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Fading Roll Call On Big Top Joeys

Capable Few Still on Deck, but Less Prestige and Pay Thins Fun Brigade

By TOM PARKINSON

CHICAGO — Old Phineas Barnum said clowns and elephants are the pegs on which circuses are hung. If so, the elephants are having to carry more and more of the load.

For circus clowning has faded fast in the past decade.

There are some clever and capable clowns in the business, but there aren't enough of them and replacements don't seem to be filling vacancies fast enough.

Circus producers report they have been hard pressed to find enough good clowns, and there even has been a little effort toward importing Europeans in this traditionally domestic field. An alternative answer to a short roll call on clowns is the hiring of more acts with comedy built into them.

200 Clowns

One estimate is that about 200 persons now are earning their living as circus clowns. It used to be that many were employed in a few of the biggest shows.

In the for the decline probably search but among them is the ferent st; clowns now hold less client RC and don't often draw very On the ular pay checks. Then it's a drew an-and-egg question; the jes-26.1 may be paid less heed and less the ey because the percentage of Philad ones is smaller.

Reverse Was True

At the beginning of circusing, the reverse was true. Clown, ring-master and rider were the three principals of the show. The top clowns were celebrities with national reputations. Dan Rice, friend of presidents and himself an aspirant to the White House, was an example. He pulled down \$1,000 a week when that was unheard of generally. It would be possible to get a dozen clowns for that today, altho several of the better ones pull down much more than that would indicate.

Amateurs Take The Spotlight

CHICAGO — While the ranks of professional clowns are thinning, there is a growing throng of part-time and amateur clowns popping up in all sections of the country.

Some are members of lodge clown units. Some are circus fans who appear as clowns at birthday parties and shopping centers as a hobby. Some are holding down other jobs most of the time but working as paid clowns for short-term bookings. Many are members of the Circus Clown Club.

The old pros in clown alley are polite and patient with the newcomers and even give them trade tips. But many resent the intrusion of the amateurs.

These early-day clowns were of the talking variety, and big-name clowns hired writers just as do the comedians of today. To that the singing clowns added the role of pop singers, introducing a lot of old-time songs still known today.

As circus tents got bigger, talking and singing got to be out of the question. Then clowns turned to pantomime and walkarounds. Big shows made number the way of measurement and so circuses had to hire lots of clowns.

In this stage there were many experts, many top laugh producers. These and their predecessors dreamed up a full array of original comedy bits. But these old standards haven't been updated. Today's average clown still relies on the old material.

Go on almost any circus today and the clowns are appearing three or four times. Once they do a firecracker gag that's too loud for kids and not funny for anyone. Then they do a hairgrowing stunt or a photography variation. There is likely to be a balloon gag. The latter is typical of old circus clown gags that are used by other forms of show business. Ice shows, rodeos, TV shows and night club acts—they all are using material originated by circus clowns. But it was originated by an earlier-day set of clowns. Today's don't originate much. Maybe that means tomorrow's TV and club comics will be short on material to borrow.

RATING PLAGUE OVERTAKES DOWN UNDER TV

SYDNEY, Australia — The rating plague has overtaken the TV industry here, one year after the country got its first TV set. Lintas Audience Service, providing bi-monthly figures recognized as most authoritative, reports 13 U. S. properties among the top 20.

Highest-ranked Aussie shows include "I Love Lucy," "Waterfront," Ray Milland show, "Alfred Hitchcock Presents," "Highway Patrol," "Father Knows Best," "O. Henry Playhouse," "Passport to Danger," "Life of Riley," "Do You Trust Your Wife," "Dr. Christian," "War in the Air" and Chesebrough-Pond's "Playhouse" anthology, no ranks listed. "Mickey Mouse Club" scored as the top kids' show, followed by "Fury" and "Range Rider."

Also in the top 20 were two feature films, "Captain Kidd" and "For Love of a Queen." Tune-in time is averaging 4.9 hours per set for Sundays, 4.8 hours for Saturdays and, at its lowest, 3.8 hours for Tuesdays.

McNair Surveys, Australia's other influential service, lists "Lucy" as the No. 1 show, despite Steve Allen's opposition in the time slot. Its top 20 for December included "Life With Elizabeth," "Gunsmoke" and "Mr. District Attorney." For the first time, several series lost sponsors here last month because of admitted "disappointment at rating results."

Competition Hits All-Time High in Disk Jockey Field

Key Radio Deejays Alert for New Ideas to Offset Rating Threats

By JUNE BUNDY

NEW YORK — Many key radio deejays and local stations are shopping around for new programming ideas and promotional gimmicks in a move to maintain their long-established positions at the top of the rating-ladder.

Competition is at an all-time high in the disk jockey field today, due to the rise of the "Top 40" format, increased concentration by network affiliates on local disk programming, and serious inroads made on many radio jockeys' ratings by Dick Clark's network record-hop show "American Bandstand" on ABC-TV.

For example, veteran deejay Martin Block (WABC, New York) has revamped his entire record programming pattern (see story in The Billboard last week); while Barry Kaye, WAMP, Pittsburgh, performed a similar overhaul job on his format this month.

Personalized Programs

In both cases the jocks said they aim to "personalize" their disk programming by getting away from the "Top 40" concept and adopting more flexible patterns for selection of disks. Both Block and Kaye maintain that: "There is no such thing as a No. 1 hit."

"With the growth of the 'Top 40' operation the radio audience

is tired of the constant repetition of the hit record," according to Kaye, who now limits the number of hits played daily on his show and supplements them with "coming hits and new releases in the form of firsts, exclusives, and predictions." Rather than label a record "No. 1, 2 or 3," Kaye divides records into "Certified Hits" ("Kaye's Klies") and "Prediction Records" ("Kaye's Klimers").

Kaye has retained one survey feature (5-6 p.m.) which is tagged "Tomorrow's Top Ten Today." A commercial record, says Kaye, or a platter by a proven best-selling artist, such as Boone, Presley or the Everlys, will make this list a day or two after it is released.

The jock charts "Tomorrow's Top Ten" on the basis of his own survey of reaction to disks at his nightly record hops, trade reports, mail, etc. After a disk has worked its way to the top in a couple of weeks, it is then moved into the "Certified Hit" category.

It's interesting to note that both Block and Kaye are on the air from 3 to 5 p.m., which is Dick Clark's "American Bandstand" time period. The Kaye Show is aired from 2 to 6 p.m., while Block is heard here from 3 to 6 p.m.

Now that NBC has taken over Kaye's station and reconfirmed his contract with the outlet, there are reports in the trade that the web is grooming the jockey (one of Pittsburgh's top-rated spinners) to emcee a network TV record hop show, similar to the Clark program, which is currently the top-rated network video stanza in its time period.

Clark's network TV show, according to Bill Randle, WERE, Cleveland, is offering local jockeys more competition, audience-wise, than they've ever experienced from rival radio stations. In line with this, Randle said he is now programming his show differently during the time the Clark telecast is carried in Cleveland.

Reasoning that Clark is attract-
(Continued on page 18)

NEWS OF THE WEEK

Agencies Better Guessers Than Webs on '57 Crop's Potential . . .

Ad agency execs proved better guessers than network brass, predicting a weak network TV season in the face of optimistic web campaigns last summer. All three networks are having prime time problems which call for wide overhauling in upcoming fall schedules. [Page 2](#)

MCA Buys Paramount's Big Pre-'48 Film Backlog for TV . . .

Paramount Pictures has finally sold its pre-1948 library to Music Corporation of America, a firm not mentioned in the mass of rumors and almost-sales during 1957. The price is \$35,000,000 plus \$15,000,000 from gross revenues in TV. [Page 6](#)

Stereo Disks and Players Seen Ready for Market Next Summer . . .

Commercial stereo may be closer than original predictions had indicated. Industry spokesmen see the general introduction of stereo disks and related playing equipment in the reasonably near future, very likely next summer. Dealers seen presented with an opportunity to re-

assert their position in the industry via the public educational job that must be done to sell stereo generally. [Page 10](#)

Capitol Letter Highlights Record Club Competition . . .

The rising spirit of competition in the record club field—indicated by Columbia Records' letter to dealers recently—was again spotlighted last week when Capitol Records made public its views and policy regarding the Capitol Record Club in a letter mailed thruout the nation by Capitol president Glenn E. Wallichs. [Page 10](#)

DEPARTMENTS AND FEATURES

Amusement Games 76	Honor Roll of Hits 32
Carnival 23	Best Seller Lists 34
Circus 54	Top-on Coming Tops 40
Classified Ads 64	Outdoor 58
Coin Machine 66	Parks & Pools 56
Commodity Reports 59	Pipes 62
Fairs & Expositions 57	Radio 10
Final Curtain 52	Books 56
Letter Day 65	Bonnie 52
Merchandise 62	Television 2
Music 10	TV Film 4
Music Machines 30	TV, TV Film Reviews 9
Music Pop Charts 30	Vending Machines 65
Album Buying Guide 24	



You Can't Miss Finding Many Bargains in the Classified Section, this issue.

TELEVISION PROGRAMMING

FEWER HITS THAN EXPECTED

Agencies Better Than Nets at Guessing '57 Crop Potential

By BOB SPIELMAN
HOLLYWOOD — Ad agency execs outpointed the network men in the spring-summer Great Guessing Game of 1957. But as the results are coming in, they can be giving the winners masochistic satisfaction at best.

The great debate, if it can be remembered, was whether the season would be a hit or a miss. Network people, generally, presented their best faces; said things weren't really so bad; Frank Sinatra, "The Big Record," the Gabel-Fisher hour, et al., were definite improvements. The ad agency people, grunting knowingly, said: "Let's kick it around and see if it has any bite to it," and thereupon decided that the season was going to be a toothless wonder.

It's apparent now that the agency men had more prescience than the nets. According to the rating services, people are still watching as much as always, but they're not too particular as to what they watch. The nets are splitting the audience relatively evenly, which means that in most time periods two out of three sponsors are unhappy. In some time slots it's unanimous.

Out of the many white hopes of the new season "Have Gun, Will Travel," "Restless Gun" and "Wagon Train" have done well. Danny Thomas, bounced around both by sponsors and networks, landed in the 9-9:30 p.m. Monday slot, at which time the audience apparently now has a conditioned reflex to tune to CBS. (This appears to be the only explanation, since one rating service has found a number of persons still adamantly insisting they are tuned in to "I Love Lucy" at 9 o'clock Monday.) Ergo, Danny Thomas, after fighting for four years to stay on the air, is a hit.

As much as the shows, the season has not been a financially happy one for the networks. Both NBC and ABC invested a great deal in programming (the ABC-Sinatra deal is an outstanding example) and all of the nets, including CBS, have time going begging. One result was that CBS recently cut back sharply on its public affairs and news staff. There are reports of stockholder rumblings at AB-PT, where the Paramount group is said to feel the purse strings have been held too loosely.

This is the way the situation shapes up for next season:

SUNDAY
ABC—"Maverick" set for 7:30-8:30, Sid Caesar for 9-9:30, if he sustains the opening show impetus. Remainder open.
CBS—Set, except for a possible replacement for "Bachelor Father."
NBC—Open till 8 p.m. Solid from Steve Allen on, tho attempts may be made to bolster Dinah

Shore in the face of the Caesar competition.

MONDAY
ABC—Looks like a complete reshuffle except for Welk's Top Tunes at 9:30.
CBS—Shuffling of programs being mulled here, with Danny Thomas and "December Bride" remaining anchored. Nothing definite.

NBC—Web in good shape till 9:30 p.m. Alcoa-Goodyear and "Suspicion" likely to see changes.
TUESDAY
ABC—Solid till 9 p.m. "Telephone Time" already canceled, with other shows likely to go.
CBS—Set except for the 8-9 p.m. period.

NBC—Could take a virtually complete overhauling.
WEDNESDAY
ABC—New Betty White Show just went into the 9:30-10 slot. Remainder of evening static.
CBS—"Big Record" certain to go. "Steel Hour" shaky.
NBC—"Wagon Train" has given the net a big lift, put it in the best shape it's been in on Wednesday night for a long time.

THURSDAY
ABC—Set to 9:30. Open beyond that.
CBS—"Richard Diamond" just went into the 8-8:30 slot. "Climax" and "Playhouse 90" appear solid, tho there have been recurrent rumblings.

NBC—Rosemary Clooney and Jane Wyman won't return. "People's Choice" not decided.

FRIDAY
ABC—Entire night to be reprogrammed.

CBS—"Schlitz Playhouse" will probably be moved out.

NBC—Only the perennial "Cavalcade of Sports" a certainty to return. "Court of Last Resort" canceled. "Life of Riley," "M Squad," "Thin Man" all doubtful.

SATURDAY
ABC—The net has Lawrence Welk and Mike Wallace. It needs programming for the remainder of the night.

CBS—"Dick and the Duchess" is gone; 9 p.m. on is solid.

NBC—To be reprogrammed from 9 p.m. on.

From all appearances the shake-up in the network schedule will top last season, and this should make it the biggest in history. It's somewhat paradoxical, then, that as of this week, there are fewer pilot films in production than in any spring since 1954. And if there was little new in 1957, 1958 may come to be known as the year of the archeologist in TV.

There is, as a matter of fact, such caution on all sides that the peak of the buying season will probably come six weeks to two months later than during the past few years. Sponsors are indicating they will be loathe to commit themselves until the economy shows which way it is going to turn, and that isn't expected till June or July. This prompted one network exec to remark this week that he felt it would make no difference whether a pilot was shot in January or June; its sales potential would be the same in either instance.

Gen. Foods Buys Boost ABC's Days

NEW YORK — General Foods has given ABC-TV a strong daytime boost with the purchase of about three quarter-hours per week of "Do You Trust Your Wife?" in the 3-3:30 p.m. slot. An irregular schedule will find Postum, Minute Rice and Swansdown Cake Mixes' commercials on three days of the strip, some starting this week, some March 13, in a 52-week buy.

The web's active sales week included weekly participations for General Foods in "Country Music Jubilee," Saturdays 8-9 p.m., and a weekly participation for Colgate-Palmolive in "The Lone Ranger," Sundays 5:30-6 p.m. The latter show is now sold out, with General Mills occupying half and Cracker Jack signed for the fourth participation.

ABC's daytime picture continues to improve, with "Wife" and "American Bandstand" 50 per cent sold and ratings mounting, while "Fun at Five" is a sellout. The web had planned to hold further daytime expansion off till September, but a spokesman predicted the debut of a 2:30-3 p.m. strip this spring "if one or two more quarter-hours are sold."

NBC Leaps Ahead In Hot 7:30 Time

NEW YORK — NBC-TV is making some striking gains in the hotly contested 7:30-8, EST, slots on week nights, according to both the latest Trendex and American Research Bureau reports.

In Trendex's telephone measures of multi-network cities, the switch from third-ranking music-and-news strips of a year ago is now giving NBC a first-place 16.2 AA rating, with such stanzas as "Price Is Right," "Wagon Train" and "Tic Tac Dough" first in their time periods. This, says NBC, is "a 20 per cent average over CBS and 13 per cent over ABC."

ARB's broader national picture shows a somewhat similar pattern. In January, NBC out-rated CBS

ALWAYS WRITE WITH SURGEONS

NEW YORK—The advantages of script collaboration was ably demonstrated last week by Bill Gilbert and Jack Weinstock, who write NBC-TV's "Howdy Doody." In the midst of scripting chores, Gilbert was stricken with acute appendicitis. Weinstock, a surgeon, performed an emergency appendectomy. The team finished the script in Gilbert's hospital room.

Weaver Show Set for ABC

NEW YORK — "Make Me Laugh," a comedy panel show packaged by Sylvester (Pat) Weaver, will debut on ABC-TV next month for American Tobacco Company. The live series, for Herbert Tareyton filter tips, is guaranteed 13 weeks in the Thursday 10-10:30 p.m. slot, now occupied by the sustainer, "Modern Science Theater."

The deal was negotiated between Weaver and Paul Hahn, American Tobacco president, direct; neither ABC nor an agency were involved. A group of top comics will rotate in competition on the program, which will be following "Navy Log" in the ABC line-up. This slotting leaves open the Saturday 8-8:30 p.m. spot, originally mentioned, into which the web will probably put "Mr. Middleton," the live family comedy from Talent Associates.

Toni Weekly 'Win-Go'

NEW YORK — Toni last week bought "Win-Go" on a regular weekly basis in the Tuesday 8:30-9 p.m. time on CBS-TV. It had been thought that Toni would buy the show on alternate weeks on one of its current properties, most likely "Hit Parade," Saturdays 10:30-11 on NBC-TV.

CBS has also locked in Brown & Williamson as the alternate weekly sponsor of "Lucky Buck," Saturdays 8:30-9. The same network, however, suffered a sponsorship loss when Marlboro decided to cancel its alternate half-hour sponsorship of "Playhouse 90."

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\$2 Mil Talled By NBC Days

NEW YORK — Daytime TV sales with a gross value of some \$2,000,000 have been scored by NBC-TV with three major advertisers, reflecting a pay-off for NBC's rising ratings in daytime periods.

Procter & Gamble, via Young & Rubicam for Cheer, signed the largest of the pacts, buying alternate-week segments of 15 minutes each on "Treasure Hunt" airings on Mondays, Wednesdays and Thursdays. This represents new 52-week P&G business for NBC.

Also in the new business realm, Libby, McNeill signed a short-term run of quarter-hour segments on "Matinee Theater" and alternate weeks of "Modern Romances" for the month of March. The contract is via J. Walter Thompson. Minnesota Mining renewed its quarter-hour segment in the "Tic Tac Dough" daytimer and signed alternate Thursdays of "Queen for a Day" thru Batten, Barton, Durstine & Osborn.

NEW YORK—Bell Telephone, which drops "Telephone Time" in April, is reported set with a prestige musical entry "along the lines of 'Voice of Firestone'" for an ABC-TV berth.

The starting date and frequency of the series has yet to be decided.

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Offices

Cincinnati 22, 2160 Patterson St.
L. W. Gatto
Phone: DUber 1-6450
New York 36, 1564 Broadway
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Circulation Department

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PROGNOSTICATIONS TURN FACE RED

Public's So Fickle, Slide Rule Forecasts
Of Season's Coming Hits Can Embarrass

NEW YORK—This is proving to be a bad season for long-range agency research planners. In a number of key cases, agencies are now stuck, red-faced, with show choices which looked as tho they would be solid hits on the basis of pre-season "slide-rule" forecasts.

"It seems the public just doesn't view TV with a slide rule," an agency program veepee admitted sorrowfully last week.

A prime example of the forecast gone sour is the problem faced by Kenyon & Eckhardt with the Gobel-Fisher series, which was to have been a program anchor in NBC's Tuesday night line-up.

Well prior to the season's opening last fall, K&E was offered the show. K&E, with an eye to the previous (1956) season's show flops, was taking no chances. Before recommending it to two K&E clients, one of them RCA, the agency set out to prove its case with a fool-proof, "exhaustive" study of how Gobel and Fisher rated against other comedians and singers.

Big Survey

Last September, Bill Lewis, K&E's presy, proudly told Boston admen at the Broadcast Executives Club of the results:

"Fisher proved to be known by eight of every 10 people in the nation. The poll also showed that 44 out of every 100 persons interviewed had a favorable attitude toward him. The same survey showed Gobel ahead of Red Skelton and Phil Silvers in popularity."

But that was last September—a time when most critics were hailing the new crop of network musical entries and giving a critical horse-laugh to the new crop of Westerns.

In the January American Research Bureau TV Nations, a different story shows up for K&E client RCA in the rating columns. On the night of January 7, Fisher drew a 25.2 for the first half and 26.1 for the second. This topped the two competing CBS shows—Phil Silvers with a 24.3 and Eve Arden with a 16.8—but not by any huge margin.

It was noticeably beaten by "Sugarfoot," with a 30.8 and by "Wyatt Earp," with a 38.1 on ABC.

Bigger Pratfalls

Gobel-Fisher, and the current embarrassment of the agency with co-sponsoring RCA-Whirlpool, is not a unique situation. Even bigger pratfalls have been taken by such agencies as:

J. Walter Thompson, which predicted big things on the basis of pre-season research for such shows as the musical series of Gisele MacKenzie and Rosemary Clooney, and the revamped Eve Arden comedy series.

McCann-Erickson, another shop entranced (prior to the season) with non-Western program types on the basis of agency research, and which is having major client strains over the lukewarm ratings of "Club Oasis," the other co-sponsor (for L&M) in Gobel-Fisher, the Frank Sinatra series and the Hollywood-originated "Studio One."

"It's not so much that the research went wrong," pleads another high-ranking agencyman. "It's that the programs, after we bought them, never went right. But the season so far is giving a black eye to researchers just the same."

PACT NEAR

McElroy Preps Folk Tune Show

CHICAGO—Ross-McElroy Productions, most active packager of local shows here, is close to pacting a network musical series based on American folk music. The interested national sponsor and its agency are both based in Chicago, and the show might emanate from here.

The program would have a standing troupe of eight singer-actors, led by a name choral director now active in TV, and would center upon one guest star each show, such as Harry Belafonte or Burl Ives. Norman Ross, major personality in radio and TV and also a partner in the production

'Dough-Re' Subs For Miss Francis

NEW YORK—A Barry-Enright package, "Dough-Re-Mi," will be the five-a-week replacement for exiting Arlene Francis in NBC-TV's 10-10:30 a.m. slot, effective February 24.

The B-E quiz series will be sold by NBC in participation segments. No sponsors are set yet.

firm, would emcee as well as spin traditional folk tales.

The sale became a live possibility immediately after a folk music special January 13 on WGN-TV, produced by Ross-McElroy. The special was sponsored by Chicago Title & Trust Company, featuring the Weavers, Mahalia Jackson and Richard Dyer-Bennet. It was a one-shot of a monthly "Hour of Music" series, ranging from jazz to opera. Local press on the folk frame was strong.

Lever Shops Package Circuit?

NEW YORK — Lever Bros. is reported shopping the packager circuit for a "quiz or panel show with a Hollywood flavor" to replace the Rosemary Clooney package, latest of the MCA musical packages on NBC to get a client axing.

Miss Clooney was originally a replacement for "Lux Video Theater," an attempt to copy one of the great success formulas of radio. Lever, it's understood, still has a Hollywood yen, but now wants something which can deliver a cost-per-1,000 homes in the neighborhood of \$2, which puts low-cost panel shows up as the prime choice.

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Curtis Wants 'Susannah' Out

NEW YORK — Helene Curtis which, along with Mogen David Wine, has canceled "Dick and the Duchess" is also asking for relief on "Oh, Susannah!" These shows follow each other on CBS-TV Saturdays, 8:30-9:30 p.m.

The advertiser, however, is considering alternate sponsorship of "Lucky Dollar," which may replace "Duchess" at 8:30. Brown & Williamson has already agreed to sponsor the other half of this package.

Clear Result From Probe of FCC: Regulations for Conduct Very Hazy

WASHINGTON — Three days of intensive and repetitious questioning of John Doerfer, Federal Communications Commission chairman, by a House investigating subcommittee last week demonstrated chiefly that there is no clear line between a commissioner's necessary contact with a regulated industry and the impropriety of too close a liaison. Fully a third of the hearing time was taken up with wrangles between committee members and counsel Bernard Schwartz, and in argument between Schwartz and Doerfer.

The three-day examination of Doerfer's conduct brought no clear conclusion as to whether the "customary" claim to per diem expenses by federal government agency officials is or is not in violation of the code, when part of all of the tab is picked up by the industry association asking the commissioner's presence. The question of whether it is proper for commissioners to accept honorariums for speeches at industry meetings was also left hazy.

In a final summing up to "cut thru the smoke and fog of these hearings," Oren Harris, chairman of the Full House Interstate Committee said the crux of the matter was the need for a code of conduct and procedure to be laid down by the agency in these matters. His questions to Doerfer brought the answer that no code had been set by the FCC, but that practice of "per diem" collection was "customary." Loan of color TV sets had not been criticized when the subject was brought up in Senate Commerce Committee hearings, Doerfer noted.

By the third day of hearings all of the commissioners were finally given a chance to read into the record their denials of improper conduct or acceptance of loans, in the memo of counsel Schwartz. All of the commissioners scored the injustice of release of charges

leaked to the press in advance of any chance by agency members to refute them.

Committee wrangling over procedure brought a compromise proposal to let the commissioners prepare, within 30 days, complete listings of all trips taken during their tenure at the FCC, involving business. In cases where Schwartz alleges "doubling" of expenses or other impropriety, the counsel will have to give details to enable commissioners to answer the charges.

Thruout the hearing, Schwartz

accused the commissioners of trying to put the burden of proof on the investigators. The commissioners retorted that he was trying to put the burden of self-conviction—by sins of omission as well as commission.

Doerfer cited the FCC statute (Section 4B) which allows commissioners to collect "honorium or other compensation" for presentations made at the request of trade groups, universities, et al. If he had erred in taking the fees, he

(Continued on page 9)

Temple Pix Score; NTA Extends Plans

NEW YORK — From an efficiency standpoint, those "Holiday Special" Shirley Temple oldies on the NTA Film Network late last year scored high honors, according to Ideal Toy Corporation, one of the participating advertisers in the 63-station spread.

Ideal's three exposure came in at a cost-per-1,000 homes per commercial minute of \$1.45, based on a measure of Ideal's costs against the 7,580,600 TV homes Nielsen reported as having tuned in each average minute of the features. The average audience for the three shows came to a 21.0 in Nielsen data, with an audience share of 53.8 per cent.

"Captain January," the second feature in a total of four, racked up the jackpot rating, reaching 11,536,000 homes on a total audience basis, and scoring an AA of 23.0.

NTA, meanwhile, is following up this success with plans for further operation of its non-cable TV web. Starting March 30, NTA will launch a "Double Impact" plan

involving film network reruns of the "20th Century-Fox Hour" 15G Price Tag

Now being pitched with a reported price tag of \$15,000 for each of eight participating sponsors (all time-and-talent costs) on the same 63-station line-up used for Shirley Temple, "Double Impact" will take the shape of the familiar telefilm "double exposure." Episodes in the series will get a first airing on Sunday afternoons, with a second exposure coming at an evening period during the week. "Audiences," says NTA, "are virtually unduplicated."

"Double Impact" reruns of the hour-long series is actually a blending of the Temple formula (week-end afternoons) and NTA's "Premiere Performance" showings of Fox features (nighttime slots).

"Premiere Performance" bowed last April with a sponsor line-up of Warner-Lambert, Old Gold, Sunbeam and Hazel Bishop. It's not known yet if any of these are linked for the "Double Impact" series.

CLUBS WONDER WHO'S LA LOR

NEW YORK—Denise Lor, the thrush on Garry Moore's soon-to-exit daytime series, has been finding out that television fame has its strict limitations. Her personal manager, Harry Weisman, has been having a major hassle in trying to arrange night club bookings for her. The problem: altho Miss Lor has a sizable following after eight years of daytime TV, she's almost unknown to the night club talent buyers. They just don't get up as early as 10 a.m., it seems.

NBC Active in Pilot Making

HOLLYWOOD — NBC-TV showed more signs of activity than any of the other pilot factories in a generally quiet week of program development. Proposed new series followed along well-beaten paths, except one, about a miniature man, which is being put together by Ziv-TV.

NBC—Yankee Blight, Western adventure series, being produced by Yankee Blight Productions (Herschel Daugherty, Nat Holt, Frank Gruber), with Alex Nichol and Rebecca Wells in the leads. Situation comedy created and produced by Jess Oppenheimer, with Shari Lewis in the lead role; scheduled to roll February 18.

CNP—Press Time, newspaper adventure series, starring Charles Aidman, scheduled for February 19; a mystery-intrigue series, as yet untitled, scheduled for February 12. Shows are first two pilots of the season for CNP; Robert Cindler is executive producer, George Cahan, producer.

Ziv-TV—The Little Man, shows about the adventures of a miniature man. Marshall Thompson and Arthur Franz plays the leads, with puppets being used for some shots. Otto Lang produces.

Screen Gems—Saga of the CIC, dealing with exploits of counter-intelligence corps, culled from the files of the National CIC Association. William Kozlenko produces.

Lewman Prods.—Bravado, series about a retired bullfighter, to be essayed by Fernando Lamas, is being pitched by Jane Wyman company. Pilot will be seen on "Fireside Theater."

WPIX Captures WRCA's Wismer Sports, Sponsor

NEW YORK — WPIX, indie local, has snagged a nice piece of business from NBC flagship WRCA-TV, with the Bethlehem Steel Company moving the Harry Wismer sports stanzas to a five-a-week late evening spot on the Daily News-owned station effective February 12.

The time slot is set for 11:15 p.m., with the 52-week contract handled thru Radio Reports, Inc.

WPIX also scored an important sale last week with the National Biscuit Company, signing the firm for one-shot sponsorship of the 82d Annual Westminster Kennel Club Show at Madison Square Garden tomorrow night (11). The telecast will be approximately two hours long.

'Your Hit Parade' To Run Mystery Tune TV Contest

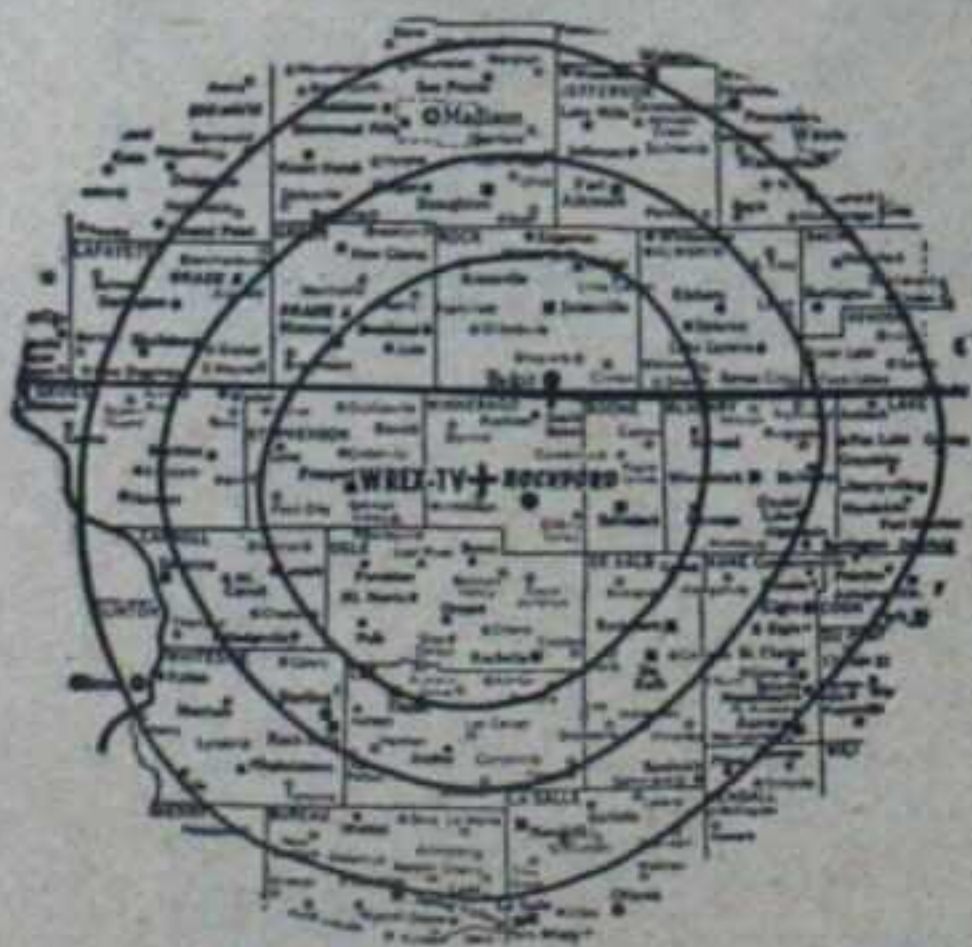
NEW YORK — "Your Hit Parade," for the first time in its long TV and radio history, will run a contest. The public will be asked to identify eight mystery tunes on telecasts between February 22 and May 31 for \$200,000 worth of prizes. Ties will be broken by judging 25-words-or-less statements on "I like Hit Parade cigarettes because . . ." American Tobacco will run a heavy newspaper and dealer promotion to back the contest in the hope of bolstering the ratings of the NBC-TV Saturday night series.

'Beaver' Client Wants Assist

NEW YORK—CBS-TV is having its problems with Remington Rand, the sponsor of "Leave It to Beaver." The advertiser is bankrolling half of the program, but the other half is, as yet, unsponsored.

Remington Rand wants a cross-plug and feels it is entitled to one, even tho the web has been unable to come up with another client. The program is on Friday 7:30-8 p.m.

In This \$ BILLION-PLUS Sales Empire WREX-TV Is the KING Salesman



The Rockford TV Area—Illinois' 1st market outside Chicago—is 400,195 families strong, with \$2,357,080,000 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand . . . and show sales indexes like Rockford's 158, Beloit's 151, Janesville's 153, DeKalb's 184, Freeport's 176, Dixon's 203. Sales total \$1,706,962,000, average \$4,265 per family—\$447 above average.

The most recent viewership survey again shows WREX-TV as the favorite, by better than 3 to 1. It's favored by advertisers too . . . for its consistent results, at much lower cost per thousand.

Chicago and Milwaukee—90 miles away—don't influence this market. WREX-TV is the sales window through which the area's over 250,000 TV families prefer to view — and be sold on — your product.

J. M. BAISCH, General Manager • Represented by H. R. TELEVISION, INC.



Technological Shot In TV Arm Needed

HOLLYWOOD—Technological improvements rather than programming are being looked to more and more for the shot in the arm that will restimulate advertisers' interest in TV. The consensus among a number of industry execs is that television is looking for the kind of boost that color brought to theatrical motion pictures in the late 1930's and early '40's.

The three developments which are, or would be, considered the most significant are 1) tape, 2) color and 3) wall projection.

Of these it appears that tape is making the most rapid strides, and will have the most immediate effect on the industry as it is constituted today. Within the space of five years it is expected to a) reduce costs by a minimum of 33 per cent, b) make production more flexible and c) reduce materially the six-week period between production and air date required by film, thereby obviating advertisers' fears that they'll be saddled for 26 weeks with a failure.

Color has proved a \$100 million nemesis for RCA so far, and it's now become more or less self-evident that the public will not adopt the present RCA three-gun color

receiver. It's felt that either an improved RCA system, or the one-gun tubes being developed by Du Mont (Lawrence) or G. E. and Philco (Apple) will provide the answer if they're marketed within range of black and white receivers.

As far as is known the only wall projection system developed so far is Sylvania's, and the cost of this is far beyond the reach of the buying public.

Nevertheless, this season's programming failures (see other story) and the lack of evidence that next year will be better, is resulting in the thinking that, under present technology, TV programming may have reached a plateau.

The ultimate program, as it's envisioned, would be produced on color tape and projected onto a wall screen. This would bring to the home much of the added value of the theater, which is now missing on TV.

Such a development might, at the same time, provide a considerable impetus for pay-TV, since the cost of color spectaculars would, presumably, be difficult for either advertisers or networks to bear on a consistent basis.

1898



1958

60 YEARS

... A TRADITION IN MANAGEMENT

Sixty years ago, the principles of dedicated management and the credo of managerial responsibility were laid down by the founder of this Agency, William Morris.

These principles have never changed—that the careers of its clients are its prime responsibility—that the end result of their creative efforts and all assets so built are solely, and completely the client's property.

Its sixty years of growth is the most eloquent tribute to the principles and integrity of its founder.

And thus the world's oldest theatrical agency turns the corner into 1958 with great confidence for its clients, alert to changing conditions, with its experienced manpower buttressed by progressive young men growing up with the organization to preserve and perpetuate the spirit which from its beginning has been its inspiration.

WILLIAM MORRIS AGENCY, INC.

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MCA Buys Paramount's Big Backlog of Pre-'48 Movies

Price: \$35,000,000, Plus \$15 Mil
Of Gross; Down Payment: \$10½ Mil

NEW YORK—Paramount has found a television buyer at last for its huge and valuable backlog of pre-1948 features. The purchase is Music Corporation of America—a firm not even mentioned as being in the final running for the big movie package.

The price: \$35,000,000 plus an additional \$15,000,000 which will come out of the gross revenues of the package in whatever channels MCA elects to distribute it. MCA will reportedly ante up a one-third down payment of \$10,500,000 in the next few weeks to bind the deal.

As usual, MCA is operating behind a "no comment" smokescreen on the Paramount buy, which represents one of the largest single film purchases in TV history.

However, industry sources—once having recovered from MCA's surprise move—are now putting forth some interesting speculations on the Multi-Million deal.

MCA, some experts feel, has a very good thing on its hands, and may ultimately make as much as \$100,000,000 or more in total gross revenue from the package.

Para Break

Paramount, at the same time, is doing all right too. The value of the basic sale is nearly twice the total value of all outstanding Paramount stock—a nice break for the shareholders.

MCA may operate in several directions at once with the huge feature library. The purchase, it's reported, is for all negative rights, and also for all literary rights to the properties, theatrical distribution, possible syndication series based on plots or characters in the package, music rights and just about everything else in sight.

MCA may therefore break the package up into smaller TV feature packages, launch network syndication series via Revue Productions and MCA-TV, pitch theatrical remakes, re-issue features for theaters or operate in the area of stage productions.

Another interesting area of speculation is—Who's going to finance the big purchase?

Foreign Finance?

MCA will probably get its down

payment money on a long-range loan from U. S. banks. However, the film industry is now predicting that MCA will hatch an involved system of international financing to pick up the remainder. MCA top-man Jules Stein is currently in Europe, and is reportedly at work on just such financing.

This will involve making deals to "unfreeze" frozen movie funds in many foreign countries, or "buying" these funds at discount rates with American dollars. Then, the funds will be used in theatrical or TV film production, with ultimate earnings going to pay off all or part of the Paramount purchase figure.

The pictures themselves in the Paramount backlog are, of course, the big TV prize. Those filmed in the 1940-thru-1948 period are among the best that have ever borne the Paramount label, and include such blockbusters as the famed Crosby-Hope "Road to Comedy" musicals, Crosby's "Going My Way," most of Alan Ladd's biggest grossers like "This Gun for Hire" and "Glass Key," a battery of top Westerns like "The Virginian," many of the great Cecil B. DeMille epics like "Reap the Wild Wind," the Oscar-winning "The Lost Weekend," the Cooper-Bergman "For Whom the Bell Tolls" and many others.

WESTERN, OTHERS

6 Hot Shows Slide Up on Nielsen List

NEW YORK—The big news in Nielsen's first January report is the upward move of six hot shows, three of them Westerns, which secure them as winners among the new entries. "Have Gun, Will Travel" gave CBS-TV a 35.4 to capture sixth place. "Restless Gun" moved up to 11th place with a 32.3 for NBC-TV. "Wagon Train" drew a 28.7 on NBC-TV to take 22d place.

The non-Westerns surging forward were "Perry Mason," whose second half-hour scored 30.4 to capture 16th place; "Real McCoys," ABC-TV comedy in 26th place with 27.9, and ABC's "Zorro," whose 27.7 made it No. 28. "Perry Mason" in its full hour placed 30th with 27.4.

Nine Westerns made the top 25 to dominate among program types, with "Gunsmoke" No. 1 with a 45.1 and "Wells Fargo" No. 3 with 37.8. The Lucy-Desi special came in second with 43.6. CBS took seven places of the top 10 and 25 of the top 40. NBC earned two spots in the top 10 and nine in the top 40. ABC scored once in the top 10 ("Wyatt Earp," 32.3, 10th place) and drew six in the top 40.

Real Figures In New 'Men'

PHOENIX, Ariz. — With 26 stanzas of "26 Men" in the can, Producer Russ Hayden is altering the format to include narrative appearances by surviving members of the actual Rangers depicted. He's also casting clergymen to portray the ministers and evangelists in the Western series.

The ABC Film Syndication show, now in 167 markets, is reported headed for a second set of 39 episodes.

PGW Preps Plan On Spot Education

NEW YORK — Peters, Griffin, Woodward, Inc., station rep, has prepared an educational plan to acquaint local groups of sales, advertising and marketing people with the values of spot TV. Its highlights is "A Local Affair," a 22-minute presentation to tour the nation.

Cost questions are answered with a yardstick booklet now being distributed.

Disagreement with Trendex and American Research Bureau got more pronounced in this report. Steve Allen and "Maverick" failed to make the Nielsen top 40, for example, while Jack Benny, "Bachelor Father" and Ed Sullivan did. The other services almost completely reverse the Sunday night entries.

Mix of Commercial, Toll With Wire TV

CHICAGO — Paul McNamara, vice-president of International Telemeter Corporation, scheduled to demonstrate his wired pay-TV system here this morning (10) for prospective franchise holders, was expected to flavor his demonstration with a pinch of commercial TV bait.

Local exhibitors would be permitted to sell commercial time to advertisers on Telemeter wires, but they would not be allowed to mix paid messages with pay TV. One proposal to franchisers for picking up extra change during non-pay TV hours is the leasing of lines to grocery supermarkets for displays of the day's specials, so the housewife could plan her shopping before she leaves the house. Another idea was the leasing of lines for wired music, peppered by commercial blurbs. A third plan was to put free public service films on the wire, spotted by commercials. In fact, all three of these gimmicks could be worked simultaneously, since the Telemeter system provides three channels in one, utilizing a single unused channel on the set. The three Telemeter channels are governed by an A-B-C switch on the pay box.

Telemeter, controlled by Paramount Pictures, is making a heavy pitch for local franchises to be picked up by motion picture exhibitors to replace their lost revenue at the box office. Where this pitch fails, Paramount is turning to newspaper publishers, sports promoters, radio stations without TV air licenses and existing owners of community antenna systems.

The usual deal is a 6 per cent royalty for use of Telemeter equipment paid by the franchise-holder. Then the local operator turns around to make his own deals with

AUSSIE EXHIBS OK TV MOVIES

NEW YORK—In at least one spot on Earth, stations airing feature films and theatrical exhibitors live in perfect harmony, according to Norman Katz, international sales chief at Associated Artists Productions.

"It's Australia, where we've made \$1,000,000 sale of Warner features," he says. "Down there, the stations are airing the features on Sunday nights and avoiding weeknight exposure. Exhibitors don't mind in the least. Under Australian law, they must close up motion picture theaters on Sunday night, so they're not losing any trade."

AAP in Sales On 'Vanguard'

NEW YORK — A decision by Associated Artists Productions to re-package its huge Warner library in response to station demand into small groups of features is meeting with early acceptance from film buyers. Last week, AAP racked up sales with stations in six markets on its "Vanguard" group, first of the re-styled packages. Biggest deal: With KHJ-TV, Los Angeles.

Sales were also scored on the firm's "Popeye" cartoons with outlets in five markets.

SAN DIEGO, Calif. — An open closed-circuit telecast by the Walker Scott Company, a department store here, caused a sensation last week. Designed to brief sales personnel on an upcoming sale, the show gave the public a look into bargain week planning and doubled expected store business on the first day of the sale.

motion picture distributors and sports promoters for entertainment "merchandise" to sell over his wires. A condition of the franchise, however, is that Telemeter holds the option to preempt up to 260 hours a year on one channel for a presentation by its own programming network arm, Telemeter Program Corporation.

Tomorrow night (11), McNamara is hosting a buffet supper and a "closed circuit" presentation of boxing bouts specially arranged for the occasion with the International Boxing Club.

Film Distrib Firms To Stay With NAB

NEW YORK — The film distribution firms have reconsidered their decision to cancel their associate memberships in the National Association of Broadcasters.

The NAB board of directors several weeks ago decided to change completely convention procedure beginning at the 1959 convention. Under the new plan only top station and network brass would be included in the annual convention, and such subjects as promotion, programming and sales would be considered at regional gatherings. The distributors thought the decision by the board of directors was irrevocable, but found it was not. The membership of the NAB will now vote on whether they wish a completely revamped convention.

Moulder May Ignite Sparks

WASHINGTON—A brief hint of lightning to come in the Moulder Subcommittee on legislative oversight hearings, to be resumed today (10), was last week's mention of a refusal by Commissioner Mack to open his files on the Miami (Channel 10) Airlines grant to Public Service Television, Inc.

The committee's chief investigator, Baron Shacklette, testified Thursday (6) that, in connection with the Miami case, Mack was asked for access to his office files, bank account, private phone toll charges and other aspects of "dealings with people in the South Florida area." Mack reportedly refused.

The story came out when the investigator was being asked if he had found FCC commissioners cooperative during the staff inquiries assigned by Counsel Bernard Schwartz. Hearings held last week concerned only conduct of commissioners, rather than going to the over-all purpose of finding out how the FCC and other regulatory agencies were carrying out their statutes.

When the investigator mentioned resistance to "some question about White House correspondence," his testimony was abruptly terminated with a loud: "No further questions" from the Republican side of the committee.

WRCA, WCBS Late Sun. Fight

NEW YORK — The slug-it-out competition in which WRCA-TV has been throwing top feature films against the veteran "What's My Line?" and "Late Show" stanzas on WCBS-TV's Sunday night line-up is resulting in a virtual blanketing of the multi-channel New York TV audience by the two stations.

A special Trendex on February 2 shows rating levels of 24.9 for WRCA with "The Quiet Man," one of the first of its new batch of Republic features, and a 20.7 for "What's My Line?"

Even more significant are the audience shares. In a seven-channel market, the two shows have, respectively, a 49.2 and a 40.8 share. The total for the two is exactly 90 per cent of the available audience, with the small remainder being carved up by the five other channels.

Consequently, the film distributors have decided to participate in the 1958 NAB convention in Los Angeles.

A variety of plans was being considered by the film distributors in the event they pulled out of the NAB. They were thinking of holding their own conferences in the fall or of holding a conference in Los Angeles at the same time as the NAB.

Among the organizations which are said to have attended a meeting held by the film distributors are Screen Gems, Ziv, National Telefilm Associates, Television Programs of America, MGA-TV, ABC Film Syndication, Guild Films, Associated Artists Productions, MGM-TV, CBS-TV Film Sales and NBC Television Films.

SOCK

Impact Style Of Dramas Rates High

NEW YORK—"Impact drama is achieving the greatest rating success, regardless of locale or era used in the format," says Maurice Unger, production veepee for Ziv-TV. "By impact, I mean a theme of emotional, physical or psychological force in the context of a suspense, adventure or mystery story."

"American Research Bureau shows the four highest-rated telecasts within 18 months of 'Playhouse 90,' 'G. E. Theater,' 'Schlitz Playhouse' and 'Climax' were, in every case, action-suspense stanzas," Unger explains. Ziv's upcoming "Target" series is being formatted to take advantage of this current pattern, with conflict stories the goal and an absence of running characters, continuous locale or subject matter. Belief in the impact trend led Ziv into three current series, "Sea Hunt," "Harbor Command" and "Highway Patrol."

PULSE FILM RATINGS for November

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

The Pulse Audience Composition Studies

• Syndicated Film Western Shows

NOVEMBER RATINGS

Rank	Show & Distributor	Avg. Rtg.
1.	Death Valley Days (U. S. Borax)	15.2
2.	Sheriff of Cochise (NTA)	13.5
3.	Cisco Kid (Ziv)	13.2
4.	Annie Oakley (CBS)	12.1
5.	Sky King (Nabisco)	10.8
6.	Kit Carson (MCA)	9.5
7.	Frontier Doctor (Hollywood TV)	8.8
8.	Last of the Mohicans (TPA)	7.8
9.	Brave Eagle (CBS)	7.2
10.	Hopalong Cassidy—1 hour (NBC)	6.6

AMONG MEN

Rank	Show & Distributor	Men Per 100 Homes Tuned In
1.	Frontier Doctor (Hollywood TV)	86
2.	Frontier (NBC)	86
3.	Death Valley Days (U. S. Borax)	83
3.	Sheriff of Cochise (NTA)	83
5.	Last of the Mohicans (TPA)	78
6.	Judge Roy Bean (Screencraft)	76
7.	Hopalong Cassidy—1/2 hour (NBC)	64
8.	Steve Donovan, Western Marshal (NBC)	62
9.	Cisco Kid (Ziv)	61
10.	Range Rider (CBS)	59

AMONG WOMEN

Rank	Show & Distributor	Women Per 100 Homes Tuned In
1.	Frontier Doctor (Hollywood TV)	94
2.	Frontier (NBC)	91
3.	Sheriff of Cochise (NTA)	89
4.	Death Valley Days (U. S. Borax)	87
5.	Last of the Mohicans (TPA)	85
6.	Judge Roy Bean (Screencraft)	82
7.	Brave Eagle (CBS)	76
8.	Cisco Kid (Ziv)	75
9.	Sky King (Nabisco)	67
10.	Range Rider (CBS)	65

AMONG CHILDREN

Rank	Show & Distributor	Kids Per 100 Homes Tuned In
1.	Kit Carson (MCA)	98
2.	Annie Oakley (CBS)	89
2.	Gene Autry—1 hour (CBS)	89
2.	Hopalong Cassidy—1 hour (NBC)	89
5.	Brave Eagle (CBS)	83
5.	Cisco Kid (Ziv)	83
7.	Sky King (Nabisco)	81
8.	Hopalong Cassidy—1/2 hour (NBC)	79
8.	Range Rider (CBS)	79
8.	Steve Donovan, Western Marshal (NBC)	79

• Syndicated Film Misc. Shows

NOVEMBER RATINGS

Rank	Show & Distributor	Avg. Rtg.
1.	Popeye (Assoc. Artists)	13.0
2.	Looney Tunes (Guild)	10.8
3.	Little Rascals (Interstate)	7.6
4.	Victory at Sea (NBC)	7.0
5.	Kingdom of the Sea (Guild)	6.1
6.	Championship Bowling (Walt Schwimmer)	5.0
7.	Tracers (Minot)	4.1
8.	Bowling Time (Sterling)	3.3
9.	Frankie Laine (Guild)	2.5
10.	Liberace (Guild)	1.7

AMONG MEN

Rank	Show & Distributor	Men Per 100 Homes Tuned In
1.	Kingdom of the Sea (Guild)	88
2.	Championship Bowling (Walt Schwimmer)	86
3.	Tracer (Minot)	84
4.	Victory at Sea (NBC)	83
5.	Frankie Laine (Guild)	82
6.	Bowling Time (Sterling)	73
7.	Little Rascals (Interstate)	43
8.	Looney Tunes (Guild)	38
9.	Popeye (Assoc. Artists)	32
10.	Liberace (Guild)	8

AMONG WOMEN

Rank	Show & Distributor	Women Per 100 Homes Tuned In
1.	Liberace (Guild)	98
2.	Kingdom of the Sea (Guild)	95
3.	Tracer (Minot)	89
4.	Frankie Laine (Guild)	87
5.	Championship Bowling (Walt Schwimmer)	76
6.	Victory at Sea (NBC)	70
7.	Bowling Time (Sterling)	64
8.	Little Rascals (Interstate)	49
9.	Looney Tunes (Guild)	46
10.	Popeye (Assoc. Artists)	36

AMONG CHILDREN

Rank	Show & Distributor	Kids Per 100 Homes Tuned In
1.	Popeye (Assoc. Artists)	103
2.	Looney Tunes (Guild)	99
3.	Little Rascals (Interstate)	93
4.	Kingdom of the Sea (Guild)	58
5.	Frankie Laine (Guild)	52
6.	Bowling Time (Sterling)	41
7.	Victory at Sea (NBC)	29
8.	Tracer (Minot)	26
9.	Liberace (Guild)	16
10.	Championship Bowling (Walt Schwimmer)	3

STATION SIGNALS

The Southwestern Association of Program Directors will hold its second annual convention March 3 in Tulsa, Okla., with KVOO as host. . . U. S. Army Recruiting is offering Jimmy Powers' "Press Box Favorites," a 26-week sports series, to stations free, with each five-minute film incorporating a recruiting pitch. . . Australia now has 23 firms making TV sets, with prices steady and the demand put at 200,000 sets per year. Bill Fineshriber Jr., director of international operations for Screen

Gems, is setting up dubbing contracts, including the first Portuguese voicing of an American series, on a five-week Latin American tour. . . Ed Sullivan will receive a National Conference of Christians and Jews award in Hartford, Conn., February 20. . . Billy Johnson, a star personality on WTTC, Washington, won a U. S. Marine Corps commendation for his Toys for Tots drive. Hugh D. Brown, former execu-

(Continued on page 8)

Reynolds Buys NTA 'Cochise'

NEW YORK—The R. J. Reynolds Company last week bought "Sheriff of Cochise" from National Telefilm Associates for five markets. The advertiser will use the syndicated property as a vehicle for its Camel brand on WSB-TV, Atlanta; WJIM-TV, Lansing, Mich.; WTVT, Tampa; WRC-TV Washington, and WHAS-TV, Louisville. Esty is the agency.

COMPETITIVE BIDDING— IS IT GOOD? IS IT BAD?

'Bidding Is Valuable When Ad Agency Interprets,' Says Producer

By HOWARD LINKOFF

NEW YORK—Competitive bidding is good for all, for the film companies that produce television commercials and the client buyers. I believe that, in almost every case, it's the way for the agency to get the best TV commercial possible at the most reasonable price for its clients.

There are two exceptions. One—where, in the nature of the commercial, there are so many uncertainties that the only way a film company can cover itself is to include many things that probably will never happen.

The other—where so many commercials are being done at one time that the composite price must necessarily be inexact. In cases like this a "cost plus" worked out with a good and reliable film company will probably save a considerable amount of money.

Let me be specific about my stand. Let it be clear. I do not suggest awarding production willy-nilly to the lowest bidding film company. I favor several bids, wisely elicited and properly interpreted, as the best means of selecting the producer best-suited to make a given commercial.

Know the Producer

Everyone will agree that a major qualification required of a first-rate agency film department is that it know the various film companies. Given a storyboard and its budget limitations, the film projected by it almost invariably suggests a number of film companies in a specific category of proficiencies and quality.

If this pre-production celebration points to one company ahead of the rest, in my mind competitive bids are in order. For one thing, they should be used to decide the availability of specific teams of talent intended for the commercial. For example, if the producing company is being considered because of a particular cameraman, director or designer, bids are the means of assuring their work. There are companies in the field that attract business on the basis of the talents of certain outstanding individuals and then, many times, deliver someone else's work.

Competitive bids are also the way to find out whether the favored company will be able to give its best when production is contemplated. This past summer, an important company in New York did 45 days of shooting—in one week. This film organization, ordinarily outstanding, was, that week, in a state of hysteria. Its staff and facilities were so over-extended that it was incapable of giving its best to a large part of its

Product Licensing Deal With M-R-W Set on 'Sea Hunt'

NEW YORK — Ziv-TV has set a product licensing deal, thru M-R-W Associates on behalf of its new "Sea Hunt" series, for a line of more than 20 "underwater" sports items to be manufactured by Voit Rubber Company. More than 16,000 toy, department, variety and sporting goods stores will carry the line this spring.

Items include swim fins, masks, snorkels, wading pools, floats, underwater camera cases, message boards and other subaquatic gear for swimmers and skin divers. Voit, an offshoot of American Machine & Foundry, hopes for a 1958 gross of more than \$1,000,000 on the tie-in merchandise.

work. In such a case, in my opinion, it would have been better to take a second choice, a producer able to dedicate his fullest energy to the commercial when production has to be undertaken.

As important as competitive bids are, an agency should also ascertain the approach to production that various film companies adopt. A bid always implies a concept. Is it routine or creative? Will it add something to the agency's storyboard. It is precisely here that a commercial that is "a little better" is started.

As for price, obviously gross variations between companies should be checked. What does a price grossly "over" or "under" mean. Does the commercial include something of which the agency—and possibly some producers, at first—are not aware? Is the production company suggesting a way to achieve what is basically wanted, but achieving it less expensively? Does the disproportionate price spring from a producer's misunderstanding of the commercial? A miscalculation? An error in judgment? A strong or languid desire to get the job?

Different companies have different film bidding theories. Some commercial producers will always bid on the same basis, "out of pocket" plus a fixed mark-up. Others vary their mark-ups to reflect their need for business.

Mostly, however, I think a competitive bid from film producers is necessary to check the price of the company you love best—the one with whom you have done business and intend to keep on doing business, the one with whom you would like to handle the production job. It is a fact of life that a producing company examining a storyboard looks for booby-traps.

Booby-traps? Sure—like how many "takes" may be required to get those damn pills to fall into the middle of an actress' hand, or how finicky the client was last time about the way a model's hair falls when she throws back her head, or the trickiness of an optical, or horrors undreamed that lurk in the shadows of every motion picture studio.

Unrestrained by the knowledge that it is in competition with other film companies, it is only natural for a bidding producer to "go high." This may be hard to believe, but under the circumstances it happens quite unconsciously. A producer puts down the several hundred items that make up an estimate of the cost of production. He adds a few bucks to assure

Simultaneous Kine and Tape On CBS Pilots

HOLLYWOOD — CBS-TV is kinescoping and taping two of its new pilots simultaneously. One is the hour-long suspense-adventure series, "Pursuit," the other the daytime Paul Coates Show.

The tapes are not being prepared for agency screening, but may be used as pilots if the programs go on the air. They will also enable network execs to look at the shows immediately after they're produced, rather than having to wait until the kinescopes are processed.

"Pursuit," which will be somewhat along the lines of "Climax," is being produced by Charles Russell and directed by Paul Nickell.

complete safety on each item, tacks on at least the 40 per cent to two-thirds mark-up usual in the film field, and strikes a total. If his figure works out higher than the bids of two other producers of comparable size and stature and quality, it can only be because the producer is charging you for the sense of security he thinks he gives you, the special talents he believes he has, and cashing in on whatever feeling of obligation he believes he has planted by his efforts and accomplishments on past commercials.

He's counting on what—on the film company end—is called "loyalty." Now, I believe in loyalty. Every legitimate company in the field works to create it. But, my point is that almost invariably—in the field of TV commercials, at least—by the workings of human nature, loyalty has a price. I think an agency must be in a position to evaluate it knowingly as an ingredient of what it is buying. This can be accomplished only by competitive film bidding.

Editor's Note: The practice of submitting agency commercial storyboards to film companies for competitive job bids continues to be one of telefilming's hottest potatoes. For an informed opinion on the subject, The Billboard turned to Howard Linkoff, film producer at New York's Television Graphics. The result is the story above.

M&A Alexander To Distrib 15 Pix as Imperial

HOLLYWOOD—New package of 15 features has been acquired by M&A Alexander Productions and will go into general distribution as the Imperial Package early in March. First stations to buy the pix are KRON, San Francisco, and KIRO, Seattle.

Pix are as follows: "Adventure of Captain Fabian," Errol Flynn, Vince Price; "The Bigamist," Joan Fontaine, Edmund O'Brien, Ida Lupino, Edmund Gwenn; "Frontier Gambler," John Bromfield, Coleen Gray; "The Stork Club," Betty Hutton, Barry Fitzgerald, Don DeFore; "Mad at the World," Frank Lovejoy, Keefe Braselle; "Tow-Guy Lady," Peggy Castle, William Talman, Marie Windsor; "Last of the Desperados," James Craig, Jim Davis; "Crash-out," William Bendix; "Private Hell 36," Ida Lupino, Steve Cochran, Howard Duff; "The Wild Dakotas," Bill Williams, Coleen Gray; "Blonde Bait," Beverly Michaels, Jim Davis; "Bride of the Monster," Bela Lugosi; "The Three Outlaws," Neville Brand, Alan Hale Jr.; "The Aiger's Claw," Harry Piel, and "The Naked Gun," Willard Parker, Mara Corday.

'Brothers' as Summer Sub

NEW YORK — CBS-TV Film Sales last week made the sale of a summer replacement property. American Tobacco bought "The Brothers" for six alternate weeks in the 7:30-8 p.m. Sunday nights as a replacement for Jack Benny. "Bachelor Father," which alternates with Benny, will use reruns of the series for summer duty. "The Brothers" featured Gale Gordon and Bob Sweeney.

CNP Establishes Syndication Div.

NEW YORK — California National Productions has established a new sales division to handle syndication reruns and new off-the-network properties, with Jacques Liebenzuth upped to manage it. NBC Television Films will continue as a CNP department to sell new product initially aimed for syndication.

Congress Tug-o-War Over Toll Bills; Zenith Emits Blast

WASHINGTON — The House Commerce Committee last week virtually ordered the Federal Communications Commission to halt its plans for a paid TV trial, until Congress specifically legislates permission into the Communications act.

House committee had an anti-toll resolution by a vote of 17 to 7 on Thursday (6) and sent it to the commission, but did not attempt to put it out on the floor for a House vote. However, Commerce Committee chairman Oren Harris indicated that he felt the committee resolution would carry sufficient weight with the FCC to hold the trial.

On the Senate side an anti-toll resolution by Sen. Strom Thurmond was tossed from Senator Pastore's Communications Subcommittee to the full Commerce Committee "without recommendation" one way or the other. Both men for the full committee say the

Thurmond resolution will get no further review until February 19.

Late Take

WASHINGTON — In the face of the House Commerce Committee resolution against a toll TV trial, the FCC can decide to ignore the resolution or it can call off the toll trial altogether. The agency can compromise by postponing the start of the trial (March 1) to give Commerce Committee Chairman Harris a chance to hold his proposed hearings on pay TV this summer or fall.

The commission may meet this Wednesday (12). Members are in a squeeze between wishes of House and Senate Commerce Committees at this point. Senate Commerce Committee Chairman Magnuson is cool toward a Senate anti-toll resolution and wants to let the FCC go ahead with its trial. The Senate committee is the parent group which confirms appointments of FCC commissioners.

From toll proponent Zenith Radio Corporation, came a blast in full page newspaper ads here, saying that the networks had launched a "nation-wide propaganda and lobbying campaign" against competitive paid TV programming.

"They are all scared of you, the public," said Zenith's banner headline. Zenith claimed that networks opposed an FCC trial for paid television because it might "prove a public demand for really great programs and be a huge success. Washington has rarely seen such a display of high pressure lobbying from entrenched and vested interests," the toll spokesman claimed.

Chairman Oren Harris told the press after an executive meeting on

Three Wisconsin TV Stations Form Badger Network

NEW YORK — Three Wisconsin video stations have combined to form the Badger TV network. The stations are WISN-TV, Milwaukee; WFRV-TV, Green Bay, and WKOW-TV, Madison.

The BTN, which will emphasize live programming, is carrying "Homemaker's Holiday" and "Good Housekeeping," both half-hour shows. The BTN reaches 86 per cent of the TV homes in the State.

tholl Thursday (6) that he would "go into the whole subject of pay TV," both broadcast and wired, including experiments like the Bartlesville Video Theater, community antennae systems and fringe area stations that might lose free service if their single channel coverage put on pay programming.

Harris will hold hearings late in August, or early next fall, he said. Asked what he would do if the FCC toll trial went on as scheduled, Harris said:

"We'll cross that bridge when we come to it."

Representative Dingel, House committee member, has introduced two anti-toll bills, one to outlaw pay TV entirely, and one "less preferable" to halt the FCC's proposed trial until Congress spells out the authority.

"Resolved that it is the sense of this committee that the public interest would not be served by the granting of authorization for subscription television operations as contemplated by the FCC...."

Reasons given were that the committee was not completely satisfied that the agency had the authority to license the pay TV operation, and that pay TV might lead to "a partial blacking-out" of free TV in some communities, if not thruout the United States. The resolution asks the FCC to wait until Congress can amend the Communications Act to spell out the FCC's authority or lack of it.

Pete Salomon Dies in N. Y.

NEW YORK — Henry (Pete) Salomon died here last Saturday (1) of a cerebral hemorrhage at the age of 40. He was the distinguished producer-writer who was in charge of special projects for NBC-TV.

Salomon was responsible for "Project 20," "Victory at Sea," and other video documentaries produced by the network.

NEW YORK — The \$4,000,000 Lincoln automotive account is reported to be going to the D'Arcy advertising agency. The account was resigned by Young & Rubicam after difficulties with James Nance, who has become topdog in the new Lincoln-Mercury division.

Y&R, meanwhile, is said to be getting heavy consideration for the Buick division of General Motors.

STATION SIGNALS

Continued from page 7

... producer at the Kudner agency, has been named a veepee at McCormack Productions. . . . Joseph E. Lake, commercial manager of WFMY, Greensboro, N. C., has been re-appointed to the Governor's Traffic Safety Council. . . . Neil J. Murphy has been appointed business manager of WBUG, Buffalo. . . . Edward Goodrich is the new staff art director of WHCT, Hartford, Conn. . . . Tony Sands has replaced James C. Fidler as chief meteorologist for WLW and WLW-TV, Cincinnati.

"Now It Can Be Told," a public service show last week on both channels in Charlotte, N. C., produced a "wholesale" reaction condemning pay TV, according to WBTV and WSOC execs. In Detroit, WJBK reports a similar vote against toll TV in a poll running thru this week.

Tod Andrews will launch a personal appearance tour this week in Chicago and Nashville for his "Grey Ghost" vidfilms. . . . Allen

Swift, "Popeye" host on WPIX, New York, will collect an award February 12 at the Garden State Plaza shopping center, Paramus, N. J., for "the outstanding TV personality of a kids' show. . . . Jack Fiedler has been named general manager of KTSA, San Antonio. . . . Actor Brooke Johns has begun an interview-brunch series on WTTG, Washington.

Rochester, N. Y., will bet live bowling this week via WROC. . . . Detroit Tiger second baseman Billy Martin headlined a March of Dimes telethon last week on WHTN, Huntington, W. Va. . . . KEY-TV, Santa Barbara, Calif., is playing host to adult education classes. . . . WRCV, Philadelphia, premiered "The Big Rascals" last week, an hour-long daytime strip mixing live variety talent and movie shorts. . . . "Bugs Bunny" and "Oswald Rabbit" cartoons are being packaged by WTOP, Washington, in a seven-day strip titled "The Rabbit Punch."

PULSE FILM RATINGS for November

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

The Pulse Audience Composition Studies

Syndicated Film Comedy Shows

NOVEMBER RATINGS			AMONG WOMEN		
Rank	Show & Distributor	Avg. Rtg.	Rank	Show & Distributor	Women Per 100 Homes Tuned In
1.	Honeymooners (CBS)	17.7	1.	Honeymooners (CBS)	93
2.	Mama (CBS)	8.1	2.	Amos 'n' Andy (CBS)	93
3.	My Little Margie (Official)	7.7	3.	Ray Milland Show (MCA)	87
4.	Amos 'n' Andy (CBS)	7.6	4.	Mama (CBS)	83
5.	Susie (TPA)	7.5	5.	Life With Elizabeth (Guild)	82
6.	Ray Milland Show (MCA)	7.3	6.	Mickey Rooney (Screencraft)	79
7.	Mickey Rooney (Screencraft)	5.8	7.	Meet Corlis Archer (Ziv)	78
8.	My Hero (Official)	4.8	8.	Stu Erwin Show (Official)	78
9.	Stu Erwin Show (Official)	4.8	9.	My Little Margie (Official)	73
10.	Beulah (Flamingo)	3.4	10.	Beulah (Flamingo)	71
10.	Meet Corlis Archer (Ziv)	3.4			

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distributor	Men Per 100 Homes Tuned In	Rank	Show & Distributor	Kids Per 100 Homes Tuned In
1.	Honeymooners (CBS)	89	1.	Meet Corlis Archer (Ziv)	69
2.	Susie (TPA)	86	2.	Amos 'n' Andy (CBS)	63
3.	Ray Milland Show (MCA)	82	3.	My Little Margie (Official)	62
4.	Mickey Rooney (Screencraft)	73	4.	My Hero (Official)	59
5.	Mama (CBS)	69	5.	Stu Erwin Show (Official)	57
6.	Meet Corlis Archer (Ziv)	66	6.	Honeymooners (CBS)	56
7.	My Little Margie (Official)	64	6.	Mama (CBS)	56
8.	My Hero (Official)	63	6.	Mickey Rooney (Screencraft)	56
9.	Stu Erwin Show (Official)	26	9.	Susie (TPA)	54
10.	Amos 'n' Andy (CBS)	23	10.	Beulah (Flamingo)	43

Syndicated Film Mystery Shows

NOVEMBER RATINGS			AMONG WOMEN		
Rank	Show & Distributor	Avg. Rtg.	Rank	Show & Distributor	Women Per 100 Homes Tuned In
1.	Highway Patrol (Ziv)	18.2	1.	Confidential File (Guild)	93
2.	Code 3 (ABC)	12.2	2.	Racket Squad (ABC)	92
3.	Decoy (Official)	11.8	3.	San Francisco Beat (CBS)	91
4.	New Orleans Police Dept. (NTA)	10.5	4.	Badge 714 (NBC)	89
5.	Charlie Chan (TPA)	10.1	5.	Code 3 (ABC)	88
6.	San Francisco Beat (CBS)	10.0	6.	Highway Patrol (Ziv)	87
7.	Mr. District Attorney (Ziv)	8.6	6.	Lone Wolf (MCA)	87
8.	City Detective (MCA)	7.2	8.	City Detective (MCA)	86
9.	Badge 714 (NBC)	8.0	8.	Mr. and Mrs. North (Schubert)	86
10.	Public Defender (Interstate)	6.0	8.	Public Defender (Interstate)	86
10.	Racket Squad (ABC)	6.0			

AMONG MEN			AMONG CHILDREN		
Rank	Show & Distributor	Men Per 100 Homes Tuned In	Rank	Show & Distributor	Kids Per 100 Homes Tuned In
1.	Confidential File (Guild)	87	1.	Highway Patrol (Ziv)	67
2.	Code 3 (ABC)	86	2.	Paris Precinct (Guild)	63
2.	Highway Patrol (Ziv)	86	3.	Mr. District Attorney (Ziv)	61
2.	Lone Wolf (MCA)	86	4.	New Orleans Police Dept. (NTA)	57
2.	San Francisco Beat (CBS)	86	5.	Mr. and Mrs. North (Schubert)	53
5.	City Detective (MCA)	84	6.	Sherlock Holmes (Guild)	46
6.	Badge 714 (NBC)	83	7.	Badge 714 (NBC)	43
6.	Racket Squad (ABC)	83	7.	City Detective (MCA)	43
8.	The Whistler (CBS)	81	7.	Racket Squad (ABC)	43
9.	Boston Blackie (Ziv)	79	10.	Confidential File (Guild)	39
9.	Mr. District Attorney (Ziv)	79	10.	San Francisco Beat (CBS)	39

SHORT SCANNINGS

The Listening Post, job counseling wing of the Radio & Television Executives Society, has launched an industry contest to stimulate the flow of job placements. Prizes go to persons supplying the greatest number of definite openings. . . . ABC-TV's "Wednesday Night Fights" aided the March of Dimes in Norfolk, featuring as its main bout last week a local benefit bout. . . . CBS has sold a four-story studio building in Hartford, Conn., for a reported \$300,000.

The cast of the Bob Cummings show is in Palm Beach, Fla., en masse, playing "Holiday for Lovers" in winter stock. The troupe resumes TV filming next week. . . . "The Real McCoys," ABC comedy success, is being merchandized for food, games and clothing via Henry Saperstein. . . . The Grey Advertising agency conducted an "Advertising Council Week" in conjunction with the Advertising Council last week, featuring a series of lectures and seminars.

Stearns Ellis, of Young, TV, has joined the sales staff of Jack Morton Productions. . . . Ned Smith has been appointed a creative director at Transfilm. . . . The Kudner agency has elected as veepees

Andrew Diddel, Rodger S. Harrison, William A. MacDonough and James F. Black, account execs. . . . Lawrence Wisser, senior veepee, and Max Tendrich, executive veepee, have been elected to the board of directors of the Weiss & Geller, Inc., agency.

The Dictionary of New Words has listed "Whirlybirds" as a proper noun defined as a helicopter, so CBS-TV Film Sales, distributor of the series bearing that name, is gleeful. . . . Pat Boone and wife welcomed their fourth daughter January 30. . . . Eileen F. Hauck has been upped to personnel manager at McCann-Erickson, Inc. . . . Hugh O'Brian will take time out from "Wyatt Earp" to return to "Playhouse 90" late in May.

Marshall Rothen, of Kenyon & Eckhardt agency, has been elected chairman of the board of National Television Film Council. . . . NBC newscaster Bob Wilson will pen a book on the greatest events of his 20-year career. . . . Bill Cooper, of Frank Cooper Associates, has secured TV rights to "Double or Nothing" and is prepping a new format. . . . June Taylor has been named choreographer of "The Big Record" on CBS, replacing James Starbuck.



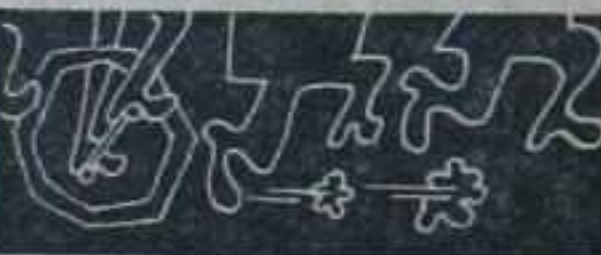
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TV PROGRAM REVIEWS

NETWORK REVIEW

'Rumpelstiltskin' Fine, But Not for Tiny Tots

By BOB BERNSTEIN

Rumpelstiltskin (Net)
Host, Shirley Temple. Stars: John Raitt, Phyllis Love and Shai K. Ophir. Director, Daniel Petrie. Producer, Alvin Copperman. Sponsors, John H. Breck and National Dairy Products thru N. W. Ayer & Son.
(NBC-TV, 6:30-7:30 p.m., EST, February 2.)

The second "Storybook" offering was wonderful but not for children. Like the premiere, "Beauty and the Beast," it boasted an intelligent, witty script, delightful settings and costumes and generally expert acting, bringing to life an old fairy tale with thoro satisfaction for adults.

The fact remains that "Rumpelstiltskin," like most fairy tales, is so frightening to youngsters that it must stay on the printed page. The reality of the cruel King's Treasurer and his violence, the ugly dwarf and the threatened baby are too strong for a 6:30 p.m. time slot. But for viewers over 10, it was a grand adventure, and for adults, the sharp asides and the sophisti-

Tex and Jinx Jury (Local)

Hosts, Tex and Jinx McCrary. Producer, Tex McCrary. Sponsors, participating.
(WRCA-TV, 1-2 p.m., EST, February 3.)

Inadequate technical preparation marred an entertaining debut for Tex and Jinx McCrary's new series, extended from 30 to 60 minutes and centered around a daily topic for debate. They've got to work on the timing of each segment, the camera work and the areas of responsibility allotted to each host and guest, but the strip could prove a daytime winner.

The kick-off topic was city vs. country living, with Publisher James Linen charming in his defense of the latter. Elsa Maxwell exhibited her usual combination of ego and name-dropping in speaking for urban life, while the "jury," consisting of Mary Margaret McBride and three suburbanites, had little chance to register. Jinx was attractive and gracious if not very brainy, while Tex was brainy if not very attractive or gracious.

Still, the ingredients for a stimulating show are there and the know-how of this chatter team should smooth the kinks quickly and satisfy the daytime audience nicely. Jinx did some good live commercials, the film spots being nondescript. Bob Bernstein.

cated bits of business were an added plus.

Shai K. Ophir made the title role three-dimensional, while Phyllis Love had great style and appeal as the heroine who must spin straw into gold. Kurt Kasznar as her father, Jonathan Harris as the villain and John Raitt as the king were fine, while Celia Lovsky made a gem of a small scene as a matchmaker. Frank Gabrielson's adaptation had such a pleasant edge to it, one could forgive his liberties with the plot.

Poor Shirley Temple seems to be permanently stuck in one spot, warbling that sticky theme song. They might as well have no host at all, wasting all that charm and talent.

See It Now (Net)

Host, Edward R. Murrow. Producers, Murrow and Fred W. Friendly. Associate producer, Plamet-Williams. Sustaining via CBS-TV.
(CBS-TV, 5-6 p.m., EST, February 3.)

This video document is a major contribution to the history of this nation. "Some Reflections by Harry S. Truman" was just that, a front-row seat during a chat between the former President and Edward R. Murrow which illuminated some of the great decisions made by him.

Truman, completely natural at all times, came off as a great TV personality. Among the subjects he discussed on "From Precinct to President" were his haberdashery venture, his Army career, the Senatorial investigation he conducted which made him a national figure, his differences with James Byrnes over the vice-presidential nomination, the Middle East and his recognition.

