Europe Calls for U. S. Rink Know-How

Move Spotlights Turnabout in Industry, Spawnead Abroad, but Yankee Perfected

By IRWIN KIRBY

NEW YORK—It's a novel turnabout when Europe has to seek this direction for consultation involving an industry that originated overseas. But that's what is happening in the ice rink business, and the Americans in that field couldn't be happier because of it.

Artificial ice surfaces originated in 1876 in England. On March 18, at Clapham, Clearing Court, the preacher Gangee completed a rink and water already chilled by ether. This ice lasted but a few hours. The mixture of glycerine and water already chilled by ether. This ice lasted but a few hours.

In 1882, the first rink was installed in Chicago, Ill., with large blocks of unsold product and stations applied to television film sales by distributors. The liquor firms are aiming to install American rink specialists for the job. Next month Peter Coven, head of the consulting firm bearing his name, will follow up long correspondence by visiting the British location and a private group in France, which also desires to install an American-designed rink. Prices will likely be under $100,000 for such installations but the attitude of that figure has not seemed too favorable to the potential buyers.

Designed 40 Rinks

Coven has been instrumental in the design and construction of more than 40 rinks in England, Scotland and outdoor, priced at from $30,000 to $720,000, but no experiences have been more satisfying than those involving rinks in Tel-Aviv, in London, Hong Kong, Tokyo, Manchuria and Freon but the mixture has not seemed too rarified for the clients.

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No! That’s the Webs’ Position On Any Sort of Pay TV Trial

Say Test Against Public Interest; Even Compromise Try Can Harm

By MILDEED HALL

WASHINGTON — The net-works will make no compromise on the issue of public interest in the near future, the heads of the three networks told a House Commerce Committee last week, and they warned that any attempt to force any form of pay TV trial, that they would fight to the bitter end to halt the proposed Federal Communications Commission toll trial, and vote an anti-toll bill as a matter of public interest.

The only alternative to this course, as the nets see it, would be entrenchment of the pay service, and a deterioration of free TV even during a limited three-year trial, with the public eventually shoudering all pay TV costs. The networks believe pay TV would add result to injury by forcing mass programming, and even commercialized programming will be done in.

The nets themselves have to go to pay service. They believe there can be no compromise between pay and free TV.

At the conclusion of two weeks of hearings on Thursday (23), Commerce Committee Chairman

Oren Hazits and committee mem-

bers showed as little satisfaction with the network arguments against pay TV trial, as they had shown toward the industry testimony by the FCC that it had the right to test pay TV, in the presence of any Congressional mandate to the contrary.

Least popular with the Com-

mittee’s arguments was the advertise ment of $1,300,000 on television still lop spen toad TV a “free” service to the public. Congressmen were skeptical that the advertising cost ut-
lizes lowest prices to consumers,” and was essential maintaining healthy economy in promoting mass market distribution. “You cannot squeeze the swallow to appear to be network claims that at even minute percentages of a few time went to pay service, the “sale-

able balance” of network financing would be fatally affected.

PROS Talk

In prepared statements, net-
presidents Frank Stanton of CBS, Robert Sarnoff of NBC and Leon Levine of ABC stood to shoulder to those ad-

vertisers requesting early anti-toll effort from the FCC.

Congress should act quickly, be-cause the networks maintained by pay TV even during a restricted trial period be intense because of the huge amount of interest in-

olved. (A quarter of a billion was Sarnoff’s estimate) The total cost of pay installments in one-fourth the large number of pay TV calls, by three pay companies) Viewers would even-
tually get the same programming they now get free, with the minor-

ity offering TV on experimental trial channels for non-paying neighbors, the nets claimed.

Further, the networks pay free TV even of the smallest
cost of pay TV trial, and outlaw pay TV by law for the foreseeable future,” Sarnoff said in his prepared statement. “Several of us had not yet made up our minds about it.”

Stanton indicted the FCC test as “palpable, colossal,” since a test of this kind would allow for a test of pay TV at “a time business.”

And he felt that the matter must be returned to free TV, in the final analysis, to the public interest. Sarnoff said, “Yes. It’s the public interest.”

Public Mandates

Rep. George Houghton, respectively, noted complaints from constituents about lack of local programming, and said consumers have a right to express a demand for pay TV, and pay TV programming issues would inevitably be drawn into the courts, and legal affairs, of pay TV’s major tournaments.

Test Irrelevant

Rep. Bruce Alger. “Do you get the feeling that a test of pay TV is irrelevant?” “Not at all,” Alger said. “We don’t get the feeling that it is relevant to non-pay TV.”

“Do you feel you have the right to deny any fact of the pay TV?” Houghton asked.

Sarnoff said, “Yes. It’s a matter of public interest.”

CBS

WASHINGTON — The nets themselves will have a test of the “over-the-horizon scan system,” called the “step toward world TV” by International Television, which has all three nets mult $100,000 to origi-
nations. The first such event was a broadcast to cities in Oregon, and the pipes are still up.

W e b s’ Ne w C a m e r a

New York — As part of a con-
tinual effort to expand its nightly programing this season, ABC's last but one week slotted the Phil Silvers show in the 10-11 p.m. time period, beginning Feb. 14. The show, which is described in reporting lead by Mr. Adams and Eve, and which starts Tuesday 6-8 p.m. February 11.

The CBS TV move follows a programming checkout switch made by ABC-TV early this month, when Col. 45 switched into 8-30, Patrons, who are 8-30 WMCI to the Walter Winchell show at 10

Wed. Fights’ Set for Cuba

NEW YORK — The live overseas news coverage will continue at least through the month when ABC TV will telecast “African Nightly Fights’ from Cuba, Patrons from the 12-5 phone line, the “state of the over-the-horizon scan- taneous, called the “step toward world TV” by International Television, which has all three nets mult $100,000 to origi-

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nations. The first such event was a broadcast to cities in Oregon, and the pipes are still up.
FCC Grants Extension for Barrow Filings

WASHINGTON—The Federal Communications Commission has granted the request of a special committee of CBS-TV affiliates for an extension of time to file names of witnesses to appear at the Barrow Network Study hearings to begin March 5 at the commission. A group of eight independent affiliates, represented by CBS-TV Spot Sales, have been granted until February 15, and the independent group represented by CBS-TV Spot Sales will have until February 8.

Further details of these two groups were for periods of a month to 45 days between the time the FCC and the station groups went out of schedule of appearance, and the time for testimony. The CBS affiliate committee asked for 45 days, the independents for a month.

The commission will not act on the latter requests, it says, because network testimony is likely to be first on the hearing schedule, beginning March 5. The commission wants to wait until after all notices of appearance have been filed and the full schedule for the presentation of testimony can be arranged.

Verdict May Shift at Night

NEW YORK—CBS-TV is playing around with the idea of converting its daytime click, "The Today Show," into a nighttime show. Such a reconversion would be the logical outgrowth of the program, which was seen originally on the "CBS News on" as a "New York Journal" and later as "CBS News at 9." But the network estudio is likely to hit the summer TV period with a greater reservoir of new product to show. In the same manner, U. S. Rubber has a contract on "Navy Log," which for a total of some 35 shows is to be released in 52 weeks, but the U. S. Rubber sponsorship is scheduled so that its sponsorship is on alternate weeks in the summer, and during those weeks new shows only—no repeats—will be used.

"The program is centered on three basic types of film shows," says a network programming executive. "Shows that have strong suspense elements and nothing special in the way of performance. Shows that have 'surprise openings' of a highly melodramatic nature. And, film shows that just didn't have a strong rating even during the height of the winter season. The police is losing its taste for seeing them repeated each week in the summer."

Sponsors and program execs, however, are already creating their own variations of a straight repeat pattern in the hot-weather months. "Maverick" has already begun a "cut-down-the-summer-repeat" formula for its hour-long filmed Westerns on ABC-TV. During the regular winter-spring season, the show has been dropping a repeat show into Sunday night slots that are known to have nation-wide drop-offs in TV set usage. These include Easter Sunday, the Sunday following Christmas, Sundays that are part of weekend holiday periods like Fourth of July and so on.

By the time the summer repeat season is at hand, "Maverick" will have only six or seven repeat shows to do. Thus, in the summer-time 13-week period, the alternate shows will be "new" shows, affording better audience chances.

A veteran at this pattern is "Din- estorieland," which schedules repeats on an irregular basis, but plays them as being "brought back by popular demand." So far, this has been a neat way of padding out 52-hour shows into a year-long schedule. However, the outlook is for fewer "Disneyland" repeats and more new shows because of competition.
WATCH OUR SMOKE!
THE SILENT SERVICE, our submarine series, has made such a whale of a splash that 39 additional half-hours are already on the ways.

BOOTS AND SADDLES—The Story of the Fifth Cavalry, our U. S. Army-Arizona Frontier series, is riding high.

And now we’re going places by rail—with UNION PACIFIC, our new Engines-and-Injuns series about the railroad’s dramatic push through the West. You know it’s on the right track!

CNP
NEW YORK—With the tight-}
**BARTER ON WAY DOWN—HEADLEY**

First-Class Product Dictates Success, Economics Disfavor Plan, Says Exec

NEW YORK—Because a successful barter operation demands first-class and/or first-run product, barter is on the downslope and will soon vanish from TV, according to Frank Headley, president of Station Representatives Association. Even in its heyday it never consisted of more than a handful of well-publicized deals. Good time and good programming will always be sold for cash, dictated by that immutable economic principle, the law of supply and demand, said Headley, speaking before the Radio & Television Executives Society here last week.

"Most ad agencies have backed off from barter deals when they were unable to obtain sufficient information on proposed stations and times, and the balance received their disenchantment when barterers were unable to come up with promised station lists or schedules. Some of these aborted deals include the proposed $116-market Exquisite Foom and National Telefilm Associates deal, which broke down when NTA failed to deliver enough stations; the Hazel Bishop deal, which fell through when a cash buy was required; and the unemployment of the McCann-Erickson barter test for Rival Dog Food, which didn't materialize because one barter company could come up with a time offering to McCann's specifications." 

**MTV Deal**

"Erickson barter test for "Rival Dog" f( w, $7,000,000 closing with Matty Fox; enough stations; the Hazel Bishop deal which broke down when NTA failed to deliver in its cover age area dubbed Florida, made up of 67 counties on North Florida and Southern Georgia; November figures from American Research Bureau give WMBR the top 38 programs and 44 of the top 50.

In number of homes, the CBS-TV outlet swept the top 50, and in total quarter-hours WMBR scored a 344 to 120 for its opposition. (Note: Individual telecasts of stripped shows are counted as separate entries in these figures.) WPGZ-TV, the second VHF station in the area, opened in October.

"It isn't losing potential nighttime revenue."

"In terms of rating points, audience composition and even audience impressions per dollar," said Headley, "barter can turn out to be very expensive. But a time buyer in a cash transaction never makes a purchase unless it is a good value. Barter film, with such notable exceptions as the RKO hollywood, is film which is no longer in prime time hours; so the station may have a sequel. C&C purchased much of the time Super bought much of the time ABC brass believes in doing a series of spectaculars for odd-odd seasons. The network also discovered the revenue possibilities of participation in shows which have alternate week sponsors and can't produce.

**SPEARHEADS TREND**

ABC Leads Prime Time Participation

NEW YORK — ABC-TV is spearheading a trend toward prime time participation shows which the network expects to continue next season, no matter how the selling season goes for financing top sponsors and co-sponsorships.

ABC this winter has six participation series, "Superfoot," "West Point Story," "Country Music Jubilee," "Scotland Yard," "Lone Ranger" and John Daly's newscasts, as opposed to three a year ago when Carter Products has just bought weekly spots in "Judge."迷惑 the movement of big advertisers into this small-area area, which now includes Bristol-Myers, Lederer's, Colgate-Palmolive, Phillips (Van Heusen), Williamson-Dickie, Joe Lowe Corporation and Cracker Jack.

In addition, the web has running business from a dozen firms for odd-odd participation during winter and spring, a service formerly confined to pre-Christmas advertising. ABC brass believes in the era of rising program costs that sponsors will continue to seek smaller and more diverse buys.

The network also discovered the revenue possibilities of participation in shows which have alternate week sponsors and can't produce.
LONG-TIME BUYS POSSIBLE

By CHARLES SINCLAIR

NEW YORK—A new type of long-term programming deals, well outsideobarrier transactions is arising between film distributors, TV stations and producers. The new type of deal is a major departure, and is far off the upbeat for 1958.

Here’s a specific example of how it works in practice.

Recently, WNYW-TV, a new

SG Sells 2d
Hr. Pic to NBC

NEW YORK — Screen Gems sold its second hour film, NBC-TV hour long show, to rival stations, so far untitled, which is to concern itself with police work in Florida. It will have two central characters and use one major guest star. It is being made with the cooperation of the Florida Sheriff’s Bureau, and will not be shot in the Everglades.

SG also sold a pilot film of a soap opera to rival stations, but for TV hour show, which is as yet unsan. The hour show is a free-wheeling version of "Stagecoach" Bureau, and the pilot will be shot star.

Smaller Packagers

In a sense, the conditions which are bringing about deals like this are identical to those that are dictating a shift in thinking on the

PARA NEARS TV DISTRIB DEAL

$30,000,000 Over Five Years Now

Talked, But Balaban Seeks Better Offer

NEW YORK—Within a month, Paramount Pictures’ Barney Balaban will wrap up a TV distribution deal for the firm’s huge, uncommitted backlog of pre-1948 features, having made his choice between three groups who represent the leading syndicate bids for this feature bloc, it’s reported here.

The deal will purportedly involve $30,000,000 and be at least five years in length, although Balaban has been working on a shorter contract. Here are the three syndicates now on the inner circle.

Associated Artists Productions—AAAP, Holton Hughes, backed by a new link with United Artists, is generally viewed as the hottest contender, since AAAP’s brisk checkbook has moved into the A-1 column. Problem with a Paramount-Hyman deal, however, is that he has been repeatedly seeking答应 rights to the old Paramount films. It is possible that AAAP will make some remake or development as TV series, and Paramount doesn’t want to toss them into a TV feature contract without extra money.

NTA Offer

National Teletext Associates—Balaban is said to have been bud-
**Pro, Con Tell TV Witnesses: Speak Minds in Final Day of Hearings**

WASHINGTON — While net-
work TV witnesses held their breath for three day testimony on tel TV before the House Coilege Committee last week (29-30), a steady flow of anti-telephone witnesses gave testimony at the identical hearing.

Prominent on the pro side were Tony O'Neill, for RKO Tele-
radio, and Milton Shapiro, for Jer-
sey-based Film 4, who claimed that the broadcast stations, in-cluded spokesmen for the joint committees on tel TV (native ex-
dustry exhibitors), AFL-CIO communica-
tions workers, and the National Federation of TV Stations.

A novel idea for an electronic sur-
vey of agencies, along with those of other federal communications agencies, also was done by Edward G. Robinson, Phil Har-
man and publicist Richard Eells.
### STATION SIGNALS

Charlie Getz Jr., formerly publishing vp for The Billboard, has joined KYW-TV, Cleveland, as programming director. Getz succeeds Steve Huggins, who announced his retirement. Getz, 42, has been managing ad sales and promotion manager for Communications Network Inc., and was previously vp of public relations for WOR-TV, New York, in addition to his regular duties as executive director of news and special events.

A realignment of duties in the sales and programming staff at WFAA, Dallas, has moved Dick Drumy Jr. to the national sales manager post and Bob King to local and regional sales manager. Joseph, formerly with Bell Aircraft, has joined WBUR.

