-A-Name feature that holds over from game to game until S-I-L-V-E-R is lit; then, complete name lites targets for specials. Silver also includes: Rollovers and spot button that complete numbers 1-2-3-4 to lite holes for specials; super-powered flippers that shoot ball up field at Roto-Targets; cyclonic kickers; twin chutes and an all steel door and door frame for lifetime service. Match feature.

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World's largest manufacturer  
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Amusement Pinballs  
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- \* Bally A.B.C. Champion Bowling Lanes
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- \* Rock-Ola Phonos—50-120-200 Selection

Write or call for prices

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All machines cleaned, checked and ready for location.	
Like new A.B.C. Bally Bowling Lanes, 14 ft.	\$545.00
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Bally Jet Bowler	125.00

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<b>5 BALLS</b>	
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Your key to **SALES RESULTS—** the advertising columns of **THE BILLBOARD!**

**Wurlitzer's Sales Drop 9% For 2d Quarter**

CHICAGO—Sales of the Wurlitzer Company for the second quarter (July, August and September) were \$8,513,526, down 9 per cent from \$9,387,916 in the corresponding quarter last year.

The figures represent the firm's total output of juke boxes, electric organs and pianos. No breakdown was given for Wurlitzer's juke box sales.

**Net Earnings**

Net earnings were \$178,003 or 21 cents per share of common stock. This compares with \$131,491 or 16 cents for the same period last year.

This gives Wurlitzer a six-month (April to September inclusive) sales figure of \$15,576,579, down 5 per cent from \$16,464,810 last year. Net earnings for the six-month period were \$196,053 or 23 cents per common share, compared with \$219,661 or 26 cents for the same six-month period last year.

R. C. Rolling, president of Wurlitzer, stated the firm was now

coming into their heavy selling season. During October we shipped to dealers, both foreign and domestic, more conventional pianos, more electronic pianos and more electronic organs than a year ago, and if this trend continues during November and December

our third quarter operations should be good.

Rolling pointed out that the music business "was seasonal," but if it follows the same pattern as previous years, sales and profits for the fiscal year ending March 31, 1958, "should be satisfactory."

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**ARCADE**

Genco Horseshoe	Write	Davy Crockett	\$195.00
Exhibit Pop Gun	Write	Dale Gun	50.00
Genco Motorama	Write	Ex. Jungle Hunt (Platol)	325.00
Bart Lane Merry-Go-Round	\$275.00	Ex. Ringer Ball	125.00
Big Bronco	325.00	C.C. Deluxe Ski Ball	275.00
Kiddie Whites	300.00	C.C. Tournament Ski Ball	210.00
Trigger Horse	295.00	Genco 2 Player Ski Ball	125.00
Sugar Jet	175.00	Blow Ball	65.00
Round the World Trainer	375.00	Heavy Hitter	195.00
Genco Grandma (like new)	295.00	4 Player Derby (brand new)	195.00
Wm. Dwyer Baseball	195.00	Steam Shovel	195.00
Genco Hi-Fly Baseball	195.00	Six Shooter	75.00
Bull's-Eye Baseball	245.00	Jet Gun	125.00
Genco Quarterback	195.00	Casin Hunt	125.00
Carnival Gun	175.00	Golden Nuggets-Jumping Jack, Ex.	25.00
Circus Gun	295.00	KG Champ	295.00

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**ALL-LOCATION ADULT SKILL GAME**

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**NOTHING LIKE IT EVER BEFORE!**

Real MINIATURE CAR Runs Free on the Playfield—No Tracks or Rods!



URNS RIGHT AND LEFT—Goes Forward and Back at Variable Speed! Remote-control car operates just like driving a real one—rides over targets to roll up high scores!

DOUBLE VALUE SCORING on "Obstacles"; driving up Ramp, driving through narrow Test Area.



**FULL-VIEW "Showcase" CABINET** with Clear Plexiglas Juke-Box type Front Only 44" Wide, 26" Deep, 60" High

- ADJUSTABLE REPLAY FEATURE
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EVER PRODUCED!