Especially interesting were his comments about General MacArthur and the reasons for his dismissal. MacArthur was insubordinate in that he persisted in writing articles which contravened the government's foreign policy. Truman's remarks about Churchill, Stalin and Gen. Charles de Gaulle were also absorbing to hear. The ex-president was at his best, however, when he talked about his much-discussed offer to Eisenhower to run for President, and when he stated that the atomic bomb was dropped on Japan to save 500,000 American lives.

It was an intimate backstage visit with one of the history makers of this age. CBS-TV can well be proud of itself. Leon Morse.

Kitty Foyle (Net)

Cast: Bob Hastings, Larry Robinson, Marie Worsham, Mae Barnes, others. Producer, Charles Irving. Director, Gary Simpson. Script, Carlton E. Morse. Sustaining via NBC-TV.
(NBC-TV, 2:20-3 p.m., EST, February 3.)

"Kitty Foyle" needs plenty of work if it is ever to make a career for itself in daytime TV. As most women know, "Kitty Foyle" is the story of a secretary, the daughter of a Philadelphia Irishman who moves into the select circles of society in the Quaker City. For its time it allowed an easy identification for America's working girls, but it needs revision for today's world.

The episode viewed took a half hour, let brother Ed steal a few bucks from the cookie jar, brother Mac tells how he was ready to marry a girl he met one week ago, and Stacy Lee Balla and Carter Hamilton II to dance and moon.

The poverty-stricken writing was completely devoid of interest. Ed, for example, was after the family budget money. His attempts to fool his brother were ridiculous and obvious to all. Miss Balla and Carter are supposed to represent society. This they do by wearing riding boots and jodhpurs.

Judgment as to acting is very difficult when writing is so poor. However, as the maid, Mae Barnes is completely lacking in the ability to relate to other actors. This show needs sharp improvement quickly. Leon Morse.

Jack Parr Show (Net)

NBC-TV, Tuesday (4), 11:15 p.m.-1 a.m., EST (Caught again).

The first night without Dody Goodman proved that the newly-titled Paar show can get along fine in her absence. Paar himself was more kindly and affable, perhaps a coincidence, and the conversational segments were less hectic. Cliff Arquette, now a regular in the character role of Charlie Weaver, will be a big asset when he stops interrupting guests.

Marge Greene, a relaxed Dody, made a delightful contribution of anecdotes, Scottish folklore and good manners. Betty Johnson lent class and style to two songs, Jose Melis proved he's a good clown as well as pianist and Elsa Maxwell did her usual. The incessant commercials can't be eliminated, but it would be a big help if the talent wasn't blacked out in the middle of a sentence when cutting to film.

The something-for-everyone format is a healthy one in this case, and the leisurely pace and revolving talent roster make the show grow on the viewer. You get the feeling you'll be missing something amusing or provocative if you skip a night. Bob Bernstein.

NETWORK REVIEW

'Biscayne Bay' Pulls Fast One on Winchell

By CHARLES SINCLAIR

Walter Winchell File (Net)
ABC-TV, Friday (3), 10-10:30 p.m., EST (Caught again).

Producer Bert Granet pulled a fast trick on Walter Winchell, right under the noted newsman's nose.

"The House on Biscayne Bay," the telefilm aired on January 31 on the soon-to-be-axed "Walter Winchell File" series, turned out to be a plot carbon copy of the last film you'd ever expect to see on a Winchell-supervised show: The Hecht-Hill-Lancaster "Sweet Smell of Success."

There was the same overbearing, tough brother with the furiously protective instinct toward his sweet innocent sister. There was, too, the same nice young man who falls in love with the sister, but isn't considered "good enough" by the brother, who has him roughed up in a gory bit of telefilm sadism. There was the familiar ending comeuppance, and the lovers are united anyway.

Other elements of the plot were "borrowed" from other obvious sources, notably old Columbia and Warner films. Big Brother, it seemed, was the Mafia overlord of Miami's underworld, in a portrayal that was an unconscious burlesque of Ted De Corsia. And, to make the cliché complete, there was a wise, dignified old Italian father who came to visit, and who later turned in his son to the cops, after lecturing the evil son on right and wrong.

Brief Appearances

Winchell, who's been plugging the show with might and main in his column, appeared occasionally as host and narrator of the action, but did little to lift the unconvincing mixture of sentimentality, brutality and plain corn out of its rut.

Barbara Britton, sporting a new blonde hairdo, was on hand as usual in the Revlon cosmetic com-

Comment (Net)

Producer, Julian Goodman. Director, Ralph Peterson. Features rotating panel of NBC news commentators and analysts, such as Robert McCormick, and will include guest newspapermen. Sustaining.
(NBC-TV, 10:45-11 p.m., EST, January 31.)

By pure, unexpected luck, NBC's new venture in what it calls "interpretive journalism," got off to a rousing start. Not 10 minutes after Director Ralph Peterson threw his cue, the round-table discussion of news highlights—in this case loosely labeled "Men and Missiles"—was broken for a network bulletin.

The Army, the bulletin reported with perfect timing, had just fired off its Jupiter-C missile at Cape Canaveral, Fla.

Robert McCormick, veteran NBC newsman, who had been discussing the "enormous activity" kicked off in U. S. education and science by Sputnik, picked up the topic and ran with it.

NBC, which had hailed the "Comment" series as "a weekly program of elaboration on vital current issues," could hardly have asked for more. The panel of newsmen proceeded to throw considerable light on the subject by discussing, ad lib, the development of the Jupiter missiles, the international race for missile supremacy and the outlook for a "moon shoot" in 1958.

McCormick wrapped it up by asking, pointedly, "Are we going to go back to sleep now that we have this thing in the air?" Charles Sinclair.

mercials, reading her product copy with a kind of breathless, college freshman attitude not unlike the TV appearances of Shirley Temple.

What makes the "Walter Winchell File" series particularly tough to swallow is the knowledge that the columnist, on whose files the show is supposedly based, has been Jonny-on-the-Sot on many a topflight newspaper yarn—and almost any one of them would have yielded a better, fresher, more meaty show. As it now stands, it's just another second-rate film anthology series dressed up with a tacked-on Winchell appearance.

Restless Gun (Net)

NBC-TV, Monday (3), 8-8:30 p.m., EST (Caught again).

One of the more successful of the current crop of Easterns "Restless Gun" is a relatively undistinguished example of the genre. John Payne is a stalwart, handsome and granite-faced. Since viewers of Westerns want their heroes to look like men, not be able to act, he more than qualifies.

The story was of a veteran sheriff who goes beserk because he finds there is no need for his services. It seems he's cleaned up the town so well everything's right peaceable. Comes a shooting and Sheriff Patridge captures the culprit with the aid of Vint Bonner, the hero. But our sheriff thinks the town's getting ready for a lynching. He's living in the past when they were as common as picnics, and he sees mobs where they don't exist.

It took old Vint Bonner to get thru to old Sheriff Patridge, but he finally made his adjustment as they say in the psychology books.

The commercials kept stressing the antiseptic value of Listerine. Leon Morse.

'Bengal' Sold In Five Markets

NEW YORK—Screen Gems last week sold its "Lives of the Bengal Lancers" in five markets. Reruns of the former network property were bought by WABD, here; WTIC, Washington, and California stations in Stockton and Bakersfield, besides Las Vegas, Nev.

There are 26 half hours available. For stations who are interested in an adventure strip, Screen Gems is also selling "Jet Jackson," "Jungle Jim" and "Tales of the Texas Rangers."

Regulations Hazy

Continued from page 4

had been "mousetrapped" by the statute, Doerfer said. He also pointed out that all of his trips involved additional expense of many side excursions to study industry problems, in addition to any speech-making.

The strongest support to Doerfer's claim that he was not influenced by industry contact was made on two cases where Schwartz accused him of impropriety. The first was in accepting a \$575 payment from the National Association of Radio & Television Broadcasters for a Spokane district speech, and the second involved a week's stay with Miami broadcaster George Storer. Doerfer noted he has supported a toll TV trial in the face of NARTB and network protest. He also noted he had voted against Storer's plea for intermixture in the Miami area.

ZIV SHOWS RATE GREAT

5 OUT OF TOP 5

SYNDICATED SHOWS IN ODESSA, TEXAS

Pulse, April, 57

- #1 MAN CALLED X (#8 among top network shows) 33.5
- #2 HIGHWAY PATROL (also #8 position among top network shows) 33.3
- #3 MEN OF ANNAPOLIS 32.0
- #4 MY FAVORITE STORY 31.8
- #5 SCIENCE FICTION THEATRE 31.3

ZIV TELEVISION PROGRAMS INC.

Commercial Stereo Closer Than Forecasts Indicated

Midsummer May See Intro, Cues New Sales Horizons for Dealers

By REN GREVATT

NEW YORK — Mounting competitive pressure appears to be bringing the day of commercial stereo considerably closer than earlier forecasts had indicated. This is true particularly of the widely discussed stereo disk. But it's also true, due to new developments demonstrated this week, that all may yet not be lost for stereo via tape.

It was generally indicated by spokesman for major companies, that stereo on disks might be expected to be commercially introduced — at the distributor-dealer level at least — by mid-summer of this year. This, it was indicated, could mean that the first records might be issued at a time when 1959 lines of phonograph equipment would normally be introduced. For many companies, this

would fall at the time of the Music Industry Trade Show, usually held in mid-July.

The specific indications are numerous. Spokesmen for Capitol, RCA Victor and Columbia, all of which are now represented with stereotape lines, have indicated in general terms a belief that stereo records and equipment on which

to play them could be introduced within six months.

Spokesmen for at least two companies, Steelman and Symphonic, both of which manufacture phonographs for outside accounts, have indicated that they will be ready whenever the record companies decide to bring out the disks.

A Steelman spokesman said his firm has conducted wide experimentation and research into the subject. "We have demonstrated pilot models to our accounts already," he said. Asked how long it would take to get into production, once an account okayed a model, he said, "three to six weeks would be required. You can be sure, we'll be ready any time they are," he added, referring to the firm's outside customers. These include Columbia, Capitol and Decca Records.

Smog Still Shrouds Col, Imperial Deal

HOLLYWOOD — Altho congratulatory wires by the bushel continued to roll in to Lew Chudd, Imperial Records president, at week's end, the prosperous indie continued to remain in the hands of its founder.

While the news services, the daily and trade press saw fit to print stories of a sale of Imperial to Columbia Pictures without checking the principals, there was little question that no deal had been consummated last week or at press time Friday (7).

The stories themselves appeared to have a shroud of mystery at-

Steelman emphasis is believed to point in the direction of console hi-fi units, including possible AM and FM radios. These would retail at perhaps \$300 and would include matched impedance remote speaker units.

A spokesman for Symphonic said that nothing is in the works yet with his firm, but in all likelihood there would be, when the company went into production on 1959 hi-fi models for both its custom accounts and its house lines sometime in April or May. The spokesman predicted that within a year, at least 50 per cent of all new console hi-fi sets, by all firms,

ASCAP W. C. Committee To Disband

HOLLYWOOD — The ASCAP West Coast Committee, in existence nine years, has "unanimously agreed that it serves no purpose, and effective immediately has ceased to exist.

L. Wolfe Gilbert, committee's chairman, disclosed this last week. He said the committee had no authority, no functions and did not operate as a committee. Gilbert notified ASCAP of the move, and it is expected that an announcement will be made at the Society's West Coast meeting February 27.

Committee members include, in addition to Gilbert, Harry Warren, Jimmy McHugh, Johnny Green, Leo Robin, and William Grant Still.

Demain Here To Head Up Trend Sales

NEW YORK — Bob Demain, formerly Kapp Records representative on the West Coast, has been brought here to head up the sales operation of Trend Records, new subsidiary label of the Kapp stable. Kapp launched Trend last month.

On the Kapp front, plans have been completed to record Hoagy Carmichael in a package of tunes. Kate Smith, another new pactee, will also cut an album at an early date.

Jay Lasker, Kapp sales chief, further indicated that the label's multi set groups, such as the "Opera Without Words" and the new collection of four LPs by the Troubadours, are moving well.

Victor Pop LP Club Tees-Off in March

NEW YORK — The RCA Victor Popular Album Club will begin operations early in March, it was officially announced last week by execs of Victor and The Book of the Month Club. Victor record dealers were notified by George R. Marek, the company's vice-president and general manager, that the new club will feature pop, showtune and jazz packages at regular nationally advertised prices. Premium albums for subscribers have not been announced.

Dealers will receive 20 per cent commission on all sales to members they sign, Marek pointed out. The same system, it was stated, is being used with much success by the RCA Victor Society of Great Music, which was the first record club sponsored jointly by Victor and B-O-M. It is claimed that the RCA Victor Society of Great Music—launched in January—became

the largest classical record club in business in less than one month.

In addition to the 20 per cent dealer commission, other features of the new pop club are:

- 1) Each space advertisement for the club will be set up so that a prospective member can credit his regular dealer.
- 2) A monthly magazine will be sent to hundreds of thousands of record buyers, describing not only the club selections but other RCA Victor pop LP releases which will be available thru dealers.

Vik Distribs Host Dealers

NEW YORK — Local distributors in Detroit and Chicago have scheduled special dealer meetings Tuesday and Wednesday (11 and 12) to introduce the Vik Sound Festival—the label's new 12-album release.

Henry Droz, president of Arc distributing in Detroit, stages a reception Tuesday at the Sheraton-Cadillac Hotel, on which occasion he will present the album program to over 300 dealers. Assisting will be Bob Duffy, RCA Victor's field rep.

Following day in Chicago, Milt Saltstone of M. S. Distributing Company hosts a soiree at the Knickerbocker Hotel for over 600

ELECT LOMBARDO PREXY N. Y. NARAS CHAPTER

NEW YORK — Guy Lombardo was elected president of the New York chapter of the National Academy of Recording Arts and Sciences at a meeting of the group here last Wednesday (5) at the Park Sheraton Hotel.

Other officers elected by the New York chapter include Dave Kapp, veepee; John Stevenson, veepee; Ben Selvin, treasurer, and George Avakian, secretary. It was decided at the meet that during the early stages, affairs of the New York Chapter will be handled by an executive committee, which will include the above named officers, plus an additional six members (also newly elected)—John Hammond, Percy Faith, Virgil Thompson, Fred Plaut, Neal Hefti and Neil Fujita.

Following their first conference, the new committee appointed Dick Linke director of publicity, and Butler, Jablow and Geller as legal counsel. The committee will meet here again shortly at which time, they will appoint committee heads for membership and award participation, with a view towards opening up membership to "those in the creative aspects of the disk industry here. Pending opening of office here, temporary mailing address of the New York Chapter is Box 505, Radio City Station, New York City.

Speakers at last Wednesday's meet included Lloyd Dunn, representing the original founders of NARAS, who told New York members about the development of the Academy and introduced Jim Conkling, chairman of the national organization.

At the close of the meeting Conkling commented that with the L. A. and New York Chapters now functioning, it was possible to formalize present negotiations for a TV award show to be held in the late spring.

The California Chapter of NARAS—formed last fall — is headed by Paul Weston, prexy; Sonny Burke, treasurer; Tom Mack, secretary, and Stan Richardson, executive director.

Cap Letter High'ts Club Competition

Label's Prexy Assures Dealers Top Consideration in All Activities

By JOEL FRIEDMAN

HOLLYWOOD — The rising spirit of competition in the record club field, indicated by Columbia Records' letter to dealers recently (The Billboard, February 3) was again spotlighted last week when Capitol Records made public its views and policy regarding the Capitol Record Club in a letter mailed thruout the nation by Cap President Glenn E. Wallichs.

Altho Wallichs' letter did not mention Columbia Records by name, there was little doubt that Capitol took issue with some of the statements in the Columbia letter to dealers.

In his letter, Wallichs says, "A comment was recently made in a widely circulated letter, from which the inference could be drawn that Capitol was . . . so selfish as to ignore its responsibility to the record dealer." It referred to tests we are making in the record club field.

"Perhaps we should ignore such comments," said Wallichs. "We like to think that we can stand on our reputation with the dealer. But I was a record dealer myself not too long ago. And I know that of all the things I appreciated from a record manufacturer, most important was an honest, straightforward answer to my questions."

Wallichs reiterated Capitol's reasons for getting into the club busi-

ness, pointing out that "with two major manufacturers in the field, we could not continue to ignore the pressure from artists and the vast exploitation possible only thru record club advertising."

The sum and substance of Wallichs' letter in no uncertain terms declared Capitol would continue to place the record dealer foremost in mind in all of the label's activities. "We have every reason to believe that the majority of record dealers have faith in Capitol. First, because we have never ignored dealers in any of our plans since 1942 when I was a record dealer and decided to start the Capitol label. Offhand, I believe I am the only high executive with a major label who was a dealer and sweated

(Continued on page 18)

Col. Makes 3 Appointments To New Posts

NEW YORK — Columbia Records this week made two new appointments and Columbia Records Distributors made another. The two new Columbia Records appointments were Clifford Benfield as Director of Organization Development and Bradley Hammond as Director of Market Research. Dick Miller was made the National Operations Manager of Columbia Records Distributors.

The Benfield and Hammond appointments were made by Al Earl, veepee of administration with the firm. Benfield will be involved with executive training and recruitment while Hammond, formerly with Market Research Corporation of America will concentrate on all types of surveys and research in the record field.

D. Miller's work with Columbia Distributors will be assisting Ken Glancy, general manager of Columbia's 13 branch outlets. D. Miller was formerly head of the firm's Boston branch.

Camden Ups EP Tags to 98c

NEW YORK — Price of Camden EP's will advance from 79 cents to 98 cents retail, starting March 4. Dealers have been notified, in order to permit them to lay in a stock at the current price.

In conjunction with the price increase, Camden is tying in 18 of its best selling EP's, which are be-

Rites for Mrs. W. D. Littleford

NEW YORK — Mrs. Mariana Littleford, 43, wife of William D. Littleford, president and co-publisher of The Billboard, died February 2, in Brooklyn, N. Y., after a long illness.

Services were held last week in Manhasset, L. I., where Mr. Littleford resides. Burial was held in Ft. Thomas, Ky.

Mrs. Littleford is survived by her husband; a daughter, Anne, and a son, Michael.

BOONE SPONSORS FEM QUARTET

HOLLYWOOD — Singer Pat Boone and his wife, Shirley, made their all-girl trio a quartet last week with the birth of a fourth daughter, Laura Gene, at Hackensack (N. J.) Hospital. Boone was positive les enfant would be a boy, and decided on the child's name after a week's wait.

(Continued on page 18)

(Continued on page 18)

THE ORIGINAL!



Stay with the Right brand of...

TEQUILA

Challenge 1016

and Train To Nowhere

by **THE CHAMPS**

Absolute National Smash Hit!

"SO TOUGH"

Challenge #1013

with the

KUF-LINX

The Cash Box Dec. 28

Sleeper of the Week

"SO TOUGH" (2:21) [Lion BMI—G. Mears]

"WHAT 'CHA GONNA DO?" (2:03) [Sherman-Buddy Lee]

THE KUF-LINX

(Challenge 1013)

● The Kuf-Linx bound with a zestful performance as they rock out a quick beat offering, "So Tough." The team teams in excellent fashion and the resulting wax is an exciting release that should grab plenty of

action about the country. Stick close to this one. The coupling, "What 'Cha Gonna Do?" is an easy middle beat bouncer with an engaging treatment. Infectious and a strong backer-upper for "So Tough."

"MAYBELLE"

Challenge #1018

with

DAVE "I'm Available" BURGESS

The Cash Box Feb. 1

Sleeper of the Week

"MAYBELLE" (2:08) [Copar-Ridgeway BMI—Glasser]

"TAKE THIS LOVE" (1:57)

[Golden West BMI—Johnson, Wolfe, Burgess]

DAVE BURGESS (Challenge 1018)

● It looks as though the Challenge label will have its first big fat hit in a tune called "Maybelle," introduced on the label by Dave Burgess and the Champs. The number is a fantastic rock-a-billy jumper jam packed with sensational gimmicks that the kids are sure to love. The beat is just wild and Burgess' delivery of this country-flavored rocker is so commercial that it just can't miss. Don't let this sleeper slip thru your fingers. It's an all out smash. The lower lid, "Take This Love," is another rhythmic item with an inviting country flair. But it's the top half all the way.

CHALLENGE

6920 Sunset Blvd., Hollywood, Calif.



Distributed In Canada By Spartan, Ltd.

Own Disk Label For 20th Century

Onorati Picked for Top Exec Slot; Del Gurcio Gets Veepee Accolade

NEW YORK—Twentieth Century-Fox is actively entering the record business. The film company, long reported to be mulling such a move, has formed a disk corporation titled 20th Century Records. President is Henry Onorati, who will remain as vice-president of Dot Records until March, at which time the new label will be set to operate. Lou Del Gurcio, writer and publisher whose acquaintance and activities in the music business are many, and who is one of the partners of the music printing firm of Kuperman & Del Gurcio, is vice-president. Secretary-treasurer is Donald Henderson.

Onorati and Del Gurcio, who have long-term pacts with the new label, will operate as a team, with the former handling artists and repertoire, product planning and sales and the latter in charge of merchandising, promotion, production and distribution.

Spyros Skouras, president of the parent film company and chairman of the board of directors of the new label, decided it was

Sheils-Bruno Mgt. Team Up

HOLLYWOOD—The personal management firm of Thomas P. Sheils Associates will expand the scope of its operation this year, with Sheils last week disclosing that Al Bruno, active on the management scene in New York, will join the company.

New firm is to be known as Sheils & Bruno Associates. Sheils will continue to headquarter here, while Bruno will head up the Eastern office.

Clients represented by the firm include the Modernaires, Johnny Carson, Jack Narz, the De Castro Sisters, Carol Richards, Marilyn Lovell, Dick Williams, Vicki Young and Joe Graydon.

WCPO DINGS IN 'COLOR RADIO'

CINCINNATI — Station WCPO here set the town talking Monday (4) with an eccentric bit of promotion to kick off its so-called "Color Radio," which went into effect Tuesday (5).

To call attention to the departure of the old and the ushering in of the new, the station mahoffs hit upon the idea of playing a single record for 18 hours on the station Monday, beginning at 6 a.m. The platter chosen was "Cincinnati Ding Dong," cut by Art Lund on the Coral label back in 1950. The tune was clefted by Erwin King and Harry Carlson, the latter now head of Fraternity Records.

"Cincinnati Ding Dong" was the only record played all day, for a total of 220 spins, and the reaction was all that could be desired promotionwise. Listeners flooded the station thruout the day, demanding to know whether the station bosses had flipped their top-pers.

Asked how the station happened to select "Cincinnati Ding Dong" to herald its "Color Radio," Mort C. Waters, WCPO vice-president and general manager said: "Very simple. It was the worst record we could find. After Monday, anything would be an im-

provement—wiser—from the viewpoints of economics and policy-setting—to have 20th Century form its own label rather than purchase a diskery. However, there is a distinct possibility that as the company grows a catalog—or catalogs—may be acquired.

Onorati stated the label would be active in all singles and album categories—ranging from pop to country to jazz and classical. "Naturally, the exploitation of film scores and songs will play an important part in our planning—and it will be our general purpose to establish an operation worthy of the 20th Century-Fox trademark," he added.

Onorati noted further that the label would be distributed thru indies, and that world-wide rep-

(Continued on page 18)

Name Wolcott Director of M-G-M Music

HOLLYWOOD — Metro-Goldwyn-Mayer named Charles Wolcott as general musical director last week, succeeding Johnny Green, who resigned the post recently. An associate musical director at the studio since 1950, Wolcott will assume his new duties next month.

Wolcott worked as an arranger for Columbia Records, joined the

(Continued on page 18)

LOUD PEDAL ON MUSIC CUES HILL HEARINGS

WASHINGTON — Music will be loud on Capitol Hill in coming weeks as hearing dates pile up for members of the industry. Rep. Roosevelt (D., Cal.) has announced February 25 as date for hearings on the complaints of small-business ASCAP members against the Association's distribution practices. Hearings on the O'Mahoney bill to end juke performance royalty exemption will be held February 19 to 21, and Senator Smathers' (D., Fla.) bill to sever broadcasters from music publishing and recording will have hearings on March 11.

Spokesmen for the Roosevelt House Small Business Subcommittee say arrangements are now under way for a counsel to pilot the hearings. No witness list will be released until "the day before the hearings," Roosevelt has said.

A third postponement has been asked of Senator O'Mahoney for

Dot Launches 'Pkg. Albums'

HOLLYWOOD — Dot Records launched its packaged album show for disk jockeys last week, shipping albums to some 6,000 d.j.'s thruout the country.

Album consists of 25 selections from previously released album repertoire, with liner notes providing jockeys with complete programming information. Package is a two-pocket LP and is titled "Deejays Choice." Material run the gamut thru pop, novelty and jazz and includes the works of Pat Boone, Gale Storm, Billy Vaughn, Margaret Whiting, Babe Russin, Johnny Maddox, the Hilltoppers, Helen Traubel, Paul Horn and

IT COULD BE A 'ROCKET STROLL'

CHICAGO—Mercury Records is pinning hopes on a follow-up to "The Stroll," all because somebody put the phonograph switch in the wrong place.

Merc recently issued an instrumental called "Rocket Ride," a wild one performed by a rock-and-roller named Naryl Felts. Somebody spun a 45 r.p.m. copy of it accidentally at 33 r.p.m. Veep Art Talmadge happened to hear and exclaimed, "That's a beat like 'The Stroll.'" He ordered a remastering of the wax, so a 45 disk would produce the lower, slower 33 sound. It's coming out this week under a new number, but the same title.

Now, everybody duck. Here comes a trend.

Anthony Band Current Tour Debs R&R Book

HOLLYWOOD—Ray Anthony ork kicked off what may be the most profitable tour in its history last week, starting a trek which marks the debut of the band with a rock and roll book.

Band will work a total of 18 dates in Virginia, South Carolina, Florida, Alabama, Georgia, North Carolina, Massachusetts, New York, Bermuda, and wind up with a three-day stand at the Arcadia Ballroom in New York.

Anthony and Capitol Records team up in a promotional effort on February 19 when they'll introduce his next pop release, "The Big Record," on the CBS-TV Show of the same name.

hearings by the Subcommittee on Patents and Royalties on his bill to end juke exemption. Request has come from Music Operators of America, whose president, George Miller, is reportedly ill with pneumonia. Hearings were originally scheduled for December, but were delayed because of the sudden death of MOA counsel Chauncey Carter. O'Mahoney is considering the latest postponement request.

Traditional licensing association foes ASCAP and BMI will briefly join forces at the anti-juke exemp-

(Continued on page 18)

Diskery Pressure Advances 'Gigi' Score Release Date

NEW YORK — The release date of the entire score of "Gigi," Lerner and Loewe's first since "My Fair Lady" was moved up this week to Friday, February 7, a jump of one week over the original release date. The date was advanced, according to Norman Rosemont, general manager of Lerner and Loewe's Lowell Music firm, because of "intense pressure from the record firms to get their versions of 'Gigi' tunes on the market quickly." Advance shipment of "Gigi" disks by some record firms plus the sending of review copies to distributors and station librarians also hastened the decision.

That the "Gigi" score, from the forthcoming movie of the same name, may turn out to be one of the hot tune-fests of the season is apparent from the number of albums already cut. Total to date

'Star Time' Theme of Decca Package Release

NEW YORK — Decca Records released 18 new packages this week, under the collective tag of "Star Time." The theme is a part of the overall "Decca on Parade" program which covers the company's entire 1958 album line.

Included in the current release product are "Mood to be Wooed," by Sammy Davis Jr.; "Hits From Hollywood," by the Four Aces; Al Hibbler's "Torchy and Blue"; "Mad About the Man," a group of Noel Coward tunes sung by Carmen McRae; "Miss Toni Arden"; Burl Ives' "Old Time Varieties"; "The Mills Brothers in Hi-Fi"; "Painting the Clouds With Sunshine," by Nick Lucas; "The Versatile Earl Grant," and an LP from the Musical Autobiography, "Bing," covering nostalgic mementos of the Crosby career, circa 1927-34.

Instrumentally, the release carries sets including organ solos by Lenny Dee, titled "Dee Day"; "The World's Most Versatile Trumpeter," with Rafael Mendez; and the "Astounding Bernard Peiffer." The "Star Time" promotion also includes two Gold Label sets. These are "Chopin: The Scherzi," by pianist Ruth Slenczynska; and David and Igor Oistrakh in an album featuring the works of Handel, Sarasate, Benda and Wieniawski.

The whole "Star Time" program is getting the all-stops-out promotion treatment, via die-cut mounted lithos, each featuring the "Star

Moon Label Buys Rexford Kidisk Catalog

NEW YORK — Elliot Wexler, head of the new kid diskery, Moon Records, has purchased the masters of the late Rexford Record Corporation. Sides include a long list of kiddie etchings including the "Sing a Song" series about presidents, explorers, heroes and inventors; a science series concerning arithmetic, a trip to the planets and the moon, and operas for the younger set. The Rexford masters also include a complete tap dance library of about 60 sides.

According to Wexler there is enough material on the Rexford releases to make up about 11 LP's to add to his Moon Records \$1.49 line. Moon Records now consists of 11 LP's and the additional waxings will bring it up to 22 LP's by summer. Wexler intends to release about three new LP's per month of the new material.

Time" logo, plus an unusual mobile display unit, easily adaptable for any location. On the consumer promotion level, the label has shipped an eight-page illustrated "Record Review," which features both the February "Star Time," and the January "Dream Time" product.

Aside from the "Star Time" program, the label is also readying a special promotion to tie in with St. Valentine's Day business. A large quantity of counter cards, featuring Decca's catalog of Irish music, is being distributed, highlighting mention of the firm's two new Irish releases, "Songs of Ireland," by Burl Ives, and "The Real McCoy," which has Irish folk songs by Sam Hinton.

Huge Turnout Cued for First Deejay Meet

NEW YORK — More than a thousand deejays, station execs and representatives of the disk industry have registered to date for the First Annual Pop Music Disk Jockey Convention and Seminar which will be held March 7-8-9 at the Muehlebach Hotel in Kansas City.

Bill Stewart, program director of the Storz Station (sponsor of the convention), has lined up the following talent for the meet's Saturday night (March 8) show: Tony Bennett, Don Rhondo, the Diamonds, Eileen Rodgers, Jim Reeves and Lavern Baker.

Among broadcasting execs who have most recently signified they would attend are Bill Gavin, director of "Lucky Lager Dance Time," which is carried in 43 cities; John Box, veepee of the Balaban stations; Sam Elber, program director of WERE, Cleveland; Mike Joseph, p.d. of Founders Stations; Don Keyes, McGlenndon Stations p.d.; D. Allen, Jones Stations; Ray Katz, p.d., WMGM, New York; Larry Monroe, Republic Stations; Bob Sadoff, NBC musical director; Phil Ladd, p.d., CHUM, Toronto.

Also planning to attend are Jane Gibbs, eastern rep for Liberty Records; Jake Enbry, veepee-manager of WITH, Baltimore; Harvey Glascock, veepee, Kluge Stations; Les Smith, who heads up four North West stations, including the new Sinatra outlet; G. W. Armstrong, veepee, WHB, Kansas City.

Vet Cleffer Succumbs to Heart Attack

NEW YORK — Lew Brown, one of the three members of the noted songwriting team of the 1920's, DeSylva, Brown and Henderson, died Wednesday (5) of a heart attack. In the 1920's the team was responsible for such smash hits as "Don't Sit Under the Apple Tree," "The Birth of the Blues," "Button Up Your Overcoat," "The Best Things in Life Are Free"; "Oh, by Jingo"; "The Beer Barrel Polka" and "Sonny Boy."

In the year 1928 the team of DeSylva-Brown-Henderson had five shows running on Broadway; "Good News," "Manhattan Mary," "Three Cheers," "George White's Scandals," and "Follow Thru." Brown also produced pictures in Hollywood in the 1930's.

He also collaborated on many other songs, including "Life Is Just a Bowl of Cherries," "The Thrill Is Gone," and "You're the Cream in My Coffee." Brown was 64 years of age.



MGM Records

THE HIT THAT'S SWEEPING THE NATION!

Connie Francis

WHO'S SORRY NOW

K12588 on 45 & 78 rpm

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

MORE HITS!

SAM (THE MAN) TAYLOR

BIG GUITAR

K12613

RICHARD

BARRETT

(When Your Heart's on Fire)

SMOKE GETS IN YOUR EYES

K12616

THE

KARTUNES

K12598

RAINDROPS

THE

STROLLERS

Featuring ARTIE MALVIN

GIGI

(From the MGM film "Gigi")

K12614

DAVID ROSE & His Orch.

SWINGING SHEPHERD BLUES

K12608 ON 45 & 78 RPM

MARVIN

RAINWATER

WHOLE LOTTA WOMAN

K12609 ON 45 & 78 RPM

The New **MGM Records** Great in '58

LONGHAIR DEEJAYS WANT HELP

Upswing in Classical Disk Radio Segs Rates Intelligent Promotion

By BERNIE ASBELL

CHICAGO — Another program of classical records was launched on a major radio station here last week, serving to point up two seemingly hidden facts in the area of classical record promotion:

1. There is a sharp upswing in radio time given to classical records.

2. Promotion of this important portion of the disk business is still in the horse-and-buggy era.

Last Sunday, WBBM, the CBS affiliate, created a weekly half-hour of longhair wax in the 10 p.m. slot, preceding the rebroadcast of the New York Philharmonic. On the same station, nightly from 11:30 p.m. to 5:30 a.m., six unrelieved hours of classics pour out, sponsored by American Airlines. On WGN, Norman Ross emcees a nightly classic seg at 10:30 for a half hour, and Ross also does another on WMAQ Saturday mornings from 7:05 to 9. Also on WMAQ, George Stone is in his 14th year with a classic show Monday nights, 11:15 p.m. to 1 a.m. Two FM stations, WFMT and WEFM, have full-time classic schedules and each station can show huge lists of paid subscribers for program listings to prove a hefty listenership.

Perhaps the most engaging fact for disk mahoffs is that these shows are no longer throwaways as a public service. They are bought by sponsors because their audience is proved in both size and quality.

American Airlines is sponsoring heavy all-night blocks of time in several major cities along their routes. This city's second largest bank, Talman Savings & Loan Association, is now sinking 25 per cent of its whole advertising budget into classical music shows because they have been found to produce the best payoff. The Olsen Travel Agency, sponsors of the Rose show Saturdays for the past 10 years, reports that business traceable to the show is now bigger than ever.

When these facts are coupled with the growing importance to the record industry of classical LP sales, an enormous new area for intense promotion becomes clearly visible.

In a Billboard's survey of classical disk emcees here, these criticisms and suggestions were made regarding longhair promotion:

Norman Ross, WMAQ (NBC), and WGN (Ind.), says that only Roger Hall, of Angel Records, does an adequate job of furnishing usable chat material in the form of news notes, such as where Angel artists are playing. Such material from other labels, Ross feels, would be widely used and would build long-range interest in performers. News of local appearances would usually result in the scheduling of a record. Ross also feels the timing of each record band on the label is extremely important to the programmer. Victor and Mercury provide timing on separate release sheets, but these sheets get lost.

Decca Brass Hits the Road

NEW YORK — Decca sales hit the road both to and from here this week. Syd Goldberg, vicepres of Decca Distributing, visited the diskery's outlets in Atlanta and New Orleans, while national sales manager, Claude Brennan, was touring the firm's operations in Baltimore, Washington and Philadelphia. Meanwhile, Bill Green, assistant north central division manager of Decca Distributing, headquartered in Cleveland, visited the New York National office operation.

For announcers less experienced with classics, Ross feels a pronunciation guide of composers' and performers' names would be valuable.

Ross pointed out, and all his colleagues echoed the fact, that none of them regularly get free records for air play, as pop deejays do. They subscribe, usually at their personal expense, to subscription service offered to radio stations. They apparently do not object to this generally because, as one of them said, "It helps me keep my independence of choice."

George Stone, of WMAQ, however, proposed that companies should furnish longhair deejays with lists of new releases and allow them to request specific items which they intended to expose on the air. Thus, the deejay would not endanger his independence, but still get a free disk when he intended to use it.

Stone said that Epic as well as Angel provides useful information. They seem to realize, he said, that these programs sell records, while

the other labels act as tho they don't realize it. His greatest need is advance info of new releases so he won't play a second-rate performance of a work when a top-line performance is about to be issued. In what sounded like an echo of the complaint in the pop field, Stone said there are "so doggoned many labels" that without lists of releases in advance, the programmer is in a fog about his choices.

Jay Andres, of WBBM (CBS), who runs the all-night American Airlines show, said that his mail and phone calls indicate a great many listeners build their record libraries based on what he plays. This, he said, places a responsibility on him to choose his disks carefully and this would be easier with effective promotion materials from the diskeries. He added that he would always schedule disks in conjunction with anniversaries or artists' local appearances, but he has to depend on his own resources to learn of these events. The record companies almost never tell him.

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

The Duke-Peacock-Backbeat empire, operated by Don Robey from his Houston headquarters, appears to be in for a major expansion, with news this week that an Eastern beachhead will soon be established in New York. Dave Rolnick, who was part of the three-way team that produced and helped kick off the hit "Short Shorts," by the Royal Teens, concluded a deal with Robey Wednesday (5), to represent the three labels in the East from Boston to Washington and as far west as Pittsburgh and Buffalo. Rolnick will have the somewhat imposing title of sales manager, promotion manager and assistant artists and repertoire chief for the Eastern area.

In making the announcement, Robey said he expected that 1958 would be a far better year than last for his operation. "I've signed a left-handed guitar player and rockabilly from Detroit, Dave Atkins," Robey said, "and we expect great things from him." Commenting further on the rockabilly scene, Robey singled out Elvis Presley and Jerry Lee Lewis as two of the outstanding artists in the field. Tossing an unexpected bouquet, Robey said: "I've certainly got to tip my hat to Sam Phillips who developed those fellows. He's made a great contribution to the record business."

On the matter of planning, Robey said: "We're spreading out album-wise, too. We have five in the works now. Dave Jenkins and his band from Cleveland will be doing one and so will our hot singles artists, Bobbie Blue Bland and Little Junior Parker. We also have spiritual albums in the works by the Nightingales and the Dixie Hummingbirds." After the writer of this column finished flipping at this news, Robey said: "Thanks man, I hope the folks will like them."

Robey further revealed that he believes the instrumental trend in records is here to stay. "It's going to help hands to come back to some extent at least, altho the bands will not be the big bands we used

to know," said Robey. "I do expect to see more bands of 8 and 10 pieces rather than the small combos," he added.

The New York office of the Duke operation will be open within 30 days. Also, according to Robey: "My new man, Rolnick, will be free to operate on independent recording work and sell masters where he will, except that I'll have first refusal on everything he does. The first campaign involves an all-out promotion on the Casuals' "So Tough," and we're recording them again here in New York, for a disk to be released in a few weeks."

Word has come to us of the very serious illness of the beloved blues singer, Big Bill Broonzy. Bill has had a deep seated lung infection and hasn't sung since last July. He has already undergone two operations and will shortly enter the hospital for a third. Serious doubt is expressed as to whether he will ever again be able to sing. This long layoff from work and the heavy medical costs have worked a hardship on the chanter and his savings are reportedly at a low ebb. Josh White is now working in a club in Broonzy's home town of Chicago to help in his upkeep.

It's also reported that a benefit concert for Big Bill will be held in Chicago in March. A number of musicians and singers have already volunteered their services to help the great cat over his hurdles. Many accolades have been paid him, including one from England, by bandleader and columnist Humphrey (Humph) Lyttleton. Lyttleton says: "Bill is a true folk artist, making his music because he enjoys it. His many hundreds of records are beacons of integrity and simple artistry in the murky twilight of rock and roll. It is to be hoped that the jazz world will show itself ready to offer him its gratitude."

It was not many months ago that this column had reason to remark on the vocal characteristics of one Donnie Elbert. "He has a completely mixed up H. Q. (hormonal quotient)," said Paul Acker-

(Continued on page 49)

DISTRIBUTOR NEWS

By HOWARD COOK

Mike Lipton, of Cosnat Distributors, Cleveland, reports that despite a slight slump in business, there are several new platters that seem to have hit potential. During the past week he shipped close to 10,000 of each of the following: "(Make With) The Shake" by the Mark IV on Cosmic, Jimmy McCracklin's recording of "The Walk" on Checker and Chuck Berry's Chess waxing of "Sweet Little Sixteen." Other new disks that are moving well are "The Swivel" by Al Taylor on United Artists, which could be the first hit for the label; "Honeystrollin'" by the Honey Strollers on Glory; Kirk Stuart's vocal version of the much-recorded "Swinging Shepherd Blues" on Josie and the Jaye Sisters' Atlantic recording of "Going to the River." Biggest disk for Cosnat at the moment is a sleeper, Betty Johnson's Atlantic record of "The Little Blue Man."

Hottest disk for Mangold Distributing Company in Charlotte, N. C., is Chuck Berry's "Sweet Little Sixteen," according to Herb Weisman. Dealers are ordering in large quantities. "The Walk" by Jimmy McCracklin is also starting to perk. One of his strongest bets is "Who's Sorry Now" by Connie Francis on M-G-M. When queried about some of the traditional-styled c.&w. disks that might possibly make it, Weisman stated that the field is almost dead except for a few artists such as Webb Pierce, Kitty Wells, and Ray Price. Biggest names in the field at the moment, says Weisman, are Johnny Cash and Jerry Lee Lewis. Even his juke box buyers are ordering fewer and fewer records by the one-hot traditional c.&w. artists. Sales for gospel records have also dropped considerably, Mangold reports.

Jim Schwartz, of Schwartz Bros. Distributors in Washington, states that Eddie Cochran Liberty has a big one in his "Jeannie, Jeannie, Jeannie." Over 2,500 were moved out during the past 10 days. "Are You Sincere" by Andy Williams on Cadence is also picking up. "Good Golly, Miss Molly" by Little Richard on Specialty and "The Little Blue Man" by Betty Johnson on Atlantic are strong. He thinks that "Movin' and Groovin'" by Duane Eddy on Jamie, which is being distributed nationally by End Records will be a big one. "Been So Long" by the Pastels on Argo is a sleeper. "Little Bird" by the Hollywood Flames on Ebb, "A Million to One" by the Five Satins on Ember and "Prince of Players" by Tommy Frederick on Carlton are getting lots of action.

At Ernie's Record Mart in Nashville, Chuck Berry's "Sweet Little Sixteen" is the hottest thing going, according to Ted Adams. "Leave My Girl Alone" by Lowell McGuire on Nasco and "Been So Long" by the Pastels on Argo are beginning to step out.

Cecil Stein, of Records, Inc., in Boston has four hot ones with "Jeannie, Jeannie, Jeannie," "Sweet Little Sixteen," "The Little Blue Man" and "Jimmie Rodgers" (Roulette) "Oh-Oh, I'm Falling in Love Again."

Ideal Record Products, Inc., and M-G-M Records have made a special arrangement with the Ted Steele "Bandstand" show seen daily over WOR-TV in New York, for seven weeks of concentrated plugging. During this time, a string of M-G-M artists will do personal appearances. . . . Roulette's executive veepee, Joe Kolsky, hits the road this week for an extensive three-week jaunt that will take him from New York to the West Coast and will cover 15 cities. Kolsky will hold sales meetings with his distributors and their salesmen to outline some of the firm's future plans and to discuss the label's "Blueprint for Profit" sales program which was introduced last week.

Some of the One-Stops have been griping about the arbitrary price increase on records by many distributors where there has been no initial increase on the part of manufacturers. Their feeling is that unless manufacturers first hike prices, any distributor price rise is unwarranted. Even tho the One-Stops raise their prices by the customary amount, their profits are still cut. The juke box ops have also been hit by these price increases.

Al Levine and Sam Levy, of Ideal Record Products, Inc., New York, report that the joint is jumpin' with several hot items. Connie Francis' M-G-M waxing of "Who's Sorry Now" is taking off like wildfire. Over 30,000 were moved out in the past 10 days. Six thousand of The Champs' "Tequila" on Challenge were shipped in the past week, and Al Taylor's "The Swivel" on United Artists also looks like a click. A dance step has been created for "The Swivel," and instruction cards will be distributed with each disk.

At Superior Record Sales, New York, Sam Weiss lists "We Belong Together" by Robert and Johnny on Old Town as his fastest moving record. Over 20,000 were sent out in the past month. Other big ones are "Been So Long" by the Pastels, "(Make with) The Shake" by the Mark IV on Cosmic, "You're Driving Me Mad" by JoAnn Campbell on Gone and "You're Something Else" by Jimmy Reed on Vee Jay.

DISTRIBUTOR DOINGS: The winners of Decca's annual awards for best over-all performance by a branch distributor in 1957 were selected last week. The Peoria branch, managed by Max Felton with salesman Harry Ingold and Ken Schlosser, was tops among the 33 branches. Winner among the 12 distributing outlets was the Peaslee-Gault Corporation of Indianapolis, managed by Marvin Taylor. Ralph Block is the distributing salesman. . . . Gold Records Award winners for Coral Records in November and December were State Record Distributors, headed by Jerry Herman in Indianapolis, and Roberts Record Distributing Company in St. Louis, headed by Robert Hausfater.

Bob Heller, general manager of newly formed Chips Distributing Company, Philadelphia, claims credit for being the first self-service distributor in the area. He has a large visual display of all lines. Manufacturers are welcome to visit and be shown Heller's technique in displaying packaged goods. . . . Fernandez, one of New York's largest distributors of Cuban disks, has been appointed distributor for Dori Records which will debut in March. . . . Eastern distributors for new diskery, Bee Records include David Rosen, Philadelphia; General Distributing, Baltimore; Essex Distributing Company, Newark and Leonard Smith in Albany.

AN OPEN LETTER TO ALL SOMERSET DEALERS AND DISTRIBUTORS



Cutting of retail sales price

In the past year SomerSet has enjoyed the results of much studied and energetic planning. It is a generally accepted fact that the SomerSet longplaying line consists of the finest new recording, best balanced programming and the smartest packaging in the low and moderate priced field today. SomerSet has contributed greatly to the industry in general, as to a quality standard both in product, in store display and effective promotional support to distributors and dealers.

Dealer and consumer confidence in SomerSet holds promise of the label becoming a major factor in the entertainment industry. However, to achieve this goal, it is our aim to try to eliminate the most dangerous situation in the record industry today. That is, the needless and stupid practice of retail price cutting. It is our company policy (regardless of local conditions) to prevent the sale and distribution of SomerSet to any retail outlet that does not maintain our list price of \$1.98.

It is our sincere belief that the discount store is the world's worst detriment to effective distribution of goods. We refuse to allow our distributors or rack jobbers the privilege of undermining the strength of our 14,000 retail outlets that must show a fair profit in order to sell and expose our merchandise to the public. From the possible 500 to 1000 discount outlets today, we do not want a manufacturers profit at the peril of our backbone accounts.

It is our opinion that the discount houses, in spite of their seemingly "fat" orders, are capable of eventually reducing distributor and co-operating manufacturer profits to such a low point, that product would suffer so badly it would be impossible to give the public the quality of programming necessary to the growth of the industry.

We know, as of this printing, there are distributors and dealers participating in cutting our retail price.

Our field men have been given the responsibility of making full report of such cases, and if continued, the participating distributor will absolutely lose the distribution of the label.

We have instructed all distributors, where possible, to recall all SomerSet inventories from any discounter. In support of this, we will issue full credits for any distributor inventory that is abnormally high because of this clean up.

To avoid the necessity of fair trading SomerSet in every state, we are hereby announcing the definite policy that any SomerSet distributor that participates in sale to any retailer that sells below the retail price of \$1.98, will immediately lose the distribution rights to the label.

Perhaps this policy will temporarily reduce our unit volume. However, we feel that eventually it will reflect such a fair and reasonable profit for our customers, that it will enable us to continue to produce the world's finest recordings, at the truly sensible price of \$1.98 retail.

David L. Miller
George S. Phillips



MUSIC AS WRITTEN

Azzolina, Hoffman Clef
Air Defense March . . .

"Partners in Defense," penned by Major Mark Azzolina and Jack Hoffman, has been designated as the official march of the North American Air Defense Command. Azzolina is chief of the radio and TV branch of the NORAD Information Office and has collaborated with Hoffman on other tunes in the past. Tune will be published by Bourne, Inc. Azzolina formerly was the musical director of Armed Forces Radio Service in Hollywood, and in civilian life, using the name Mark Carter, he was an orchestra leader and vocalist recording for a number of indie labels.

Irving Feld Now Paul
Anka's Personal Mgr. . . .

Irving Feld has become personal manager for Paul Anka. Anka's father, Andrew, will continue as administrator of his son's finances in conjunction with William Lazarow. Anka, who just returned from a tour of Australia, will leave for his second visit to England on February 27.

Kaplan Dreams Up New
Promotion Gimmick . . .

Sammy Kaplan, promotion man for the Detroit distributor, Pan-American, came up with a new gimmick last week to push the Challenge version of "Tequila" by the Champs, which is battling with the ABC Paramount version of the tune by Eddie Platt. He set deejays bottles of Alka-Seltzer for those who imbibe "The wrong tequila."

Hollywood Label Enters . . .
Singles Field . . .

Hollywood Records, low-priced LP label, is entering the single record field. Label will be called Hallmark, and the first release features Dick Haymes backed by a 16-piece orchestra under the direction of Maury Laws. One side is "A Very Precious Love," from "Marjorie Morningstar."

New York

Louis Jordan and His Tympany Five have been signed for a week at New York's Apollo Theater starting February 28. . . . The Kirby Stone Four open a four-week date at New York's Latin Quarter on February 27. . . . Tony Bennett starts a two-weeker at New York's Copacabana on February 20. The Paulette Sisters, Decca artists, will share the bill. . . . Julie Wilson opens at the Colony Club in London for 14 weeks on April 14. . . . The Andrews Sisters will be at the Carillon Hotel in Miami Beach thru February 11. . . . Jimmie Rodgers heads the new show at the Royal Casino in Washington, D. C., for a week commencing February 10.

Frankie Laine opens at Philadelphia's Latin Casino for a nine-day engagement starting February 27. . . . Dolores Hawkins is currently appearing at the Flamingo, Las Vegas. . . . Julius La Rosa is set for the Americana (Miami Beach) opening February 12 for a week.

Carl Burns, prexy of Crystalette Records, is making the rounds in New York, plugging "Rockin' Billy," which was recorded by Johnny Stark on that label. . . . Neal Hefti has been invited to join in "The Kid From Red Bank Day" (N. J.) in honor of Count Basie, a native of the town. Basie's latest Roulette album is comprised of 12 Hefti originals. . . . The Buddy Basch Office has been signed to handle promotion on behalf of "Bonjour Tristesse" and "Dance from Bonjour Tristesse" by West Coast publisher Fred Raphael.

Alan Freed has purchased a home in Miami, Florida. He will commute there when possible on

weekends and will spend winter vacations there. . . . The Four Coins new album is titled "The Four Coins in Shangri-La." . . . Phillips Record artist Frankie Vaughn is on his way to the States for a visit and a vacation. Epic will record him while here. . . . Epic artist Dixon Hall has cut the theme song from the flick "Cowboy," soon to be released by Columbia Pictures. . . . Nesuhi Ertegun, Atlantic jazz chief, will not sell his famous Jaguar after all. He hopes to enter it in Florida's Sebring classic in the "open class" division.

Hollywood

Julie London will etch the main title song in the Universal-International film, "Voice in the Mirror," in which she co-stars with Richard Egan. Actress has sung the title song in each of her last three films, "Mirror," "Saddle the Wind" and "My Strange Affair." . . . Jimmie Rodgers copped a gold record for "Kisses Sweeter Than Wine" and returns here for studio tests. . . . Ernie Ford will record two albums and three singles, a total of 30 sides, for Capitol within the next three months. . . . Daken K. Broadhead, president of Allied Record Manufacturing Company, was presented with a "commendation of service" from the Veterans' Administration in recognition of Allied's 10 years of service in the production of the "Here's to Veterans'" transcribed series. Allied is the prime contractor for all of the federal government's record transcription work. . . . Carol Richards has been signed as vocalist on the "Don McNeil Breakfast Show" originating out of Chicago. . . . Eddie Cletro and his Western variety band are teaming with a George Liberace orchestra for personal appearance. . . . For the first time in her career singer Jeri Southern will take a piano accompanist, Buddy Metsinger, on a national tour. She has always accompanied herself in the past. Tour, set by agent Hal Jovien, includes Birdland, New York; Celebrity Club, Philadelphia, and Baker's, Detroit.

Rhonda Fleming, currently in Warner Bros.' "Home Before Dark," is preparing an album titled "Stairway to the Stars" for Columbia. . . . Eddie Truman, music director of NBC-TV's "Matinee Theater," has been set by Robbins Music to do the arrangements for a new folio of Robbins' "Hits for the Organ." . . . Margie Rayburn has completed a 20-city personal-appearance tour to promote her Liberty etching of "Smoochin'." . . . Robin Records has signed Virginia Ko, ex-Arthur Godfrey finalist. . . . Local music press was treated to a preview of the new Frankie Laine-Michel LeGrand album at the home of the singer last week. . . . Music from Columbia Pictures' "Cowboy," composed by George Duning and Morris Stoloff, will be released as a sound track package by Decca. Four pop sin-

Granz to Back Ellington Overseas Trek

NEW YORK — Norman Granz will sponsor a European concert tour by the Duke Ellington Orchestra this summer. The tour will run eight weeks starting in the spring. This trek by the Ellington crew is in addition to the tour by the Benny Goodman band and the "Jazz at the Philharmonic" tour thruout Europe.

Granz, who left Saturday for a visit to his new flat in Rome, also is in negotiation with Louis Armstrong for some concert dates in Europe. Armstrong is set to appear at the Brussels World Trade Exposition this summer and Granz intends to set dates for before and after the Fair.

New Jazz On Dooto

HOLLYWOOD — Dooto Records, indie Coast label headed by Dootsie Williams, will embark on a concentrated campaign to expand the firm's jazz, gospel and rock and roll catalogs.

In line with the new program, label topper last week added the Buddy Collette Quintet and the Curtis Counce group, who will record with all-star groups and as soloists on albums and pop singles. Collette and Counce join fellow jazzmen Dexter Gordon and Carl Perkins, already on the Dooto label.

Williams also disclosed the signing of the Western Jubilee Singers in the gospel division. Additional talent is expected to be added on a heavy scale thruout the year, according to Williams.

Mrs. Haverlin Passes at 87

LOS ANGELES — Mrs. Alice Haverlin, 87, mother of Carl Haverlin, president of Broadcast Music, Inc., died at her home here Tuesday (4).

In addition to Mr. Haverlin, a daughter survives, Mrs. Gretchen Simmons.

gles of the title tune, "Song of the Cowboy," have been recorded by the Sons of the Pioneers on RCA Victor, Danny Sholes on Decca, Foy Willing on Roulette and by Dickson Hall, who penned lyrics for the tune, on Epic. . . . Martin Denny has renewed his pact with Liberty Records. . . . Ferlin Husky, who recently finished a co-starring role with Zsa Zsa Gabor in Paramount's "Country Music," has been set for a screen test at M-G-M for the title role in the latter studio's production of "The Hank Williams Story."

Commercial Stereos Are Near

• Continued from page 10

would be equipped to play stereo records.

Dealers Cautious

At the dealer level, there appears to be some inclination to move cautiously in light of the impending introduction of stereo disks. Those whose opinions were tapped voiced no panic. "We are just going to be more careful on ordering quantities of titles and disks of each title in the future. We want to avoid being caught with too heavy an inventory of monaural disks when the stereo records begin to catch on," was the consensus.

Another interesting comment on stereo disks comes from a prominent cartridge manufacturer. Commenting on recent statements as to compatibilities of stereo disks the spokesman said he believed the stated views were correct. It was pointed out, however, that the firm, Electro-Voice, is now in production on low-price stereo cartridges, and that these, inserted in the tone arm of a current set in place of a monaural cartridge, would make it completely possible to play the stereo disks, "with fidelity to compare very favorably with the best monaural record, and without the danger of ruining the disk."

"If a consumer can buy the replacement stereo cartridge for his set and can't afford the other equipment necessary for stereo playing, that's okay. He can buy the stereo records anyway, play them monaurally, and when he can afford to buy the rest of what he needs, he'll have the stereo records," said the spokesman.

Meanwhile, it was learned that RCA Victor's Victrola Division in Camden demonstrated a stereo tape cartridge Wednesday (5). This tape was understood to carry twice as much playing time as the current stereo, two-channel tape system. If put into production, the cartridge would have certain immediate advantages. First, the playing time for the same amount of tape would be doubled. Second,

and just as important, would be the ease of use. The tape cartridge would be merely snapped into place on the playback unit, thus eliminating the necessity of threading the tape as is now necessary. Such a development could conceivably make it possible for the tape industry to compete for the stereo market.

Whether tape or disks, the stereo movement is being seen now as an opportunity for the dealer to reassert his position in the industry. If dealers are losing ground to rack jobbers and to clubs, say industry observers, stereo can be their fair-haired boy. Rack jobbers and clubs can't sell it, because it's going to require a vast educational job. The dealer, with the finest demonstration equipment, is the one to sell it. And if he plays his cards right, say industry men, he can use stereo as the greatest traffic lure of our time. In effect, he can recapture much of the mark he believes he has lost. And from all indications this week, he may well get his chance at the selling job within six months, altho as Capitol veepee, Lloyd Dunn, has indicated, while stereo may come this summer, it may be a year or more before it becomes a big factor in our business.

Westinghouse To Sponsor DJ Seminar

NEW YORK—The role of the deejay in radio public service will be discussed by a special panel of music broadcasters at the Baltimore Conference on Local Public Service Programming, which will be held March 5-8 at the Johns Hopkins University under the sponsorship of the Westinghouse Broadcasting Company, Inc.

Panel members will include Gene Kavan and Dee Finch, WNEW, New York; Art Pallan, KDKA, Pittsburgh; Walter Teas, WFBR, Baltimore, and Dee Coe, manager of WWCA, Cary, Ind. The Deejay panel meeting is scheduled for Thursday afternoon, March 6.

Successful public service activities which have been utilized by jocks in the past will be demonstrated, and ways of expanding the public service potentialities of the deejay will be projected by the five-man group.

Friedman, McCluskey Promoted

NEW YORK — Effective immediately, Joel Friedman and Bob McCluskey have been named, respectively, Western Music Editor and Western Music Advertising Manager of The Billboard.

The appointments reflect the growing importance of the West Coast contribution to the music industry; and are also indicative of the larger stature of The Billboard's West Coast operation.

Victor Ups Saxon to V.-P.

CAMDEN, N. J.—Raymond W. Saxon, has been appointed vice-president and general manager of the RCA Victor Radio and "Victrola" Division, to replace James M. Toney. Toney, already a vice-president of the firm, was named this week to the post of general manager of the RCA Victor Television Division. Saxon had formerly been director of regional operations for the firm.

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SEEK NEW FORMATS

Competition Hits Spin Fraternity

• Continued from page 1

ing a sizable number of local teenagers, Randle said he schedules more LP selections of that time and eliminates the more raucous rock and roll disks. The deejay points out that LP sales now account for around 65 per cent of the business, and he aims to reach that segment during the Clark time period.

A flock of other key stations across the country are in the process of stepping up their audience promotion and/or remodeling their disk programming.

Leading indie WNEW here is currently conducting a contest on Art Ford's "Make Believe Ballroom" designed to find the 10 greatest record performances of all time. Listeners are asked to submit lists of their "all-time Top 10" disks. Winners will be those whose lists most accurately resemble a list compiled by five top artist and repertoire chiefs. Line-up of prizes includes a 1958 Ford Thunderbird and a mink coat.

Another Manhattan station, WMGM, recently signed up first subscriber for Trendex' new best-selling disk survey, which is offered to one station in each city on an exclusive basis.

In deejay-conscious Cleveland, WDOX revamped its programming policies this month, and henceforth will concentrate on LP selections, according to program director Norman Wain. Another Cleveland station, Westinghouse's KYW, has conducted a barrage of special deejay promotions for the past several months; while promotion-minded Tom Edwards, WERE, same city, recently launched a service, whereby he will act as special consultant on record hops for stations in other cities.

Don Bell, KIOA, Des Moines, conducts so many record hops now that he has stand-in hosts, who emcee hops for him, while he provides disks, gimmick suggestions, etc.

The rock and roll programming controversy was highlighted by some bizarre stunts last month. In Nashville, WMAK jockey Leslie Scott, who thinks "more music grandma likes is needed," was fined \$25 for disorderly conduct after burning 600 Elvis Presley records outside Nashville's Parthenon Monument.

St. Louis Station KWK, observed its decision to ban rock and roll by holding a "record breaking week" last month, during which period

the station's deejays gave each r.&r. disk in the library a final spin before breaking it on mike.

Most unusual poll was a tongue-in-cheek bovine survey conducted by KMOX, St. Louis, outgrowth of a dispute between deejay Jim Butler and farm director Ted Mangner on the merits of rock and roll.

Two dairy farmers were given phonos and a supply of disks. One farmer played r.&r. disks for the cows during milking time, while the other serenaded his herd with dreamy ballads. According to KMOX, the experiment revealed "cows prefer quiet music to r.&r." The dreamy-styled beasts showed a substantial increase in milk production over the rocker-set.

Somerset to Wage War on Price-Cutters

NEW YORK—In an effort to end retail price cutting at all levels of their label, Somerset Records (the \$1.98 LP line) last week notified 34 distributors and 92 rack jobbers that they would lose their distribution rights to Somerset immediately if any dealer in their territory were found slashing prices.

Commenting on the move, Somerset's national sales-promotion manager said: "We don't care if we temporarily lose unit sales. We feel that we would rather risk this than eventually be confronted with the hopeless position of being squeezed by a few biggies that have forced our backbone accounts out of business or into a position of insolvency where effective distribution is impossible."

Somerset, which is presently expanding its plant facilities to 30,000 LP's daily with complete plating and compound milling facilities, projects a \$5,000,000 gross for the label in 1958.

Aberbachs in New Pub Firm

NEW YORK — Jean and Julian Aberbach have entered into a joint publishing agreement with songwriters Bennie Benjamin and Sol Marcus — setting up a new ASCAP firm, tagged Bennie Benjamin Music, Inc.

Benjamin and Marcus, as individual writers, have had a hand in such tunes as "I Don't Want to Set the World on Fire," "When the Lights Go on Again," "Oh What It Seemed to Be," "Wheel of Fortune," "Ask Anyone Who Knows," "Rumors Are Flying," "How Important Can It Be," and "Cross Over the Bridge."

Verve Inks Top Talent

HOLLYWOOD — Verve Records topper Norman Granz added singer Donald O'Connor and comic Mort Sahl to the label's talent roster last week, prior to his departure for Europe.

O'Connor formerly waxed for Decca and will etch some club routines for Verve, while Sahl will do his nitery monologue for the label.

Granz will complete promotional plans for his upcoming concerts on the continent starring Oscar Peterson, Ella Fitzgerald and the Jazz at the Philharmonic troupe.

Richmond Adds Overseas Disk Exploitation

NEW YORK — Record exploitation, heretofore a little known art abroad, is beginning to come into its own in England and on the Continent, according to music publisher Howie Richmond.

In line with this, Richmond recently signed Publicity Associates, Ltd., of England to handle record exploitation for his British firms, Essex Music, Ltd., and Cromwell Music, Ltd. Richmond has also hired a European fem plugger who makes three trips each month to Radio Luxembourg, the plug-potential of which Richmond compares with the Dick Clark "Bandstand" show in the U. S. Another key disk-plug outlet on the continent is Europe No. One, which is located in the Saar.

Publicity Associates represents various British record artists, but its pact with Richmond is on an exclusive basis in the publisher field. The firm's primary job is to plant platters on the few record spots available on the B. B. C.

Meanwhile Richmond is making plans to set up his own publishing office in South America this fall, in line with his belief that "if a publisher is to survive today he has to expand his operations on an international basis."

Richmond currently has wholly-owned publishing companies in Australia, Canada, Spain, and France, and controlling interests in firms in Germany, Austria, Holland and Scandinavia. Richmond also holds membership directly in all foreign societies covering these countries.

Vik Distributions

• Continued from page 10

dealers. Victor field man Myron King will assist.

The Vik Sound Festival—label's first album program of the year, consists of 12 LP's, designed to emphasize high fidelity and unusual sound. Produced under supervision of Herman Diaz Jr., the packages include "The Many Sides of Pat Suzuki," "Julie Wilson at the St. Regis," Tommy Leonetti's "Dream Street," Sid Bass' "With Bells On," Art Blakey's "A Night in Tunisia," Eddy Manson's "The Fi Is Hi," Lurlean Hunter's "Stepping Out," George Siravo's "Swing Hi Swing Fi," Teddy Randazzo's "I'm Confessin'," Leon Addeo's "Hawaii in Hi-Fi," Bill Gale's "Polka Pops" and Chuck Wayne's "Spring Fever."

Vik is offering distribs special discount and dating privileges to be passed along to dealers. Meetings in the two cities will be attended by Jack Bargess, RCA Victor commercial sales manager; Ben Rosner, Vik general manager; and Bud Booth, district manager of the local territories.

Camden Ups EP's

• Continued from page 10

ing re-packaged in four colors. These will not be available until after the price rise; but they may be ordered currently at the present price.

Each EP will be pre-bagged in polyethylene. The label is also putting out a pre-pack — or shipper merchandise—which is an attractive box in color. This contains 50 EP's, and can be set on the dealer's counter.

Camden, incidentally, is putting out two new live newly-recorded EP's. One is a package of rock and roll hits by Jim Breadlove, and the other is Dave Martin's version of "The Stroll." These disks are in line with Camden's policy of increasing the amount of newly-recorded product as compared with use of vault material.

Own Label for 20th Century

• Continued from page 12

resentation would be expedited via the European offices of 20th Century's film organization. It is also known that in addition to indie distribution, thought is being given to the possibility of incorporating the parent firm's film exchanges and personnel into the distrib set-up.

Talent, Onorati stated, would be drawn from all over the world. He added that a distinct phase of the talent operation would be the exploitation on records of names associated with the parent film company, and the development of film talent via record channels. This concept is necessary to a well-rounded film operation, he said. The new record corporation, he said, would retain the parent company's emphasis on quality product and aggressive selling and merchandising.

In his a.&r. function, Onorati stated that he would personally peruse publisher and writer material—as he had at Dot.

Onorati in the last six years has had a rapid rise. In 1952 he was sales promotion manager of pop records at RCA Victor. He joined Crosley Corporation as advertising manager, and shortly thereafter joined The Billboard as advertising manager, in which capacity he was right hand man to advertising director Dan Collins. For more than two years he has been active in all phases of Dot Records' operation.

Randy Wood, Dot chief, stated he was proud of the fact that a great company had selected his Number Two man to head its disk firm.

HOLLYWOOD—Dot Records President Randy Wood applauded the news of Onorati's appointment,

Club Competition

• Continued from page 10

out most of the problems you are facing.

Label topper told dealers that "Capitol will offer a plan for dealer participation in its record club," stating that "we believe that it would be premature at this time to attempt to work out a plan . . ."

"To the best of our observation, dealers have little time or patience with plans involving complicated operations and token payments. Late last year, we talked to many dealers and their reactions varied from indifference to actual annoyance with the plans offered at that time for involving them in record club solicitations.

With all three major labels now stepping up their advertising campaigns in an attempt to lure subscribers, none of the firms, however, seems to be willing to risk incurring the record dealers' wrath.

Col., Imperial

• Continued from page 10

tached to them. Columbia Pictures' press department here denied any knowledge of how the stories got into the papers, averring that it was doubtful that the firm's New York office had released such information. What further deepened the mystery is that stories of a Columbia buy of Liberty Records similarly made their appearance in a number of papers.

Chudd himself declared that "no deal has as yet been made," inferring that it was still possible that a sale might take place.

There was little question, however, that a campaign had been planted, either in an attempt to embarrass both the Liberty and Imperial principals or as a move to force their hand. Liberty had been previously approached by Columbia.

declaring that "20th Century-Fox could not have selected a better individual to run a record company."

"I'm proud of the fact that 20th Century saw fit to select my right-hand man. Onorati has given Dot Records years of loyal, devoted and intelligent service. He has been a valuable asset to Dot, and altho we regret losing him, we are genuinely happy that he has the splendid opportunity as the president of a fine organization such as 20th Century."

Wood declared that Mickey Addy will temporarily run the affairs of the Dot New York office.

Wolcott Named

• Continued from page 12

Walt Disney studio in 1937 and later became head of that studio's music department.

Green's exit follows on the heels of a lengthy series of meetings participated in by Loew's vice-president and treasurer, Robert O'Brien; Arnold Maxin, president of M-G-M Records; Mickey Scopp, vice-president and general manager of Robbins, Feist & Miller, and Ed Slattery, co-ordinator of professional activities for the Big Three.

Execs finalized plans for an integrated policy regarding all music operations of the various M-G-M divisions. O'Brien, Maxin, Scopp and Slattery also met last week with the studio's music co-ordinating committee, including Chairman Johnny Green, Jesse Kaye, studio representative for M-G-M Records, and Eddy McHargue, Hy Kantor and Barney McDevitt, latter trio coast reps for the Big Three.

Loud Pedal

• Continued from page 12

tion hearings to try for passage of the bill to bring performance royalties from the music machines.

The two associations will resume fighting stance during the Smathers' hearings, which will hear complaints by songwriters in ASCAP that broadcasters and BMI in combination are keeping ASCAP music off the air. BMI forces will arm with statistics to prove that more ASCAP than BMI tunes are on the air.

The Senate Interstate Communications Subcommittee under Senator John O. Pastore (D., R. I.) will also hear complaints against ownership of Columbia and Victor record companies by CBS and RCA respectively as being in violation of antitrust statutes, during hearings on the Smathers' bill.

"NOW"
Gordon MacRae—Capitol 3864

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

Mark Stone—KAPP 205

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

EXCITING RADIO PERSONALITY

Seeks association with progressive radio station. Will bring unique talents to cosmopolitan city for proper exploitation by alert management. Singer, musician, raconteur, quality deejay.

Intimately associated with nation's top Recording and Musical Celebrities. Articulate, dependable. Have tape—will travel anywhere in U.S. or Canada. Sensible salary plus incentive. For audio resume write:

Box 138, The Billboard
1564 Broadway New York 36

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

'KATSUMI LOVE THEME'

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

M. WITMARK & SONS

From the 20th Century-Fox Film "APRIL LOVE"

April Love

LEO FEIST, INC.

FROM
MILLS MUSIC...

BOUNCING TO THE TOP AGAIN!

3 of America's All-Time Favorites IN EXCITING NEW RENDITIONS



PUBLISHED BY
MILLS MUSIC, INC.

1619 Broadway • New York 19, N. Y.

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Our Readers Write Us—

The first letter this week comes from a dealer in Yellowknife in Canada's Northwest Territory. R. Glick writes The Billboard primarily to express his opinion of Audition, the monthly color supplement to this paper. But his general comments on the state of his business are sure to interest dealers everywhere, particularly those in urban areas of population more than 3,000 including 1,000 natives.

Writes Glick: "I honestly believe that I'm going to need more than 100 copies of Audition. It should stimulate sales if I send them to the right people. I'm going to have to make up a mailing list or something. I've known my customers but we're getting a lot of new ones and, since I'm bad at remembering names, I should have a list of them."

"We average around 300 to 350 LP sales a month, with December doubling that amount. I stock approximately 3,000 12-

SOUND OFF!

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

inch LP's and am slowly getting rid of my 10-inch LP's. I haven't bought a 78 r.p.m. single for two years and am still getting rid of those on my return privilege. Once in a while, I'm sent 78's

even tho I've ordered 45's. These go back right away. I couldn't give 78's away. My customers are trained for 45's.

"I haven't a club of any kind. I signed up quite a few in the Columbia Club but for the past 10 months I haven't bothered with it. Columbia in Canada is very poor for service, accounting, bonus records, etc. With all various ways of signing customers and giving bonuses, I won't waste my time on them. It was a good idea. If I had the money behind me that Columbia has, I would employ people who wouldn't mess up accounts. And I would make sure that service was good."

"Had a letter from RCA Victor today. They are finally going into the record club business here. Let's hope they do it the right way and look after their customers. I must have signed up over 200 people here in town and I'll bet not more than 10 are still buying records from Columbia."

"I rely on The Billboard pretty much for my popular 45's. Altho I have decided not to buy anymore 45's unless they hit the top 30, this will be pretty hard to do as I am a sucker for new releases."

"In this part of the woods I have to order by mail only. I'm stuck with them if they don't sell."

"I have four juke boxes of my own and have a fifth one coming. They aren't taking in as much as they should, altho I put one in a Chinese restaurant three weeks ago and it looks like it will do fine. The new machine is going into a cocktail bar and it should do pretty good. Three of the boxes are AMI's and one is a Rock-Ola. The new one is an H-200 AMI."

"We sell radios, tape recorders, players, etc. Radios are moving okay with German sets going over nicely. The local Hudson

(Continued on page 27)

PROMOTION ABROAD

Last Word in Disk Sales Is Belgian

- Cado Radio, Brussels, leaves no promotional stone unturned
- European self-service includes extensive listening facilities

By PAT PHILLIPS

BRUSSELS, Belgium—Here the American idea of self-service is being put to work to sell records rather than potatoes, green beans or canned corn.

It's all part of an unusual promotion and merchandising program of a five-store record-appliance-radio-TV chain in Brussels. Red-headed and dynamic Brussels merchant, Boris Becker, is first on Continental Europe to introduce self-service disk departments. His program is patterned after that of London's HMV stores. Two of Becker's Cado Radio stores feature self-help sections that were inaugurated last winter.

Favorable Response

Store officials say that people like to browse thru records and select what they want to hear at leisure. When customers are exposed to many records, they wind up buying more, officials say.

The self-help system is especially designed to appeal to younger people and to create future good will and new customers. Response to the new system is favorable, according to store managers.

Both stores with self-service cater to younger, middle-income groups. Cado officials feel the system would not be successful in their stores patronized by older, higher-income groups.

Plush Furnishings

First to open a self-help record section was a centrally located shop with a somewhat transient crowd, including Americans. Since last November, the second floor has been devoted to open displays of records, mostly pop and jazz, with 20 open listening booths.

A newly opened branch in suburban Brussels, complete with spiral staircase, soft carpeting, indirect lighting, modern furniture and fixtures, is the second to offer this feature. Self-service records are in the basement. (In this key store records also are sold on the first floor, along with photographic equipment. Major appliances are on the mezzanine, television, radio and recorders are on the second floor, with separate rooms for hi-fi and custom radio-TV.)

Eye on Theft

How does European self-service work? Very much like the American counterpart but with an important difference—customers are offered extensive listening facilities. Records are simply put into attractive modern racks according to kind of music—jazz, dance, best-sellers, folk. These records are in rows in the center of the room ringed by sound-proofed, open listening booths. A customer goes to the kind of music he wants, thumbs thru and selects the records, listens to them and buys or not. However, he must return the records to a central desk clerk. From one to three clerks are always on duty to serve customers and prevent theft.

Cado Radio has grown from a one-man record and radio operation in 1940 to a 200-employee chain with an annual sales volume of more than \$3 million. Now the largest appliance retailer in Belgium, the firm also sells photographic equipment, radios,

record players, tape recorders and TV sets. Records account for about 50 per cent of total sales.

Ad Saturation

Behind the firm's growth is a progressive advertising, merchandising and promotion program. Backbone of this program is a saturation newspaper advertising campaign designed to reach the entire, 8,000,000-strong Belgian public. Full-page ads are run three times a week in the prominent paper, *Le Soir*. Ads also are run steadily in four other Belgian newspapers. From fall to summer, ads promote records. During summer, ads promote refrigerators. Window displays follow this same seasonal pattern.

An equivalent of about \$20,000 a month is spent for newspaper advertising in January, February, July and August. In other months, about half that amount is spent. Owner Becker estimates that about 25 per cent of his total business results from newspaper advertising.

Dollar Catalog

Integral in Cado's record promotion program is a monthly bulletin of new disks, both pop and classic. Some 15,000 copies are printed, with about 6,000 going to Belgians here and in the Belgian Congo. The 14-page bulletin is also available in the stores.