### TV PROGRAM RATINGS

#### PULSE FILM RATINGS FOR NOVEMBER

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Director</th>
<th>Stance</th>
<th>Week</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The King of the Jazz</td>
<td>Busby</td>
<td>MPA</td>
<td>2</td>
<td>Tues.</td>
</tr>
<tr>
<td>2</td>
<td>The Jazz Singer</td>
<td>Busby</td>
<td>MPA</td>
<td>2</td>
<td>Tues.</td>
</tr>
<tr>
<td>3</td>
<td>The Jazz Singer</td>
<td>Busby</td>
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</tr>
<tr>
<td>4</td>
<td>The Jazz Singer</td>
<td>Busby</td>
<td>MPA</td>
<td>2</td>
<td>Tues.</td>
</tr>
<tr>
<td>5</td>
<td>The Jazz Singer</td>
<td>Busby</td>
<td>MPA</td>
<td>2</td>
<td>Tues.</td>
</tr>
</tbody>
</table>

#### PULSE LOCAL RATINGS FOR NOVEMBER

**BUFFALO**

### TOP TV STATIONS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Station</th>
<th>Network</th>
<th>City</th>
<th>Affiliation</th>
<th>Rating</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>WGR</td>
<td>CBS</td>
<td>Buffalo</td>
<td>KGGM, 11</td>
<td>21.5</td>
</tr>
<tr>
<td>2</td>
<td>WGR</td>
<td>CBS</td>
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#### PULSE LOCAL RATINGS FOR NOVEMBER

**CHICAGO**

### TOP NETWORK SHOWS

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<thead>
<tr>
<th>Rank</th>
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<th>City</th>
<th>Affiliation</th>
<th>Rating</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Suspense</td>
<td>NBC</td>
<td>Chicago</td>
<td>KGGM, 11</td>
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<tr>
<td>2</td>
<td>Suspense</td>
<td>NBC</td>
<td>Chicago</td>
<td>KGGM, 11</td>
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<td>NBC</td>
<td>Chicago</td>
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<td>NBC</td>
<td>Chicago</td>
<td>KGGM, 11</td>
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**NEW YORK CITY**

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<tbody>
<tr>
<td>1</td>
<td>Portrait of a Winner</td>
<td>ABC</td>
<td>New York</td>
<td>KGGM, 11</td>
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<tr>
<td>2</td>
<td>Portrait of a Winner</td>
<td>ABC</td>
<td>New York</td>
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<td>3</td>
<td>Portrait of a Winner</td>
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<td>New York</td>
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<td>4</td>
<td>Portrait of a Winner</td>
<td>ABC</td>
<td>New York</td>
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<tr>
<td>5</td>
<td>Portrait of a Winner</td>
<td>ABC</td>
<td>New York</td>
<td>KGGM, 11</td>
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#### PULSE LOCAL RATINGS FOR NOVEMBER

**LOS ANGELES**

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<tbody>
<tr>
<td>1</td>
<td>Portrait of a Winner</td>
<td>ABC</td>
<td>Los Angeles</td>
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<td>4</td>
<td>Portrait of a Winner</td>
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<td>Portrait of a Winner</td>
<td>ABC</td>
<td>Los Angeles</td>
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#### PULSE LOCAL RATINGS FOR NOVEMBER

**SAN FRANCISCO**

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<tr>
<td>1</td>
<td>Portrait of a Winner</td>
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<td>San Francisco</td>
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<td>ABC</td>
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<td>Portrait of a Winner</td>
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<td>5</td>
<td>Portrait of a Winner</td>
<td>ABC</td>
<td>San Francisco</td>
<td>KGGM, 11</td>
<td>21.5</td>
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</tbody>
</table>

#### PULSE LOCAL RATINGS FOR NOVEMBER

**CHICAGO**

### TOP LOCAL SHOWS

<table>
<thead>
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<th>Rank</th>
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<th>Affiliation</th>
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#### PULSE LOCAL RATINGS FOR NOVEMBER

**NEW YORK CITY**

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#### PULSE LOCAL RATINGS FOR NOVEMBER

**STATION SIGNALS**

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

3 TV STATIONS - 293,805 TV homes owned & operated.

Herbican

William J. Hooper, most recently elected to the board of directors of MCA Artists, Ltd., have been reported to embrace official programs.

COLUMBUS,

A 3 TV STATION - 173,605 TV homes owned & operated.

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Du Pont ‘Bridge’ Wins Hands on All Scores

By BOB BERNSTEIN


Du Pont came up with another winner in its novel television series, an exciting production by David Susskind and Talent Assosciates. The concept: A Mad Men/Lodi Chiao's adaptation was a complete surprise. And Mulligan’s direction achieved force and illumination at Sal Anthony's costume contribution to the drama, as well as being visually fascinating.

It was hard to make preferences among the cast, since its entire ensemble was top notch. Sal Anthony’s playing of the effect of all the production department. The stars were in top form, while Sandra White and Clif ford David lifted their young careers with a trickiness of dialogue den- dromatous process playing of high level. But this time the call came off without a false note is a tribute to the excellent talents of the actors and the director’s sense.

The bridge itself was disappointing in its lack of feeling of height. But it was more than handled with a finesse that brought out the settings were excellent. Du Pont's clarity, institutional commer- cialization of the hotel-the Copa Room, almost obligatory for the unusual semi-spectacular that seemed to be pulling the show up to the kind of jump into the hotel's tiled pool.

Alex Gottlieb's new situation comedy, "Love That Jill," shapes up as familiar material for the premiere episode gives evi- dence of a well-grounded and stylish audience.

The basic formula is right out of late '50s highlights of the then- successful Bob Hope and the then-late Jimmy Dorey that used to star Cary Grant. The unusual cast includes a newspaper reporter or theatrical agent. Pretty Anne Jeffreys runs a successful agency, and so does her handsome Bob Hope. They specialize in underestimating the other in landing ac- ting jobs, stealing models back and forth, and indulging in a romance between sisters.

Howard Gottlieb produced, along with a number of big-name casting, including a penthouse seat. But the finishing touches of Max Factor can shake some fine pegs on which to hang filmed sell for the firm's commercials.

High People's Concerts (Net)

The first of four lecture concerts for young people proved promising. But not expert. The non- televised Carnegie Hall series has included the most important names up to but six, the telecast concert was not to be aimed at those 10 or 11 and over. Hence, many disappointed mothers must have been confused by confusing tuning out.

Leonard Bernstein spoke his own tune on the well-known figure of a fine sculptor, but his analysis of "what does music mean?” wasn't always clear. The gymnastics on the threat of both was fun to watch both before and after his speech. It was likely to be used against his form, however, to remove the gymnastics on the whole palette. Finally, the recital of his accom- paniment accomplished a concert was nicely handled by the brain trust of Victor Legrand, Da- vid Dubin, with the help of the group's action and clarity without detract- ing from the performance. The actors were too light, the Bob. "Confession" was a lightly built in the face of the half's inadequate, unimagnificent permanent set-up.

TORONTO — Four community antenna systems in Canada are using film for their operations. One, from the local film companies.

The other units are at Shanagin Falls, Que., Kimber- ley, B. C., and Prince Albert, Sask.

The organization is considering to adapt films in their pro- grams.

Community antenna systems are set up in over 100 Canadian com- munities. In such communities as Montreal and Tralton, C. O., surrounded by hills or mountains TV reception almost would be lost. Subscribers on the TV antenna system pay as much as $6 for a subscription, and then a continuing payment of $1.50 through the year. The system offers a choice of from one to six channels, and in any opera- tions under the "group" terms of the Canadian stations,” said a Depart- ment of Communication, C. O., to subscribers on the TV antenna.

Those cities and towns with a TV antenna system will be in the forefront of using community TV, which will have pay TV or some form of subscription.

Some communities have as many as two or three competing TV antenna systems. But the number is showing a tendency to consolidate. The systems, Refil-East, Ltd., is being set up by Skistran, Inc., the Duffy family.

The Kirkland Lake TV system will be set up by a judge, a psychia- trist and carrying on the work of the then-bright comedies of the month to $4.50 a month. The system, for Geritol thru Parkson Agency.

They have a ball with them. Wrapped in a month to $4.50 a month. The system, for Geritol thru Parkson Agency.

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Swedes, with Jovie, Lewis, president of British disks involved. The actual London, declared that since his performance here.

formance here. A giant gold record for his sales presentation to the conductor of Thursday (23) by London Records. A tro, Mantovani, here to commence the above artists to record his tunes, and plans call for each of picture stars Julius LaRosa and 10 features is readying a new rock and roll number and would provide safeguards to prevent the loss of income to the industry in 1958 will achieve new production and sales peaks, accord-
ging to Victor's joint classical and pops months. The organization's director of the group is "to develop fellowship among members and the entertainment industry generally."

The organization's director includes Dick Cabe, Manny Greenfield and John Greenhalgh, Rich Green is attorney.

Carlton Sells World Rights On First Disk

NEW YORK—Carlton Records has sold world-wide distribution rights on its first record release—"The Girl Next Door," by Paul Frederick and the Hi-Notes—to the Decca Company in London.

Carlton's deal with English Decca was an outgrowth of a January 12th announcement that the label's presy Joe Carlton noted that the one-master deal doesn't necessitate the liner writer to sign up his entire line for all world markets with Decca.

London Fees Mantovani

NEW YORK—British masters Mantovani, here to commence a 63-day tour of the United States and Canada, was feted to the rhythm of the world's top disk artists, including Paul Anka, Danny and the Juniors, David Brenner, the Royal-Twains, and the Yankees.

The group will introduce 18 new tunes, and plans call for each of the above artists to record his special in England for his own label. Release, of course. (Continued on page 55)

SPA Collection Plan Stirs Pubs

Feeling Ripe That Proposal Infringes On Publishers' Traditional Rights

NEW YORK—A proposal to form a society to collect the royalties of unauthorized record producers has brought a strong protest from the publisher's industry, especially from the British. The SPA would collect writers' royalties from record producers (other than ASCAP distribution from publishers and audit statements on sheet music and song registrations, foreign, etc.) in order to standardize the royalty system and provide a central collection point for all royalties. The SPA's purpose is to help the publisher to "control the industry and to protect the public." (Continued on page 55)

Pick Foreign All-Star Ork For Newport

NEW YORK—Jazz impresario Marshall Brown and George Wein head for Europe in February to re-
cruit an orchestra of European jazz stars for the Newport Jazz Festival. They will tour 20 countries in search of outstanding jazz stars among the younger generation of musicians. A panel of jazz critics, consisting of Joachim Berendt from Germany, Charles De- laney of France, Pat Brand of England, Artie Shaw of the United States, and Argo Pilotti of It-

ula will help compile the list of theSPA's recommenda-
tions. The list was made after consultation with the label's presy Joe Carlton noted that the one-master deal doesn't necessitate the liner writer to sign up his entire line for all world markets with Decca.

4545 Stereo Disk Seen Industry Pick

System Formerly Tabled Westrex, Gets Nod at Meeting of RIAA Engineers Group

NEW YORK—The record industry, which so far has put the emphasis on the 45 system of stereo disk recording. This has led to the decline of the 33⅓ system of stereo disk recording. However, the decision last week to dual the 45 system was learned on the highest authority, at a meeting of record company engineers and representatives of the Recording Industry Association of America, Thursday afternoon.

It was also learned that there is no 45 inch disc record at the present time. The industry is geared for increased production of the 45 system. The method would be hallowed as of 45. Bullock said Vic engineers are continuing work on the stereo disk, but at present feel such disks cannot be played satisfactorily on present equipment.

With regard to the Book of the Month Club, Bullock said, and added that the B-O-M stated the project brought in the largest response in its history.

Aコードのチェックによる親の目的は、「教訓を作り、つとめるために必要な事を知らせて、お前は行かなければならない。」

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Canadian TV Fans Go for Country Beat
TORONTO — Greatest attractions on the network of the Canadian Broadcasting Corporation are shows featuring country music. The shows, "Holiday Ranch," and "Country Hideway," have drawn the highest ratings and create more demand for home recordings of country TV shows on the networks. Both are sponsored.

Bob Hope, edging out, says he believes an element lacking in other TV shows — simplicity.

While the CBC's western series fails to cater to "that element of rural life," a metropolitan audience with a taste for country music, says Hope, ''we give it to them."

"Country Hideway" depends on this for its material, "Holliday Ranch," uses one of its programs for the recording of the label's "newest picket," Albert Stagg.

The appointment ends a nine-year search for a successor to the label's vice president of country music.

Kapp Signs Kate Smith
NEW YORK — Kate Smith, most recently with Capitol—has returned to Columbia Records. The deal calls for the veteran to cut both singles and LPs for the label.

Miss Smith's first Kapp release will be "Your Cheatin' Heart," a hit for her on Columbia. She will record a group of current pop songs and standards that, she says, "fit in with the show, dance and string ensemble, and full orchestra."

Kapp Exec Off To Coast Meets
NEW YORK — Bill Hill, sales manager for Joe Modest's Fiesta Records, left for the coast on a four-week promotional tour. Miss Smith, who will be out for the next two weeks, will be accompanied by John Modest, his brother, and a staff of three announcers:

...and the announcers are: John Modest, his brother, and a staff of three announcers.

The next two weeks, will be spent on the west coast promoting several new releases:

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Roulette Bids for "Hot Summer" Pic
Sound Track Rights
NEW YORK — Roulette Records will sign up the "Hot Summer" picture as a food contract, with a special $4,987 tag. The label has no other entry of this type, but a "Hot Summer" story is the type of publicity that officials there are not at all
THE BILLBOARD
JANUARY 27, 1958
THE TWO R'S FOR SPRING SEMESTER SALES!

Rock and Roll on...

THE BLOSSOMS
with Eddie Beal's Music
LITTLE LOUIE
HAVE FAITH IN ME
RECORD NO. 3879

JIM DALE
with Ron Goodwin's Music
BE MY GIRL
YOU SHOULDN'T DO THAT
RECORD NO. 3880

THE RIO ROCKERS
MEXICALI BABY
MEXICAN ROCK 'N' ROLL
RECORD NO. 3884

JERRY REED
TOO YOUNG TO BE BLUE
BESSIE BABY
RECORD NO. 3887

SAMMY HAGAN
and the VISCOUNTS
TAIL LIGHT
SNUGGLE BUNNY
RECORD NO. 3880

Plus three new LUSH INSTRUMENTALS!

NELSON RIDDLE
and His Orchestra
I'M GETTIN' SENTIMENTAL OVER YOU
THE GIRL MOST LIKELY
From the RKO Picture "The Girl Most Likely"
RECORD NO. 3877

LES BAXTER
And His Orchestra
LOVE THEME FROM A FAREWELL TO ARMS
DANCE FROM BONJOUR TRISTESSE
From the David O. Selznick CinemaScope Production "A Farewell To Arms"
RECORD NO. 3883

SEMPRINI
and His Orchestra
DESTINY THEME
INVITATION WALTZ
RECORD NO. 3889
New York

The Roxy Ballroom on the Fontana near Providence, R.I., has lined up George Hamilton IV for February 15, with such names as Jerry Vale, the Glenn Miller Orchestra, and the Lester Lanin orchestra to follow.


Dixie Label Puts Focus on Rock'n'Roll

MADISON, Tenn.-Don Darrow, and Darrow Sticly, have formed Dixie Records as a new label to be handled thru the Stiday company.

Dixie will specialize in rock'n'roll, with its first release, the "ROCK 'N ROLL JIVE" issue. Its Rock'n' Roll group specializes in country and western songs and started from Dixie Records' artist Bob Gibson, continues with its usual songs, followed during its show next week, and then heads for Chicago for his fiftieth appearance. The new Dixie label is owned by Leo Rogers and John Prank Chahsfield, partners, who opened at WATV, Newark, N. J. February 1, and Pierce Daily report that sales of the new label will be made to Mercury distributors throughout the country. Stiday will continue to specialize on country and western tunes.

Wake Up, Jock With Ideas!

Young men with thoughts who can form a morning program that is bright, lively. Must think in terms of sounds. Wants to join our organization in lovely, picturesque community. Stations reaches area of 10,000. Must have voice, be able to use an outboard sound transducer, be able to present a radio program that will keep audience tuned in three hours. Must have a steady job. Five well, enjoy radio, sell 10-hour tape indicating music. Also backgrounds, printing, etc. Must have a car, at least have a license number 11 Are you ready? Reply to program director Box 135, The Billboard 1546 Broadway, New York City 36

New York

The story of the past week will appear on the Jack Parr show over NBC this week. Newell Erleman, Arras, director of program division, finally found a buyer for "Mr. Yapit." He won't tell who, yet.

Erol Garner, back in the United States after his European tour, got the opening of his new television show on CBS Sunday (26). He appeared at a Muzak show at the Boston Symphony Hall (31) at the University of Massachusetts. Garner is one of the many Muzak records' artists Bob Gibson, continues with his usual songs. Garner plans to show next week, and then heads for Chicago for his fiftieth appearance. The new Dixie label is owned by Leo Rogers and John Prank Chahsfield, partners, who opened at WATV, Newark, N. J. February 1, and Pierce Daily report that sales of the new label will be made to Mercury distributors throughout the country. Stiday will continue to specialize on country and western tunes.

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NOW—Gordon MacRae—Capitol 2664

"EVER SINCE I MET LUCY"

Nick Toddy—DOT 1545

Mark Stone—KAPP 200

BOURNE—ABC-MUSIC

135 West 52 St., New York 19

FRANK WOLTERS' "RHYTHM 700" in the Muzak's "GREAT儀RHYTHM HIT" Survey

"KATSUMI LOVE THEME"

Morton Gould RCA Victor Perry Field Columbia

FRANK CHAFFEED SONG

LOVE THEME FROM "THE CAPTIVATING"

"FREDDIE PARRISH TO ARMS"

D. David Fischer Columbia Records

Band TV Show Student Host

HOLLYWOOD—The new Stan Kenton television show, beamed from the band leader's Residencial Ballroom in Los Angeles, is being syndicated to the bodies of Southern California college stations and universities.

Show premiered via KTTV last week, with students and faculty members of the University of Southern California in attendance. NBC's "MINI-

ENTS" is also airing Kenton's "CONCERTS ON THE PACIFIC" on Sunday afternoon. Latest devoted mainly to experiments in recording and special presentations of Kenton arrangements.

Addison to Bow 43 Harm, LP's

TORONTO—Addison will release 43 LP's of the Harmony label, the low price Columbia reissue in Canada. The Canadian distri- butors for Columbia.

The records will retail for $2.98, a dollar more than in the U. S. Emphasis in the sales of this label will be on all stores and racks and as well as the regular outlets.

The campaign for the sale of the records will be backed by a series of advertisements in newspapers in conjunction with the releases.

The distributors report consider- able back orders of the records even before their release.

FROM SWEDEN

"OMA, OHM" on CAPITOL Gene Winowski on DANA

MILLS MUSIC, INC.