**GIANT BALLS** 4½ in. DIAMETER - 2½ POUNDS  
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Choice of 3 Size Cabinets 13 ft. - 16 ft. - 18 ft.  
Shipped in 2 sections! Wider Cabinet!  
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**NEW PROFIT MAKING FEATURE!**  
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NEW

STAR



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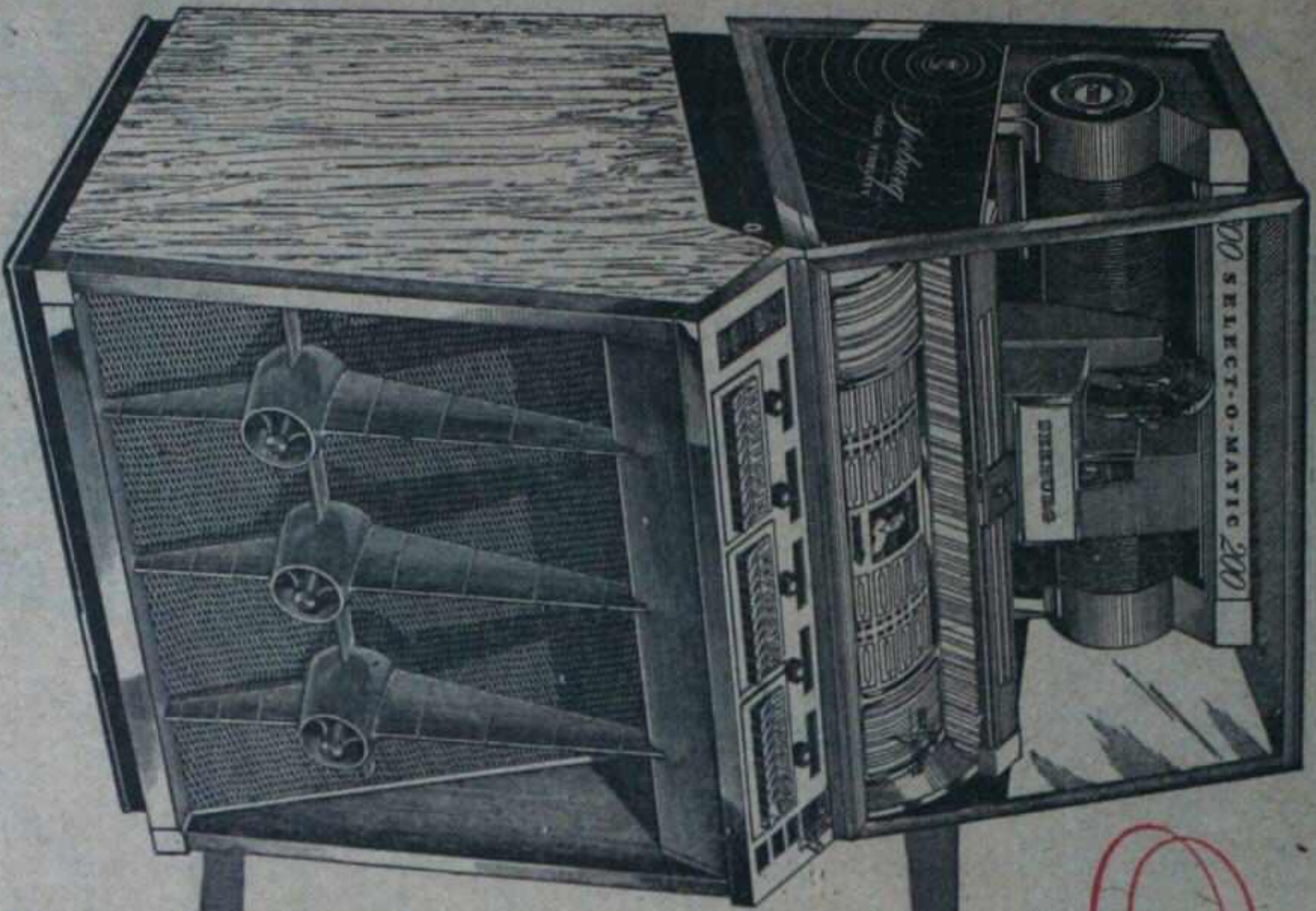
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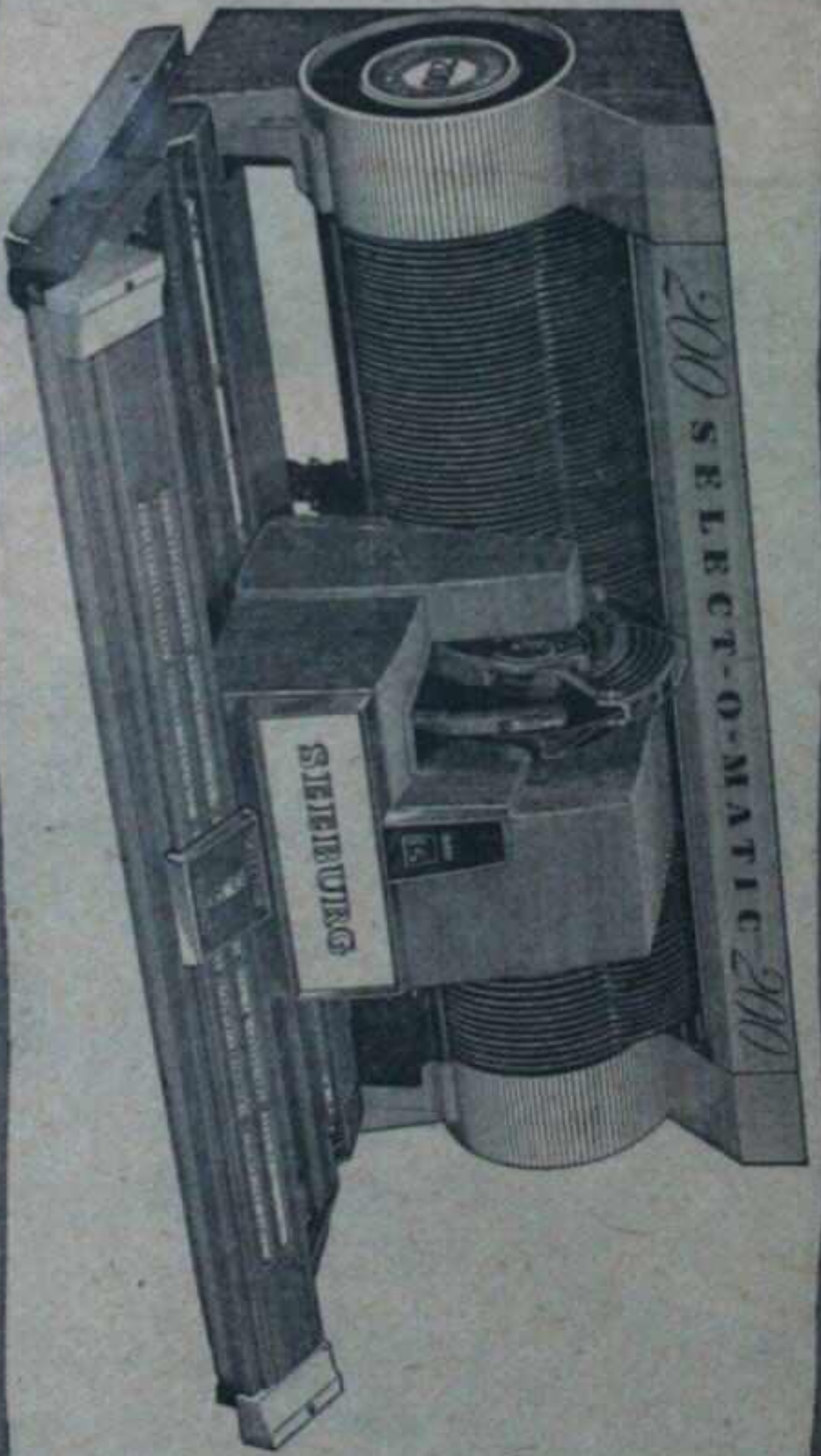
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