A 600-page, general catalog published yearly by Cado is unique. It gives a run-down of classic, jazz, light and folk music in all available interpretations. Becker claims it's the only one of its kind in the world. (In this free market, Cado has access to disks produced by all countries.)

The catalog sells for the equivalent of \$1 a copy.

Cado also has a record promotion with Brussels movie houses. The firm supplies about 80 per cent of the theaters with three records weekly. The "Cado Concerto" is played at intermission, with a plug for the stores. A three-minute film is also shown.

Special artist tie-ins and a weekly newspaper record review complete the promotion picture. From fall to summer, Cado sponsors autographing sessions—with top recording artists. About three artists a month appear in their stores. The record review, a paid ad, appears each Saturday, commenting on only one disk. Sales of that record climb the following Monday, managers report.

80 Per Cent American

What kind of music does this intensive promotion sell? A healthy proportion that varies from about 40 to 80 per cent is American. Cado's new store sells about 80 per cent U. S. tunes. Stores that draw older people from higher economic groups sell less American and more French disks.

Store managers agree that 45's are their best sellers; then 33's, with 78's definitely on the way out. Belgians generally buy sin-

(Continued on page 27)



Teenagers are the same the world over. At Cado Radio they mob French thrush Juliette Greco for her autograph.






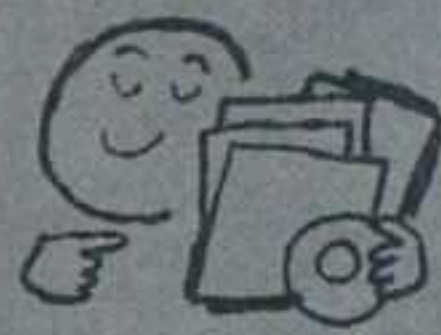
From the main showroom, a spiral staircase leads downward to the record department. The store has soft carpeting and indirect lighting.



Forty open listening booths ring the record department. Booths are in direct contrast to American-style self-service, which plays down or eliminates listening booths altogether.



New to Webcor's console series are the Prelude phonograph (right) and stereo tape recorder. Called the Custom 10 Twins, they are priced at \$189.95 and \$289.95 respectively. Webcor considers them the lowest-priced stereo-phonograph combination on the market. A third model in the series is the Audio Mate Custom 10, designed for use as second channel with the stereo tape console. The three units are matched in performance and components. All have 10-watt amplifiers and three speakers (a six-inch by nine-inch woofer and two four-inch tweeters).

If you're a Westminster dealer  here's how you're going to make more money  than ever—THIS YEAR—selling Westminster records ...if you're not a  Westminster dealer now's the time to see your supplier  and find out all about...

The great new Westminster PREVIEW plan...

Your guarantee of increased traffic and increased profits



Here's the newest, brightest record promotion in years. It's not a club; not a price-cutting gimmick to dent a dealer's profit margin. It's specifically designed to step up dealer traffic—AND TO PROTECT THE DEALER'S FULL PROFIT MARGIN. The idea is beautifully simple—and the profits will be simply beautiful. Here's how it works:

1. Westminster is shooting the works this winter and spring on the greatest advertising budget in the company's history. The present schedule includes Esquire, Saturday Review, New York Times, San Francisco Chronicle, High Fidelity, Hi-Fi & Music Review, Schwann's, Long Player, This Month's Records. Other newspapers and magazines will be added. Radio stations will be used.
2. The ads will announce the new Westminster Preview Plan.
3. The Plan is simply this: Westminster will issue 7" LP discs with excerpts from 4 outstanding Westminster releases. The consumer will receive the discs FREE, directly from Westminster, for a 25¢ handling and postage charge.
4. The consumer will be told that along with each Preview he will receive four coupons each worth \$1.00 towards the purchase of any one of the four complete records—should he want them after hearing the excerpts.
5. The ads will be designed to encourage the consumer to buy the disc, to preview the records in his home, and then take the coupons to the dealer to buy the records.
6. All the dealer has to do is make the sale—and then turn the coupons over to his distributor for credit—and cash in.
7. The dealer is 100% protected. Consumers can purchase the records only from Westminster dealers. The consumer saves. The consumer gets to know you and Westminster better. You get more traffic because the coupons can only be redeemed at Westminster dealers.

It's simple. It's easy. It's time to see your supplier to make sure you don't miss out on this fabulous new volume-building money-making plan. For further information call your distributor today—or write, wire or call Westminster, 275 Seventh Avenue, N. Y. C. (ALgonquin 5-9550)

P.S. Don't forget this big PLUS: When you sell Westminster, you sell one of the most complete lines of classical records as well as a fast-growing line of "pops". With Westminster's established reputation, with Westminster's great new releases month after month, and with Westminster's new traffic-building promotion—you can't miss.

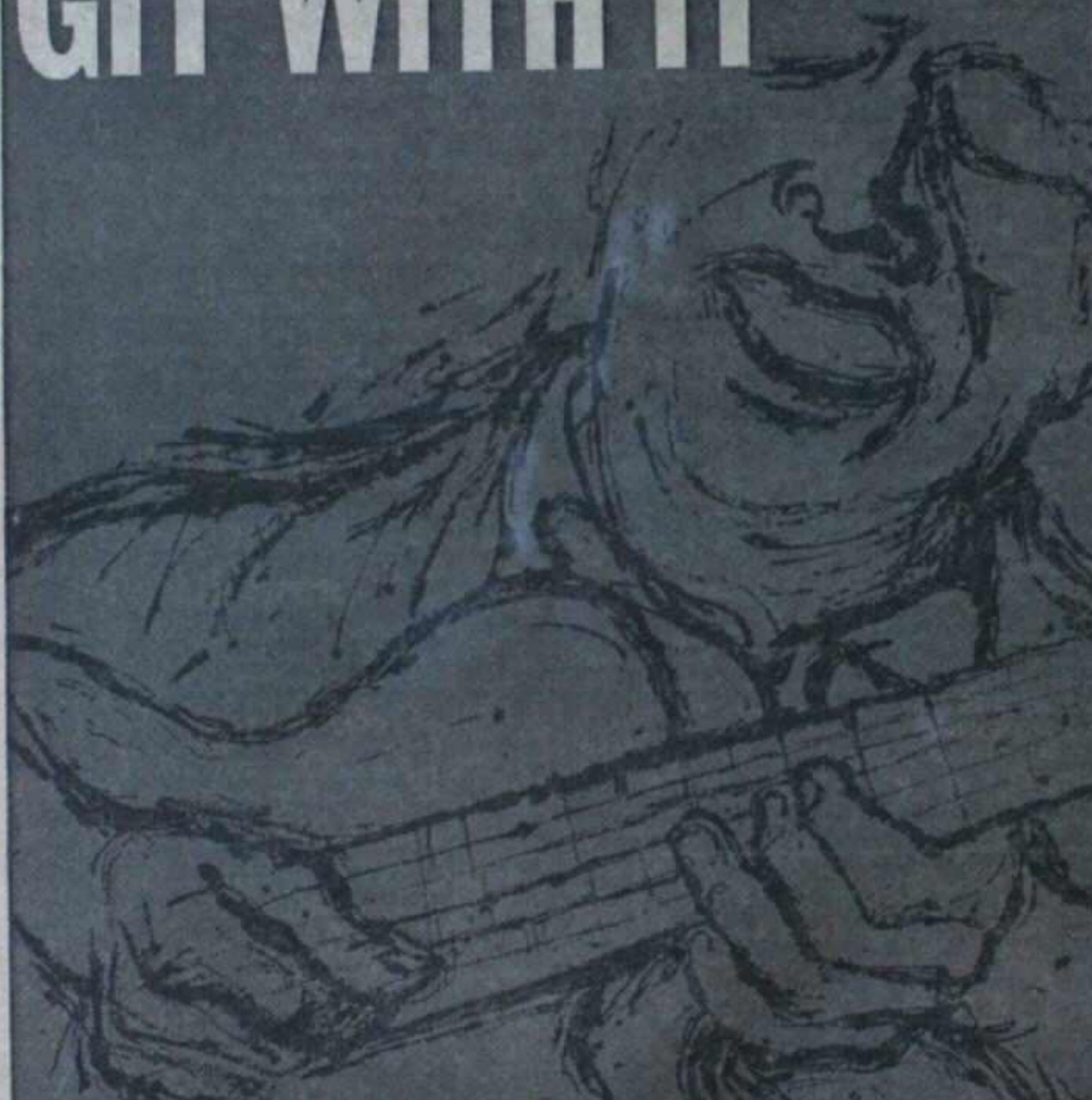
NEW from NEW ORLEANS

THE GAY EVENING

b/w

GIT WITH IT

V-10113x45



The Grabbin'

ROCK MURPHY

GUITAR

*Destined to become the great
instrumental smash of 1958*

NEW RECORDS

New Bell Stereo System Is Debuted

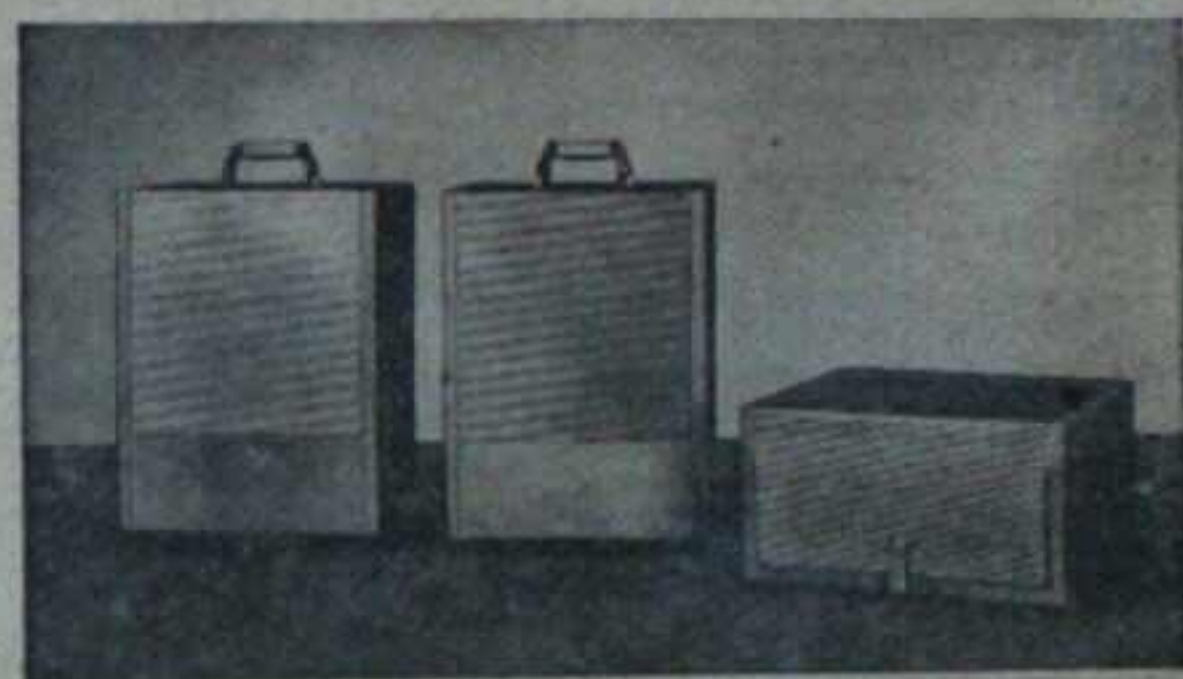


Amplifier-Speaker Systems



T-207-5 Tape Transport

Bell Sound Systems, Columbus, O., now produces a complete stereo system, the Model T-207-S. The unit consists of tape transport and two matched amplifier-speaker systems. It can record and play back monaurally, record and play back in stereo, and can handle both stacked and staggered head tapes. The tap transport is powered by three heavy-duty, four-pole motors, utilizing a direct drive principle. The amplifier-speaker systems are equipped with 10-watt amplifiers and twin cone, wide-range speakers. Other features of the tape transport include piano-key controls, cathode ray level indicators, VU index counter, synchronized bias-oscillators and equalizer circuits. List price for the complete system is \$695.50.



Matched carrying cases are covered in tan vinyl and gold Mylar



LA CONTINENTAL. This high-fidelity console is being offered to the trade by the Videole-Erie Corporation, importers of West German radios and combinations. This model retails at \$449.95, has 15-watt amplifier and five matched speakers.

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

727

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

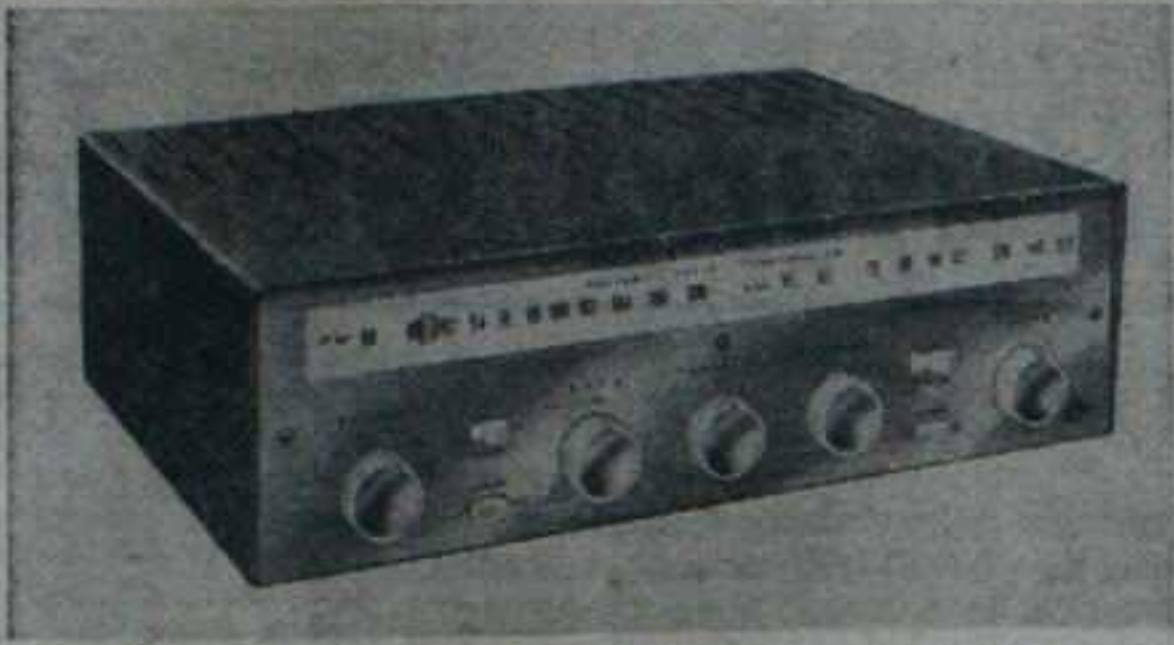
Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.



Coming February 17

A SPOTLIGHT TAPE ISSUE ON TAPE EQUIPMENT

• Who makes it • What it costs • What will it do



Allied Shows New Combo

Allied Radio Corporation (Chicago) is releasing its Knight KN-315 tuner amplifier combination. It combines an FM-AM tuner and 15-watt amplifier on a single chassis. Since this "Uni-Fi" model is equipped with a pre-amp and a full set of controls, the music-lover has only to add a turntable and speaker system for a complete hi-fi set. For the customer who is interested only in

radio reception, only the speaker needs to be added.

The "Uni-Fi" carries a one-year guarantee. It may be purchased, without case, for \$119.50. A brown "Flextone" case is offered for those who prefer to use the "Uni-Fi" on a table top, bookcase or table. The case lists at \$4.50.

Features of the "Uni-Fi" include: loudness control, rumble and scratch filters, separate bass and treble controls, three-position record compensator and three position selector switch. This last lets the user play music thru either of two speaker system or simultaneously. There are two inputs; one for magnetic phono, the other for tape recorder, TV or crystal cartridge.

Readers Write

• Continued from page 20

Bay Company sells records and radios, etc., but has no assortment or stock to speak of.

"At times customers drive me crazy but I don't think I'd like doing any other job. We do our own service work. Hi-fi is selling well in portables and combinations, and components aren't doing too badly. The population here is around 3,000, including 1,000 natives. There is no TV to speak of. We have sold around 10 sets. We pick up quite a bit of freak reception; just about every night we get something. KFAR, Fairbanks, Alaska, on 2, is a fairly steady station.

"That's it for now. Best of luck with Audition."

R. Glick
Yellowknife Radio & Record Shop
Yellowknife, N. W. T.

Rack-jobbing again crops up in correspondence. Here's the situation in Arkansas as reported by Ann's Record Center, Magnolia. Ann writes: "I've just finished reading your current issue and, as always, enjoyed hearing from other dealers on our problems.

"Bill Currie's letter on rack-jobbing really hit me. I am occupied with this same problem.

Magnolia, Ark., is a town of around 10,000 population and is really a good record town. I have one other competitor and we both have a good business. But now our grocery store and 10-cent store have records.

"I can tell Bill Currie what I have done to promote my sales. Maybe it will give him an idea to think about. I am going to take over the surrounding territory that has no record shops.

"First, I am going to my grocer and 10-cent store and see if they won't take our records. If not, I will put them in next door to them and take only a small margin. But, and I believe my thinking is sound, I think they will support their own town shops. If not, we will give them a run for their money.

"We can only lick them, Bill Currie, by fighting them."

Ann's Record Center
Magnolia, Ark.

Belgian Sales

• Continued from page 20

gles rather than albums (too expensive).

Vocals outsell instrumentals, with the emphasis on masculine performers. Top sellers among U. S. artists are Frank Sinatra, Nat King Cole, Harry Belafonte, Fats Domino, Ella Fitzgerald, Mahalia Jackson and Big Bill Broonzy. Belgians don't seem to like Elvis Presley.

American music by European artists is "terrible," according to one manager. The public reflects this opinion in sales. Exception to this rule is a new record by French singer Annie Cordy, of "Cigarettes, Whisky and Wild, Wild Women" fame.

Favorites now among French artists are Charles Aznavour, Jacques Brel, Georges Brassens, Yves Montant. (French dance music and American are about tied in popularity.) Also high on the hit list is Italian singer Marino Marini and his quartet.

Dolphin Killed By Songwriter

HOLLYWOOD—John Dolphin, owner-operator of Cash Songs (BMI), Cash Records and Dolphin's of Hollywood, a widely known record shop, was shot and killed here last week (2) by a songwriter in a dispute growing out of four unpublished works.

Los Angeles police said that Percy Ivy, 26, fired five or six shots at close range at Dolphin, who died behind his desk at his office here. Ivy claimed he submitted four songs to Dolphin several weeks ago and had failed to collect a promised payment of \$250 each.

"I didn't go down there to shoot him," he told police. "I just wanted my songs back." Ivy also declared that he reached for the gun when Dolphin allegedly pulled a switchblade knife on him. Police booked him on suspicion of murder.

Dolphin's firm recently had "Buzz, Buzz, Buzz" published jointly by Cash Songs and Hill & Range.

TABBED for the TOP

**TEENIE
WEENIE
JEANIE**

b/w

**CAN'T
MAKE UP
MY MIND**

V-10117x45



CHUCK & GARY

In their first smash release!

NEW RECORDS

COMING FEBRUARY 17

ANOTHER **TAPE SPOTLIGHT** ISSUE

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



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING FEBRUARY 1

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

This Week		Last Week	Weeks on Chart
1.	Come Fly With Me	6	2
	Frank Sinatra, Capitol W 920		
2.	Warm	2	8
	Johnny Mathis, Columbia CL 1078		
8.	My Fair Lady	1	97
	Original Cast, Columbia OL 5090		
4.	Around the World in 80 Days	4	46
	Sound Track, Decca DL 9046		
5.	Pal Joey	3	14
	Sound Track, Capitol W 912		
6.	Ricky	5	14
	Ricky Nelson, Imperial IMP 9048		
7.	Hymns	8	59
	Tennessee Ernie Ford, Capitol T 756		
8.	Pat's Great Hits	7	17
	Pat Boone, Dot DLP 3071		
9.	Wonderful, Wonderful	24	18
	Johnny Mathis, Columbia CL 1028		
10.	Oklahoma!	10	126
	Sound Track, Capitol SAO 595		
11.	Songs of the Fabulous Fifties	11	40
	Roger Williams, Kapp KXL 5000		
12.	The King and I	9	83
	Sound Track, Capitol W 740		
13.	'S Marvelous	14	9
	Ray Conniff, Columbia CL 1074		
14.	Love Is the Thing	20	30
	Nat King Cole, Capitol W 824		
15.	The Eddy Duchin Story	13	74
	Sound Track, Decca DL 8289		
16.	Where Are You?	15	18
	Frank Sinatra, Capitol W 855		
17.	A Swingin' Affair	17	31
	Frank Sinatra, Capitol W 803		
18.	The Everly Brothers	—	1
	Cadence CLP 3003		
19.	The Roaring Twenties	19	9
	Charleston City All-Stars, Grand Award, GA 33-340		
20.	Spirituals	22	26
	Tennessee Ernie Ford, Capitol T 818		
21.	Lester Lanin at the Tiffany Ball	17	2
	Epic LN 3410		
22.	Just One of Those Things	—	2
	Nat King Cole, Capitol W 903		
23.	Jackie Gleason Presents Velvet Brass	—	10
	Capitol W 859		
24.	Dream Along With Me	—	3
	Perry Como, RCA Camden CAL 403		
25.	The Dukes of Dixieland, Vol. 3	—	16
	Audio Fidelity, AFLP 1851		

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

ON WITH THE DANCE (1-12")—Meyer Davis ork. ABC-Paramount ABC 197

Fair up one of the strongest names in the society dance music field, with an unusually merchandisable cover and you've got a highly salable product. Set has good, long, uninterrupted medleys of solid pop standards in both fox-trot and waltz tempos. Strong product.

WITH A SONG IN MY HEART (1-12")—Lawrence Welk, Coral CRL 57147

All of the songs have "heart" in the title. Typical Welk fare should prove a delight to his fans. The selections are those that were presented by the orkster on his American Heart Association program last year. Numbers include "Young at Heart," "Yours Is My Heart Alone" and the album title tune.

Special Merit Pop Album

MARY MARTIN SINGS, RICHARD RODGERS PLAYS (1-12")—RCA Victor LPM 1539

A very attractive buy. Some of the composer's best loved songs, as well as several that did not quite reach the popularity of his many standards are sung with charm by Miss Martin. The attractive arrangements are by Robert Russell Bennett. The Broadway-goer will find this very much to his liking. Good cover shot of the composer and artist. Selections include "Getting to Know You," "Some Enchanted Evening" and "There's a Small Hotel."

Classical Album

STRAVINSKY; LE SACRE DU PRINTEMPS (1-12")—L'Orchestre de la Suisse Romande (Ansermet), London LL 1730

Stunning sound marks this worthy successor to Ansermet's outstanding version of some years ago.

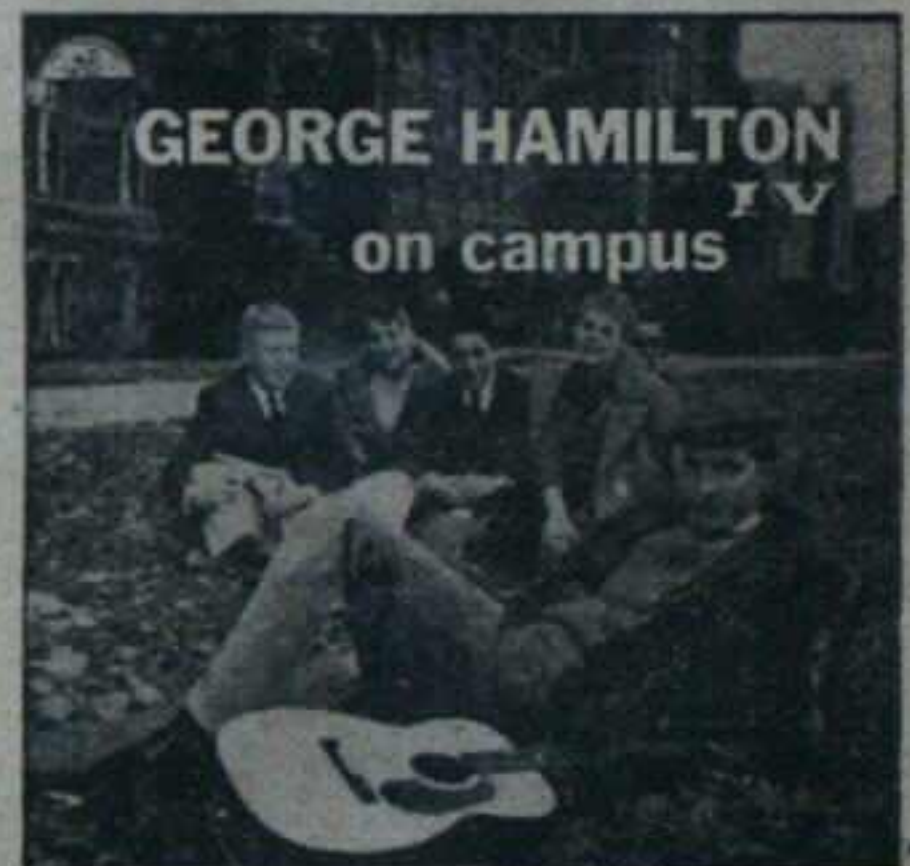
The Swiss maestro may not adopt as excited an approach as some others, but his own analytical way releases the drama in the score for tremendous effect. At \$2.98, London's "Hi-Fi Record of the Month" for February is powerful merchandise. Cover will draw second glances.

Special Merit Classical Album

GOEB: SYMPHONY NO. 3; WEBER: Symphony on poems of Blake (1-12")—Warren Gajour, Baritone & Leopold Stokowsky Orch. Composers Recordings CRI 120

(Continued on page 28)

— Album Cover of the Week —



GEORGE HAMILTON IV ON CAMPUS, ABC-Paramount ABC 220. The excellent color photo by Fran Scott is a real eye-catcher. Displays will attract second glances and sales.

Most Played by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 1

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. **COME FLY WITH ME**
Frank SinatraCapitol W 920
2. **WARM**
Johnny MathisColumbia CL 1078
3. **LESTER LANIN AT THE TIFFANY BALL**
Lester LaninEpic LN 3010
4. **PAL JOEY**
Sound TrackCapitol W 912
5. **'S MARVELOUS**
Ray ConniffColumbia CL 1074
6. **JUST ONE OF THOSE THINGS**
Nat King ColeCapitol W 903
7. **RICKY**
Ricky NelsonImperial IMP 9048
8. **YOUNG IDEAS**
Ray Anthony OrkCapitol T 866
9. **PAT'S GREAT HITS**
Pat BooneDot DLP 3071
10. **JIMMIE RODGERS**
Jimmie RodgersRoulette R 25020



Best Selling Pop EP's

FOR SURVEY WEEK ENDING FEBRUARY 1

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 PresleyRCA Victor EPA 4114
2. **RICKY**
Ricky NelsonImperial EP 153
3. **THE EVERLY BROTHERS**
.Cadence CEP 105
4. **JO-AN**
The Twin TonesRCA Victor EPA 4107
5. **HYMNS**
Tennessee Ernie FordCapitol EAP 1-756
6. **FOUR BY PAT**
Pat BooneDot DEP 1057
7. **SPIRITUALS**
Tennessee Ernie FordCapitol EAP 1-818
8. **JUST A CLOSER WALK WITH THEE**
Pat BooneDot DEP-1058
9. **LOVING YOU**
Elvis PresleyRCA Victor EPA 1-1515
10. **ELVIS**
Elvis PresleyRCA Victor EPA 992

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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.

Payment enclosed Bill me 730

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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.



**Another Smash
HIT!**

**Will
GLAHÉ**

the original

**SWEET
ELIZABETH**

(Köhlerlied)

B/W

TAVERN IN THE TOWN

1788

Already a hit all over Europe!

LONDON
RECORDS



539 West 25 St., New York, N.Y.

coming
March 10 . . .
Billboard's big
annual

Spring Merchandising Issue

to help you round up more sales of phonographs, radios, equipment and accessories (including tape)

and increase your profits
all through the coming months!

Spotlight features like these will be your valuable sales and merchandising guides:

- Traffic and Turnover Tips . . . case-histories of store-tested ideas every dealer can put to work to move more phonos, radios, tape recorders, accessories, records!
- Promotions and Point-of-Sale Aids . . . recap of manufacturers' merchandising promotions and how dealers use them to increase sales.
- Promotion Potentials . . . what special promotion days are coming up, and how to cash in on them in your store!
- Plus Billboard's comprehensive coverage of new products, new merchandising ideas, new selling aids now available.

SPOT THE TRENDS . . . BUILD YOUR VOLUME! with the important help you'll get from

Billboard's
Annual Dealer Survey
of Phono, Radio and
Equipment Sales

. . . reported in the Spring Merchandising Issue!

Compare your sales with the national average. Are you getting your share of the equipment business? Learn what to do if you're not!

Advertising Deadline . . . March 4

MAKE THIS SPRING YOUR BIGGEST SELLING SEASON EVER!

Don't Miss

BILLBOARD'S SPRING MERCHANDISING ISSUE . . . March 10

Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its potential in the particular field under which it is classified.)

- SPOTLIGHT—Top demand, sure-fire merchandise
- ★★★★—Essential Inventory
- ★★★—Special Artistic Merit, Worth Pushing
- ★★—For dealers who have the extra money and space
- ★—For dealers who stock everything
- Doesn't supersede other available versions

POPULAR ★★★★★

SEVEN HILLS OF ROME
Sound Track (1-12") RCA Victor LM 2211

There are five additional pop tunes in addition to those that Lanza belts in the film. The sound track themes include several pop, classical and semi-classical numbers. Lanza fans will flock to this—his first movie sound track in several years.

GEORGE HAMILTON IV ON CAMPUS
(1-12") ABC-Par ABC 220

George Hamilton is hot in the singles field, and is on the charts right now with "Why Don't They Understand." His relaxed, gentle vocal style is ideally suited to this collection of dreamy campus favorites—"Let Me Call You Sweetheart," "Aura Lee," "Carolina Moon," etc. Hamilton's status as a college student himself gives package extra appeal as jockey-chatter material. A strong sales item.

WORLD WAR II SONGS IN HI-FI

The Four Sergeants With Rose Marie Jun (1-12") ABC-Par ABC 222

As a follow-up to their successful LP of songs of the first World War, the Four Sergeants With Rose Jun have now waxed the songs of World War II. Almost every song that was whistled or sung during the last great war is included from "This Is the Army, Mr. Jones," to "Praise the Lord and Pass the Ammunition," and even "Lili Marlene." The Sergeants handle the songs with the spirit and the arrangements are first-rate. Nostalgia, good performances and an attractive cover will help sell this new release.

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LET'S DANCE WITH THE THREE SUNS
(1-12") RCA Victor LPM 1578

Another likely click by the famed trio. This is a bargain comprising several medleys with a total of 40 top standards. Pianist Andy Mann and Andy Ackers have been added and complement the Three Suns sounds to advantage. Cole cover.

POPULAR ★★★

THE MUSIC MAN
Stan Freeman & His Music Men (1-12") Columbia CL 1120

Pianist Freeman serves up a tasteful jazz treatment of Broadway's current smash musical score. There are several LP versions around, but this delightful, lightly swinging package stacks up with the best of them, and should grab off plenty of play from deejays with comparatively hip audiences. Selections include "Seventy-Six Trombones," "Liza Rose," and — the most effective — "Marian the Librarian."

BONJOUR TRISTESSE

Sound Track (1-12") RCA Victor LOC 1840

This haunting sound track by Georges Auric from an important movie (starring David Niven and Deborah Kerr) features several excellent jockey bands—including Julietta Gréco's dramatic thrashing of the title tune and a fiery street dance. Both tunes have been covered with several singles, but jocks should find original versions of special interest. For movie fans, of course.

I LOVE YOU

Joni James & David Terry Ork (1-12") M-G-M E 3623

This is one of Joni James' best album efforts in a long time. The set is dedicated to her father and the songs appropriately enough, are warm Italian pop and folk tunes. They are sung simply and unpretentiously here by Joni James, which adds to the charm of this LP. She sings in Italian and English.

HERE'S STEVE LAWRENCE

(1-12") Coral CRL 57264

Nicely varied set of standards, rendered with appeal with good backing by Jack Kane. A solid jockey item. TV appearances of artist should help create interest in the set. Selections include "Music, Maestro, Please!" "Come Rain or Come Shine" and "Day In, Day Out."

DREAM STREET

Tommy Leonetti With Marlon Evans Ork (1-12") V&L LN 1111

Leonetti warbles with sincerity and sensitive phrasing on 12 great standards—"Am I Blue," "Lucky in Love," "My Ideal," etc. Evans provides lush, listenable backing. A sock jockey package. Leonetti's "Hi Parade" stint this season should give album additional sales impact.

MUSIC TO BREAK A SUB-LEASE

Don Costa's Free Leaders (1-12") ABC-Par 212

Here is an album that's corny, schmaltzy, and a lot of fun. It's music with a sense of humor, actually recorded at a party and it will be fun to play back at a party. Like Costa's previous set, "Music to Break a Lease," it includes a group of standards sung by a large and happy group of people, unprofessionally, but happily. Good item here for party-givers or party-goers.

HARMONY IS THE THING

The Modernaires (1-12") Coral CRL 57141

In this new grouping, the Mods devote themselves to the "dear old songs," like "That Old Gang of Mine," "Dear Old Girl," etc. Each tune starts with a strictly barbershop chorus which in turn is followed by an up-to-date free-swinging interpretation with rhythm, in the familiar style of the group. Pleasant enough idea that will appeal to the steady fans and jocks.

THE KIDS

(1-EP) RCA Victor EPA 4188

Group, billed only as the Kids, has a chick up front on the lead in these four numbers with a beat. Sides have a good dancing rhythm and some titles and lyrics are close to the teen-age pulse. Cover shows jitterbugging kids which identifies the product fast. Despite lack of name talent or tunes, this can sell on display value alone.

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Pianist Freeman serves up a tasteful jazz treatment of Broadway's current smash musical score. There are several LP versions around, but this delightful, lightly swinging package stacks up with the best of them, and should grab off plenty of play from deejays with comparatively hip audiences. Selections include "Seventy-Six Trombones," "Liza Rose," and — the most effective — "Marian the Librarian."

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(Continued on page 28)

HOT!



Lou Monte

Sings

"LAZY MARY"

(Luna Mezzo Mare)

b/w

ANGELIQUE

with

Joe Reisman's Orchestra

47/20-7160



RCA VICTOR
RADIO CORPORATION OF AMERICA



• Review Spotlight on Albums . . .

• Continued from page 24

Uncommonly attractive work by Goeb, formerly available on RCA-Victor label, exhibits young American composer's flair for orchestral writing. Fine sound reveals knowing use of instrumental timbres. Weber's 12-tone work for baritone and chamber orchestra is equally well done, but less accessible for general consumption. "Symphony" makes strong argument for recording American music.

Special Merit Jazz Albums

LOCAL COLOR (1-12")—Mose Allison Trio. Prestige 7121
Allison is a fresh young talent. He translates the feeling of the grass roots of jazz, the "country" background of his childhood, into modern language without losing basic flavor. His writing, playing on both piano and trumpet, and singing are charming, and often powerful in their simplicity. Set is composed of five selections comprising "Local Color," and five other blues or blues-infused tunes. Could be sold to traditional or modern buyer.

GIL EVANS & TEN (1-12")—Prestige 7120
Arranger-composer Evans, a dealer and manipulator of beautiful musical colors, inventively marries the swinging and aurally pleasant. Modern, moving lines and blocks of ensemble pleasantness are balanced by solos of substance by soprano saxist Steve Lacy, trumpeter Jake Koven, trombonist J. Cleveland and Evans at the piano. The individuality and warmth of sound that abounds, plus the undercurrent of swing, will please the modern coterie and certainly beyond. Could sell well to varied clientele, if shown.

Spoken Word Album

DYLAN THOMAS READING—VOL. 4 (1-12")
—Caedmon TC 1061
The late poet's fourth Caedmon LP is another sock collector's item, and should prove as powerful sales-wise as his past packages. Thomas'

masterful delivery is showcased on his material "A Visit to America," but is mainly devoted to Thomas Hardy, Edward Thomas, W. H. Auden, Walter de la Mare and Henry Reid. Striking woodcut portrait of the poet by Antonio Frasconi makes a striking cover.

Jazz Album

LEE KONITZ PLAYS WITH THE GERRY MULLIGAN QUARTET (1-12")—World Pacific PJM 406

Some very inspired alto and baritone work by Konitz and Mulligan respectively. "Til Remember April" is a particularly good demo track for d.j.'s and dealers, and is worthy of steady play. There's a relaxed approach to what at times is a torrid battle between the saxes, with the sound mighty welcome.

Specialty Album

MOMMY, GIVE ME A DRINKA WATER (1-12")
—Danny Kaye. Capitol T 937

A set that can appeal to both kids and adults. Kaye's presentations are loaded with his inimitable-brand-of humor and charm. Composer Milton Schafer has provided the artist with a wide framework in which to display his talents. Ork settings by Gordon Jenkins are effective. Wonderful cover shot of the artist in an over-sized chair.

Sound

THE KING AND I (1-12")—The Mastersounds. World Pacific PJM 405

The unusual sounds produced by The Mastersounds only reflect their good taste and top musicianship in this collection of tunes from "The King and I." The vibes ring like crystal, the electric bass has the echo of a harp. Hi-fi addicts and those interested in a refreshing approach to Broadway show music will welcome this package.

• Reviews and Ratings of New Popular Albums

• Continued from page 26

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HERE'S STEVE LAWRENCE
(1-12") Coral CRL 57204

Nicely varied set of standards rendered with appeal with good backing by Jack Kane. A solid jockey item. TV appearances of artist should help create interest in the set. Selections include "Music, Maestro, Please!" "Come Rain or Come Shine" and "Day In, Day Out."

DREAM STREET
Tommy Leonetti With Marion Evans Ork (1-12") VR LX 1111

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FEYTON PLACE
Sound Track (1-12") RCA Victor LOC 1842

This is the original sound track recording from the 20th Century-Fox Picture, "Feyton Place." The music is better than average movie music fare, especially salable to those who have seen the flick. A good dealer display piece when the movie is playing at the local theater or downtown.

WITH BELLS ON (TINTINNABULATION)
Sid Bass Ork (1-12") VR LX 1112

Here's an unusual instrumental package, spotlighting the bell family—Celeste, vibes, shimes, etc.—a sequel to Bass' exciting "Sound and Fury" LP, which featured drums. A provocative album for hi-fi fans and off-beat jockey sets. Selections include "Blue Bells," "The House is Haunted," and a variety of nostalgic standards.

COME DANCE WITH ME
Myron Floren & His Accordion (1-12") Brunswick BL 54632

Myron Floren is the featured accordionist with the Lawrence Welk band on TV and records and here, he gets a chance to shine all by himself. Assisted by a small segment of the bigger band, Floren offers bright versions of polkas, waltzes, and throws in a schottische, one-step and a hornpipe for good measure. Listenable, but it might have been wise to spotlight the Welk name to better advantage as an added sales lure.

RIPPLING RHYTHM IN HI-FI
Shep Fields Ork (1-12") Golden Crest CR 3037

In the same rippling rhythm style that he has used for over two decades, Shep Fields and his ork play a collection of 12 evergreens that should appeal to fans of the ork. Pleasant listening.

THE TALBOT BROTHERS OF BERMUDA
(1-12") ABC-Par ABC 214

The calypso wave of 1957 came and went fairly quickly, the Talbot Brothers of Bermuda will undoubtedly live on as an institution in the field. The group has a strong core of fans in the States and this new set, which mixes some very uncalypso-ish ballads and humor songs with the more familiar material, will have strong appeal. This will be increased by the excellent color cover. Good long-term item.

POPULAR ★★

JULIE WILSON AT THE ST. REGIS
Julie Wilson & Marshall Grant Trio (1-12") VR LX 1118

Julie Wilson, society thorough who has been knocking them dead at the St. Regis Hotel's Maisonette Room every winter for the past five years, has been recorded at an actual performance at the room on this disk. The live audience reaction and sophisticated ditties make this a salable LP for those who dig smart special material.

PM CONFESSIN'—TEDDY RANDAZZO
With Marty Gold Ork (1-12") VR LX 1121

Singer Randazzo has been fairly quiet on the single disk level since the opening last summer of the pic, "Mr. Rock and Roll," in which he starred, but a strong cover portrait, plus the singer's solid vocal craftsmanship on this group of standards, can make this a worthwhile set for dealers who will give a push. Cover shot is bound to get thru to teen-age item followers.

LET'S GO DANCING
Ted Steele Ork (1-12") Bethlehem BCP 5805

Ted Steele who used to lead a big band years ago, long before he became a disk jockey, has returned to wax leading a big band once again. It is reminiscent of the big bands of the swing era. The tunes are from the 1920's and 1930's, and there 24 of them in the set. It's a fine item for the older dancing crowd. The sound is excellent.

BANJO PICKER'S BALL
The Sunnysiders (1-12") Decca DL 8634

The sprightly tunes are right out of the ricky-tick and minstrel ages and comprise listenable vocals with bright banjo sounds. The set can have appeal to those who dig the plucked string sound.

POPULAR ★

WINTER
Camarata Ork (1-12") Disneyland WDL 3826

HOLD HANDS . . .
WITH CARL RAVAZZA
(1-12") Jubilee JLP 1663

HOT CLUB OF AMERICA IN HI-FI
The Culturs of Jody Carver & Johnny Cueli (1-12") Coral CRL 57206

RELIGIOUS ★★★

SONGS OF DEVOTION
Fred Waring & The Pennsylvanians (1-12") Decca DL 8670

Classic Waring arrangements of religious offerings like "The Lord's Prayer," "Sometimes I Feel Like a Motherless Child," and both the Gounod and the Schubert "Ave Maria," comprise this set of repackaged older recordings. Soloists include Gordon Goodman, Stuart Churchill, Jane Wilson and Walter Scheff. Despite the vintage, this set can be standard inventory.

LOW-PRICE CLASSICAL ★★★

TCHAIKOVSKY: VIOLIN CONCERTO; PIANO CONCERTO NO. 1

David Oistrakh, Violin & National Philharmonic Ork. (Cauk); Emil Gilels, Piano & Bolshoi Theater Ork. (Samosud) (1-12") Period SHO 397
Disk offers walthorses in versions by top Russian talents, combined for even greater impact at \$1.98. These performances have been around for some time in various higher priced issues, but powerful names are offset by poor sound.

INTERNATIONAL ★★★

GYPSY PANORAMA
Bela Babai & His Gypsy Ensemble (1-12") Period RL 1924

An unusually interesting album, full of schmaltz and easy listening. Violinist Babai and group essay melodies of gypsy orientation from Hungary, the Ukraine, and Greece. Another selection shows the gypsy influence on the flamenco music of Andalusia. A quality recording plus interesting historical notes on the development of gypsy music make this one that can be sold to the right clientele.

SPOKEN WORD ★★★

STEPHEN SPENDER READINGS
(1-12") Caedmon TC 1864

Another strong entry from the label. Britisher Spender enjoys a good popular following and he sells his typical works in highly cultured, Oxfordian speech. There are a score of readings in the selection including some penetrating short pieces based on the experience of war. An important new piece of merchandise for the esthetic trade.

FALGRAVE'S GOLDEN TREASURY
Read by Claire Bloom, Eric Portman, John Neville (2-12") Caedmon TC 2011

(Continued on page 46)

• Reviews and Ratings of New Classical Albums

CLASSICAL ★★★

VIRTUOSO'S CHOICE (1-12")—Leonid Kogan, Violin With Andrei Mytnik, Piano, Westminster XWN 18629

Interest in Kogan is high now that he is touring U. S. Present program covers unusual range, from pyrotechnics of Paganini to poetic approach of Debussy and biting idiom of Prokofiev. Violinist is adaptable to various styles and carries off recital in good form. Recording is quite respectable.

STRAVINSKY: FIREBIRD SUITE; PETROUCHKA (1-12")—Philharmonic Symphony Ork. of London (Scherchen). Westminster XWN 18530

Exceptionally good sound is preserved in these recordings transferred from more expensive Laboratory Series. Interpretations are highly personal, and other conductors have produced better-integrated readings, but the recording here is a revelation.

CLASSICAL ★★

VIVALDI: 5 CONCERTOS (1-12")—Reno Fantuzzi, Violin and Orchestra Scuola Veneziana (Ephrikian). Period SPL 74

These five works represent as many different instrumental combinations with orchestra. They provide a varied collection of attractive music from the seemingly inexhaustible reservoir of Vivaldi's compositions. Playing is in appropriate style and sound is acceptable.

MONTEVERDI: TEARS OF A LOVER AT THE TOMB OF THE BELOVED;

SCHUTZ: SING TO THE LORD A NEW SONG, VAST OCEAN; LOTTI: CRUCIFIXUS; ALLEGRI: LORD PITY ME; LASSO: THE ECHO SONG (1-12")—The Masterwork Chorus (Randolph). Westminster XWN 18596

Responsive, well-trained group delivers emotional rendition of Monteverdi's important and beautiful work. Other selections, for double chorus, cover wide range of sentiments, from intensity of Lotti's "Crucifixus" to ingratiating charm of Lasso's "Echo Song."

CLASSICAL ★

FRANCAIX: LE DIABLE BOITEUX, PRELUDE, PRIERE DU SOIR, CHANSON, LA CANTATE DE MEPHISTO (1-12")—Hugues Cuenod, Tenor; Doda Conrad, Bass; Herman Leeb, Guitar; & Instrumental Ensemble Conducted by Jean Francaix. Westminster XWN 18543

MOURET: FANFARES, SYMPHONIES; LALANDE: SYMPHONIES DES SOUPERS DU ROY; Marais; suite from "ALCIONE" (1-12")—Jean-Marie LeClair Instrumental Ensemble (Pallard). Westminster XWN 18538

GIROUST: MISSA BREVIS, MOTET (1-12")—Orch. & Chorus of Jeunes Musicales De France (Louis-Martini) & Various Artists. Westminster XWN 18544

POWELL: CHAMBER MUSIC (1-12")—The Helara Trio, The Fairfield Wind Ensemble & Various Artists. Composers Recordings CR 121

• Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★

PLAYBOYS
Chet Baker & Art Pepper (1-12") World Pacific PJ 1234

Baker's trumpet and Art Pepper's alto frame each other in concert and as soloists in a brace of moderately toned originals. It's the type of package that could well step out by virtue of the provocative nature of the artists, their superb musicianship and stimulating semi-made on the cover. "CTA," the Miles Davis idiom is a gas.

JAZZ ★★★★★

BIRK'S WORKS
Dizzy Gillespie Ork. (1-12") Verve MG V 8222

Gillespie's big band socks more jazz, much in the tradition of his best selling "Dizzy in Greece" and "World Statemen" packages. There's a pseudo-Basie-Ellington sound to some of the tracks, and some way-out wailing by Austin Cromer on three tracks. "Over the Rainbow" is a commercial (Continued on page 46)

SALESMEN WANTED

Several college graduated young men with two-three years' record experience wanted for salesmen and district manager jobs. Only ambitious, aggressive men wanted. Good future for advancement, permanent position. Send resume to President of largest independent manufacturing company.

Masterseal Division

300 Fifth Ave. N. Y. 36

LYDIA SCOTT "THE LATIN IDOL OF EUROPE"

CELP #409

39 West 60th Street
New York 23, N. Y.
Circle 6-9708

SEECO

Today's
Hottest Hi-Fi



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

ABC-PARAMOUNT'S

got still another blockbuster...and this one's
got the kick of a mule!

TEQUILA

b/w POPCORN

#9899

EDDIE PLATT AND ORCHESTRA

ABC-PARAMOUNT'S HOTTEST HIT INSTRUMENTAL OF EM' ALL!

ABC-PARAMOUNT'S

RUNNING WILD...as the hits keep heapin' up!

Here...and on the following 2 pages...the latest

MONEYMAKERS FOR YOU!



Those "AT THE HOP" Kids Lay Down the Law
when they Say...

ROCK AND ROLL IS HERE TO STAY

b/w SCHOOL BOY ROMANCE
DANNY AND THE JUNIORS

#9888



*It's the clean-up
follow-up to "At the Hop"
...one of the most
tremendous successes
in recording history!*

...And These **ABC-PARAMOUNT**
Blockbusters are on the Way!

I DIG YOU BABY

b/w COTTON PICKIN' ROCKER

THE SPARKLETONS #9885**YOU BELONG TO MY HEART**

b/w THE ONE I ADORE

THE EMERALDS #9889**SHIRLEY LEE**

b/w I SURE DO LOVE YOU, BABY

BOBBY LEE TRAMMELL #9890**STRING BAND HOP**

b/w DON'T RESTRAIN ME, JOE

THE CORVETS #9891**MI MI GIRL** b/w LOLA**THE HOWARDS #9897**

...While these Big Ones are all
on the Lists and **Still Climbing!**

SHORT SHORTS b/w PLANET ROCK**ROYAL TEENS #9882****A VERY SPECIAL LOVE**

b/w WON'T YOU LET ME SHARE MY LOVE WITH YOU

JOHNNY NASH #9874

Arranged and conducted by Don Costa

**WHY DON'T THEY
UNDERSTAND** b/w EVEN THO'**GEORGE HAMILTON IV #9862**

Arranged and conducted by Don Costa

YOU ARE MY DESTINY

b/w WHEN I STOP LOVING YOU

PAUL ANKA #9880

Arranged and conducted by Don Costa

(Distributed in Canada by
Sparton of Canada, Ltd.)



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending February 1

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. At the Hop		1 10	6. Don't		14 2
By Singer-Medora-White—Published by Singulat (BMI) BEST SELLING RECORD: Danny and the Juniors, ABC-Paramount 9871. RECORD AVAILABLE: Nick Todd, Dot 15675.			By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7150.		
2. Sugartime		2 5	7. Peggy Sue		6 12
By Charlie Phillips-Odis Echols—Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlie Phillips, Coral 61906.			By Jerry Allison & Norman Petty—Published by Nor-Va-Jak-Peer International Music BEST SELLING RECORD: Buddy Holly, Coral 61885. RECORDS AVAILABLE: Jackie Walker, Imperial 5473; Rusty York, King 5103.		
3. Get a Job		5 3	8. The Stroll		7 5
By Silhouettes—Published by Ulyses & Bagby, Wildcat (BMI) BEST SELLING RECORD: Silhouettes, Ember 1029. RECORD AVAILABLE: Mills Brothers, Dot 15695.			By Clyde Otis-Nancy Lee—Published by Meridian Music (BMI) BEST SELLING RECORD: Diamonds, Mercury 71242. RECORD AVAILABLE: Lancers, Coral 61930.		
4. April Love		3 16	9. Catch a Falling Star		15 3
By Fain & Webster—Published by Leo Feist (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15660.			By Paul Vance-Lee Pockris—Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.		
5. Sail Along Silvery Moon		8 4	10. Stood Up		13 6
By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP) BEST SELLING RECORD: Billy Vaughn, Dot 15661. RECORD AVAILABLE: Karen Chandler and Her Jacks, Decca 30537.			By D. Dickerson-E. Herrold—Published by Commodore Music (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5483.		
Second Ten					
11. Raunchy		4 11	16. All the Way		10 14
By Justo-Manker—Published by Hi-Lo Music (BMI) BEST SELLING RECORDS: Ernie Freeman, Imperial 5474; Bill Justo, Phillips International 3519. RECORDS AVAILABLE: Muvva (Guitar) Hubbard, ABC-Paramount 9869; Billy Vaughn, Dot 15661; Shady Wall, Dec 30539.			By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP) BEST SELLING RECORD: Frank Sinatra, Cap 3793. RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Dec 30453; Norville Reid/J. Pleis, Dec 30444; Walter Scharf, Jubilee 5300.		
12. I Beg of You		18 2	17. La Dee Dah		17 4
By Rosemarie McCoy & Kelly Owens—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7150.			By Slay-Crewe—Published by Conley (BMI) BEST SELLING RECORD: Billy and Lillie, Swan 4002. RECORD AVAILABLE: Bonnie and Rusty, King 5110.		
13. Swinging Shepherd Blues		- 1	18. Magic Moments		20 3
By Moe Koffman—Published by Benell Music (BMI) BEST SELLING RECORDS: Moe Koffman Quartet, Jubilee 5511; Johnny Pate Quintet, Federal 12312. RECORDS AVAILABLE: David Rose Ork, M-G-M 12608; David Terry, RCA Victor 7153; Kirk Styart, Josie 832.			By Hal David-Bert Bacharach—Published by Famous Music (ASCAP) BEST SELLING RECORD: Perry Como, Vic 7128.		
14. Oh, Julie		23 3	19. Don't Let Go		- 2
By Moffett-Ball—Published by Excellotec (BMI) BEST SELLING RECORD: Crescendos, Nasco 6005. RECORDS AVAILABLE: Sammy Salvo, Vic 7097; Otis Williams and His Charms, Deluxe 6158.			By J. Stone—Published by Roosevelt Music (BMI) BEST SELLING RECORD: Roy Hamilton, Epic 9257. RECORD AVAILABLE: Billy Williams, Coral 61932.		
15. You Are My Destiny		- 1	20. Kisses Sweeter Than Wine		9 12
By Paul Anka—Published by Pamco (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9880.			By Paul Campbell and Joel Newman—Published by Folkways (BMI) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4031. RECORDS AVAILABLE: Three-Thirds, AFS 301; Weavers, Decca 27670.		
Third Ten					
21. Why Don't They Understand?		11 10	26. DeDe Dinah		- 1
By Joe Henderson-Jack Flahman—Published by Hollis Music (BMI) RECORD AVAILABLE: George Hamilton IV, ABC-Paramount 9862.			By Matrucci & De Angelis—Published by Dehmar (ASCAP) RECORD AVAILABLE: Frankie Avalon, Chancellor 1011.		
22. Great Balls of Fire		12 10	27. Oh, Boy!		19 9
By Jack Hammer-Otis Blackwell—Published by BRS-Hill & Range (BMI) RECORDS AVAILABLE: Georgia Gibbs, Vic 7098; Jerry Lee Lewis, Sun 281.			By Sunny West, Bill Tilghman, Norman Petty—Published by Nor-Va-Jak (BMI) RECORD AVAILABLE: Crickets, Brunswick 55035.		
23. Liechtensteiner Polka		21 12	28. Jo-Ann		- 1
By Kotscher-Lindt—Published by Burlington (ASCAP) RECORDS AVAILABLE: Will Glaha, London 1755; L.B. Wally Ork, Banana 510; Lawrence Welk, Coral 61900.			By John & James Cunningham—Published by Figure Music (BMI) RECORDS AVAILABLE: Lancers, Coral 61930; Playmates, Roulette 4037; Twin Tones, RCA Victor EPA 4107; Jack Ross Quintet/M. Arnold, Cavalier 809.		
24. Waitin' in School		22 4	29. Maybe		- 1
By Johnny Burnette and Dorsey Burnette—Published by Reeve (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5483.			By George Goldner—Published by Figure Music (BMI) RECORD AVAILABLE: Chantels, End 1005.		
25. Witchcraft		26 3	30. Twenty-Six Miles		- 1
By Cy Coleman-Carolyn Leigh—Published by Edwin H. Morris, Inc. (ASCAP) RECORD AVAILABLE: Frank Sinatra, Cap 3859.			By Oleno Larsen-Bruce Belland—Published by Beechwood (BMI) RECORD AVAILABLE: Four Preps, Cap 3845.		

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The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

PRESENTING "GIGI"

Instrumental Smash on Carlton Records



Charles (O My Papa) Margulis...internationally acclaimed trumpet man on a lush instrumental recording "GIGI" (Carlton Record #456) the love ballad and title song of the smash musical film by Alan Jay Lerner and Frederick Loewe, authors of "My Fair Lady." *Backed by Fred Norman's 30 piece orchestra, Margulis lends a new sound and dimension to "GIGI."* The coupling is a back-beat ballad—"Heartaches For Sale." **© CARLTON RECORD CORPORATION**

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OVER 300,000 SOLD TO DATE AND MOVING UP: "PRINCE OF PLAYERS" CARLTON RECORD #450-1



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
FEBRUARY 1, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. DON'T (BMI)—Elvis Presley.....	3	3	19. DON'T LET GO (BMI)—Roy Hamilton.	23	4	36. I WANT YOU TO KNOW (BMI)—		
I BEG OF YOU (BMI)—Victor 7150			The Right to Love (BMI)—Epic 9257			Fats Domino	38	8
2. AT THE HOP (BMI)—			20. KISSES SWEETER THAN WINE			THE BIG BEAT (BMI)—Imperial 5477		
Danny and the Juniors.....	1	10	(BMI)—Jimmie Rodgers	12	12	37. TEARDROPS (BMI)—		
Sometimes (BMI)—ABC-Paramount 9871			Better Loved You'll Never Be (ASCAP)—			Lee Andrews and the Hearts.....	37	11
3. GET A JOB (BMI)—Silhouettes.....	2	4	Roulette 4031			Girl Around the Corner (BMI)—Chess 1675		
I Am Lonely (BMI)—Ember 1029			21. OH, JULIE (BMI)—Crescendos.....	30	5	38. MARCH FROM THE RIVER KWAL		
4. STOOD UP (BMI)—Ricky Nelson.....	4	7	My Little Girl (BMI)—Nasco 6605			AND "COLONEL BOGEY" (ASCAP)—		
WAITIN' IN SCHOOL (BMI)—			22. YOU SEND ME (BMI)—Sam Cooke....	14	16	Mitch Miller	43	4
Imperial 5483			SUMMERTIME (ASCAP)—Keen 34013			Hey, Little Baby (BMI)—Col 41066		
5. SAIL ALONG SILVERY MOON			23. LIECHTENSTEINER POLKA			39. SWINGING SHEPHERD BLUES		
(ASCAP)—Billy Vaughn	5	8	(ASCAP)—Will Glahe	28	13	(BMI)—Moe Koffman Quartet.....	-	1
RAUNCHY (BMI)—Dot 15661			Schweitzer Polka (BMI)—London 1755			Hambourg Bound (BMI)—Jubilee 5311		
6. SHORT SHORTS (BMI)—Royal Teens..	15	2	24. OH, BOY! (BMI)—Crickets.....	13	11	40. THE STORY OF MY LIFE (ASCAP)—		
Planet Rock (BMI)—ABC-Paramount 9882			Not Fade Away (BMI)—Brunswick 55035			Marty Robbins	31	11
7. THE STROLL (BMI)—Diamonds.....	10	6	25. BUZZ, BUZZ, BUZZ (BMI)—			Once-a-Week Date (BMI)—Col 41613		
Land of Beauty (BMI)—Mercury 71242			Hollywood Flames	20	11	41. WITCHCRAFT (ASCAP)—		
8. SUGARTIME (BMI)—McGuire Sisters..	9	6	Crazy (BMI)—Ebb 119			Frank Sinatra	49	2
Banana Split (BMI)—Coral 61924			26. JO-ANN (BMI)—Playmates.....	42	4	Tell Her You Love Her (BMI)—Capitol 3859		
9. CATCH A FALLING STAR (ASCAP)—			You Can't Stop Me From Dreaming (BMI)—			42. TWENTY-SIX MILES (BMI)—		
Perry Como	17	3	Roulette 4037			Four Preps	-	1
MAGIC MOMENTS (ASCAP)—Vic 7128			27. CHANCES ARE (ASCAP)—			It's You (ASCAP)—Cap 3826		
10. GREAT BALLS OF FIRE (BMI)—			Johnny Mathis	25	21	43. RAUNCHY (BMI)—Ernie Freeman....	28	13
Jerry Lee Lewis	7	11	THE TWELFTH OF NEVER			Puddin' (BMI)—Imperial 5474		
YOU WIN AGAIN (BMI)—Sun 281			(ASCAP)—Col 40993			44. ROCK AND ROLL MUSIC (BMI)—		
11. PEGGY SUE (BMI)—Buddy Holly.....	6	14	28. JAILHOUSE ROCK (BMI)—			Chuck Berry	36	14
Everyday (BMI)—Coral 61885			Elvis Presley	18	18	Blue Feeling (BMI)—Chess 1671		
12. DEDE DINAH (ASCAP)—			TREAT ME NICE (BMI)—Vic 7035			45. WILD IS THE WIND (ASCAP)—		
Frankie Avalon	24	3	29. BONY MORONIE (BMI)—			Johnny Mathis	48	9
Ooh La La (ASCAP)—Chancellor 1011			Larry Williams	21	14	NO LOVE (BUT YOUR LOVE)		
13. LA DEE DAI (BMI)—Billy and Lillie..	11	5	YOU BUG ME, BABY (BMI)—			(BMI)—Col 41060		
The Monster (BMI)—Swan 4002			Specialty 615			46. YOU CAN MAKE IT IF YOU TRY		
14. YOU ARE MY DESTINY (BMI)—			30. RAUNCHY (BMI)—Bill Justis.....	19	13	(BMI)—Gene Allison	-	1
Paul Anka	35	3	The Middle Man (BMI)—Phillips International 3519			Hey, Hey, I Love You (BMI)—Vee Jay 713		
When I Stop Loving You (BMI)—			31. WHY DON'T THEY UNDERSTAND?			47. A VERY SPECIAL LOVE		
ABC-Paramount 9889			(BMI)—George Hamilton IV.....	22	11	(ASCAP)—Johnny Nash	-	3
15. APRIL LOVE (ASCAP)—Pat Boone....	8	15	Even Tho' (BMI)—ABC-Paramount 9862			Won't You Let Me Share My Love (BMI)—		
When the Swallows Come Back to Capistrano			32. BALLAD OF A TEEN-AGE QUEEN			ABC-Paramount 9874		
(ASCAP)—Dot 15660			(BMI)—Johnny Cash	-	1	48. SWINGING SHEPHERD BLUES		
16. MAYBE (BMI)—Chantels.....	27	4	Big River (BMI)—Sun 283			(BMI)—Johnny Pate Quintet.....	-	1
Come My Little Baby (BMI)—End 1005			33. ALL THE WAY (ASCAP)—			The Elder (BMI)—Federal 12312		
17. (I LOVE YOU) FOR SENTIMENTAL			Frank Sinatra	40	14	49. I'M AVAILABLE (BMI)—		
REASONS (BMI)—Sam Cooke.....	32	7	CHICAGO (ASCAP)—Cap 3793			Margie Rayburn	39	14
DESIRE ME (BMI)—Keen 4002			34. SILHOUETTES (BMI)—The Rays....	16	17	If You Were (ASCAP)—Liberty 55102		
18. I'LL COME RUNNING BACK TO YOU			DADDY COOL (BMI)—Cameo 117			50. LITTLE PIGEON (BMI)—Sal Mineo... 45	2	
(BMI)—Sam Cooke	33	8	35. WAKE UP LITTLE SUSIE (BMI)—			Cuttin' In (BMI)—Epic 9260		
FOREVER (BMI)—Specialty 619			Everly Brothers	29	20			
			Maybe Tomorrow (BMI)—Cadence 1337					

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.

SWEET LITTLE SIXTEEN (Arc, BMI)—Chuck Berry—Chess 1683—This appears to be the hottest disk around. Sales are big in all markets. Flip is "Reelin' and Rocking" (Arc, BMI). A previous Billboard Spotlight pick.

CLICK CLACK (Grant & Doo, BMI)—Dickey Doo & the Don'ts—Swan 4001—All markets report heavy action on the side. It looks like a winner. Flip is "Did You Cry" (Grant & Doo, BMI).

OH-OH, I'M FALLING IN LOVE AGAIN (Planetary, ASCAP)—Jimmie Rodgers—Roulette 4045—This looks like the third big one in a row for the artist. It's strong in all markets. Flip is "The Long Hot Summer" (Feist, ASCAP). A previous Billboard Spotlight pick.

BE MINE TONIGHT (Cedarwood, BMI)

ARE YOU SINCERE? (Peer, BMI)—Andy Williams—Cadence 1340—Both sides are getting action. "Be Mine Tonight" holds a slight edge. The platter is moving well in all markets.



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING FEBRUARY 1

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Angel Smile **Nat King Cole**
(BMI) Capitol 3860

Click Clack **Dickey Doo & The Don'ts**
(BMI) Swan 4001

Come to Me **Johnny Mathis**
(ASCAP) Columbia 41082

She's Neat **Dale Wright**
(ASCAP) Fraternity 761

*Dot's***PARADE of BEST SELLERS**

- 15661 **SAIL ALONG SILVERY MOON—RAUNCHY**—Billy Vaughn
 15690 **IT'S TOO SOON TO KNOW—A WONDERFUL TIME UP THERE**—Pat Boone
 15680 **I CAN'T HELP IT**—Margaret Whiting
 15691 **A FAREWELL TO ARMS—I GET THAT FEELING**—Gale Storm
 15683 **YELLOW DOG BLUES**—Johnny Maddox
 15696 **BIG GUITAR**—Frank De Rosa
 15695 **I FOUND A MILLION DOLLAR BABY—GET A JOB**—Mills Brothers
 15660 **APRIL LOVE**—Pat Boone
 15692 **MY STEADY GIRL**—Henry Wilson
 15664 **HENRIETTA**—Jimmy Dee
 15675 **AT THE HOP**—Nick Todd
 15688 **TEEN-AGE CUTIE—EVER SINCE I MET LUCY**—Nick Todd
 15685 **PLEASE COME HOME**—The Quarter Notes
 15693 **THE LADY FROM JOHANNESBURG—KEWPIE DOLL**—Jim Lowe
 15694 **JOHNNY, JOHNNY, JOHNNY—KINDA LIKE LOVE**—Kay Cee Jones
 15682 **LOVE LIKE A FOOL**—The Fontane Sisters
 15687 **DESIRE UNDER THE ELMS—THE FLAMING ROSE**—Elmer Bernstein
 15662 **THE JOKER**—The Hilltoppers

DOT BEST SELLING ALBUMS

- DLP-3071 **PAT'S GREAT HITS**—Pat Boone
 DLP-3086 **MUSIC FOR THE GOLDEN HOURS**—Billy Vaughn
 DLP-3016 **THE GOLDEN INSTRUMENTALS**—Billy Vaughn
 DLP-3001 **SWEET MUSIC AND MEMORIES**—Billy Vaughn
 DLP-3045 **INSTRUMENTAL SOUVENIRS**—Billy Vaughn

BEST SELLING EP'S

- DEP-1056 **A CLOSER WALK WITH THEE**—Pat Boone
 DEP-1057 **"FOUR BY PAT"**—Pat Boone
 DEP-1021 **MELODIES OF LOVE—Volume I**—Billy Vaughn
 DEP-1022 **MELODIES OF LOVE—Volume II**—Billy Vaughn

NEW RELEASES

- 15699 **THEY WERE RIGHT—SOMEBODY SWEET**—Johnny Dee
 15700 **YOUR LOVE IS DYING—HOWDY, NEIGHBOR, HOWDY**—Don Reno-Red Smiley
 15701 **BRANDED—NIGHT RIDER**—Howard Crockett
 15702 **DEAR PARENTS—A GIRL LIKE YOU**—Eddie Robbins
 15703 **BAD NEWS—BABY, YOU'VE HAD IT**—Joyce Paul
 15704 **STEP ASIDE SHALLOW WATER—WITH TEARS IN MY EYES**—Jimmy Newman
 15706 **CALL ME SHORTY—COME ON BABY**—Mickey Gilley

Dot

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THE NATION'S BEST SELLING RECORDS

The ACTION is on ROULETTE



Hugo and Luigi
76 TROMBONES

R 4050

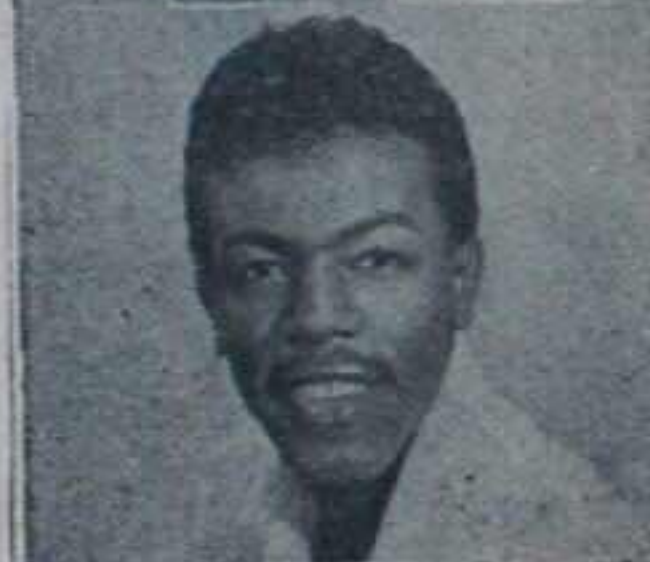
ROULETTE



Leo Diamond
FLUNKY TE AMO

R 4047

ROULETTE



Jack Hammer
GIRL, GIRL, CHANT GIRL OF LOVE

R 4046

ROULETTE



The Heartbreaks
AFTER NEW YEAR'S EVE

Released on Gee Records G-1047

ROULETTE



The Cleftones
LOVER BOY

Released on Gee Records G-1048



ROULETTE

Most Played by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 1

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.

This Week		Last Week	Weeks on Chart
1.	AT THE HOP (BMI)—Danny and the Juniors..... Sometimes (BMI)—ABC-Paramount 9871	1	8
2.	SUGARTIME (BMI)—McGuire Sisters..... Banana Split (BMI)—Coral 61924	2	6
3.	PEGGY SUE (BMI)—Buddy Holly..... Everyday (BMI)—Coral 61885	5	13
4.	CATCH A FALLING STAR (ASCAP)—Perry Como... Magic Moments (ASCAP)—Vic 7128	6	5
5.	STOOD UP (BMI)—Ricky Nelson..... Waitin' in School (BMI)—Imperial 5483	12	3
6.	THE STROLL (BMI)—Diamonds..... Land of Beauty (BMI)—Mercury 71242	4	5
7.	DON'T (BMI)—Elvis Presley..... I Beg of You (BMI)—Vic 7150	15	2
8.	Magic Moments (ASCAP) Perry Como..... Catch a Falling Star (ASCAP)—Vic 7128	8	4
9.	GET A JOB (BMI)—Silhouettes..... I Am Lonely (BMI)—Ember 1029	9	3
10.	OH, JULIE (BMI)—Crescendos..... My Little Girl (BMI)—Nasco 6005	21	2
11.	APRIL LOVE (ASCAP)—Pat Boone..... When the Swallows Come Back to Capistrano (ASCAP)— Dot 15660	3	16
12.	WITCHCRAFT (ASCAP)—Frank Sinatra..... Tell Her You Love Her (BMI)—Cap 5859	11	4
13.	26 MILES (BMI)—Four Preps..... It's You (ASCAP)—Cap 3845	25	3
14.	SAIL ALONG SILVERY MOON (ASCAP)— Billy Vaughn Raunchy (BMI)—Dot 15661	13	3
15.	I BEG OF YOU (BMI)—Elvis Presley..... Don't (BMI)—Vic 7150	18	2
16.	YOU ARE MY DESTINY (BMI)—Paul Anka..... When I Stop Loving You (BMI)—ABC-Paramount 9990	—	1
17.	DON'T LET GO (BMI)—Roy Hamilton..... The Right to Love (BMI)—Epic 9257	—	2
18.	ALL THE WAY (ASCAP)—Frank Sinatra..... Chicago (ASCAP)—Cap 3793	7	16
19.	WHY DON'T THEY UNDERSTAND? (BMI)— George Hamilton IV..... Even Tho' (BMI)—ABC-Paramount 9862	16	6
20.	SHORT SHORTS (BMI)—Royal Teens..... Planet Rock (BMI)—ABC-Paramount 9882	—	1
20.	BELONGING TO SOMEONE (ASCAP)—Patti Page... Bring Us Together (ASCAP)—Mercury 71247	—	1
22.	COME TO ME (ASCAP)—Johnny Mathis..... When I Am With You (ASCAP)—Col 41082	—	1
23.	LA DEE DAH (BMI)—Billy and Lillie..... The Member (BMI)—Swan 4002	24	3
24.	AT THE HOP (BMI)—Nick Todd..... I Do (BMI)—Dot 15875	—	1
25.	KISSES SWEETER THAN WINE (BMI)— Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Bouletta 4031	10	13



Buyboard



at his greatest!

DEAN MARTIN

With Orchestra and Chorus
Conducted by Gus Levene

RETURN TO ME
FORGETTING YOU

RECORD NO. 3894

Introduced on the Dean Martin NBC-TV Show / Saturday, February 1,



a sensational new group!

KEN ERRAIR QUARTET

HOW ABOUT ME
HOW'S ABOUT TOMORROW NIGHT?

RECORD NO. 3890



for the charts!

THE FOUR DOLLS

WHOOOP-A-LALA
I'M FOLLOWING YOU!

RECORD NO. 3895

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A Smash Hit Album

3 Smash hits!

"ON THE STREET WHERE YOU LIVE"
A Smash Hit Single

NOW! THE JONAH JONES QUARTET

Follow up with a
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SEVENTY-SIX TROMBONES

From the Broadway Production "The Music Man"

BAUBLES, BANGLES AND BEADS

From the Broadway Show "Kismet"

RECORD NO. 3893



a new pop smash hit!

SONNY JAMES

WALK TO THE DANCE
KATHALEEN

RECORD NO. 3888



a British topper!

LAURIE LONDON

HE'S GOT THE WHOLE WORLD
HANDED DOWN (in his hands)

RECORD NO. 3891



versatile and vivacious!
a new star on Capitol

TABBY WEST

IF YOU PROMISE NOT TO TELL
ALL THAT I WANT

RECORD NO. 3896

bounce and ballad!

THE JOHNNY OTIS SHOW

Vocal By MEL WILLIAMS

WELL, WELL, WELL, WELL!
YOU JUST KISSED ME GOODBYE

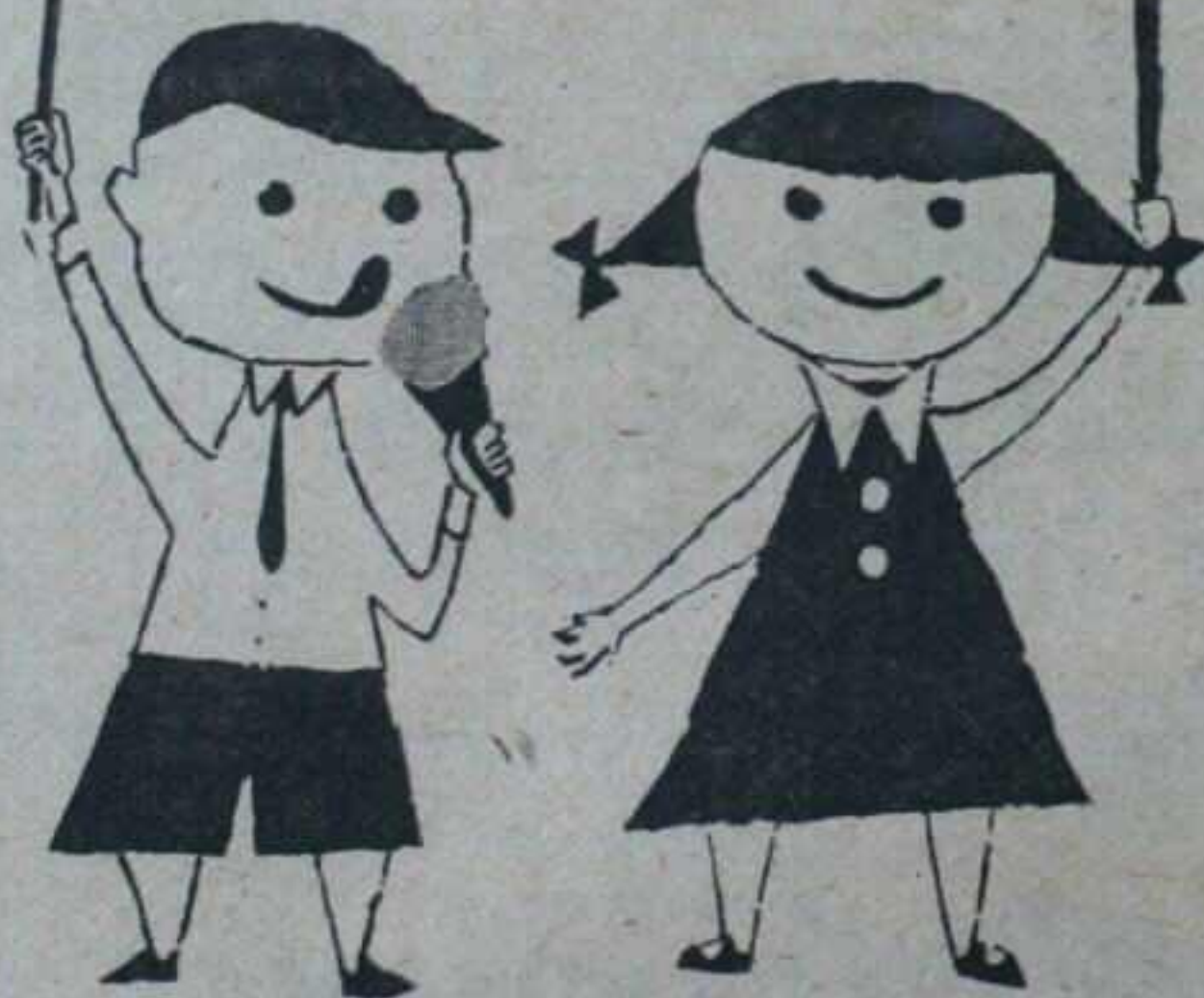
RECORD NO. 3889



the original and a LOLLI-PALOOZA!