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MILLS MUSIC, INC.
LEARNING is Xavier Cugat’s new single which he will introduce on the Patti Page Show on January 29. Vocal by Bob Carroll. Flip is DENGUZOA which comes from his new album “Cugat Cavalcade.” 4-41109

BREAD, LOVE AND CHA CHA CHA is Cugat’s current best-selling album. Includes: Frenesi - Suavetio - Very, Very Satisfied - Whatever Lola Wants - Penthouse Mambo - La Paloma - Maria la O - Coco seco - The Banana Boat Song - Mi musica es para ti - April in Portugal. CL 1016

CUGAT CAVALCADE, Cugat’s newest album will be released the first week in March. It includes such greats as: Brazil - Besame mucho - What a Difference a Day Made - My Shawl - La Cumarsita - Tico-Tico - Orchids in the Moonlight - Yours - Miami Beach Rhumba - Jalouse - Guitarra Romana - Denguza. CL 1094
The Freedman "Stereo Center" fixture offers a ready solution to the problem of demonstrating tape tapes effectively. It serves two purposes: to demonstrate stereo tape-to-tape machines and to provide a flexible selling service of tapes. The firm set out to make a unit that would be attractive, compact and able to function as a complete unit. It should also be equally attractive to the tape neophyte and the hi-fi enthusiast as well.

In designing the unit, the firm was conscious of the fact that women customers in particular need to be educated toward tape-to-tape machines. The Freedman "Stereo Center" was designed to serve two purposes: to demonstrate stereo tape-to-tape machines and to provide a flexible selling service of tapes. The firm set out to make a unit that would be attractive, compact and able to function as a complete unit. It should also be equally attractive to the tape neophyte and the hi-fi enthusiast as well.

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Here's the automatic portable that everybody wants! V-M 'Super-Fidels' plays all four speeds—all record sizes. Siesta-Matic means the utmost in convenience ... automatically shuts off everything after last record plays and protects the high-fidelity changer. Beautiful in reddish-buff and white leatherette.

JUST ONE OF THE PACKED-WITH-PROFIT PRODUCTS OF V-M!

SELL ONE — SELL ALL — SELL UP AND PROFIT WITH V-M!

CALL YOUR V-M DISTRIBUTOR TODAY!
Book Gives Hints To Hi-Fi Buyer

A science hobbyist magazine offered its readers hints on buying packaged high fidelity units in a recent issue. Dealers might expect that some of the magazine's readers will follow the magazine's advice.

The book, Popular Science Monthly, makes the easy-to-accept claim that quality is proportionate to price where packaged hi-fi sets are concerned. They also claim that packaged hi-fi represents a series of compromises. For example, they state, a really top grade speaker system requires too large a cabinet to fit into a hi-fi set.

Here are some of the buying hints the publication offered its readers:

Make sure that the cabinet is solidly constructed. Speaker performance is improved by every additional eighth-inch of panel thickness.

Try to find out who made the component parts. Many sets have components with familiar brand names.

Turn on the set, let it warm up and turn the volume on full before putting a record on. If there is a local hum, the set is defective and not high fidelity.

Don't put the record on until you have turned the pickup arm back and forth thru the full arc. The hum should remain low for every position of the arm.

After putting the record on, listen for rumble in the grooves before the music starts. There should be no rumble.

Play a record with slow piano

Capitol Offers Classics Display

If you're a typical dealer, you're not selling as many classical disks as you would like. Capitol, among the other major firms, realizes this and offers aid via a new "FDS Floor Merchandiser." Waist-high on the display is a table area with a complete catalog. The catalog lists albums both by artist name and by type of music. The catalog will sell only Capitol classics since the pages are locked to the binder. A lock and key are provided with each unit. The "FDS Release" browser card for each month will be punched for easy insertion into the binder.

The display is easy to assemble. Only four screws are needed to set it up. Two small pockets on each side of the catalog hold classical supplements. The header board features the FDS symbol which Capitol is proud to have.

RCA Victor announces a dramatic new concept in high fidelity merchandising

THE "ADD-ON" HOME

Matching High Fidelity and TV can be arranged countless ways. Record Player (HFP) $109.95 - Auxiliary Speaker (HFA) $69.95 - Record Cabinet (HFR) $28.95 - TV (R2620) $469.95 - Choice of Stands (STD, STD3) $17.95 and $24.95.

How're you going to keep them out of your store — once this news gets out!

Here is matched high fidelity and TV at prices that offer unheard of values. And the pieces can be bought in countless combinations and arranged the way your customers want!

The whole Home Entertainment Center includes: 4-speed High Fidelity "Victrola," auxiliary high fidelity speaker, roomy record storage cabinet, plus a choice of gold complementary benches. And an RCA Victor TV with 262 sq. in. viewable area can even be added to complete a versatile home entertainment center.
FRONTIER DAYS

Corralin' Sales
Wild West Style

By BOB LATIMER

DENVER — Want to triple the sale of Western records in a single week? Then, stage a "Frontier Days" all your own, advises Paul Marsolek, owner of Marsolek's big record dealership in East Denver here.

Each fall for the past five years, Marsolek's has put on a "Frontier Days" stunt which is a real eye-opener. During the week, his eight employees, men and women alike, report for duty in Western costumes, including leather skirts, chaps, blue jeans, cowboy boots, vests, and 10-gallon hats. Across the store front goes a series of split logs, spaced between the windows to give a "rustic saloon" appearance.

During the entire week, loud speakers over the store entrance play nothing but Western music, alternating favorite ballads with newsmen on the Country-Western Hit Parade.

In the window is a "corral" which features a roundup of Western music, showing a dozen record selections penned in with rustic fence, constructed of pine boughs. Last year, Mrs. Marsolek baked a 2x1x1 foot cake, which was likewise given a corral treatment with a miniature rail fence around the top, in which plastic horses, cows, and cowboys were cavorting.

Timing the promotion to coincide with the famous Frontier Days rodeo roundup in nearby Cheyenne, Wyo., the Denver record dealer uses daily display-type newspaper ads to announce his own Frontier Days, offers a variety of specials on records, players, pre-recorded tape, and other items to insure traffic. Merely the twang of Western music thru the day on heavily traveled East Colfax Avenue is enough to create attention.

Benefits Are Large

Net results, following the end of the week, invariably show total volume up by 300 per cent or more, with the majority of the extra sales in Western singles and albums. From time to time, Marsolek's has planned to present a hillbilly favorite singer, broadcasting live from the store, but this hasn't worked out as yet, inasmuch as there is heavy competition during Frontier Days for such services.

Oddly enough, the Colorado record dealer has made some of his most profitable big-ticket sales of players, combinations, television sets, tape recorders and the like during this week, even tho no merchandising emphasis has been placed upon them. "Traffic is the only answer," Marsolek summed up.

The combination shown above is nationally advertised at only $501.75. Countless other combinations can be sold, starting from $169.95. All pieces (except stands) are available in ebony; mahogany, oak, and walnut-grained finish.

Combination sales offer plenty of opportunities for extra profit. And remember, this exciting promotion will permit you to advertise high fidelity... display high fidelity... and sell up to big-ticket high fidelity merchandise.

Plan to have your RCA Victor "Add-on" Home Entertainment Center merchandise on display when national advertising breaks in the February issue of Better Homes & Gardens, and on the Perry Como Show (NBC coast to coast) Feb. 8th. Your RCA Victor distributor is ready to help you. Call or wire him today!
Our Readers Write Us—Continued from page 20

what they should be clased with.

“We push our records. We talk up our line—and, bang—who sells them on our hard work. I guess doctors are the only ones who haven’t tried to horn in on everything.

“If we just to have a record shop, let’s have one—not a one-stop joint. I wonder what side-line we could put in.”

Don Marshall (Marshall’s Rec-

cord Center, Bayonne, N. J.) writes: "The holidays are gone and there’s time for expressing thanks—if belatedly—to those nice people who have helped make this past Christmas the most out-

standing for us.

“Tops on our list of people to whom my wife and I wish to express gratitude for their help is The Billboard."

Two-Channel Sales Aid

Continued from page 20

users which were designed for 45 r.p.m. albums but are just as effective with tape boxes.

Freedman makes the suggestion to manufacturers of recorded tape—and the point is well made—that they should point the album ident-

ification on the edge of the tape boxes so that when the box is in the browser the printed matter faces up. It makes browsing and selecting a lot easier for the cus-

omer. The boxes of 45 r.p.m. al-

bums were printed in the wrong manner several years ago. But the manufacturers soon came to realize that the other method had important advantages.

It will be noted from the illus-

trations here that the speakers boxes on the metal arms are full-

swiveling. To the beginning cus-

omer, the advantages of stereo can be emphasized by letting them listen to just one of the speakers. This is done by turning the balance control to one side. They will then be able to listen just

one of the sound tracks with one of the speakers operative. The clerk can then say, “Now, hear is stereo,” and turn on the other speaker.

With the proper set-up for stereo tape demonstration and self-service, record dealers should have no problem in developing the mass market for stereophonic systems. There should be no diffi-

cultly in convincing the ladies that loading a tape player takes no effort, and that the life of tape is practically unlimited.

The fact that the unit also lends itself to demonstration of stereo disks with the simple replacement of the tape player by a stereo disk player will not be lost on dealers who have been anticipating the introduction of the stereo disk.
**It's easier to spread the word today!**

You don't have to depend on Paul Revere's method to tell your customers and prospective customers what's new in phonograph albums...

---

**AUDITION**

does the job for you with its reviews of top albums, its listings of new releases, its informative articles and its eye-appealing, sales-stimulating full color.

Let **AUDITION** spread the word for you. Let it tell about the new albums you've got in your store. Let it stimulate those extra impulse sales for you.

**AUDITION** is surprisingly low in cost, yet does a tremendously effective job in increasing sales and profits.

For instance, you can buy 100 copies for only $7.50, a mere 7½¢ each. With a 15¢ price, your profit begins when you sell **AUDITION**. And your profit continues as **AUDITION** itself sells the reader right in his home as he reads its colorful and informative pages.

Over 1,100 alert record dealers are now using over 50,000 copies of **AUDITION** each month.

Start using this effective sales-stimulator now for your store.

---

**AUDITION**
2160 Patterson St.
Cincinnati 22, Ohio

**I want to make sure I receive copies of Audition every month. Please enter my order for:**

<table>
<thead>
<tr>
<th>NUMBER OF COPIES</th>
<th>MY COST (at 15¢ cover price)</th>
<th>MY PROFIT</th>
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<tr>
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<td>$3.60</td>
<td>$2.40</td>
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<tr>
<td>80</td>
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<tr>
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<td>$7.50</td>
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</table>

Over 100

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Copies @7.5¢ each... 7.5¢ on ea.

(email your order)
### THE BILLBOARD'S WEEKLY Packaged Records Buying Guide

### Best Selling POP LP's

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Week 1</th>
<th>Week 2</th>
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<tbody>
<tr>
<td>1</td>
<td>WARM</td>
<td>Johnny Mathis</td>
<td>Columbia CL 1075</td>
<td>5</td>
<td>81</td>
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<tr>
<td>2</td>
<td>'S MARVELOUS</td>
<td>Ray Conniff</td>
<td>Columbia CL 1074</td>
<td>12</td>
<td>1</td>
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<tr>
<td>3</td>
<td>The Pajama Game</td>
<td>Ray Anthony</td>
<td>Roulette EPR 99</td>
<td>11</td>
<td>15</td>
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<td>4</td>
<td>Annie Get Your Gun</td>
<td>Ray McKinley</td>
<td>Imperial IMP 9048</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>Pardon My Bloopers, Vol. 6</td>
<td>Pat Boone</td>
<td>Dot DLP 3072</td>
<td>15</td>
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<td>The Roaring Twenties</td>
<td>Mantovani</td>
<td>London LL 1700</td>
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<tr>
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<td>April Love</td>
<td>Johnny Mathis</td>
<td>Columbia CL 1075</td>
<td>11</td>
<td>15</td>
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<tr>
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<td>6</td>
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<td>9</td>
<td>The Eddy Duchin Story</td>
<td>Harry Belafonte</td>
<td>RCA Victor LPM 1505</td>
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<td>57</td>
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<tr>
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<td>Belafonte Sings of the Caribbean</td>
<td>Harry Belafonte</td>
<td>RCA Victor LPM 1505</td>
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<td>Film Encores</td>
<td>Mantovani</td>
<td>London LL 1700</td>
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<td>Week</td>
<td>Packaged Records Buying Guide</td>
<td></td>
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</tr>
</tbody>
</table>

#### Album Cover of the Week

- **JIMMY GIUFFRE AND HIS MUSIC MEN PLAY**
  - **THE MUSIC MAN** (1 - 12") **- Atlantic 1276**
  - **JIMMY GIUFFRE AND HIS MUSIC MEN PLAY**
  - **THE MUSIC MAN** (1 - 12") **- Atlantic 1276**

#### Special Merit Jazz Albums

- **BLUE TRAIN** (1 - 12") **- John Coltrane, Tenor Sax**
  - **Blue Train** (1 - 12") **- John Coltrane, Tenor Sax**
  - **Blue Train** (1 - 12") **- John Coltrane, Tenor Sax**

- **YOUNG IDEAS** (1 - 12") **- Ray Anthony**
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#### Jazz Album

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  - **JIMMY GIUFFRE AND HIS MUSIC MEN PLAY**
  - **THE MUSIC MAN** (1 - 12") **- Atlantic 1276**

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### For Survey Week Ending January 18

#### Most Played by Jockeys

- **1. WARM** | Johnny Mathis | Columbia CL 1075
- **2. 'S MARVELOUS** | Ray Anthony | Imperial IMP 9048
- **3. JUST ONE OF THOSE THINGS** | Nat King Cole | Capitol W 903
- **4. LESTER LANIN AT THE TATFANY BALL** | Lester Lanin | Epic LN 3010
- **5. YOUNG IDEAS** | Ray Anthony | Capitol W 855
- **6. PAL JOEY** | Sound Track | Capitol W 912
- **7. NEW GLENN MILLER ORCHESTRA** | Ray McKinley | Victor VM 1522
- **8. WHERE ARE YOU?** | Pat Boone | 50 Days on Top

#### Sound

- **DELIRIUM IN HI-FI** (1 - 12") **- Elsa Popping and Her Frield Band**
  - **DELIRIUM IN HI-FI** (1 - 12") **- Elsa Popping and Her Frield Band**
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### Advertising

- **GAITSE PARISIENNE**, Capitol P2415
- **HARVEST OF THE HEART**, Capitol PAO 8405
- **INSIDE THE -HAT**, Capitol SM 803
- **JIMMY GIUFFRE AND HIS MUSIC MEN PLAY**
  - **THE MUSIC MAN** (1 - 12") **- Atlantic 1276**
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### Review Spotlight on...

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. The above Spotlight Opinion of The Billboard staff, merit prime consideration from dealers.
...except February
which has

21

GREAT NEW POP ALBUMS
FROM RCA VICTOR!
ANDY WILLIAMS, CEP 103, $1.29. Canadian Sunset, Butterfly, Baby Doll, On Top, I Have Dreamed, Hello Young Lovers. This Nearly Was Mine, We Kiss In A Shadow, Bali Kind Of Love, Butterfly, Walk Hand In Hand, High Upon A Mountain, Lips

ANDY WILLIAMS, CLP 8002, $3.98. Canadian Sunset, Baby Doll, I Like

COME ARCHIE DIDN'T PUT YOU ON

28

HS WEST 57th STREET

4

A.IiMV WILLIAMS UNGS STEW,. ALLOI

JAMAICAN DRUMS (1-12")-Royal Steel Band

Continued from page 28

Epic LN 3440

With the Ray Charles Choir i1-12”

Blue Stars of France (1-12”)

M -G -M E 3606

(1-12”)

Michel Legrand Ork (1-12”)

days, may take to this.

Adults, who remember the big band

Ridge Drive” and “Mood Indigo.”

pop and jazz

with
time, presented in a pop -jazz manner

their liking.

Choir. The set can cop buys In both

some of the greatest jazz tunes of all

and jocks may well give it a play.

English readings. Good colorful cover

with a strong Gallic

of that

Here they take a crack at English

monies, with lyrics entirely in French.

Choice of tunes is excellent, including

“Three -

Austin

horn display reminiscent of Austin's

Gibbs. Wide appeal in both pop and

ful buy incentive. Some of the artists

efforts included adds up to a power-

list of talent with some of their best

performances.

This

of Kingston, Jamaica. Columbia WL 121

performances.

a collection of movie

trials. Instrumentalists are highly not-

able, and audience includes many

housing film sources made on

was—including choices from “Louers and Ladiarch,” French Cheesecake and “Lost Continent.” Excellent material for domestic rock sets.

TODAY IS BARGAIN DAY

(1-12”)

Mercury MG 30497

Set is composed of clips from pre-

viously released albums or singles by

artists who are or were at one time

Mercury artists, mostly a list of tunes with some of their best efforts

added up to a powerful but

familiar buffet. Some of the artists

are Sarah Vaughan, Guy Mitchell, Paul

 Peek, Ernest Carlton and Tenny O'hara. Wide appeal in both pop and

jazz markets.

EVERYTHING SHAKEN

(1-12”)

Mercury MG 22260

A package of jive rock and roll instru-

ments. All the tracks carry that con-

sensation rhythm and witness

horn display reminiscent of Atlantic's

“Jive With It.” Equals finds a lot of

Atlantic original material, a good

nose. This makes it a useful addition to

a rock set.

BARYSHNIKOV ON HI FI

Dick Hyman (1-12”)

MCA MG 4002

A charming package. Hyman’s tech-

nique is a step above the usual
tiny jazz Shakespearean. It is a package that offers a balanced and

varied program of music which offers

of soothing standards, suitable for ro-

tasteful

emphasis. The label’s

is

uninhibited

indicated by the title.