LOLLIPOP

B/W FICKLE BABY



RONALD & RUBY

47/20-7174

RCA **RCA VICTOR**
RADIO CORPORATION OF AMERICA



Territorial Best Sellers

FOR SURVEY WEEK ENDING FEBRUARY 1

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TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

At the Hop
Danny and the Juniors, ABC-Para.
Dede Dinah, Frankie Avalon, Cir.
Don't/I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
La Dee Dah, Billy and Lillie, Swan
Oh, Boy! Crickets, Brk.
Sail Along Silvery Moon, Billy Vaughn, Dot
The Stroll, Diamonds, Mer.

CHICAGO

At the Hop
Danny and the Juniors, ABC-Para.
Don't/I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
La Dee Dah, Billy and Lillie, Swan
Oh, Boy! Crickets, Brk.
Sail Along Silvery Moon, Billy Vaughn, Dot
Stood Up/Waitin' in School
Fats Domino, Imp.
The Stroll, Diamonds, Mer.

DETROIT

At the Hop
Danny and the Juniors, ABC-Para.
Don't Let Go, Roy Hamilton, Epic
Get a Job, Silhouettes, Emb.
I Beg of You/Don't, Elvis Presley, Vic.
Maybe, Chantels, End
Oh, Julie, Crescendos, Nac.
Sail Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Waitin' in School/Stood Up
Ricky Nelson, Imp.

EAST TEXAS

At the Hop
Danny and the Juniors, ABC-Para.
Don't/I Beg of You, Elvis Presley, Vic.
Don't Let Go, Roy Hamilton, Epic
Get a Job, Silhouettes, Emb.
Great Balls of Fire/You Win Again
Jerry Lee Lewis, Sun
Oh, Julie, Crescendos, Nac.
Sail Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Sugartime, McGuire Sisters, Cor.

FLORIDA

All the Way, Frank Sinatra, Cap.
At the Hop
Danny and the Juniors, ABC-Para.
Bony Moronie, Larry Williams, Spe.
Don't/I Beg of You, Elvis Presley, Vic.
Great Balls of Fire, Jerry Lee Lewis, Sun
Oh, Boy! Crickets, Brk.
Stood Up, Ricky Nelson, Imp.
You Send Me, Sam Cooke, Keen

LOS ANGELES

All the Way, Frank Sinatra, Cap.
April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Catch a Falling Star/Magic Moments
Perry Como, Vic.
Don't/I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
Twenty-Six Miles, Four Preps, Cap.

NEW YORK AND NEWARK

At the Hop
Danny and the Juniors, ABC-Para.
Buzz, Buzz, Buzz, Hollywood Flames, Ebb
Don't/I Beg of You, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Great Balls of Fire, Jerry Lee Lewis, Sun
La Dee Dah, Billy and Lillie, Swan
Short Shorts, Royal Teens, ABC-Para.
The Stroll, Diamonds, Mer.

NORTHERN NEW YORK STATE

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Dede Dinah, Frankie Avalon, Cir.
Get a Job, Silhouettes, Emb.
Liechtensteiner Polka, Will Glaha, Len.
Magic Moments, Perry Como, Vic.

Sail Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Twenty-Six Miles, Four Preps, Cap.

NORTHERN OHIO

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Get a Job, Silhouettes, Emb.
Great Balls of Fire/You Win Again
Jerry Lee Lewis, Sun
Jailhouse Rock, Elvis Presley, Vic.
Magic Moments/Catch a Falling Star
Perry Como, Vic.
Sail Along Silvery Moon, Billy Vaughn, Dot
Why Don't They Understand
George Hamilton IV

NORTHWEST

At the Hop
Danny and the Juniors, ABC-Para.
Don't/I Beg of You, Elvis Presley, Vic.
Liechtensteiner Polka, Will Glaha, Len.
Stood Up/Waitin' in School
Ricky Nelson, Imp.
The Story of My Life, Marty Robbins, Col.
The Stroll, Diamonds, Mer.
Twenty-Six Miles, Four Preps, Cap.
You Send Me, Sam Cooke, Keen

PHILADELPHIA

At the Hop
Danny and the Juniors, ABC-Para.
Don't Let Go, Roy Hamilton, Epic
Get a Job, Silhouettes, Emb.
I Beg of You, Elvis Presley, Vic.
Jo-Ann, Playmates, Rit.
Maybe, Chantels, End
Sail Along Silvery Moon, Billy Vaughn, Dot
Short Shorts, Royal Teens, ABC-Para.
Stood Up/Waitin' in School
Ricky Nelson, Imp.

ST. LOUIS AND KANSAS CITY

At the Hop
Danny and the Juniors, ABC-Para.
Dede Dinah, Frankie Avalon, Cir.
Get a Job, Silhouettes, Emb.
I Beg of You, Elvis Presley, Vic.
Jo-Ann, Playmates, Rit.
La Dee Dah, Billy and Lillie, Swan
Maybe, Chantels, End
Short Shorts, Royal Teens, ABC-Para.

SAN FRANCISCO AND OAKLAND

At the Hop
Danny and the Juniors, ABC-Para.
Don't, Elvis Presley, Vic.
Get a Job, Silhouettes, Emb.
Maybe, Chantels, End
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
Sail Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Stood Up, Ricky Nelson, Imp.
Teardrops, Lee Andrews & the Heartz, Cha.

SOUTHERN OHIO

At the Hop
Danny and the Juniors, ABC-Para.
Don't/I Beg of You, Elvis Presley, Vic.
I'll Come Running Back to You
Sam Cooke, Spe.
Desire Me (I Love You) For Sentimental
Reasons, Sam Cooke, Keen
Stood Up/Waitin' in School
Ricky Nelson, Imp.
The Stroll, Diamonds, Mer.
Sugartime, McGuire Sisters, Cor.
You Can Make It If You Try
Gene Allison, V J

WASHINGTON AND BALTIMORE

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Dede Dinah, Frankie Avalon, Cir.
Don't/I Beg of You, Elvis Presley, Vic.
Peggy Sue, Buddy Holly, Cor.
Sail Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Stood Up/Waitin' in School
Ricky Nelson, Imp.
Sugartime, McGuire Sisters, Cor.

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• Review Spotlight on . . .

POP RECORDS

BILL JUSTIS ORK... Phillips International 3522..... COLLEGE MAN
(Knox, BMI)

THE STRANGER (Knox, BMI)

Another solid instrumental from Justis. This stacks up as a potent successor to his hit "Raunchy." This has the beat, the frantic guitars and the alto. It could go all the way. Flip, "Stranger," is a change of pace on a ballad with rhythm backing with a vocal by a male chorus. Tri-market appeal.

FATS DOMINO... Imperial 5492..... DON'T YOU KNOW I LOVE YOU?
(Reeve, BMI)

YES, MY DARLING (Travis, BMI)

Two strong bets by the artist. "Don't You" is a compelling blues delivered in the usual Domino manner. "Darling," the flip, is a strong swinger with the artist in equally fine form. Either side could go all the way in both pop and r.&b. fields.

GOOGIE RENE... Class 221..... THE WIGGLE-TAIL (Parts 1 & 2)
(Recordio, BMI)

Here's a good, solid, lowdown dance sound and beat by the Rene group. It's a blues with touches of a sound. Both sides build well into strong juke and jock wax. Plenty of coin possible in r.&b. markets, too. Part 2 could take command.

THE COLLEGIANS... Winley 224..... ZOOM, ZOOM, ZOOM
(Byrd & Nimby, BMI)

ON YOUR MERRY WAY (Byrd & Nimby, BMI)

"Zoom" is a rocker delivered energetically by the crew. The vocal consists of rhythmic syllables for three-quarters of the side, followed by a chorus of lyrics. Flip, "Merry Way," a rockaballad, is also a powerful side with a smooth vocal by the lead and good group and ork support.

THE HONEYSTROLLERS... Glory 272..... HONEYSTROLLIN'
(Bryden-Heritage, BMI)

LEONORE (Bryden-Heritage, BMI)

"Honeystrollin'" is an instrumental with a funky beat, showcasing guitars and tenors in a rhythmic framework. Teens should go for it. Flip, "Leonore," has a vocal by the Reveres. It's a rockaballad delivered with appeal. Two strong sides.

TONY PERKINS... RCA Victor 7155..... JUST BEING OF AGE
(Hill & Range, BMI)

INDIAN GIVER (Pan, BMI)

This is the strongest yet by Perkins. "Age" is a pretty rhythm-ballad presented with listenable ork and chorus backing. "Indian Giver" is a rockabilly ballad warbled with charm and also backed by chorus. Both can step out.

THE FOUR COINS... Epic 9258..... NEW WORLD
(Figure, BMI)

MY LOVE LOVES ME (Paramount, ASCAP)

"New World," a ballad, is taken at a shuffling clip and sung with feeling. Flip, "My Love," is also a ballad handled deftly with big ork support. Strong sides.

TERRY NOLAND... Brunswick 55054..... LOOK AT ME
(Peer Intl., BMI)

PUPPY LOVE (Stardust, BMI)

Noland has two strong efforts in these rockabillys. "Look at Me" is strongly sold with bright country-string backing. Flip, "Puppy Love," is in the same groove, and it's delivered in-similar fashion.

WILL GLAHE... London 1788..... SWEET ELIZABETH
(Maurice, ASCAP)

TAVERN IN THE TOWN (Burlington, ASCAP)

Glahe's follow-up to his hit, "Liechtensteiner Polka," could also click. The happy-sounding effort has a bright group vocal. Flip is a spirited go on the old polka classic.

POP NOVELTY

THE RIO ROCKERS... Capitol 3884..... MEXICAN ROCK 'N' ROLL INSTRUMENTAL
(Stella Lane, BMI)

MEXICALI BABY (Stella Lane, BMI)

Topside is a provocative instrumental with Mexican-styled guitar work and a rock and roll beat. Flip, "Mexicali Baby" is a rocker with a frantic vocal by Rusty Isabel on a South of the Border theme. Two interesting hybrid items that could catch on.

POP TALENT

MAMIE BRADLEY... Sue 702..... I FEEL LIKE A MILLION
(Andrea, ASCAP)

THE PATTY CAKE (Andrea, ASCAP)

The gal has a swingin' way with a song. "I Feel" is a ballad with rhythm support and cheerful ork backing. "Patty Cake" is a blues that also shows the thrush to advantage. Good coupling and talent bear watching.

POP DISK JOCKEY PROGRAMMING

VIC DAMONE... Columbia 41122..... GIGI
(Lowal-Chappell, ASCAP)

Damone's highly listenable styling of the pretty Lerner and Loewe title tune from the forthcoming flick should prove a winner. Spins should find favor with audiences. The chanter is backed pleasantly by a good arrangement featuring a harpsichord. Quality wax. Flip, "Life Does a Man a Favor," is a ballad from "Oh, Captain!" (Livingston & Evans, ASCAP).

• Reviews of New Pop Records

HOLLYWOOD FLAMES

A Little Bird 82

EBB 131—A bouncy rock and roller by the group. There's a lot going on here in the good vocal work plus the swinging band backing. Group still has a hit, "Buzz, Buzz, Buzz," riding and this could step out in the same style. (Ebb, BMI)

Give Me Back My Heart... 76

A slow and tender pleader. Flip would seem the side to watch. (Ebb, BMI)

JOE BENNETT & THE SPARKLETONES

Cotton Pickin' Rocker 80

ABC-PARAMOUNT 9885—Exuberant go on a peppy rockabilly punctuated with hiccup sounds. Bright guitar supports the group vocal. It can step out. (Pamco, BMI)

I Dig You, Baby... 79

The rockabilly is presented at a fairly vigorous clip by the group who did well with "Penny Loafers and Bobby Sox." This could be a repeater. (Pamco, BMI)

DON BAGBY

Crazy Chemistry 80

OKEH 7098—Bright go on the rocker has a sound that could go over with the kids. Interplay between tenor, organ and guitar is highly listenable. (Kellum, ASCAP)

Happy Feet... 78

Bagby could have a successor to "Dumplin'" in this cute theme. Tenor, guitar and rhythm section provide a listenable sound on the blues. Worth watching. (Carney, BMI)

DEAN MARTIN

Return to Me 79

CAPITOL 3984—A classically arranged ballad. Martin is supported by a bevy of chicks and romantic mandolins. Could break out. (Southern, ASCAP)

Forgetting You... 75

A smart arrangement backs Martin's smooth vocal on this cute, bouncy tune. Very spinnable for jocks. (Barton, ASCAP)

MILLER SISTERS

The Flip Skip 79

ACME 111—This is the original of the tune recently covered by the Twin-Tones on RCA Victor. This version is a good one too and it should grab off some of the loot if the tune breaks. Good vocal by the girls. (Figure, BMI)

Let's Start Anew... 73

Sad ballad is read with feeling by the girls but the action is on the "Flip Skip" side. (Ream, BMI)

FULLER TODD

Jeanie Marie 78

KING 3111—This has the appeal of a gal's name and a strong adolescent type delivery by Todd. Good talent here and the disk has what it takes to make it in the teen groove. Could make noise. (Armo, BMI)

Top Ten Rock... 74

This is a moderate rocker which weaves the titles of a number of top current tunes into a passably good lyric. Gimmick can attract jockey attention, the flip has longer term appeal. (Jay & Cee, BMI)

THE MOONGLOWS

Too Late 77

CHESS 1681—Infectious tempo marks this catchy side with showmanly vocal by lead warbler. (Arc, BMI)

Here I Am... 76

Feelingful interpretation of rockaballad by expressive lead singer and group. Spinnable. (Arc, BMI)

JERRY VALE

She 77

COLUMBIA 41120—Here's a strong ballad chanting effort by Vale, that can be a successful follow-up to "Pretend You Don't See Her." Appealing jock wax that could generate action. (Shapiro, Bernstein, ASCAP)

I Always Say... 74

Another ballad side. Gimmick here is a whispered reply to Vale's chanting by a gal's voice. Good coupling. Both worth spinning. (Remick, ASCAP)

CLIFF THOMAS

I'm on My Way Home 77

PHILLIPS INTERNATIONAL 3521—Thomas renders a strong, driving, rockabilly performance. A typical country theme of "I'm on My Way Home," but Thomas gives it the fine Sun type sound, "hich means pop potential all the way. Can move. (Hi Lo, BMI)

Treat Me Right... 73

Here's a blues in a boogie woogie rhythm framework. Performance is backed by gal chorus. Satisfying side with a slight edge to the flip. (Knox, BMI)

JACK HAMMER

Grl, Grl, Grl 77

ROULETTE 4046—Slightly offbeat but effective material is handled in hollering fashion here by Hammer, crier of "Great Balls of Fire," in his chanting debut. Group backs the interesting performance. Could move out. (H & L, BMI)

Chant of Love... 69

Ballad is sung in dramatic style by Hammer. Flip has more appeal. (Goday, BMI)

THE SHIRELLES

I Want You to Be My Boyfriend... 76

TIARA 611—The Shirelles debut on the label with a strong reading of a listenable ballad with a beat. The girls have a good piece of material here and the record has a chance to step out. Watch it. (Scepter-G & H, BMI)

I Met Him on a Sunday... 71

Another good side by the fem group which also has a chance. It's a medium tempo effort with some cute gimmicks. Two good sides by the girls. (BMI)

JIM DALE

Be My Girl 76

CAPITOL 3886—Young British rock and roller Dale makes a sock debut on this teen-appeal tune, which did well in England. Watch it. (Stratton, BMI)

You Shouldn't Do That... 71

A perky cover of the boogie r.&r. novelty, previously cut by Sal Mineo. (Salmi, BMI)

KATHY LINDEN

Billy 76

FELSTED 8410—Kathy Linden, a thrush with the style of Wes Bonnie Baker, turns in a sweet and mighty attractive reading of the fine standard over a bright and happy combo backing. She has a chance to make some noise with this plaster. (Mills, ASCAP)

If I Could Hold You in My Arms... 70

Straight reading here, on the order of Joni James, of a warm new ballad, by the lass. Nice, but the top side will get the spins. (Knollwood, ASCAP)

BETSY JONES

Country Waits 75

KAPP 209—Gal thrushes with strong emotional impact on pleasing waltz themes with weeper-styled lyrics. Promising new talent for jock commentary. (Harman, ASCAP)

I've Learned... 75

Canary sings out with sincerity and authority on strong rockaballad. Nice coupling. (Regent, BMI)

LUTHER DIXON

Nobody But You 75

CHESS 1682—Dixon packs plenty of feeling into a moving blues-ballad with a split beat and effective multi-track vocalizing. (Arc, BMI)

Feeling of Love... 74

Jaunty little hem with bright beat in jubilant vocal fashion by Dixon. Happy side for deejays. (Arc, BMI)

JIMMY DEAN

Starlight Starbright 75

COLUMBIA 4118—Nice sound by Dean on a medium-beat rockabilly tune with good ork support by Ray Ellis. Possible pop and r.&b. loot. (Dominion, BMI)

Makhi' My Mind Up... 73

A snappy rockabilly delivered with appeal by the artist. Good backing. Flip appears a bit stronger. (Korwin, ASCAP)

RICHIE ARTHUR & MIKE PEDICIN QUINTET

Walking Down a Lonesome Road... 75

PLATTER 106—Arthur turns in a good vocal on this swinging effort, selling it with feeling over solid support from the Pedicin Quintet. Should get spins and coins. (Marpat, BMI)

Little Red Nose... 72

Nice reading of an up-tempo ballad by warbler Richie Arthur, with first-rate backing by the Mike Pedicin combo. Flip may rate an edge. (Marpat, BMI)

LAURIE LONDON

He's Got the Whole World
(in His Hands) 75

CAPITOL 3891—The young Britisher debuts with a gently rhythmic and effective spiritual type song. Hand-clapping beat and a good vocal job provides a nice feeling. A new vocal sound. (Chappell, ASCAP)

Handed Down... 71

A more upbeat effort, still with a gospelish flavor, but this time the message is more mundane. Fair enough performance but flip is more interesting. (Chappell, ASCAP)

(Continued on page 44)

6 WAYS TO RICHES

RAY PETERSON
 SINGS
 SHIRLEY PURLEY
 C/W
 LET'S TRY ROMANCE
 47/20-7165

TONY PERKINS
 SINGS
 JUST BEING OF AGE
 C/W
 INDIAN GIVER
 47/20-7155

FLOYD TILLMAN
 SINGS
 I LOVE YOU SO MUCH IT HURTS ME
 C/W
 SLIPPING AROUND
 47/20-7157

MARIO LANZA
 SINGS
 ARRIVEDERCI ROMA
 (from the MGM Film
 "Seven Hills of Rome")
 C/W
 YOUNGER THAN SPRINGTIME
 (from the 20th Century-Fox
 production of "South Pacific")
 47/20-7164

JEANIE JOHNSON
 SINGS
 MY JIMMIE
 C/W
 NEXT THING TO PARADISE
 47/20-7163

HOMER & JETHRO
 SING
 AT THE FLOP
 (AT THE HOP)
 C/W
 MY SPECIAL ANGEL
 47/20-7162

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Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING FEBRUARY 1, 1958

POPULAR

NEW HIT
★ YOU ARE MY DESTINY
★ PAUL ANKA ★
★ WHEN I STOP LOVING YOU
ABC-Paramount 9880

★ SHORT SHORTS
★ ROYAL TEENS ★
★ PLANET ROCK
ABC-Paramount 9882

NEW HIT
★ JO-ANN
★ THE PLAYMATES ★
★ YOU CAN'T STOP ME FROM DREAMING
Roulette 4037

★ CATCH A FALLING STAR
★ PERRY COMO ★
★ MAGIC MOMENTS
RCA Victor 7128

★ DEDE DINAH
★ FRANKIE AVALON ★
★ OOH LA LA
Chancellor 1011

★ AT THE HOP
★ DANNY AND THE JUNIORS ★
★ SOMETIMES
ABC-Paramount 9871

★ GET A JOB
★ THE SILHOUETTES ★
★ I AM LONELY
Ember 1029

★ APRIL LOVE
★ PAT BOONE ★
★ WHEN THE SWALLOWS COME BACK TO CAPISTRANO
Dot 15660

★ SAIL ALONG SILVER MOON
★ BILLY VAUGHN ★
★ RAUNCHY
Dot 13561

★ JAILHOUSE ROCK
★ ELVIS PRESLEY ★
★ TREAT ME NICE
RCA Victor 7033

★ RAUNCHY
★ BILL JUSTIS ★
★ THE MIDNITE MAN
Phillips International 3519

★ THE STROLL
★ THE DIAMONDS ★
★ LAND OF BEAUTY
Mercury 71242

★ DON'T
★ ELVIS PRESLEY ★
★ I BEG OF YOU
RCA Victor 7150

★ LA DEE DAR
★ BILLY & LILLIE ★
★ THE MONSTER
Swan 4002

★ (I LOVE YOU) FOR SENTIMENTAL REASONS
★ SAM COOKE ★
★ DESIRE ME
Keen 4002

★ YOU SEND ME
★ SAM COOKE ★
★ SUMMERTIME
Keen 34013

★ KISSES SWEETER THAN WINE
★ JIMMIE RODGERS ★
★ BETTER LOVED YOU'LL NEVER BE
Roulette 4031

★ BUZ, BUZZ, BUZZ
★ HOLLYWOOD FLAMES ★
★ CRAZY
Ebb 119

★ MAYBE
★ CHARTELS ★
★ COME, MY LITTLE BABY
End 1005

★ CHANCES ARE
★ JOHNNY MATHEIS ★
★ THE TWELFTH OF NEVER
Columbia 4993

★ PEGGY SUE
★ BUDDY HOLLY ★
★ EVERYDAY
Carol 61885

★ STOOD UP
★ RICKY NELSON ★
★ WAITIN' IN SCHOOL
Imperial 5483

★ OH, BOY!
★ THE CRICKETTS ★
★ NOT FADE AWAY
Brunswick 55035

★ OH, JULIE
★ THE CRESCENDOS ★
★ MY LITTLE GIRL
Nasco 6005

★ I'LL COME RUNNING BACK TO YOU
★ SAM COOKE ★
★ FOREVER
Specialty 619

★ LIECHTENSTEINER POLKA
★ WILL GLAHE ★
★ SCHWEITZER POLKA
London 1755

★ DON'T LET GO
★ ROY HAMILTON ★
★ THE RIGHT TO LOVE
Epic 9257

★ BOMY MORONIE
★ LARRY WILLIAMS ★
★ YOU BUG ME, BABY
Specialty 615

★ SUGARTIME
★ THE McGUIRE SISTERS ★
★ BANANA SPLIT
Carol 61924

★ GREAT BALLS OF FIRE
★ JERRY LEE LEWIS ★
★ YOU WIN AGAIN
Sun 281

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

★ GEISHA GIRL
★ HANK LOCKLIN ★
★ LIVIN' ALONE
RCA Victor 6984

★ ANNA MARIE
★ JIM REEVES ★
★ EVERYWHERE YOU GO
RCA Victor 7070

★ BALLAD OF A TEENAGE QUEEN
★ JOHNNY CASH ★
★ BIG RIVER
Sun 283

★ MY SHOES KEEP WALKING
★ BACK TO YOU
★ RAY PRICE ★
★ DON'T DO ME THIS WAY
Columbia 40951

★ THE STORY OF MY LIFE
★ MARTY ROBBINS ★
★ ONCE-A-WEEK DATE
Columbia 41013

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

★ TEARDROPS
★ LEE ANDREWS & THE HEARTS ★
★ GIRL AROUND THE CORNER
Chess 1675

★ BETTY AND DUPREE
★ CHUCK WILLIS ★
★ MY CRYING EYES
Atlantic 1168

★ I'LL COME RUNNING BACK TO YOU
★ SAM COOKE ★
★ FOREVER
Specialty 619

★ YOU CAN MAKE IT, IF YOU TRY
★ GENE ALLISON ★
★ HEY, HEY I LOVE YOU
Vee Jay 713

★ THAT'S RIGHT
★ LITTLE JR., PARKER ★
★ PRETTY BABY
Duke 168

OPERATORS BEST BUYS

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

BEST BUY
★ CHUCK BERRY...Sweet Little Sixteen
Keelin' and Rocking
Chess 1683

BEST BUY
★ THE CASUALS...So Tough
I Love My Darling
Back Beat 503

BEST BUY
★ DICKEY DOO & THE DON'TS...Click Click
Did You Cry?
Swan 4001

BEST BUY
★ ANDY WILLIAMS...Be Mine Tonight
Are You Sincere?
Cadence 1340

BEST BUY
★ JIMMY McCRAKIN...The Walk
I'm to Blame
Checker 885

BEST BUY
★ RAY PRICE...Curtains in the Window
It's All Your Fault
Columbia 41105

BEST BUY
★ JIMMIE RODGERS...Oh-Oh, I'm Falling in Love Again
The Long Hot Summer
Roulette 4035

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

OPINION
★ THE FOUR COINS...New World
My Love Loves Me
Epic 9258

OPINION
★ THE COLLEGIANS...Zoom, Zoom, Zoom
On Your Merry Way
Winley 224

OPINION
★ FATS DOMINO...Don't You Know I Love You?
Yes, My Darling
Imperial 5492

OPINION
★ VIC DAMONE...Life Does a Man a Favor
Columbia 41122

OPINION
★ WILL GLAHE...Sweet Elizabeth
Tavern in the Town
London 1788

OPINION
★ THE HONEYSTROLLERS...Honeystrollin'
Leasure
Gloxy 272

OPINION
★ TERRY NOLAND...Look at Me
Puppy Love
Brunswick 55054

OPINION
★ TONY PERKINS...Just Being of Age
Indian Giver
RCA Victor 7155

OPINION
★ GOODIE BENE...The Wiggle-Poll (Part 1 & 2)
Chess 221

BEST SELLERS!

JOHNNIE PATE Quintet
SWINGING SHEPHERD BLUES
Federal 12312

BILL DOGGETT
FLYING HOME
b/w
Hippy Dippy
King 5096

OTIS WILLIAMS and HIS CHARMS
OH JULIE
DeLuxe 6158

EARL BOSTIC
SOUTHERN FRIED
b/w
NO NAME JIVE
King 5106

JOSEPHINE
King 5092

THE "5" ROYALES
DEDICATED TO THE ONE I LOVE
King 5098

LITTLE WILLIE JOHN
TALK TO ME, TALK TO ME
King 5108

RUSTY AND BONNIE
LA DEE DAH
King 5110

TINY BRADSHAW
SHORT SHORTS
King 5114

BOYD BENNETT
CLICK CLACK
King 5115

NEW RELEASES!!

BUBBER JOHNSON
PRINCE OF PLAYERS
b/w
DEDICATED TO THE ONE I LOVE
King 5117

THE SWALLOWS
OH LONESOME ME
b/w
ANGEL BABY
Federal 12319

KING RECORDS

Chess 1683

"SWEET LITTLE SIXTEEN"
b/w
"REELIN' AND ROCKIN' "

Chuck Berry

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Top 100 Sides

FOR SURVEY WEEK ENDING FEBRUARY 1

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist, Label	Last Week
1.	AT THE HOP, Danny and the Juniors, ABC-Paramount	1
2.	GET A JOB, Silhouettes, Ember	2
3.	SHORT SHORTS, Royal Teens, ABC-Paramount	16
4.	DON'T, Elvis Presley, Victor	10
5.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	5
6.	THE STROLL, Diamonds, Mercury	8
7.	SUGARTIME, McGuire Sisters, Coral	7
8.	I BEG OF YOU, Elvis Presley, Victor	13
9.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	4
10.	PEGGY SUE, Buddy Holly, Coral	3
11.	STOOD UP, Ricky Nelson, Imperial	9
12.	DEDE DINAH, Frankie Avalon, Chancellor	24
13.	LA DEE DAH, Billy and Lillie, Swan	11
14.	YOU ARE MY DESTINY, Paul Anka, ABC-Paramount	33
15.	APRIL LOVE, Pat Boone, Dot	6
16.	MAYBE, Chantels, End	27
17.	CATCH A FALLING STAR, Perry Como, Victor	36
18.	WAITIN' IN SCHOOL, Fats Domino, Imperial	25
19.	DON'T LET GO, Roy Hamilton, Epic	23
20.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	12
21.	OH, JULIE, Crescendos, Nasco	30
22.	I'LL COME RUNNING BACK TO YOU, Sam Cooke, Specialty	39
23.	LICHTENSTEINER POLKA, Will Glahe, London	28
24.	YOU SEND ME, Sam Cooke, Keen	15
25.	OH, BOY, Crickets, Brunswick	14
26.	BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	18
27.	JO ANN, Playmates, Roulette	42
28.	JAILHOUSE ROCK, Elvis Presley, Victor	21
29.	RAUNCHY, Bill Justis, Phillips International	18
30.	BONY MORONIE, Larry Williams, Specialty	21
31.	WHY DON'T THEY UNDERSTAND? George Hamilton IV, ABC-Paramount	29
32.	BALLAD OF A TEEN-AGE QUEEN, Johnny Cash, Sun	63
33.	ALL THE WAY, Frank Sinatra, Capitol	38
34.	CHANCES ARE, Johnny Mathis, Columbia	32
35.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	29
36.	MARCH FROM THE RIVER KWAI, AND COLONEL BOGEY, Mitch Miller, Columbia	44
37.	SILHOUETTES, Rays, Cameo	17
38.	TEARDROPS, Lee Andrews and the Hearts, Chess	37
39.	MAGIC MOMENTS, Perry Como, Victor	48
40.	THE STORY OF MY LIFE, Marty Robbins, Columbia	30
41.	SWINGING SHEPHERD BLUES, Moe Koffman Quartet, Jubilee	64
42.	WITCHCRAFT, Frank Sinatra, Capitol	51
43.	TWENTY-SIX MILES, Four Preps, Capitol	58
44.	(I LOVE YOU) FOR SENTIMENTAL REASONS, Sam Cooke, Keen	45
45.	ROCK AND ROLL MUSIC, Chuck Berry, Chess	35
46.	RAUNCHY, Ernie Freeman, Imperial	25
47.	A VERY SPECIAL LOVE, Johnny Nash, ABC-Paramount	58
48.	DESIRE ME, Sam Cooke, Keen	56
49.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	52
50.	SWINGING SHEPHERD BLUES, Johnny Pate Quintet, Federal	73
51.	I WANT YOU TO KNOW, Fats Domino, Imperial	54
52.	I'M AVAILABLE, Margie Rayburn, Liberty	40
53.	LITTLE PIGEON, Sal Mineo, Epic	47
54.	SHE'S NEAT, Dale Wright, Fraternity	73
55.	MY SPECIAL ANGEL, Bobby Helms, Decca	41
56.	WILD IS THE WIND, Johnny Mathis, Columbia	65
57.	RAUNCHY, Billy Vaughn, Dot	43
58.	CLICK CLICK, Dickie Doo and the Don'ts, Swan	—
59.	BE-BOP BABY, Ricky Nelson, Imperial	33
60.	YELLOW DOG BLUES, Joe Darcabourg and the Dixie Flyers, Lark	73
61.	WALKIN' WITH MR. LEE, Lee Allen, Ember	73
62.	BELONGING TO SOMEONE, Patti Page, Mercury	100
63.	HEY! SCROOLGIRL, Tom and Jerry, Big	68
64.	PUT A LIGHT IN THE WINDOW, Four Lads, Columbia	61
65.	LITTLE BITTY PRETTY ONE, Thurston Harris, Aladdin	49
66.	COULD THIS BE MAGIC? Dubs, Gone	68
67.	TILL, Roger Williams, Kapp	56
68.	THE BIG BEAT, Fats Domino, Imperial	61
69.	FASCINATION, Jane Morgan, Kapp	45
70.	THIS LITTLE GIRL OF MINE, Everly Brothers, Cadence	—
71.	PRETEND YOU DON'T SEE HER, Jerry Vale, Columbia	52
72.	ANGEL SMILE, Nat King Cole, Capitol	81
73.	COME TO ME, Johnny Mathis, Columbia	—
74.	NO LOVE (BUT YOUR LOVE), Johnny Mathis, Columbia	89
75.	HONEYCOMB, Jimmie Rodgers, Roulette	49
76.	MELODIE D'AMOUR, Ames Brothers, Victor	54
77.	HEY! LITTLE GIRL, Techniques, Roulette	60
78.	DO WHAT YOU DID, Thurston Harris, Aladdin	81
79.	THE JOKER, Hilltoppers, Dot	68
80.	THE TWELFTH OF NEVER, Johnny Mathis, Columbia	73
81.	GEISHA GIRL, Hank Locklin, Victor	66
82.	SHAKE A HAND, Mike Medicin Quintet, Cameo	—
83.	AT THE HOP, Nick Todd, Dot	—
84.	A VERY SPECIAL LOVE, Debbie Reynolds, Coral	83
85.	HARD TIMES (THE SLOP), Nobel (The Man) Watts, Baton	73
86.	SOFT, Bill Doggett, King	—
87.	BERTHA LOU, Clint Miller, ABC-Paramount	87
88.	BETTY AND DUPREE, Chuck Willis, Atlantic	89
89.	TAMMY, Debbie Reynolds, Coral	85
90.	IVY ROSE, Perry Como, Victor	79
91.	PENNY LOAFERS AND BOBBY SOCKS, Joe Bennett and the Sparkletones, ABC-Paramount	89
92.	JULIE, Sammy Salvo, Victor	—
93.	MARCH FROM THE RIVER KWAI, AND COLONEL BOGEY, Edmundo Ros, London	—
94.	YOU'RE THE GREATEST, Billy Scott, Cameo	83
95.	HENRIETTA, Jimmie Dee, Dot	72
96.	HELPLESS, Platters, Mercury	97
97.	THE JOKER, Billy Myles, Ember	68
98.	SWINGIN' DADDY, Buddy Knox, Roulette	—
99.	JUST BORN, Perry Como, Victor	79
100.	SILHOUETTES, Diamonds, Mercury	—

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• **Reviews of New Pop Records**

• Continued from page 40

MARIO LANZA
Younger Than Springtime . . . 74
RCA VICTOR 7164—One of the first disks to be released in conjunction with the upcoming film version of "South Pacific." Lanza's first in a

spell, bears all his dramatic trademarks and should find fan favor. Air play likely too. (Chappell, ASCAP)

Arrivederci Roma . . . 73
This reprise of the popular hit of several seasons ago, appears in the new Lanza film, "Seven Hills of Rome." A pleasant tune well handled by the singer, can vie for favor with the flip. (Connelly, ASCAP)

TONI ARDEN
King Size Love . . . 74
DECCA 30563—Fine piping on a smart tune with brassy backing and chorus assistance. If pushed, this might start something. (Northern, ASCAP)

Queen of Tears . . . 72
Lovely chanting on a waltz weeper by the thrush. A classy arrangement backs the chick on the pretty tune. Good deejay side. It could catch on. (Montauk, BMI)

THE NORMAN LUBOFF CHOIR
The Morning Music of Mon-Maitre . . . 74
COLUMBIA 41116—Charming Parisian-flavored tune is from the new Broadway show "Oh Captain." Attractive jockey wax. (Livingston & Evans, ASCAP)

Just One "Olay" . . . 71
Vivacious choral work on happy Latin novelty. Flip has more spin-appeal, however. (Walton, ASCAP)

THE TYRONES
Broke Down, Baby . . . 74
DECCA 30559—Exuberant rockabilly side with intense chanting by George Lesser and rock backing. Could grab some action. (Valleybrook, ASCAP)

Giggles . . . 70
Fairly amusing novelty, spotlights okay vocal, giggle gimmick and an infectious tempo. (Mutual, ASCAP)

WARREN MILLER
Everybody Got a Baby But Me . . . 73
UNITED ARTISTS 104—Miller, a new talent, has a sound which reminds of Jerry Lee Lewis' approach on this rockabilly. This could move. (Unart, BMI)

Say You'll Be True . . . 72
Rockabilly with chorus and country string backing is given a pleasant warble by the artist. This, too, could create interest. (Unart, BMI)

PETE CIOLINO
Daddy Joe . . . 73
RECORTE 401—A steady beat comes thru in this blues with a Yancy bass figure. Ciolino' vocal is fair enough but the attention is on the insistent rhythmic figure. An interesting side that could win spins. (Beam, BMI)

Just Like Before . . . 70
A so-so vocal by Ciolino on a medium rocker. Degenerate sounding group of chicks assists in the vocal. Flip is a better side. (Beam, BMI)

SAMMY HAGAN & THE VISCOUNTS
Tail Light . . . 73
CAPITOL 3885—Wistful lead-vocal on pretty rockabilly with clever lyrics—idea about guy who trails car because he thinks his girl is so it with another guy. Tune that touches of the hit "Silhouettes." Good conversation piece for jocks. (Cadenza, ASCAP)

Snuggle Bunny . . . 68
Entrusted vocalizing by Hagan and group on catchy L.A. rhythm-novelty. (Aries, BMI)

GEROGE YOUNG
Can't Stop Me . . . 73
MERCURY 71259—Young has something of the Little Richard about style here in an upbeat job with hand clapping rhythm backing. Nice performance. (Andover, BMI)

Come Back to Me . . . 68
A medium rhythm side with no special impact. Flip has more appeal. (Andover, BMI)

JOHNNY JAY
I'm Gonna Keep It . . . 72
MERCURY 71267—Jay develops a good enough rockabilly sound here in medium tempo. Side has interesting piano and horn breaks. Worth a listen. (Atna, BMI)

Send Me Love . . . 71
The chanter has more of a country sound on this side on a pleader styled tune. Ukulele rhythm gives it a rural quality. Moderate chances. (Bona, BMI)

BURT FARBOR ORK
Never a Day Goes By . . . 72
FRATERNITY 796—Lovely tune is handed a listenable reading by the Burt Farbor Ork with tasteful vocalizing by the Dick Noel Singers. (Brandon, ASCAP)

Mon Rex . . . 71
Another pretty ballad is performed neatly by the Farbor Ork again with group vocal support. Jocks will spin both. (Burkeys, ASCAP)

JERRY REED
Beesie Baby . . . 72
CAPITOL 3882—Jerry Reed comes thru with a strong reading of frisky rock effort about Big Fat Beesie, with help from a group and a solid combo. This has a chance. (Lowery, BMI)

Too Young to Be Blue . . . 71
Attractively ballad receives a good reading from Jerry Reed, over good vocal and instrumental support. Both sides are good for the market. (Central, BMI)

SHORTY SERGENT
Record Hop . . . 72
JET 501—This has a good swingin' rockabilly sound by Sergeant. Fem group fills in a bright "doo doo wah" type backing. Nice sound and beat can bring action. (Jet, BMI)

Secret Love Affair . . . 70
Sergeant has a deeper country sound on this ballad side. Gal group contributes another nice harmony backing. Flip is the stronger poppish item. (Jet, BMI)

HENRY WILSON
My Steady Girl . . . 72
DOT 15692—Soft rendition of a rock-ballad with male chorus support. Some coin possible. (Bentley, BMI)

Mighty Low . . . 69
So-so go on a rockabilly tune also backed by chorus. Flip has more. (Bentley, BMI)

HANK EDWARDS
Warm Arms, Sweet Lips . . . 72
OKLAHOMA 5001—Edwards impresses as a strong new talent. He handles the folksy ballad with appeal. The rendition is nicely backed with a soft arrangement featuring country strings. (Essex, ASCAP)

Walkin' Alone . . . 68
Attractive warble on a tune with a rockabilly appeal. Flip appears top side. (Ludlow, BMI)

SHERRY BALDWIN & SMILEY MONROE
I've Got Somebody . . . 72
VITA 172—Cute is the word for this light little ditty sung brightly by the boy-girl duo. Happy side could get some action with exposure. (Arcadia, BMI)

All-American Girl . . . 65
Smiley Monroe handles the vocal on this country side. He tells how he loves his All-American girl as much as she loves him. (Central, BMI)

THE SHOW BROTHERS
When the Saints Go Marching In . . . 72
ROBIN 1001—Happy version of the well-known jazz spiritual is sold with gusto by the Show Brothers over semi-rock and roll backing. Could get some action. (p. 6.)

I Laughed When I Should've Cried . . . 64
Okay ballad effort is sung dramatically by the lead voice over rock and roll backing for so-so results. (Hopper, ASCAP)

CHARLES MARGULIS
Gigi . . . 71
CARLTON 456—Pretty ballad is from the Loewe-Lerner film score. This instrumental featuring a trumpet solo will be going against several vocal versions. Nice side for adult jockey programming. Some loot possible. (Lowal, ASCAP)

Heartache for Sale . . . 71
Pretty instrumental setting of a rockabilly. This, too, can click with jocks. Potential appears similar to Gip. (Leads, ASCAP)

JIMMY DALEY
Bongo Rock . . . 71
DECCA 30532—The artist is backed by a clever arrangement with bongos prominently featured on this rocker. Jocks might take to it. (Northern, ASCAP)

Hole in the Wall . . . 71
Peppy rendition of a blues rocker with hand-clappin' support. Potential appears similar to flip. (Northern, ASCAP)

THE STROLLERS FEATURING MARTY MALVIN
Gigi . . . 71
M-G-M 12614—Pleasant vocal chorus on sentimental theme from forthcoming movie. Should draw some play, but there are stronger versions around. (Lowal-Chappell, ASCAP)

Moonlight Cocktail . . . 70
Nostalgic side featuring nice blend by the group on a great standard. (Jewel, ASCAP)

JOE (FINGERS) CARR
Dominique . . . 71
CAPITOL 3883—Lilting effort is played stylishly by Joe (Fingers) Carr. Deejays will hand it many spins. (Towne, ASCAP)

Fingers Medley . . . 70
Same comment. (Chatsworth, ASCAP; & Beechwood, BMI)

JEANIE JOHNSON
Next Thing to Paradise . . . 71
RCA VICTOR 7165—The thrush sells this pretty ballad sweetly and she's helped by a tasteful guitar, rhythm and vocal backing. (Tree & Tune, BMI)

My Jimmie . . . 69
Tender ballad receives a warm reading from the thrush over sweet guitar and instrumental backing. Another pleasing side. (Tree, BMI)

RAY PETERSON
Shirley Purley . . . 71
RCA VICTOR 7165—In the frantic rockabilly school, this features another in the continuing series of girl's name tunes. Lyric content means nothing here but crazy and shouted delivery could mean something. Ve-

ral group backs here for good effect. (Michele, BMI)

Let's Try Romance . . . 67
A pleasant enough ballad rendition by Peterson, with okay support from chorus and backing in the triplet tradition. Okay on effort with little message to sell. (Cash, BMI)

RICHARD BARRETT
Smoke Gets in Your Eyes . . . 71
M-G-M 12616—The old standard is handed a rock and roll treatment by Barrett. Big ork backing by Richard Hayden. A spinnable side. (Harms, ASCAP)

Remember Me . . . 68
Not the odds of the same name, this is a slow, triplet-backed tune sung with sincerity. Side has choral support. (Selma, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

NICK ALEXANDER: September in the Rain, I—A-Dora 1002
NICK ALEXANDER: The Lady Is a Tramp/I Can't Stop Crying for You—A-Dora 1003
THE BELL TRIO: Blue Sunset/Rackin' the Bongle—Folsted 8501
BEVERLY BLAIR: With Love We Live/Tony—Mercury 71255
TIM BROOKS: Teach Me/Teenage Problems—Corvet 1011
JOE BRUCE: O. K. I'm on My Way/Baby Doll, I Need Your Love—Fraternity 798
FLOYD CRAMER: Sophisticated Swing/Flip, Flop and Pop—RCA Victor 7156
STEPHEN DAY: Oh Elsa, Elsa/Your Lovin' Arms—Day-Z-Bel 101
MERY GRIFFIN: Introduce Me to the Gal/You're the Prettiest Thing—Decca 30562
THE GUYTONS: This Is Love/Hunky Dory—De Luxe 5159
LITTLE JULIAN HERRER: True Fine Mama/I Remember Linda—Starc 8
THE IMPALAS: Gotta Girl/Why!—Corvet 1018
LEE KANE: To You I Give My Love/It's All Your Fault—Epic 9256
BILLY MARSH: Tell Me/Nothing Ventured Is Nothing Gained—Arrow 722
THE MAR-VELLOS: Boyee Young/Come Back My Love—Stephens 1818
MATYS BROTHERS: Remember Crazy Street—Coral 81041
THE MODERNAIRES: As Long As I Have You/Act Your Age—Coral 61949
DON RAGON ORK: Rock-a-Bogge Rock/Don't Lie—Window 1113
STEVE ROSSI: Sing to Me of Love/Talk of the Town—Robin 1000
RANDY SPARKS: Jamaica Fisherman/Walkin' the Low Road—Verve 10116
WILL STEPHENS: Saturday Night/Funny, Funny Feeling—Corvet 1013
VERNON TAYLOR: Satisfaction/Guaranteed/Why Must You Leave Me—Dot 15697
DANNY WHEELER: Kne, Deep in Alligators/Teenie Weenie Man—Fable 611
GENE WORTH: When You Are Mine/I'll Never Leave You Alone—Ace 118
MARTY WYLER: Chalyss No. 8/Temptation (Stroll)—Planet X 9623
FRANKIE YANKOVIC & HIS YANKS: Tie a String Around Your Finger/Old Oklahoma—Columbia 41112

Spiritual

THE GOSPEL CLEFS
Wings of a Dove . . . 85
SAVOY 4089—A deeply fervent chant by the male lead with a strong backing by the mixed group. An exciting record that should do well in the market. (Planemat, BMI)

Go Down, Go Down . . . 83
A wild side. This one debuts the new group and a powerful one it is. They get carried away with this pounding, upbeat chant, and there's a mighty interesting piano figure in the background to keep up the sound level. Fine coupling. (Planemat, BMI)

THE MIGHTY GOSPEL GIANTS
Waiting . . . 80
SAVOY 4090—A beautifully delivered slow chant, with a truly wild and dedicated performance by the male soprano type lead. A listenable experience, that can sell. (Savoy, BMI)

Jesus Will Meet Me . . . 80
The upbeat side. This one develops a frantic, hand-clapping rhythm with all the group taking turns shouting and stomping around. Powerful spiritual wax. (Savoy, BMI)

THE ROBERTA MARTIN SINGERS
Sinner Man, Where You Gonna Run To . . . 77
SAVOY 4087—A "sister" takes the strong, driving lead spot on this side. It's a rhythmic rouser with the proper amount of dedication. Good, solid wax.

Nothing But a God . . . 72
Good medium tempo material on its vein. Side builds steadily to a dedicated crescendo. Good male lead voice.

THE VIOLINAIRES
Sign of the Judgment . . . 75
A dedicated and forceful upbeat spiritual reading. Strong lead man gets frantic support from shouts from the others. Good for its market. (Andrew, SESAC)

My Work Will Be Done . . . 70
A slower and quieter thought expressed in good style by the group. Flip has more excitement. (Andrew, SESAC)

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45-107 John Coltrane—Time Was
45-108 Sonny Rollins—St. Thomas
45-109 Red Garland—Please Send Me
Someone to Love
45-110 Kenny Burrell—Don't Cry Baby

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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.	APRIL LOVE (Feist)	1	14
2.	SUGARTIME (Nor-Va-Jak)	3	6
3.	ALL THE WAY (Barton)	2	13
4.	AT THE HOP (Singular)	4	3
5.	SAIL ALONG SILVERY MOON (Joy)	7	5
6.	FASCINATION (Southern)	5	26
7.	WHY DON'T THEY UNDERSTAND (Hollis)	6	7
8.	LIECHTENSTEINER POLKA (Burlington)	10	10
9.	AROUND THE WORLD (Young)	8	34
10.	CATCH A FALLING STAR (Fisher)	11	2
11.	PRETEND YOU DON'T SEE HER (Rosemeadow)	11	8
12.	RAUNCHY (Hi-Lo)	13	7
12.	A VERY SPECIAL LOVE (Korwin)	14	3
14.	MAGIC MOMENTS (Famous)	—	1
15.	TWELFTH OF NEVER (Empress)	—	1

Best Selling Sheet Music in Britain

(For week ending February 1)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

My Special Angel—Bron (Blue Grass)	Wake Up Little Susie—Acuff-Rose (Acuff-Rose)
The Story of My Life—Sterling (Famous)	Love Me Forever—Kassner (Greta)
Kisses Sweeter Than Wine—Francis Day (Folkways)	Diana—Mellin (Pamco)
All the Way—Barton (Maraville)	Peggy Sue—Southern (Nor-Va-Jak-Peer)
April Love—Robbins (Feist)	Affair to Remember—Feist (Feist)
Ma, He's Making Eyes at Me—Feldman (Mills)	Let Me Be Loved—Frank (Livingston-Evans)
Along—Duchess (Selma)	Jailhouse Rock—Belinda (Presley)
Forgotten Dreams—Mills (Mills)	Oh Boy—Southern (Nor-Va-Jak)
Tammy—Macmelodies (Northern)	Put a Light in the Window—Kassner (Planetary)
I Love You Baby—Sherwin (Pamco)	Chicago—Feldman (Fisher)

Best Selling Pop Records in Britain

(For week ending February 1)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week		Last Week
1.	JAILHOUSE ROCK—Elvis Presley (RCA)	1
2.	THE STORY OF MY LIFE—Michael Holliday (Columbia)	2
3.	OH BOY!—Crickets (Coral)	5
4.	ALL THE WAY—Frank Sinatra (Capitol)	3
5.	AT THE HOP—Danny and the Juniors (HMV)	13
6.	GREAT BALLS OF FIRE—Jerry Lee Lewis (London)	6
7.	APRIL LOVE—Pat Boone (London)	9
8.	LOVE ME FOREVER—Marion Ryan (Pye-Nixa)	17
9.	PEGGY SUE—Buddy Holly (Coral)	8
10.	MA, HE'S MAKING EYES AT ME—Johnny Otis Show/Marie Adams	4
10.	KISSES SWEETER THAN WINE—Frankie Vaughan (Phillips)	10
12.	YOU ARE MY DESTINY—Paul Anka (Columbia)	19
13.	MY SPECIAL ANGEL—Malcolm Vaughan (HMV)	7
13.	KISSES SWEETER THAN WINE—Jimmie Rodgers (Columbia)	12
15.	BONY MORONIE—Larry Williams (London)	17
16.	MAGIC MOMENTS—Perry Como (RCA)	—
17.	JAILHOUSE ROCK (EP)—Elvis Presley (RCA)	—
18.	REET PETITE—Jackie Wilson (Coral)	11
19.	LOVE ME FOREVER—Eydie Gorme (HMV)	—
20.	THE STORY OF MY LIFE—Gary Miller (Pye-Nixa)	15

Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
A Very Special Love (R)—Korwin—ASCAP	All the Way (R)—Maraville—ASCAP
All the Way (R) (F)—Maraville—ASCAP	April Love (R) (F)—Feist—ASCAP
Angel Smile (R)—Winnerton—BMI	Are You Sincere (R)—Cedarwood—BMI
April Love (R) (F)—Feist—ASCAP	At the Hop (R)—Singular—BMI
Be Mine Tonight (R)—Peer—BMI	Bad Motorcycle (R)—Thornett—BMI
Belonging to Someone (R)—Leat—ASCAP	Bayamo (R)—Desilo—ASCAP
Catch a Falling Star (R)—Marvin—ASCAP	Bless Your Pea Pickin' Hearts (R)—Snyder—ASCAP
Come to Me (R)—Korwin—ASCAP	Catch a Falling Star (R)—Marvin—ASCAP
Dancing With My Shadow (R)—Saunders—ASCAP	Come to Me (R)—Korwin—ASCAP
Desire Under the Elms (R) (F)—Famous—ASCAP	Ever Since I Met Lucy (R)—Bourne—ASCAP
Gift of Love (R)—Robbins—ASCAP	Get a Job (R)—Ulysses-Bagby-Wildcat—BMI
I'm Getting Sentimental Over You (R)—Mills—ASCAP	I Feel Pretty (R)—Schirmer—ASCAP
In Love (R)—Planetary—ASCAP	It's Too Soon to Know (R)—Morris—ASCAP
Kisses Sweeter Than Wine (R)—Folkways—BMI	La Dee Dah (R)—Conley—BMI
Last Song and Dance (R)—Bregman, Vocca & Conn—ASCAP	Liechtensteiner Polka (R)—Burlington—ASCAP
Love Theme From "A Farewell to Arms" (R) (F)—Feist—ASCAP	March From the River Kwai-Colonel Bogey (R) (F)—Columbia Pictures-Boosey & Hawkes—ASCAP
Magic Moments (R)—Famous—ASCAP	Raunchy (R)—Hi-Lo—BMI
March From the River Kwai-Colonel Bogey (R) (F)—Columbia Pictures-Boosey & Hawkes—ASCAP	Rubbing Noses in the Midnight Sun (R)—Fair—BMI
Melodie D'Amour (R) (F)—Rayn—BMI	Seventy-Six Trombones (R)—Frank—ASCAP
Oh-Oh, I'm Falling in Love Again (R)—Planetary—ASCAP	She's Neat (R)—Buckeye—BMI
Sayonara (R) (F)—Berlin—ASCAP	Short Shorts (R)—Admiration—BMI
Seventy-Six Trombones (R)—Frank—ASCAP	Sievering Swings (R)—Rosemeadow—ASCAP
Sugartime (R)—Nor-Va-Jak—BMI	Sugartime (R)—Nor-Va-Jak—BMI
Surprise (R)—Livingston-Evans—ASCAP	Sweet Little Sixteen (R)—Arc—BMI
Swinging Shepherd Blues (R)—Kahl-Benell—BMI	To Know You Is to Love You (R)—Northern—ASCAP
13 Men (R)—Danby—BMI	Walk (R)—Arc—BMI
Twenty-Six Miles (R)—Beechwood—BMI	Who's Sorry Now (R)—Mills—ASCAP
Why Don't They Understand (R)—Hollis—BMI	Why Don't They Understand (R)—Hollis—BMI
Will O' the Wisp (R)—General—ASCAP	Witchcraft (R)—Morris—ASCAP
Witchcraft (R)—Morris—ASCAP	You Are My Destiny (R)—Lowe—ASCAP

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VOX JOX

By JUNE BUNDY

OUTSIDE INTERESTS: Deejays are active on all fronts these days. Frank Bell, KTSA, San Antonio, for example, is setting up

Frank Bell Enterprises, which will include a new music publishing firm, the management of Jimmy Dee and the Offbeats, and "other outside interests." . . . Jay McDonald, KIBL, Beaville, Tex., and Fred Jones, morning man at the same station, are working with local talent, with a view toward setting up a small indie record company.

Meanwhile they're doing "a lot of promo work for other indies." McDonald also readying a D-J Digest (send deejay bio material to him), and he and Rose are booking record hops and rock 'n' roll shows

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in *The Billboard*

FEBRUARY 14, 1948

1. Ballerina
2. I'm Looking Over a Four-Leaf Clover
3. Now Is the Hour
4. How Soon?
5. Golden Earrings
6. Serenade of the Bells
7. I'll Dance at Your Wedding
8. Beg Your Pardon
9. Too Fat Polka
10. Manana

FEBRUARY 14, 1953

1. Till I Waltz Again With You
2. Don't Let the Stars Get in Your Eyes
3. Why Don't You Believe Me?
4. Oh Happy Day
5. Keep It a Secret
6. Tell Me You're Mine
7. Have You Heard?
8. Glow Worm
9. Hold Me, Thrill Me, Kiss Me
10. Side by Side

throughout the South Texas area. . . . Latest jock to turn record artist is Rege Cordic, KDKA, Pittsburgh, who will record four of his Omicron (a character on his show) routines for Bluebird.

THIS 'N' THAT: Just a word to let Jack Lavelle, WCTC, New Brunswick, N. J.; Bob Cain, WJW, Cleveland, and Larry (no last name given), WKBC, North Wilkesboro, N. C., know that we appreciate their letters re the Ross-Edwards-Miller controversy, but felt we'd already devoted too much column space to the matter. Cain, incidentally, recently switched from WSKY, Asheville, N. C., to WJW, where he is spinning 'em from 6 to 9 a.m. across the board. . . . Cathy Furniss, San Francisco disk promotion, celebrated the first anniversary of her monthly newsletter last month.

PROGRAMMING TIPS: Jeanne Baxter, a vocalist in the Pittsburgh area, recently did four half-hour shows for KDKA, Pittsburgh. Canary's shows spotlighted only disks by fem blues singers and Miss Baxter backgrounded them with her own experiences as blues thrush. . . . Bill King, record librarian at WTOG, Savannah, Ga., notes that for the past three years 50 per cent of the station's programming has spotlighted LP selections, with albums only exclusively programmed on "Anything But Swing" and "You, the Night, the Music."

CHANGE OF THEME: Canadian deejay Dick (Bird-Dog) McFar-

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Johnny Cash, Roy Acuff and the Wilburn Brothers, together with their respective units, launch a series of Northern dates Friday (14) at Fort Frances, Ont., following with Port Arthur, Ont., 15; Duluth, Minn., 16; Sudbury, Ont., 17; Sault Ste. Marie, Ont., 18; North Bay, Ont., 19; London, Ont., 20; Ottawa, Ont., 21, and Toronto, 22. The package shows Flint, Mich., February 23, with Lansing and Grand Rapids, Mich., to follow. Tour was set by Bob Neal, Cash's manager. The same unit played to good business on other Michigan dates recently. Cash and the Wilburns are also set to appear in Jackson, Miss., March 1, and Little Rock, Ark., March 2. . . . Carl Perkins, whose "Blue Suede Shoes," on Sun, was one of the top records of 1956, cut his first session for Columbia Records in Nashville last week. Release is expected in about two weeks.

Chet Atkins makes a record promotion appearance February 15 in Atlanta, where he'll work with Sam Wallace, local RCA Victor distributor, on promotion of Victor's new releases and artists recently signed by the label. . . . Homer and Jethro's newest on the RCA Victor label is "At the Flop" backed with "My Special Angel." . . . Ramblin' Lou, Niagara Falls, N. Y., deejay, Saturday (8) presented Ray Price and His Cherokee Cowboys at the State Theater, that city. . . . The gospel-singing Blackwood Brothers Quartet is set as follows for the remainder of the month: Selma, Ala., February 11; East Point, Ga., 14; Asheville, N. C., 15; Kingsport, Tenn., 21; Knoxville, 22; Holt, Ala., 25; Hickory, N. C., 27, and Winston-Salem, N. C., 28.

Rusty and Doug, of "Grand Ole Opry," have received their invitation from Uncle Sam and are slated for induction May 23. . . . Ferlin Husky and Faron Young, accompanied by their better halves, are in Hawaii for a fortnight's holiday. . . . Newcomers on the RCA Victor artists' roster are Marlin Greene, 17-year-old youngster from Town Creek, Ala.; Jeannie Johnson, of Corinth, Miss., and steel guitarist Jerry Byrd. Greene, who is managed by James Joiner, has as his initial Victor release "Walking to the Dance" b.w. "Marlene." Miss Johnson, who works

(Continued on page 49)

land, formerly with CFOR, Orillia, Ont., has joined CKSL, London, Ont., with a pop-rock show. . . . A new local TV deejay show, "Teen-Age Party," bowed over KSD-TV, St. Louis, with Ed Wilson as emcee. Saturday program will host a group of local high school students each week. . . . John Pace appointed general manager of KABC, Hollywood, and directing manager of KGO, San Francisco.

DEEJAY HEART BEAT: A salute to the 1958 Heart Fund campaign by the Disk Jockeys of America will be aired over ABC February 14 (9:30-9:55 p.m.), with Frank Sinatra, Rosemary Clooney, Eddie Cantor, Bob Hope, Bing Crosby, Doris Day, Jimmy Durante, Helen Traubel and Alfred Hitchcock as guests. Sinatra and Miss Clooney were selected by the DJA As America's "King and Queen of Hearts" in a nationwide poll. Also participating in the program will be the national co-chairmen of the deejay committee, Art Ford, WNEW, New York; and Dick Wittinghill; plus Bob Kloss, WKWK, Wheeling, W. Va.

Reviews and Ratings of New Popular Albums

Continued from page 25

Selections from "Palgrave's Golden Treasury," an anthology of lyric poems, are read with dramatic appeal by the three English thespians. Works by Marlowe, Shakespeare, Milton, Keats and Wordsworth are included. The market for this attractive set may be limited, but popularity of the principals should be a lure.

NONSENSE VERSE OF CARROLL & LEAR

Read by Beatrice Lillie, Cyril Ritchard, Stanley Holloway (1-12") Cardmon TC 1078

Three of the funniest people in the theater here read the work of two of the most amusing writers of the past century, Lewis Carroll and Edward Lear. Altho on wax the selections from "Alice in Wonderland," and other verses of Carroll and Lear are not quite as side splitting as they might have been, the name value of the writers and the reader will help this sell to many, especially students, in the limited market.

SPOKEN WORD ★★

H. L. MENCKEN CONVERSING WITH DONALD HOWE KIRKLEY, SR. (1-12") Cardmon TC 1082

The late sage of Baltimore and gadfly of American culture engages in stimulating conversation in this unusual document. He reminisces about his youth and literary career and delivers some of the unorthodox opinions that enlivened a whole period. Mencken's personality is well projected in this informal session.

FOLK ★★

THE GATEWAY SINGERS AT THE HUNGRY I (1-12") Decca DL 8671

A spirited folk offering by the group (three men and a woman) featured at the Hungry I theater-restaurant in San Francisco. The group utilizes modern musical settings (playing banjo and guitars themselves) behind a variety of folk items, ranging from three Israeli Folk Dances to "The Ballad of Sigmund Freud." A fresh, interesting blend.

RUSSIAN FOLK SONGS

Siberian Folk Chorus, Voronezh Folk Chorus, Soviet Army Chorus, Platinsky

Folk Chorus, Rigas Male Quartet (1-12") Monitor MF 302

Some of the best known Russian choral groups are represented in this collection. Material is divided between plaintive and humorous songs. Performances feature male and female soloists as well as folk-instrument ensembles using accordions and balalaikas. Authentic quality is preserved.

FRELACH IN HI-FI

Dave Tarras, Clarinet & Murray Lehrer & Ensemble (1-12") Period RL 1926

This set of Jewish wedding dances can enjoy fair sales in a specialized market. All are presented in a gay, sparkling manner. Themes range from the Oriental sounding "Richard's Bar Mitzvah" to lively jig.

FOLK ★

ARMENIAN FOLK SONGS

Armenian State Chorus (Ter-Ozanelian) & Armenian Song and Dance Ensemble (Altunian) (1-12") Monitor MF 303

COUNTRY & WESTERN ★

GEE RAY

(1-EP) Contours 677

LOW PRICE-CHILDREN'S ★★★★★

WE'RE THE MOUSEKETEERS

(1-12") Mickey Mouse Club MM 18 Latest of the musical exploits of Walt Disney's cathode characters in a gem, especially at the new low \$1.98 price. Selections include songs from the TV show, and introduce some new characters, Zorro, Andy Burnett and Peril, all admirably handled by the Mouseketeers led by Jimmie Dodd. Wax will move.

CHILDREN'S ★★

WALT DISNEY'S "OLD YELLER"

Soundtrack (1-12") Disneyland WDL 3024 The story and soundtrack of Disney's latest feature length film with narration by Fess Parker, Dorothy McGuire and the film cast. Exploits of the canine are underscored by Oliver Wallace's music. The appeal will be limited, pic may cue extra sales.

Reviews and Ratings of New Jazz Albums

Continued from page 28

dandy and deserves airing, while the tenor work by Billy Mitchell and Benny Golson is not to be overlooked. Well worth stocking.

TWO GUITARS

Kenny Burrell & Jimmy Raney (1-12") Prestige 7119

Raney and Burrell, two of the more productive modern guitarists, are showcased very well here. Both display ample technical equipment and the ability to put it to work in a meaningful, jazz-like fashion. Strong, flowing rhythmic support with compatible, front-line blowing from D. Byrd, trumpet and J. McLean, alto—and generally challenging material add appeal. Try Mal Waldron's composition, "Pivot," as demo-band.

EDDIE COSTA QUINTET

(1-12") Mode MOD LP 118

An extremely tasty modern, small-band set that derives its chief strength from generally excellent blowing by top drawer soloists. Leader Ed Costa is a delight on both vibes and piano. Altoist Phil Woods and particularly trumpeter Art Farmer speak with strength. Writing is substantial yet not restraining. Woods' "Get Out on the Road" aptly illustrates positive qualities of this album.

JAZZ ★★

I GOT RHYTHM

Teddy Wilson (1-12") Verve MGV 2873

Teddy Wilson's slick, interpretative pian is always mellow and there's little difference in this set. It's trio work, with Wilson accompanied by Jo Jones on drums and Gene Ramer on bass. Group handles the standards admirably, with "Limehouse Blues" a standout.

ALTO MADNESS

Jackie McLean & John Jenkins, Alto Saxophones (1-12") Prestige 7114

A blowing session spotlighting altoists J. McLean and John Jenkins, both bearing the stamp of Charlie Parker a little too blatantly. Of the two, McLean shows more individuality in his statements, generally fashioning his solos in a more provocative manner.

JAZZ ★

DIG "HARRY THE HIPSTER"

Harry Gibson, Piano & Vocal; George Bledsoe, Bass; LeRoy McCrea, Drums (1-EP) Hip HI 502

BUDDY RICH JUST SINGS

(1-12") Verve MGV 2075

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C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING FEBRUARY 1

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. THE STORY OF MY LIFE (ASCAP)—Marty Robbins Once-a-Week Date (BMI)—Col 41013	1	12
2. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis YOU WIN AGAIN (BMI)—Sun 281	2	11
3. BALLAD OF A TEEN-AGE QUEEN (BMI)— Johnny Cash Big River (BMI)—Sun 283	4	3
4. I BEG OF YOU (BMI)—Elvis Presley DON'T (BMI)—Vic 7150	8	2
5. MY SPECIAL ANGEL (BMI)—Bobby Helms Standing at the End of My World (BMI)—Dec 30423	3	18
6. KISSES SWEETER THAN WINE (BMI)— Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Roulette 4031	6	10
7. GEISHA GIRL (BMI)—Hank Locklin Livin' Alone (BMI)—Vic 6984	5	25
8. JAILHOUSE ROCK (BMI)—Elvis Presley Treat Me Nice (BMI)—Vic 7035	7	18
9. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers Maybe Tomorrow (BMI)—Cadence 1337	9	20
10. STOOD UP (BMI)—Ricky Nelson WAITIN' IN SCHOOL (BMI)—Imperial 5483	10	4
11. RAUNCHY (BMI)—Bill Justis The Midnight Man (BMI)—Phillips International 3519	11	12
12. IS IT WRONG? (BMI)—Warner Mack Baby Squeeze Me (BMI)—Dec 30301	14	26
13. FRAULEIN (BMI)—Bobby Helms Heartsick Feeling (BMI)—Dec 30194	12	46
14. HOME OF THE BLUES (BMI)—Johnny Cash GIVE MY LOVE TO ROSE (BMI)—Sun 279	15	22
15. ANNA MARIE (BMI)—Jim Reeves Everywhere You Go (BMI)—Vic 7070	16	2
16. UH HUH (ASCAP)—Sonny James Why Can't They Remember (BMI)—Cap 3840	19	2
17. I FOUND MY GIRL IN THE U.S.A. (BMI)— Jimmie Skinner Carroll County Blues (BMI)—Mercury 71192	17	12
18. THIS LITTLE GIRL OF MINE (BMI)— Everly Brothers Should We Tell Him (BMI)—Cadence 1342	—	1
19. MY SHOES KEEP WALKING BACK TO YOU— Ray Price Don't Do This to Me (BMI)—Col 40951	13	27
20. WHY, WHY? (BMI)—Carl Smith Emotions (BMI)—Col 40984	18	17

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 1

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
1. BALLAD OF A TEEN-AGE QUEEN—Johnny Cash Sun 283—BMI	1	4
2. THE STORY OF MY LIFE—Marty Robbins Col 41013—ASCAP	2	11
3. ANNA MARIE—Jim Reeves Vic 7070—BMI	3	10
4. MY SPECIAL ANGEL—Bobby Helms Dec 30423—BMI	6	18
5. I BEG OF YOU—Elvis Presley Vic 7150—BMI	—	1
6. WAKE UP LITTLE SUSIE—Everly Brothers Cadence 1337—BMI	5	19
7. I FOUND MY GIRL IN THE U.S.A.—Jimmie Skinner Mercury 71192—BMI	7	12
8. GEISHA GIRL—Hank Locklin Vic 6984—BMI	8	23
9. GREAT BALLS OF FIRE—Jerry Lee Lewis Sun 281—BMI	9	8
10. UH HUH—Sonny James Cap 3840—ASCAP	—	4
11. BIG RIVER—Johnny Cash Sun 283—BMI	—	1
12. LOVE BUG CRAWL—Jimmy Edwards Mercury 71029—BMI	—	3
13. FRAULEIN—Bobby Helms Dec 30194—BMI	—	17
14. KISSES SWEETER THAN WINE—Jimmie Rodgers Roulette 4031—BMI	15	7
15. MY SHOES KEEP WALKING BACK TO YOU— Ray Price Col 40951—BMI	—	26

This Week's C&W Best Buys

IT'S ALL YOUR FAULT (Cedarwood, BMI)
CURTAIN IN THE WINDOW (Pamper, BMI)—Ray Price—Columbia 41105—The disk is shaping up as another two-sided hit for the artist who seldom misses. Requests are about even at this point. A previous Billboard Spotlight pick.

Review Spotlight on . . .

C&W RECORDS

BILL JUSTIS
College Man (Knox, BMI)
The Stranger (Knox, BMI)—Phillips International 3522

TERRY NOLAND
Look at Me (Peer Intl., BMI)
Puppy Love (Stardust, BMI)—Brunswick 55054
See reviews in Pop Spotlight section.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING FEBRUARY 1
City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. You Win Again, Jerry Lee Lewis, Sun
2. I Beg of You, Elvis Presley, Vic.
3. Don't, Elvis Presley, Vic.
4. My Special Angel, Bobby Helms, Dec.
5. The Story of My Life, Marty Robbins, Col.

Dallas-Fort Worth

1. Is It Wrong? Warner Mack, Dec.
2. My Special Angel, Bobby Helms, Dec.
3. The Story of My Life, Marty Robbins, Col.
4. Geisha Girl, Hank Locklin, Vic.
5. I Beg of You, Elvis Presley, Vic.
6. Ballad of a Teenage Queen, Johnny Cash, Sun
7. Great Balls of Fire, Jerry Lee Lewis, Sun
8. Fraulein, Bobby Helms, Dec.
9. You Win Again, Jerry Lee Lewis, Sun
10. Home of the Blues, Johnny Cash, Sun

Houston

1. I Found My Girl in the U. S. A., Jimmy Skinner, Mer.
2. Great Balls of Fire, Jerry Lee Lewis, Sun
3. This Little Girl of Mine, Everly Brothers, Cdc.
4. Fakimo Pie, George Jones, Mer.
5. The Story of My Life, Marty Robbins, Col.
6. I Beg of You, Elvis Presley, Vic.
7. Ballad of a Teenage Queen, Johnny Cash, Sun

Memphis

1. Ballad of a Teenage Queen, Johnny Cash, Sun
2. Great Balls of Fire, Jerry Lee Lewis, Sun

Reviews of New C&W Records

JOHNNY HORTON
Honky Tonk Hardwood Floor . . . 76
COLUMBIA 41110 — Horton has a chance to make it with this rockabilly effort which he sings with spirit as he tells about a dance on a honky tonk hardwood floor. Watch this one. (Fairway, BMI)

The Wild One . . . 72
Ranchero inspired country effort is sung with feeling by Horton, helped by fine guitar work. Good material here that has a chance for action. (Cajun, BMI)

HOMER & JETHRO
My Special Angel . . . 75
RCA VICTOR 7162—The boys take "My Special Angel" for a ride here and it adds up to a very amusing hunk of wax. Should rate much play in the country field. (Merge, BMI)

At the Flop . . . 74
Good parody of the big hit by Danny and the Juniors. Their fans will enjoy it. (Singular, BMI)

MEL TILLIS
Teen Age Wedding . . . 75
COLUMBIA 41115—Listenable effort about a teen-age wedding receives a first-rate vocal from Tillis backed with a solid beat by the band. Swinging item could get action with exposure. (Cedarwood, BMI)

Lonely Street . . . 73
The country warbler sells this rockabilly effort well, helped by a vocal group and good combo support. Has a chance, both in the country and pop markets. (Peer, BMI)

HENRY FOUR
Georgia Waltz . . . 74
DECCA 30567 — Pretty three-quarter melody is given a listenable reading with piano triplet and choral backing. This could also go in pop markets. (Forrest, BMI)

From the Bottom of My Heart I Love You . . . 73
Nice sound by the newcomer on a

rockabilly theme that can cop both pop and c.&w. loat. Cheerful country string backing nicely assists. (Meridian, BMI)

FLOYD TILLMAN
Slippin' Around . . . 73
RCA VICTOR 7157—Tillman has a poppish approach on his great c.&w. standard. This can sell in both pop and c.&w. markets. (Peer Intl., BMI)

I Love You So Much It Hurts Me . . . 73
Another standard that was clefted by the artist. The approach here is also in a pop vein. Potential appears similar to flip. Both are good c.&w. jockey sides. (Melody Lane, BMI)

The following records, also reviewed by The Billboard music staff, were rated 76 or less:

WILEY BARKBARKDULL: I Ain't Gonna Waste My Time/Hey, Honey—Hickory 1074

CURTIS BUNYARD (THE NO NAMES): Knockin' at Your Door/Don't Trump My Heart—Sandy 1007

COUNTRY CUT UPS: Keep Your Cotton Pickin' Hands Off Me/B & E Rag—Skippy 101

THE DESERT STARS: Now Playing/Country Fiddle—Bakersfield 131

ANDY DOLL: That's Life (Ho Ho)/You Can't Stop Me From Dreaming—Starday 345

DON ROSEA: Everlasting Love/TD Try Again—Crystal 501

BILL LEMONS: Wet Eyes/Lorene—Cort 1313

GENE MARTIN: Pair of Empty Arms/Make It Soon—Bakersfield 132

KIRNET PHILLIPS: I Caught You Slippin'/Round/Walking Alone Tonight—Dub 2841

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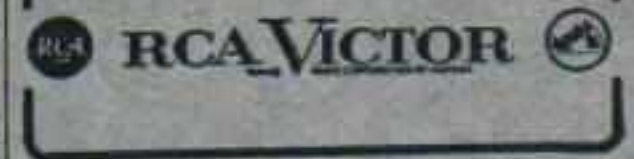
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• This Week's R&B Best Buys

THE WALK (Arc, BMI)—Jimmie McCracklin—Checker 885—A strong side. All markets report that sales are heavy. It's also moving in pop marts. Flip is "I'm to Blame" (Arc, BMI). A previous Billboard Spotlight pick.

SO TOUGH (Lion, BMI)—The Casuals—Back Beat 503—The disk has been out for several weeks, and it's now starting to move strongly. It's going well in all markets. Flip is "I Love My Darling (Lion, BMI).

• Review Spotlight on . . .

R&B RECORDS

FATS DOMINO

Don't You Know I Love You (Reeve, BMI)
Yes, My Darling (Travis, BMI)—Imperial 5492

BILL JUSTIS ORK

College Man (Knox, BMI)
The Stranger (Knox, BMI)—Phillips International 3522

GOOGIE RENE

The Wiggle-Tail (Parts 1 & 2) (Recordo, BMI)—Class 221

THE COLLEGIANS

Zoom, Zoom, Zoom (Byrd & Ninny, BMI)
On Your Merry Way (Byrd & Ninny, BMI)—Winley 224
See reviews in Pop Spotlight section.

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING FEBRUARY 1

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. Get a Job, Silhouettes, Emb.
2. Don't Let Go, Roy Hamilton, Epic
3. Maybe, Chantels, End
4. Betty and Dupree, Chuck Willis, Atl.
5. Don't, Elvis Presley, Vic.
6. Oh, Julie, Crescendos, Nac.
7. Dede Dinah, Frankie Avalon, Cir.
8. You Are My Destiny, Paul Anka, ABC-Para.
9. At the Hop, Danny and the Juniors, ABC-Para.
10. Short Shorts, Royal Teens, ABC-Para.

Charlotte

1. Get a Job, Silhouettes, Emb.
2. At the Hop, Danny and the Juniors, ABC-Para.
3. Raunchy, Ernie Freeman, Imp.
4. I Beg of You, Elvis Presley, Vic.
5. Peggy Sue, Buddy Holly, Cor.
6. The Stroll, Diamonds, Mer.
7. Maybe, Chantels, End
8. Don't, Elvis Presley, Vic.

Chicago

1. Get a Job, Silhouettes, Emb.
2. The Stroll, Diamonds, Mer.
3. At the Hop, Danny and the Juniors, ABC-Para.
4. Oh, Julie, Crescendos, Nac.
5. Short Shorts, Royal Teens, ABC-Para.
6. Don't, Elvis Presley, Vic.
7. Stood Up, Ricky Nelson, Imp.
8. La Dee Dah, Billy and Lillie, Swan
9. Dede Dinah, Frankie Avalon, Cir.
10. Peggy Sue, Buddy Holly, Cor.

Cincinnati

1. You Can Make It If You Try, Gene Allison, V J
2. Raunchy, Ernie Freeman, Imp.
3. Oh, Julie, Oris Williams & the Charms, DeLuxe
4. I'll Come Running Back to You, Sam Cooke, Keen
5. Get a Job, Silhouettes, Emb.

Detroit

1. Get a Job, Silhouettes, Emb.
2. At the Hop, Danny and the Juniors, ABC-Para.
3. The Stroll, Diamonds, Mer.
4. Oh, Julie, Crescendos, Nac.
5. Maybe, Chantels, End
6. Don't Let Go, Roy Hamilton, Epic
7. I Beg of You, Elvis Presley, Vic.
8. Dede Dinah, Frankie Avalon, Cir.
9. Short Shorts, Royal Teens, ABC-Para.
10. I'll Come Running Back to You, Sam Cooke, Spe.

Los Angeles

1. Don't Let Go, Roy Hamilton, Epic
2. At the Hop, Danny and the Juniors, ABC-Para.
3. I'll Come Running Back to You, Sam Cooke, Spe.
4. Maybe, Chantels, End
5. Get a Job, Silhouettes, Emb.

6. That's Alright, Little Jr. Parker, Duke
7. Great Balls of Fire, Jerry Lee Lewis, Sun
8. Peggy Sue, Buddy Holly, Cor.
9. Raunchy, Ernie Freeman, Imp.
10. Desire Me, Sam Cooke, Keen

New Orleans

1. I Beg of You, Elvis Presley, Vic.
2. Raunchy, Ernie Freeman, Imp.
3. Betty and Dupree, Chuck Willis, Atl.
4. At the Hop, Danny and the Juniors, ABC-Para.
5. Get a Job, Silhouettes, Emb.
6. Don't Let Go, Roy Hamilton, Epic
7. Desire Me, Sam Cooke, Keen
8. I'll Come Running Back to You, Sam Cooke, Keen
9. Oh, Julie, Crescendos, Nac.
10. I Want You to Know, Fats Domino, Imp.

New York

1. Get a Job, Silhouettes, Emb.
2. At the Hop, Danny and the Juniors, ABC-Para.
3. La Dee Dah, Billy and Lillie, Swan
4. Don't Let Go, Roy Hamilton, Epic
5. Don't, Elvis Presley, Vic.
6. Short Shorts, Royal Teens, ABC-Para.
7. Maybe, Chantels, End
8. The Stroll, Diamonds, Mer.
9. Peggy Sue, Buddy Holly, Cor.
10. Dede Dinah, Frankie Avalon, Cir.

Philadelphia

1. Get a Job, Silhouettes, Emb.
2. Don't Let Go, Roy Hamilton, Epic
3. Betty and Dupree, Chuck Willis, Atl.
4. I'll Come Running Back to You, Sam Cooke, Spe.
5. Maybe, Chantels, End
6. At the Hop, Danny and the Juniors, ABC-Para.
7. I Want You to Know, Fats Domino, Imp.
8. Oh, Julie, Crescendos, Nac.

St. Louis

1. At the Hop, Danny and the Juniors, ABC-Para.
2. Get a Job, Silhouettes, Emb.
3. Don't Let Go, Roy Hamilton, Epic
4. I'll Come Running Back to You, Sam Cooke, Spe.
5. You Can Make It If You Try, Gene Allison, V J
6. Oh, Julie, Crescendos, Nac.
7. Dede Dinah, Frankie Avalon, Cir.
8. The Stroll, Diamonds, Mer.
9. Waitin' in School, Ricky Nelson, Imp.

Washington, D. C.

1. Get a Job, Silhouettes, Emb.
2. Don't Let Go, Roy Hamilton, Epic
3. Maybe, Chantels, End
4. Don't, Elvis Presley, Vic.
5. Short Shorts, Royal Teens, ABC-Para.
6. La Dee Dah, Billy and Lillie, Swan
7. You Send Me, Sam Cooke, Keen

• Reviews of New R&B Records

THE CUPIDS

Now You Tell Me . . . 78
ALADDIN 3404 — Another clever novelty treatment of a country-ish ditty. Both sides merit play. (Aladdin, BMI)
Little Mae . . . 76
Ingenious treatment of cute novelty, featuring telephone bit and duetting by girl and boy. Could be sleeper. (Aladdin, BMI)

NOBLE (THIN MAN) WATTS

Big Two Four . . . 76
VEE-JAY 268 — Slow instrumental blues material featuring powerful honkers on the saxes. Very strong for juke and jockeys and it has the strength to sell. Bears watching. (Conrad, BMI)

South Shore Drive . . . 75

A swinging piece of blues instrumental wax by Watts, more recently on the Baton label. This side has strong work by individual sax solo men and the beat is great for the boxes. (Conrad, BMI)

CHRIS KENNER

I Have News for You . . . 76
IMPERIAL 5488—Honking blues receives a solid reading by Kenner over driving backing by the ork. The tune drives all the way and Kenner sells it with feeling. The lyrics are the end! This could break out. (Travis, BMI)

Will You Be Mine . . . 71

The New Orleans beat is evident on driving side, which receives a good vocal from Kenner as he asks his girl

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING FEBRUARY 1

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. GET A JOB (BMI)—Silhouettes	2	4
I Am Lonely (BMI)—Ember 1029		
2. AT THE HOP (BMI)—Danny and the Juniors	1	9
Sometimes (BMI)—ABC-Paramount 9871		
3. DON'T LET GO (BMI)—Roy Hamilton	3	4
The Right to Love (BMI)—Epic 9257		
4. DON'T (BMI)—Elvis Presley	13	2
I BEG OF YOU (BMI)—Vic 7150		
5. MAYBE (BMI)—Chantels	6	3
Come My Little Baby (BMI)—End 1005		
6. SHORT SHORTS (BMI)—Royal Teens	—	1
Planet Rock (BMI)—ABC-Paramount 9882		
7. OH, JULIE (BMI)—Crescendos	14	3
My Little Girl (BMI)—Nasco 6005		
8. STOOD UP (BMI)—Ricky Nelson	8	4
WAITIN' IN SCHOOL (BMI)—Imperial 5483		
9. THE STROLL (BMI)—Diamonds	7	4
Land of Beauty (BMI)—Mercury 71242		
10. PEGGY SUE (BMI)—Buddy Holly	4	11
Everyday (BMI)—Coral 61885		
11. LA DEE DAH (BMI)—Billy and Lillie	9	4
The Monies (BMI)—Swan 4002		
12. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	11	10
YOU WIN AGAIN (BMI)—Sun 251		
13. DEDE DINAH (ASCAP)—Frankie Avalon	19	2
Ooh La La (ASCAP)—Chancellor 1011		
14. I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke	10	8
Forever (BMI)—Specialty 619		
15. RAUNCHY (BMI)—Ernie Freeman	5	11
Puddin' (BMI)—Imperial 5474		
16. BETTY AND DUPREE (BMI)—Chuck Willis	15	2
My Crying Eyes (BMI)—Atlantic 1168		
17. OH, BOY (BMI)—Crickets	16	3
Not Fade Away (BMI)—Brunswick 55035		
18. YOU ARE MY DESTINY (BMI)—Paul Anka	—	1
When I Stop Loving You (BMI)—ABC-Paramount 9889		
19. YOU CAN MAKE IT IF YOU TRY (BMI)—Gene Allison	—	2
Hey, Hey, I Love You (BMI)—Vee Jay 713		
20. YOU SEND ME (BMI)—Sam Cooke	12	16
Summertime (ASCAP)—Keen 34013		

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING FEBRUARY 1

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. GET A JOB—Silhouettes	1	3
Ember 1029—BMI		
2. DON'T LET GO—Roy Hamilton	3	3
Epic 9257—BMI		
3. AT THE HOP—Danny and the Juniors	4	8
ABC-Paramount 9871—BMI		
4. I'LL COME RUNNING BACK TO YOU—Sam Cooke	2	7
Specialty 619—BMI		
5. YOU CAN MAKE IT IF YOU TRY—Gene Allison	5	8
Vee Jay 256—BMI		
6. RAUNCHY—Ernie Freeman	12	12
Imperial 5474—BMI		
7. GREAT BALLS OF FIRE—Jerry Lee Lewis	8	9
Sun 281—BMI		
8. I BEG OF YOU—Elvis Presley	—	1
Vic 7150—BMI		
9. TEARDROPS—Lee Andrews and the Hearts	6	6
Chess 1675—BMI		
10. MAYBE—Chantels	7	3
End 1005—BMI		
11. THE STROLL—Diamonds	10	6
Mercury 71242—BMI		
12. DON'T—Elvis Presley	—	1
Vic 7150—BMI		
13. STOOD UP—Ricky Nelson	—	1
Imperial 5483—BMI		
14. YOU SEND ME—Sam Cooke	14	17
Keen 34013—BMI		
15. PEGGY SUE—Buddy Holly	13	9
Coral 61885—BMI		

to be his alone. Good side but the flip is stronger. (Travis, BMI)

effort but flip would be the side. (Tiger, BMI)

THE COASTERS

Dance! 76
ATCO 6111—The group has a relaxed, slow rhythm sound here on an arrangement that bears a touch of "Searchin'." Wax has the sound and it could easily move out. (Tiger, BMI)
Gee, Golly . . . 71
The boys work out on a rocker here with a slightly Latinish kick. Fair

JAMES BROWN

Begging, Begging 76
FEDERAL 12316—Brown offers this one out in pleading, heart-struck tones. The cat brings it all a fervent, gospelish quality. Genuine r&b buyers will like this. (R-T, BMI)
That's When I Lost My Heart . . . 69
A sid, sad commentary here, is the
(Continued on page 49)

THE ORIGINAL
"ZOOM ZOOM ZOOM"
By THE COLLEGIATES is
BOOMING in New York
D. J.'s-Distributors—If you haven't received your sample copies, they're on the way now.
WINLEY RECORDS 205 W. 84th St. N. Y. C.
(EN 2-5539)

Vee Jay 264
"I LOST YOU"
 b/w
"CRAZEE BABEE"
 The Spaniels

Vee Jay 270
"YOU'RE SOMETHING ELSE"
 Jimmy Reed

VEE JAY RECORD CORP.
 2129 S. Michigan, Chicago 16, Ill.
 All Phones: CALumet 5-6141

Coming Up Stronger
 Every Week!

'SUGAR WOOGA'
 THE 3 PLAYMATES
 Savoy #1528

Always a Hit!

'SO LONG'
 BIG MAYBELLE
 Savoy #1527

A New Sensation!

'COME ON, LIZA'
 RICKY AQUARY AND THE KEYS
 Savoy #1529

SAVOY RECORD CO.
 15 MARKET ST.
 NEWARK, N. J.

Checker 885

"THE WALK"
 Jimmy McCracklin

CHECKER RECORD CO.
 2120 S. Michigan
 Chicago, Illinois
 All Phones: CALumet 5-2770

A TWO SIDER!!

SWEET LOVE
 b/w
LET ME MAKE UP YOUR MIND
 THE PENGUINS #432

Dooto Records
 9512 E. Central Ave.,
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POP-SATIONAL!

The Casuals

SO TOUGH*
 b/w
I LOVE MY DARLING
 Back Beat 503
 *The Original

BACK BEAT—DUKE RECORDS
 2809 Erastus St., Houston 16, Texas

All the news of your industry every week in The Billboard...

FOLK TALENT & TUNES

• Continued from page 46

under the guidance of Bill Jobe, has "My Jimmie" as the top side on her first release. Byrd has just finished a new album of Hawaiian songs which will be released soon.

Bobby Lee Trammell's first release on Fabor Records, "Shirley Lee" b.w. "I Sure Do Love You, Baby," has just been purchased by ABC-Paramount. Fabor Robinson, head of the Fabor firm, left the Coast with Lee last week for

Number of Releases This Week

Label	Pop	R&B	C&W
ABC PARAMOUNT	1	—	—
ACE	1	—	—
ACME	1	—	—
A-DORA	2	—	—
ALADDIN	—	1	—
ARROW	1	—	—
BAKERSFIELD	—	—	2
BRUNSWICK	1	—	—
CAPITOL	6	—	—
CARLTON	1	—	—
CHESS	2	1	—
COLUMBIA	3	—	2
CORAL	3	—	—
CORVET	3	—	—
CORT	—	—	1
CRYSTAL	—	—	1
DAY-Z-BEL	1	—	—
DECCA	4	—	1
DE LUXE	1	—	—
DOT	2	—	—
DUB	—	—	1
ERB	1	—	—
EPIC	2	—	—
FABLE	1	—	—
FEDERAL	—	2	—
FELSTED	2	—	—
FRATERNITY	2	—	—
HICKORY	—	—	1
IMPERIAL	—	2	—
JET	1	—	—
KAPP	2	—	—
KING	1	—	—
LONDON	1	—	—
MERCURY	1	—	—
M-G-M	1	—	—
OKEH	1	—	—
OKLAHOMA	1	—	—
PLATTER	1	—	—
PLANET X	1	—	—
RCA VICTOR	5	—	2
RECORTE	1	—	—
ROBIN	2	—	—
ROULETTE	1	—	—
SANDY	—	1	1
SKIPPI	—	—	1
STARDAY	—	—	1
STARIA	1	—	—
STEPHENY	1	—	—
TIARA	1	—	—
UNITED ARTISTS	1	—	—
VEE-JAY	—	3	—
VERVE	1	—	—
VITA	1	—	—
WINDOW	1	—	—
TOTALS	68	10	14

a promotional tour that will carry them thru the West, Midwest and East. . . . The Osborne Brothers, of "World's Original Jamboree," of WVVA, Wheeling, W. Va., were Saturday's (8) gueststars on "Louisiana Hayride," Shreveport. The Osbornes' newest on the M-G-M label is "Once More." . . . Hal Southern, of the Frontiersmen, has opened a music and record shop at 10531 Victory Boulevard, North Hollywood, Calif.

Justin Tubb is set for a three-day stand in Hamilton, Ont., opening February 20. . . . Rusty and Doug and Stringbear are booked for Pensacola, Fla., February 10; Panama City, Fla., 11; Bainbridge, Ga., 12; Thomasville, Ga., 13; Dothan, Ala., 14; Tallahassee, Fla., 15, and St. Cloud, Fla., 21-22. . . . Other "Grand Ole Opry" bookings put Flatt and Scruggs in Thompson Station, Tenn., February 14; Mason, W. Va., 20, and Big Sandy, Tenn., 21; Cousin Jody in Key West, Fla., February 11-13, and Panama City, Fla., 15, and the Carlises at the Casino Theater, Toronto, February 14. . . . Marcy Dunn is now working with Wayne West, of the Frontiersmen, at the Bouquet Canyon Club in Sagus, Calif.

Wes Buchanan, Pop Records artist, is slated to open his new club, the Big Wheel, at Santa Ana, Calif., late this month. . . . RCA Victor has taken two tunes from Floyd Tillman's new album to couple 'em on his latest single release. Ditties are "I Love You So Much It Hurts Me" and "Slipping Around," both from his own pen. . . . Don Gibson sports a new RCA Victor release coupling "Oh, Lonesome Me" and "I Can't Stop Loving You." He wrote both tunes. . . . Floyd Cramer, RCA Victor's new piano artist, had his initial release last week. Platter couples "Flip, Flop Bop," which Cramer authored, . . . Bill Carter, heard on the Tally label, is now leading the band for Fred Maddox at the latter's Copa Club in Pomona, Calif.

Reviews of New R&B Records

• Continued from page 48

heartbreak ballad tradition. Flip is a better shout side. (Armo, BMI)

THE SPANIELS
 Crazees Babee . . . 76
 VEE-JAY 264—Snappy rock and roll blues. Good rhythmic wax with a message and sound for the teen-age set. Could move out well. (Conrad, BMI)
 I Lost You . . . 68
 A quivering tender lead job on a slow and somewhat plodding ballad.
RHYTHM AND BLUES . . . R&B R&B . . .
 Flip has a distinct edge here. (Conrad, BMI)

THE MIDNIGHTERS
 Daddy's Little Baby . . . 75
 FEDERAL 12317—A satisfying, easy-swinging side by the group, in a blues groove. Strong lead performance with good support sound from the rest of the lads. Worth spins. (Jay & Cee, BMI)

BOBBY DAY
 Honeysuckle Baby . . . 75
 CLASS 220 — Day, who had the original of "Little Bitty Pretty One," impresses again with this swinging blues reading. Good talent could go with the proper push. (Recordo, BMI)
 Sweet Little Thing . . . 72
 This is a tamer side, tho the performance and the band backing still sound good. Material doesn't take off, however. Flip has an edge. (Recordo, BMI)

ELLA JOHNSON
 Don't Shout at Me, Daddy . . . 73
 MERCURY 71263—The upbeat side of the coupling with Miss Johnson giving a good performance on only moderate material. Fair sound with

little message. (Sophisticate, BMI)
 Don't Turn Your Back on Me . . . 71
 Here's a slow pleaser job by the gal with an interesting horn figure in the backing. Fair enough but not her best effort. (Sophisticate, BMI)

THE CHESTERS
 The Fires Burn No More . . . 73
 APOLLO 521—Group has the wild, and somewhat degenerate quality that can click with exposure. Fervent, high lead gets a cacophonous backing by the group. Interesting hunk of wax. (Bess, BMI)
 Lift Up Your Head . . . 70
 On this side, the group has a bouncer tune, with the lead again showing an interesting meshuga quality. Flip would be the choice here. Bess, BMI)

ROY BROWN
 Sail On Little Girl . . . 72
 IMPERIAL 5489 — An interesting piece of rock and roll material, that's dedicated to a little girl who has grown up very quickly. Good lyrics get okay performance by Brown. Can win some spins. (Travis, BMI)
 Ain't Gonna Do It . . . 68
 A shouted upbeat blues. No great message here. Flip would have a better chance. (Reeve, BMI)

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

BO & JO & THE NITERIDERS: Jungle Rock/Girl of My Dreams—Sandy 1008
JOHN LEE HOOKER: Unfriendly Woman/You Can Lead Me Baby—Vee-Jay 265

ON THE BEAT

• Continued from page 14

man at the time. Now, along comes a girl group known as the Shirelles. The gals' disk couples the titles, "I Met Him on a Sunday," and "I Want You to Be My Boy Friend," which titles might be indicative of the sex of the singers. However the bass tones registered by the lead singer have raised serious questions as to the actual gender of the artist. Upon hearing this frantic disk this week, the listeners, obviously confounded by the hormonal mix-up, could be guided only by the titles.

From time to time, there has been comment on the so-called "Tex-Mex" influence on the world of the rock. This has been manifested in sides emanating from the Texas and New Mexico area. This week, there's an example of the Mex-Tex school. The record, one of the "Capitol of the World" series, emanates from Mexico. It's by the Riv Rockers and the sides are "Mexican Rock and Roll Instrumental," and "Mexicali Baby," the latter with a vocal by Rusty Isabel. A pair of wild and frantic sides, definitely worth hearing.

The latest motion picture with a disk industry background is Universal International's "The Big Beat," which is set for a Detroit world premiere on Washington's Birthday (22). The flick features Fats Domino, the Del Vikings, the Diamonds, Buddy Bregman, Charlie Barnet, the George Shearing Quintet, the Four Aces, Harry James, Alan Copeland, Gogi Grant, the Mills Brothers, the Lancers, Rose Marie, Freddie Martin and Russ Morgan. Ten of the pic's 15 tunes have already been recorded.

Hollywood News: Lillian Cumber is now handling the Gus Jenkins ork, Flash Records artists. . . . In an unusual fusion of two groups, the Al Belletto Sextet will join the Woody Herman Third Herd this week. The Belletto group will be featured as a special unit with the Herman band, and will also function as regular members of the Herman 17-man ork. Belletto will continue to record for Capitol, and Herman for Verve. . . . Sonny Knight back from a 10-day tour of Honolulu and is currently working around the Los Angeles area. . . . The Bo Rhambo Trio are currently in their fourth week at Ozzie Harris' Hillcrest Club, Los Angeles. Group recently played 14 weeks at the Club Intime and two weeks at the Macumba in San Francisco. . . . Disk jockey Hunter Hancock is negotiating several offers for a live r.&r. dance television show to emanate from the Coast. He's had numerous offers to go back East, but prefers to continue in this neck of the woods. . . . Paul Clifton leaves for a tour of Arizona and Texas this week in connection with his new Flash recording of "Are You Alright." Disk is starting to break in Seattle according to label topper Charlie Reynolds. . . . The Valiants, whose Ken etching of "This Is the Night" is climbing territorially, returned from a month's tour of the East. . . . Pilgrim Travelers are slated for guest appearances on the Hank Weaver show shortly. . . . Dootsie Williams back from a promotion trip to San Francisco and Oakland, working on the new Penguin recording of "Sweet Love." . . . Aladdin Records are rushing the release of Johnny Raphael, highly touted young singer whom both Leo and Eddie Mesner are high on. First wax is "We're Only Young Once" and "The Lonely Road to Nowhere." . . . Firm is also stepping up the release of its wax on Lamp Records, with two new ones by the Lovers and the Minorbops.

THE ORIGINAL

Googie Rene's

WIGGLE TAIL

PARTS 1 and 2
 CLASS #221

NEW "HOT" RELEASES

"HONEYSUCKLE BABY"
 BOBBY DAY
 #220

"JOHNNY'S LITTLE LAMB"
 THE SPUTNICKS
 #222

"IF ONLY THE SKY WAS A MIRROR"
 THE CLASSICS
 #219

Class Records
 1107 EL CENTRO HOLLYWOOD, CALIF.

Crowds Brave Record Cold At Tampa; R-B RAS Drawing

First Day Off 20%; Next Two Bring Attendance, Receipts to '57 Level

TAMPA, Fla.—Attendance and receipts of the 53d Florida State Fair's first three days were equal to those of a year ago, despite the most adverse weather ever faced by the big mid-winter exposition, Manager J. C. Huskisson announced.

The annual opened Wednesday (4) and continues thru Saturday (15).

During the early morning hours Tuesday (4), opening day, the temperature in Tampa plummeted to 24 degrees, the lowest temperature ever registered by the local weather bureau.

Following the devastating freezes of mid-December and early January this third and hardest freeze of all is said to have destroyed the vegetable and flower crop of this State, and to have added considerably to the catastrophic loss of some 35,000,000 bushels of citrus fruits suffered in the two previous freezes.

So cold was it Tuesday morning that the tropical and sub-tropical plants in Jackson Horticultural Hall were saved only thru use of char-

coal pots and huge oil burners assembled hastily to maintain a needed minimum temperature of 50 degrees. Other buildings on the grounds were like refrigerators.

Parade, Displays Chilled

Big feature of the opening day's program was a grandstand parade by some 2,000 Shriners in gorgeous attire from Florida and nearby all in the parade stepped lively bundled-up spectators in the stands loudly applauded.

"Despite the unprecedented cold

weather, attendance on opening day was only about 20 per cent under that of a year ago," said Huskisson.

"Next day, believe it or not, we equaled figures established on the second day of the year before; and on Thursday crowds were so big and receipts were so heavy we pulled even with all-over marks set the first three days in 1957. It was a spectacular recovery," he declared.

The 14 county exhibits, in the face of heavy losses of fruits, flowers and vegetables by local growers, maintain the high standards as of years before. Those in charge admit they had to hustle to assemble displays as good as those of former years.

The biggest dairy cattle show in Florida State Fair history held center stage in cattle barns all week ending Saturday (8). The exhibition of dairy animals by 4-H Clubbers and FFA members also was a record-breaker and that of the youth fat stock show, too. A beef cattle show filling the barns almost to capacity is the big livestock attraction for the last week of the fair.

Ringling Art, Circus

A stellar educational feature of the fair is its "high-ranking art exhibition of paintings by Florida artists. One hundred of the best paintings are being shown. A big

(Continued on page 53)

Exhibit Group Appoints New Committeemen

NEW YORK — Committee assignments of the Exhibit Producers and Designers' Association have been announced by Raymond J. Walter, executive secretary. Association president is Harvey G. Stief, of Harvey G. Stief, Inc., Cleveland, elected at the recent convention here.

Committees, with chairmen named first, are as follows:

Budget, Fred Kitzing, of Kitzing

(Continued on page 53)

Hetzer Show Booked for Eight Weeks

HUNTINGTON, W. Va.—Eight weeks of fair bookings are already set for Jimmy Hetzer's International Spectacular and additional contracts are in the works that could make for a 15-week season, Hetzer announced.

Show will debut on the Western Canadian A Circuit of fairs, playing Brandon, Calgary, Edmonton, Saskatoon and Regina. Also on the route are the All-Iowa Fair, Cedar Rapids, Indiana State Fair and Tennessee State Fair. A 12-day gap following Cedar Rapids is expected to be filled, Hetzer said.

Harry Wilson Dies in Fla.

HOMESTEAD, Fla.—Veteran carnival publicist and agent Harry E. Wilson, about 70 years old, died here Thursday night (8) in J. Archer Smith Hospital. He had been working for weeks on the Amusements of America promotion, South Florida Mardi Gras and Home Show in nearby Coulds.

Wilson was a native New Yorker and was Army lightweight boxing champion in 1918. His carnival experience was with the Sheesley, Bantly, Morris Hannum, Bloom's Gold Medal and Marks shows, and he had been with the Vivonas six years. He is survived by his widow, Peggy, who traveled with him; sons Robert and Harold, and a brother in Japan.

A recent asthma attack developed into pneumonia which became fatal, it is reported. The services will be held from Blount's Funeral Home in Tampa Tuesday (11), with burial in Showmen's Rest.

Extra Section to Tell Of Trailer Trouping

CHICAGO — Trailer trouping will be spotlighted in a special section of The Billboard to appear in the February 17 issue.

Feature articles will focus attention on the thousands of showland families who live in mobile homes, either during the outdoor show season or the year around.

Updating of regulations pertaining to trailer travel will include news of what to expect when driving with a trailer on new toll roads.

A report on the recent trailer show at Louisville will consider what is new in the models now or soon to be on the market. The special articles also will give attention to custom-built trailers and those that are especially designed for show use.

Plans call for the section to include a run down on the picture regarding financial questions involved with trailers. Not only how they can be purchased on time but also how they might be depreci-

ated and how to buy insurance coverage are among the topics.

How the show business trailer market looks to trailer manufacturers will be described. And another feature will take up the present status of trailering throughout the nation, and how show business fits into the over-all picture.

The trailer section will be bonus pages of reading material in the issue of The Billboard that is to be published next Monday.

Citrus Expo. Outlook Good Despite Freeze

WINTER HAVEN, Fla.—Despite a multi-million-dollar loss suffered by Florida citrus growers due to the winter freeze, the Florida Citrus Exposition will hold its annual showing as scheduled. Directors are determined to present their most outstanding all-citrus show in history, opening with a big parade and Children's Day on Saturday, February 15, and running thru Saturday (22).

Scores of elaborate displays and animated exhibits are being created by artists and carpenters to tell the story of harvesting, processing and marketing of Florida's various citrus products. General Manager Bob Eastman is bringing in the foundation "spectacular, "Dancing Waters," for nightly shows at the Lake Silver amphitheater during the fair.

A full program of special days follows the opening children's

Day-By-Day Program Set In Reading

READING, Pa.—Free afternoon talent performances are being mulled for the Reading Fair this year. In addition to this element, if approved, the fair is switching its day for county school children from Friday to Wednesday, Secretary W. Arthur Morris explains.

Reasoning behind the change of days is that horticultural exhibits have not been holding up too well thru the week, with much withering being evident by Friday. Children would benefit from seeing these exhibits in full bloom earlier in the week. Another reason, not to be minimized, is that Friday business has been building to the point where it can likely flourish without the stimulant of the kids' day.

The day-by-day program for the fair, to be held Sunday thru Sunday, September 7-14, is as follows:

Sunday, motorcycle racing in the afternoon and the Jack Kochman thrill drivers at night. Monday, nothing; Tuesday, city children's day, with GAC-Hamid acts and name talent at night; Wednesday, jaijopy racing at night, promoted by the Reading Stock Car Association; Thursday and Friday, acts and name talent at night; Saturday, Jole Chitwood thrill drivers in the afternoon and talent at night, and Sunday, USAC sprint cars promoted by Russ Moyer for the fair. There is no grandstand program mid-week afternoons. The midway will again be populated by the Cetlin & Wilson Shows.

Thearle-Duffield Again to Shoot Los Angeles Show

LOS ANGELES—Thearle-Duffield Fireworks Company, of Chicago, has been signed to present the pyrotechnics at the annual American Legion Fourth of July Celebration in the Coliseum here for the fifth consecutive year. The cost of the single display will be \$13,000.

The contract was signed by Harry Meyers, director of special events for the Los Angeles Legion Council, with Art Briese representing the fireworks company.

100 YEARS

Colo. Plans Centennial Cele for '59

DENVER—Colorado will go all out in 1959 with a Statewide centennial celebration tied in with the gold rush which led to the growth of the State.

A committee of 15 was appointed last week by Governor McNichols to direct a vast promotional effort in every area of the State, and Thayer Tutt, Colorado Springs hotel executive, was named to head the group.

Tentative plans call for a national congress of American Indians at an area such as Mesa Verde National Park; a gathering of the presidents of every institution of higher learning in the United States to discuss educational needs; a debate of all the world's great religious leaders at some place such as Red Rocks Park.

Also conventions of mining men and others interested in development of natural resources from all over the world; an opera festival such as that which already has gained fame for Central City; an invitation to the country's 500 leading men in business, industry and commerce to spend a week's vacation with their families in Colorado as guests of the State, and a gathering of agricultural and reclamation experts in an area such as the irrigated lower Arkansas valley.

It was pointed out that more than 20 Colorado cities, towns and communities had their beginnings in 1859 and 1860 because of the gold rush.

Capone Car May Return

MANCHESTER, England — Sale of an armored car that belonged to gangster Al Capone here last week just about completes a trans-Atlantic cycle.

Back in 1933, American showman Harry LaBrecque bought the car in Chicago and shipped it to England to be exhibited at Kursal park near London, where he had exhibited a whale two years earlier. Later he sold the car.

British owners displayed the car off and on until 1942, when the car was stored, reportedly because the U. S. State Department said there were no more gangsters and the auto gave a mistaken idea.

Recently the car brought \$498 at auction. The buyer, Tony Stuart, says he'll offer it for sale in America. If it sells, it will come back to its starting place.

Vitale Sets Over 50 Fairs

NEW CASTLE, Pa.—More than 50 fairs have been set by Tony Vitale, veteran Eastern fireworks supplier. Vitale, who made the Eastern meetings, said repeat performances will be held at many spots, including the fairs at Harrington, Del.; Roncoverte, W. Va.; Nashville; Raleigh, N. C.; Richmond, Va.; Columbia, S. C., and Macon, Ga.

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Fair Meetings

Louisiana Fair and Festival Association, Bentley Hotel, Alexandria, February 9-10. Adolph Netter, Donaldsonville, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 10-11. Clyde E. Byrd, Box 907, Little Rock, secretary.

Midwest Fair Circuit, President Hotel, Kansas City, February 27-28. Virgil Miller, Hutchinson, president.

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

Commission Nixes Night Trotters At East Boston

BOSTON—County fairs in the State which have parimutuel racing, including Topsfield Fair, will have no competition from night harness racing at Suffolk Downs in East Boston. This was assured last week when the State Racing Commission turned down the application of Suffolk Downs, which runs 66 days of thoroughbred horse racing, for night harness racing dates. The time asked was in September when fairs are in operation.

Governor's Councillor Augustus G. Means, of Essex, who also is vice-president of Topsfield Fair, had maintained that the dates sought by Suffolk Downs would put that track in competition with the 134-year-old Topsfield Fair which for 10 years has conducted night greyhound racing in conjunction with the fair.

Opposition also was registered by the Massachusetts Agricultural Fairs Society.

Mass. Event Seeks Okay On Dog Races

MIDDLEBORO, Mass. — The Middleboro Agricultural Society has applied for a greyhound racing license for its fair to be held August 3 thru 9, according to Secretary Thomas Sena. The half-mile horse racing track will be converted to a quarter-mile oval to accommodate the dogs, which will run with parimutuel betting.

Last year, thru circumstances beyond the society's control, the fair did not operate, but Sena says things are now lined up for the coming fair and racing dates are virtually assured. The license had been granted for last year.

Knoxville Votes Auditorium Fund

KNOXVILLE — A \$3,000,000 bond issue for construction of a new municipal auditorium has been approved here. Joe Whitlow, director of the Manhattan Planning Commission, is in charge of the planning.

Members of the Auditorium Advisory Committee are Guy L. Smith, John J. Green, Ray H. Jenkins, James E. Bradley, Cas Walker, Dr. T. L. Howard, Col. Claude J. Reeder, Benjamin G. Grosland, John C. Cox, Paul R. Christopher, Halmond Clarke, McKie Alexander, Dr. John H. Dougherty and J. Kennedy Craig.



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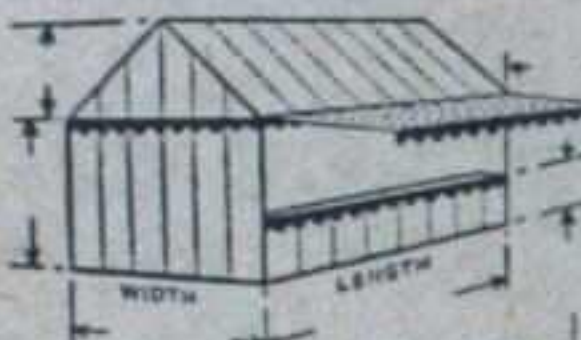
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THE FINAL CURTAIN

DAVIS—Edward J., 55, former concessionaire, January 24 in Camden, N. J. He was slain by hold-up men who were robbing his wholesale-retail toy and plush outlet in Camden. Survivors include a nephew and a niece.

FERGUSON—Arthur, 65, grounds and livestock superintendent of the Calgary Exhibition and Stampede for the past eight years, in Calgary, Alta., January 31. He had been an exhibition employee for 26 years. Survived by his wife and one daughter. Burial in Calgary.

HINES—Edwin (Curly), 51, former archery concession operator and policeman at Cedar Point on Lake Erie, January 22 at Bradenton, Fla. Burial in Cincinnati.

JASPASSEN—Mrs. Conrad, widow of a show band leader and herself a piano, xylophone and callopie player with shows, January 16. She also had been mail and Billboard agent with shows. Survivors include a sister and a daughter, Mrs. Henrietta M. Nelson, Fremont, O.

MARRIAGES

BURNS-ENGESSER
Robert Burns, concessionaire, Roxy Engesser, advance agent, January 28, in Dallas.

BIRTHS

CLARK— a daughter, Cathleen Carol, January 18 in Miami to Mr. and Mrs. Lou Clark. Parents are concessionaires on O. C. Buck Shows.

Carnival Routes

Babcock United: Indio, Calif., 14-22.
Blue Grass: Plant City, Fla., 17-22.
Glades Am. Co.: Vero Beach, Fla. Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 10-25.
Strates, James E.: Winter Haven, Fla., 15-22.
Sugar State: Franklin, La., 13-23.

Circus Routes

Davenport, Orrin: Detroit, Mich., 10-16; Cleveland, O., 17-22; Rochester, N. Y., 24-March 1.
Hamid-Morton: Memphis, Tenn., 10-14; Milwaukee, Wis., 17-23; Topeka, Kan., 25-March 1.
Polack Bros.: Madison, Wis., 14-15; Louisville, Ky., 20-23; Chicago, Ill., 26-March 15.
Ringling Bros. and Barnum & Bailey: Miami, Fla., 13-16.

Ice Shows

Holiday on Ice: Cincinnati, O., 25-March 2.
Ice Capades, 17th Edition: Lincoln, Neb., 10-16; Kitchener, Ont., 18-22; Sydney, N. S., 25-March 1.
Ice Capades, 18th Edition: Washington, D. C., 10-12; Hershey, Pa., 13-25; Detroit, Mich., 27-March 16.
Shipstads & Johnson's Ice Follies: Montreal, Que., 10-16; Boston, Mass., 18-March 2.

Miscellaneous

Burke's Wild Cargo: (Fair) Tampa, Fla., 10-15; (Fair) Plant City 17-22.
Matchstick City: Goulds, Fla., 10-16.
Meier's, Josef, Black Hills Passion Play: 10-April 8.
Philip Morris Country Music Show: St. Louis, Mo., 17; Belleville, Ill., 18; Jefferson City, Mo., 19; Springfield 20; Chanute, Kan., 21; Lawrence 22; Kansas City, Mo., 23; Topeka, Kan., 25; St. Joseph, Mo., 26; Lincoln, Neb., 27; Omaha 28; Des Moines, Ia., March 1.

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Mass. Lawyer Asks Tighter Race Rules

BOSTON — Legislation to prevent so-called "paper fairs" was advanced this week before the legal affairs committee by attorney Paul A. Tamburello, of Pittsfield.

He was a principal opponent of proposed horse racing at the Hancock Fair last summer and won his point after a series of bitter hearings.

Tamburello's bill would require that fairs operate for five years before they would be entitled to receive consideration for racing licenses.

Tampa Cold

Continued from page 50

crowd-stopper is a \$300,000 painting by the great Dutch painter, Peter Paul Reubens, on loan from the famous Ringling Museum of Art at Sarasota.

New grandstand attraction this year is the Ringling Bros. and Barnum & Bailey Circus. On the track in front of the grandstand, it scheduled to present three evening performances, Wednesday thru Friday (5-7) and matinees on Thursday (6) and Friday (7). Daily advance sales were heavy.

Royal American Shows was enjoying its customary spectacular run in its home town at the fair. Business was reported equal to last year's.

Many top drivers from thruout the country are entered in the four days' racing program offered by Al Sweeney, of National Speedways, Inc. A near-capacity crowd attended the opening day's meet on Wednesday (5). Attendance exceeded by 600 persons the opening day's crowd of a year ago. Advance sales for the three remaining sessions, said Sweeney, are well ahead of those in 1957.

Exhibit Group Names Comm.

Continued from page 50

Studio, Chicago; Peter Corn, of the Displayers, Inc., New York; Clifford McKay, of Ohio Displays, Cleveland.

Convention, Leon Manne, of Mammcraft Exhibitors Service, Kansas City, Mo.; Leslie Levi, of Ivel Construction, New York; Samuel Himmelfarb, of Three Dimensions, Chicago; Sherman Rappaport, of Rappaport Studios, Cleveland; Arthur Berke, of Berke Displays, Miami.

Economic Survey, Peter Corn; Harold Lightman, of Mastercraft Associates; Lewis Barry, of Lewis Barry, Inc.; Bernard Green, of Ivel, and Robert Wetstein, of Dyna-Graphic Displays, all New York.

Membership, Lewis Barry; Wendall Blanton, of Ad-Craft, St.

Louis; Matrice Rappaport, of Rappaport; Courtney Franklin, of Design Associates, Philadelphia, and Severin Czarnowski, of Czarnowski Display, Chicago.

Nominating, Norman Hadley, of Norman Fisher Hadley, Buffalo; Arthur J. Mayer, of Joseph T. Griffin Company, Louisville; Walter Hartwig, of Hartwig Displays, Milwaukee; Van R. Rogers, of Rogers Display Studios, Cleveland, and Clarence E. Murphy, of Novelart Display Company, San Francisco.

Publicity, McKay, Kitzing, Blanton, Hadley, and Fred Tabery, of the Tabery Corporation, Los Angeles.

Industry Co-Operation, Belmont Corn Jr., of the Displayers; Levi; Tabery, and Stanley Fairweather, of General Exhibits and Displays, Chicago.

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- Evansville, Ind..... Pick-Georian
- Flint, Mich..... Pick-Durant
- Indianapolis, Ind..... Pick-Antlers
- Minneapolis, Minn..... Pick-Nicollet
- Pittsburgh, Pa..... Pick-Roosevelt
- St. Louis, Mo..... Pick-Mark Twain
- St. Paul, Minn..... Pick-Helms
- South Bend, Ind..... Pick-Glover
- Teledo, O..... Pick-Fort Meigs
- Topeka, Kan..... Pick-Hanson
- Washington, D.C..... Pick-Lee House
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As you can see, Chevy's a honey of a truck this year, and that handsome, broad-shouldered '58 appearance only hints at the host of new and improved features that are ready to put you dollars ahead in the years to come. Here's a truck ideally suited for your line of work. In styling, for instance, Chevrolet for '58 has what it takes to build your business prestige every day in the week: new dual headlamps, new massive grille, newly contoured hood, new

cab beauty, to mention just a few innovations.

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VOISE SETS BOW FOR HAROLD BROS.

Drops Original Plan to Use Floto Title; Severs Connections With Bob Stevens

SARASOTA, Fla. — Harold Voise will launch Harold Bros. Circus at Lansing, Mich., March 6-8, he revealed here last week. Dates to follow include Bangor, Me.; March 25-26, and Lewiston, Me., March 28-29.

Voise said he and Bob Stevens had parted company and that he had dissolved the circus operating company they had. He also said he had dropped plans to use the Floto title. The latter step was taken to avoid confusion with the earlier company as well as to avoid possible claims on the legal rights to that name.

After the Maine dates, the Harold Bros. show will go to St. Louis, where the acts are being booked as part of the annual Police Show. He said numerous other contracts for Shrine dates

and similar auspices are in various stages of negotiation.

Ahead of the show are Al Tucker, formerly with Polack; Walter Stebbins, now in Lansing, and Si Ruben, recovered from an illness and working in Maine.

Among those who are to be with Harold Bros., an indoor and ball park show, are the Forescitz-Mendez Trio, high wire; La Norma, trapeze; Norbu, gorilla man; Bandy's Greyhounds and Roberts' Leopards; Paul Kaye, equestrian director; Henry Kyes and Kitty and Rex Ronstrom, music department; plus Voise's own aerial bars number and the Flying Thrillers. More acts are being added, he said.

Detroit Date Running Equal To '57 Score

DETROIT—The annual Shrine Circus was running neck and neck with 1957 business in the opening days according to Tunis E. (Eddie) Stinson, circus general manager for the Shrine, who predicted turn-away houses for the first weekend shows.

Orrin Davenport, producer of the show, added that reserves for the night shows for Thursday through Sunday were 90 per cent sold out as early as Tuesday, confirming the traditional slow build-up to a heavy first weekend for this annual.

The Stinson-Davenport team has been active with this annual since 1906.

One important change made this year was the dropping of Monday matinees for both weeks, giving two less performances than usual. Opening was Monday night. Dorita Konyot with her dressage number was added to the acts listed last week.

The afternoon show on Monday had 4,000 people and the Tuesday shows pulled 7,000 in the afternoon and 3,500 at night. The Michigan State Fair Coliseum is fitted with bleachers for 3,000, bringing the capacity to 10,000 for this event.

NEW ARENA

Packs, Autry, Steiner Sign Cuban Rodeo

MIAMI — Plans and contracts were completed here last week for a rodeo to be presented in the new arena at Havana by Tom Packs and Tommy Steiner. Gene Autry will be featured.

The rodeo will be February 29-March 9. Contract was signed by Ernesto Azua, Cuba's national co-ordinator of sports and spectacles, who represented Gen. Roberto Fernandez Miranda, of the Cuban Sports Commission.

Packs just completed a circus date at the Sports Palace in the Cuban capital. Steiner, producer of rodeos, has been associated with Packs in the St. Louis Firemen's Rodeo annually.

The rodeo will be in the new Ciudad Deportiva, Havana's new arena. The arena is to be opened February 26 with a world championship lightweight boxing match.

Attendance, Gross Climb At Saginaw

SAGINAW, Mich.—Shrine Circus produced at the Saginaw Auditorium by Orrin Davenport turned in an increased gross and increased attendance.

The show was here for six days ending Saturday (1). Five of the afternoon performances were capacity houses of 2,200 each, it was reported. Night shows ranged from 1,200 to 2,000 persons.

Kenneth Forbes, manager of the building, said he credited the increase to the show's offering half-price tickets to school children for night shows when they were accompanied by an adult. Result was the sale of more reserved seats at night.

Several performers were stricken with a variation of flu while here. A number of people from Polack Bros. Circus visited here when their show was en route to Hammond, Ind.

TOUGH ONES

British Expert Gets 2 of 3 On '64G' Quiz

LONDON—Circus aspirants to the American "\$64,000 Question" TV quiz show, take note.

British version of the production included as a contestant Antony Hippisley Coxe, leading circus historian and both author and translator of books about circuses and animal training. He made it well the first week.

But in the second set of questions the expert gave two correct answers out of three. Here are the questions:

Name the woman who made a sensation as Mazeppa.

Name the explorer whose African adventures inspired an animal pantomime at Astley's.

Name the battle fought less than 10 years before it was dramatized at Astley's.

Coxe missed the second one. Answers are (1) Adah Isaacs Menken, (2) Mungo Park and (3) Battle of Waterloo—we think.

Kelly-Miller Plans Bigger Band, Concert

HUCO, Okla.—Plans for carrying an enlarged band are being made by the Al G. Kelly & Miller Bros. Circus. The show has signed Bubba Voss to repeat as bandmaster.

He is scheduled to have up to 15 men, which would give him the largest traveling circus band, and the unit is planning to play a concert in the center ring prior to show time.

The show also is expanding plans for the advance department. There are to be more men, according to present plans. The paper used will include 36,000 sheets of old King show paper purchased from the Enquirer Printing Company, Cincinnati.

Kelly-Miller also is planning to use more clowns this year.

The show's seat wagons are in the Wayne Sanguin shops here for revamping in preparation for the coming season.

Trainer Hurt by Cats At Chattanooga Opener

CHATTANOOGA — Evelyn Currie was injured by two animals in her lion and tiger act five minutes before the start of a circus she was to have appeared with here.

The show was produced by the Frank Hildebrands and sponsored by the local Knights of Columbus.

The trainer, whose act is new, was preparing for the performance when she was attacked by a tiger and a lion. Her brother, Clarence Clark, entered the arena to ward off the cats and bring Mrs. Currie out. At a hospital her condition was described as fairly good. She was treated for deep scratches and bites on her side and back.

The act was canceled out of the performances. The show played to capacity houses in zero weather. Hildebrands said they sold 200 banners and 40 pages of program advertising.

Performances at the Warner

Park Field House included Jerry Lipko, equestrian director; Henry's Canine Hollywood Pets, the Three Linders; Juanito and Federico, clowns; Jolanje Joanides, slack wire juggling; Jimmy Snell, the Five Dubskys, intermission.

Also the Glens (Henrys), Name-dils, Dan (Pappy) Kerr; Joanides Kids, unicycling; Miller's Fort Wear Elephants, and Hungarian Troupe.

The show played Knoxville three days ended Saturday (8).

FAN OBJECTS

May Change Hertzberg Collection

SAN ANTONIO, Tex. — An alleged move to break up San Antonio's famous Hertzberg circus collection met with opposition here.

The collection now is in the Circus Room at the San Antonio Public Library but plans are in the making to move it to the Witte Memorial Museum.

Tom Scaperlanda, CFA, voiced opposition. He learned the museum would accept only "show pieces," leaving a huge amount of printed matter, photographs and documents in the library. It would be an error to break up the collection, he stated.

He noted that, in addition to tourists and school children, historians and other writers often journey to the Hertzberg collection in search of information on early American circuses. It is said to be the second largest collection of circus material in the United States.

Harry Hertzberg left his collection to the San Antonio Public Library in his will on condition that it be housed in a separate room and be identified with his name.

If the library could not comply with the condition, the collection was to be left to the Witte Museum and if it did not meet the conditions the bequest was to go to the University of Texas.

Mrs. Ellen S. Quillin, director of Witte Museum, said she originally thought that the library wanted to keep the documentary material. She stated that it was not known whether a full time or part time curator could be provided for the collection. The museum has \$35,000 with which to add a second story to the War Memorial Hall to house the collection.

Press Agents Clear R-B of 'Unfair' Tag

NEW YORK — The Ringling show is no longer on the unfair list of the Association of Theatrical Press Agents and Managers. An agreement was drawn up Wednesday (5) under which Mae Hong returned in advance of the show, joined by Andrew J. Clark. Both went to Miami.

Still pending is the 1953 contract with the union which must go into effect no later than March 1. Talks on the new contract are slated for the week of February 17, the union reports. Refusal to place a second press agent ahead of the show led to Mae Hong being recalled two weeks ago and the circus being declared unfair.

Clyde Bros. Setting 28 Weeks' Tour; Hagen Enlarging, Will Name Manager

OKLAHOMA CITY — Clyde Bros. Circus will play straight thru from its April 14 opening here to its November 3 closing. Owner Howard Suez said last week.

The show previously has closed down in the early fall, partly because acts played fairs. Now that demand has skidded and the talent is available. Moreover, the dates are being contracted.

Suez said that only about four weeks of open time still remains on the year and this is being filled. The tour again will take the show into Ontario for an extended stay.

Features will include the Wallenda Family, high wire, and Karl Wallenda's new production number, "Carousel." Also coming on are the Hungaria Troupe, Tony Smaha, Whiz Kids, St. Leons-Marcus, Weldes Bears, and Happy Kellems.

BENSON LOOKS TO KEY CITIES

NEW SMYRNA BEACH, Fla.—Look for Benson Bros. Circus, operated by Bill Morris, to head for the larger cities of the Eastern Seaboard this summer.

The show reportedly is booked to play Washington, D. C. It is likely to go as far north as the Canadian border.

The show is enlarging and has a new tent.

Cristiani to Delaware

WILMINGTON, Del. — Cristiani Bros. Circus will show at suburban Price's Corner May 24, under sponsorship of the Junior Chamber of Commerce.

EDMOND, Okla. — Howard Suez's Hagen Bros. Circus will spring April 28 with a new, larger big top, all new seating and five new truck bodies, as well as other improvements.

Suez said that appointment of a new manager is expected to be announced shortly. Ayres Davies is to be superintendent. Little Bob Stevens has the concessions, Sid Stevenson is auditor, and Joe McMahon continues as agent.

The new top will be an 80 with three 40s. This year's side show top will be a 60-footer and across from it will be snake and gorilla pits as well as a pony ring.

Canvas this year will be spooled, with the show using the Sanguin spool truck previously used by Stevens Bros. Circus.

Advance will have two bill-posters, postal heralds and phones.

UNDER THE MARQUEE

Cristianis Schedule Much Enlarged Show, Eye 'Biggest' Spot

Buy Large Big Top, Other Tents; Mull Seat Wagons; Buy New Paper

SARASOTA, Fla. — Cristianis Bros. Circus is developing plans that would make it the biggest under-canvas circus. They are spending an estimated \$150,000 in preparation for the new tour and to that is added the Diano Menagerie and other features that are being booked.

Behind the Cristianis' elaborate plans, not all of which are yet announced, are these points:

Their recent 13-day tour of Florida turned in a profit of \$24,700, amazingly profitable and yet less than it might have been if weather had not been cold.

They anticipate that the current business recession in the country will start smoothing out by spring.

And they reason that because of their large and versatile family the Cristianis can put a big show on the road for 60 per cent less than it would cost other shows.

3 Big Tents

Already on order is a 140-foot big top with three 50-foot middles. This spread compares with the 100-foot top of last year and puts it on a par with the other largest tops on tour.

The Cristianis show also will carry both a new menagerie top and a separate side show top. The menagerie will be an 80 with five poles, while the side show will be a 70 with four poles. All canvas is on order with the U. S. Tent Company. Color schemes for canvas are blue, blue and white, and blue and orange.

Monday (10) the family will meet here with a representative of the Lewis Deisel Manufacturing Company who will demonstrate the company's new plans for retractable seat wagons.

If this or some other seat wagon is selected, the show will carry wagons for the blues. It will retain its chairs for the grandstand.

The Cristianis built a full-scale sample seat wagon of their own design but tests at quarters showed it to be inadequate.

Many Animals

With both menagerie and side show, the Cristianis will be unique among shows, according to present plans. The menagerie will have most of the Diano feature animals, plus the Cristianis animals. The circus expects to carry at least 14 elephants belonging to the family and to Diano. Among them will be an African male bull named Jumbo II. It is expected that Pete Cristianis may bring his additional five elephants to give the show 19 head.

The bull herd will reach as high as 20 if Diano is successful in negotiations for an extra large elephant. He is dealing with one source for a large elephant in Africa and with another for a big bull that is in Scotland. Diano recently returned from a European scouting trip.

More animals will come on the show with the Capt. Eddie Kuhn Wild Animals act. Kuhn worked eight on the recent Florida tour and is scheduled to use up to 20

cats on the summer tour, according to the Cristianis.

In the separate side show will be encampment of about a dozen American Indians that have been booked. They are to appear in the concert as well as the side show, and their tepees are to be on the lot.

Pits on the Cristianis midway will include Leonard Simon's penguins and snakes. R. E. McAfee will have giant rats and may add electric eels.

Order New Paper

Paul Cristianis said they have placed orders for eight styles of special paper, believed to be the largest such order in a dozen years. Forrest Freeland is doing the art work. Included will be half, one and four-sheet styles. Special paper is due on Kuhn, Corky Cristianis' principal act, the Jumbo elephant, Diano, the leaps acrobats and animals. The window sizes will be printed in Miami, and the four-sheets probably will be done by Globe Poster, Chicago.

Cristianis said he would use less posting and more lithographing.

Six new truck tractors are being purchased. The show will move on a projected 38 show-owned units plus other trucks that will put the fleet near 50 motor units, it was reported.

For Sale SURPLUS ANIMALS

1 small female African Elephant, 5 1/2 ft. high, gentle; also 2 extra nice female Indian Elephants, well broke, work in any act, 7 ft. 8 or 10 inches high, 1-23 and 1-19 years old; in good shape, \$3,000 each.
1 nice female Single Hump Camel, 11 years old, halter broke, in good shape.
1 male Guanaco, 9 years old (a breeder), \$225.
1 young male Llama, \$225.
Lion Cubs, 10 months old, \$50 each.
2 good Menage Horses, cheap.
Will trade for or buy any animals other than what we have.
Also have small amount of Circus Equipment for sale or trade.
MILLERS, Hugo, Okla.

PHONEMEN or WOMEN

35 per cent, bring in 300 per week. TICKETS—BANNERS
We use collectors.
Draw against earned moneys.
Phone White Plains, New York, WM 8-8123
ask for **CHARLIE WILSON**

PHONEMEN

Top vet deal. Reliable men only.
Deal just starting. Call
Columbus, Ohio
AMherst 8-0604

PHONEMEN

For Brotherhood of Railroad Trainmen convention yearbook. Five months' work in Tri-State area. Finley, Thompson and Hamilton, of Pittsburgh, call **BARKLEY**
Lynchburg office, 3-0859. Phones open in repeat towns. Call Richmond, Va., MILTON 4-9350. No collect. Sam Kersey, call me now.

FOR SALE	FOR SALE	FOR SALE
1—1948 Ford Bus Sleeper, Cab Over, with ten built-in Angle-Iron Bunks; good for use as a Band Sleeper.	1—1948 Ford Bus Sleeper with three built-in Bunks and sliding door closet for wardrobe.	Both of these Busses have #1 condition Motors and Tires—ready to go.
1—Big Top, 110 foot round Top with two 30-foot middle pieces and one 45-foot middle piece—complete with 10 foot 6 inches side wall.	1—60 foot Round Top with two 30-foot middles complete with side wall.	1—Side Show Marquee, 12 foot by 8 foot.
All of the above canvas in good condition and can be seen at Winter Quarters in Sarasota, Florida. Reason for selling—enlarging show.		
CRISTIANI BROS.' CIRCUS		
P. O. Box 105, Sarasota, Fla. Telephone: Ringling 4-7852		

arrived in Detroit from Montgomery, Ala., ahead of his trunks, and had to borrow makeup costume from several of his friends in clown alley for his tramp numbers on opening day. . . A new member of Davenport's clown alley is Jeff Murphree who opened Monday (3).

Johnny Fulghum will return to the Clyde Beatty Circus as biller for the 1958 season. . . Fearless Stars, high contortion trapeze act, will again be with the Al Martin office for the 1958 season. . . Clyde Beatty Circus has hired D. Roger Francis, advance promotional director for the show.

Joe Beach, old-time trouper, is in Wesson Memorial Hospital, Springfield, Mass., recuperating from an operation and would like to hear from friends. . . Dr. and Mrs. William Mann are visiting relatives in Florida. . . Circus fans Jess Beadles and Pettus Brown were guests of Jackie LaClaire in Nashville, where they also visited on the Ringling Bros.' Circus when it played there.

Buster Odle, clown for Glades Amusement Co., is playing the Florida fairs with his Punch and "Balloon Animals" on the midway and fairgrounds. . . Nadia Houcke completed the summer of 1957 with Circus Raney in France, and will

be with Bertram Mills in England in 1958. She was with the Kelvin Hall Circus in Glasgow, Scotland, for the Christmas holidays and formerly rode menage for Ringling-Barnum. . . Wynn Davis, clown and kiddie ride operator, will be in New Orleans for the Mardi Gras.

Doc Capell's circus will open March 1 with all new riggings and circus stage rebuilt. Visiting at his winter quarters recently were Dr. and Art Miller, Herb and Mrs. Walter and Jack Poster. . . Todd and Peggy Henry were visited by Harry Ross, Herby Weber and Lou Kish, all of Los Angeles. . . Don Marks played a show at the Agnew State Hospital in San Jose, Calif. . . George Bink, of Bink's circus acts, recently visited with Jake Disch.

Returning to Honolulu, Paul Breese, director of the Honolulu Zoo, is taking with him a hippo, black leopard, kangaroo and two wallabies.

A model circus opened in a downtown store in connection with the annual Junior Chamber of Commerce Mardi Gras festivities in Woonsocket, R. I. The model show was built by Paul Horsman, grounds superintendent of the East Blackstone (Mass.) Fair, and Arthur Gunther, who has clowning the event for many seasons.

Leo Demers, ex-acrobat, is still at Milwaukee Veterans Home. . . Attending the wedding of Roxy Engesser and Robert Burns in Dallas were Mr. and Mrs. George Engesser, Gee Gee, and Billy Powell, and son, Larry Carden and Sonny Noel. The wedding reception was held in Ft. Worth. . . Charles Schuler is working publicity for Orrin Davenport in Cleveland. Afterward he will go with Mills Bros.

During the Florida tour of Cristianis Circus, Phil Doto conducted the band and was supported by Harry Belisle on drums and Francis Butler at the organ. . . Capt. Eddie Kuhn worked lions, pumas and brown bears. . . Oscar Cristianis had the mixed animal Liberty act.

The Fort Wayne, Ind., News-Sentinel gave Polack Bros. Circus a page spread with pictures and also showed pictures of German circus troupers.

Fire destroyed County Nicholas' trailer in Sarasota.

On Henson Bros. Circus are W. E. Page, manager; L. O. Black, agent; Ollie James, bill poster. Horter's Dogs and Ponies; George Learch, wire and juggling act; Whiteside and O'Donnell, clowns; Carol Hodson, aerialist; the James Whites, trampoline.

MONTGOMERY BIG FOR R-B; 2 TOWNS TO GO

MONTGOMERY, Ala. — Ringling Bros. and Barnum & Bailey Circus, playing two days here, drew an afternoon crowd estimated at about 9,000 and a night crowd about 5,000. The show appeared in the Alabama State Coliseum, which seats about 9,000 for this event.

Behind the show was its just-completed date at Nashville and ahead of it were two more stands to complete the longest season it ever played. It was going from here to Tampa for the Florida State Fair, then to a layoff at Sarasota quarters, and finally to a four-day stand at Miami.

Tent Plant Booms

SARASOTA, Fla.—U.S. Tent plant here is operating on an overtime basis. George Johnson has reported. An addition to the plant is being built and new sewing equipment will be installed there. Meanwhile, the company is leasing extra warehouse space.

Plan Latin Tour

SARASOTA, Fla.—Booking for the Cuban show, Gaby Fofa Miliki Circus, is underway here. The show is planning to play several weeks in Puerto Rico, then go to Trinidad and perhaps some other Latin American territory. Charley Borza is preparing the program.

Atayde Business Good

MEXICO CITY—Sources in contact with the Atayde brothers recently say the Atayde Bros.' Circus played to good business in Mexico City and that they feel presence of the Ringling show in the city for part of the run had little or no effect on Atayde business.

OUTSTANDING PHONEMEN WANTED

CLYDE BEATTY CIRCUS
Tickets and banners. Start immediately. First regular circus to play Greater Ottawa area in 7 years. Police deal follows. Phone after 6 p.m.
PROMOTIONAL MANAGER
Beacon Arms Hotel, Ottawa, Ontario.
Telephone Central 5-1413, Extension 1260.

AT LIBERTY ROSE WESTLAKE

MENTALIST and "FIFI" SHEEP HEAD LADY
ROSE WESTLAKE
Olympic Hotel, 723 So. Westlake
Los Angeles 5, Calif.

EXPERIENCED MUSICAL DIRECTOR

Available for Circus, Rodeo, Fairs, Grandstand Shows. Have complete music library for any programs on the bill. Will play trumpet just with organ and drums when necessary also. Contact by letter or wire.
JOE ROSSI
3023 4th Ave. Huntington, W. Va.

PHONEMEN

State law enforcement deal. Highest percentage.
HOWARD MARTIN
5779 W. Third St. Dayton, Ohio
Amherst 2-4446—Amsinster 9-6674
No collect.

Eddie Dullum is playing the Indio Date Festival, February 22-23; then he plays the Honolulu Circus, February 28-March 15, and returns to Clyde Beatty show for the 1958 season.

Betty and Benny Fox were appearing in San Antonio for an auto agency. . . The Amazing Monahans, tumblers, have just closed a date at the Riverside Hotel in Reno. . . Rolando, one-finger act, is appearing with the Harlem Globe-trotters.

The Third Annual State Meeting of the John & Mabel Ringling Top, C.F.A. will be held in Sarasota, February 22-23 at the Hall of Fame.

Mrs. Orrin (Dorothy) Davenport underwent surgery Monday (3) at Henry Ford Hospital in Detroit. She is recovering satisfactorily and is expected to be back by the end of the Shrine engagement there. . .

Otto Griebing, who has been with the Ringling-Barnum Circus,

4—PHONEMEN—4
UPC'S and CIRCUS BANNERS
Can use two Men capable of handling an office.
J. F. SHAFER
Day Phone: Hunter 3-8250, Ypsilanti, Mich. Night Phone: Lincoln 2-2299, Royal Oak, Mich.
403 1/2 South Main St., Royal Oak, Mich.
No collect.

CAN USE
2 high-class Phone Men capable getting money without heat. Third year Shrine Temple with plenty repeat calls. No other phone deal going here. This is first one this year. Can also use good Man to work neighboring towns with Shrine Clubs.
Anson Shrine Temple, Bangor, Maine.
Phone 21280. No collect.
W. BROWN, Recorder
P.S.: Wilson, all your last year's cards and more waiting, ready to work.

PHONEMEN
Want Phonemen. Office now open. Phones in. Programs, Banners, UPC's.
Clyde Beatty Circus
Full Route. Police and Shrine dates to follow.
Promotion Manager, c/o Clyde Beatty Circus, Jameson Hotel, Meadville, Pa.
Phone 2-1905. No collect.

MONARCH PRODUCTION WANTS
For Spring and Fall tour: Ground and Aerial Acts indoors and outdoors. Clowns that can clown. Prop Men. Concession Help of all kinds. Fair Secretaries. For open Fair time contact Mid West and East, Jack Poster, P. O. Box 482, Phoenix, Ariz. West Coast: Jimmy Muir Agency, Hotel Claremont, Berkeley, Calif. All Acts contact Todd Henry, 74 East Victory, Phoenix, Ariz. Top Promotional Director with or without Crews. Steady work for loppotch People.
Phone: Broadway 8-9531.

PHONEMEN
TERRIFIC APPEAL
Pay every day
JACKSON 7-6045
Hartford, Conn.

WANT PHONEMEN
Tickets and Advertisements. Man and Wife Teams also want good suspects Agent. Good deal for right parties. Write, phone or wire. No collect.
YANKEE DIXIE ENTERPRISES
Jackson 5-3165. Milner Hotel, Huntington, W. Va., or Park Central Hotel, Galipolis, Ohio.

CLYDE BROS.' CIRCUS
Wants Feature Acts for entire season. Opening April 14.
HOWARD SUESZ
Box 8636, Oklahoma City, Okla.

6—PHONEMEN—6
Good suspects; banners and tickets; pay daily on delivered business. Paid collectors. Several spots ready. Bill and Ben, Joe Henson, John Bennett, come on. Call person to person.
JOHN C. GOLDEN
Temple 1-9423 Winter Park, Fla.

Chicago Riverview Budgets 300G in Ads

CHICAGO—Opening its 55th season on May 14, Riverview Amusement Park here will budget \$300,000 to advertising this year. Its strong campaign in newspapers, television, radio, magazines and outdoor is handled by the Dancer-Fitzgerald-Sample ad agency, where Thomas P. O'Connell, speaker at the recent NAAPPB convention, is director of media.

Attracting an average yearly attendance of 2,000,000 during its 17-week season, Riverview and D-F-S consider newspapers the basic media. Circulation of the four major Chicago dailies blankets Riverview's primary market areas and reaches into the fringe territory to influence out-of-town business.

Heaviest newspaper lineage goes to the Chicago Tribune with a schedule of 2,514 lines in its neighborhood section; 3,764 lines in the complete daily, and 1,690 lines in the complete Sunday edition. TV Week magazine of the Tribune also is scheduled.

The Chicago American with 8,086 lines, Sun-Times with 7,934

lines; News with 6,998 lines, and ads in 19 community and suburban newspapers complete the schedule. Frequency of space is considered more important than space size.

Television has proved a forceful selling medium for Riverview in reaching its preferred audience of children. A saturation campaign, running at a high of 38 spots per week in the 1957 season, has been set for this year. The valuable out-of-home audience is reached by radio, Riverview's best buy in terms of cost per thousand. Amazing growth of portable and auto radios and transistor set sales has influenced buying spot schedules on WIND eight times daily. Participation in "The Line-Up" on WCFL precedes all Chicago White Sox home and out-of-town games.

Riverview's 100 dominant locations of outdoor advertising wrap up the advertising program, O'Connell feels.

President and general manager of Riverview Park Company, an \$8,000,000 enterprise, is William B. Schmidt.

NAAPPB Sets Comm. Meeting; Bowman South

CHICAGO—A meeting of the National Association of Amusement Parks, Pools and Beaches executive committee is to be scheduled for Florida some time this month. Exact time and place are to be determined shortly.

Meanwhile, John Bowman, executive secretary of the NAAPPB, said he was leaving Chicago over the weekend and would go first to New Orleans and then to Tampa.

In New Orleans he will confer with Harry Batt and Harry Batt, Jr. At Tampa he will attend the Florida State Fair, winter gathering place for park and ride people. He also will go to Orlando.

Bowman said his Florida activities will include conferences with John Singhiser, Art Fritz, Edward Schott, George Hamid and William Muar, as well as with other officers and committee chairmen of the association at various locations in that State.

William Schmidt, president of NAAPPB, is expected to be in Florida for the executive committee meeting also.

ROLLER RUMBLINGS

Detroit Arcadia Goes To Pipe Organ Music

DETROIT — Arcadia Roller Rink under the management of Bill Holleman has brought back the thrill of genuine pipe organ music for skaters, unknown in this area for several years. Results are satisfactory, and the youngsters skating there like the new music source, Holleman says, finding it a welcome change from other types. The organ is used also in connection with some recordings, allowing patrons an alternation of musical fare. Arcadia is currently running five open sessions and three nights of club sessions weekly.

Holleman purchased the huge four-manual Wurlitzer organ from the Broadway-Capitol Theater here. This unit was installed new in the theater about 30 years ago, and was only given about three or four years of active use because of the advent of talking pictures shortly after. It was, therefore, in excellent mechanical condition. Holleman spent a year rebuilding it, including replacement of all leather parts, and then placed it

in service. Cost of the organ was \$3,500, and of moving and reconstruction about \$5,000. Bought new today, it would cost over \$100,000, well above the \$70,000 it cost 30 years ago.

Holleman is not only owner-operator of Arcadia, but is organist as well. He points out the completeness of this organ, with 20 sets of pipes, including a piano and a full set of traps.

Plans are in the making to produce recordings with the new organ as soon as some acoustical problems in the building can be worked out. Holleman is the owner as well as recording artist for Beel Rhythm Recordings and is said to

(Continued on page 63)



REG. U. S. PAT. OFF.

**DOESN'T COST—
IT PAYS**

WHEREVER FOLKS GATHER FOR FUN AND RELAXATION YOU COLLECT "DIVIDENDS" EVERY DAY, YEAR AFTER YEAR.

FOR A "BLUE CHIP" INVESTMENT, BUY

SKEE-BALL

SOLD ONLY BY

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL STREET PHILADELPHIA 44, PA.
Serving the Amusement Industry Since 1904



14 Ft. Long.
30 In. Wide

Fill in Site For New Rides At Lakeside

DENVER—Cramped for space in his Lakeside Park, General Manager Benjamin Krasner is filling in an area extending 50 feet into the park's Rhoda Lake to accommodate two new rides.

Coming from Germany is a Satellite Jet and from Jacksonville, Ill., is a Scrambler. Now under construction are canopies, lighting effects and complementary landscaping.

NAAPPB Has New Number

CHICAGO—National Association of Amusement Parks, Pools and Beaches has a new telephone number for its executive offices here. New designation is Central 6-1528.

KEEP SECRET

Elitch Razing Grecian Gate For Highway

DENVER — Elitch Gardens' famed Grecian main entrance is being razed to make way for construction of a six-lane highway. Demolition of the old gate and construction of new gate will be completed in time for the park's May opening date, according to Arnold Gurtler, Elitch president.

Considerable newspaper space was devoted to stories of the building and sculpturing of the male and female Grecian figures atop the 50-year-old gate.

It seems the sculptor had no luck in locating a female willing to model the rather undraped figure. The only applicants did not fit in with the Elitch standards.

At long last—in the interests of art only—a Denver school teacher agreed to pose on the condition that the model's name never be revealed, or so the story goes.

SKATING RINK TENTS

42 x 102 IN STOCK
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Metropolitan population of 275,000

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<p>SHOWS</p> <p>Any worth-while Attraction or Exhibit, New and Unusual.</p> <p>HY STEIN, Owner-Manager</p>	<p>PARK CONCESSION OPERATORS</p> <p>We have space in building for reliable people.</p> <p>Contact us Winter Office, P. O. Box 8304 Tampa 4, Florida Phone WE 4-8981</p>	<p>RIDES</p> <p>Kiddie and Adult</p> <p>Interesting offer to operators with Rides not conflicting.</p> <p>WILLIAM DWYER, Asst. Mgr.</p>
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FOR SALE—ALLAN HERSHELL—FOR SALE

MERRY-GO-ROUND

40 ft. diameter, 3 abreast, 36 Jumping Hand-Carved Wood Horses, 2 Charlots, new Canvas Top. Excellent condition. Terms to responsible parties.

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CARTHAGE, O., TO CONSIDER ADDED USE FOR BALL PARK

CINCINNATI—A proposal to have the Carthage Fairgrounds near here serve also as the site of a 45,000-seat baseball stadium, is to be considered at the next fair board meeting. The stadium would become the home of the Cincinnati Redlegs, under the proposal. Besides the stadium a new race track would be built.

The fairgrounds consists of a 49-acre tract deeded 104 years ago to the Hamilton County Agricultural Society. The deed specifies that the grant should continue as long as the land is used for a county fair.

One of those supporting the proposal pointed out that the fair "has outgrown its present facilities and can't build a new grandstand."

The erection of the ball park and a race track alongside of it, plus parking space for from 5,400 to 10,000 cars, would give the fair the "finest fairgrounds facilities in the country."

An architect who drafted plans for new structures said that the total project would cost at least \$10,000,000.

Mich. State Okays New Format Sked

DETROIT — The line-up of shows for the grandstand and Coliseum for the Michigan State Fair was approved at recent meetings of the Michigan State Fair Commission and its entertainment committee. Several major changes in format were approved, including major emphasis upon free shows for part of the fair, according to manager Donald L. Swanson.

Opening night at the Coliseum will be a free show for teenagers, presented by Detroit area disk jockeys. On Saturday, Sunday and Labor Day, Tennessee Ernie Ford has been signed for seven performances, including three on Sunday. The usual agricultural and horse shows, presented without admission charge, will use the building on Tuesday, Wednesday and Thursday.

For the final three days, the Coliseum will return to the policy of shows by top recording artists, but in place of the usual virtually continuous policy of three shows daily, there will be only one on Friday and two each on Saturday and Sunday.

Major innovation announced by Swanson for the grandstand will be a series of 15 free shows for children, including two shows each on both Fridays and Saturdays and Labor Day, an evening show on opening Sunday, two matinees on Tuesday — traditional Children's Day — and matinees on Wednesday and Thursday.

On Tuesday, Wednesday and Thursday nights the grandstand will for the first time present a recording artist show for teenagers.

Automobile races, long a top attraction here, will be presented both Sunday afternoons. A further innovation for the closing Sunday night will be a free fireworks show.

The commission tentatively rejected a request from racing interests for installation of a 3/4-mile asphalt track in front of the grandstand, pending decision on a major projected grounds improvement in the form of a \$15,000,000 Olympic Stadium. A bill is to be introduced in the present session of the Michigan Legislature to authorize this structure, designed to seat 70,000 people, in advance of the 1965 Olympic Games, which Detroit is trying to secure. This would require some reconstruction or rearrangement of existing grandstand facilities.

The Monday session marked the appointment of Lee Feller, of Coldwater, to the commission by Governor G. Mennen Williams, to succeed Dr. L. H. Firestone, of Flint Amusement Park, a board member for years, who has just resigned.

YOUNG MARKS 43 YEARS AT OXBOW, SASK.

OXBOW, Sask. — A. W. Young has been re-elected to his 43d consecutive term as secretary-treasurer of the Alameda Agricultural Society. His record is believed to have no equal among Canada's exhibition organizations.

Since 1916, Young has served under 13 presidents. Now heading the society for a sixth term is Grant Whitfield. The organization marked its 70th anniversary last year.

Spencer, Mass., Adds Buildings

SPENCER, Mass.—The Spencer Fair will plow back some of its profits into plant improvements this year with plans to build a new cow barn and a new exhibition building to replace tents used in recent years.