MERRY CHRISTMAS, EMILY

(1-12”)

Mercury MG 22364

A sweet, gently paced package of holiday material, suitable for ro-

mony. Gentle mood is carried by orchestral plays such as “Jingle Bells,” “Here Comes Santa Claus” and “Hark! The

Bringing of Christ.” A solid sales

is

to

can sell; tenor work by Clifford Scott. Tunes

supported In great style by alto and

baritone sax. Great swingy instrumentals, featuring Bos-

of

this

is

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typical of Broonzy—with songs introduced with

themes, range from the familiar stand-

arrangements.

The result is an album which cannot fail

to

Barbirolli’s

Barbirolli’s

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band, the set should find favor with all its

types, including themes from “Lovers

and Ladiarch,” “French Can-Can,” “I’ll Remember Moll,” “Ol’ Man River,” “Marche Militaire,” and “The Peanut

Vendor.” Excellent cover.

Bond Album

MARCH TIME (1-12”)—Eastman Symphonic Wind Ensemble (Fennell). Mercury MG 50170

An outstanding production of the label’s

Olympian Living Presence recording technique brilliantly captures the series of popular marches, handsomely performed by the East-

man group guide Frederick Fennell. Included are six by Edwin Franko Goldman and “Godspeed Norway,” March, from the “Victory at Sea”

score features several easy-going west-

tourist background. The boys do a superb job at the guitar and drums. Performances are typical of Brooky—gayth songs introduced with

brief comments on their origin, etc. This album is one of Columbia’s new “Adventures in Sound” series.

Spiritual Album

WINGS OVER JORDAN CHOIR (1-12”)—King 560

An authentic, moving performance of tradi-

tional spirituals by the veteran choir. Selections include “Wee You Three,” “I Will Trust in the Lord,” and the title theme. A solid sales

entry in the field. Well worth stocking.

• Review Spotlight on Albums...

music from the films . . . . . 79

Music of the Gold Rush (1-12”)

Columbia WL 117

Legato for a strong mood package in this collection of movie

themes. Instrumentalists are highly

impressive, and audience includes many

of
classic film scores made on

was—including choices from “Chromes and Ladiarch,” French Cheesecake and “Lost Continent.” Excellent material for domestic rock sets.

CANDLE GLOW BILL DOOGERT

(1-12”)

King 565

A collection of slow, doo-wop material. Instrumentalists by Dagrion on moog are supported in great style by alto and

tenor woodwinds by Clifford Scott. These

themes are “Yellow Color Know,” “Poor Butterfly,” etc. Cover not impressive but at a slow mood or strip set this can stick. Italians may find this very

suitable for in-home rock sets.

BILLY'S BEST BILLY ECKSTINE

(1-12”)

Mercury MG 22033

Eckstine is in fine voice on this album—capturing a technique and

quality which will appeal to connoci-

aturs.

This LP is arranged by talented arrangers of��

of standards, as “Brooky’s Great Alto sax solo Work, with

swingy instrumentals, featuring Bos-

 this LP, which spotlights lilting waltz

simplicity of his keyboard artistry on

of how he can handle chord changes. Tunes run the

typical of Broonzy—with songs introduced with

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WINGS OVER JORDAN CHOIR (1-12”)—King 560

An authentic, moving performance of tradi-

tional spirituals by the veteran choir. Selections include “Wee You Three,” “I Will Trust in the Lord,” and the title theme. A solid sales

entry in the field. Well worth stocking.

• Reviews and Ratings of New Popular Albums...

“SO IF YOU’RE ANDY WILLIAMS, HOW

COME ARCHIE DIDN’T PUT YOU ON

A CADENE LP?” The kid may be kidding,

but Andy Williams means business (for you).

His Cadence LPs are full of all the rockin’ stuff—all the mild and mellow fluff—

that makes him famous. Here they are:

ANDY WILLIAMS, CLP 3002, $3.98. Canadian Sunset, Baby Dell, I Like Your Kind Of Love, Butterfly, Walk Hand In Hand, High Upon A Mountain, Lone Groovin’, Miss Bailey can appeal to the “inti-

istic” ilk.

ANDY WILLIAMS SINGS RODGERS & HAMMERSTEIN, CLP 3038, $3.98. Some Enchanted Evening, People Will Say We’re In Love, If I Loved You, Youdagood Than Springtime, Getting To Know You, I Whistle A Happy Tune, This Year Was Made For Love, I Kiss In A Shadow, Bully Hid, Symphony With The Fringe On Top, I Have Dreamed, While Young Lovers.

ANDY WILLIAMS SINGS STEVE ALLEN, CLP 1012, $3.98.

ANDY WILLIAMS, CEP 105, $1.29. Canadian Sunset, Butterfly, Baby Dell, I Like Your Kind Of Love.
THE BEST OF HOLLYWOOD IS ON RCA VICTOR RECORDS

Exclusive Original Sound Track Recording


They mean big, big sales for you. Order "Raintree County" and the five other great new movie sound track albums from your RCA Victor distributor today.
THE BEST OF HOLLYWOOD IS ON RCA VICTOR RECORDS

AN ORIGINAL SOUNDTRACK RECORDING

EXCLUSIVE ORIGINAL SOUND TRACK RECORDING

MGM presents MARIO LANZA in SEVEN HILLS OF ROME

It's Movie Festival time at RCA Victor, and we're spreading the word with—

Network TV commercials
Radio commercials
Big ads in leading national magazines, including:
New Yorker, Saturday Review, Holiday and Esquire
Powerful point-of-sale four-color counter window display
Colorful ad mats
Special tie-ins with thousands of disc jockeys

Order "Seven Hills of Rome" and the five other great new movie sound track albums from your RCA Victor retailer today.

THE SOUNDS OF SPAIN

Columbia WL 102

Joaquin Sabina and the Guitarristas de Navarra present Spain's unique music through a series of engaging recordings. It's like taking a trip through a country of romance and adventure. This new series includes popular Spanish songs, Clarinets, Guitars, and Mandolins.

THE SOUNDS OF CARIBBEAN

Columbia WL 110

This series celebrates the music of the Caribbean with recordings by Arturo Galles, the famous Cuban singer, and his orchestra. Highlights include "Caribbean Melody," "Salsa," and "Cuban Rumba." The music is a symphony of rhythms and harmonies.

THE SOUNDS OF SOUTH AMERICA

Columbia WL 113

This series captures the rich and diverse cultures of South America, from the Andes to the Amazon. You'll hear everything from Guarani to Quechua. Prepare for an adventure in music!

THE SOUNDS OF SPAIN

Columbia WL 114

This series features the music of Spain from the Renaissance to the 20th century. You'll hear everything from flamenco to zarzuela. It's a journey through time and place.

THE SOUNDS OF THE WORLD

Columbia WL 115

This series brings together music from all over the world, from Asia to Africa. You'll hear everything from koto to sitar. It's a true world music adventure.

THE SOUNDS OF ENGLAND

Columbia WL 116

This series captures the music of England from its early days to the present. You'll hear everything from medieval songs to modern rock. It's a journey through time and place.

THE SOUNDS OF JAPAN

Columbia WL 117

This series features the music of Japan, from traditional koto and shamisen to modern jazz. It's a journey through the rich tapestry of Japanese culture.

THE SOUNDS OF ITALY

Columbia WL 118

This series captures the music of Italy, from the Neapolitan choral music of the 18th century to the modern pop music of today. It's a journey through the rich tapestry of Italian culture.

THE SOUNDS OF GREECE

Columbia WL 119

This series features the music of Greece, from traditional bouzouki to modern pop. It's a journey through the rich tapestry of Greek culture.

THE SOUNDS OF FRANCE

Columbia WL 120

This series captures the music of France, from the baroque to the modern day. You'll hear everything from Gregorian chant to modern jazz. It's a journey through the rich tapestry of French culture.

THE SOUNDS OF RUSSIA

Columbia WL 121

This series features the music of Russia, from the czarist era to the modern day. You'll hear everything from Balalaika to modern rock. It's a journey through the rich tapestry of Russian culture.

THE SOUNDS OF CHINA

Columbia WL 122

This series captures the music of China, from the ancient erhu to the modern day. You'll hear everything from classical to rock. It's a journey through the rich tapestry of Chinese culture.

THE SOUNDS OF AFRICA

Columbia WL 123

This series features the music of Africa, from the Tuareg to the Zulu. You'll hear everything from the Balafon to the guitar. It's a journey through the rich tapestry of African culture.

THE SOUNDS OF SOUTH ASIA

Columbia WL 124

This series captures the music of South Asia, from the Hindustani to the Carnatic. You'll hear everything from the sitar to the tabla. It's a journey through the rich tapestry of South Asian culture.

THE SOUNDS OF NORTH AMERICA

Columbia WL 125

This series features the music of North America, from the Native American to the modern day. You'll hear everything from the drum to the guitar. It's a journey through the rich tapestry of North American culture.

THE SOUNDS OF LATIN AMERICA

Columbia WL 126

This series captures the music of Latin America, from the mariachi to the salsa. You'll hear everything from the accordion to the timbal. It's a journey through the rich tapestry of Latin American culture.

THE SOUNDS OF THE MIDDLE EAST

Columbia WL 127

This series features the music of the Middle East, from the oud to the tarab. You'll hear everything from the Persian to the Egyptian. It's a journey through the rich tapestry of Middle Eastern culture.

THE SOUNDS OF THE NORTHERN HEMISPHERE

Columbia WL 128

This series captures the music of the Northern Hemisphere, from the Celtic to the Irish. You'll hear everything from the harp to the mandolin. It's a journey through the rich tapestry of Northern Hemisphere culture.

THE SOUNDS OF THE SOUTHERN HEMISPHERE

Columbia WL 129

This series features the music of the Southern Hemisphere, from the tango to the Brazilian samba. You'll hear everything from the piano to the guitar. It's a journey through the rich tapestry of Southern Hemisphere culture.

THE SOUNDS OF JAPAN

Columbia WL 130

This series features the music of Japan, from the ancient erhu to the modern day. You'll hear everything from the koto to the shamisen. It's a journey through the rich tapestry of Japanese culture.

THE SOUNDS OF FRANCE

Columbia WL 131

This series captures the music of France, from the baroque to the modern day. You'll hear everything from the harp to the guitar. It's a journey through the rich tapestry of French culture.

THE SOUNDS OF RUSSIA

Columbia WL 132

This series features the music of Russia, from the czarist era to the modern day. You'll hear everything from the balalaika to the violin. It's a journey through the rich tapestry of Russian culture.

THE SOUNDS OF CHINA

Columbia WL 133

This series captures the music of China, from the ancient erhu to the modern day. You'll hear everything from the erhu to the guitar. It's a journey through the rich tapestry of Chinese culture.

THE SOUNDS OF SOUTH ASIA

Columbia WL 134

This series features the music of South Asia, from the Hindustani to the Carnatic. You'll hear everything from the sitar to the tabla. It's a journey through the rich tapestry of South Asian culture.

THE SOUNDS OF NORTH AMERICA

Columbia WL 135

This series captures the music of North America, from the Native American to the modern day. You'll hear everything from the drum to the guitar. It's a journey through the rich tapestry of North American culture.

THE SOUNDS OF LATIN AMERICA

Columbia WL 136

This series features the music of Latin America, from the mariachi to the salsa. You'll hear everything from the accordion to the timbal. It's a journey through the rich tapestry of Latin American culture.

THE SOUNDS OF THE MIDDLE EAST

Columbia WL 137

This series captures the music of the Middle East, from the oud to the tarab. You'll hear everything from the Persian to the Egyptian. It's a journey through the rich tapestry of Middle Eastern culture.

THE SOUNDS OF THE NORTHERN HEMISPHERE

Columbia WL 138

This series features the music of the Northern Hemisphere, from the Celtic to the Irish. You'll hear everything from the harp to the mandolin. It's a journey through the rich tapestry of Northern Hemisphere culture.

THE SOUNDS OF THE SOUTHERN HEMISPHERE

Columbia WL 139

This series captures the music of the Southern Hemisphere, from the tango to the Brazilian samba. You'll hear everything from the piano to the guitar. It's a journey through the rich tapestry of Southern Hemisphere culture.
**Music Reviews**

### Low-Priced Jazz Albums

1. **OUT ON A LIMP**
   - *Post flagship (1-12")*
   - Mercury MG 4041
   - An album sporting a large head of notes interpreted vivaciously. Rondo compositions and instrumentations that read more than one part. The structures are full of notes and the cat is well played. M. P. has the correct notes and the cat is well played. M. P. has the correct notes and the cat is well played. M. P. has the correct notes and the cat is well played. M. P. has the correct notes and the cat is well played. M. P. has the correct

2. **THE COOKER**
   - *Hodge Podge Quartet (1-12")*
   - Blue Note 174
   - A lively and well-paced album. The rhythms are fast and the whole band is well coordinated. The driving force of the band is well expressed in the music. A well-organized album.

3. **BONE & BABY**
   - *C. F. Fuller, Tenor; J. H. Brown, "Brownie" (1-12")*
   - Blue Note 175
   - A well-organized album. The music is well paced and the band is well coordinated. The driving force of the band is well expressed in the music. A well-organized album.

4. **BIG BEAT ON THE ORGAN**
   - *E. T. Thompson, Organ (1-12")*
   - Mercury MG 4045
   - The album features well-organized and well-paced organ performances. The rhythmic elements are well expressed in the music. A well-organized album.

### Folk Music

5. **RICHARD OVERBAYEN**
   - *No. 4 (1-12")*
   - English Folkways 121
   - The album features well-organized and well-paced folk music. The rhythms are fast and the whole band is well coordinated. The driving force of the band is well expressed in the music. A well-organized album.

### Greek Music

6. **NOSTALGIC GREEK SONGS & DANCES**
   - *Ariostophon LGR 502*
   - A well-organized album. The music is well paced and the band is well coordinated. The driving force of the band is well expressed in the music. A well-organized album.

### Reviews and Ratings of New Classical Albums

### PERFESSIONAL HOMICIDE (1-12")
   - *H. Beach, Ocean (1-12")*
   - Mercury MG 50141
   - The album features well-organized and well-paced classical performances. The rhythmic elements are well expressed in the music. A well-organized album.

### THE BEST OF HOLLYWOOD IS ON RCA VICTOR RECORDS

**Exclusive Original Sound Track Recording**

Help yourself to extra profits in RCA Victor's exciting Movie Festival — great merchandise plus all-out promotional support!

Be sure to stock and display BIG in order to cash in on extra sales. Order "Peyton Place" and the five other great new movie sound-track albums from your RCA Victor distributor today.
THE BEST OF HOLLYWOOD IS ON RCA VICTOR RECORDS

AN ORIGINAL SOUND TRACK ALBUM

AN OTTO PREMINGER PRODUCTION

Music by GEORGES AURIC

BONJOUR TRISTESSE

Exclusive Original Sound Track Recording

Movies are better than ever... and so are your record sales, with RCA Victor's gala festival of six original sound track albums - "Bonjour Tristesse," "Raintree County," "Seven Hills of Rome," "Peyton Place," "Sayonara," and "The Helen Morgan Story."

Order "Bonjour Tristesse" and the five other great new movie sound track albums from your RCA Victor distributor today.

Hill to Hear Anti-ASCAP Beef

• Continued from page 14

to permit the agency "to take appropriate corrective action.

Complaints to Roosevelt have alleged that a "small clique composed primarily of representatives of the large publishing house, has gained control of ASCAP, and is using that control for their own benefit, to the detriment of hundreds of other ASCAP members."

Roosevelt announced. The same group is alleged to be "moving to self-perpetuate itself in power."

ASCAP "Valuable"

The subcommittee chairman says it is generally recognized that ASCAP is a "valuable and necessary organization, vital to the successful operation of publishers and composers of music in this country."

Reports reaching the congressmen, however, assert that the small business members of the industry cannot remain in business "if the ruling clique continues to apply policies described as being highly prejudicial to the small-business members."

Roosevelt says the purpose of the hearings will be to obtain "accurate and factual information respecting the problems of the small-business members of this industry." The information will permit the subcommittee to determine "whether these smaller publishers and composers are being compelled to operate under conditions likely to cause their ultimate destruction."

There are indications that unless existing or new legislation can be used to stop these alleged practices, hundreds of small-business members of this industry will be destroyed," Roosevelt notes.

Backgrounding the problem are Court Decrees of 1941 and 1950 which, Justice obtained against ASCAP, which were "intended to correct certain conditions found to exist in the industry at that time."

Since then, smaller computer and publishers have told Roosevelt that new complaints and threats have arisen, of "such character as to require attention" by the Small Business Subcommittee.

Roosevelt will invite the Hon. Victor H. Hansen, Assistant District Attorney General of the Antitrust Division, along with ASCAP officials and other interested parties to appear at the hearings.

Canadian C&W

• Continued from page 14

history, five years on the air, while "Country Hoedowns" is a full and half old.

"Country Hoedowns" performers who are reaching audiences via recordings are Tommy Hunter and King Canady, who both record for RCA Victor, and the Hames Sisters, who are featured on the Glory label.

Cliff Mackay and the whole "Holiday Ranch" gang are heard along with their own "Holiday Ranch" label. Both singer Anne Cable and guitarist Al Harris have made recordings under their own names.

"Country Hoedown" players 1,600 letters a week for the cast, with the lion's share going to singer Hunter and another 400 directed to producer Casey. Hall of Casey's farm was a lonely one, where the lead was dead, "occupying my attention for one day and one night."

"Holiday Ranch" receives 300 letters a week with 150 for leader Cliff Mackay. Estimates survey each of the shows have audiences of nearly 2,500,000.