The barn will measure 180 by 40 feet and the exhibit hall 120 by 40 feet, Paul J. Bouley, treasurer, announced.

The fair recently signed Ward Beam to provide grandstand attractions for this year. Included will be the Black Diamond Rodeo and Hendrick's animal show plus acts. Harness racing will be held on Labor Day afternoon, and Jules Gillette will provide the midway attractions.

N. J. Events Pull 620,000

TRENTON, N. J. — Approximately 620,000 people attended 18 agricultural fairs in New Jersey during 1957, according to William C. Lynn, secretary of the New Jersey Association of Agricultural Fairs.

Except for a two-week period in mid-September, there was a fair in progress somewhere in the State every week from the middle of July thru September.

Approximately \$60,000 was awarded in premiums, much of it going to 4-H and FFA contestants, Lynn stated.

QUINCY, Fla. — The annual Gadsden County Tobacco Festival has canceled its 1958 showing, which had been scheduled for October. Withdrawal of support by sponsoring organizations is given by officials as the reason.

It was disclosed that the county contribution of \$500 would not be forthcoming this year. Officials stated there was a good possibility the event would be revived in 1959.

Winter Fairs

- Arizona**
 Mesa-Maricopa Co. Fair, March 19-23.
- California**
 Indio—Riverside County Fair & National Date Festival, Feb. 14-23.
 Imperial — California Mid-Winter Fair, March 1-9.
- Florida**
 De Land—Volusia Co. Fair, March 3-8 Lee Maxwell.
 Eustis—Lake Co. Fair & Flower Show, March 16-15 Karl Lehmann.
 Fanning Springs—Suwannee River Cattle Show, Feb. 19-21 L. C. Cobb, Trenton.
 Kissimmee — Kissimmee Valley Livestock Show, Feb. 19-23 O. L. Partin.
 Largo—Pinellas Co. Fair & Horse Show Feb. 24-March 1 J. H. Logan.
 Madison—North Fla. Livestock Show & Sale, Feb. 24-25 O. B. Hamrick Jr.
 Miami—Southeast Fla. & Dade Co. Youth Show, April 24-27 Ralph E. Huffaker.
 Ocala—Southeastern Fat Stock Show & Sale, March 3-7 Louis Gilbreath.
 Orlando—Central Fla. Fair, Feb. 24-March 1 C. T. Bickford.
 Plant City—Fla. Strawberry Festival, Feb. 17-22 Fred W. Nulter.
 Quincy—West Fla. Livestock Show, April 8-10 John C. Russell.
 Sarasota—Sarasota Co. Agrl. Fair, March 17-22 K. A. Clark.
 Sebring—Highlands Co. Fair, Feb. 24-March 1 B. J. Harris Jr.
 Tampa—Fla. State Fair, Feb. 4-15 J. C. Huskisson.
 Winter Haven—Fla. Citrus Expo., Feb. 15-22 Robert J. Eastman.

S. D. State Starts Work On 135G Bldg.

HURON, S. D. — The South Dakota State Fair has awarded contracts totaling \$135,081 for the construction of its new women's activities building. The hall is scheduled to be ready by August 1 and to be used during the 1958 fair.

Plumbing and heating will cost \$11,825; electrical work, \$14,773; seats, \$10,000, and architect fees another \$10,000. Construction was scheduled to get under way immediately on the 92-by-202-foot structure. It will be located east of the horticulture building in the central section of the grounds.

A. B. Fatherree New President Of Miss. Assoc.

JACKSON, Miss. — A. B. Fatherree, Jackson, was elected president of the Mississippi Association of Fairs and Livestock Shows at the association's annual one-day convention Wednesday (5) in the Robert E. Lee Hotel here.

Others elected were R. B. Jeffries, Laurel, and J. R. Thomas, Kosiusko, vice-presidents; N. S. Hand, Jackson, secretary; G. L. Hayes, Jackson, assistant secretary, and Mis Win Shearer, Jackson, treasurer.

The convention was given light attendance. Only seven fairs and eight livestock shows were represented and a small number of showmen were on hand.

Included among showmen present were Leroy Finley and Ernie Farrow, Wallace Bros. Shows; Forest Cole and Bill Butler, Gladstone Shows; Bobby Kline, Johnny Denton's Gold Medal Shows, who stopped over en route to Canada; Jimmy Brooks, Mississippi Hay Ride; Mr. and Mrs. Lee Slade, Boyle Woolfolk Agency; Bernie Shaprio, Triangle Poster Company; George Flint, Barnes-Carruthers Theatrical Enterprises, and Concessioner R. B. Pruett.

N. Y. Fairs Fight Midway Bingo Loss

NEW YORK—The status of bingo in New York is satisfactory to many religious and benevolent groups, but fairmen, carnival operators and merchandisers are far from satisfied about the way the situation is working out. Fairs are acutely affected and several are pressing their legislators for relief thru amendment.

As the matter stands, all that is required for application of the game is the appointment by Governor Harriman of a governing commission and the holding of local referendums, so that each community can decide whether to permit the game. The whole affair can be settled thruout the State by May.

But there is a rub, and it has many facets. First, the game will be so tightly regulated that professional operators will find it hazardous to become involved in

the operation, except possibly as landlords of premises used for bingo. The operation will be patterned after that in New Jersey, where statements of intent and financial reports are required. These show how the auspices group will divide its money and how much for wages, rent, prizes and other purposes.

The major snag to fairmen, however, is that the law provides for cash prizes and makes no mention of merchandise bingo. Limits are imposed on pre-game dollar prizes and daily maximums. But by adopting this procedure the fairs would be tolerating gambling on their premises and thereby jeopardizing their State aid.

What must be done to straighten the matter out is to amend the law in such fashion as to exempt agricultural fairs from its provisions. This would presumably permit merchandise bingo on the fairgrounds. Before an amendment can be submitted, however, the State governor-general must pass on its applicability and legality.

Meanwhile, bingo stands to be taken from the hands of the veteran operators and likewise from the fairgrounds. The man in the street thinks he has okayed bingo, but the game he has approved can be played for cash and under severe restrictions, and bears no resemblance to the colorful game which has enlivened fairground midways.

Western Assn. Names Blenkle

SACRAMENTO — Joe Blenkle has been appointed public relations director for Western Fairs Association, it was announced by A. A. Jensen, Susanville, Calif., president. Blenkle, who assumed his duties last week (3), has been on the staff of the Sacramento Union for the past nine years and prior to that time had been a newspaperman in Idaho and Florida.

For a number of years he has also been publicity director for the Lodi Grape Festival, Dixon May Fair, Sacramento County Fair, Placer County Fair and worked on the California State Fair & Exposition press staff.

Concession Assn. Sets Oct. Confab

CHICAGO—The National Association of Concessionaires will hold its 1958 convention October 21-25 in the Hotel Americana, Miami Beach, Thomas J. Sullivan, executive vice-president, announced.

The confab will again be held in conjunction with the Theater Owners of America and 170 booths will be used to display the latest in concession and vending equipment as well as motion picture gear.

Malone, N. Y. Nets \$11,000

MALONE, N. Y.—The Franklin County Fair wound up its 1957 operations with a profit of close to \$11,000, Maurice J. Finnegan, secretary, announced. During the year the fair painted all buildings and blacktopped the midway and grandstand area.

All 1958 attractions have been signed. O. C. Buck Shows will play the midway for the 23d year; Ward Beam Productions will bring in an animal show, ice show and revue, each for two days, and Jack Kochman will give two thrill show performances.

FAIR...

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Concessionaires COMMITTEE CHAIRMEN

and others interested in the Fair and Celebration Fields...

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ROYAL AMERICAN OKAY ALTHO COLD

Sedlmayr Reports Tampa Business Equals Same Days of a Year Ago

TAMPA, Fla. — Royal American Shows went into action on its home base here, the Florida State Fairgrounds, and played to good crowds despite record cold weather that arrived simultaneously with the opening of the State Fair's run (4-15).
Carl J. Sedlmayr, president of the show, reported that business on the first three days of the fair was

on a par with the comparable days of a year ago, despite the sub-freezing weather.

If the bad weather breaks, he said, the Royal American stood a chance of running up one of its best years at the Florida fair. The show winters on the fairgrounds and activates in mid-winter for the fair.

This was the third time in recent seasons that the Royal and Ringling were at the same location, altho Ringling's make-up has changed radically since the other two. One of those was at the Louisiana State Fair a couple of seasons ago. The other was a still date at Joplin, Mo., earlier.

Fargo Confab Draws Strong Show Turnout

FARGO, N. D.—Carnival operators as well as grandstand attraction suppliers turned out in good force at the recent meeting here of the North Dakota Association of Fairs.

Included at the three-day confab were Mr. and Mrs. Al Brown, Tri-State Shows; William T. Collins, William T. Collins Shows; Len Martin, William D. Stanley Shows; Ellery Reynolds, Tri-State Shows; Mr. and Mrs. Mike Smith, Northern Exposition Shows; William D. Stanley, William D. Stanley Shows; Bernard Thomas, Art B. Thomas Shows; and Mr. and Mrs. Jack Vomberg, Badger State Shows.

Also Captain Herbert P. Hunt, Master Sergeant Harold A. Anderson, U. S. Army; Don Ackermann, Ackermann Sound Service; Art Briese, Theatre-Duffield Fireworks, Inc.; Ben Brune, Flying B Rodeo; Earl Dunn, Hal Garven, Hal Garven Productions; Tom Durant, Swenson Thrillcade; Bill Ehr, Northwest Booking Agency; Cy Fossum, Fargo Rubber Stamps Works; Warren O. Hartman, Tri-State Harness Horse Association; Tommie Holden, Art Noble, Tommie and Larry Holden thrill show; Gene Holter, ostrich races; Juanita Keldahl, Juanita's Entertainment; Jack Kelly, Gus Sun Agency.

Fred H. Kressman, Sam J. Levy Jr., Barnes-Carruthers Theatrical Enterprises; Preston Lambert, Al Sheehan, Inc.; William A. Lindemann, Ragalia Manufacturing Company; Carl and Marion Marlo, Marlo Show Productions; Leo Overland, Trans World auto thrill show; Erwin J. Schmidt, Rich Bros. Fireworks; John Schue, rest rooms; Aut Swenson, Swenson Thrillcade; Frank R. Winkley, Auto Racing, Inc.; and Ernie Young, GAC-Hamid, Inc.

Ruback Crew Busy on Gear

SAN ANTONIO—With winter quarters work under way for a month, rides and equipment of Alamo Exposition Shows are already rounding into shape, Jack Ruback, owner-manager, reported last week.

Ruback returned here recently from Los Angeles, where he attended the wedding of Olan Thornton's daughter, Claudette, to William O'Brien. The bride was on the Alamo shows as a youngster with her parents.

Ruback will take three major rides to the George Washington Celebration in Laredo, Tex., where George Loos has the midway attractions.

Weather Chilly As Mardi Gras Bows in Mobile

MOBILE, Ala. — Mobile's annual Mardi Gras celebration opened Thursday (6) in unusually chilly weather. A night parade by the Polka Dots, a women's mystic society, highlighted the opening. Sixteen parades in all will be held during the celebration, which will end February 18.

Showmen participating include Shun Wilcox on the Knights of Columbus lot, Frank W. Peppers at Conti and Conception streets, Russell Cooper on the Davis Avenue lot in the Negro section, and Gem City Shows on a new lot at Government and Joachim streets.

Concessioners include Mr. and Mrs. Harry Bartlett, long-range gallery; Mrs. Cooper, candied apples and pop corn; J. Frank Kelly, candy floss and confetti, and Hattie Wagner with her lunch wagon.

Straight sales concessions only are permitted.

Opening day visitors were Robe Sicksels, John R. Ward Shows; Mr. and Mrs. Joseph Barron of Pittsburgh; Fred Cantrell, Shun Bros. Shows; and Don Grecco, Gem City Shows.

Canada Assn. Names Marco President

MONTREAL — P. A. Marco was re-elected president of the Canadian Showmen Association at its recent election and annual meeting here in the clubrooms.

Alex Zaien was named first vice-president; O. Drouin, second vice-president; Howard Jones, third vice-president; R. Genest, secretary-treasurer for his fifth term, and the following to the executive committee: K. Rifkin, A. Bouillard, Y. Monnet and D. Pitcher.

It was announced that the annual banquet will be held November 11 at the Queen's Hotel in Montreal.

Recent additions to the membership rolls included J. Anthony, S. Arrigo, M. Aube, C. Anthowson, J. Branzon, A. Briere, A. Barress, R. Brunet, T. Bissonnette, T. Bodnar, T. Browne, E. (Al) Brown, J. Camp, J. Carbonneau, D. Connor, R. Cooper, F. Cantin, H. Cairns, S. Chaput, C. Desbiens, H. Dennis, S. Dimitry, S. Foley, R. Fudger, H. Fagan, B. Gilbert, M. Germain, J. Greenway, P. Holland, C. Hardy, E. Herstad, J. Homenisk, J. Heaman, W. Jamieson.

E. Kosowan, G. Laventure, L. Laventure, M. Lavallee, N. Lezetz, R. Maltais, F. Maracle, M. Moszynski, F. Morris, W. Maloff, J. Maltais, H. Morgan, V. McAloon, Ed Nicholls, J. Nargase, F. Paquin, M. Perlman, J. Parro, J. Robinson, M. Randall, W. Redman, J. Santa Lucia, G. Sellmer, E. Stanley, J. Spenser, D. Scott, J. Sholtanuk, Jack Sholtanuk, J. Smith, B. Taylor, P. Walker, M. Wagner, J. Lake-land, D. Berman, J. Mattioli and A. Bloom.

the best midway receipts in the fair's six-year history.

George K. Moon was recently named fair president; George Hemminger, vice-president; Karl W. Kurtz, secretary-manager, and Mrs. Herbert Kaiser, treasurer.

Tropical Park Deal Scores for Endy Unit

MIAMI — A vastly successful promotion was held January 24-26 at Tropical Park race track. Produced by Dave Endy and including a major midway and circus acts provided by Frank Wirth, it offered an assortment of rides and more than a dozen concessions. The event was held under auspices of the Junior Museum Guild.

It was reportedly a first time for ticket sales in the public schools. Sales were set up in all Dade County public, private and parochial schools at 50 cents for children and 90 for adults. Reserves sold at the gate for \$1.75.

It rained daily, but the program went on at a three-a-day pace.

Hot Springs Fem Tacky Party Wins

HOT SPRINGS—There was a large turnout for the seventh annual tacky party of the Ladies' Auxiliary of the Hot Springs Showmen's Association Saturday (1) in the clubrooms, and it was reported that a sizable sum of money was raised for the old folk's home.

A house trailer, the door prize, was awarded Mrs. Marion Shuford. Mrs. Virginia Gamble took top prize for the tacky costumes. Joan Fairly was second, followed by Marion Shuford and Rose Cutler.

The team of Jackie Wilcox and Fred Howie won the thin people's contest with Bill Wilcox and Caroline Holt taking second honors.

Pat Ford, president of the club is back in a Little Rock hospital and his duties are being carried on here by L. C. Reynolds and Harry Zundars.

Cory Pacts Four Neb. Fairs

KANSAS CITY, Mo. — Ted Cory, manager of Heart of America Shows, announced he had signed to provide the midway attractions at four fairs in Nebraska to round out the shows' fair season.

Fairs in that State are at Osceola, McCook, Lewellen and St. Paul. Plans are to carry 10 rides, four shows and a couple dozen concessions and the opening is set for March 28 at Fort Leonard Wood, Mo., Cory reported. Dotty Cory will handle the office.

Already signed for the front end are Pat Patterson with 7; L. K. Carter, 3; Eddie Young, 5; Sam Lyons, 3; Teddy Burke, 4, and Tom Wells with diggers.

Page Readies Both Units

SPRINGFIELD, Tenn. — With the majority of its fair dates set for the season, work on the two units of Page Bros. Shows is getting under way here in earnest and an early opening is scheduled, according to W. E. Page, manager.

Colon Lenard, manager of the No. 2 show, is here supervising the refurbishing of his rides. Charles Griggs will be business manager.

Johnny Reid will be business manager of the No. 1 unit and Norman Littlefield will again be the concessions manager.

Acts were the Hansels, casting; Charlie Frank, producing clown; Hoover's lions; Harold Barnes, wire; Robert Brothers, funny Ford; Great Maschino Troupe, acrobatic; Nancy's Elephants; Del Bas, aerial; Tex Barton, truck horse; Elvis, wooder horse; Christian's doberman dog act; Antonets, Risley; Coronas, high wire; Rocketto, cannon act, and Milt Robbins, ringmaster.

Three-week advance press campaigns was handled by Herb Pickard. There was a Sunday Miami Herald full-page color spread and Daily News amusements column devoted to the operation, in addition to radio plugs and TV slide use. Aiding also was Jimmy Rison, Polack Bros. Circus promotion man.

The auspices proved a strong one here. The Jordan Marsh and Burdines department stores set up advance sales booths. More than 75,000 persons attended during the three days.

Ideal Rides Set Route Opening; Add Equipment

MILWAUKEE—Mr. and Mrs. Hub Loelers, owners-operators of Ideal Rides, have signed 11 fairs and eight celebrations in Illinois and Indiana to complete their route. The show will open June 2 at the Veederburg, (Ind.) Street Fair and will be out until October 3.

New equipment includes a new Schiff Hi-Road Model Roller Coaster, a new King Combination Ride, new ticket boxes and a new popcorn-confection trailer being built at the Metz Manufacturing Co. in Mokena, Ill.

The staff, besides Mr. and Mrs. Loelers, will include their son, Bill, who will be in charge of office-owned concessions; Ray Carter, ride foreman, and Bill Vining will be in charge of work at winter quarters during the spring months.

Site, Circus Pending for Philly Midway

PHILADELPHIA—The annual circus-midway date will be held again this spring, it is stated, altho several aspects of the date still have to be worked out. Played for years by the Ringling circus, the event was held at the Front and Erie streets lot last year, featuring the Clyde Beatty Circus, when Ringling decided not to play again under canvas.

Ringling is the preferred show, but if it shows outdoors, the Front and Erie lot would be unsuitable, as it is too open to the public. Up in the air, also, is the question of who would provide seats.

Other circuses are also interested in the Decoration Day week, notably Clyde Beatty and Christian Bros. Circus, but the show and site are still undecided. The date has been a hush one for midway operations as circuses get favorable terms as a drawing card, making the midway operation feasible.

Va. Greater Signs Up Six Carolina Fairs

SUFFOLK, Va. — William C. (Bill) Murray, general agent for Virginia Greater Shows, announced six southern fairs have been contracted for this fall.

The South Carolina route includes Bennettsville, Manning, Kingstree and Sumter. North Carolina fairs booked so far are Asheboro and Lumberton, with other North Carolina fairs still pending.

The show's winter quarters here will open Saturday (15) when a full scale of refurbishing will start on all of the show's equipment. Murray, who has trouped with the show since its organization 17 years ago, is in charge of the winter quarters until Manager Rocco Masucci returns from a business trip.

Orders have been placed for new canvas, four new semi-tractors and two more rides which will be added when the show goes on the road in April. Territory this year will be Maryland, Delaware, Virginia and the Carolinas. Several good still dates and celebrations have already been booked for the show's route before the fair season begins.

I.T. Readies April Debut

NEW YORK—The new Round-up will tour this spring with the No. 1 unit of I.T. Shows. The ride was acquired in time for last year's appearance at the fair in Rhinebeck, N. Y.

As usual, the show will field two units for still dates in and around New York City, merging them for the opening fair date. Orange County Fair, Middletown, August 2-10. The No. 1 unit will play city lots, while the No. 2 unit will tour Nassau County. Opening date will be April 5 in Manhattan.

A. J. Sunny Pacts Sandusky, O., Fair

SANDUSKY, O.—A. J. Sunny Amusements has been awarded the midway contract at the Erie County Junior Fair here for the second year. In 1957 the show turned in

Stipe Books 6 Fairs, Adds 3 More Rides

WHITE BEAR, Minn. — Six fairs were booked by the Stipe's Show at the Minnesota convention last week. Lance Stipe, owner, plans to add three more rides to his 1958 unit, raising the total to 10 rides. Mr. and Mrs. Stipe are wintering in Texas and expect to open winter quarters around the first of April.

One ball Milk Bottle Game, 3lb. and 4 lb.
Three ball mechanical Bucket.
Three various styles of Six Cats.
Pitch-Tilt-You-Win, frames and blocks.
Slot rolldown Tables—Under 30 over 11.
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Punks for Punks Racks, 2 sizes, 11" and 13".
New Gaucho Slack Rack Babies—a very big thing at the Florida Fairs.
New Skillo Picture Frames and Buckets, Long Range.
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Shows, Rides, Concessions.
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Late July or early August on club grounds. Write **MONTAGUE OBSERVER**
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MIDWAY CONFAB

Mr. and Mrs. Barney Smucker, who had the Meridian (Miss.) City Park for three years, have retired and are now living in Mobile. They recently vacationed in Florida and Mexico. . . . George Desak, ride and concessions operator, recently purchased a home in Mobile.

Joe Lehr writes that William C. Owens, veteran billposter, is in Hahnemann Hospital, Philadelphia, following a heart attack. . . . Cuban Bill is wintering at 937 Fulton Street, Brooklyn, and writes he plans to join Lisa Del Mar's Side Show this season. . . . George Zimm, artist and show painter, is wintering in Gibsonton, Fla., and reports he's getting in quite a bit of fishing despite the lack of sunshine, which George says: "Must be on another lot."

Walter (Wingy) Schafer, advance man for the Happyland Shows, is distributing a special press kit with mats and proofs of art work and publicity to be used by local sponsoring organizations as an aid in securing space in newspapers in advance of show dates.

Sam (Insurance) Solomon reported scoring well with several of the bigger shows at the Albany, N. Y., fair meeting. . . . Charles Roach, veteran general agent and promoter, was released from a hospital recently following surgery and is recuperating at 4335 Locust, Centralia, Ill.

W. A. (Prince) Koenig, president, and W. A. (Tiny) Uthmeier, manager of the Central Wisconsin State Fair, Marshfield, recently visited Pat Purcell, NASCAR general manager, in Daytona Beach, Fla., and left some of the State's top cheese with the outdoor veteran. . . . Torchy Lee and Lynn Holland report they'll open their two girl shows on Drago Amusements for the third season. All new wardrobe is being planned for both units.

Elsie Kennedy recently joined her husband, Ed Kennedy, scale man, at their home in Riverside, Calif., following her first airplane flight to St. Louis. . . . Dick and Mary Ragan Kanthe, jewelry store operators, are visiting friends in Los Angeles following their return to the West Coast from Little Rock, where they purchased an automobile and house trailer. . . . Frank (Overland) Murphy is now able to make more frequent trips from the Veterans Administration Center at Sawtelle to the Pacific

Coast Showmen's Association club-rooms.

F. O. Poole writes from Gladstone winter quarters in Jackson, Miss., that Jack Oliver is recovering from the broken hip he suffered last fall. Oliver plans to be back in harness when the show opens in April. Louis and Elsie Hall, cookhouse ops on Gentsch Shows, are spending the winter with the Pooles.

Mrs. James (Slick) Bickett is asked to contact her sister-in-law, Mrs. Elmer Lloyd, or call the Louisville General Hospital in regard to Bickett's serious illness.

The former Mildred Allen and her new husband, Major Thomas Marshall, were honored with a wedding reception in the Bon Air Hotel, Augusta, Ga., recently. Guests included Col. and Mrs. Robert Furseth, Capt. and Mrs. Ralph Pendleton, Mr. and Mrs. Ray Marshall, Mr. and Mrs. Clifford Gray, Mr. and Mrs. Lee Huddin, Mr. and Mrs. J. S. Tomlin, Mr. and Mrs. Lee Johnson and Dr. and Mrs. John Niles.

Frankie Ross and Joe Palmer recently visited the Sugarland Exposition at Clewiston, Fla. . . . Ray Garrison, of Cetlin & Wilson, is scheduled to undergo surgery late in February and is resting up at 716 East Ninth Street, Owensboro, Ky.

The billposting fraternity was well represented at the recent Michigan meeting of county fairs in Detroit. On hand were Bill Woods and Clyde Carlton, of United Posting; Bill Evans, Evans Posting; Harry Allen, W. C. Wade Shows; Glenn Sullivan, A. J. Carl Shows; Howard Richmond, Wade Greater Shows, and Walter A. Schafer, Happyland Shows.

Jeff Harris, president of the National Showmen's Association, New York, flew to California last week for the funeral of a brother. Visiting the club were Arthur Rothbard, Baltimore jobber, and Patty Conklin.

Bess Hamid is recuperating in Orange Memorial Hospital, Orlando, Fla., from a recent attack and will be hospitalized for several weeks. . . . At the Albany, N. Y., fair meeting, Oscar Buck threw a banquet-style affair in the River View Room for more than 30 close friends, including committees of the fairs in Malone, Bath, Gouverneur, Elmira and Plattsburg.

COMING EVENTS

Alabama
Birmingham — Birmingham Home Show, April 29-May 4 Arthur Gilbert, e/o Town House Hotel.

Arizona
Chandler—Chandler Rodeo, Feb. 18-18.
Phoenix—Phoenix Rodeo, March 23.
Phoenix—Phoenix Rodeo, March 13-16.
Phoenix—Arizona Sports, Vacation & Boat Show (State Fairgrounds), Feb. 15-23.
Phoenix — World Championship Rodeo (Fairgrounds), March 13-16 Jaycees.
Phoenix—Spring Horse Show, April 11-13.
Tucson—Tucson Rodeo, Feb. 20-23.
Tucson—Tucson Rodeo, March 29-30.
Tucson—Southern Ariz. Intl Livestock Show, March 28-30.

California
Los Angeles—Do-It-Yourself Show (Pan Pacific Aud.), March 30-30. Ted Bentley.
Los Angeles—Sportmen's Vacation, Boat & Travel Show (Pan-Pacific Aud.), April 10-26. H. Werner Buck.
San Bernardino—National Orange Show, April 10-20.
San Francisco—San Francisco Natl. Sports & Boat Show (Cow Palace), Feb. 28-March 9.
Stockton—Do-It-Yourself and Hi-Fi Stereo Show (Civic Aud.), March 7-9. George Westcott.

Colorado
Denver—Denver Automobile Show (Coliseum), Feb. 10-15.

Connecticut
Hartford—8th Annual National Automata Expo, Feb. 19-25 (Conn. State Armory).
Joe Kizil.
Hartford—Greater Hartford Fair (Armory), March 19-22.
New Haven — Connecticut Boat Show (Arens), March 20-23. Milton Oatler.

District of Columbia
Washington—National Capital Flower & Garden Show (Armory), March 6-12.

Florida
Daytona Beach—Volusia Co. Home Show, March 15-19.
Fort Pierce—St. Lucie Co. Home Show, Feb. 15-19. Al Stern, Pilot Club, Arcade Bldg.
Ocala—S. Fla. Mardi Gras & Home Show, Feb. 7-16. Kiwanis Club.
Homestead—South Fla. State Fair, March 6-16 Joseph Behoff, 905 Chamber of Commerce Bldg., Miami.
Jacksonville — Jacksonville Boat Show (Gator Bowl), March 6-9. John Graham.

Georgia
Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 25-March 7. Atlanta Marine Trades Assn.

Illinois
Chicago — Chicago National Boat Show (Intl. Amphitheater), Feb. 7-16. Guy Hughes.
Chicago—Chicago Sportsmen's & Vacation Show (Intl. Amphitheater), Feb. 21-March 2. Mel R. Morrison.
Chicago—Modern Living Expo. & Flower Show, March 22-30.
Kankakee—Kankakee Home Show, April 24-29. Bob Boyd, 946 Hawthorne Lane.
Peoria—Peoria Area Sports, Boat, Home & Vacation Show (Robertson Field House), March 25-30. Sidney J. Page.

Indiana
Elkhart—Elkhart Home Show, April 17-20. Dorothy Godfrey, 818 Leland Ave., South Bend.
Indianapolis — Indianapolis Sports Show (Fairgrounds-Coliseum), March 7-16. Melvin T. Ross.

(Continued on page 61)

Miami Bouts To Benefit Show Assn.

MIAMI — The Miami Showmen's Association will benefit from 50 per cent of the proceeds of a coming fight promoted by Chris Dundee, a brother member. It will be offered at Miami Beach Auditorium.

Also on the calendar is the annual picnic in Crandon Park, set for February 23. Hundreds of showmen and friends turn out for the affair, which features entertainment and athletic events.

John Vivona, first vice-president, presided over the 229th annual meeting in place of Ben Weiss, president, who was making fair meetings. Paid-up membership was announced as 1,455.

On the dais with Vivona were Buster Westbrook, second vice-president; Mel Dodson, third vice-president; Dutch Whiteside, secretary; Alton Pierson, treasurer, and William J. Tucker, assistant treasurer. Also invited to the rostrum were Ross Manning, past president; Louis A. Rice, Art Lewis and Jackie Weiss.

BURKHART SHOWS
Grand Opening March 7, 1958
All uptown locations: Magnolia, Ark., 8 days; Camden, March 10 thru 15; El Dorado, Ark., 17 thru 22; Vidalia, La., on the street, 24 thru 30; Winfield, La., Spring Fair & Rodeo, 31 to April 5; Jonesboro, Ruston, West Monroe and Winneshore, La., to follow. You have tried the rest, now get with the best. Last call, Concessions of all kinds. Will book one neat Milt Camp. Want Alibi Agents, Micky Hagerty, contact. Holding contracts for 12 Fairs and Centennials in Louisiana, Arkansas and Mississippi. No Ride Help needed. Winter quarters open, plenty space. Contact **BOX 647, Phone 2844, Winfield, La.** Want to buy 32-ft. Low-Boy Trailer, no junk.

FOR SALE
Long Range Gallery, A-1 condition, plenty of moving targets, mounted on 1958 truck, new motor 1954, aluminum sides, plenty of guns. Also 1958 Wells Cargo Trailer, 18 ft. with side door, two back doors, window and vent, four-wheel brakes, six-ton capacity. Stored in Sarasota. (Reason—next two years with Uncle Sam.)
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Sixth Annual Shrine Circus, Cincinnati Garden, April 4-13, Cincinnati, Ohio. Write
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FOR SALE
One Caterpillar Light Plant, 90 KVA, 900 RPM, 6 cycle AC with Trailer, \$4,000.00; one 1947 Tilt, good condition, with Trailer, \$5,500.00; one Super Hulloplane with Trailer, \$2,000.00; one Smith & Smith 22 ft. tower Chairplane, with Trailer, \$1,400.00. Can be seen by appointment. Must be cash—no deals.
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CONKLIN SHOWS
Will place Shows of merit and Merchandising Concessions. Can offer exclusive privilege on Glass Pitch and Bear Pitch.
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PETERBOROUGH, Aug. 6-Aug. 9
BELLEVILLE, Aug. 11-Aug. 14
THREE RIVERS, Aug. 16-Aug. 21
SHERBROOKE, Aug. 22-Aug. 28
QUEBEC CITY, Aug. 29-Sept. 7
LONDON WESTERN FAIR, Sept. 8-Sept. 13
LINDSAY, Sept. 15-Sept. 20
KINGSTON, Sept. 22-Sept. 27
KITCHENER, Sept. 29-Oct. 4
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Showmen's League of America

CHICAGO—All officers except Ed Sopenar, third vice-president, are in Tampa. Sopenar presided at the Thursday meeting, assisted by Hadja Delgarian and Eddie Devinson. The plaque committee reported cash and pledges at about \$3,000.

Among the members reported ill are Bill Collins, Charlie Byrnes, and Danny Sheehan. Secretary Hank Shelby was going to Tampa and expected to be back for the next meeting.

Miami Showmen's Association

Ladies' Auxiliary

President Rosita Dell called the regular meeting to order, assisted by Kay Leisure, Ella Dodson and Analee Jones, vice-presidents; Estelle Bell, treasurer; Hilda Roman, recording secretary; Annelee Wilkins, corresponding secretary, and Francis Deemer, honorary president. Marie Vivona delivered the invocation.

Welcomed to their first meeting were Mabel Strates, Lulu Theis, Sylvia Pincuss, Lora Rein, Sadie Goodman, Ann Peterson, Luke Bronson and Edna McPhee.

Reported on the sick list were Anna Benjamin, Kathyleen Glosser, Marion Stacey, Kay Spencer, Jean Kaslin, Fay Frell and Lucille Leonardson.

President Dell announced that the officers' card party will be held February 18 in the clubrooms.

Ann Peterson took the dark horse. Leatha Ault's husband surprised her with a birthday cake large enough to serve all 104 members and seven officers present.

National Showmen's Association

Ladies' Auxiliary

President Mildred Peterson presided over the January 22 meeting. News of Bess Hamid's illness saddened everyone. She was stricken with a mild heart attack and is

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Must be able to take complete charge of ride. Best of working conditions. Chasers and drunks, don't waste my time. Contact

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c/o Glades Amusement Co., Vero Beach, Fla., this week; Ft. Pierce and Sebring to follow.

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Club Activities

confined for several weeks in Orange Memorial Hospital, Orlando, Fla.

Also on the sick list are Helen Rothstein, Elizabeth O'Keefe, Carol Luhman, Peggy Rosenblum, Jean Torres, Mae Doscher and Peggy Susskind.

On the happier side, Queenie Van Vliet is again a grandmother. Three couples celebrate their wedding anniversaries February 11. They are the Vince Andersons, the Sam Petersons and the Eugene Keanes.

Sailing on vacations this month are the Mac Goldbergs, the H. Cohens and the Moe Elks.

Catherine Anderson made a handsome donation to the new Catherine Anderson Fund, which will go toward decorating the new clubrooms. Margaret McKee and committee are raising money on the big basket of cheer donated by Ann Cook, which will be awarded at the February 19 card party. Helen Mansfield has become a matron of the Eastern Star, and Lillian Elkins is president of her Pythians group.

Missouri Show Women's Club

ST. LOUIS—Marguerite Lohmar called the meeting to order with 25 members present, including three new ones, Dee Mueller, Elsie Kennedy and Rowena Russon.

The ladies were invited to attend the president's party of the International Association of Showmen.

Michigan Showmen's Association

DETROIT — The Monday (3) meeting was opened by President Cameron D. Murray, assisted by C. L. Lovejoy and Edor Burge, vice-presidents; Max Kahn, treasurer; Irving Rubin, executive secretary, and Paul Greeley, recording secretary.

Methods of strengthening the death benefit fund were discussed but no definite action was taken.

Harry Ross was a recent visitor. Harry Stahl and Robert Morrison are back from Florida.

Following the meeting the members attended a social held by the auxiliary.

Ladies' Auxiliary

Members of the auxiliary and their guests attended a games party and buffet dinner (3), given for the benefit of the Blood Bank of the association. A large amount of money was raised to purchase blood for the bank. Winners of the evening's games were Bill Green, Bernice Stahl, Mary Gould, Inez Katz, Rose Morrison, Harned Reisch, Morris Menzel, May Price and Margaret Oestrick.

Donations were received from Bernice Stahl, Bill Green, Fern Manchenko; Betty Greeley and Ann Stone. Inez Katz donated the door prize and it was won by new member Fanny Greenberg. The entertainment committee was headed by Ravelle Talo and Ann Barker.

Reported on the sick list are Tina Weiner, Betty Greeley and Jean Briggs.

Midwest Showmen's Association

MINNEAPOLIS — With President William T. Collins in the hospital, the regular meeting was called to order by Frank Winkley, first vice-president. Charles Carroll, second vice-president, and Jake Bozony, secretary, assisted.

Freddie O'Neil is convalescing at home following surgery.

The Ladies' Auxiliary plans a valentine party on February 15. Preston and Blake Lambert and Betty Carroll will handle the enter-

tainment and Louise O'Neil and Kathleen O'Neil the refreshments.

Bill and Barbara Hoff left for Tampa. Betty Carroll reported that \$405 was raised thru a-booster button sale during the recent fair convention here.

Pacific Coast

Showmen's Association

LOS ANGELES—The Pacific Coast Showmen's Association voted to co-operate with its Ladies' Auxiliary in donating money for heart research for three plaques at the City of Hope, non-sectarian hospital in Duarte, at the regular meeting last week (2) here.

President Jimmy Lantz conducted the meeting with Arthur Andersen, first vice-president; Joe (Red) Dauer, second vice-president, and H. D. (Bob) Matthews, secretary, on the rostrum. President Lantz invited Harry Meyers, West Coast shows' general manager and Show Folks of America vice-president, to the rostrum.

The president called on only two committees. Reporting for the "Hit-the-Road Party" Monday (10), Dick Scarce, chairman, said everything was in readiness. No meetings for either the PCSA or Auxiliary will be held that night. Betty Coe and Lucille Dolman of the Auxiliary called upon the body to confirm that the invitation to the "Road" event would include members, their families, and guests.

Matthews reported on sick and relief, the second committee to be called upon. Harry Baron, he said, was a patient at St. John's Hospital in Santa Monica, Louis Godfrey is still a patient at Sawtelle, Tom Condron attended the meeting after having surgery at Sawtelle, and Teddy Metcalf was scheduled for surgery. Matthews and Ernest Hohlitz reported that Jack Beam was recovering at the San Carlos Trailer Park in Indio; they urged members to visit him while playing the Riverside County Fair and National Date Festival, which opens Feb. 14. Cal Lipis is scheduled for discharge from the San Bernardino hospital. M. M. Buckley was said to be doing well in Phoenix. Hunter Farmer said that he had visited Dan Dix and that he was doing well.

Joe Steinberg suggested that members be allowed to buy plots in Showmen's Rest at Evergreen Cemetery in view of the fact that the club is considering a new grave plot at another location. Anderson said that such a plan had been discussed by the Cemetery Board and would again be considered at the Feb. 19 session.

Harry Hargraves advised that the club building would increase in valuation during the next few years. He estimated that it would be worth "a quarter of a million dollars." The quarters, he added, was as good as any he had seen and that he felt that new members did not have to be offered a bargain to get them into the organization.

Lantz called on the following members for a few words: Dan Callahan, Murray Lightstone, Ray Hitchings, Ernest Baldwin, Dick Kanthe, Bill Davis, Joe DiSanti, Sam Abbott and Mal Hart.

Sam Catone and Ronnie Alloca were visitors.

Show Folks of America

SAN FRANCISCO — The regular meeting of Show Folks of America was called to order by Third Vice-President Earl Leonard in the absence of President Alex Freedman, who suffered a back injury. Officers present included Treasurer Charlotte Porter, Financial Secretary Joe Clemons, Corresponding Secretary Lola Cox and

Recording Secretary Bonnie Townsend. Requested to the rostrum was Babe Miller, Flossie Fitzgerald and Jesse Gomez.

Banquet and ball chairman, Mike Krekos, gave a report on results of the event which had proved to be the most successful ever held.

Plans are underway for the annual Hi-Jinks, of which E. S. Fitzgerald is chairman. The date is March 15 and is to be in the 49er theme, with a sprinkling of Irish thrown in. A hi-fi phonograph will be one of the main prizes, with government bonds also offered.

Members mourned the passing of Fred Ramsey who died January 27 after a long illness.

SAN FRANCISCO — President Alex Freedman chaired the first meeting since assuming office. Attending officers included Harry Myers, first vice-president; Earl Leonard, third vice-president; Joe Clemons, financial secretary; Charlotte Porter, treasurer; Lola Cox, corresponding secretary; and Bonnie Townsend, recording secretary.

E. S. Fitzgerald was appointed chairman of the Hi-Jinks to be held early this spring. Many prize donations for the event were made during the meeting.

President Freedman announced all of his committee appointments. Eddie Hellwig, former president, volunteered to be chairman of the 1959 banquet and ball.

Al Bodin, Earl Leonard, Charlotte Porter, Mike Krekos and Eddie Hellwig each were given rising votes of thanks in appreciation of their efforts toward the success of the festivities of the previous week. Jesse Gresham, club custodian, was similarly honored for his fine job on the clubrooms.

Members mourned the passing of George Honold.

Welcomed to the membership were A. C. Apac (Mickey Hogan), Ralph Clinton and Willard G. Turner.

Greater Tampa Showmen's Association

Ladies' Auxiliary

Mrs. Olive Sprague was installed as president Sunday (2) at the 10th annual installation and dance held at the clubhouse. Vera Cox, retiring president, presented the gavel to her. Other officers installed were Mrs. Mickey Wenzik, first vice-president; Mrs. Egle Sedlmayr, second vice-president; Mrs. Bertie Perrot, third vice-president; Mrs. Grace Fillingham, secretary; Mrs. Elsie Owens, treasurer. Escorts were Elsie Williamson, Marguerite Wilson, Kittie Burkhardt, Vera Barkoot, Marie Waver and Sally Brown.

Mistress of ceremonies, Leona Plas, welcomed members and guests, and the Lord's Prayer was sung by Margaret Cobb and Isis Caughey. Vera Cox was escorted to the dais by Myrtle Jeter. Next to be introduced were Ella Stophel, chaplain, and Maxine Cyr, installing officer.

The 1958 board of directors was presented by Mrs. Plas. Board members include Sally Beldock, Kittie Burkhardt, Mary Cain, Evelyn Cain, Maxine Cyr, Jean Davis, Mary Delaney, Ruth Grimsell, Esther Groscurth, May Halstead, Vera Harrison, Myrtle Jeter, Jackie Manzat, Dorothy Mercy, Nora Reinhardt, Laura Sedlmayr, Nella Mae Stokes, Ella Stophel, Edith Sullivan, Flo Venner, Neva Warbritton, Gertrude Weiss, Elsie Williamson, Marguerite Wilson and Blanche Zeiman.

Outgoing president, Vera Cox thanked and dismissed the 1957 board of directors and committees.

During dinner, M. C. Leona Plas read telegrams of congratulations from other clubs and well-wishers.

She also gave a short talk in which she enumerated the many civic and charitable deeds performed by the auxiliary in '57.

The flower girl, Ruth Petrantis, and pages, Delores Brewer, Flo Venner, Lalie Shulman and Kitty Farino, were introduced and the auxiliary's tenth birthday was observed by wheeling in a huge cake which was cut by Mrs. Sprague and Mrs. Cox and the first slice was served to Irene Stanley, guest of honor, sister of Secretary Grace Fillingham.

Following the installation ceremonies and dinner a candle-lighting ceremony was held honoring other clubs thruout the United States with Bertie Perrot lighting the candle for Showmen's League of America, Chicago; Juanita Strausberg, Heart of America, Kansas City; Lulu McGuey, Missouri Showmen's Club, St. Louis; Mirosa Herman, Pacific Coast Showmen's Club, Los Angeles; Jane Warren, National Showmen's Association, New York; Lolita Kemp, Lone Star Showmen's Club, Dallas; Mae Oakes, Caravans, Chicago; Dorothy Crawford, Michigan Showmen's Association, Detroit; Ann Terra, Miami Showmen's Club; Ruth Grimsell, Hot Springs Showmen's Club, and Vera Harrison for the youngest club, Midwest Showmen's Club, Minneapolis.

The following were then introduced and presented with an orchid: Past presidents Vera Cox, Esther Young, Hazel Maddox, Virginia Flynn, Bette Rodgers, Dolly Young, Evelyn Long, Lois Sedlmayr, Jerri Ringlin, and Clover Fogle; Clover Garden Club President, Evaline Belew; Flower Queen Gloria Lauther; Mrs. Nick Nuccio, wife of Tampa's Mayor; Mrs. Bob Johnson, wife of Judge Bob Johnson; Mrs. Horace Locke, wife of Police Captain Locke; Mrs. Mae Oakes, past president of Caravans; Mrs. Mirosa Herman, past president Pacific Coast Showmen's Auxiliary; and Mrs. Juanita Strausberg, past president of the Heart of America Showmen's Association, Ladies' Auxiliary.

Esther Young and Evelyn Long were in charge of staging and producing the ceremonies and entertainment, the latter supplied by members of the Greater Tampa Showmen's Association. Jimmie Roberts and his combo provided the dinner music.

Okla. Fairs Will Devise State Aid Plan

ENID, Okla.—About 28 Oklahoma fairs were represented at the three-day session here of the Oklahoma Association of Fairs (2-4).

Robert G. Sheets, of Guymah, was elected president. Warren Jones of Wewoka, was elected vice-president, and Harry James, of Oklahoma City, was elected secretary-treasurer.

Also on hand were 68 representatives of attractions and agencies.

A dire need for financial assistance to county fairs was discussed, and the association followed up with a resolution to appoint a committee to study State-aid plans of other States. The committee and the board of directors were empowered to set up a plan for aid and to prepare any legislation that might be required.

Another vote designated Oklahoma City as the permanent convention location, starting with the convention of 1959.

Delegates also went on record as opposing the Danish system of judging.

Miami Skeds June Fete

MIAMI—Plans for a two-week "Festival of the Americas" celebration, including a three-day "Queen of the Americas" beauty pageant, have been announced by Mayor Robert King High of Miami and J. J. (Skip) Shepart, committee president.

The colorful festival program, scheduled for June 11-24, will include parades, sporting events, cultural activities and a travel, trade and recreation exposition. Announcements did not pinpoint the exact site, but planning last fall was to use the Orange Bowl.

Also not mentioned but prominent in last fall's projected festival was a major midway operation. A problem of this phase, however, would be that organized shows of any consequence would be away from Florida in June.

Class B Circuit Elects Officers, Sets Oct. Meet

SASKATOON, Sask.—James S. Reynolds, of Estevan, Sask., was elected president of the Western Canada Fairs Association (Class B fair circuit) at a two-day annual meeting here. He succeeds John Leach, of Vegreville, Alta.

Vice-presidents are Keith Stewart, Portage la Prairie, Man.; A. J. Adolph, Weyburn, Sask., and John Morton, Red Deer, Alta. George K. Ross, Prince Albert, Sask., continues as secretary.

Honorary life memberships were awarded to A. J. Bater, North Battleford, Sask., Carl Heckbert, Vermilion, Alta., Charles Lacroix, Prince Albert, Sask., and Percy Tinker, Yorkton, Sask.

The semi-annual meeting will be held in Regina October 27 and 28, at which midway and grandstand contracts for 1959 will be awarded. The next annual convention will be held in January, 1959, in Saskatoon.

More than 40 delegates from 14 prairie fairs were on hand. Included were representatives of the Lethbridge, Alta., and Moose Jaw, Sask., fairs, which are associated members of the WCFEA.

N. Y. Coliseum Schedules 12 Added Shows

NEW YORK—The New York Coliseum has scheduled a dozen shows and expositions for 1958 that were not in the building in 1957. These are in addition to repeat business.

The additional shows are: New York Outdoor Exposition, National Sanitary Supply Exposition, International Automobile Show, National Lighting Exposition, Festival of Foods, National Packaging Exposition.

Oil, Heat and Air-Conditioning Exposition, International Exposition, National Association Retail Grocers' Exhibit, International Air Show, Cooking Rodeo, and National Exposition of Power and Mechanical Engineering.

Boston Boat Sports Show Gets Started

BOSTON — The 29th annual Sportsmen's and Boat Show was under way for a nine-day run (1-9) at the Mechanics Building here. Once more the top attraction was Ted Williams, Red Sox ball player, who has demonstrated his fly-casting skill for several years at the show.

Another baseball great, Jimmy Foxx, also was in the line-up of talent, along with Charlie Miller, one of America's top woodsmen, and both ex-world champion Jack Sharkey and Sharkey the Seal.

More than 200 displays were on view. All of the floor space was taken.

Detroit Hall In Headlines

DETROIT — Masonic Temple, under the management of William Van Lopik, was in the national news picture a week recently because of the attractions offered.

On Monday a Republican dinner attended by 1,000 at \$55 a plate, made headlines when Senator Barry Goldwater issued a denunciation of Walter Reuther.

For the rest of the week, the hall housed the national convention of Reuther's United Automobile Workers, with Governor G. M. Williams springing to Reuther's defense at the opening.

On Tuesday, the first artist to appear in Detroit from behind the Iron Curtain, Leonid Kogin, gave a concert. Saturday night had five major events in the Masonic Temple:

Borge Concert

A sell-out concert by Victor Borge in the main auditorium, drawing 5,000 people and a \$16,000 gross at a \$4.40 top. Dramatic show by the Voice of Christian Youth, drawing 1,600 in the smaller auditorium. Boy Scouts parents and sponsor annual dinner, with 1,800 served in the Fountain Room. Patrons and Sponsors Annual Bowling Banquet, serving 500. Arthur Murray Studio Dance, attended by 1,000.

Advance sellout requiring extra seats in the orchestra pit and standing room sales, for Jose Greco, Spanish dancer, was reported with a \$3.85 top. Earlier, the five-day booking of the Royal Ballet grossed \$85,000 in six performances with a scale of \$2.20 to \$4.0.

TURTLEFORD, Sask.—H. A. Brown was re-elected president of the Turtleford and District Agricultural Society at its annual meeting. A. S. Gray is vice-president and L. Proctor secretary-treasurer. The financial report showed finances to be on a par with past years.

Shreveport Auditorium Books Legit

SHREVEPORT, La. — Busy season at the Municipal Auditorium, managed by E. P. Allison, began with the legit show, "Back to Methuselah," January 21. "No Time for Sergeants" comes February 25 and "Damn Yankees" in April.

Season ticket arrangement offered by Jerome Cararas, of the local Variety Attractions, gives tickets to all three shows for a total of from \$5 to \$10.

In addition to the stage events in this series are the Festival Quarter, January 24, and the Minneapolis Symphony Orchestra, March 2. Activities connected with the city's celebration, "Holiday in Dixie," April 30-March 4, will be at the Auditorium, too.

Sports Show Set For Denver Arena

DENVER—Gene Miller, general manager for Industrial Expositions here, announced a sports, boat and travel show has been scheduled for May 7-11 at the Denver University arena and field house.

The show will feature a golfing exhibition and a casting exhibition into a 60-foot water tank. The same tank will also be stocked with trout for public fishing, Miller said.

A stageshow and sports celebrities will highlight the entertainment.

O'Laughlin Sets Up Spokane Sports Show

SPOKANE — The 4th annual Spokane Sports Show has been scheduled for March 18 through March 23 in the Spokane Coliseum. Tom O'Laughlin is director.

The affair, featuring hunting, fishing, boating and outdoor-living exhibits, is produced and sponsored by Spokesman-Review Charities, Inc. Net proceeds are distributed to Protestant, Catholic and Jewish organizations for welfare work. More than \$94,000 has been distributed to date.

HIGH PRAIRIE, Alta. — High Prairie's new \$90,000 arena, the Sports Palace, was officially opened recently. Building can accommodate hockey games and has a dance hall on the second story level.

COMING EVENTS

Continued from page 59

Indianapolis—Indianapolis Home Show, April 11-20.
South Bend—South Bend Home Show, March 19-23. Dorothy Godfrey, 216 Leiland Ave.

Iowa

Des Moines—Des Moines Home & Flower Show, Feb. 22-March 2.
Des Moines—Iowa Sports & Vacation Show (Veterans' Memorial Aud.), March 27-April 1. Des Moines Register & Tribune.
Ottumwa—Iowa-Missouri Outdoor America Show (Coliseum), March 21-23. John Underwood.
Sioux City—Siouxland Expo & Sports Show (Auditorium), April 18-20. Mace Cox.
Waterloo—Northwest Ia. Sports, Vacation & Travel Show (Hippodrome Aud.), March 12-16. Jaycees.

Kansas

Wichita—Kansas Sports, Boat & Travel Show (Forum), Feb. 12-16. R. G. Langenwalter.

Kentucky

Louisville—Central America Sports, Vacation, Outdoor & Boat Show (Fairgrounds), March 2-9. W. Arthur Sorrell.

Louisiana

Bastrop—VFW Celebration, March 1-8.
Baton Rouge—E. Baton Rouge Parish Fair, Feb. 22-25. C. L. Flowers.
Baton Rouge—Baton Rouge Rodeo, March 1-8.
New Orleans—New Orleans Boat, Sport & Vacation Show (Auditorium), April 23-27. Oliver J. Counce.
Shreveport—Holiday in Dixie Spring Festival, April 30-May 4. Able C. Goldberg.
Shreveport—Shreveport Home Show, April 23-27. Edward Souza, 4454 Fairway.
St. Francisville—West Feliciana Parish Fair, Feb. 23-24. W. D. Magee.

Maryland

Baltimore—Chesapeake Bay Boat Show (Fifth Regiment Armory), Feb. 21-25.

Massachusetts

Boston—New England Home Show (Mechanics Hall), Feb. 14-19.
Boston—Eastern Dog Show (Mechanics Hall), Feb. 20-23.
Boston—New England Spring Flower Show, March 9-16.
Boston—New England Electrical Show (Mechanics Hall), April 23-25.

Michigan

Bay City—Better Homes Show, March 14-18. Jack Davis, Box 12.
Detroit—Detroit Boat Show (Armory), Feb. 22-March 2. Frank Jenkins.
Detroit—Detroit Builders Show, March 8-16.
Detroit—Michigan Flower & Home Show, March 22-30.
Grand Rapids—Greater Mich. Home Show, March 10-16.
Grand Rapids—West Mich. Sports & Boat Show (Civic Aud.), March 24-29. J. D. Locks.

Minnesota

Minneapolis—Northwest Builders' Show, March 18-23.
Minneapolis—Northwest Boat, Sports & Travel Show (Aud.), April 4-13. F. W. Kahler.
St. Paul—St. Paul Home Show, April 18-27.

Missouri

Springfield—Springfield Sports Show, March 5-9. Metro Club, Wesley Brazzel.
St. Louis—Builders' Home Show (Arena), Feb. 8-16. Mel Doernhoefer.
St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 21-March 2. Wendell Emrick.

Nebraska

Omaha—Omaha Sports, Vacation & Boat Show (Civic Aud.), March 4-9. F. W. Kahler.

New Jersey

Atlantic City—Garden State Home Show (Convention Hall), April 9-13.

New York

Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb. 22-March 2. Marine Trades Assn. of Western New York.
Hempstead—Marine Recreational Show of Long Island (Exhn. Bldg.), Feb. 8-16.
Jamaica—Long Island Boat & Sportsmen's Show (Armory), March 8-16. Albert J. Chase.
New York—New York Outdoor Exposition (Coliseum), Feb. 22-March 2. New York Mirror.
New York—National Photographic Show (Coliseum), Feb. 17-23.
New York—World Wide Travel Show (Coliseum), March 8-16.
New York—International Flower Show (Coliseum), March 9-15.
New York—International Auto Show (Coliseum), April 5-13.
New York—International Home Expo (Coliseum), April 18-27.
New York—Festival of Foods (Coliseum), April 23-27.
Rochester—Rochester Home Show, April 26-May 2.
Syracuse—Syracuse Auto Show, Feb. 18-22.
Syracuse—Northeastern Sports Show, April 11-18. William C. Hartman.

Ohio

Cincinnati—Tri-State Garden & Modern Living Expo. (Music Hall), Feb. 8-16. Earle DeLaitre.
Cleveland—American & Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 14-28. A. W. Newman.
Cleveland—Cleveland Home & Flower Show, March 1-9.
Columbus—Columbus Auto Show (Veterans' Memorial Bldg.), Feb. 15-24.
Columbus—Columbus Dispatch-Journal Columbus—Columbus Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), March 22-30. Ben Corall.
Columbus—Garden Show (Fairgrounds Coliseum), Feb. 22-March 2. Ben Corall.
Dayton—Dayton Sports & Boat Show (Coliseum), April 10-13. Ward Collopy, 133 Warren St.
Dayton—Dayton Home Show, April 18-27.
Youngstown—Mahoning Valley Home Show, April 18-30.
Toledo—Toledo Home & Travel Show (Civic Aud.), March 8-14. Milt H. Tar-

loff.
Toledo—Northwest Ohio Garden & Flower Show, March 25-30.

Oklahoma

Oklahoma City—Midwest Boat, Sports, Travel & Vacation Show (Municipal Aud.), March 9-19. Jack Wright.

Pennsylvania

Harrisburg—Central Pa. Builders' Show, March 3-8.
Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 24-29. J. W. O. Alland.
Philadelphia—Philadelphia Home Show, Feb. 10-15.
Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 28-March 8. Clinton W. Smullen.
Reading—Greater Reading Home & Building Show, March 22-29.

Tennessee

Knoxville—Tennessee Valley Sports Show (Chilhowee Park Expo Bldg.), April 8-13. Claude Fox.
Nashville—Great Lakes of the South Outdoors Show (Fairgrounds Coliseum), March 11-16. Amen C. Evans.

Texas

Brownsville—Charro Days, Feb. 13-16. M. G. Dennis, 1006 Van Buren St.
Dallas—Southwest Boat Show (Aud.), Feb. 25-March 2. Ira W. Curry.
Dallas—Southwest Sports, Boat & Vacation Show, April 17-20. Dallas Morning News.
Dallas—Dallas Home Show, March 23-30.
Grover Godfrey, 102 Walnut Hill Village.
El Paso—El Paso Flower Show (Coliseum), April 26-27. Council of Garden Clubs.
Fort Worth—Fort Worth Boat Show (Will Rogers Annex), Feb. 19-23. Fort Worth Marine Trades Assn.
Houston—Houston Fat Stock Show, Feb. 19-March 2. Herman Engle.
Houston—Houston Boat, Sports & Vacation Show (Coliseum), March 15-22. Variety Club of Houston.
Laredo—Washington Birthday Celebration, Feb. 18-March 2. J. George Lora, Box 455.
Shamrock—St. Patrick's Day Celebration, March 17. Bob Rosch.
San Antonio—Livestock Expo. & Rodeo, Feb. 7-16.
San Antonio—San Antonio Sports & Boat Show (Bexar Co. Coliseum), March 4-9. Charles Coffin.

Virginia

Richmond—Virginia Motor Boat & Sportsmen's Show (Arena), March 18-23. John E. Ralme.

Washington

Spokane—Spokane Sports Show (Coliseum), March 18-23. Tom O'Laughlin.
Spokane—Spokane Auto Show (Coliseum), Feb. 19-23. Manito Lions.
Tacoma—Tacoma Home Show, March 17-23. Patrick O'Toole, Winthrop Hotel.

Wisconsin

Milwaukee—Milwaukee Auto Show, Feb. 8-16.
Milwaukee—Milwaukee Home Show, March 8-16.
Milwaukee—Milwaukee Sentinel Sports & Vacation Show and Great Lakes Boat Show (Arena), March 22-30. Charles D. Collins.

Wyoming

Cheyenne—Cheyenne Auto Show (Frontier Pavilion), Feb. 21-23.

CANADA

Ontario

Toronto—Canadian National Sportsmen's Show (Coliseum), March 14-22. Loyal M. Kelly.
Toronto—National Home Show, April 4-12.

Quebec

Montreal—Montreal Sportsmen's Show (Show Mart Bldg.), March 21-30. Ted Glendening.
St. Paul—Land-O-Lakes Boat, Marine & Tackle Show (Auditorium), March 14-23.

Saskatchewan

Saskatoon—Interprovincial Bull Show & Sale, April 18-17.

Washington Show Books Water Show

WASHINGTON — National Capital Flower and Garden Show at the National Guard Armory, March 6-12, will have "Dancing Waters," along with such displays as jungle orchid gardens and African violet displays. Several other special types of gardens are planned. Manager of the show is E. F. (Al) Harloff. Show drew a reported 250,000 last year.

Cut Knife Cancels

CUT KNIFE, Sask.—The Cut Knife Agricultural Society has decided against holding a fair this year because of lack of interest.

Carl Ramsey was elected president to succeed Lynn Biggart. Vice-presidents are Mrs. William Adie and Everet Brown. Herman Riekman resigned as secretary and his successor will be named by the executive.

Boxing Clicks At Richmond, Calif., Aud.

RICHMOND, Calif. — Richmond promoter James Cosenza has rounded out a full year of twice-monthly boxing matches at Richmond Memorial Auditorium. Series has been successful.

Building Manager B. W. Richardson said that of 39 boxing shows produced in the San Francisco Bay area in 1957, 24 were in the Richmond Auditorium, nine were in San Francisco and six were in Oakland.

The Richmond matches have produced several promising boxers, according to Cosenza. Tickets for the matches are scaled \$1 to \$2.50, and the scale has helped toward the success.

Good Convention Season Expected At Atlantic City

ATLANTIC CITY—This resort played host to 399 conventions or trade shows in 1957. They attracted 319,484 visitors who left an estimated \$31 million.

The outlook for 1958 is "just as good," with 234 conventions—including 28 for Convention Hall—already booked, said Wayne Stetson, Convention Bureau manager.

At the beginning of 1957, only 183 conventions were listed on Convention Bureau records for the year.

"Everyone realizes," he said, "that each time a new convention hall opens it means more competition for Atlantic City. In recent years, quite a number of such buildings have been constructed and others are either under construction or on the drawing boards."

San Antonio Food, Drink Expo

SAN ANTONIO — A national food and beverage exposition will be held September 9-14 at the Municipal Auditorium. Double C Productions, producer of the upcoming Auto Show and the Sports and Boat Show, set for March 4-9, announced plans for the exposition.

New Auditorium

CULVER, Ind. — Construction of a 1,500-seat auditorium-theater was launched last week on the campus of Culver Military Academy.

It is to be named the Gene Epley Auditorium-Theater, after a contributor of \$3,600,000 to the Academy.

this week's

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HOT ITEMS

Missiles to Monsters Highlight Hobby Show

By CHARLIE BYRNES

Merchandise articles that spanned the time gamut from present-day guided missiles to prehistoric monsters were displayed at the 20th annual trade show and convention of the Hobby Industry Association in Chicago's Hotel Sherman Saturday thru Wednesday (1-5).

Between these extremes were a number of firms showing items of interest to the general merchandise trade, such as racks of novelties that included rubber cigars, cupid lips, deflated dollars, goofy teeth, phony fire crackers, puzzles, imitation candy, squirting cameras, magic gimmicks and dozens of other joke and fun items.

Fun, Incorporated, Chicago, featured its new revolving rack of all steel construction designed to hold 48 items. All articles were in polyethylene bags with attractive three-color cartoon headers. A total of 100 open stock refills were offered for seasonal business, with items ranging in price from a dime to 98 cents at retail.

Arrow Leather Goods Manufacturing Company, Chicago, featured several different revolving displays, all of them designed to take up little counter space. The new Arrow Eight-Pack Carousel, with 28 group packages of leather goods kits, included a free rack with the starter assortment. The item is priced to sell at \$25.40 to dealers and is designed to net them a 40 per cent profit. Also shown was a junior Carousel which takes less than 10 by 10 inches of space. These were listed at \$15.73 each and were figured for a profit of \$9.18 to the retailer.

Accessory Kits Shown

Kap-Pak Products, Inc., Chicago, was another featuring the revolving type of displays for its merchandise, a general line of 144 different accessories for the hobby shop. The firm pointed out that this self-service merchandiser is priced to give the retailer a 50 per cent profit.

Trophy kits, featuring make-them-yourself deer heads, game fish and game birds, were displayed by a number of manufacturers.

Precision Plastics Company, Philadelphia, featured its tiger head for the den or trophy room which is priced to retail at \$2.49. Also prominently displayed, and getting a good play from the hobby and novelty buyers, were a Blue Marlin kit that retails at 98 cents and an American Bald Eagle kit that retails at \$1.79. The firm is launching a coast-to-coast program of promotional TV plus commercial TV during the key seasons. To this, it is adding national magazine advertising and other sales aids.

Palmer Plastics, Brooklyn, was another firm featuring deer heads, sail fish, ducks and other game birds, all of them priced for the volume hobby and gift shop trade.

Model Missiles, Inc., Denver, was quick to hop on the missile bandwagon. Their article, designed for the teen-aged scientist, is called a Rock-A-Chute. It is a complete assembly kit with prefabricated parts. When the rocket reaches its maximum height, a parachute opens and eases it back to the ground.

Listens to Satellites

Also timely is the Silver Circuit Satellite radio kit sold by Mars Manufacturing Company, Akron, which picks up the beeps of satellites. The radio is complete with earphone, batteries and antenna and comes with illustrated instructions for its assembly and operation. The radio comes in a kit that can be hung on peg boards, columns or propped on counters.

S. S. Adams Company, Asbury Park, N. J., drew considerable interest with its display of jokes, tricks, magic and puzzle items. Shown were puzzles ranging from the ever-popular nail types to some of the latest models. Magic tricks by the dozen were shown as well as trick decks of cards and a wide variety of joke and trick novelties.

Pyro Plastics Corporation, Union, N. J., featured a complete set of prehistoric monster plastic hobby kits designed to retail at 98 cents each. The three leaders were the Thunder Lizard, Plated Dinosaur and the Tyrant Dinosaur. In addition the firm displayed its line of plastic boats, firearms and automobile.

PIPES FOR PITCHMEN

By BILL BAKER

"WE HAD NOTHING . . . but bad weather and pitchers who made expenses were lucky," said Clifford E. Horton in reporting on the recent sports show at Hartford, Conn. Among pitchfolks who worked the date were the Nelsons, Bill Parker and Sol Kunin. Cliff is recovering from a cold at his home in New Haven, Conn., and expects to be back on the active list before long.

"IT'S COLD . . . down here, but I haven't lost a day yet," writes Harry R. Day from Greensboro, N. C. "Recently I met my old friend, Marvin Hutchins, in Asheboro. He was working coils and, altho he wasn't setting the world on fire, he was getting his share. Also bumped into Heavy

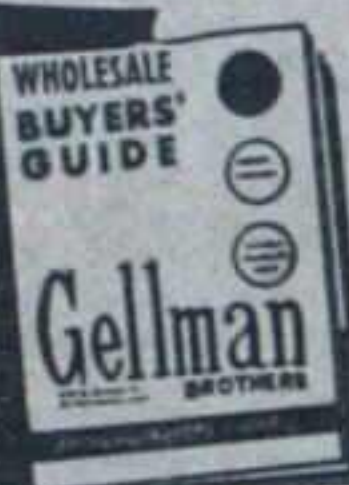
and Clyde Forkner, who were working sheet. Both agreed that it's rough. Recently I played some spots with Chief Lone Wolf (Jim Clarke). We did okay, but there is no sense in kidding ourselves. You can make a living, but the big touches are just not there any more. I have met merchandising men by the dozen and all agreed that conditions are tough. They included Billy and Robert Burrows, Joe Medely, Doug Finley, Joe Riddle, Elias Mochel, Ed Fisher, Herman Hyatt and Johnny Salmon. I enjoy so much reading the pipes. I do wish the old-timers, as well as the j.c.l.'s, would pipe in. If they get in my vicinity and give me a call I'll get them a spot to work. Incidentally, does anyone know (Continued on page 65)



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MERCHANDISE

63

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ROLLER RUMBLINGS

Continued from page 56

be the originator of tape-recorded music for this purpose.

Bill Brown, Fred Martin to Pilot RSROA '58 Contests...

DETROIT—William T. Brown and Fred A. Martin, long-time leaders in the rink business, were appointed co-managers of the 1958 American Championships at the semiannual meeting of the Roller Skating Rink Operators Association Board of Control Meeting at the Pick-Fort Shelby Hotel here. Both are past president of RSROA. Martin, now retired and living at Fort Lauderdale, Fla., is the father of Robert D. Martin, who has held the post of secretary-treasurer in several years. The American Championships and national convention will get under way in late July at Cleveland, with skating events at the Cleveland Rollerade.

A detailed report on fund-raising activities for the World Championships to be held in 1959 in New Zealand was given by Frank Bartik, in the dual capacity of chairman of the Amateur Board of Governors and chairman of the American Amateur Judges Council.

Sanctions were granted by the Board of Control for four key regional championships for 1958—Northeastern to Carbone's Skateland, Haverhill, Mass., with Revere (Mass.) Skating Arena as alternate; Southern to Skateland, Memphis, with Gay Blades Rink, St. Petersburg, Fla., as alternate; Great Lakes to Elms Skating Club, Elmhurst, Ill., with Rollerland, Columbus, O., as alternate, and South

Central to Continental Roller Rink, Tulsa, Okla., with Holiday Roller Rink, Fort Worth, as alternate.

For the fifth time in its two decades of history, the RSROA approved, by unanimous vote, an election to the Roller Skating Hall of Fame for William T. Brown. The nomination was made by Past President Victor J. Brown and adds William T. Brown's name alongside those of Fred A. Martin, Victor J. Brown, Ralph Ware and Perry Rawson.

Increased scope of fund raising activities for skating on a national scale was approved by the Board of Control, which again unanimously supported the March of Dimes program of the National Foundation for Infantile Paralysis, as it has for many years.

A new charity objective was approved in the Easter seal campaign of the National Society for Crippled Children and Adults. Victor J. Brown and the members of the advisory committee were named to spearhead this new drive for the RSROA.

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EARN MONEY - BE A MECHANICAL Magician. Complete Coin and Card Tricks Outfit, \$1 postpaid. Guaranteed. Scilla, Box 82, Detroit 22, Mich.

NEW 152-PAGE ILLUSTRATED CATALOG - Miniature, Metallum, Spoons, Hypnotism, Horoscopes, Crystal, Handwriting, Sub-Miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Enterprises, 236 South High, Columbus, Ohio. fe24

Miscellaneous

GIRLIE PHOTOS WITH THAT "AT HOME" look! Sample 4x3 1/2" \$1. Complete collection \$5. Menards, 22 Tabor St., Greenville, South Carolina.

Personals

DELORAS DELRAY (MOELLY DEERY) AND Dorothy Hupson (Tangerine), urgent. Have very important message. Anyone knowing their whereabouts, please contact me. All telephone calls and telegrams will be paid by me. Deloras Delray is a dark-eyed blonde about 5' 2" tall, weight 118 lbs., and Dorothy Hupson is a dark, medium-eyed brunette about 5' 7" tall, weight 135 lbs., complexion light brown. Met them at Kensington Ave. and Cumberland St., Philadelphia, August, 1955. Also whereabouts of Aunt Edith and Uncle Joseph Hoy. Bill Baker, former president of 23rd Ward Republican Club, 4200 Paul St., Philadelphia, Cumberland 9-9189.

Photo Supplies and Developing

ENLARGEMENTS, HEAVYWEIGHT FROM negatives or photos. Free list. Jack Koons, Huntingdon Mills, Pennsylvania. fe17

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDG Camera Co., 1244 W. Cortez, Chicago 22, Ill. ch-15

Printing

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AD MATCHES SELL AMAZING DESIGNS - 10, 20, 30, 50 and 100-light book matches. Biggest spot cash commissions; every business a prospect. Low prices for high quality. Hoppers. Start with experience, men. \$15 furnished. Match Corp., Dept. D-177, Chicago 22, Ill. fe24

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 228, 307 North Michigan, Chicago 2, Ill. ch-15

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ATTENTION KIDDIE RIDE OWNERS

In North & South Carolina & Virginia. Our firm interested in leasing, preferably with operators, or buying if terms can be arranged up to 20 RIDES AT ONCE.

BOX C-274

c/o The Billboard, Cincinnati 22, Ohio

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WANT TO BUY MUSICAL MESSENGERS of Fillmore Music House. Steve O. Brazhen, 110 East Main, Madison, Wis.

Talent At Liberty

Circuses and Carnivals

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MAL GRIFFIN - MAGIC CLOWN WORK, come-ins, walk arounds, etc. General clowning. Permanent address: 1814 Shenandoah Ave., St. Louis 4, Mo.

MUSKY DOG ACT, TRUCK PONY, 4 PONY drill; dog, pony, monkey combination. Telephone 6 P.M. Justice 1-2631. Outstanding Act. E. L. McCall, Route 6, Mexico, Missouri. fe24

MELISSO'S MAGIC CLOWN ACT AT NO cost to you. Open Free Act and per cent to you of reserved seats sold and candy sold. Strong advertising for free acts used, strongly illustrated. Write for literature. We furnish music. Melissa-Magician & Co., 729 1/2 Mass. Ave., Indianapolis. We own our outfit.

ORGAN GRINDER AND MONKEY ON four entertaining Monkeys. Many tricks, excellent wardrobe. Good clean entertainment for all occasions, etc. Agents, inquiries welcome. G. L. Parnell Sr., 8116 Chef Menteur, New Orleans, La. fe17

WORK WANTED BY CARPENTER - Experienced Circus, Carnival, Motel, Kiddie Park. Wages \$25 weekly. Prefer year round work. Write: Box C-275, c/o The Billboard, Cincinnati 22, O.

Miscellaneous

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MAN-MATURE, SOBER, SEEKS 10 IN 1 Mgr. to frame flashy sensational act. Box C-269 c/o The Billboard, Cincinnati 22, Ohio. fe10

Musicians

A-1 ORGANIST FOR LOUNGE, RINK, hotel restaurant, radio, T.V. Address: Organist, 601 W. 180th St., #45, New York 32, New York. fe17

DRUMMER-EXPERIENCED, GOOD BEAT, out shows, neat appearance, good habits, union, will travel, prefer South. Bob England, 1209 Wisteria Ave., Warrington, Fla.

DRUMMER-ADAPTABLE TO ANY STYLE desires location with combo. Age 28, neat, dependable, single, travel anywhere. Double vocals. Write or wire: John Bonino, c/o General Delivery, Hot Springs, Ark. fe10

DRUMMER-NEAT APPEARANCE, COMBO and trio experience. Fine equipment. Stan Copeland, 1454 N. Cloverleaf Cr., Mobile, Ala. Phone: He 2-8674.

4 TO 6 PIECE COLORED BAND, SINGS, plays Rock & Roll and Jazz. Orchestra Leader, 5727 La Salle, Chicago, Ill. Normal 7-4151. mh7

GUITARIST IMMEDIATELY, PLAY MOD-ern, melody, also sing and entertain. Have car will travel. Duo, trio, quartets. Write, wire, call: Robert Filane, 258 Withers St., Brooklyn, N. Y. Tel. EV 8-5200.

TENOR CLARINET, FLUTE-NAME EXPERIENCE available immediately; prefer combo gig. Jerry Noble, Rt. 1, Box 374, Lafayette, La. Ce 4-3374. fe17

STRING BASS DESIRES LOCATION IN organized combo after Jan. 15. Play two and four beat concert, Latin, Dixie, shows, double vocals. Excellent references, can. All replies considered. Write, wire or call Musician, 520 Pine, Waterloo, Iowa. Phone: Ad 4-8383. fe17

TRUMPET - SOME VOCALS, ARRANGE, read, fake, transpose. Show, combo, society experience. Willing travel, prefer location. Sober, reliable, Musician, 1202 W. Garden St., Pensacola, Fla. Phone: HE 3-0694.

TRUMPET - ALL STYLES, SEMI-JAZZ group preferred. All offers considered. Buck Buckley, 418 W. 3rd, Garnett, Kans.

Parks and Fairs

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. mh10

HIGH DIVING EXTRAORDINARY, FEAT-ured by Fox Movietone and the New York press. Presented here and abroad. Results impressive. Large, colored illustrated posters available. Capt. Mac Productions, 456 Lamphier Place, Warren, Ohio N. E. Phone 45337. mh3

TOTED THE CLOWN, WHITEFACE, COME-in, or Stroller, also balancing, juggling, stage, act. 1201 Anneliza St., Perkin, Ill. Phone 65303.

Regina Club Plans Wheat Queen Test

REGINA, Sask. - The Regina club of the Associated Canadian Travelers will sponsor its third annual Wheat Queen contest in conjunction with this year's provincial exhibition in Regina. Event is designed to popularize the wheat theme of the exhibition. Organizations through the province sponsor entrants and sell vote tickets. Winner gets a week's visit to the fair, a trip to the Miss Canada pageant in Hamilton, Ont., a \$100 scholarship and a trip to the Canadian National Exhibition in Toronto.

Calgary Horse Show

CALGARY, Alta. - Dates for the annual Calgary horse show have been set for June 3-7, with performances afternoon and evening. Event is sponsored by the Calgary Exhibition and Stampede, Ltd. The exhibition's spring race meet starts May 10.

Invermere, B. C., Elects

INVERMERE, B. C. - R. B. Harris has been re-elected president of the East Kootenay Agricultural and Industrial Exhibition Association. Gordon Rad was re-elected vice-president and treasurer is William Fleetham.

Pipes for Pitchmen

& Continued from page 62

how Bill Cowan is doing in Florida? Is Chief Thunder Cloud still kicking around?