"Holiday Ranch" suffers from the opposition of "Main Street Jam- boree," another western music show, out of CHICHTV, Hamilton. This station carried the program and to attract a good audience to the CBC network for this show.

Producer Bob Jarvis says "Holiday Ranch" is on the air, keeping straight line formula, dependable "safe programming," and getting away from anything with effect.

Producer Casey is short of country music material. He says he prefers using music already published, but is not one to hide his light under a bushel and thus avoiding any difficulties with copyright.

"As long as our players have a simple melodic line and strong beat, our viewers will find it attractive and exciting," says Casey.

Casey used guest stars from Nashville, Tenn., to help his show along.

• Reviews and Ratings of New Classical Albums

• Continued from page 31

are made to order for hi-fi editions. Detailed credits with style.
632,000
SHIPPED IN
10 DAYS

Jimmy Rodgers

“OH-OH, I’M FALLING IN LOVE AGAIN”

“THE LONG HOT SUMMER”

a sound bet
buy

R-4045

R*ULETTE
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.

RECENT POP RELEASES COMING UP STRONG

JANUARY 18, 1958

FOR SURVEY WEEK ENDING JANUARY 18, 1958

SHOULD WE TELL HIM (Acuff-Rose, BMI)–Everly Brothers–Columbia 10778–Looks like another top-sided hit for the duo. Both sides are strong in all marts. A previous Billboard Spotlight pick.

SHORT SHORTS (Adams, BMI)–The Royal Teens–ABC-Paramount 9990–This is a big one. All reports state that sales are heavy. Flip is "Planet Rock" (Brunswick, BMI). A previous Billboard Spotlight pick.

TWENTY-SIX MILES (Beechwood, BMI)–The Four Preps–Capitol 3852–Heavyest action for the side is on the West Coast, but it's also beginning to register strongly elsewhere. Flip is "It's You" (Brunswick, BMI).

THIS WEEK'S BESTS

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.

THIS LITTLE GIRL OF MINE (Progressive, BMI)

SHOULD WE TELL HIM (Acuff-Rose, BMI)–Everly Brothers–Columbia 10778–Looks like another top-sided hit for the duo. Both sides are strong in all marts. A previous Billboard Spotlight pick.

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Tommy Frederick and the Hi-Notes

"Prince of Players." A hot new release by the new Carlton Record Corporation whose president, Joe Carlton, produced 18 gold* records as top A & R man for major record labels.

* PERRY COMO: ROUND AND ROUND; POPPA LOVES MAMBO; HOT DIGGETY; WANTED; EDDIE FISHER: O MY PAPA; I NEED YOU NOW
AMES BROTHERS: THE NAUGHTY LADY OF SHADY LANE; PATTI PAGE: TENNESSEE WALTZ; I WENT TO YOUR WEDDING;
DOGGIE IN THE WINDOW; MR. AND MISSISSIPPI; WOULD I LOVE YOU; HUGO WINTERHALTER: CANADIAN SUNSET;
GEORGIA GIBBS: KISS OF FIRE; SEVEN LONELY DAYS; RICHARD HAYMAN: RUBY; HARRY BELAFONTE: BANANA BOAT;
KAY STARR: ROCK AND ROLL WALTZ

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151 W 67 ST., N. Y. 19, N. Y. TEL: CI 5-1240
In 1957 The Billboard's Tape Quarterlies brought
market reports and surveys
tape manufacturer directories
and many more vital features prepared and written to inform,
instruct and illustrate this new, fast-moving medium of
recording and reproduction.

NOW FOR 1958...
another vital
tape issue

THE FIRST
TAPE QUARTERLY
Dated Feb. 17

containing:

EQUIPMENT DIRECTORY
A rundown on what equipment is on the market
(profusely illustrated)
Who makes it? What does it cost?
What will it do (special features)?

HOW TO SELL EQUIPMENT
In theory
In actual practices used by dealers

TRENDS IN TAPE
What’s New?
What’s Upcoming?

Most Played
by Jockeys

FOR SURVEY WEEK ENDING JANUARY 11

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<td>24. LA DEE DAH (BMI)—Billy and Lillie</td>
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<tr>
<td>25. THE STORY OF MY LIFE (ASCAP)—Marty Robbins</td>
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If you sell tape and equipment as a dealer, distributor or manufacturer, you
will not want to miss this issue.
If you are a manufacturer of tape, recorded tapes or tape equipment, the
editorial atmosphere of this issue will provide the ideal companionship
for your advertising message.

PREPARE YOUR STRONG SELLING ADVERTISEMENT NOW
Your nearest Billboard salesman is ready to help you.
Advertising deadline: February 11 • Issue Date: February 17

The Communications Center of the Music Industry
CINCINNATI 22, OHIO
2360 Patterson St.
Dunbar 1-6450

CHICAGO 1, ILL.
118 W. Randolph St.
Central 8-5138

NEW YORK 36, N. Y.
1544 Broadway
Plaza 2-2000

ST. LOUIS 1, MO.
812 Olive St.
Central 1-6412

HOLLYWOOD 28, CALIF.
1330 North Gower
Hollywood 5-6531

The Billboard
The Communications Center of the Music Industry

Most Played
by Jockeys

FOR SURVEY WEEK ENDING JANUARY 11

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<td>1</td>
</tr>
<tr>
<td>23. MARCH FROM THE RIVER KWAL AND &quot;COLONEL BOGEY&quot; (BMI)—Col 4560</td>
<td>23</td>
<td>6</td>
</tr>
<tr>
<td>24. LA DEE DAH (BMI)—Billy and Lillie</td>
<td>24</td>
<td>1</td>
</tr>
<tr>
<td>25. THE STORY OF MY LIFE (ASCAP)—Marty Robbins</td>
<td>8</td>
<td>8</td>
</tr>
</tbody>
</table>

If you sell tape and equipment as a dealer, distributor or manufacturer, you
will not want to miss this issue.
If you are a manufacturer of tape, recorded tapes or tape equipment, the
editorial atmosphere of this issue will provide the ideal companionship
for your advertising message.

PREPARE YOUR STRONG SELLING ADVERTISEMENT NOW
Your nearest Billboard salesman is ready to help you.
Advertising deadline: February 11 • Issue Date: February 17

The Communications Center of the Music Industry
CINCINNATI 22, OHIO
2360 Patterson St.
Dunbar 1-6450

CHICAGO 1, ILL.
118 W. Randolph St.
Central 8-5138

NEW YORK 36, N. Y.
1544 Broadway
Plaza 2-2000

ST. LOUIS 1, MO.
812 Olive St.
Central 1-6412

HOLLYWOOD 28, CALIF.
1330 North Gower
Hollywood 5-6531

The Billboard
The Communications Center of the Music Industry
From Dot

THE LOVE THEME FROM-

"A Farewell To Arms"

A David O. Selznick Cinemascope Production
Released thru 20th Century Fox

#15691

b/w

I GET
THAT FEELING

which gave you the hit recordings of last year's greatest motion picture themes, FRIENDLY PERSUASION and APRIL LOVE, comes the big new theme from this year's big new picture.
His 9th Million Seller Since

1. Ain't That A Shame - 15377
2. I'll Be Home - 15443
3. I Almost Lost My Mind - 15472
4. Friendly Persuasion - 15490

And

'IT'S TOO SOON TO KNOW'

Watch The PAT BOONE
"CHEVY SHOWCASE"
Every Thur. Nite ABC-TV
His 9th Million Seller Since

PAT

1. Ain't That A Shame
   15377

2. I'll Be Home-
   15443

3. I Almost Lost My Mind-
   15472

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Every Thur. Nite ABC TV
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I'll Be Home-
I Almost Lost My Mind--
Friendly Persuasion--

And

'I T S  T O O  S O O N  T O  K N O W'

Watch The PAT BOONE
"CHEVY SHOWCASE"
Every Thur. Nite ABC-TV
DOT HAS IT!

THE ORIGINAL MASTER
AS RECORDED BY THE COMPOSER

THE BIG GUITAR
Frank DeRosa and His D Men
DOT 15696

Just Out!

Jim Lowe
KEWPIE DOLL
THE LADY FROM JOHANNESBURG
DOT 15693

Debut on Dot!

Kay Cee Jones
JOHNNY, JOHNNY, JOHNNY
KINDA LIKE LOVE
DOT 15694

NEW!

Henry Wilson
MY STEADY GIRL  MIGHTY LOW
DOT 15692

The Cash Box
Disk of the Week

"BIG GUITAR" (2:28) [Times BMI—DeRosa, Germaine]
"IRISH ROCK" (2:31) [Times BMI—DeRosa, Germaine]
Frank DeRosa & D Men (Dot 15696)
DOT HAS IT!
THE ORIGINAL MASTER
AS RECORDED BY THE COMPOSER

THE BIG GUITAR
Frank DeRosa and His D Men
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DOT 15694

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Henry Wilson
MY STEADY GIRL | MIGHTY LOW
DOT 15692

The Cash Box
Disk of the Week
"BIG GUITAR" (2:28) [Tunes BMI—DeRosa, Greene]
"IRISH ROCK" (2:31) [Tunes BMI—DeRosa, Greene]
FRANK DE ROSA & D MEN (Dot 15696)
### Billboard Weekly Juke Box Programming Guide

**POPULAR RECORDS**

<table>
<thead>
<tr>
<th>New Hit</th>
<th>Old Hit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE TWELFTH OF NEVER</strong></td>
<td><strong>THE THIRD LAND OF BEAUTY</strong></td>
</tr>
<tr>
<td><strong>I HOPE YOU DON'T HOLD IT AGAIN</strong></td>
<td><strong>STANDING AT THE END OF MY WORLD</strong></td>
</tr>
<tr>
<td><strong>YOU WIN AGAIN</strong></td>
<td><strong>WHEN THE SWALLOWS COME BACK</strong></td>
</tr>
<tr>
<td><strong>THE STORY OF MY LIFE</strong></td>
<td><strong>TO CAPISTRANO</strong></td>
</tr>
</tbody>
</table>

**COUNTRY & WESTERN RECORDS**

<table>
<thead>
<tr>
<th>New Hit</th>
<th>Old Hit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE LONG HOT SUMMER</strong></td>
<td><strong>WHEN THE SWALLOWS COME BACK</strong></td>
</tr>
<tr>
<td><strong>I'LL COME RUNNING BACK TO YOU</strong></td>
<td><strong>WHEN THE SWALLOWS COME BACK</strong></td>
</tr>
</tbody>
</table>

**OPERATORS BEST BUYS**

<table>
<thead>
<tr>
<th>Best Buy</th>
<th>Best Buy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE ROYAL TENENBAUM</strong></td>
<td><strong>THE FABULOUS THOMAS DUMAS</strong></td>
</tr>
<tr>
<td><strong>THE STROLL</strong></td>
<td><strong>THE FABULOUS THOMAS DUMAS</strong></td>
</tr>
</tbody>
</table>

**BEST NEW RELEASES**

- Most likely to be future juke box hits.
- Records eliminated if duplicated in Pop List.
- Records are the same as those listed in Pop List.

---

**Note:** This chart is a snapshot of the Billboard's Juke Box Programming Guide published in January 1958. It contains information on popular and country & western records, new hits, old hits, and best buy operators. The guide also includes the ending survey week for March 18, 1958.
His 9th Million Seller Since

1. Ain't That A Shame
   15377

2. I'll Be Home
   15443

3. I Almost Lost My Mind
   15472

4. Friendly Persuasion
   15490

And

'IT'S TOO SOON TO KNOW'

Watch The PAT BOONE
“CHEVY SHOWCASE”
Every Thur. Nite ABC-TV
Coming To Dot In 1955!

BOONE

5. Don’t Forbid Me—15521
6. Love Letters In The Sand—15570
7. Remember You’re Mine—15602
8. April Love—15660

Now...

‘A WONDERFUL TIME UP THERE’

#15690
DOT HAS IT!
THE ORIGINAL MASTER
AS RECORDED BY THE COMPOSER

THE BIG GUITAR
Frank DeRosa and His D Men
DOT 15696

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Jim Lowe
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Debut on Dot!
Kay Cee Jones
JOHNNY, JOHNNY, JOHNNY
KINDA LIKE LOVE
DOT 15694

NEW!
Henry Wilson
MY STEADY GIRL
MIGHTY LOW
DOT 15692
<table>
<thead>
<tr>
<th>RHYTHM &amp; BLUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 (Week 1)</td>
</tr>
<tr>
<td>#1 (Week 2)</td>
</tr>
<tr>
<td>#1 (Week 3)</td>
</tr>
<tr>
<td>#1 (Week 4)</td>
</tr>
</tbody>
</table>

**POPULAR**

Weekly Juke Box Programming Guide

**BEST BUYS**

- Aladdin 3398
- Sun 2
- Sun 2
- 9993

**OPERATORS**

- Cameo 12-6
- Cherokee
- *Jerry Lee Lewis*
- *Johnny Mathis*
- *Elvis Presley*
- *Rickie Nelson*
- *Billy Vaughn*
- *Jimmy Reed*
- *Ray Price - Curtains is the Window*
- *Hollywood Flames*
- *Pat Boone*
- *Roy Price*
- *Huey Smith - High blood pressure*
- *Billy & Lillie*
- *Sam Cooke*
- *U.S. Army Band*

**COUNTRY & WESTERN**

- *Ray Price*
- *Don Gibson*
- *Loretta Lynn*
- *Johnny Cash*
- *Tammy Wynette*
- *Loretta Lynn*
- *Tammy Wynette*
- *Loretta Lynn*
- *Tammy Wynette*

**Other Records**

- *Ricky Nelson*
- *Buddy Holly*
- *Elvis Presley*
- *Jerry Lee Lewis*
- *Johnny Mathis*
- *Elvis Presley*
- *Rickie Nelson*
- *Billy Vaughn*
- *Jimmy Reed*
- *Ray Price - Curtains is the Window*
- *Hollywood Flames*
- *Pat Boone*
- *Roy Price*
- *Huey Smith - High blood pressure*
- *Billy & Lillie*
- *Sam Cooke*
- *U.S. Army Band*

**Records Eliminated**

- Duplicates in Pop List.

**Release Dates**

- Released in the option of Billboard's best new operators.

**Best New Operators**

- Released in the option of Billboard's best new operators.

**Record Reviews**

- Likely to be future juke box hits.

**Guide for Programming**

- New this week.

**Billboard Juke Box Programming Chart**

- Pop Records
The Billboard's Music Popularity Charts... POP RECORDS

Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 18

The information given in this chart is based on actual sales to customers in a scientific sample of the

1. The Billboard's Music Popularity Charts...
2. POP RECORDS
3. Territorial Best Sellers
4. FOR SURVEY WEEK ENDING JANUARY 18
5. The information given in this chart is based on actual sales to customers in a scientific sample of the...
Cash box best
"YOUR GRADUATION MEANS GOODBYE"
MERCURY 71251

A scorching instrumental
NARVEL FELTS

It's a smash
"ROCKET RIDE"
AND
"DREAM WORLD"
MERCURY 71249

New voice find from Pittsburgh
BEVERLY BLAIR

"WITH LOVE WE LIVE"
AND
"TONY"
MERCURY 71255

Rock and sockin
BUDDY JOHNSON

Dinah Washington's baby
EDDIE CHAMBLEE

New university boys from Tennessee
THE CARDIGANS

Cleveland's new sensation
DORISETTA CLARK

"YOU LOVE ME"
AND
"IT WOULD MEAN SO MUCH"
MERCURY 71253

"CAN'T STOP ME"
AND
"COME BACK TO ME"
MERCURY 71259
### Top 100 Sides

This chart is a tabulation of dealer individual record sales listed according to the specific sides requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides on songs, and not songs, which 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.

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>iT's A1.1. RIGHT</td>
<td>Little Jr. Parker</td>
<td>IHM.</td>
</tr>
<tr>
<td>2</td>
<td>REMEMBER TODAY</td>
<td>Patti Page</td>
<td>Mercury</td>
</tr>
<tr>
<td>3</td>
<td>MR. LEE</td>
<td>Bobbe Crewe</td>
<td>Atlantic</td>
</tr>
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<td>4</td>
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<td>Johnny Maddox</td>
<td>Du-Dee</td>
</tr>
<tr>
<td>5</td>
<td>SWANTRIPE</td>
<td>'BOLT AT Mil IRb</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>ANGEL SMILE</td>
<td>Nat King Cole</td>
<td>Capitol</td>
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<tr>
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<td>LO F Big Crane</td>
<td>Jimmy Edwards</td>
<td>Mercury</td>
</tr>
<tr>
<td>15</td>
<td>THIS IS THE NIGHT</td>
<td>Valiants</td>
<td>Keen</td>
</tr>
<tr>
<td>16</td>
<td>JINGLE BELL ROCK</td>
<td>Bobby Helms</td>
<td>Decca</td>
</tr>
<tr>
<td>17</td>
<td>GEISHA GIRL</td>
<td>Hank Locklin</td>
<td>Victor</td>
</tr>
<tr>
<td>18</td>
<td>ROCK-A-CHICILA</td>
<td>Warner Mack</td>
<td>Du-Dee</td>
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<tr>
<td>19</td>
<td>NO LOVE (BUT YOUR LOVE)</td>
<td>Johnny Mathis</td>
<td>Columbia</td>
</tr>
<tr>
<td>20</td>
<td>HARD TIMES (THE SLOP)</td>
<td>Noble abut Watts</td>
<td>Baton</td>
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<td>45</td>
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<td>Fraternity</td>
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<td>50</td>
<td>KF.F.P A' KNOCKIN'</td>
<td>Little Ii</td>
<td></td>
</tr>
</tbody>
</table>

This chart is now a compilation of dealer unit sales by record store for the same survey period that is reflected in the Best Sellers in Stores chart. This chart, therefore, is now reflecting each week the Top 100 sides not recorded as sold in stores throughout the nation.
TITO PUENTE
PLAYS
BE MINE TONIGHT
LA OLA MARINA
47/20-7064

DAVID TERRY
PLAYS
SWINGIN' SHEPHERD
BLUES
MARCH FROM
THE RIVER KWAI
AND COLONEL BOGEY
(from the Columbia film "The Bridge on the River Kwai")
47/20-7163

JUNE VALLI
SINGS
BRING BACK
MY LOVE
SHAKE HANDS WITH
A FOOL
47/20-7149

Watch for these NBC-TV network shows In color and black-and-white...THE PERRY COMO SHOW, THE GEORGE Gobel SHOW, THE EDDIE FISHER SHOW, THE PRICE IS RIGHT, TIC TAC DOUGH...all sponsored by...
Look at the record—
the big hit-makers choose RCA Custom!

Why do the top indices of the record business turn to RCA for pressing service?

Easy! Only RCA, maintained leader in sound research, can guarantee highest quality throughout the manufacturing process. Only RCA has the capacity to give you all the records you need when you need them. Only RCA, with its three strategically-located plants, can give you "Speed Record Service"—fastest shipping to your distributors everywhere. And only RCA, with greater experience and greater facilities, can give you extra care and extra service all the way. It's "Service on a Platter." Our customers love it!

Join the leaders. Give your records an extra boost into the hit class with

RCA Victor Custom Record sales

"SERVICE ON A PLATTER"

---

• Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national sales importance at the along music jobber level.

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Chart Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. APRIL LOVE (Field)</td>
<td>1</td>
<td>13</td>
</tr>
<tr>
<td>2. ALL THE WAY (Barlow)</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>3. KISSES SWEETER THAN WINE (Folkways)</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>4. SUGARTIME (Nor-Va-Jak)</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>5. MAGIC BEANS (Centaur)</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>6. AROUND THE WORLD (Young)</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>7. LIESTHETEKINER POLKA (Burlington)</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>8. WHY DON'T THEY UNDERSTAND? (Heills)</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>9. BAUNCHY (Da-Lo)</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>10. SAIL ALONG SILVERY MOON (Santy-Joy)</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>11. AT THE HOP (Singular)</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>12. PRETEND YOU DON'T SEE HER (Rosesmendow)</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>13. PEGGY SUE (Nor-Va-Jak)</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>14. A VERY SPECIAL LOVE (Apoll)</td>
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<td>12</td>
</tr>
<tr>
<td>15. SILHOUETTES (Rengit)</td>
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<td>10</td>
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• Best Selling Pop Records in Britain

(For week ending January 18)

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
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</thead>
</table>

1. JAILHOUSE ROCK—Engel Force (RCA)
2. PEGGY SUE—Nor-Va-Jak
3. LITTLE SONG—Angelo
4. JUNIOR WONG—Columbia
5. ALL THE WAY—Francois (Capitol)
6. GREAT BALLS OF FIRE—Jerry Lee Lewis (MGM)
7. OH BOY—Cocktails (Coral)
8. MY SPECIAL ANGEL—Marvin Vaplin (MGM)
9. PEGGY RUE—Buddy Holly (Coral)
10. THE STORY OF MY LIFE—Michael Holliday (Columbia)
11. KISSES SWEETER THAN WINE—Verone Rodgers (Columbia)
12. LEFT PETITE—Jackie Wilson (Coral)
13. APRIL LOVE—Patsy Beeman (Lion)
14. KISSES SWEETER THAN WINE—Frankie Varend (Premier)
15. I LOVE YOU BABY—Paul Anka (Columbia)
16. MONT-MORONE—Larry Williams (London)
17. WAKE UP LITTLE SUE—Evelly Burt (London)
18. AT THE HOP—Damo and the Jettors (MGM)
19. THE STORY OF MY LIFE—Gary Miller (Pye-Nixa)
20. J ACK O' DIAMONDS—Lois Dayouw (Pye-Nixa)

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• Tunes With Greatest Radio-TV Audience

These, listed alphabetically, have the greatest audiences on network music programs in New York, Chicago, and Los Angeles. They are based on John G. Pumsleys' copyrighted Audience Coverage Index.

**Radio**

1. A Very Special Love (R) - Kowane-ASCAP
2. All the Way (R) - (Premier -ASCAP
3. Belonging to Someone (R) - Cleft L'Amour (R) - Boston Hill - ASCAP
4. C'mon a Pullee Star (R) - Marvin-BMI
5. Come on Me (R) - Kayote - ASCAP
6. Gift of Love (R) - Robbins-ASCAP
7. Kansas Love Theme (R) - Warner-ASCAP
8. Kansas That Was Your Baby (R) - Folksong
9. Las Vegas (R) - Peri-BMI
10. Lazy Boy and Dance (R) - Borgman, Voces and Co - ASCAP
11. Electro, Electrifications, Polka (R) - Hootenanny
12. Love Me Forever (R) - Ego-BMI
13. Magic Moments (R) - Farnam-ASCAP
14. March from the River Kwai - Citliln Stute (R) - Capitol
15. Beauty and a Hawk (R) - Albert-BMI
16. Malvina D'Amour - (Rayben-BMI
17. Mercury (R) - Robbins-ASCAP
18. Pretend You Don't See Her (R) - Robin-ASCAP
19. Put a Light in the Window (R) - Choral-ASCAP
20. Saxophone (R) - Bertie-ASCAP
21. Security in Trenches (R) - Frank-ASCAP
22. Square (R) - Norris-Jam-BMI
23. Swedish Polka (R) - MGM-ASCAP
24. Swinging Doctor Round (R) - Smoob-BMI
25. True Love Her (R) - Music-BMI
26. Throbbing, MIn (R) - Robbins-ASCAP
27. Till There Was You (R) - Frank-ASCAP
28. With a Little Help From My Friends (R) - Frank-ASCAP
29. Why Don't They Understand (R) - Hallie- BMI
30. Witchcraft (R) - Merser-ASCAP

---

**Television**

1. Jailhouse Rock (R) - Merrill-ASCAP
2. And That Remains (R) - Hollywood House-ASCAP
3. All My Loving (R) - Sony-ASCAP
4. Are You Sincere (R) - Ray-ASCAP
5. At the Hop (R) - Warner-ASCAP
6. Back in the U.S.A. (R) - M-I-ASCAP
7. Cleft L'Amour (R) - Boston Hill - ASCAP
8. Catch a Fallig Star (R) - Marvin-BMI
9. Click-Click (R) - Bando-BMI
10. Dade Ditto (R) - Dantrell-ASCAP
11. Get a Job (R) - Ulmen-ASCAP
12. I Don't Have Anytime (R) - Hill and Range-BMI
13. I'm Available (R) - Golden West - BMI
14. In Love (R) - Premier-ASCAP
15. Le Do Dah (R) - Copley-BMI
16. Little Gypsy (R) - Warner-ASCAP
17. Little Rags (R) - Nor-BMI
18. Maitre Alum (R) - Carlin-BMI
19. Malvina D'Amour - Rayben-BMI
20. Security in Trenches (R) - Frank-ASCAP
21. Security in Trenches (R) - Adams-BMI
22. Stomped on (R) - Comstock-BMI
23. The Stroll (R) - Meroid-BMI
24. Till There Was You (R) - Frank-ASCAP
25. Wanted in School (R) - Bando-BMI
26. Wayfarer With Mr. Lee (R) - A-Angel-BMI
27. What's the Use of Crying (R) - M-ECAP
28. Why Don't They Understand (R) - Hallie-BMI
29. Winter Winds (R) - Famous-ASCAP
30. You're at the Right Angle (R) - Lov-ASCAP

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Loos Snared by Small Labels

* Continued from page 13

...tho the indie's still lead the way with the hands of "Columbia Records, according to pressy Joe Carl-
toni paid $4,000 for the firm's first master, just released. As astronomical as some of the
gains may sound, they are cut out of a large
line of profit from a profit standpoint if the
record purchased really is mov-
ing. Since the cash paid out is usually charged against royalty, a
sale of a minimum of 25,000 records will return a profit of $1,000.
A sale of 75,000 records will return a profit of $5,000 advance. On
untried masters, of course, the risk is much greater, but that appears to matter little in today's competitive market.

As record firms have moved far away from the concern with home
markets, producer exclusive, they have taken on some of the charac-
teristics of movie firms, who are more interested in the release and
sale of product rather than its man-
ufacture. It is doubtful if this will
ever happen to record labels, but it appears certain that they are not as concentrating on more
and more selling hits no matter where or
by whom produced, and that any
sort of producer can obtain a sym-
pathetic hearing as well as a sub-
stantial cash advance today for
what appears to be or sounds like a
hot master.
LES BAXTER
2 SMASH HIT MOTION PICTURE INSTRUMENTALS

Love Theme From
A FAREWELL
TO ARMS

From the David O. Selznick
CinemaScope Production
"A FAREWELL TO ARMS"

DANCE FROM
"BONJOUR
TRISTESSE"

From the Otto Preminger
Production "Bonjour Tristesse"

Record No. 3887
Another·
Great New Release
From

<UNITED ARTISTS>
—a great name in the entertainment industry!

VOX JOX

by JUNE SUNDAY

WNEW'S LP PUSH: Al Trilling, music manager of WNEW, New York, one of the country's leading stations, reports that between 40 and 50 per cent of the station's total disk programming is now devoted to LP selections. This represents an increase of almost 100 per cent over the number of LP selections played by WNEW last year, at this time. Some WNEW shows, notes Trilling, devote as much as two-thirds of their programming time to albums.

Trilling, who files all albums by artist, programs LP selections by "mood" rather than individual selection. He doesn't think it makes too much difference which band of an LP is played since most LP's spotlight a general theme or mood as characterized by each selection in a package. WNEW locks spinning LP's extensively on their network shows — today include Art (Make Believe Ballroom) Ford, Gene Kravitz and Dee Finch, Lenny Starr, and, of course, Jack Latar's "Milken's Matinee."

CHANGE OF THEME: KOV, new top 40 outlet in Pittsburgh, has a new jock set-up with Sam Holman, formerly of KOIL, Omaha, in the prime 6:30 to 8:30 spot, replacing vet Al Nobel who moves to weekends. Chuck Dougherty, erstwhile WQAM, Miami, morning personality, has the 6 to 9 a.m. time. Both Holman and Dougherty were top-rated jocks in their respective cities. Henry Delvecchio, on WAMP (see Feb 13), Pittsburgh, for years has been behind the desk for hours, while Dave Scott, with the station for years as a staffer, takes over from 9 to 12:30 a.m. Six hours of ABN shows are aired daily. However, says Saturday, the station goes top 40 from sign-on to sign-off, the only other top 40 station in Pittsburgh is the day-timer, WEEP... Joy Michel, WQAE, Pittsburgh, had a foot operation Monday (15) and is now doing his show from the Presbyterian Hospital. He is expected back to work by the second week in February... Ned Shergold, program manager of WAVY, Portsmouth, Va., has been appointed general manager of the station, replacing Howard Stanley, who has resigned, from that post. It's reported that some progress in being made in teaching thechimp to talk. The chimp is pretty close to being human in his habits: he's learned, has correct eating manners and lives in an apartment with Corrado. When Corrado is away, a baby-sitter sees him. "The Faucet American" is now devoting its singles printed sleeves, however, to anything that increases display potential without taking up more space or being hard to handle. KO-KO-MO has not yet asked for the switch to play the disk. That's not all. Whenever, a record artist comes to the Garryow Shows, KO-KO-MO is planning to present him with his own kiddie disk as a "fellow recorded artist." KO-KO-MO won't be lone-
some. It's reported that some progress in being made in teaching the chimp to talk. The chimp is pretty close to being human in his habits: he's learned, has correct eating manners and lives in an apartment with Corrado. When Corrado is away, a baby-sitter sees him. "The Faucet American" is now devoting its singles printed sleeves, however, to anything that increases display potential without taking up more space or being hard to handle.

Continued from page 14

Fancier Clothes for '58 Albums

<UNITED ARTISTS> UA163X

RAY MARTIN

ORCHESTRA AND CHORUS

SONG FROM THE QUIET AMERICAN

(them from the United Artists picture "The Quiet American")

"Rh-bet gay" (Stay with me)

THE QUIET AMERICAN

with guest MichaelFeatures: CAMEO DANCER, JIMMY WILSON (Trumpet)

C/O THE GRAPE STOMPERS (Vito, Vito, Yvon)
REVIEWS OF THIS WEEK'S LP'S

POP

WILD IS LOVE
Nat King Cole

Lush, evocative vocals here are offset by top notch arrangements.

ANYONE CAN PLAY THE HARMONICA
DICK SCHECHTER

This book is a must-have for all harmonica players, from beginner to professional. It contains a wide range of harmonica techniques and exercises, making it an invaluable resource for any musician looking to improve their skills.

Classical

SIBELIUS: CONCERTO IN D
David Oistrakh, violin; Philadelphia Orchestra (Ormandy). Columbia MS 6177 (Stereo & Mono).—The first recording of this concerto by Sibelius, this LP features a stunning performance by Oistrakh. The orchestra is also excellent, with a rich, full sound that perfectly complements the violin.

DONIZETI: LUCIA DI LAMMERMOOR
Mario Callas, soprano; Philip Levine, tenor; Mirella Freni, mezzo-soprano; Tonio Selwart, baritone; Harry B. Thayer, conductor. Columbia MS 6151 (Mono).—This recording features the famous tenor Mario Callas in her role as Lucia, with a powerful and moving performance.

MEET ME IN CHICAGO
Jimmy McPartland and Art Hodes, clarinetists, with Dick Hodes, trumpet; Mary Lou Williams, piano; Charlie Mariano, saxophone; others. Columbia MS 6146 (Mono).—This LP is a celebration of Chicago jazz, featuring some of the city's top musicians. The arrangements are fresh and interesting, with a strong sense of rhythm and groove.

ALBUM COVERS OF THE WEEK

For the Hot Fudge, with a side of nuts, this week.

(Continued on page 48)
NOTIFY THE F.B.I.

That The Arena Twins are on Columbia Records

roaring!!

"CAVE MAN"

Checker 961

The VIBRATIONS

up the charts!

"DEAREST DARLING"—ETTA JAN

Argo 5368

"I HEAR MY BABY" b/w "OH BABY"

LARRY WILLIAMS

Chess 1764

2120 S. MICHIGAN
CHICAGO 16
PHONE: CA 5-2770

when answering ads . . .

Say You Saw It in The Billboard

SEPTEMBER 19, 1960

SPOTTLIGHT WINNERS

OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 47

LOVE AND KISSES

Alexander King, Margie King. United Artists UAS 6116—Alexander King, of best-selling book and Jack Paar fame, should also score sales-wise with his first album. Performing for an audience, he sounds off in his usual jaundiced way, on a variety of subjects, including a visit to a madist colony. His pretty young wife offers a couple of folksy vocals in fair fashion, but King is the star.

Religious

A MIGHTY FORTRESS

Mormon Tabernacle Choir. Columbia MS 6152 (Stereo & Monaural)—The Mormon Tabernacle Choir should please as many fans with this fine new album. As is to be expected, the choir again displays excellent vocal work on a familiar group of anthems and hymns. In addition to "A Mighty Fortress," the LP also includes "Overture Christian Soldiers," "The Lord Is My Shepherd," "How Firm a Foundation" and "Rock of Ages," among the 22 selections. A strong set for the fall season.

SPECIAL MERIT SPOTLIGHTS

The following albums have been picked for outstanding merits in various categories browsed, in the opinion of The Billboard Music Staff, they deserve exposure.

Classical

BEETHOVEN: PIANO CONCERTO NO. 3 IN C MINOR

Charo Hatchell, piano. Orchestra des Concerts Lamoureux (Markevich). Epic BC 1087 (Stereo & Monaural)—Charo Hatchell, now in her 60's, still is one of the great pianists of our time. On this album she interprets the Beethoven Third Piano Concerto with fire and yet sadness that is rare and moving to hear. The Orchestra des Concerts Lamoureux, under Igor Markevich, accompanies her most satisfactorily and the recording itself is first-rate. A fine interpretation of the Beethoven concerto.

PAISIELLO: BARBER OF SEVILLE (2-117)

Soloists: Orchestra conducted by Renata Fasano. Mercury SR 2-9510 (Stereo & Monaural).—This attractive new album features the operatic version of "The Barber of Seville," as set to music by Giovanni Paisiello, composed about 50 years prior to the Rossini version. Paisiello, one of the most respected composers of the 18th Century, is now undergoing a revival and this is the first LP recording of his most famous opera buffs. The cast is excellent, with Grazella Scinti, Nicola Monti, Rolando Panerai and Renato Capocci, outstanding.

SONG FROM: "THE QUIET AMERICAN"

(Theme from the United Artists title).—BEG POTENTIAL

(Published by: RCA Victor) —Beg. with SICAL ****

BEETHOVEN: SYMPHONY

York Philharmonic (Bennett). Columbia MVLP 4-Light & winning. The mood is light-hearted and pleasing is excellent, with Graziella Scinti, Nicola Monti, Rolando Panerai and Renato Capocci, outstanding.