MIAMI NEWS NOTES

from Joe Joblots: Bill (Horse)thief Weiss recently went bankrupt and is looking for new sponsors. . . Nate (Money Bags) Abrams is enjoying luxurious surroundings at Miami Beach. . . Jumbo, the Banana King of Miami, has opened a cafe called the Savoy and is featuring fried fish. . . Abe the Gilly left for Hot Springs and the baths. . . Teddy Boylick, leading greyhound handicapper and jai li consultant, is waiting for a shipment of dogs. . . Harry (The Hat) Kibble bought an Italian restaurant in Miami and asks that the boys visit him. . . Horseback Myers is retiring from the novelty business and has turned over his red dates to Abe the Gilly. . . Moe Lux, the Cleveland bagel king, bought a plane and hired Lefty Shapiro as his pilot. . . Danny (Where Does the Money Come From) Kliery was planning to make the Tampa fair.

MAIL ON HAND AT

CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

- Bowen, Roy W. Holtshouser, Libert Carlton, Joe Kelley, Frank (Red) DeRiso, Miss D. Lea, J. Duane, C. Menzetti, Eddie George, Jimmy Russell, Jack Hunter, Frances & Roy Winstead, Warren

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in The Billboard where it is held, Cincinnati New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Ackley, James Hagans Jr., Joseph Ackley, James Jimmy Hammack, Mr. & A Addias, Joseph E. Hammer, Alonzo Agular, Raymond Mrs. Haugstater, Allan Alexander, John Hanlon, Pat Allen, Tommy & Mrs. Harrison, Mrs. Amusement Corp. (formerly of Indianapolis) Goldie Anderson, Bert Hawk, Elmer Anderson, Russell Hobert, Jack Arbuckle, Joe Henderson, E. G. & Mrs. Armond, Mrs. Hennessey, Grover G. Auspitz, Burton Hickman, Elaine Avery, William A. Hickok, John William Bailey, Ray J. High, William A. Baker, Red & Mrs. Hill, Fred Bannister, Paul Hill, Ralph Barber, Janice Harding Hinkle, Shorty Barber, Leslie Hinkley, William Barker, Bernard Hitt, John (Blacky) Barnes, Leonard Hockenherry, Hubert Barth, Charles Hockman, Marshall Barton, Billy Homan, Richard Bell, William Honsberger, Charles Bennett, Harry E. Hopkins, J. W. Bernard, Victor J. Houser, Mickey & Seal Bornstein, Jack Hubbard James Berry, Charles Huffner, Theron Bostan, Edward Justice, Charles Bostan, Edw. Huffie, T. J. & Virginia Bluestein, Morris Hurt, Betty Bogart, Jack W. Jackson, Kelly Boley, Mrs. Beville Jacobs, James Bombino, Frank L. James, Paul Bowman, John T. Jamison, John H. Brady, Pete (The Great) Jax, The Great Johns, J. L. (Big El Wheel) Johnstn, Mrs. Mollie (Wild West Band) Brill, Tony Johnson, Ralph Brock, J. H. Johnson, Alfred C. Broeille, Harry J. Justice, Donald Broz, Albert V. Justic, Donald Brown, Wesley Kalbaugh, William D. Bruff, Robert H. Kamaka, Mrs. Bruno, Happt Florence Tottle Bryan, Paul Kepler, Ammon Bryant, William Kelly, Margie Fayw Burdick, Edmond Kelly, Terry Loren Burke, Carl Jim King, Richard Burrell, Billy Klaus, Freddie Burrige, Jewel Kiebau, Harry Burton, J. C. Knirk, John B. Bush, Lauren Konyot Sr., Arthur Rybee, James H. Kozee, Robert Byron, Mrs. Shirley Lagros, Mr. Cain, Albert Lancaster, Louis M. Campbell, Chas. Langs, Mrs. Doris Campbell, Joseph N. Larsen, Frank Canter, Kenneth Larson, Glen G. Cantwell, Charles Law, Penny Carlin, Nell Lawrence, Roy M. Carroll, Robert LePage, Bert Lee, L. P. Case, Dave Wallon Lee, Turchy Cattlett, Clarence Martin Levy, Stanley Lewis, Everett E. Chambers, J. M. Lewis, H. G. Cheminant, Lee Roy Livingston, Earl Chinnas, Toney N. Lloyd, William Church Jr., Charles Loun, William H. Clayton McDaniels, E. J. Ciam, Frances McGill, Rosa Ciam, William McKeown, Clark Clark, Harold L. McMorie, Arthur Lee Clark, James M. McSpadden, Mrs. Clinger, William Vinita Cobucelin Jr., Joseph J. Mahs, G. I. Cole, Mitchell Mannes, Jay S. Cole, Ted (or Joy S.) Collier, Les Marriano, Joe Conley, Yvonne Marks, Norma Lee Cook, Madison Marsh, Leo M. Copeland, Carl Marshall, Charles Costello, Ramon Martin, Edward Crawlwell, John Peter Martine, E. B. Curry, Frank Mason, Charles Cuslingler, Curly Matthews, Scherry (Gig) Show) Mae Dalrymple, Hazelyn Mayo, Bill Daves, Louis Edgar Mehl, Harry G. Davis, Daryl (Happy) Mellon, Eddie Davis, Lee Mellon, Larry Dawn, Gaze Mennel, Adolph Paul Deano, Bert Meaton, George DeJano, W. M. Meyer, Andrew Meyer, Colleen Delock, David (Jackiet) Michael, Stanford A. Diamond, Roy Miller, Floyd Dilley, L. W. Mills, Ella (Fat Girl) Dobbins, James J. Milner, Edwin Dobson, Mrs. Paul Minello, Michael Doherty, William Mitchell, William Donato, Frank Montgomery, Frank Doolin, Richard Moore, Harvey Durner, Louise M. Zephren Doney, Elmer Moore, James G. Draine, James Moran, Joseph Earle, George Morgan, Clayton W. Driggers, John Morgan, Eugene C. Duggan, Dub Morgan, Joseph Durham, Robert J. Quinn Muldoon, Billy Eastwood, E. Mills, Nell R. Eberly, Bob or Ray Murphy, Joe Irvin Edwards, William D. Myers, Fred Naramore, Mrs. Eldred, Harvey Dolly Nease, R. D. Eldridge, Art Nelson, Glenn Embrechts, Harold Newbires, Jerry Evans, Chick (Rita) File, Stanley Nippo, William M. Fitzpatrick, J. Noriega, Mary E. Forrest, Wilfred A. Norris, Robert Fran, Otto (Boston) Norwood, William H. Freeman, Frank O'Connor, John J. French, Perry E. O'Connell, Robert E. Frisco, Joe Oskin, Anthony Fryman, Earnest Osawa, J. C. Goad, A. W. Owens, Raymond Gofanson, Wallis Pailless, Cynthia Gregory, Ernie Park, Frankilo Leroy Furst, Edward Warren Parker, Master Gaither, Sam (Red) Bobby Green Gallagher, John J. c/o Raymond Gambel, Earl Parker Garrisson, Wayne & Halite Gatta, James Fawco, Bud & Betty Gehrig, Dale M. Feltzerson, Raymond Gilchrist, Allan Loren Gilchrist, Mrs. Allan Perez, James L. Gilbert, Robert Perkins, John Erwin Gilmore, Louise Phillips, G. O. Phillips, Goody Phillips, Robert T. Phillips, Lloyd Phillips, Phil (Pin Phillips, Phil (Pin Phillips, Phil (Pin Goad, A. W. George Phipps, William S. Gray, William Pickard, Francis Gray, C. R. Pierce, Bill Graver, George E. Pierce, George Hackman, E. O. Hubert Plummer, Sylvester (Phone man)

- Polito, Johnnie Stevens, R. G. (Lucky) Proper, Fred Stinebaugh, Gale E. Potter, Peter Stone, Sydney Powers, Roy R. Stone, Virginia Quarick, Paul James Stone, William Ray, William Stimt, Slim Reed, James L. Stutler, Bob Revoil, Paul C. Sullivan, Frank L. Rhodes, Joseph S. Sumner, Frank Rice, Amuel M. Swarer, John Richardson, Samuel Switzinsky, Veronica Ashley Sykes, Arthur L. Rival, Ray & Nikki Tarzan, Sam Robertson, Richard Taylor, George Rodgers, Jack Charles Teahan, John Robinson, Gordon Tomlinson, Walter Rogers, Charles Tomlinson, Walter Rogers, Jimmy (Singer) Trammel, Monroe Rooks, Harry E. Valley, M. S. Ross, William Vangnessen, Keesim Rowell, Bob & Mrs. Glander Rudolf, Laverne Vinson, J. W. Ruff, Jerry Wabasha, Joe Runyon, Fred Wade & Wade Sales, William Waddle, Philip Salsbury, Bill Walker, Ernest Salyons, John Ward, Donald C. Sarbeck, William Saults St., Eugene B. Schroyer, Donald Cecil Watkins, Kenneth H. Schuck, Clarence J. Webster, Harold Schuck, Jullius C. Whitmore, Otto Schnipper, Fred Whiteman, Ed Schenfield, Willie Winder, Charles M. Shaffer, Mrs. Gladys Wilder, Dan Shaffer, James (Sway Pole) Williams, Anna Mae Sharp, Max Williams, Joseph Shmigel, Clarence & Mrs. Williams, Michael Shepard, Willard M. LeRoy Simpson, C. T. Wilson, Jack Sims, Corietta Wilson, Wayne Slagle, Robert Wilson, William D. Slagle, Robert N. Woods, George Smith, Bert Woolsey, Richard Smith, Bert Wurster, Arthur E. Smith, Forrest H. Yohn, Kenneth Snyder, Carl D. Young, George Soan, F. E. Stammer, Wm. A. Young, Charles A.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Allen, Robert E. Narfa, Jean Renner, Kenneth Ortz, Manuel Rosline, Jean Patterson, Donna Denning, Mrs. H. Recit, Pat Frits, Adolph Gerlins, William J. Harlow, Roy Huller, Frank G. Kelley, John (Red) Kolb, F. Montes, Pauline Manton, Al Yates, Robert

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Ackley, J. W. Logsdon, Walter Adams, W. J. (Candy) Louis, Frank H. McDaniels, E. J. McKinnon, Francis McLakee, Charlie M. Makeymymovic, Mike Manning, Ennis Merritt, John McPherson, Charles Meffitt, James Mills, Marvin E. Moran, Joe Morgan, Ray Moreno, Geraldine Moreno, Tito Morgan, W. E. Morse, Robert G. Mooten, John M. Wurmh, Ed Murovova, Truman Nix, Chester Northrup, Palmer R. Campbell, Mrs. Odom, Floyd Omer, Al & Mary Orlando, Cecil Paot, Charles Paot, Allen Phillips, Bill Piard, Jerry Pierson, Corbie L. Pinn, Wm. D. Pinn, Allen Poche, Charles Rader, Kenneth J. Radford, Ronald A. Rawlings, William R. Remider, Edith Rice, W. B. Riley, Louis Rival, Ray & Nikki Ross, Ernest V. Row, Jack R. Robt, Frank Royal, C. H. Sable, Jerry Sackson, George of Loel Salerns, Mike Schowder, Margaret Settes, Jack Sevedet, Helen Shicks, Leonard L. Shicks, P. the Night Silberstein, Seymour Silvestri, Antonio Sirois, Dick Smith, Barbara Smith, Frank L. Soller, Stanley Stanton, R. Staotes, Thomas Stockfield, Alfred Stonecipher, Otto Sullivan, W. H. (Bug) Sylvester, S. G. Tefer, Marjlan Timmerman, Clarence H. Tobin, Hyman Tomchak, Edward Vaughn, R. D. Vicks, Maude Vicks, P. the Night Vinson, Jack E. Wells, Mrs. Marie Wells, How Whitley, Bryan F. Whitney, Jennie I. Winburn, Herl I. Withouse, Doc Wood, Donald Ray Wood, James L. Woodward, Earle O. Carolyn

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2. Check the heading under which you want your ad placed:
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[] Agents and Distributors
[] Animals, Birds, Pets
[] Business Opportunities
[] Coin Machines
[] Coin Machine Equipment (used)
[] Coin Machine Opportunities
[] Coin Machine Routes for Sale
[] Coin Machines Wanted to Buy
[] Costumes, Uniforms, Wardrobes
[] Food and Drink Concession Supplies
[] Formulas
[] For Sale—Secondhand Goods
[] For Sale—Secondhand Show Property
[] Help Wanted
[] Instructions, Books, Cartoons
[] Magical Apparatus
[] Miscellaneous
[] Musical Instruments, Accessories
[] Partners Wanted
[] Personals
[] Photo Supplies and Developing
[] Printing
[] Salesmen Wanted
[] Scenery, Banners
[] Tattooing Supplies
[] Wanted to Buy

3. Indicate below the type of ad you wish:
[] REGULAR CLASSIFIED AD—20c a word, Minimum \$4
[] DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14 (14 agate lines to inch)
[] AT LIBERTY AD—5c a word, Minimum \$1

Classified and At Liberty ads must be paid for in advance.
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please insert the above ad in _____ issue.
NAME _____ I enclose
ADDRESS _____ remittance of
CITY _____ STATE _____ \$ _____

Bulk Operators Balk at 5c, 10c Vend: 67-Firm Survey

This is the first part of a two-part article based on a survey of 67 bulk vending operators representing 27 States. This week: An analysis of the types of merchandise vended by these firms. Next week: The comparative profit picture of the operators will be analyzed.

By FRANK SHIRAS

CHICAGO—Are bulk operators balking at switching to nickel and dime vending?

Altho the future of bulk vending appears to lie with operation at these higher prices, a survey of 67 bulk vending operators completed by The Billboard last week strongly indicates that the switch to nickel and dime operation is proceeding very slowly.

In fact, based on reports from

these companies, nickel and dime vending is not presently coming at all.

Of a total 47,774 bulk vending machines operated by the operators surveyed, an infinitesimal number—just 18—were reported operating at a dime.

And a trifling number—60—were vending ball gum and charms for a nickel.

In addition, 5-cent nuts represented less than 3 per cent of the total number of machines and nickel confections less than 2 per cent.

Nickel capsules fared best in the higher-coin category, accounting for 14 per cent of the total number of machines surveyed.

It was known beforehand that all the operators receiving questionnaires mailed out used either ball gum or charms. It was not known, however, whether any particular

operator vended primarily ball gum or primarily nuts, for example. Tabulation of the 67 questionnaires returned showed that 63 per cent of these operators' machines vended ball gum and charms at the penny level.

5,750 Maximum

The maximum number of machines reported by a bulk operator was 5,750, and the minimum, 20. The average mean was 400 machines.

(Continued on page 68)

Nov. Had 4.2% Dip in State Cig Taxation

RICHMOND, Va.—During November, 1957, there was a drop of 4.2 per cent in packages of cigarettes taxed compared to the same month of 1956, according to a report of the Tobacco Tax Council. (See chart in this section.)

Of 42 States and the District of Columbia taxing cigarettes, 16 showed increases over the same month of 1956, while 27 had a decrease. However, for the period January thru November, 1957, there was an increase of 1.8 per cent over the same period of 1956 in numbers of packages of cigarettes taxed.

The total gross amount of State cigarette taxes collected for November, 1957, was \$50,723,583.

BULK BANTER

Write your likes and dislikes, news and views of bulk vending to the Bulk Banter editor, The Billboard, 188 West Randolph St., Chicago.

By FRANK SHIRAS

Apologies to Les Hardman, charm manufacturer, for mistakenly placing him in revolutionary Cuba. Actually, Hardman makes frequent trips to and from Puerto Rico, where he manufactures charms. ... Bernard Bitterman, Kansas City, Mo., distrib, came across clear and distinct proof of rising nut prices in the redoubtable Kansas City Star. Says the Star, "The price of peanuts is going up. We know they must be getting more valuable. The penny vending machine on the corner now has to be shaken twice and kicked once before it will let go of a few."

A Wisconsin pogrom is taking place because of the dearth of Silver King parts. As a last resort, (Continued on page 69)

L&M Sales Rise; Best Since '53

NEW YORK — Net sales for the Liggett & Meyers Tobacco Company last year were the highest since 1953, according to the firm's annual report issued last week.

Volume of \$570,384,860 compared with \$564,965,808 the previous year. The record was established in 1952 when the company grossed \$603,080,876.

Net income last year was \$28,273,607, compared with \$26,450,750 in 1956. Earnings per share of common stock were \$6.85, compared with \$6.39 the previous year.

PROFILE OF THE WEEK

Most Likely to Succeed

High-school classmates of Everett J. Graff decided there was a lot of stamina and ambition behind his easy-going smile and elected him the one most likely to succeed. That was in Atlanta, La., which he left after graduation to attend North Texas State college in Denton, a short distance from Dallas.

While studying, he worked part-time for a bulk vending operator. Says Graff, "I decided then that it was a good business

EVERETT J. GRAFF



... the rocket charm

and that someday I wanted to be in it on my own."

After World War II he set up modest operations as Graff Vending Supply in a small 1,600-foot-square building at the back of his house. He had very little capital, a lot of ambition, and a basic business attitude that has always been with him. "Sell the customer a full dollar's worth in every instance. You can be a success only if your customers are a success."

Graff says candidly that business was "touch and go" until 1952, when he landed distributorship of Victor Vending and the following year of Leaf Brands, Inc. Convinced

that bulk vending has to expand in new directions, Graff was delighted when Victor came out with a machine suitable for 5-cent charm vending. The development proved temporarily premature, however, since Graff found that there wasn't at that time merchandise of suitable quality for nickel vending. He stuck with the idea, however, and says his distributing business began to boom with his introduction of the 5-cent ring and marble "rocket charm" followed by the capsule.

Today Graff Vending's quarters sprawl over 3,000 square feet for office and warehouse, storage space of 2,800 square feet to house an inventory running into five figures, and an adjacent 4,000-square-foot parking lot. A visitor to Graff's headquarters in the Oak Cliff area of Dallas quickly notes the easy-going atmosphere about it. Everyone is on first-name terms and customers are free to circulate and examine merchandise. The friendliness and interest Graff shows his customers is extended beyond ordinary business requirements.

He sponsors regular dinners for operators at which business problems are discussed, mulled over, and worked out. He often

(Continued on page 67)

POSTAL HIKE

Proposed Law Won't Hurt Stamp Vending

LOS ANGELES — It is not expected that stamp vending would be affected by passage of proposed federal legislation raising first-class and domestic air mail 1-cent per ounce, to 4 and 7 cents, respectively.

Under the proposed increased rates, operators would still be able

to vend 4 cents' worth of stamps for a nickel and 8 or 9 cents' worth for a dime, as is the prevailing practice.

Many operators are worried because they think first-class rates may be set at 5 cents and air mail 8 cents or even a dime, which could have serious consequences for stamp vending. They feel that a portion of present customers would prefer purchasing stamps over the counter at the post office at cost rather than continue paying out an extra 20 or 25 per cent to the silent venders.

Washington Report

Reports from Washington indicate that there is not much cause for alarm, however. On August 13, 1957, the bill proposing the 1-cent increase on first class and air mail (H.R. 5836) was passed by the House. Even at that time Rep. Gracie Pfoz (D., Ia.) strongly protested that first class and air mail was paying its way and should remain at the 3 and 6-cent level. The bill then went to the Senate Committee on Post Office and

(Continued on page 68)

Ind. Over Cig Cancer Scare

INDIANAPOLIS — Yield from Indiana's 11-year-old cigarette tax, which brought almost \$14.5 million into the State's coffers in 1957, reflects the almost complete dissipation of fears aroused by medical hypothesis in connection with cigarettes and lung cancer.

Figures released by the Department of Revenue offer vivid delineation of the rise and fall of the consternation ignited by opinions

(Continued on page 67)

News in Brief

NAMA Works Up Model Speaker's Kit . . .

Model speaker's kit has been worked up by National Automatic Merchandising Association. Purpose, said Carl Millman, chairman of NAMA's Public Relations Committee, is to enable NAMA members who don't have time to collect facts "to tell the story of our industry to civic, business and social groups in their communities." Kit contains, besides model speech, an outline of speech, a press release that can be distributed

by speaker and an industry fact sheet.

Goldman, Macke Corp. Prexy, Honored . . .

Aaron Goldman, president of G. B. Macke Corporation, will receive the Brotherhood Award "for outstanding efforts in advancing the objectives of the National Conference of Christians and Jews." Award will be presented at a Brotherhood dinner to be held in Sheraton-Park Hotel, Washington, February 20. Dinner will honor him for "the promotion of justice, amity, understanding and co-operation in human relationships."

Small Business Taxes Debated in Washington . . .

Washington feeling is that continuance of downward business trend will give added impetus to argument for small business tax relief during current session of Congress. However, increased defense spending makes argument a two-edged sword. At any rate, (Continued on page 69)

MAKING SENSE OUT OF DOLLARS

The box accompanying penny nut story in previous issue quoted nut prices in dollars per pound. Figures should be read either as cents per pound or dollars per hundred pounds.

COMPARISON OF LARGE, SMALL OPERATOR GROUP

The following chart compares two groups of operators, showing a breakdown of machine totals in each group and a percentage breakdown by type of product vended. The chart is based on a total of 47,774 bulk-vending machines reported by 67 ball gum and charm operating companies in a survey conducted by The Billboard. (See article elsewhere on this page.)

Mean average number of machines for the 67 operators is 400. Group I is composed of operators having 400 machines or more. Group II is composed of operators having fewer than 400 machines. Since 400 machines is mean average, both groups have same number of operators.

	GROUP I	GROUP II
NUMBER OF MACHINES		
Total surveyed	42,821	4,953
Smallest route	400	20
Largest route	5,750	400

	GROUP I	GROUP II
NUMBER OF OPERATORS		
SIZE OF ROUTE		
1,000-5,750 machines	17	0
700-1,000 machines	4	0
400-700 machines	13	0
300-400 machines	0	5
100-300 machines	0	13
20-100 machines	0	15

	GROUP I	GROUP II
PER CENT OF MACHINES		
PRODUCT VENDED		
Ball gum and charms, 1-cent	63	56
Ball gum only, 1-cent	7.2	10.5
Capsules, 5-cent	16.2	5.9
Nuts, 1-cent	2.97	10.6
Nuts, 5-cent	2.23	5.6
Confections, 1 and 5-cent	3.3	4.7
Other	5.1	8.7
Machines vending at 5 cents	20	12
Use of major equipment	6	23
Diversification (3 types merchandise or more)	70	70

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Victor Vending
Sales and Service

Put Muffnick with
Sputnik and profits go
Upnick. Order today.

TIME PAYMENT PLAN
WRITE FOR FREE 40-PAGE
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4709 E. 27 Kansas City 27, Mo.



QUALITY DOUBLED
OUR SALES!
9 COLORS
FLAVORS

210-170-140 BALL GUM

Also Cramer's "KING"
7/8" SIZE SOLID BALL

Ask your distributor to stock
Cramer's "Star-Brite" for you!

CRAMER GUM CO. INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.



VICTOR'S PROVEN MONEY-MAKER
GOLF GAME
and
BALL GUM VENDOR

7" wide \$24.50
15" long 24.50 EA.

FAST PLAY - BIG PROFITS

Write for Lowest Prices
on our complete line of
• CHARMS • BALL GUM
• CAPSULES • MACHINES

Order Now From Victor's South-
eastern Distributor.

H. B. HUTCHINSON, JR.
1784 N. Decatur Road N.E.
Atlanta 7, Ga.
Phone: DRake 7-4300

Most Likely
• Continued from page 66

goes along on the route with an operator having difficulty, showing him how to increase efficiency and servicing. Before he sells novel merchandise coming from the manufacturers, Graff makes a practice of testing sales pull at various locations in which he maintains machines. Knowing what merchandise will sell, he is thus on sure ground in recommending different operating procedures to operators who report poor success.

Looking to the future, Graff sees the vigor of penny vending on rapid decline. "It will shortly be a minor part of bulk vending. The reasons are simple: The operator is limited, the manufacturer is limited and commissions paid to the location are too insignificant to the man behind the counter." On the other hand, says Graff, "I see a bright future for 10-cent and 25-cent capsule vending. I also feel that 1-cent charm and gum vending will give way to 5 and 10-cent vending of ball gum and charms. It won't be long before machines will vend much larger toys in package or plastic containers."

A board of directors member of National Vendors Association, Graff is a staunch supporter. "NVA is vitally important to the industry, and it will grow much faster now that most manufacturers are recognizing the distributor," he says. A tall, rangy man with bands of steel grey streaking his hair, Graff finds the time away from business and NVA commitments to participate in a number of civic and social organizations. He is a member of the Dallas and Oak Cliff Chambers of Commerce, the Better Business Bureau, the Masonic Lodge, Lions Club, Optimist Club and Oak Cliff Country Club.

Graff is regularly accompanied by his wife, the former Maple Perew, on hunting trips in the mountains of Colorado, Wyoming, Montana and the soft hills of South Texas. Both are good shots, and Graff is justifiably proud that his wife has bagged two of the most difficult game to sight or track—the wild turkey gobbler. The offices of Graff Vending are decorated with a number of deer trophy heads and other wild game that husband and wife have bagged on their expeditions.

Born October 17, 1912, Graff left Louisiana for Texas at an age early enough to be taught the rolling Texan drawl that along with the big hat marks a Texan almost anywhere in the world these days. The Graffs have a six-year-old daughter, Sarah Suzanne, who is captivated by their pet Siamese cat, Cy.

State Cigarette Taxes
For November, 1957

State and rate per package	Gross amount of taxes*	Packages taxed during Nov.		Packages taxed Jan. thru Nov.	
		1957 (add 000)	Per cent change from 1956	1957 (add 000)	Per cent change from 1956
Alabama (4)	\$ 805,757	20,144	- 2.2	241,601	+ 6.3
Arizona (2)	196,906	9,845	+ 2.5	111,319	+ 9.7
Arkansas (6)	652,700	11,020	+ 1.3	121,830	+ 3.7
Connecticut (3)	795,339	26,511	- 0.0	298,339	+ 1.1
Delaware (3)	123,829	4,128	- 9.8	52,513	+ 2.1
Dist. of Columbia (2)	187,306	9,365	+ 7.0	100,462	+ 2.6
Florida (5)	1,997,535†	39,951	- 4.8	485,866	+ 10.6
Georgia (5)	1,205,675	24,117	- 10.1	299,416	+ 1.4
Idaho (4)	169,759	4,244	- 10.8	53,269	+ 2.0
Illinois (3)	2,799,215	93,307	- 4.6	1,101,772	+ 3.2
Indiana (3)	1,227,198	40,907	- 7.9	479,050	+ 3.0
Iowa (3)	607,852	20,262	- 6.2	239,036	+ 2.9
Kansas (4)	683,927	17,098	+ 1.0	187,620	+ 1.5
Kentucky (3)	554,586	18,486	- 23.5	282,758	+ 3.8
Louisiana (8)	1,896,505	23,706	- 0.6	273,530	+ 7.3
Maine (5)	435,635	8,713	- 8.9	111,003	+ 2.5
Massachusetts (5)	2,398,755	47,975	- 3.5	547,397	+ 2.6
Michigan (5)	3,821,315	76,426	- 4.4	835,442	+ 1.0
Minnesota (4)	1,057,409	26,435	+ 0.9	299,269	+ 4.2
Mississippi (5)	642,744	12,855	- 3.2	144,233	+ 2.9
Missouri (2)	849,098	42,455	- 5.9	466,569	+ 0.2
Montana (8)	437,902	5,474	- 17.1	62,892	- 11.3
Nebraska (4)	398,263	9,954	- 7.4	125,092	- 1.3
Nevada (3)	97,333	3,244	+ 2.3	39,289	+ 3.8
New Hampshire (3)†	216,186	6,558	- 18.4	89,316	+ 2.7
New Jersey (5)	2,806,500	56,130	+ 1.2	648,103	+ 3.1
New Mexico (5)	345,843†	6,974	+ 14.2	69,385	+ 5.5
New York (3)	5,158,240	171,941	- 5.0	1,993,671	+ 2.5
North Dakota (6)	265,680	4,428	+ 3.4	49,663	+ 4.6
Ohio (3)	2,861,590	95,386	- 7.0	1,041,972	+ 2.4
Oklahoma (5)	884,674	17,693	+ 0.5	202,649	+ 3.4
Pennsylvania (5)	4,496,614	89,932	- 10.6	1,085,740	+ 3.6
Rhode Island (3)	280,965	9,366	- 7.5	118,901	+ 11.5
South Carolina (3)	451,275	15,042	+ 0.8	177,652	+ 4.5
South Dakota (3)†	182,526	5,616	+ 18.6	56,673	+ 1.8
Tennessee (5)	1,159,740	23,195	- 5.6	276,274	+ 4.9
Texas (5)	3,706,595	74,132	+ 1.4	870,146	+ 3.6
Utah (4)	144,368	3,609	- 4.2	47,973	+ 3.5
Vermont (5)	186,425	3,729	+ 8.6	43,969	+ 2.2
Washington (5)†	1,085,009	21,691	+ 1.4	254,961	+ 3.2
West Virginia (5)	926,288	18,526	+ 16.7	172,520	+ 2.8
Wisconsin (5)	1,454,205	29,084	- 1.5	355,050	+ 2.6
Wyoming (3)	68,117	2,271	- 31.0	36,428	+ 1.8
TOTAL	\$50,723,583	1,251,925	- 4.2	14,550,613	+ 3.1

No. of States showing increase in volume from Nov., 1956... 16 Jan. thru Nov., 1956... 41
No. of States showing decrease in volume from Nov., 1956... 27 Jan. thru Nov., 1956... 2
Total taxing States including District of Columbia... 43

Note: Above data compiled from reports received from State tobacco tax administrators.
* Represents the face value of the cigarette stamps and meter impressions sold within the month, and, in the case of Massachusetts and Michigan, the gross amount of taxes assessed under their respective reporting systems. Exceptions are Louisiana, Maine, South Carolina, Utah and Kentucky, in which States the dollar figures shown relate to net collections from cigarette taxes adjusted to a gross value basis; the package figures for these States are derived from the gross value figures thus obtained. The figures here shown for Massachusetts and Michigan reflect the operation for the month of October.
† A part of the State-imposed cigarette tax here shown is returned directly to the political subdivisions of the State. This figure includes both the State and local shares of the gross value of stamps sold within the month.
‡ A rate per package somewhat higher than the rate here shown is imposed on certain premium price cigarettes.

Cancer Scare
• Continued from page 66

which linked the malignancy with the smoking habit.

The law creating the 3-cent-per-pack excise was enacted in 1947. Proponents of the measure predicted that the State would derive about \$9,000,000 annually from the new tax source. That expectation was exceeded by almost \$4,000,000 when the first year's collection brought its reward of \$12,961,200.

Adverse economic conditions in 1949 cut the revenue to \$12,575,399, but the subsequent two years showed steady and substantial increases.

The initial impact of the lung cancer alarm was mirrored by the 1952 intake. It was \$600,000 below the 1951 mark of \$12,979,882. The revenue steadied itself in 1953 only to register further decline in 1954 and 1955.

Corresponding with the diminishing worry over the cigarette-cancer concept, the 1956 income from the tax surged nearly to the \$14,000,000 level and exceeded that by \$428,097 in 1957.

Sporadic and half-hearted attempts to repeal the tax expired in futility in almost every session of the General Assembly since 1947.

A move to raise the toll from 3 to 4 cents almost succeeded in the 1957 session. Accomplished only hours before the legislative adjournment, its defeat was credited to the stern resistance of Hoosier

tobacco dealers and vending operators. A like effort in the 1958 session is not being ruled out.

In the meantime, the escaping the per-pack hike, dealers and operators were smacked heavily in 1957 thru comprehensive increases in the rates of the State's gross income tax.

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Tri-State Distributor Oak
Machines and Parts,
Atlas Master, Charms and
Cramer Gums.
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2c SCALE
Doubles Your Profits
Greatest Money Making Scale on the Market

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 300% profit
Wins Customers for Locations
Two machines in one—weighs, tells fortunes

Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

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Send more details Send scale
\$20 deposit enclosed

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ADDRESS _____
CITY _____ ZONE _____ STATE _____

WE HAVE
OAK'S "PREMIERE"
COLUMBUS VENDORS
1075 Woodland Ave., S. E.
Atlanta, Georgia

An Action Tool...
METAL TIN SNIPS
that CUT

Give Action to Get Action
\$7.00 per 1,000 in 2,000 lots and up

SAMUEL EPPY & CO., INC. 91-15 144th Place
Jamaica 35 L.I. N.Y.

the new **OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1c
Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

oak's "400" capsule vendor
Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1¢ coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vendor!

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M. J. ABELSON, Phone: AT 1-6478
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State Quantity, Price, Condition FOR SALE OR TRADE

Standard Metal Type	\$225.00
Space Ranger Ride	200.00
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Sportland Rifle	110.00
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Operating Order - Parts Complete. Terms: 25% deposit with order, balance C.O.D.

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Bulk Operators Balk in Poll

Continued from page 66

chines, and this figure was used to separate Group I and Group II. (See chart elsewhere.) The two groups differed most in the percentages of capsules, nut, and 5-cent operation used. The larger operators of Group I used 10.3 per cent more capsules, 11 per cent fewer nuts, and 8 per cent more 5-cent machines than the smaller operators of Group II.

Thus the larger operators of the 67 total tend to use more relatively non-perishable merchandise at the nickel level than the smaller ones. This is understandable, since the larger the operation the greater the need to standardize the servicing interval in order to effect savings thru lower overhead expenses. The larger operator often finds it unwise to locate many vendors of perishable nuts in the same territory in which he locates his ball gum and charm machines, because the two types of vendors require servicing at different frequencies.

Individual Attention

The smaller operator on the other hand, who cannot effect nearly the savings in overhead that his larger competitor can, often utilizes individualized attention paid loca-

tions to increase his profits. (See article on nut vending, The Billboard, February 3.) Particularly where the competition is keen, the smaller operator can turn the more special requirements of nut vending to his advantage. In this group of 67 operators under consideration, however, the 11 per cent difference in the use of nuts should be taken more as a tendency than a basic contrast between the smaller and larger operators.

Significant also is the tendency of the larger operator in the group of 67 to make more use of 5-cent bulk vendors. Generally speaking, the larger an operator the more able he is to carry thru on innovations, for the simple reason that he can afford to lose more money than his smaller competitors in testing new ideas and developing a new market. It is interesting that 70 per cent of both Group I and Group II practice diversification. Both groups of operators vend three

or more different types of bulk merchandise.

Major Equipment

However, 17 per cent more smaller operators than the bigger ones have major equipment on location. A reasonable surmise is that the small operator caters more to the particular wishes of a location than a large operator. As suggested above, his profits accrue more thru individual attention than thru savings made by lower overhead. Thus the small operator is more inclined to buy candy and cigarette machines as he comes across chance locations that want them. It seems that the need for consolidation in the type of vending machines used doesn't arise until the bulk operator has around 500 bulk vendors spotted.

In next week's issue, the survey of this group of 67 operators will be further detailed. Commissions, the average rate at which machines empty, average net profits per month, and other matters directly relating to profits will be documented. As will be seen, there are further definite contrasts between Groups I and II.

Stamp Vending and New Law

Continued from page 66

Civil Service, before which some witnesses argued on February 4 that rates on first class and air mail should not be increased.

Thus indications are that if the Senate passes bill 5836, any amendments made would not increase the first-class and air-mail rates beyond the 1-cent hike passed by the House last year. Committee hearings will probably be concluded by the end of the month, and the committee hopes to have Senate action on the bill before this session of Congress adjourns. Bill 5836 has the approval of Postmaster General Summerfield.

Commission Problem

A more immediate cause for alarm in stamp vending was voiced by J. F. Clewett, large operator in the Los Angeles area and one-time president of the stamp machine operators' association, who reports increased demand for commissions from locations. Years ago, says Clewett, locations considered the machines a service to the customer and were doubly happy in not having to be bothered with selling stamps over the counter. Perhaps the largest operator in the area, he says more and more locations are demanding commissions.

With proposed hikes before the Senate and a spotty commis-

sion situation developing, Clewett would like to see operators across the country get together on a set pricing schedule. Some, says Clewett, get 1 cent on every 5-cent sale, while others get 1 cent on a coin. If stamp rates go up the public would undoubtedly become more coin conscious, thinks Clewett, and argues that identical pricing thruout the country would help stamp vending by presenting uniformity to the public.

Government Asset

Jack Olson, sales manager of Shipman Manufacturing Company, which has made postage vendors for a quarter of a century on the West Coast, looks upon stamp vending as an asset to the Government. He estimates that there are at least 500,000 of the machines on location, each of which is used an average 12 times a day. This means that each month machines thruout the country are operated around 180 million times. Olson argues that this represents considerable savings to the government, since if the machines were not in existence a considerable portion of the 180 million purchases a month would be made at post offices, necessitating increases in postal personnel and a bigger payroll.

Vacuum Plated KING SIZE MIX



Includes all our largest charms such as Boat, Top Hat, Basing Gloves, Light Bulb, Cigarette Lighter, Heart, etc. Lots of 1,000 \$6.25 M Lots of 5,000 5.50 M

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Ball and VENDING GUMS

Direct LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 240 ct.	27 1/2 lb.
Chicle Ball Gum, 120 ct.	25 lb.
Chlor-o-Vend Ball Gum	40 lb.
Chlor-o-Vend Chicks, 220 ct.	40 lb.
Chicle Chicks, 220 & 520 ct.	36 lb.
Bubble Chicks, 220 & 520 ct.	37 1/2 lb.
Tab (short stick), 100 ct.	38 lb. box
5-Stick Gum, 100 packs	\$1.99

F.O.B. Factory 150 Lb. Lots AMERICAN CHEWING PRODUCTS 34 YEARS OF MANUFACTURING EXPERIENCE 4th & Mt. Pleasant • Newark 4, N. J.

SLEEPY MACHINES ARE WAKING UP DURING COLD WINTER MONTHS

by using our MUTTNICK!



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THANK YOU, Operators and Distributors, for your telegrams, letters and phone calls praising our Mutt-nick! Your re-orders of this hottest item of the year are being shipped daily as fast as Mutt-nick can fly! Keep those machines hot!

\$7.50 per 500 Pieces Labels available at your distributor wt.

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MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1r or 3c	\$14.50
N.W. Deluxe 1r & 3c Comb.	12.00
N.W. 227 1c Porc.	7.95
N.W. Model 233, 1c Porc. Converted for 100 ct. B.G.	4.50
Silver King 1c B.G. or Mds.	8.00
ABT Guns	30.00
Acorn, 1c or 5c	5.50

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	8.33
Pistachio Nuts, Jumbo Queen	4.49
Pistachio Nuts, Large Tulip	4.46
Pistachio Nuts, Vendor's Mix	4.37
Pistachio Nuts, Shell	4.42
Cashew Whole	4.46
Cashew Butts	3.58
Peanuts, Jumbo	4.42
Spanish	3.20
Mixed Nuts	3.57
Tabby-Lets, 520 ct.	3.30
Rainbow Peanuts	3.32
Boston Baked Beans	3.22
Jelly Beans	3.28
Licorice Gems	3.28
Leaflets, 650 ct.	4.40
M & M, 350 ct.	3.50
Hershey's-ets	4.47

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D.

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It's available in 1c, 3c or 10c play.

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Yes—Please sign me up for Vend for

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728

Name.....

Address.....

City.....Zone.....State.....

Occupation.....

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GIVE TO DAMON RUNYON CANCER FUND

\$25 DOWN

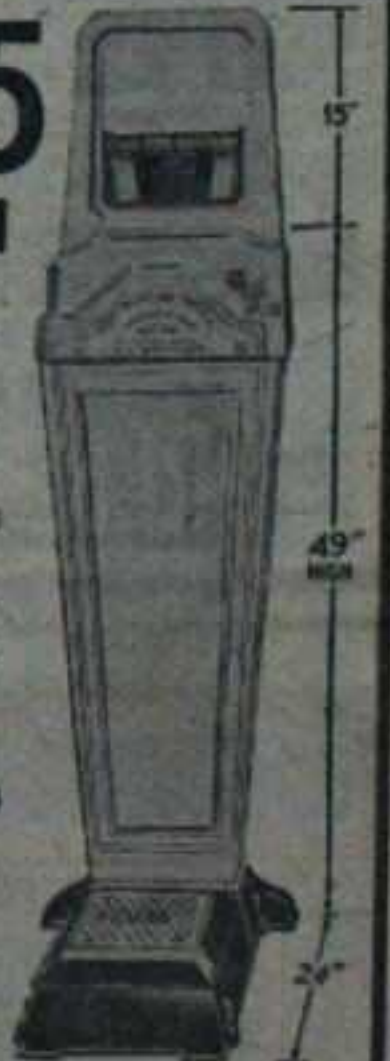
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PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



WEIGHT, 165 LBS.

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Bring 7-Way Profits!

- New Keeney "22" Riviera Electric Cigarette Vendor
- Coffee • Soup
- Coffee/Chocolate Sr.
- Coffee/Chocolate Jr.
- 4-Way Cold Drinks
- 4-Way Auto-Maid Milks and Fruit Juices

Write for Full Details, Prices and Easy Payment Terms

J. H. KEENEY & CO., Inc.
2600 W. 50th St., Chicago 22, Ill.

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- STONER, 8-COLUMN CANDY, 160 capacity, prewar model... \$110.00
- STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
- STONER 8-COLUMN CANDY, 160 cap., postwar changemaker... 175.00
- STONER 8-COLUMN CANDY, postwar, 5-10-20... 165.00
- NATIONAL CANDY, 9-column... 90.00
- ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb... 85.00
- EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c... 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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- Sample... \$24.35
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ORDER TODAY!

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Distributors of Advance Vending Machines.
1647 Bedford Ave., Brooklyn 28, N. Y.
PResident 2-2900

News in Brief

• Continued from page 68

House Ways and Means Committee spent nearly the whole of first week of month-long hearings on tax revision with representatives of small business.

Miscellaneous News From Around the Country...

Eastern Electric has two distributors in addition to those reported previously. They are: Hub Enterprises, Baltimore, Md., and Southern Amusement Company, Memphis, Tenn... Production of Lily cups and other paper containers begin in England early in 1958... New carbonated coffee-base soft drink, 'Seofee, introduced by Beverages of Billings... Superior Tea & Coffee Company celebrates 50th anniversary this year.

VACUUM PLATED SKULL RING



- WITH STONE EYES
- Lots of 1,000... \$18.00 M
- Lots of 5,000... 15.00 M
- WITHOUT STONE EYES
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PUZZLEROOS

Real Ball-Rolling
PUZZLE-GAMES

\$15.00 per thousand assorted

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OUR 26th YEAR!

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BULK BANTER

• Continued from page 68

operators are stripping down machines in poor locations in order to keep the others in operating condition. Bulkman H. Jenner, Wau-paca, recently pulled 10 of his Silver King machines from slow spots in order to get parts. Said Jenner morosely, "What can an operator do whose route is made up of a large number of those Silver King machines?" Suggest he get in touch with King & Company, 2700 W. Lake St., Chicago, for help. Firm has many parts, particularly globes, as reported in The Billboard recently.

Here's a clue to the sort of thing that bothers a fledgling bulkman most. Fred Grossman, Chicago, recently purchased a number of machines. Bulk vending problems that concern him most are: Record keeping for the small operator; dealings with the location owner; placing of ball gum vendors, and commissions, in that order. Careful records are very important for the beginning operator who wants to know exactly how he stands a year later. If he starts off on the wrong foot, merely keeping track of gross receipts and net profit, he will only have guesswork to rely upon in judging what types of fills and locations brought in the most cash.

Ted Essad, San Francisco op, is back on the job following a bout with the flu that kept him at home for the greater part of a week... Lon Speer, Denton, Tex., part-timer, is wildcatting with another op, Jack Stanley, Dallas, in East Texas. He reports drilling on a fourth well and hit a couple of gas wells in the process that took several days to burn themselves out... John Harper, Chicago op, drove on the ice all the way to and from London, Ontario, where he visited relatives. Needless to say, he made the Canadian expedition with great care... Reports are that many distributors are writing to Moe Mandell, New York distrib, for hotel reservations in Miami where NVA and NVMD will meet concurrently.

If you ever see a woman out servicing a bulk route, it could have happened this way: Joseph Weisberg, West Roxbury, Mass., found his wife, Dina, happy to wash the soiled globes he brought in from the route. Sometimes he'd bring the whole machine and Dina would take off the globe and fool around to see if she couldn't get the machine to work. She discovered that in most cases she could. This delighted Joe and he encouraged her. Her desire to see just how her repairs worked out on location led her to do a little servicing. First appearances at locations caused no little consternation and surprise. But skeptical owners were impressed with Dina's mechanical dexterity and efficiency.

Soon people began to look forward to her visits. It is easy to see why storemen like to see her come in. The small, she's a mighty bundle of energy with a warm smile that seems always to add just the right touch. Dina has to have energy for she's up early in the morning, gets Joe on his way and her three children off to school. But she likes to meet people and enjoys working the route immensely. The husband-wife team has made their bulk venture, State Vending Service, a success.

Jack Nelson, Chicago distrib and NVMD veep, is currently sending out plate engravings of the official NVMD insignia to all member distributors in the country for use in their advertising. Nelson reports a successful business trip up to Wisconsin, where he is encourag-

ing the capsule as a way to beat the anti-gambling law which prohibits the mixture of ball gum and charms. He was also recently at two home-furnishing conventions in Chicago shopping for likely merchandise that will fit into the new jumbo capsule originated by Victor Vending... Extra duties have been thrown on Jane Mason's shoulders at Leaf Brands. Added to her recent promotion, she is filling in while Rolfe Lobell is on his five-week vacation.

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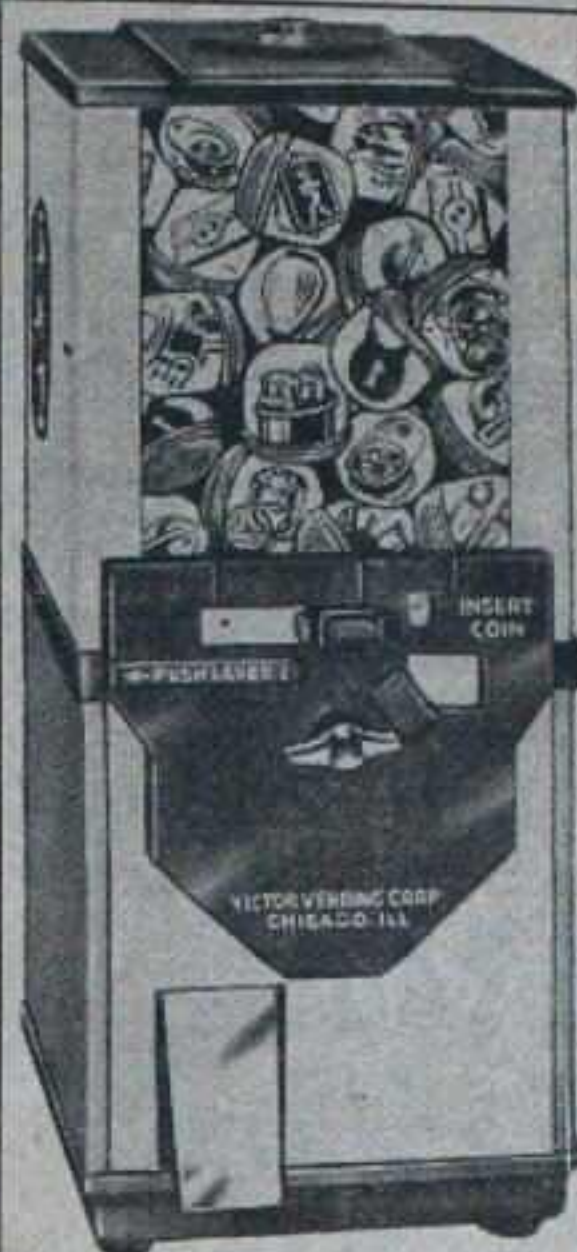
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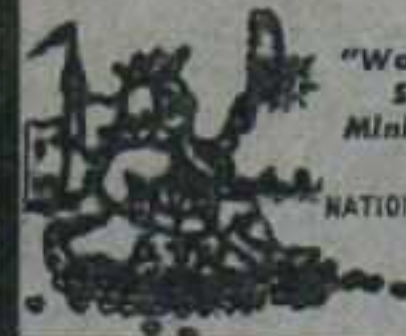
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Seeburg Adds 160-Selection Model to New Juke Box Line

200, 160 & 100 Play Machines Unveiled at Nebraska Conclave

OMAHA—Seeburg has added a new look to their new juke box line with a 160-selection model.

The machine was unveiled for the first time at the five-State music show conducted by the

Music Guild of Nebraska in Omaha (see separate story).

Also shown were new 200 and 100-selection models.

The models were shown by Seeburg's Des Moines outlet, Atlas Distributing Company. The machines were kept apart from the rest of the exhibits at the conclave, and were under wraps in a separate room.

Secret

Only a select group of operators were admitted as the show began. However, by the end of the three-day conclave, the "secret" became common knowledge, with traffic in the room often exceeding that in the regular exhibit hall.

Officials at the Seeburg factory in Chicago would make no comment. However, it is expected that distributor showings of the new models will commence this week (10), with dates varying by locale.

Both the 200-selection and 160-selection machines, called the "201" and "161" respectively, are similar in appearance, with the "161" being slightly narrower. Mechanical details were not released by the Seeburg factory.

Most outstanding new feature (from outward appearance at least) is a re-styled selection panel, which has been split. Half the tunes are listed in the traditional place above the selection buttons. But half have been placed in the top rear of the machine, above the record playing mechanism.

The rear selection panel is confined to EP's and is clearly marked so. The front selection panel has hit tunes.

The familiar revolving drum, featured on previous Seeburg models has been abandoned, with title strips all visible.

Remainder of styling is similar to the firm's current line. The "jet" grill has been retained, as has dual programming. Both models have the 50-cent chute.

Model 101

The 100-selection model, called the "101" appears very similar to the firm's current 100-selection machine. Title strips are all visible at the front of the panel. However, there is no "split-programming" feature as on the other models, nor is there provision for dual pricing.

START SHOWINGS

AMI Breaks 4 New Model Phonographs in 1958 'I' Line

GRAND RAPIDS — AMI will have four new juke box models in their 1958 "I" line. Showings are scheduled to start this week (10) at a number of AMI distributors throughout the country.

The new AMI "I" line includes 200 and 120-selection models with dual push-button selection systems; a 100-selection model with manually operated selector system; and a new manual 200-selection machine.

Both the electric and manual 200s, named the model I-200E and I-200M, were unveiled for the first time by Lieberman Music Company at the five-State music show, sponsored by the Music Guild of Nebraska in Omaha, February 1-3 (See separate story).

While full details have not been disclosed, the mechanism of the new I line is said to be almost identical to the previous H models.

Chief differentiation is in styling. While the cabinet retains the basic contour and lines of the H series, numerous refinements have been added. All four models of the new I line are identical in design.

The price has not been disclosed on any models, AMI indicated that the new I-200M would carry the "lowest price tag of any new full-sized phonograph on the market, being comparable to that of 120-selection machines of past years." Prices on other models in the new line are said to be comparable with their counterparts in AMI's last year's H series.

Convert

Chief feature on the I-200M is a convertibility factor. Should the operator want to convert his manually operated machine to an automatic selection system, a kit of essential parts is available from the factory.

Most noticeable alteration in de-

LOCAL PRESS COVERS NEB. MUSIC MEET

OMAHA — The Nebraska Music Guild received full press coverage from the dailies as well as the trade press at their five-State music show held here, February 1-3.

"It was the first time in 20 years the daily press has given us coverage," stated Ted Nichols, president of the group.

Billboard Editor

The article appeared in the Omaha-Herald, Monday (3). It carried a picture showing Ted Nichols talking to Nick Biro, Music Machine Editor of The Billboard, quoting a talk Biro had given to the operator group on the prospect of stereophonic sound in the juke box industry.

"Recent advances in stereophonic disks makes the prospect of a stereo juke box a reality—but in the future," Biro told the group.

"Juke box manufacturers won't seriously consider the dual sound idea until popular hits become available on stereo disks. This won't happen until the disks become in demand on the consumer level—and until there are stereo record players available," Biro added.

Wis. Ops Meet Feb. 10 to Plan Copyright Fight

MILWAUKEE—An emergency meeting of the Wisconsin Music Merchants Association, Inc., will be held here (10) to consider group action to be taken in fighting the proposed Senate Bill (S.1870) that would eliminate the traditional juke box exemption from copyright royalty payments.

Meeting will be held in the Eagle Club at 2400 W. Wisconsin Avenue in Milwaukee at 12 noon.

C. S. Pierce, president of the Wisconsin operator group, has urged all operators in the area to attend, in hope the group can "come up with a new idea for the hearings, which are scheduled in Washington February 19-21.

Pierce is also tentatively scheduled to represent the operator point of view at the hearings under the banner of Music Operators of America, in the absence of MOA President George Miller, who is bed-ridden with virus pneumonia, unless a further postponement of the hearings can be arranged.

PAL DRIVE

Miami Ops Kick Off P-R Effort

MIAMI — The Miami Music Operators' Association took the first step, last week, in kicking off their public relations program in co-operation with the Police Athletic League.

The movement is being pushed by the Music Operators of America, and had been agreed to by MOA at their board of directors meeting last fall in Miami.

Stickers

At an association meeting recently, members were issued stickers to be affixed to their juke boxes, showing their participation in the program. The stickers are green decals, with the traditional

(Continued on page 73)

RMSA Elect New Officers: Jan. 30 Meet

CHICAGO—Members of Recorded Music Service Association, the Chicago operator group, elected a new slate of officers and laid some firm plans for fighting the Senate's anti-juke box copyright bill, at their quarterly meeting held January 30, at Chicago's Bismarck Hotel.

Members agreed to not only write letters themselves, but to ask each of their locations to sign letters to be sent to members of the Senate Committee considering the bill (S.1870). Sample letters were passed out to the members for use.

New officers and directors for the coming year, are: president, Earl Kies; vice-president and secretary, Louis Arpaia; vice-president

(Continued on page 72)

Philly Distrib Takes Classes To Operators

PHILADELPHIA — Eastern Music Systems, local Seeburg distributor, isn't holding any service schools at the firm's showrooms. Instead the company is taking the schools to the operators.

Eastern's territory is a large and heavily populated one, covering Eastern Pennsylvania, Southern New Jersey and Delaware. The problem of getting operators to classes here is a major one. So East-

(Continued on page 73)

Rock-Ola Unveils New "200" Model

OMAHA — A new Rock-Ola 200-selection juke box, model 1465, was unveiled last week at the three-day music show sponsored by the Music Guild of Nebraska in Omaha, February 1-3 (see separate story).

The machine thus completes Rock-Ola's full new line. A 40 and 120-selection model were introduced by the firm previously.

Styling is similar to current 40 and 120-selection models, with strips and cabinet trim.

Eye Level

Top 40 tunes are placed at the top of the dome, with remaining 160 mounted on a revolving selection drum above the selection buttons.

Each side of the drum is color coded to correspond to a selection button at the top of the machine.

Selection is made by pressing the appropriate color button, and the number button corresponding to the disk title.

A refined "picture-window" programming feature is optional.

Dual pricing and 50-cent chute are optional on all models. The traditional Rock-Ola circular record magazine is retained, as is the hi-fi sound system with cross-over network, two woofer and one tweeter speakers. Credit accumulator is on all models.

Cabinet finish is antique white and black, with the grill imprinted by a large, gold "V."

The unit is still the smallest 200 on the market, measuring 30 3/4 inches wide, 26 1/2 inches deep and 55 1/4 inches high. Weight is 323 pounds. Price was not announced.

UMO Pushes Letters: Fight Copyright Bill

DETROIT — Strong opposition to the pending Senate copyright bill (S. 1870) was taken by the United Music Operators of Michigan (UMO) at their February business meeting, with the decision to send letters presenting this point of view to Michigan's Senators Potter and McNamara, and to Senators O'Mahoney, Wiley and Johnson of the Senate Judiciary Subcommittee considering the bill.

UMO's line of attack is to ex-

(Continued on page 75)

MOA Seeks Delay: Copyright Hearings

Miller Illness Prompts Move; O'Mahoney's Decision This Week

WASHINGTON — Illness of Music Operators of America president George A. Miller has brought requests to the O'Mahoney (D., Wyo.) Subcommittee on Patents and Copyright to postpone hearings on juke box copyright legislation now set for February 19.

Decision by Senator O'Mahoney, subcommittee chairman and author of the anti-juke box exemption bill under consideration, may be made this week (10).

Committee spokesmen point out that the hearings have already been twice postponed, and "some consideration must be given the proponents."

Prospects Dim

O'Mahoney is reportedly reluctant to let hearings get too far along in the session, when appropriations and other major considerations will be up before the Senate. ASCAP proponents of the O'Ma-

honey bill will also be testifying later in the month at the Roosevelt (D., Calif.) House Small Business Subcommittee hearings on certain ASCAP membership complaints against the group's distribution practices. (The Billboard, January, 27).

The Roosevelt committee hearings are scheduled for February 25, one week after the juke box hearing date.

Miller, meanwhile, is confined to the Peralta Hospital in Oakland, where he has been bed-ridden for several weeks with virus pneumonia. According to latest medical reports, he is not expected to leave for at least 10 days—then being confined to his home for at least a week longer.

In the event of no postponement, the MOA side will be presented by Clinto Pierce, Brodhead, Wis., operator, and first vice-president of MOA.

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Peace Prospects Perk Up in Gotham Coin Machine Scene

AAMONY Mulls Pact With Local 266; Merger of 2 Assns. Appears Likely

NEW YORK — Prospects for peace in Gotham's embattled coin machine industry appeared brighter this week than they have in many months. Exactly what the union-association picture is at the moment still isn't too clear, but a definite possibility exists that the two rival coin machine associations — The Associated Amusement Machine Operators of New York and the United Coin Machine Operators of New York — might sit down and iron out their differences.

Late Friday afternoon (7) the following statements came out as a result of a three-way telephone conversation between Teddy Blatt, AAMONY counsel; Bert Jacob, UCMONY president, and a Billboard reporter:

AAMONY will discuss contract negotiations with Local 266 of the International Brotherhood of Teamsters. For several months, AAMONY has had no collective bargaining agreement with any union. At one time, it had a contract with Local 465, a union headed by Jim Caggiano.

Merger Seen

UCMONY, which was formed last month, already had agreed tentatively to a collective bargaining agreement with Local 266. If negotiations between AAMONY and Local 266 proceed without any major hitch, the two associations will probably merge.

AAMONY has a general meeting Thursday (14) to nominate an officer slate. At this time, the suc-

cess or failure of the merger will probably be known.

Both Blatt and Jacob said that their primary interest is harmony in the industry, and that this interest can best be achieved with one organization.

Effect on MONY

UCMONY has been signing game and juke box operators. AAMONY is composed of game operators exclusively. If the merger goes thru, and if Local 266 is named as the union in a collective bargaining agreement, the effect on the Music Operators of New York will be something to consider. MONY, which confines its membership to juke box operators, has a collective bargaining agreement with Local 1690, Retail Clerks International Association.

Last Week Sandy Warner, AAMONY president, signed an agreement with Local 1690. The agreement, which has not been ratified by the membership, would have the association and the union enter into negotiations for collective bargaining.

The latest move to negotiate with Local 266 would seem to negate the effect of Warner's action.

Different Version

One prominent AAMONY member, who asked that his name be withheld, took exception to the Blatt-Jacob statement and said that he didn't think AAMONY would sign with Local 266 and he doubted that the merger would go thru.

However, most persons near the top of both organizations seemed

to feel that the possibilities for a merged organization are good and that Local 266 probably will be the industry union.

Bert Jacob, head of UCMONY, said he favored one association for games and music and that he would be glad to discuss this possibility with officials of the Music Operators of New York.

Meanwhile, the action of MONY against Local 19 is scheduled to be heard in New York Supreme Court Tuesday (11). The pre-trial examination phase ended this week.

Local 19 is currently under a temporary injunction which bars the organization from picketing locations serviced by Local 1690.

United Shows New Wurlitzers To Wisconsin Ops

MILWAUKEE — "Best turnout of operators in the last four years from all parts of the territory" attended the week-long showing of the new Wurlitzer models January 27 thru February 1, according to Harry Jacobs Jr., president, United, Inc.

United, Inc., headquarters remained open each day from 9 a.m. to 9 p.m. On hand to meet the trade were Harry Jacobs Jr., Harry Jacobs Sr., Woody Johnson and George Klamm.

Operators signing the roster included: Gary Reier, Mukwonago; Jack Manley, Portage; Herb Tonnell, Cigarette Service, Appleton; Val Andrews, Oshkosh; Nate Robinson, Madison; Paul Jacobs and George Fix, Stevens Point; Al Behm, Waupaca; John Jesinski, Sheboygan; John Barro, Merrill; Elmer Schmitt, Hilbert; Al Felix, Felix Enterprises, Oconto; Tom Strong, Iron Mountain, Mich.; Charles Hartman, Watertown; Ernie Feight, Rhinelander; Ed Dowd, Beaver Dam; Dewey Wright, Wausau; Gilbert Fischer, Mauston; Floyd De Ruzha, De Ruzha Vending, Fond du Lac; Red Stevers, Lake Geneva; Barry Nelson, Al Durand, Durand Sales, and Cliff Bookmeter, Green Bay; Bob Martin, Henry Sublitzky and Lou Alfabonis, Kenosha; Casper Sittig, and Chuck Miller, Racine.

Local operators attending the Wurlitzer unveiling: Bert Liesch; Carl Klein; John Tuska, J. T. Novelty; Ed Puria, Triple A Amusement; Mitchell Novelty; Harold Summerfield, Southern Novelty; Jerome Jaquet, Red's Novelty Company; Les Reider, L. R. Distributing Company; Ed Tartman, Brede Amusement; Red Wisarohen; Ken Eglsae; Roy Bates, and Ken Kulow, Kandon, Ill.

N. Y. Vendors Plan Banquet

NEW YORK — The New York Bulk Vendors Association celebrates its fifth anniversary Wednesday (19) with a banquet at McGinnis' Restaurant in Jamaica.

Speakers will be Sam Eppy, local charm manufacturer, and Jack Schoenbach, jobber and distributor. Roger Folz, president of the group, will be toastmaster.

Folz will deliver a talk on chain store vending at the National Vendors Association convention in Chicago, May 2.

RMSA Elects

• *Continued from page 70*

and treasurer, Joseph Filitti; vice-president, Dan Gaines.

Directors: Edwin Mohill, Mose Proffitt, Vic Bondioli and Paul Brown. Directors retained from last year were Otto Menconi and Julius Gronner.

The group also voted to hold their next annual dinner-dance in October or November. Final date and place will be decided upon later.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

February 10 — Wisconsin Music Merchants' Association, Inc., Eagles Club, Milwaukee, Wis.

February 10 — Tri-County Juke Box Operators' Association, Elum Music, Massillon, O.

February 11 — Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.

February 11 — California Music Merchants' Association, Los Angeles Division, monthly meeting, association headquarters, Los Angeles.

February 11 — Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

February 12 — California Music Merchants' Association, Bakersfield Division, Bakersfield Inn, Bakersfield.

February 13 — California Music Merchants' Association, San Diego Division, Grant Hotel, San Diego.

February 13 — Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

February 17 — Westchester Operators' Guild, American Legion Hall, White Plains, N. Y.

February 18 — Los Angeles Music & Games Operators Association, semi-monthly meeting, 5560 Santa Monica Blvd., Los Angeles (Hollywood).

February 19 — New York State Operators' Association, Nelson House, Poughkeepsie.

February 19 — Automatic Equipment & Owners' Association of Indiana, monthly meeting, Gary, Ind.

February 24 — Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

February 25 — Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

February 27 — Music Operators of Connecticut, Banquet, Hotel Statler, Hartford, Conn.

N. Y. State Assn. Names Hanofee Business Mgr.

ROCHESTER, N. Y. — Stretch Hanofee, public relations man at Grossinger's Catskill Mountain resort, has been named business manager of the New York State Coin Machine Association.

The six-foot Hoosier was unanimously elected at a general meeting at the Sheraton Hotel here Thursday night (8). The 10-hour session got under way with a cocktail party at 2 p.m., and didn't break up until midnight.

Hanofee has been a lobbyist at the Legislature in Albany for three years and formerly taught school in Clifton, N. J. He is a graduate of the University of Indiana, class of 1937.

Initial Duties

His first duties will be to line up memberships thruout the State, addressing local associations and talking to individual operators.

But Hanofee's main assignment will eventually be representing the coin machine industry at the Legislature. This activity is not expected to begin until the 1959 session of the Legislature. However, Hanofee will immediately begin screening legislation for bills of interest to the trade.

Expand Board

The membership voted to increase the board of directors from 12 to a maximum of 69 so that every county in New York State could be represented on the board. Barry Rapp was added to the board.

Members also voted to amend the constitution so that the organization would have four instead of two vice-presidents. Lindy Nardone, Rochester, and Pat Marcy, Booneville, were elected vice-presidents.

Discussed was the action of State Senator Desmond in making a survey of juke boxes for possible taxation. The members were also told by attorney Lou Werner of the action of the State Liquor Authority in denying licenses in some sections of the State to locations which have added new coin machines.

Attendance Down

The heavy snow in the Rochester area held attendance down. The following operators attended the meeting:

Joe Grillo, Flower City Amusement, Rochester; Lindy Nardone, A-L Amusement, Rochester; Barney Rapp, Liberty Bell Amusement, Rochester; Max Goldstein, Bilotta Enterprises, Newark, N. J.; Mickey Wishinsky, Closter Coin Machine, New York; Jack Driscoll, A. B. Equipment, Avon; Jack Shwacross, Bilotta Enterprises, Newark, and Jim Kahris, Franklin Sales, Buffalo.

Also Bill McCarthy, Hurleyville; Millie McCarthy, Hurleyville; Pat Marcy, Booneville; Bob Charles, Binghamton; Joe Reich, Tannersville; Bill Reich, Tannersville; Mike Mulqueen, Walden; Tom Creco, Glasco; Tom Cohen, Rex Amusements, Rochester; Jack Wilson, Modern Vending, Newburgh; Russ Carpenter, Chester; Sam Guadino, Plaza Amusement, Rochester, and H. Kertner, United Amusement, Rochester.

Operators who stayed over were guests of Bob Charles at an informal breakfast Friday (7).

At N. Y. to Display 1958 Seeburg Line

NEW YORK — Meyer Parkoff, of the Atlantic-New York Corporation, announced that his firm will show the 1958 Seeburg at its three offices.

Initial showing will be at Hartford, Conn., Wednesday (12), followed by New York Thursday and Friday (13-14) and Newark, N. J., Saturday (15). All operators are invited to attend open house during these dates.



Looking for
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this issue

something's
up
at
AMI
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for
it!

Name Officers for New L.A. Op Group

LOS ANGELES — Phil Shatz, of A-1 Music, was named president of the Los Angeles Music & Games Operators' Association which was formed to represent juke box, amusement machine and cigarette vending operators here last week (4).

Herb Press was elected vice-president and Rose Liotta appointed acting secretary until this post and that of treasurer can be filled at the next meeting February 18. It will also be held at 5560 Santa Monica Boulevard.

Herman Stern, an attorney and

partner in Bali Hai Music Corporation with Press, opened the meeting as acting chairman. The number attending was 12 of which eight were operators, the attendance being held down by torrential rains that flooded streets and forced schools to close.

Purpose

Stern said that the purpose of the meeting was to "form a trade association to improve conditions of the operator in Los Angeles County." He introduced two special guests, Jack Mallett, a route broker, and Vince Passaro, business representative, National Union of Automatic Equipment & Coin Machine Operators' Service & Repairmen.

The evening was devoted to informal discussions of problems faced by the operators and means of solving them. Operators, including Press and Bob MacFarlane, who had routes in the East, were called upon to tell of association functions in their respective areas. Sal DiBartolo, who recently sold his Ideal Music operation in Canton, O., also spoke about the group of which he was formerly a member.

Passaro was called upon several times during the meeting for information about the function of his union. One of the questions regarded initiation. Passaro advised the operators could carry cards for \$2 a month and 25 cents per label. The initiation fee is being waived. Labels, he added, are for all types of equipment.

Dues

The matter of dues for the association was touched upon lightly. While no action was taken, the matter will again be discussed

at the next meeting. Dues, however, Shatz and the other operators agreed, will be nominal. Expenses of the meetings will be covered by contributions.

Following the close of the meeting, Passaro was asked by The

Billboard how his union fitted into the picture. He answered that there would be "co-operation between the association and union working toward the economic betterment of the operator and servicemen." Among those attending were

John Calsadillas, Angelus Music; Gordon Snider, Snider Music; Bob MacFarlane, Advance Music; William Foxx, William Foxx Music; Carl Fisher, Fisher Music & Games and William H. Lenehagen, Leuenhagen Record Center.

Pal Drive

• Continued from page 70

PAL emblem, with the inscription "Be a Pal—Help a Pal."

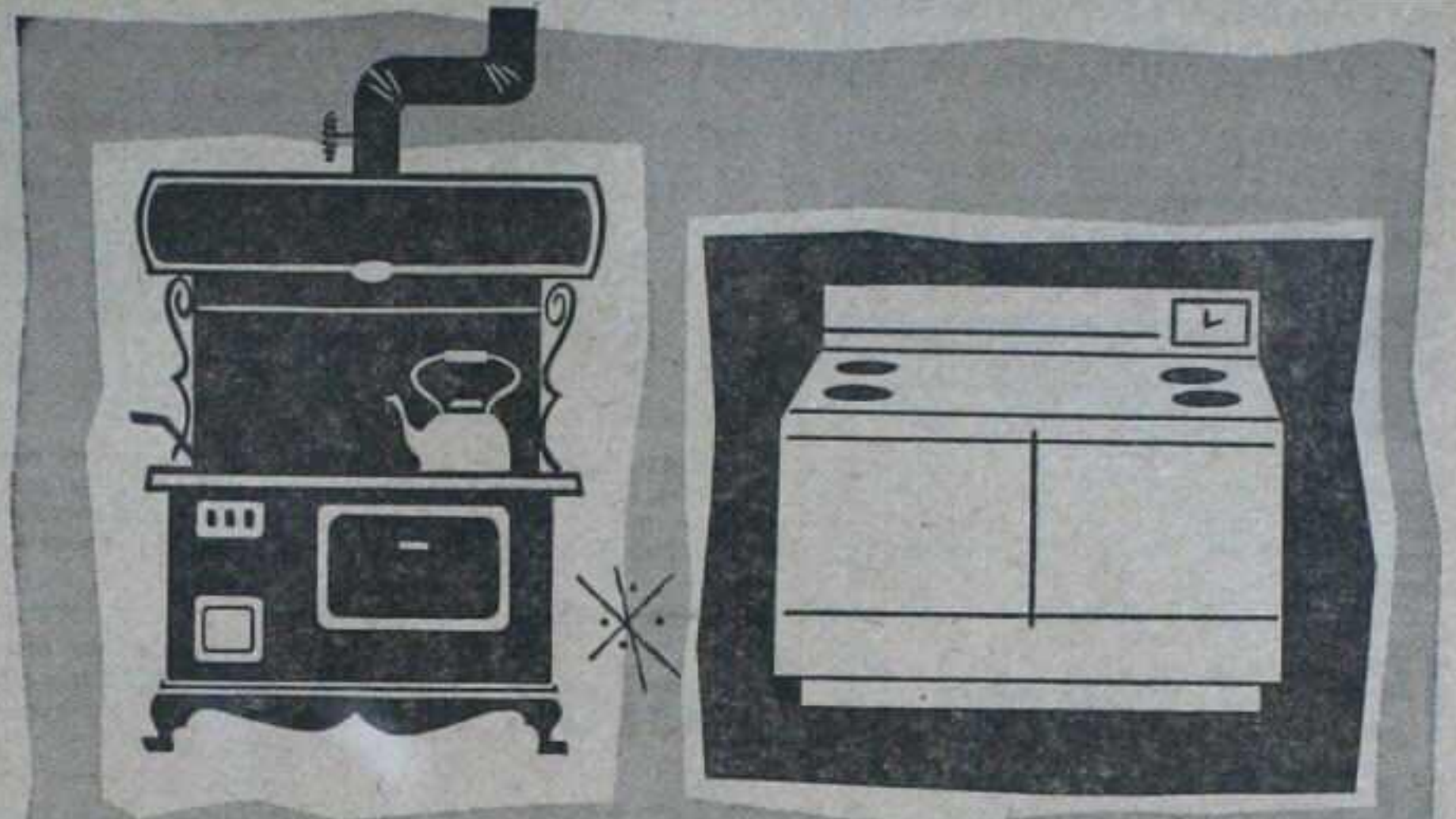
Miami operators contribute a certain percentage of juke box receipts to the charity foundation.

Operators were recently addressed by Otis Shiver, city commissioner and several members of the Miami police department, who stressed the importance of the drive, and thanked the Miami operators for their co-operation.

Miami "First"

The Miami operators are the first group to actively take part in the PAL effort. The "first" is thanks in good part to association president, William Blatt, who was solidly behind the drive, and was instrumental in securing co-operation from members in the State group.

The PAL charity is active in numerous teen-age activities, sponsoring athletic events, art groups, youth center activities and the like.



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GUESTS OF HONOR AND OFFICIALS at the head table at the Nebraska Music Guild's Sunday night (2) banquet in Omaha. (1. to r.) Mrs. Howard Ellis, Mrs. Dick Taylor, Mrs. Ted Nichols, Bob Mansville, president, Iowa Music Operators' Association; Dick Taylor, Nebraska Music Guild director; Howard Ellis, secretary-treasurer, Nebraska Music Guild; Ted Nichols, president, Nebraska Music Guild; Nick Biro, music machine editor of The Billboard.



MEMBERS AND WIVES of the music industry at the Nebraska Music Guild's Sunday (2) night banquet during the five-State music show held by the group in Omaha. Left row (front to rear): Mr. and Mrs. Joe Blend, Omaha; Bill Garrett and party, Osceola, Ia.; Lee Miller, Cedar Rapids, Ia.; Mr. and Mrs. K. Smith, Omaha. Right row (front to rear): Mr. and Mrs. Frank Morasco, Mr. and Mrs. Roy Norris, Omaha; Ed Ristau and Roy Kraemer, Chicago, and Mr. and Mrs. J. Hassan, Omaha.

150 Attend 5-State Nebraska Conclave

Show New Phono Lines; Hold Two-Day Business Sessions; BB's Biro Speaks

OMAHA—This bustling stockyards center was transformed into a glistening showcase of the U. S. juke box industry for three days last week.

The Music Guild of Nebraska's five-State convention, held in Omaha's Castle Hotel February 1 thru 3, was the setting for the debut of Seeburg's complete new line, and parts of AMI's and Rock-Ola's.

Despite snow and icy roads, the conclave attracted a healthy turnout of an estimated 150 operators, distributors, manufacturing representatives and guests.

From the standpoint of exhibits alone, the show was a complete success. Highlighting exhibits were new models premiered by distributors.

Seeburg's new equipment array, besides new 200 and 100-selection

models, included a 160-selection machine, thus confirming widespread reports that at least one manufacturer was readying such a model (see separate story).

AMI's new 200-selection series was shown, altho not its complete line (see separate story).

Rock-Ola's new 200-selection model, similar in design to the firm's new 40 and 120-selection models introduced earlier, was also exhibited (see separate story).

Business

Business sessions, covering depreciation, programming, commissions, dime play, and action to be taken against the current anti-juke box copyright bill pending in Congress (S.1870), were held in three separate meetings, Saturday (1) and Sunday (2).

Featured speaker at the group's Sunday business meeting was Nick

Biro, music machine editor of The Billboard. Biro spoke on the effect stereophonic records may have on the juke box industry.

Banquet

The conclave was also rounded out with a generous social program. Saturday evening was filled with a cocktail hour and dinner. On Sunday evening, the Guild held their traditional banquet and floor show. Monday noon, the group concluded the meet with a luncheon and business discussion.

Action to be taken against the Senate anti-juke box copyright bill introduced by Senator O'Mahoney seemed a dominant theme thruout most of the business discussions. President Ted Nichols urged operators to write their congressmen presenting the operators' side of the issue. He also suggested getting the locations to write.