MOODSVILLE—VOL. 4

(Exclusive) Davis & Martin Street. The MVLP 4-Limited a very nice set of performances, with Davis on

(Continued on page 59)

PUNGENT, NOVEL ALBUMS

Pungent, Novel Albums of Quality and Taste

OHIO DOCTOR (COMEDY) CS-200-

AVENTURES VOLS. 1 & 2

"LADY CHATTERLEY'S LOVER" VOLS. 3 & 4

"THE CLOAKED MARVEL" VOLS. 5 & 6

"THE NAZI BOMBER" VOLS. 7 & 8

"THE LOST GOSPEL" VOLS. 9 & 10

"THE CORE OF THE SUN" VOLS. 11 & 12

"THE THREE PILLARS OF THE SKY" VOLS. 13 & 14

"THE WORLD'S FIRST STEREOED ORCHESTRA

AUDIO FIDELITY RECORDS DOCTORED FOR DOLLARS—EARN 20\% DISCOUNT!

"OLIVER COOL"

IS COMING ON ROULETTE

NEW! NEW! NEW!

CLOCK RECORDS, INC. ; CP 1619 BROOKLYN, N. Y. 313

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SEPTEMBER 19, 1960

notified is the F.B.I.
...two albums that'll warm the cockles of your cash register! Brother Dave's fiery "sermons"—and blazing sales—prove that comics are hotter than ever. Gardner's the hottest of all! Stoke up, dear hearts!
THE NATION'S TOP TUNES
TRAD MARK REG.

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

<table>
<thead>
<tr>
<th>No.</th>
<th>Week Ending September 23</th>
<th>Tune</th>
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<tbody>
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<td>TWIST</td>
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<td>THIS IS HOW OR NEVER</td>
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<td>IN MY LITTLE CORNER OF THE WORLD</td>
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<td>KIDDO</td>
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<td>IT'S SYY THEE WEE WEE WEE WEE WEE!</td>
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Recording Available

For Best Selling Record Listed in Bold Face

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Ballet Review

Don't Margot Act in a Delight

There are approximately 25 LP's in the catalog featuring all or part of "Sleeping Beauty" and "Swan Lake," either as part of the Tchaikovsky ballet or a revue imported from Hollywood which lasted a mere two performances. But in New York last week, "Sleeping Beauty" was the vehicle which first made Dame Margot Fonteyn an idol of New York's ballet fans 10 years ago. And this week, officially, she is now appearing as "guest artist." Whatever the interpretation, her dancing remains a delight, both technically and emotionally. 

The fault here does not lie with the performers, in the main. Where the company may be subject to criticism is in the work of the corps de ballet, which seemed uneven, not always in unison, and occasionally beset with choreography that was out of rhythm. Bob Rolontz.

Legit Review

Night Club Review

Names Draw at Basin St. East

Sometimes there can be too much of a good thing. This was what happened at Basin Street East in New York Monday (29) when Dave Brubeck, June Christy and Cannonball Adderley opened at the big jazz club for a two-week stand. The drawing power of the Brubeck, Christy of New York, Adderley, the "idol of New York" as designated by the times at the club, but it might have been a brighter show with less time on stage from each act or only two acts on the bill. 

The fault here does not lie with the performers, in the main. The Brubeck Quartet, with Paul Desmond, Joe Morello and Eddy Harris was an all-star band in rock fashion with tight, swinging sets. Brubeck handled his piano work with his usual enthusiasm and driving force. However, Adderley turned in plenty of time for solos by Desmond, Morello and Wright. "A Night in Tunisia" and "Gone With the Wind" were two of the combo's best tunes. 

June Christy, who has not been seen in the East in close to five years, came thru in warm fashion in her set after a short start. At one time she seemed a bit nervous and the group that accompanied her wasn't sure of some of the arrangements, but once she got to her own tunes, like "Midnight Sun," "Let There Be Peace," "How High the Moon" and the marvelous "Something Cool," she sounded like the singing of yore. 

Cannonball Adderley's combo, with brother Nat on cornet, Harry (Brubeck) on piano, and Joe (Harris) on drums, just didn't come across with the impact it should have had, for a variety of reasons. The solos were long — often too long, and the tunes went on and on. Worst of all, the fault was in the rhythm these days were turned up so loud it was hard to hear much of Cannonball and Nat Adderley. This was a shame, since a Cannonball is swinging these days and Brother Nat cooks, too. If the combo would lighten up on solos, turn down the volume on the drums, bass and piano for night clubs, Cannonball would have the same effect on an audience as the club as he does on his record, his on-stage comments are much more important than that of the average jazzman.

Bob Rolontz.
Children's

THE PRIZEFIGHT
By June Chase
Dell, $1.50

The Prizefighter is a novel of a boy who
believes he has a right to a freer and
fuller life than his parents are allowing him.

DOROTHY GOLDBERG

The Prizefighter deal is a new play by
Dorothy Goldber, who made the Pulitzer
Prize for her play "The Children" several years
ago. The Prizefighter is a story of a boy who
wants to be free and independent, just as the
characters in the Goldber play did.

SPA Collection Plan Stirs Pols

Continued from page 12

SPA, the Society for the Promotion of Audio-Visual
Projects, has a new plan that will stir up a lot of
activity in the music business. SPA's plan is to
create a special group of music publishers
who will coordinate their efforts to create
original music for films. This is a unique approach
to the music business, and SPA is expected to
make a significant impact on the industry.

Groovings High

Continued from page 12

The "Judy Chicago" sound is still going strong,
and the album "Groovings High" was released
recently. This album features the work of several
prominent musicians, including John Lennon and
Yoko Ono. "Groovings High" is a great example of
the new wave of music that is influencing the
entertainment industry.

Col Prepping

Continued from page 12

Col Prepping is a new album by the famous
singer Col. This album features a variety of
styles, including rock and roll, jazz, and soul.
Col's distinctive voice and unique musical
approach make this album a must-listen for
fans of classic R&B.

The Billboard Music Popularity Charts... POP RECORDS

JANUARY 27, 1958

JANUARY 27, 1958

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**BALLAD... COUNTRY... STILL**

**REVIEW SPOTLIGHT ON... C&W RECORDS**

**BOBBY HEDGES**

Just a Little Lonesome (Cedarwood, BMI) Love My Lady (Leo-Boo, BMI) Deca 36255 See review in Pop Spotlight section.

**JELLY RODGERS**

Oh, Mexican Love (Paramount, BMI) Falling in Love Again (Paramount, ASCAP)

**RAY PRICE**

Curtain in the Window (Paramper, BMI) It's All Your Fault (Cedarwood, BMI) - Columbia 41105-Price's debut album, has a powerful punch with these two fine sides. Both are weepers, and the artist presents them with feeling. Excellent string backing gives each a lilting framework.

**HANK SNOW**

I Wish I Was the Moon (American, BMI) Whispering Rain (Silver Star, BMI) - RCA Victor 71324 - "I Wish" is an easy listening weeper, backed by good country string and chorus sounds. Flippin', "Rain", is a country ballad with interesting support that includes vibes. Both can make it.

**C&W TERRITORIAL BEST SELLERS**

FOR SURVEY WEEK ENDING JANUARY 18 City-by-city listings are based on five records scored from top country and western dealers and two box scores in each of the markets listed:

**Birmingham**

1. Billion Dollar Baby - Johnny Cash, Sun 281
2. Million Dollar Maker - Hank Locklin, Sun 7970
3. Million Dollar Maker - Hank Locklin, Sun 5070
4. Million Dollar Maker - Hank Locklin, Sun 2281
5. Million Dollar Maker - Hank Locklin, Sun 2281

**Dallas-Fort Worth**

1. Ballad of a Teen-Age Queen - Johnny Cash, Sun 281
2. Million Dollar Maker - Hank Locklin, Sun 7970
3. Million Dollar Maker - Hank Locklin, Sun 5070
4. Million Dollar Maker - Hank Locklin, Sun 2281
5. Ballad of a Teen-Age Queen - Johnny Cash, Sun 281

**Houston**

1. Wake Up Little Susie - Everly Brothers, Cadence 1337-BMI
2. Million Dollar Maker - Hank Locklin, Sun 7970
3. Million Dollar Maker - Hank Locklin, Sun 5070
4. Million Dollar Maker - Hank Locklin, Sun 2281
5. Ballad of a Teen-Age Queen - Johnny Cash, Sun 281

**Mathis**

1. The Story of My Life - Marty Robbins, Col

**NEW ORLEANS**

1. The Story of My Life - Marty Robbins, Col
2. Million Dollar Maker - Hank Locklin, Sun 7970
3. Million Dollar Maker - Hank Locklin, Sun 5070
4. Million Dollar Maker - Hank Locklin, Sun 2281
5. Ballad of a Teen-Age Queen - Johnny Cash, Sun 281

**St. Louis**

1. The Story of My Life - Marty Robbins, Col
2. Million Dollar Maker - Hank Locklin, Sun 7970
3. Million Dollar Maker - Hank Locklin, Sun 5070
4. Million Dollar Maker - Hank Locklin, Sun 2281
5. Ballad of a Teen-Age Queen - Johnny Cash, Sun 281

**JEAN SHEPARD**

You're Just the Kind of Guy I Used to Love

**BILL BACHS**

**AROUND THE HORN**

"Grand Ole Opry" artists are kept busy in Canada. Each Friday night "Grand Ole Opry TV" on network CTV presents "Country Hoedown," featuring local talent and special guests. During recent weeks Johnny Cash, Lonnie Donegan, Porter Wagoner, and Wilma Lee and Stoney Cooper have had guest shots on the show, and Jim Reeves and Marty Robbins are scheduled to appear soon. The Canadian stations have left for Hollywood to begin work on Ramfous' next Elvis Presley flick.

Jimmie Skinner, who is riding high with his Mercury fencing of "I Found My Girl in the U.S.A.," will appear on "The Dean Martin Show" with the "Grand Ole Opry" trio, "Country Music Jupiter" TV stars. About the same time Patsy Montana will release a new single disk, "What Is a Man Without a Woman?" and Reba McEntire will release a duet with Connie Hall. - - - Daniel James, currently working the Gulf Coast, recently signed with the All- star package "United Artists Presents: Moon Rock" by "A Perfect Love" for March release.

Verve Records, which recently signed the Pickard Family, has released their group's first album, "The Pickard Family Sings Hits of Yesterday..." - - - The Hank Snow Music of Canada has issued its official opening last Friday (24) its anniversary time to one hour for the event, which featured Hank Snow's appearances in films from his "Grand Ole Opry" and the various disk firms. Special guests on last Friday's "Hank Snow's February 1 Country Music Jubilee" TV show were Reba McEntire and the Tennessee Two (Luther Perkins and Marshall Grant), along with regular Johnny Horton, James Jameson, Jimmy Rodgers, Tony Douglas, Malle Ann and Slim, Johnny Mathis, the Four Tops, Martha Lynn, Linda Bonn & Jerry Kennedy.

Newest featured performer on "Midwestern Hayride," WLW-T, Cincinnati, is Lotte Thompson, 16-year-old harping from the Gulf Coast. She has set "record" dates for several of Bob Drucker's "firsts," including her recent 18th birthday appearance on WLW-T, Cincinnati. The Brown brothers are also due to appear on WLW-D, Dayton, O.; WLW-T, Columbus, O.; and WLW-Birmingham, Jimmie Williams, M.G.M. artist and deejay, has signed with Newcomb Port- koy, Ky., will make a February 2 appearance on "Hay-ride."

Johnny Six, who recently cut "Mamadee" for Decca, is currently featured on "The Jamboree," Jamboree, Saturday night show aired from the Virginia Theater, Wheeling, W.Va. Plans are being mapped for Six to make a tour of deejays and Tiffany Show. (Continued on page 92)

**C&W BEST SELLERS IN STORES**

FOR SURVEY WEEK ENDING JANUARY 18 RECORDS are ranked in order of their current national retailing importance at the retail level. This is based on Billboard's weekly survey of phonograph dealers in 100 key markets. The Billboard's weekly survey of phonograph dealers in each market, combined to determine position on the chart.

1. THE STORY OF MY LIFE (ASCAP) - Marty Robbins
2. My Special Angel (BMI) - Bobby Helms
3. Great Balls of Fire (BMI) - Jerry Lee Lewis
4. You Will Again (BMI) - Sun 291
5. Geisha Girl (BMI)- Hank Locklin
6. Jailhouse Rock (BMI) - Elvis Presley
7. Wake Up Little Susie (BMI) - Everly Brothers
8. Folk Tale & Tunes (BMI) - Bob McFarland
9. Ballad of a Teen-Age Queen (BMI) - Johnny Cash
10. Raunchy (BMI)- Bill Justis

11. My Shoes Keep Walking Back to You (BMI) - Ray Price
12. I Found My Girl in the U.S.A. (BMI) - Johnny Cash
13. Waitin' in School (BMI) - Buck Nelson
14. The Jordanaires have left for Holly-
15. Home of the Blues (BMI) - Johnny Cash
16. A Little Baby Girl (BMI) - Warren Mack
17. My Shoes Keep Walking Back to You (BMI) - Ray Price
18. A Little Baby Girl (BMI) - Bill Justis
19. I Found My Girl in the U.S.A. (BMI) - Ray Price
20. The Jordanaires have left for Holly-

**MOST PLAYED C&W BY JOCKEYS**

FOR SURVEY WEEK ENDING JANUARY 18 SIDES are ranked in order of the greatest number of plays on disc jockey radio stations in the country according to the Billboard's nationwide survey of disc jockey stations.

1. THE STORY OF MY LIFE - Marty Robbins
2. My Special Angel - Bobby Helms
3. Great Balls of Fire - Jerry Lee Lewis
4. You Will Again - Sun 291
5. Geisha Girl - Hank Locklin
6. Jailhouse Rock - Elvis Presley
7. Wake Up Little Susie - Everly Brothers
8. Folk Tale & Tunes - Bob McFarland
9. Ballad of a Teen-Age Queen - Johnny Cash
10. Raunchy - Bill Justis
11. I Found My Girl in the U.S.A. - Johnny Cash
12. Home of the Blues - Johnny Cash
15. My Shoes Keep Walking Back to You - Ray Price
16. A Little Baby Girl - Bill Justis
17. I Found My Girl in the U.S.A. - Ray Price
18. The Jordanaires have left for Holly-
19. Home of the Blues - Johnny Cash
20. My Shoes Keep Walking Back to You - Ray Price

**Sensational "Great Balls of Fire"**

JERRY LEE LEWIS

Sun 2611
**Reviews of New R&B Records**

**THAT'S ALRIGHT**

"ARE YOU ALRIGHT"

并不意味 Bill Mack, &c. dey junk at KVU.

**SAVOY 1529**

Good new r &b. talent and features solid alto work. (At'dsr)

**ASCAP**

**SAVOY 1529**

Robert "Thick Man"

"DON'T TAKE IT TO HEART"

"HIT ME"

**DUCOL 1008**

"YOU"

Bostic's fine. &c. dey junk at this.

**KAPP**

**SAVOY**

**M -G -M**

**MARK**

**KAPP**

**DOT**

**CORAL**

**COLUMBIA**

**CHECKER**

**CADENCE**

**TEX WILLIAMS**

"FEAR NO MAN"

"SOUTH-bound FLOAT"

**FEDERAL 12315**

"SWING"

Organ works in spots to make a big sound. However, (Brandom, ASCAP)

**RCA VICTOR 7147 - Side has a country-type ballad. is backed by the Kerr singers on this side. has a pop flavor. The artist is titles of a hand-picked variety-and to one or two vidfilm series at a time. There's a violent reaction on the part of stations of any name from purchasing of large packages on most five-year or even three-year paystamps or "right or participation plans," says a va'a New York sales exec who has worked in both the telefilm and feature sales fields.

"They are willing to meet the distribution cost and to meet the supply of features from 20th Century Fox. However, after several "weed-betaing" days the same artist was excluded rather than destroy any more, or the artist. However, and others of the station's library is in an overall music, modern motion pictures, which are to be donated to organizations and institutions requesting them.

**WDOK PLAN TO PLAY LP SECTIONS IN 15-MINUTE SEGMENTS "AS UNINTERRUPTED AS POSSIBLE." CHATTER WILL BE KEPT TO A MINIMUM. IN A TYPICAL BROADCASTING DAY (6 A.M. TO 6 P.M.) LISTENERS WILL HEAR EXCERPTS FROM THREE DIFFERENT POP ALBUMS. DURING EACH HOUR, ONE 15-MINUTE SEG HAGGLED THE "ALBUM NEWS-COORDINATOR" WILL SPOTLIGHT BROADWAY SHOW TUNES AND MOVIE MUSIC SEGMENTS AT 11 A.M. AND 5 P.M. THE NEW PROGRAMMED MUSIC POLICY IS MODELLED AFTER SIMILAR STATION OPERATIONS IN NEW YORK. San Jose, Boston, and Los Angeles, says Waz, adding: "We've studied all of the various alternatives for LP use and fused them into something different."
Maine Elects Heald, Gets News of Stampede

PORTLAND, Me. — Robert Heald, Union, was elected president of the Maine Association of Agricultural Fairs at last week's annual meeting of the organization at the Hotel Portland. Among highlights were the showing of the Minnesota Department of Commerce, "Let Us Go to the Fairs," and the report that Madison County, Wisconsin, is encouraging 71 per cent of their paid-in premiums from the State Fair Commission.

Tuesday (23) to continue to book the Maine ag fair for 1959. The fair opens Saturday (10). The fair is being held at the Maine State Fairgrounds, located at Freeport, Me.