Numerous sample letters were passed out which operators could use as a guide. The group was addressed by Phil Moss, of Atlas Music of Des Moines, who detailed some facts and figures on the issue that operators might incorporate into their letters.

Commissions

On the subject of commissions, Ed Ries, Carroll, Ia., operator

told of a sliding-scale commission arrangement that he had found successful in his area.

Ries had two scales. For machines with over 100 selections he suggested the following percentages be given the location according to the amount in the juke box collection box: \$10-25 per cent; \$10 to \$15-33 per cent; \$15-\$20-40 per cent; over \$20-50 per cent.

On machines with less than 100 selections: \$7.50 or under-25 per cent; \$7.50 to \$10-33 per cent; \$10 to \$15-40 per cent; over \$15-50 per cent.

Dime

Numerous operators told of success with EP's and standard tunes in the introduction of dime play. According to estimates by the Association, most of the large cities in the area like Omaha and Sioux City are 100 per cent converted. In the territories, the percentage is likewise high—around 80 per cent.

One interesting question on programming was posed to the group by president Nichols. "Most of the records during the past two years are geared to kid audiences,"

he said. What can be done for middle age locations?

Answers settled on two points.

1. Use of standards—but they must be changed like hits, or they lose their appeal. 2. Use of EP's—these however, have to be priced at 15-cents or the operator doesn't come out. Several operators mentioned too, that the dual pricing arrangement on most juke boxes can be very confusing to customers, and suggested that operators clearly mark their program panel to explain the pricing system.

Investments

The group discussed starting both a coin collector's club and an investment organization to stimulate member interest. Both ideas seemed to be popular with operators, and were taken under advisement.

Members voted to hold their next meeting in the middle of May, following the Music Operators of America Convention in Chicago, May 6-8. Meeting will be held in Norfolk, Neb.

H. Z. Vending Sales showed Rock-Ola 40, 120 and 200-selection juke boxes; Williams' "Ten Strike" miniature bowler, and "Top Hat" pin game; Gottlieb's "Whirlwind" pin game.

Glenn A. Preston, representing Du Grenier, showed the firm's 10, 14 and 20-column cigarette machines; and eight-column candy and gum vender. Eastern Electric showed their 22-column cigarette vender. Central Music Distributors showed United's "Royal Bowling Alley"; Wurlitzer's 104 and 200-selection phonographs; Valley's "Bumper Pool Table."

Paster Distributing showed United's UPA 100 phonographs. Lieberman Music showed the new AMI "I-200E" and "I-200M."



MR. AND MRS. Howard Ellis, of Omaha, Neb., Music Guild, at the group's Sunday night banquet.



OPERATORS AND GUESTS at the Nebraska Music Guild's Sunday night (2) banquet in Omaha's Castle Hotel. Left row (front to rear): Mr. and Mrs. Barney Luckman, Omaha; Mr. and Mrs. Randall Thies, Norfolk, N. D.; Mr. and Mrs. Elmer Cummings, Brookings, S. D.; Mr. and Mrs. F. Hollys, Columbus; Ed Kort, North Bend; Mack McKee, Grand Island; (standing) Ed Hofmann and Evelyn Dalrymple, Omaha. Right row (front to rear): Mr. and Mrs. H. Zorinsky, Omaha; Rose Gillians, Bob Treinen and Bernie Hozog, Sioux City, Ia.

Why not Automatic Phonographs?

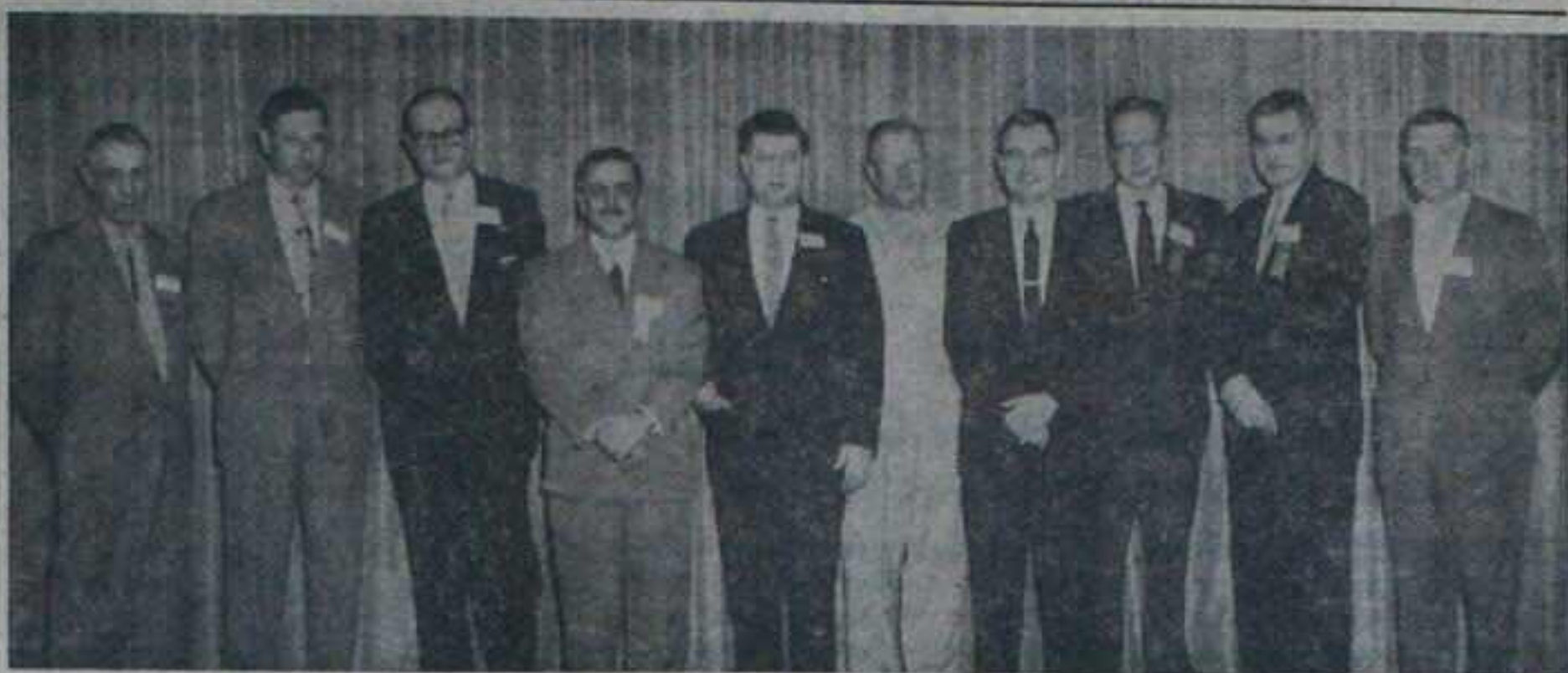
**GO MODERN
BUY WURLITZER**



SUNDAY NIGHT (2) BANQUET of the Nebraska Music Guild, operators and guests. Left row (front to rear): Mr. and Mrs. Sam Bonagriso, Omaha; Mr. and Mrs. Lou Ruben, Minneapolis; Mr. and Mrs. W. Tunis, Omaha; Jack De Vore, Ira Hirsh and Warren Merrill, Des Moines; Leonard Welland (rear), Omaha. Right row (front to rear): Glenn A. Preston, Omaha; Carl Karl, Kansas City; Dick McClanathan, Salina, Kan.; Ruff Hopp, Hastings; Al Singer, Omaha; Mr. and Mrs. Gene Kyes and Mr. and Mrs. Mike Stangl, Fremont.



MEMBERS AND GUESTS at the Nebraska Music Guild banquet Sunday (2) night in Omaha. Left row (front to rear): J. Epstein, Des Moines; Ed Hofmann, Evelyn Dalrymple, Buz Kaufmann and Mr. and Mrs. Giallins, Omaha; Mr. and Mrs. Cliff Johnson and party, Omaha. Right row (front to rear): Joe Rothkop, Omaha; Mr. and Mrs. Archie La Beau, Minneapolis; Vince Jorgenson, Mason City; Ia.; H. Abramson and J. Witt, Omaha; (standing) Ira Hirsh, Des Moines.



OFFICIALS OF THE NEBRASKA MUSIC GUILD at the Sunday (2) night banquet of the group's five-State music show at Omaha's Castle Hotel. Directors (l. to r.): C. R. McKee, Grand Island; Ed Kort, North Bend; J. Witt, Omaha; sergeant at arms, F. Marasco, Omaha; vice-president, Dick Taylor, Lincoln; directors, L. Prell, Brennan, and W. Tunis, Omaha; president, Ted Nichols, Fremont; secretary-treasurer, Howard Ellis, Omaha; director, Randall Thies, Norfolk.

Leslie Seeks Uniformity in Title Strips

NEW YORK—Leslie Distributors, local one-stop, is attempting to have all its title strips uniform in appearance. The firm has just purchased a multilith machine to run off the strips.

The strips themselves are typed with an IBM machine before they are run off on the multilith. According to Bernie Boorstein at Leslie, the use of these strips eliminates the hodge-podge of titles and makes it easier for the juke box patron to select his tune.

He added that when the older strips are eventually replaced, the new strips enhance the appearance of the juke box. In charge of title strip production is Herman Crespo, who also heads the firm's Spanish music department.

New AMI Models

• Continued from page 70

and the assembly has been changed to pivot on the top hinges.

Mechanical Selection

Both the I-200M and I-100 have the mechanical selection disk on the front of the machine which is rotated to pin-point the selection wanted. Depressing a pushbutton brings the record into play.

On the I-200E and I-120 selection is by dual pushbuttons.

Title strips are front mounted and front lighted and all visible. Ten separate program classifiers are furnished, including "Country," "Classics," "Varieties," "Your Pick," "All Time," "Favorites," "Rhythm Blues," "Hit Tunes," "Western" and "Popular."

50-Cent Chute

A four-coin slug rejector is standard on the I-200E (with 50-cent chute). The 50-cent feature is optional on other models.

Dual pricing is on the I-200E and the I-120 only. Accumulator on all models.

Slug rejector has been relocated at the side of the cabinet and can be snapped in and out without opening machine. Record and sound mechanism are fundamentally the same as previous models, with several refinements added to facilitate servicing.

AMI is also producing a full line of auxiliary equipment, including remote wall, ceiling and corner speakers, wall boxes and hideaway units.

Runyon Sets Display Dates For '58 AMI

NEW YORK — Runyon Sales, local AMI distributor, will display the 1958 model next week. Barney Sugeran, Runyon president, will be on hand to greet operators at showings here, in Newark, N. J., and at Hartford, Conn.

The New York showing will be held Monday and Tuesday (17-18). The Newark show is scheduled for Wednesday and Thursday (19-20), while the Hartford showing will be Thursday (20).

Art Daddis and Martin Blatt from the AMI factory will be at all three open houses. The entire Runyon staff will be on hand to greet operators and answer questions.

UMO Pushes

• Continued from page 70

plain that the proposed fees would be a major detriment to the small businessman and to the music operator. Referring to other taxes and fees paid, it is felt that the added fee would drive a substantial number out of business. The two-fold impact upon wider fields of business than music operation alone was explained by Tony Syracuse, of Circle Music Company, who initiated the proposal for this action in the UMO meeting.

"Not only would it hurt us, but it would also hurt the businessman, the location owner, because he shares in the profits with the operators."

Classes Go to Operators

• Continued from page 70

ern takes the classes to the operators.

Associations Help

Working thru the Amusement Machine Association of Philadelphia, the Amusement Guild of South Jersey and the Norristown Amusement Operators' Association, the company has representatives at association meetings.

Expert Advice

Accountant Max Mayer tells them how to solve tax problems, figure depreciation and keep books. Attorney Harry Wexelblatt assists in contract problems and other legal matters. And salesman Bill Adair, Zav Hovsepian and Mel

Sonier help out on mechanical and location selling problems.

The Seeburg distributorship here was recently acquired by three veteran juke box executives—Nat Solow, Bill Adair and Marvin Stein. The trio is continuing with the policies of the previous Seeburg outlet, Atlantic-Pennsylvania, because, as Solow explains, "these policies have proved successful, and you can't argue with success."

Lately Eastern has stepped up its background music effort, with large installations going in the two Wannamaker stores and in three American Health Studios. Units in the 14 remaining AHS outlets here will be installed in the near future.

Conn. Group Plans Feb. 27 Dinner-Dance

HARTFORD, Conn.—The Music Operators' of Connecticut will hold their first annual dinner-dance in the Statler-Hilton Capitol Ballroom on February 27 at 6:30 p.m.

Manufacturers and operators of music coin machines and record distributors will attend, in addition to radio, television and recording personalities.

Music will be provided by the Al Jarvis orchestra.

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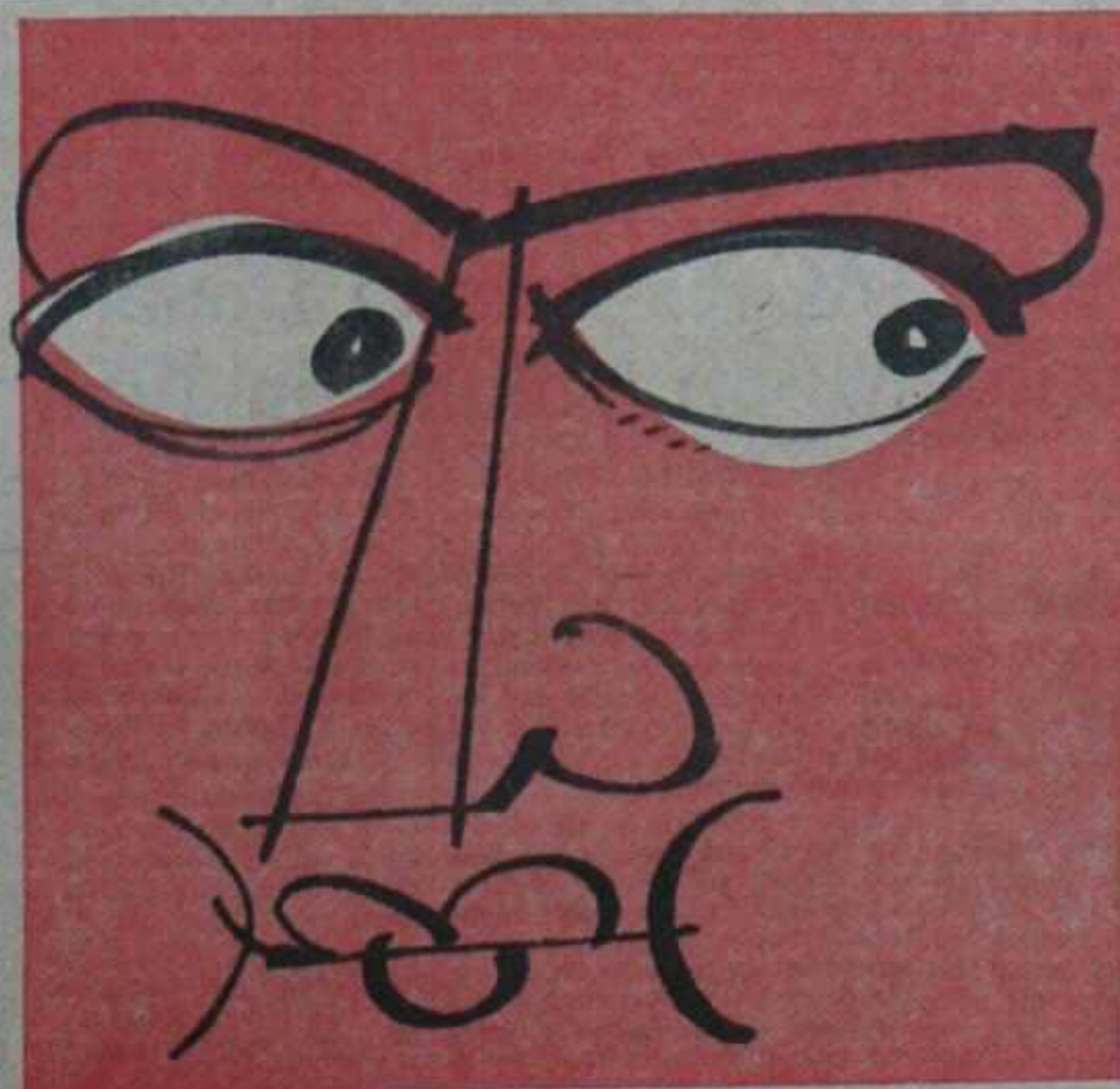
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AMI's

600 Attend Dinner Of Baltimore Assn.

City Council Head Delivers Greetings; Cites Civic, Charitable Contributions

BALTIMORE—More than 600 representatives of the coin machine industry jammed the Calvert Room of the Lord Baltimore Hotel here Sunday night (2) for the 10th Annual Dinner-Dance of the Amusement Machine Operators of Greater Baltimore.

Probably no coin machine group in the nation is held in as high esteem by the public authorities as is the Maryland group. As evidence of this fact, city, State and county officeholders turned out to pay their respects to the industry.

Mayor Thomas D'Alesandro was scheduled to deliver the greetings but was unable to come because of last-minute municipal affairs. In his stead came Leon Abramson, president of the City Council.

Congressional Group

Baltimore's three representatives to the U. S. Congress—George Fallon, Edward Garmatz and Sam Fridel—were on the dias, as was State Senator Philip Goodman. Representing the Maryland House of Representatives was Marvin Mandel.

Municipal officials included Thomas Biddison, city solicitor; Henry Miller, associate judge of

(Continued on page 80)

National Aims Sales Pitch at Juke Box Ops

ORANGE, N. J.—The National Shuffleboard Company is directing a major part of its sales effort toward juke box operators, according to Ed Martell, sales manager.

Martell said that Jim Fitzpatrick, Bridgeport, Conn., operator, currently has 23 shuffleboard locations, while Jim Tolisano, Hartford, Conn., has from 15 to 18 shuffleboards.

Martell, who just returned from a two-week sales trip to the Midwest and Southwest, announced the appointment of Dick Hanson, Tex-Mex Distributors, as distributor for the El Paso, Tex., area.

National has embarked on a direct mail campaign, with 4,000 pieces sent out last week. Next fall the firm will organize league play and will donate trophies to tournament winners.

GOING, GONE

Rosen Moves 200 Pieces At Auction

PHILADELPHIA — David Rosen, Inc., local AMI distributor, game jobber and factory outlet, conducted the first coin machine auction ever held in these parts on Saturday (1).

Despite foul weather which held the crowd to less than 40, some 200 items were sold, and the bidding was spirited. Lowest price for a game was \$6 paid by Irv Newman of G.I. Specialties for a Buffalo Bill pin game. Highest price—\$1,250—was paid by Lou Berger of National Amusements for an Auto Photo.

Red Brayon, professional auctioneer, wielded the gavel. A 25 per cent deposit was required, with the balance payable before the item is removed from the floor. All items must be removed by Wednesday (12).

Rosen says he will probably hold another auction sale in July.

Ky. Commission Studies State's Pinball Trade

FRANKFORT, Ky.—Prompted by an alarm sounded last year by a Jefferson County grand jury, Kentucky's Legislative Research Commission has looked into State pinball operations.

The Commission reviewed the laws, told how they might be strengthened, and came up with a pinball census.

It reported there were 5,047 pin

(Continued on page 78)

EDITOR WANTS FEWER PINBALLS, MORE MISSILES

PITTSBURGH — An editorial in the Pittsburgh Post-Gazette calls for "more missiles and fewer pinballs."

Andrew Bernhard, editor, says that the difference between us and the Russians has been in the matter of emphasis. Says Bernhard, "... Perhaps we'll have to shift our mental gears and swing over so we will make more missiles and fewer pinball machines.

"... I have a hunch that the brain power that goes into designing one (pinball) would be valuable in a missile factory.

"... I can only stand off in admiration at the sight of the complications of a pinball or a juke box.

"... If the time comes when we decide that we need the weapons more than we need gadgets I am confident we have the talent to do the job. We will merely have to shift our emphasis."

STORES GET CLEAR PROFIT

Kiddie Ride Operators Rate Chains Top 1958 Locations; Most Covered

By KEN KNAUF

CHICAGO—Store chains rank as a bonanza to the nation's kiddie ride operators, and kiddie rides rate as a similar windfall to the store chains. Together, they constitute a solid business enterprise.

So well do these two businesses go together that today almost every one of the country's store chains has a stake in the kiddie ride business, and the largest and most enterprising operators have at least a toehold in store accounts.

The few chains that have thus far kept apart from the ride sideline are expected to "crack" under the pressure of artful operator sales pitches combined with consumer pressure.

And operators can offer a strikingly convincing sales argument to chain holdouts. Not to mention the fact that rides bring in extra business, help to hold the regular patronage at the stores, and offer an added form of store income, the operators can go one step farther:

They can show that income from rides is almost pure profit,

with little upkeep, stock, accounting or overhead problems. While most stores figure profits on retail goods at anywhere from 1½ to 4 per cent, their profits on the ride trade usually amount to a clear 40 per cent of ride gross income, with no deductions for handling, wages and services.

Leading operators figure 1957 registered 60,000,000 paid for rides, usually at a dime a ride. This constitutes a fair hike from 1956 and previous years. But the hike is accounted for by a 10 per cent boost in the number of rides located and not by a boost in per-ride income.

Per-ride income is estimated at about 5 to 15 per cent off from 1956. The drop is blamed on general economic conditions which finds less consumer spending in many areas hit by unemployment, strikes and other factors. Since ride operators cater to heavy traffic spots, this area of the coin machine business was hit even harder than others.

But stability in the kiddie ride field as a whole is better than ever.

A trend apparent in recent years—smaller operators selling out in larger numbers to bigger operators—appears to have reached an end, effecting a survival of the fittest. Those operators, big and small, remaining in the field are efficient, hard-working firms who know how to best conduct their businesses. They feel that "as long as we have kids, we'll have customers."

Customer favoritism for ride types has undergone little change in the past year, with one interesting exception: With the launching of earth satellites and similar high-flying contraptions in the international skies, a re-awakened enthusiasm has sprung in the minds of the moppets for the space-type ride. In particular, a dated ride by name of Space Ranger, produced by the now-defunct Deco firm, has showed tremendous resurgence on the ride frontier. Operators are revamping and revitalizing these old space rides by popular demand, and garnering kiddie coins by the rocket-full.

Through the fruitful efforts of our Buck Rogers Era press and publicity brigades, the space-type kiddie rides have moved to No. 3 notch on the current ride "sit parade." Ranked above them are only

(Continued on page 83)

Donan Works Trial Plan on New Games

CHICAGO — Donan Distributing Company inaugurated an operator trial plan on new coin games, and found it successful over the past few months.

Under the new system, 25 to 30 new compact bowling games were presented to local operators to try out at city locations.

Only initial cost to the operator was pick-up and installation expenses, and, where the game didn't work out, delivery back to the Donan headquarters.

are catching on and doing very well here, and shuffle alleys are appearing on more and more locations. Gun games are also popular here.

Baltimore is still one of the last big city bastions of nickel play for juke boxes. While new machines are going out on dimes, few older pieces have been converted.

Of course, when the older equipment is replaced, dime play will eventually predominate. But that

(Continued on page 81)

While pinballs are the big earners in the game field, long bowlers

Bowlers Gain

COLUMBUS, O.—A possible decision by the U. S. Supreme Court in the Ohio pinball case could take from two weeks to two and one half months. That is the estimate of Chief Justice Carl V. Weygandt of the Ohio Supreme Court.

Actually, a petition for hearing of the case in the U. S. high court has not yet been filed. But operators' counsel has 90 days to file, dating from January 15, the date of the Ohio Supreme Court ruling. A petition for a Supreme Court hearing is definitely expected to be filed.

Justice Weygandt predicted that once a petition is filed, the U. S. Supreme Court will take up the

(Continued on page 79)

Pin Ruling by U. S. High Court Not Imminent

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(Continued on page 79)

Chi Ops Meet, Hear Raynor, Kafka Talks

CHICAGO—The Chicago Independent Amusement Association, in its first membership meet of the new year, and the first since last fall, held a lively meeting at the Congress Hotel here last Tuesday night (4).

The well-attended gathering heard short talks by Attorney Milton T. Raynor, former CIAA legal counsel, and by William Kafka, city assistant corporation counsel.

Main business at the meet was election of a new grievance committee to air operator problems. The newly-elected committee is slated to meet weekly.

Raynor called for more full backing of the association by city operators, and Kafka commented on some of the problems occurring between city government and game operations. Little headway has been made toward attaining more favorable licensing arrangements for city operators, but the association was given a general vote of confidence by members attending.

Cincy Reports 65 Pins Left in City

CINCINNATI — The relative scarcity of pinballs on location here became apparent last week in a report of the Police Department to Safety Director Oris Hamilton.

A survey completed January 15 showed only 65 pinballs in the city. In 1957, about 1,100 pins were licensed.

The report stated that bowling, baseball and gun games have replaced the pins.

But, said Police Chief Stanley R.

(Continued on page 78)

Currently visiting the IAC offices here is Albert Polak of the Belgian Amusements Company, Antwerp, the firm's European headquarters. Some 65 per cent of the company's export volume is sent to BAC, the much of this equipment is later transhipped to other European nations.

Groenteman in Antwerp

Sol Groenteman, who heads the U. S. end of the operation, is currently at the Antwerp office surveying European market conditions.

According to Palmer, the growing German juke box industry has cut into the juke box exports to Germany, but hasn't affected the rest of Europe to any degree. The

(Continued on page 79)

IAC Expects to Double Export Volume in 1958

PHILADELPHIA — The International Amusements Company, which shipped 4,000 pieces overseas last year, expects to double that figure in 1958. Jack Palmer, IAC sales executive, said that the firm is expanding its Western Europe distribution system and expects considerably increased volume in bowling games, shuffle alleys and gun games.

Palmer said that in his opinion the bingo boom has run its course and that a considerable used machines market already exists in Europe. European buyers, he added, are becoming more selective, and the day when an American operator could use Europe as a dumping ground for unwanted equipment has passed.

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 February 3, 1958)

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	Mean Avg.
AMI			
Model C-40	\$ 95.00	\$ 95.00	\$ 95.00
Model D-80 (51) 40 sel., 78 RPM	295.00	95.00	225.00
Model E-40 (53) 40 sel., 78 RPM	275.00	195.00	195.00
Model E-80 (53) 80 sel., 45 RPM	325.00	325.00	325.00
Model E-120 (53) 120 sel., 45 RPM	425.00	150.00	350.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	595.00	120.00	525.00
ROCK-OLA			
120 Comet	\$435.00	\$435.00	\$435.00
1428 (48) 20 sel., 78 RPM	75.00	30.00	75.00
1432 (50-51) 50 sel., 78 RPM	95.00	95.00	95.00
1432 Rocket	100.00	95.00	100.00
1434 (50-51) 50 sel., 78 RPM	150.00	95.00	145.00
1434 Fireball	139.00	139.00	139.00
1434 Rocket	145.00	139.00	139.00
1446 Hi-Fi, 120 sel., 45 RPM	229.00	229.00	229.00
1438 (54) 120 sel., 45 RPM	395.00	375.00	389.00
1442 (54) 50 sel., 45 RPM	395.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM	525.00	525.00	525.00
Hi-Fi (55)	189.00	189.00	189.00
SEEBURG			
HM-100-Hideaway (9/49)	\$189.00	\$189.00	\$189.00
M-100-A (9/49) 100 sel., 78 RPM	275.00	69.50	189.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	300.00	385.00
M-100-C (5/52) 100 sel., 45 RPM	525.00	65.00	475.00
HF-100-G (9/53) 100 sel., 45 RPM	595.00	575.00	575.00
HF-100-R	695.00	650.00	665.00
100-W (9/53)	575.00	550.00	550.00
M-100-G	595.00	550.00	575.00
WURLITZER			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	50.00	50.00	50.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	95.00	89.00	89.00
1250 (50) 48 sel., 45 or 78 RPM	115.00	54.50	99.00
1400 (51) 48 sel., 45 or 78 RPM	175.00	149.00	155.00
1450 (51) 48 sel., 45 or 78 RPM	175.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix.	495.00	110.00	179.00
1550 (52) 104 sel., 45-78 RPM Mix.	150.00	110.00	110.00
1550-A (53) 104 sel., 45-78 RPM Mix.	225.00	145.00	175.00
1600 (53) 48 sel., 45 or 78 RPM	239.00	239.00	239.00
1600-A (54) 48 sel., 45 or 78 RPM	275.00	239.00	239.00
1650 (53) 48 sel., 45 RPM	345.00	239.00	275.00
1650A (54) 48 sel., 45 RPM	325.00	239.00	239.00
1700 (54) 104 sel., 45 RPM	625.00	445.00	495.00
1800 (2/55) (W)	825.00	65.00	595.00
PINBALL GAMES			
Atlantic City (5/52)	\$ 55.00	\$ 55.00	\$ 55.00
Beach Beauty (1/55)	195.00	95.00	175.00
Beach Club (2/53)	65.00	45.00	55.00
Beauty (11/52)	65.00	55.00	60.00
Big Time (1/55)	145.00	95.00	125.00
Bright Lights (5/51)	55.00	45.00	45.00
Bright Spot (11/51)	65.00	45.00	45.00
Broadway (12/55)	270.00	175.00	210.00
Coney Island (9/52)	55.00	45.00	45.00
Dude Ranch (9/51)	60.00	45.00	55.00
Frolic (10/52)	75.00	65.00	65.00
Gayety (3/55)	85.00	60.00	75.00
Gaytime (6/55)	135.00	65.00	120.00
Hi-Fi (6/54)	75.00	55.00	65.00
Ice Frolics (1/54)	65.00	50.00	65.00

	High	Low	Mean Avg.
Miami Beach (9/55)	\$145.00	\$115.00	\$125.00
Nite Club (3/56)	425.00	200.00	245.00
Palm Beach (7/52)	85.00	40.00	40.00
Palm Springs (11/52)	65.00	55.00	60.00
Spot Lite (1/52)	65.00	45.00	45.00
Surf Club (3/54)	65.00	50.00	60.00
Variety (9/54)	95.00	65.00	75.00
Yacht Club (6/53)	55.00	30.00	30.00
CHICAGO COIN			
Basket Ball Champ (10/49)	\$195.00	\$125.00	\$195.00
Tahiti (10/49)	75.00	75.00	75.00
EVANS			
Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00
GENCO			
Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00
GOTTLIEB			
Arabian Knights (11/53)	\$125.00	\$100.00	\$100.00
Auto Race (9/56)	245.00	175.00	235.00
Basketball (10/49)	200.00	200.00	200.00
Chinatown (10/52)	50.00	50.00	50.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	235.00	195.00	225.00
College Daze (8/49)	135.00	135.00	135.00
Coronation (11/52)	35.00	35.00	35.00
Crossroads (5/52)	65.00	65.00	65.00
Cyclone (4/51)	25.00	25.00	25.00
Daisy Mae (7/54)	125.00	115.00	125.00
Derby Day (4/56)	195.00	145.00	195.00
Diamond Lill (12/54)	125.00	110.00	115.00
Dragonette (6/54)	175.00	115.00	115.00
Dueite (3/55)	175.00	165.00	175.00
Flying High (2/53)	45.00	45.00	45.00
Four Belles (10/54)	125.00	125.00	125.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	165.00	115.00	165.00
Gold Star (8/54)	140.00	125.00	140.00
Grand Slam (4/53)	50.00	50.00	50.00
Green Pastures (1/54)	100.00	75.00	75.00
Gyps & Dolls (5/53)	80.00	80.00	80.00
Gypsy Queen (2/55)	175.00	125.00	150.00
Happy Days (7/52)	65.00	65.00	65.00
Harbor Lites (2/56)	185.00	165.00	175.00
Hawaiian Beauty (5/54)	125.00	120.00	125.00
Hawaiian Beauty (5/54)	125.00	115.00	125.00
Hit 'n' Run (3/52)	65.00	65.00	65.00
Jockey Club (4/54)	130.00	110.00	110.00
Jubilee (5/55)	275.00	275.00	275.00
Jumbo (10/54)	235.00	235.00	235.00
Marathon (10/55)	245.00	215.00	225.00
Lady Luck (9/54)	150.00	105.00	115.00
Lovely Lucy (2/54)	110.00	60.00	60.00
Marble Queen (6/53)	55.00	55.00	55.00
Mystic Marvel (3/54)	255.00	95.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	100.00	60.00	60.00
Poker Face (8/53)	85.00	60.00	60.00
Quarett (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	60.00	60.00	60.00
Quinette (3/53)	75.00	75.00	75.00
Rose Bowl (10/51)	50.00	50.00	50.00
Score-Board (3/56)	275.00	185.00	195.00
Sea-Belles (8/56)	295.00	275.00	295.00
Shindig (9/53)	110.00	60.00	100.00
Skill Pool (8/52)	70.00	50.00	50.00
Sluggin' Champ (4/55)	180.00	180.00	180.00
Sluggin' Champ Deluxe (4/55)	165.00	115.00	115.00
Southern Belle (6/55)	170.00	145.00	170.00
Spot Bowler (10/50)	30.00	30.00	30.00
Sweet Add-A-Line (7/55)	150.00	120.00	150.00
Toreador (6/56)	386.00	265.00	275.00
Tournament (8/55)	225.00	210.00	210.00
Twin Bill (1/55)	150.00	150.00	150.00
Wishing Well (9/55)	145.00	115.00	115.00
UNITED			
ABC (2/52)	\$545.00	\$545.00	\$545.00
Caravan (1/56)	165.00	50.00	135.00
Circus (8/52)	35.00	25.00	25.00
Havana (2/54)	80.00	80.00	80.00
Hawaii (6/54)	120.00	120.00	120.00
Manhattan (4/55)	95.00	55.00	60.00
Nevada (8/54)	55.00	35.00	55.00
Pixie (9/55)	175.00	70.00	85.00
Rio (11/53)	65.00	25.00	25.00
Singapore (10/54)	65.00	65.00	65.00
Stardust (4/56)	155.00	125.00	150.00
Starlet (11/55)	225.00	50.00	125.00
Triple Play (8/55)	115.00	65.00	85.00
Tropicana (1/55)	75.00	75.00	75.00
Tropics (7/55)	55.00	35.00	55.00
WILLIAMS			
Army & Navy (10/55)	\$ 35.00	\$ 35.00	\$ 35.00
Big Ben (9/54)	125.00	55.00	85.00

	High	Low	Mean Avg.
C. O. D. (9/53)	\$ 75.00	\$ 75.00	\$ 75.00
Colors (11/54)	95.00	95.00	95.00
Dealer '21' (2/54)	55.00	55.00	55.00
Deluxe Baseball	195.00	45.00	49.50
Disk Jockey (11/52)	40.00	40.00	40.00
Eight Ball (1/52)	35.00	35.00	35.00
Fairway (6/53)	40.00	40.00	40.00
Grand Champion (8/53)	80.00	80.00	80.00
Gun Club (11/53)	40.00	40.00	40.00
Hayburner (6/51)	75.00	75.00	75.00
Hong Kong (10/52)	55.00	50.00	55.00
Jalopy (8/51)	55.00	55.00	55.00
King of Swat	225.00	215.00	215.00
Lazy Q (2/54)	35.00	35.00	35.00
Lu Lu (12/54)	135.00	55.00	135.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (1/54)	50.00	50.00	50.00
Peter Pan (4/55)	150.00	95.00	95.00
Quarterback (10/49)	195.00	195.00	195.00
Race the Clock (1/55)	200.00	85.00	190.00
Rainbow 5 Ball (11/48)	265.00	245.00	255.00
Regatta (10/55)	125.00	110.00	125.00
Scream (4/54)	75.00	75.00	75.00
Silver Skates (2/53)	50.00	50.00	50.00
Singapore (10/54)	75.00	75.00	75.00
Sky Way (9/54)	65.00	65.00	65.00
Spark Plug (10/51)	30.00	30.00	30.00
Spitfire (2/55)	110.00	110.00	110.00
Star Pool (10/54)	75.00	75.00	75.00
Struggle Buggy (12/53)	55.00	55.00	55.00
Slugfest (3/52)	45.00	45.00	45.00
Super World Series (4/51)	60.00	60.00	60.00
Twenty Grand (12/52)	50.00	50.00	50.00
Times Square (4/53)	70.00	55.00	55.00
Thunderbird (5/54)	125.00	115.00	115.00
Three Deuces (8/55)	180.00	180.00	180.00
Wonderland (5/55)	135.00	110.00	130.00
SHUFFLE GAMES			
Ace Bowler (CC) (9/50)	\$295.00	\$ 95.00	\$195.00
Advance Bowler (CC) (5/53)	95.00	95.00	95.00
American Bank (American Shuffleboard) (5/52)	250.00	225.00	225.00
Arrow (CC)	375.00	250.00	315.00
Banner (U) (8/54)	155.00	155.00	155.00
Bikini (U) (8/54)	195.00	125.00	150.00
Bonus Bowler (K) (3/54)	190.00	75.00	125.00
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)	225.00	225.00	225.00
Capital Deluxe Shuffle Games	435.00	225.00	365.00
Capitol (U) (6/55)	225.00	225.00	225.00
Carnival			

Continued from page 77

	High	Low	Mean Avg.
Lightning (U) (2/55) ...	\$155.00	\$150.00	\$155.00
Lightning Deluxe (U) (2/55) ...	295.00	275.00	275.00
Magic (B) (12/54) ...	155.00	155.00	155.00
Mars (U) (1/55) ...	295.00	225.00	275.00
Mars Deluxe (U) ...	395.00	185.00	245.00
Match Bowl-A-Ball (CC) (8/52) ...	70.00	45.00	45.00
Match Pool (Ca) (2/54) ...	99.50	75.00	80.00
Mercury (U) (12/54) ...	175.00	150.00	165.00
Mystic Bowler (B) (12/54) ...	355.00	325.00	355.00
Mercury Deluxe 11th Frame (U) ...	295.00	235.00	245.00
Name Bowler (CC) (1/54) ...	50.00	50.00	50.00
Official (U) (5/52) ...	85.00	60.00	75.00
Olympic (U) (8/54) ...	135.00	70.00	75.00
Original ...	95.00	50.00	70.00
Pacemaker (K) (9/53) ...	149.50	50.00	85.00
Palisade (K) ...	55.00	55.00	55.00
Playtime Bowler (CC) (10/54) ...	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54) ...	255.00	125.00	125.00
Rocket (B) (8/54) ...	95.00	95.00	95.00
Royal (U) (8/54) ...	190.00	75.00	110.00
Score-A-Line (CC) (9/55) ...	225.00	225.00	225.00
Shuffle Alley Deluxe 6 Player (U) (10/51) ...	85.00	30.00	60.00
Shuffle Alley 6 Player (K) ...	85.00	45.00	55.00
Shuffle Alley 10 Player (K) ...	95.00	50.00	60.00
Shuffle Alley 11th Frame ...	335.00	150.00	195.00
Shuffle Alley Deluxe 11th Frame (U) ...	325.00	175.00	255.00
Shuffle Pool (Ca) (11/53) ...	99.50	39.50	85.00
Six Player (CC) ...	50.00	45.00	45.00
Six Player Deluxe (K) ...	65.00	40.00	45.00
Six Player Deluxe (U) ...	65.00	40.00	45.00
Six Player 10th Frame (U) ...	75.00	55.00	70.00
Speedlane Bowler (K) ...	275.00	275.00	275.00
Speedy (U) (8/54) ...	135.00	135.00	135.00
Star, 5 Player (U) (7/52) ...	95.00	34.50	45.00
Star, 10th Frame (U) (9/52) ...	110.00	29.50	60.00
Starlite (CC) (5/54) ...	295.00	145.00	195.00
Super Bonus Deluxe (U) ...	425.00	345.00	275.00
Super Frame (CC) (5/54) ...	295.00	95.00	165.00
Super Match Bowler (CC) (10/52) ...	75.00	50.00	55.00
Super Six (U) (3/52) ...	100.00	29.50	75.00
Targette (U) ...	100.00	100.00	100.00
Targette Deluxe (U) (8/54) ...	320.00	95.00	195.00
Team Bowler (U) (1/54) ...	295.00	100.00	165.00
Team Bowler (K) (10/52) ...	75.00	49.50	50.00
Tenth Frame (K) ...	75.00	35.00	60.00
Tenth Frame Bowler (CC) ...	95.00	40.00	60.00
Thunderbolt (CC) ...	395.00	265.00	295.00
Triple Score Bowler (CC) (6/53) ...	65.00	65.00	65.00
Triple Strike Bowler (CC) ...	175.00	175.00	175.00
Venus Deluxe (U) (3/55) ...	350.00	225.00	275.00
Victory Bowler (B) (5/54) ...	295.00	145.00	195.00
Venus Bowler ...	385.00	225.00	325.00

ARCADE EQUIPMENT

Codes: AP—Auto Photo; B—Balls; CC—Chicago Coin; E—Evans; Et—Eshel; G—Genco; Gb—Gottlieb; K—Keener; M—Int'l; Motoscope; R—Roovers; S—Seeburg; Ss—Scientific; Sh—Shipman; T—Teleco; U—United; W—Williams; Wa—Walling

	High	Low	Mean Avg.
AA Gun (K) (1/48) ...	\$ 99.50	\$ 99.50	\$ 99.50
ABT Challenger (5/46) ...	30.00	25.00	25.00
Advance Shockers ...	22.50	22.50	22.50

	High	Low	Mean Avg.
Air Football ...	\$225.00	\$195.00	\$225.00
Air Hockey ...	325.00	250.00	325.00
Air Raider (K) (1/48) ...	125.00	125.00	125.00
All Star Baseball (W) ...	195.00	100.00	175.00
Anti Aircraft ...	99.50	99.50	99.50
Atomic Bombers (M) ...	125.00	100.00	125.00
Auto Photo (AP) ...	1995.00	1795.00	1795.00
Balloonamat Capitol P (1/55) ...	295.00	295.00	295.00
Baseball (Sc) ...	79.50	79.50	79.50
Baseball, 2 Player (G) ...	175.00	125.00	145.00
Basketball (G) ...	195.00	195.00	195.00
Basketball (CC) ...	195.00	125.00	125.00
Basketball Champ (CC) ...	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48) ...	150.00	95.00	95.00
Bat-A-Score Sr. (Ev) (8/48) ...	145.00	145.00	145.00
Bert Lane Merry-Go-Round ...	275.00	275.00	275.00
Big Broncho (1/51) ...	325.00	325.00	325.00
Big Inning (B) (47) ...	125.00	125.00	125.00
Big League Baseball (W) (3/51) ...	145.00	145.00	145.00
Big League Baseball (W) (2/54) ...	145.00	145.00	145.00
Big Top (G) (6/54) ...	250.00	250.00	250.00
Bingo Roll ...	150.00	125.00	150.00
Bonus Deluxe (U) ...	350.00	300.00	325.00
Bonus Gun (U) (1/55) ...	210.00	210.00	210.00
Broncho Horse (Ex) (10/47) ...	375.00	375.00	375.00
Card Vendor (Ex) ...	50.00	45.00	50.00
Carnival Deluxe (U) ...	295.00	150.00	245.00
Carnival Gun (U) (10/54) ...	175.00	135.00	150.00
Champion Baseball (G) ...	215.00	175.00	185.00
Champion Hockey (1/46) ...	100.00	100.00	100.00
Coon Gun (S) ...	85.00	85.00	85.00
Coon Hunt (S) (2/54) ...	155.00	95.00	150.00
Dale Gun (Ex) ...	65.00	50.00	65.00
Defender (B) (1/40) ...	150.00	125.00	125.00
Derby, 4 Player (CC) (3/52) ...	125.00	125.00	125.00
Drivemobile (M) (7/54) ...	195.00	150.00	150.00
500-Shooting Gallery (Ex) (3/55) ...	110.00	85.00	10.00
Flash Hockey (Coinex) (9/46) ...	99.50	75.00	99.50
Flying Saucer (M) (6/50) ...	350.00	95.00	95.00
Football (M) ...	275.00	275.00	275.00
Goatee (CC) (1/46) ...	95.00	95.00	95.00
Gun Patrol (Ex) (5/51) ...	150.00	62.00	95.00
Gypsy Fortune Teller ...	10.00	10.00	10.00
Harvard Metal Typer ...	125.00	125.00	125.00
Heavy Hitter (B) ...	65.00	50.00	65.00
Hi-Ball (Ex) (2/38) ...	95.00	75.00	75.00
Hockey (CC) ...	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54) ...	95.00	95.00	95.00
Jet (B) ...	110.00	110.00	110.00
Jet Fighter (W) (10/54) ...	225.00	100.00	150.00
Jet Gun (Ex) (12/51) ...	75.00	75.00	75.00
Jumping Jack (G) (11/52) ...	85.00	35.00	75.00
Jungle Gun (U) (7/54) ...	325.00	325.00	325.00
Kicker & Catchers ...	52.50	52.50	52.50
K O Fighter ...	395.00	345.00	350.00
Lite League (W) (2/54) ...	95.00	75.00	75.00
Lord's Prayer (M) (6/56) ...	390.00	390.00	390.00
Lovemeter (Ex) ...	25.00	25.00	25.00
Mauser Pistol (Ex) ...	89.50	89.50	89.50
Mercury Counter Gripper ...	25.00	25.00	25.00
Midget Movies (CC) ...	145.00	75.00	125.00
Midget Skeeball (CC) ...	125.00	125.00	125.00
Mill Scales ...	65.00	35.00	50.00

	High	Low	Mean Avg.
Panoram (Mills) ...	\$395.00	395.00	395.00
Pennant Baseball (W) ...	95.00	95.00	95.00
Periscope (CC) ...	100.00	95.00	95.00
Photomatic (M) (1/50) ...	395.00	245.00	350.00
Photomatic Deluxe (M) (2/36) ...	245.00	245.00	245.00
Pistol (CC) (1/49) ...	75.00	75.00	75.00
Pistol Pete (CC) ...	99.50	45.00	75.00
Pistol Target Skill ...	15.00	15.00	15.00
Pitch'm & Bat'm (S) ...	195.00	125.00	195.00
Polar Hunt (W) ...	395.00	325.00	345.00
Pop Up ...	20.00	20.00	20.00
Quarterbacks (G) (9/55) ...	195.00	145.00	195.00
Ranger (K) ...	295.00	250.00	295.00
Rapid Fire (B) ...	125.00	110.00	110.00
Rifle Gallery (G) (6/54) ...	175.00	150.00	165.00
Round the World Trainer (CC) (10/53) ...	375.00	325.00	325.00
Royal Mustang Horse ...	375.00	375.00	375.00
Safari (W) (2/54) ...	365.00	224.00	313.00
Set Shot Basketball (Munves) (6/52) ...	295.00	225.00	275.00
Shoe Brush Up ...	95.00	95.00	95.00
Shoot the Bear (S) ...	195.00	65.00	125.00
Shooting Gallery (Ex) (6/54) ...	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55) ...	195.00	99.50	150.00
Silver Bullets (Ex) (11/49) ...	195.00	75.00	125.00
Silver Gloves (M) ...	195.00	125.00	175.00
Six Shooter (Ex) ...	75.00	75.00	75.00
S K Grip Vue ...	30.00	20.00	20.00
Skeeball (W) (8/36) ...	245.00	245.00	245.00
Sky Fighter (M) (9/53) ...	125.00	125.00	125.00
Sky Gunner (G) (9/53) ...	125.00	125.00	125.00
Sky Gunner (CC) ...	125.00	125.00	125.00
Sky Rocket (G) (5/55) ...	195.00	175.00	185.00
Smiley (Pioneer) (8/46) ...	525.00	495.00	495.00
Space Gun (Ex) ...	125.00	85.00	95.00
Space Ranger (Deco) ...	275.00	275.00	275.00
Space Ship ...	275.00	125.00	135.00
Speed Boat (B) (7/53) ...	325.00	275.00	325.00
Sportland (Ex) (11/51) ...	140.00	140.00	140.00
Sportsman (K) (11/54) ...	185.00	140.00	175.00
Standard Metal Typer F S ...	275.00	275.00	275.00
Star Series (W) (4/49) ...	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54) ...	120.00	100.00	120.00
Steeple Chase ...	395.00	395.00	395.00
Strike-A-Lite (ABT) ...	195.00	195.00	195.00
Submarine (K) (1/42) ...	125.00	125.00	125.00
Super Home Run (CC) (3/54) ...	125.00	125.00	125.00
Super Jet (CC) (4/53) ...	175.00	175.00	175.00
Super Jet (CC) (8/53) ...	295.00	295.00	295.00
Super Pennant (W) ...	175.00	145.00	175.00
Super Slugger (U) (7/55) ...	215.00	215.00	215.00
Telequiz (T) (1/49) ...	65.00	65.00	65.00
Ten Strike (E) (46) ...	85.00	75.00	85.00
3-D Theater (M) (12/53) ...	150.00	150.00	150.00
Three-of-a-Kind ...	20.00	18.00	18.00
Three Way Gripper (Cb) ...	25.00	25.00	25.00
Treasure Cove (Ex) (6/55) ...	225.00	225.00	225.00
Trigger Horse (E) (7/53) ...	395.00	395.00	395.00
Undersea Raider (2/46) ...	125.00	125.00	125.00
Voice-O-Graph (M) (4/46) ...	395.00	295.00	325.00
Wild West (G) (2/55) ...	65.00	65.00	65.00
Wizard Sc ...	20.00	19.50	19.50
Wizzard Whiz ...	25.00	18.00	20.00
World Series (W) (4/51) ...	50.00	50.00	50.00
Zingo (U) (1/51) ...	65.00	65.00	65.00

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Auto Race	\$175.00
Colors	75.00
Classy Bowler	155.00
Easy Aces	155.00
Gay Parade	275.00
Fun House	210.00
Gypsy Queen	125.00
Perky	145.00
Piccadilly	145.00
Register	285.00
Race the Clock	85.00
Shamrock	210.00
United Super Slugger	215.00
United Star Slugger	215.00
Stuggin' Champ	215.00
Hot Diggity	180.00
Arrowhead	260.00
Cue Ball	215.00
Derby Day	170.00
Capri	110.00
Balls-a-Poppin'	125.00
Wms. DeLuxe Baseball	45.00
Wms. 1957 Baseball	335.00
Daisy Mae	115.00
Tournament	210.00
Gold Star	125.00

All games reconditioned and ready for locations.
 One-third down with order, bal. C.O.D.
SEABOARD NEW YORK CORPORATION
 171 Park Ave. East Hartford, Conn.

Ky. Commission

Continued from page 76

balls in the State as of January 10, with the expectation that another 1,000 would be licensed this year.

No recommendations for legislation were made, but the Commission stated, "the major problem connected with pinballs—that they lend themselves to gambling—has been recognized in numerous States."

Suggests Ways

If, said the Commission, the State Legislature wants to outlaw the games it could:

1. Amend the 1950 statute exempting free play pins from the definition of gambling devices that includes other pins.
2. Legislate prohibitive license fees or age limitations.

The Commission reported that there is no State law barring minors

Cincy Reports

Continued from page 76

Schrotel, "Gambling in relation to coin-operated machines will never be eliminated by legislation which attempts to regulate rather than prohibit. It's still our position that stronger laws are needed."

The report was requested last month after State liquor agents made several raids and confiscations.

from playing pins, but some local cities have such ordinances, among them, the city of Louisville.

By State law, the license fee charged by a city for pinballs can not be more than twice the \$10 State fee on amusement games.

The Commission reported that 10 counties in the State have 72 per cent of the pinballs.

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SEEBURG-C	465
SEEBURG-R	675
SEEBURG V200	725
WURLITZER, 104 Selection	
WALL BOX	50
SEEBURG, 100 Selection	
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GAMES

GOTTLIEB FLAGSHIP	\$300
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REGISTER	275
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WURLITZER 2000.....	\$775
WURLITZER 1900.....	\$675
WURLITZER 1500 & 1550.....	\$110
WURLITZER 1500A & 1550A.....	\$145
SEEBURG Model "A".....	\$145

MUSIC DISTRIBUTING COMPANY
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IAC Expects
• Continued from page 76

only exception is England, which lately has been buying fairly large quantities of German music machines.

Of the 4,000 pieces that IAC shipped last year, about 600 were juke boxes and the balance games. Tho most of these games were shipped initially to Belgium, they eventually found their way to all nations of Western Europe.

Ride Market

Palmer said that the European market for kiddie rides has developed during the last year and that the firm is buying rides from U. S. operators.

IAC doesn't have its own shop facilities here, but it makes sure that equipment is in top operating shape before it buys for overseas shipment.

However, the Antwerp shop has a complete parts department and reconditioning facilities, with a staff of 40 servicemen and mechanics to put equipment in shape.

The Game You Pick Is the Game You Get When You Buy from WORLD WIDE!



BIG VARIETY—PROVEN MONEY MAKERS!

BINGO GAMES

BIG SHOW	\$295	SURF CLUB	\$ 55
NITE CLUB	225	ICE FROLICS	55
BROADWAY	195	PALM SPRINGS	55
BEACH BEAUTY	175	BRAZIL	225
MIAMI BEACH	125	SOUTH SEAS	175
GAYTIME	115	STARDUST	150
GAYETY	65	STARLET	125
BIG TIME	125	PIXIES	75
VARIETY	75	SINGAPORE	55

Multiple Player 5-BALLS

4-PI. MAJESTIC	\$410
4-PI. REGISTER	310
4-PI. SCOREBOARD	195
4-PI. RACE THE CLOCK	165
2-PI. CONTINENTAL CAFE	335
2-PI. FLAGSHIP	395
2-PI. FAIRLADY	285
2-PI. SEA BELLES	275
2-PI. TOREADOR	255
2-PI. MARATHON	225
2-PI. GLADIATOR	245
2-PI. BALLS-A-POPPIN'	155

Single Player 5-BALLS

WORLD CHAMP	\$295
ROYAL FLUSH	285
ACE HIGH	265
AUTO RACES	235
CLASSY BOWLER	215
DERBY DAY	185
HARBOR LITES	165
FRONTIERSMAN	155
TWIN BILL	145
SOUTHERN BELLE	145
RAINBOW	245
EASY ACES	155
SNAFU	135
REGATTA	110
STAR POOL	95

ARCADE

Un. STAR SLUGGER	\$265
Wms. 4-BAGGER	265
Wms. BIG LEAGUE	125
Chicoin HOME RUN	95
Un. CARNIVAL GUN	145
Un. BONUS GUN	195
Chicoin TWIN HOCKEY	195

BOWLERS

Bally 14' A.B.C. BOWL-ING LANES	\$465
Un. 14' BOWLING ALLEY	465
C.C. 11' SKI BOWL	295
C.C. 11' SKI BOWL	275
Wms. 6-PI. ROLL-A-BALL	225
Gen. 2-PI. SKILL BALL	175
Un. DLX. FIFTH INNINO	110

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TWinbrook 8-8587

Pin Ruling
• Continued from page 76

case immediately. He said that there would be no oral arguments or oral presentation of the case, but that it would be considered on the brief the attorneys file.

Quick Initial Decision

Justice Weygandt said that it can be expected that the court will decide within two weeks of receiving the appeal whether it has jurisdiction and whether it will admit the case.

If it does not admit the case, the Ohio Supreme Court will release its mandate, permitting enforcement of ordinances banning pinballs in Columbus, Toledo and other cities in the State.

If the U.S. court does admit the case, it should not take more than 30 to 60 days for a final decision, Justice Weygandt said.

Its decision would then be sent to the Ohio Supreme Court, and on to the cities of the State.

aircraft changed silhouettes



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HO 4-3504

600 Attend Baltimore Dinner

• Continued from page 76

the Traffic Court; Alexander Lempert, member of the Board of Liquor License Commissioners; Harold Grady, State's attorney for Baltimore; Meyer Cardin, chief magistrate of the Traffic Court, and City Councilmen Sol Liss and Michael Hankin.

Among the guests were Herb Oettinger and Ray Riehl of the United Manufacturing Company; Jack Mitnick of the United Music Corporation; Art Daddis and Marty Blatt of AMI, and Murray Dorf and Aaron Sternfield of The Billboard.

Local DJ's

The local radio stations were represented by two disk jockeys, Buddy Deane of WJZ and Russ Hall of WITH.

In the only speech of the evening, City Council President Abramson conveyed official greetings from city hall and praised the coinmen for the work on behalf of local charities and for their contributions to the civic life of the community.

The affair began with a cocktail hour and hors d'oeuvres, followed by a dinner featuring Cornish rook hen under glass.

Recording Artists

Jackie Miles emceed the entertainment program, which featured the following recording artists: Betty Johnson, Atlantic; Bill Haley and His Comets, Decca; Del Vikings, Mercury, and June Valli, Joe Reisman, Lou Monte and the Twintones, all of RCA Victor.

Music for the show and for dancing well into the morning was provided by Sid Cowen and his orchestra.

Chairman of the banquet committee was Gabe Camby, assisted by Hy Lesnick, Irvin Rosenthal, Sam Gensler, Al Kleiman, Guy Lanzillotti and Moe Kaminsky. Mrs. Eva Franklin was staff secretary.

Goldner Lauded

Special tribute was paid to Irvin Goldner, who was recently named president of the group for

the eighth consecutive year. Other officers are Sam Gensler, vice-president; Harry Morganstein, secretary, and Moe Kaminsky, treasurer.

The board of governors includes the officers and Kyle Smith, Guy Lanzillotti, Adelph Solomon, B. J. Fine, Peter Mongelli and Albert Kleiman.

Feature of the reception before the dinner was a floral juke box, full size, made of sugar and icing. The blue and pink music machine was provided by Blufeld, who catered the meal.

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WURLITZER 5205	\$29.95
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12 brand new, 4 slightly used, Electros, 12 col. Sweepstyle. Ea. \$175.00
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National 930 110.00
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Lehigh, 8 col. 85.00
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CANDY & MISC.

Mills, 5 col. \$ 65.00
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Harmon Comb 17.95
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Keeney Coffee, cup 295.00
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SPECIAL VENDORS

30 Model T M Cole, 4 selec. drink \$425.00
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25 American, 5 col. refrig. sandwich 295.00
4 Mills Fresh Brew Coffee, orig. cost \$2.25; special 695.00
12 Shipman 5 Col. Foto Film, orig. cost \$295; special 135.00

RIDES

Donald Duck \$275.00
Elsie 275.00
Space Ship 295.00
Palomino Horse 295.00
See-Saw 250.00
Miss America 250.00
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Crusader Horse 295.00
Moonride 225.00
Leaping Lena 165.00
Dopey Duck 240.00
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5 BALL PIN GAMES

Fair Lady \$325.00
World Champ 295.00
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Mystic Marvel 120.00
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ROCK-OLA "FIREBALL" 120 (45) 195
A.M.I. "B" 95
SEEBURG 100-G 292
SEEBURG 100-W 875
SEEBURG 100-B (45 RPM) 450
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Williams TEN STRIKE and TEN PIN
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DUQUESNE, Pa. — Mayor Frank Koprivier kept alive the monopoly on game operations he handed a firm from out-of-town, above the protests of councilmen, tavern owners and city operators. The Mayor tightened his control over city operations when he turned back an attempt by the city council to wrest control of game licensing from him.

Mayor Koprivier has explained that he awarded all of the city's game licenses to Forbes Amusement Company, a Pittsburgh firm, to allow "a tighter police check." (The Billboard, February 3.)

The Mayor revealed that he was considering "outlawing all pinball machines in town."

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Available L.A. Chgo.	Type of Ride	Price
x	Lane Merry-Go-Round	\$150.00
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x	"Miss America" Boat	225.00
x	Exhibit Sea Skate	225.00
x	Bally Boat	175.00
x	Metzer P.T. Boat	175.00
x	Bally Space Ship	150.00
x	Space Ranger	200.00
x	Atomic Jet	100.00
x	Exhibit Space Patrol	100.00
x	Super Jet	175.00
x	Royal Rocket	100.00
x	Flying Saucer	150.00
x	Dopey Duck	100.00
x	Gym Cycle	100.00
x	Exhibit Western Gun (Pistol)	50.00
x	Exhibit "500" Rifle	120.00

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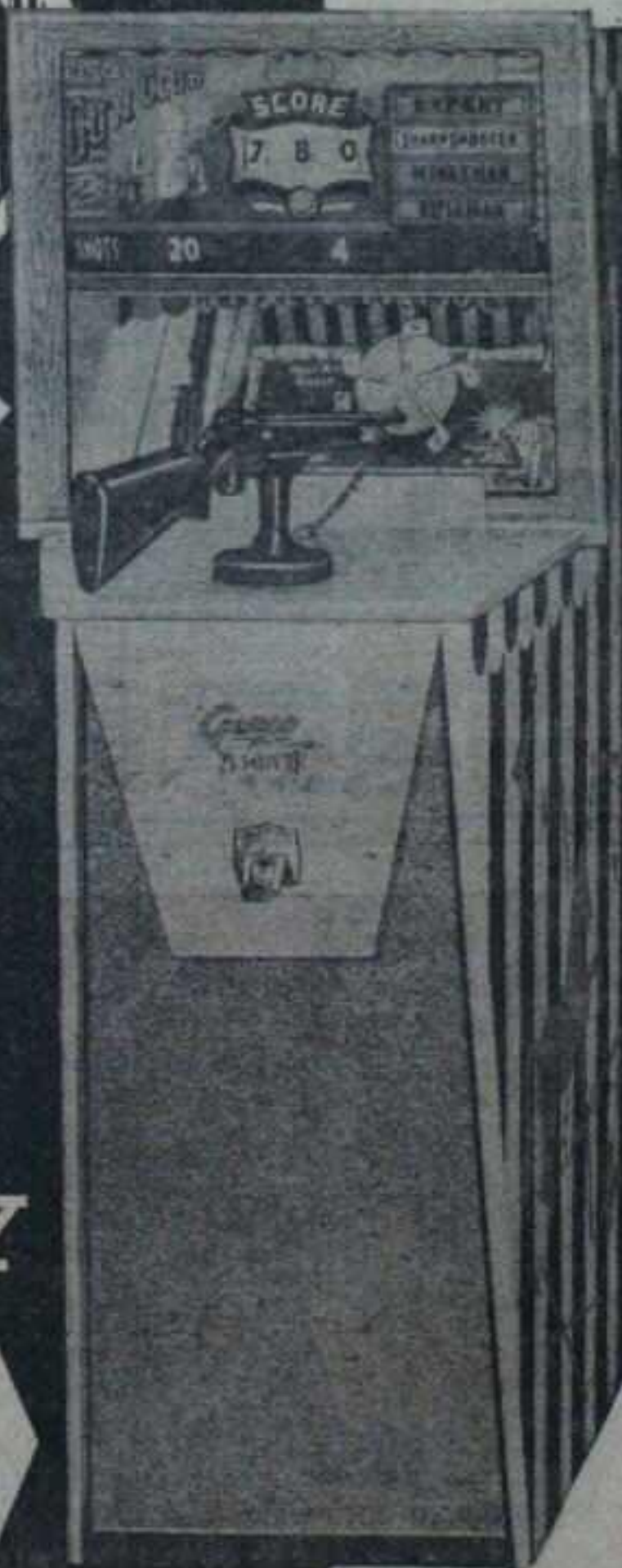
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NEW Glittering, Gleaming **GOLD** PLASTIC CABINET FRONT
MAKES CABINET LOOK ENTIRELY DIFFERENT

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- ADJUSTABLE REPLAY and 'Bonus Shots' Features
- 2 LIGHTED CANDLES snuff out when hit — plus other new action targets
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- Williams JIG SAW
- United ROYAL BOWLING ALLEY
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- Genco MOTORAMA
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Typical Values

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M100A	\$145
M100C	475
HFT00C	550
HFT00R	675
M100B	395
M100W	350
V200	695
WURLITZER	
2104, 50g Chute	\$735
1800	595
1900	675
1700	545
1650 HI FI	345
AMI	
E-120	\$375
F-120	550
G-120	650
C-200 (New)	725
H-100	750
H-120	Write
ROCK-OLA	
Comet 120	\$485

REJUVENATE those shuffle alley locations with 9' BOWLING ALLEYS!

(Converted from 14' Models) **\$475.00**
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- Nite Club ... \$245
- Double Header. 245
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Model 2000	\$675.00
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SEEBURG

HF100R	\$675.00
M100C	495.00

AMI

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ROCK-OLA

1454	\$595.00
1428 Comet	375.00

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MA 1-6310

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ME 4-3571

Kiddie Rides

Continued from page 76

the wheel-equipped, ground-based items of motorcycle (No. 1) and Model T auto (No. 2). Also among the top 10 are the

EQUIPMENT

LIKE NEW IN APPEARANCE
AND CONDITION—
NOTE THE VERY LOW PRICES

BOWLERS

West Side Conversion Bowler	\$ 55.00
Exhibit Ringer Ball	100.00

ARCADE

Genco Quarterback	\$140.00
-------------------	----------

GUNS

Genco Ride Gallery	\$150.00
Genco Sky Rocket	195.00
Genco State Fair	235.00
Genco Big Top	350.00

PIN GAMES

Williams Paratrooper	\$ 30.00
Williams Spark Plug	30.00
Williams Jalopy	40.00
Williams Gun Club	40.00
Williams World Series (Baseball)	30.00
Williams Super World Series	40.00
Williams Grand Champion	40.00
Williams Spitfire	75.00
Williams Screamo	75.00
Williams Cue Tee	75.00
Williams Deluxe Baseball	85.00
Williams Pennant Baseball	100.00
Williams Peter Pan	135.00
Williams Tim Buc Tu	150.00
Williams Perky	225.00
Gottlieb Hit & Run	45.00
Gottlieb Generation	45.00
Gottlieb Grand Slam	60.00
Gottlieb Flying High	45.00
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Toonerville Trolley ride, the Pony rides, Merry-Go-Rounds, Boats and Locomotives, in that general order.

The old Space Rangers cause some headaches as well as wind-falls to operators. They weigh in at up to 500 pounds and are nearly as hard to lift off the ground as Navy moon missiles.

By and large, however, ride operators throw up few equipment gripes. Manufacturers build these units to last—and they do, up to 10 to 15 years of operation. During this time they may require minor repairs—a new coin chute, bear-

(Continued on page 85)

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

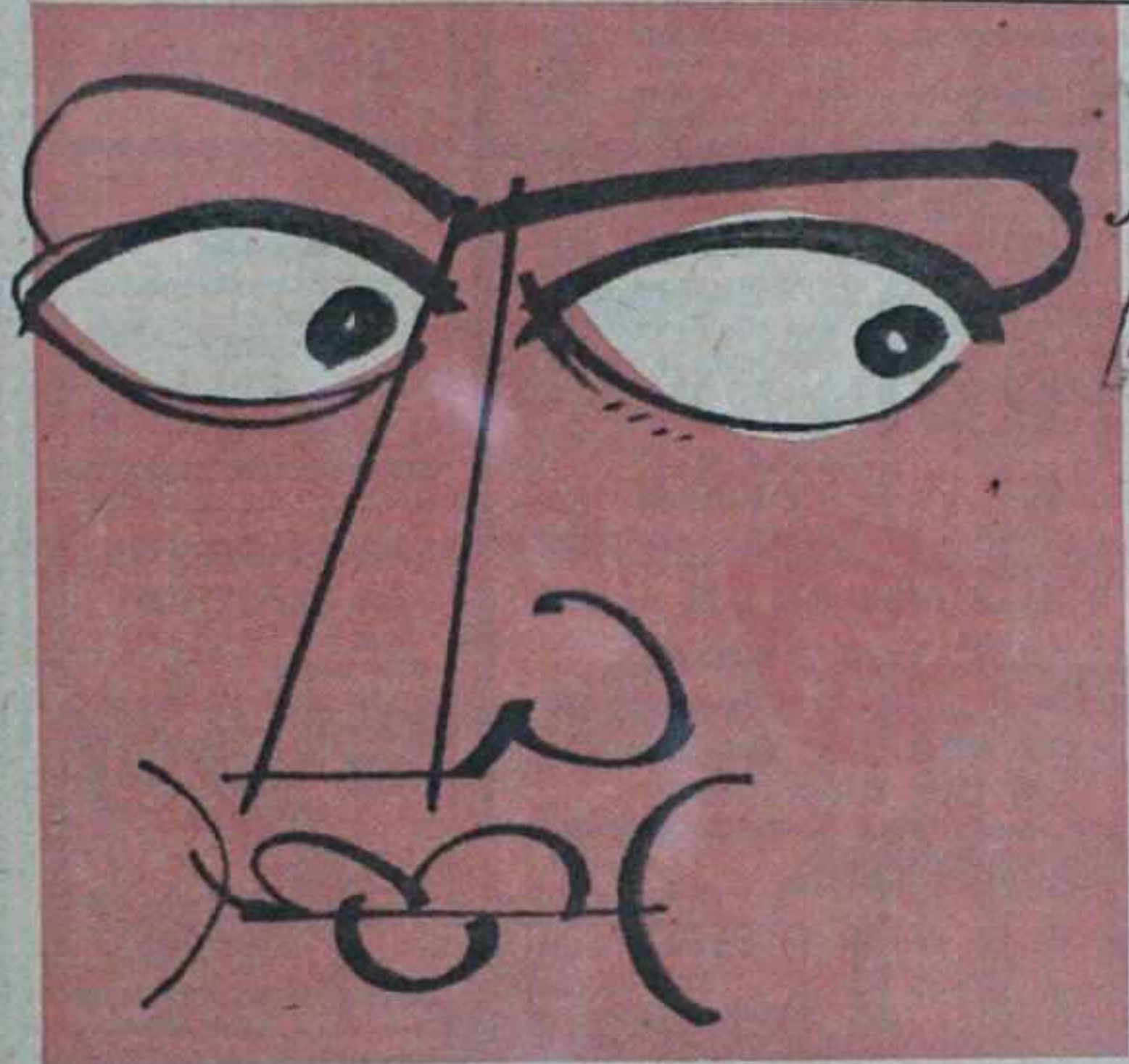
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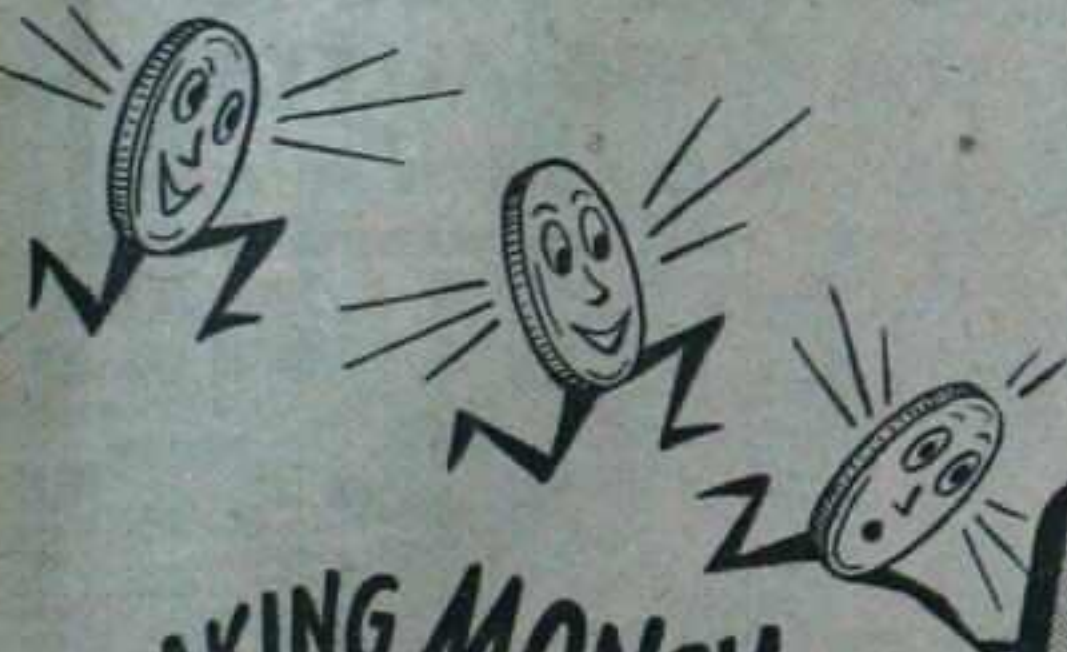
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United DERBY ROLL 148
Wms. BIG LEAGUE BASE-BALL 148
Capital WIDGET MOVIES 125
Wms. STAR SERIES 85
Wms. ROCK 'N' ROLL 75
Chen. Coin WALK SHUFFLE 49

POOL GAMES

VALLEY'S
NEW 1958 MODEL
6-POCKET
POOL TABLES

FINEST EVER MADE!
Priced Right!

A Brand New Model!

KAYE'S
"COMPETITOR"
6-POCKET POOL

Outstanding Value!

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Genco CIRCLES Write
Exp. JUNGLE HUNT \$225
Wms. JET FIGHTER 135
Exp. SPORTLAND GUN 140
Exp. STAR SHOOTING GALLERY 120
Exp. SHOOTING GALLERY 110
Shubert COGN HUNT 100

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Leads the Way to Greater Play! Higher, Steadier Profits!

And that's a fact! Gottlieb engineered games are loaded with player appeal and constantly yield good earnings in all types of locations. Advanced ideas and engineering know-how are the ingredients that, year after year, make Gottlieb games the profit leader.

- New "Jet-Action Ball Shooter" Propels Ball Toward Roto-Targets
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Amusement Pinballs
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ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

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Write or wire for prices

Kiddie Rides

• Continued from page 83

ings, electric lights, but major surgery is seldom necessary.

Yet depreciation of equipment is a big factor in the business, as it is in any enterprise dependent on novelty appeal for continuing success. The machines require a fast write-off on the tax-depreciation ladder.

The kiddie ride business continues to uphold an outstanding safety record. Considering the fact that as many as 60,000,000 rides were served up to kiddies over the past year, the record is remarkable. Nevertheless, operators report increasing concern over safety factors in their operation and are making an organized effort to eliminate entirely the few scattered mishaps that occur from time to time. They realize that even one such accident does untold harm to their business as a whole.

With operational costs on the rise and profits from the individual ride down, the keynote in this field in 1958 is "better operating efficiency."

N. E. OPERATORS PRAISE:

- NEW WURLITZER CONSOLE
- BALLY MISS AMERICA
- BALLY BOWLERS
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**Terrific Buys in
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**LARGE STOCK OF
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BASEBALL GAMES
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5 BALLS**

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PUCK TYPE
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**ONLY 7½ FEET LONG!
It Will Startle The Entire Industry!**

SEE IT NOW!

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Division of
**Chicago Dynamic
Industries, Inc.**

Faster play, faster pay

WITH NEW *Bally* 5½ FT. BOWLER

All-Star DE LUXE *Bowler*



for match-score order
Super-Bowler

Now trigger-action bowling is more fun than ever
... and a bigger money-maker than ever ...
because average game is played twice as fast ...
doubling dimes-per-hour earning power!
Get your share, get new flashed-up, speeded-up
ALL-STAR DE LUXE BOWLER
... or Match-Score SUPER-BOWLER.

New Fast-Loading Ball Gun Speeds Up Play

Motor-powered ball-gun swings back and forth. Player throws ball by finger tip pressure on lever, when gun is aimed in desired direction to score a strike or to pick up a leave. NEW IMPROVED MECHANISM puts another ball in gun a split-second after player shoots. Quick loading of gun eliminates delay, permits player to throw balls in rapid succession. Result is that average game is rolled in half the time formerly required, doubling dimes-per-hour earning power of ALL-STAR DE LUXE BOWLER.

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ON SMOOTH ALLEY
BALL HITS PINS
OFFICIAL
BOWLING RULES
1 OR 2 CAN PLAY**

CASH IN ON THE **BIG SWITCH** TO NO SWITCHES!

EQUIP EVERY LOCATION WITH **UNITED'S NEW**

ROYAL

BOWLING ALLEY



**REALISTIC BOWLING
REGULATION SCORING**

BALL HITS PINS JUST AS IN REGULATION BOWLING

NO PLAYBOARD SWITCHES ON SMOOTH ALLEY

BIG 4½ INCH BALL

EXTRA QUIET... EXTRA FAST

1 TO 6 CAN PLAY

**BIG, DURABLE
PINS**

2 GAMES FOR 25¢

CREDIT UNIT

ACCEPTS UP TO 20 QUARTERS
AT ONE TIME FOR FUTURE PLAY

ALSO AVAILABLE IN ONE PLAY FOR 25¢

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4 ALL-LOCATION SIZES

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