Illinois State Association To Initiate Bill; Mellon New Prexy

PARKO, N. D. — The North Dakota State Historical Society, delegate to the annual convention here Thursday and Friday, representing the Grand Forks-Fargo-Hastings Hotel, voted to initiate legislation which would legalise pari-mutuel horse racing in the state.

The convention, held in the hotel, is expected to be attended by over 1,000 people from all parts of the state. The bills passed by the legislature are expected to be signed by the governor.

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Maine Elects Heald, Gets News of Stampede

Announcement and supply people who registered included Roland B. D. Melio, St. Paul, Minn., who is a member of the New England Fairs Association. It was announced that 71 per cent of their paid-in premiums from the State Fair Commission.


LOUISVILLE — Harold Berge, Carrolton, was elected president of the Kentucky Association of Fairs and Conventions, and John Vinson Jr., Cadiz, was elected vice-president.

Baraboo Sets Fund Meeting

BARABOO, Wis. — A mass meeting of Baraboo citizens was held April 22 to raise funds for launching the opening of the Circus World Museum here.

One of the first Ringling brothers opened its doors in 1874 and it is still in operation today. The museum is closed during the winter months.

The plan now is to open the museum in 1959, according to Clark Wilkins, with the aid of the state and federal government. The corporation has established a trust fund to launch the museum.

"Outdoors" Communications to IES W. Randolph St., Chicago 1, Ill.

January 27, 1958

To Push to Mid-West Push To Buy as Circuit

tender Action Until February

On Barnes Grandstand Proposal

"Richmond on a Barnes-Carruthers Grandstand Proposal" was a recent headline in a local newspaper. However, the article was not expanded, and the source of the information is not clear.

Policel Circuses Opens To Flint Turnaway

First Stand May Equal 1957 Gross

Despite Snow, Slump; Clowns Late

FLINT, Mich. — The 1958 season of Polack Bros. Circus got off to a strong start here during the week ending Saturday (26).

"Opening performances" Sunday (19) were reported by the manager to have been estimated at 2,500, and that crowd that attended the Friday (24) performance was estimated at 3,000.

The following days held up well despite two days of snow and a local snowstorm which caused the usual January-type closings. However, the parades, which are always a feature of the circus, were not held and did not altogether ease the situation.

Indications were that the Ringling Bros. and Barnum & Bailey Circus would show an outcome comparable favorably with that of last year.

Polack's new edition went on smoothly at the final performance, while the quality of acts, in comparison with the usual, was weak, with chances for growth in the sequence of acts. Only disappointments were the delayed arrival of the Barnum Brothers, musical clowns, and the departure of the Southerners, who were to have been at the next performance.

The convention was attended by over 1,000 people from all parts of the state. The bills passed by the legislature are expected to be signed by the governor.

Mike Meaty


MONTGOMERY, Ala. — Mike Meaty, Tuscumbia, was elected president of the Association of Alabama Fairs at its annual convention here Monday and Tuesday (20-21).

Others elected were U. P. Kennedy, Dothan, vice-president; Joe Nolan, Chattahoochee Tent Company, chairman of the executive committee; William Lyman, Montgomery, and J. E. McDuffie, Bessemer, vice-presidents; Mosby, secretary-treasurer; George R. Flint, Moundville, auditor; and E. B. Shira, Enterprise, chaplain.

McJourney spoke included E. L. Tuckers, editor of the Thomson Times; Joe Prue, secretary-treasurer; Mike Meaty, Montgomery, and A. W. Todd, Alabama State Department of Education, and A. W. Todd, Alabama State Board of Agriculture.


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GAC-H Signs Dixie Series

NEW YORK — A solid Southern series of fair dates has been set by the GAC-H and several of the grandstand talent suppliers. Nearly 30 dates have been set for Southern fairs and conventions. The dates, which range from Ohio to New England, are expected to be signed by the governor.
CCE Nets 145G, Expands to 8th Day

500,000 Gate Loaded; Directors Return Hamilton, House Promotion

OTTAWA—A full eight days of operation has been decided for the Central Canada Exhibition, the fair here, which topped the half-million attendance mark for the first time last year on the strength of an added Friday evening of operations. This year's dates are Friday thru Saturday, August 22-23, with the opening time Friday to be 9 a.m. There is no Sunday operation.

Dates, financial reports, elections and fair plans were the subjects of the annual meeting, at which William Hamilton, president, was re-elected to a second term. New directors chosen were Mrs. S. W. Ruthwell, of Navan, first woman elected to the board, and treasurer Thomas Keenan, of Gloucester Township.

Ferris Wheel 441G

The 1957 edition of the fair grossed $441,993 and an outlay of $205,052, leaving an earnings profit of $145,041. Clarke was acclaimed for the financial accomplishment, his first full year as manager, a post to which he was named following the death of H. H. McElroy.

Lodgeway Park, in which the fair is situated, has considerable year-round operation. Rental of the stadium, half and other profit brought in $143,492 and left a $19,429 profit following losses. The association paid off $164,280 on improvements during the year, including $54,093 on the strikingly modern McElroy Building, making the $494,000. structure completely paid for.

The CCE revenue included $160,107 from admissions, around $70,000 apiece from grandstand and midway, home giveaway around $30,000, concessions and space rentals around $58,000, bingo privileges $33,000, and entry fees $8,002.

Next season's exhibition will again feature the Display House Committee sponsored by the Drama Shrine and Richelieu clubs. Study is under way about continuing the daily automobile giveaway, which cost the fair $15,000.

CCE Earlier Dates

Last year's attendance was 501,172 or 82,000 more than the previous year. Hamilton cited two factors, the added half Friday and the new fair dates. Exhibition was set back a full week last year. This, it was said, gave farmers more time to finish harvesting and prepare agricultural and livestock entries. Prizes in competitive departments amounted to $55,000.

Last year's CCE produced record revenue for the World of North Shore midway, which was granted a five-year contract for the date.

The directors, according to Hamilton and Clarke, and Vice-President Don Reid and Charlie Mannsfield, named to the influential advisory and finance committee were Hamilton, Reid, Mansfield, Past President D. M. Stewart, Howard Hurl, Eddie Morin, W. E. Burton, Dr. W. A. Taylor, Thomas F. Affr, George Fingle and D. C. Hoolander, director of the Experimental Farm.

U. S. Tops Ice Rink Industry

*Continued from page 1

for the growing popularity of ice skating.

What is the mushrooming ice skating craze has produced in the U. S. is an abundance of capable youngsters vying for a limited number of professional positions with ice skates. In that business, dominated by Europeans and Canadians for decades, more and more American skaters have come into the spotlight after having attained international stature in amateur competition. Staring with Donna Atwood and Evelyn Chandler, the list has steadily grown to encompass such as Dick Button, Ronnie Roberts, Skippy Baxter, Hayes Alen Jenkins, and many more. Prior to 1950 the names in ice were of European origin, such as Sonja Henie, Freddie Trelkley, the Broske, Frick and Frisch, Eric Waite, and more.

Europe may capture this skating phenomenon but it will be at a decided disadvantage without the tremendous number of skating installations operating over here. Until, such time as its ice constructions begin stirring, American engineers, like Pete Carver, will be building the installations and handling their sales by applying Yankee know-how to an industry which was born abroad, but perfected here.

New, Novel with proved profits...

THE ALLEN HERSHEY RODEO RIDE

"After operating the new Allen Herschell Rodeo on the final two days each season, I'm more than pleased with its performance," Bill Lynn, veteran railroad show operator, of Halifax, N. S., has written to Allen Herschell. "Ride appeal, extreme portability and low operating expenses sold me on the Rodeo Ride when I saw it out at your factory. As far as I am concerned, the proof of the ride is in the profit, the Rodeo is a proven profit maker.

In the Allen Herschell Rodeo Ride the all-aluminum horses, with western saddles gallop around the center and the young bucking seat of the "bad men" in the center. Lights in windows give back to simulate a realistic "sheet-back." Adult size horses, re- trainer, pipe, or platforms . . . extreme portability.

KIDDIE RIDES

KIDDIE RIDES

ROLLING COASTERS

FERRIS WHEELS

MINIATURE TRAINS

SHOOTING GALLERIES

GAMES

CATERPILLAR HELICOPTER ROADWAY RIDE

ROLLER COASTER

SKY FIGHTER

TANK

HORSE AND BUGGY

MERRY-GO-ROUNDS

MINIATURE TRAINS

BOAT

AUTO

MERRY-GO-ROUNDS

SHOOTING GALLERIES

MERRY- GO-ROUND

FOR SALE


TUEFL MFG. CO., Inc.

P.O. BOX 106

ST. CLAIRE, MICH.

For Parks and Kiddielands — Capacities 14 Children to 240 Adults!

5 POPULAR PROFITABLE PREFERRED MINIATURE TRAINS

SFRANK HURBETZ & CO.

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FRANK HURBETZ & CO.

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FRANK HURBETZ & CO.
CROWDS GRAVITATE TO A-C RIDES
NEW FLYING-SWAN RIDE
SPOTS SPORTS HARRY-GO-AROUND
DYING-SEA HORSE
JET PLANE
FERRIS WHEEL
AMUSEMENT RIDES COMPANY
5377 Sheiky St. Los Angeles, Calif. Allbilder: 1-1720

Features for 1958
- Beautiful Appearance
- New Center
- Light Column
- Feature for Literature and Periodicals, Wire or Phone

P.O. Box 306
Phone: 4-5636
SELLER MFG. CO.
Faribault, Minnesota

High Quality KIDDE RIDES
ROD WHIP - KIDDE WHIP - SPEED ROUTE - PONY CARS
GAUSSING ROSE CAROUSEL - FIRE ENGINES
Illustrated Circular Free
W. F. MANCLES COTWELL CO.
Brooklyn 24, N. Y. ESTABLISHED 1884

1210 WEST 220TH STREET, BROOKLYN, N. Y.

To Settle The Estate of Edith Conway Ringling
By Order of Edmond F. Kelley, Executor
4 PRIME SARASOTA, FLORIDA PROPERTIES
Will be sold at
AUCTION
Subject To Reasonable Upset Prices

* 33,200 ACRES - 8 1/2 mi. Southeast of Sarasota on Route 60 near Longboat Key, 6 mi. from entrance. For不忍上色 as a whole. Upset price $239 per acre, $95,000 for 5 yrs.

* RINGLING, RESIDENCE, INCLUDING 11.5 ACRES - Barbour Road North 60, Si. mi. on Sarasota Bay - Upset price $200,000 cash. No commercial lots on Ringling Boulevard, and adjoining A.A.C.I. in heart of Sarasota. Upset price $150,000 cash.

Send for Booklet R.T. Becker Participation Invited
All of these properties are subject to "Terms of Sale" copies of which are available at the address set forth below.

SALE SATURDAY, FEB. 22 1 P.M. Under Tax.
At Ringling Residence

THE BILLBOARD
JANUARY 27, 1958

Indianaapolis Coliseum Plans Indoor Racing

INDIANAPOLIS—Indoor side racing at the Indianapolis Coliseum will become a reality this year. Mid-Roanoke, South Bend, Fort Wayne, and William Lipkey, operator of the Fort Wayne, have plans for the meeting to take place on September 10.

Ross stated they planned to have the date, but they weren’t able to get the dates to work.

Ross added that he prepared to run races during the hurricane season.

Readying the Coliseum for the event, which will use 10% of the building, will be a challenge for the West Coast.


een

Big ‘Holiday’ Billing Snows German Rival

COPENHAGEN—German sales tactics were looked on as a major cause of the failure of Bain’s Ice Revue here and the usual success of “Holiday on Ice” in the summer months under “Holiday on Ice,” the American company.

Lakewhe, who sponsored the show, announced that the show will be sold $14,000 than the $25,000 loss for 1956.

The financial reports show an operation profit of $415, compared to $625, the highest of any one year, but they weren’t able to get the dates to work.

BOSTON—An advertising budget up $15,000 and a $10,000 and $8,000, but for which it can’t change autumn.

These events are usually accompanied but also included are the usual success of “Holiday on Ice,” which sponsored the show for the first half of the next year, $16,000 loss for the first half of the next year, and $14,000 loss for the first half of the next year.

A recapitulation shows that the Long Beach Auditorium $29,000 loss for the first half of the next year.

It will be sold for a price $77,000, another all-time high, this one exceeding last year’s comparable six months profit of $13,000.

RULING LARGE in the Long Beach tally is the important part of the total for the first six months of the current year.

This is illustrated, too, by the record on the full year of 1956-57. At that time, the parking revenue was $64,475, far above the $4,000 for the first six months of the current year.

IN ANY CASE, Win Hanssen, according to George H. Kellogg, the strongest German Rival in the field.

German Rival

BAIER, a German show, opened to light attendance and weak notices on a hard-hitting season opening which delayed the premiere.

A final show was advertised at the Boston Garden for the $29,000 loss for the first half of the next year, $16,000 loss for the first half of the next year, and $14,000 loss for the first half of the next year.

The financial reports show an operation profit of $415, compared to $625, the highest of any one year, but they weren’t able to get the dates to work.

TREASURER Edward Powers believes that a great deal of the business came from ads in the organization brochure. He said the company which had a record for the recent Gene Astley Rodeo Show had been followed closely. Favorable weather brought patrons from all over New England.

Copacabana at Spokane

SPOKANE—Ice Capades drew the biggest gross.

BOURG, N. C.—Darrell Fedor, a German show, opened to light attendance and weak notices on a hard-hitting season opening which delayed the premiere. A final show was advertised at the Boston Garden for the $29,000 loss for the first half of the next year, $16,000 loss for the first half of the next year, and $14,000 loss for the first half of the next year.

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Copacabana at Spokane

SPOKANE—Ice Capades drew the biggest gross.
MEETING GETS SURVEY

Half-Dollar Gate Dominates in N. C.

Raleigh, N. C.—One of the high spots of the many-faceted State fair association session here was Secretary-Treasurer Sib Den-
stine's report of his survey on half- dollar gate receipts in Agriculture Commission Star Ballantine's address also gave
new life to the fairmen in their long effort to obtain a half-dollar admission. The Friday (17) night presi-
dent's dinner climaxed the two-day session.

During the survey, the receipts in the State—23 of those annexing-
half-dollar gate—ranged from $1.25 to $1.80. Four fairs have free gate. A 75 cent fee is imposed by 11 events
in the Carolinas as an admission charge for 1958.

Among the South Carolina dates.

Waxworks Wins

Thru Europe

Harrington, Del. A nine-week tour,
American tour which will last until July 4
among the South Carolina dates.

Kochman Sets

9-Week Jaunt

Thru Europe

ALLENTOWN, N. Y.—One
use of fairgrounds and hotel facil-
ties will be employed for delegates
to the 44th annual convention of
the Pennsylvania State Association of
County Fairs, President Edward
A. Clark, of the Clearfield Fair,
reported. The planned meet-
ning January 29-31, will be split be-
tween the Allentown Hotel and the
Allentown Fair’s new building but
the fair is providing free trans-
ication for delegates.

Delegates will get their first
glimpse of the new fairgrounds’
agricultural building and 
and their arrivals. The ‘Larry Elliott
talent agency will provide the
opening entertainment.

The three-day program, to
clude: a banquet; entertainment; and
reports. The three-day program,
Delegates will have a chance to
come to the fairgrounds’
competent staff members.

On other phases, the survey re-
duced fair attendance at the
the report. Dorton recalled that the
charge 50 cents.

Attendance was also a part of
report. Dorton recalled that the
charge 50 cents.

It’s the World’s finest BNO-KONE, FLOSS, APPLE, POPCORN & COOKHOUSE

NEW! INFRA-RED SANDWICH OVEN!

Chef’s 4 deep,
in the oven, meat.
In colleges, at
club, any type
oven.

$75.00

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John Bundy
President & General Manager
Young Bundy Motors, Inc.
Chrysler-Plymouth Agency
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Phone: Bridge 5131

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Trucks and Trailers
"Special Rates Plus All the Above"
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Prices from $7.00
30+ sty. Complete
c. I. I. Available
Fully crews to
Installation
Daly Neon Sign Company
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V&J Neon Sign Company
616-357-3122

DAILY STANDARD "Sani-Broiler"

Save 600 calories.
Hamburger, Hot Dog, Cheese-
burgers, Toasted Kuns, per hour.
No more grease stains.
Increased efficiency, volume.

See on food cost.
Extra-large profit margin.

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STOCK EXCLUSIVE BEST SELLERS.

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FD-4-3500 25b/hrs.
FD-3-3500 15b/hrs.
FD-2-3500 10b/hrs.
FD-3-1000 60b/hrs.
FD-4-1000 45b/hrs.
FD-5-1000 30b/hrs.

$275.00

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EVANSTON, INDIANA

THE LOWEST PRICE CONSISTENT WITH QUALITY

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Rent or Sale
Circus—Carnival
Concessions
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UNITED STATES TENT

AND AWNING CO. ESTABLISHED 1870.
Over 50 Years of Specialized Experience.
MAIN OFFICE & FACTORY: SARASOTA, FLORIDA
Circus — Carnival — Concession — Any Size — Any Type
THE LOWEST PRICE CONSISTENT WITH QUALITY

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PHONE: RINGLING 6-3316

Largest Manufacturer of Tents in the East
Shows Tents are made from best quality
tent cloth and treated with the latest
methods. All Tents are guaranteed with
manufacturers’ full warranty. Full
carratories are furnished with tent
bag and awning pole set.

Photos: Servage-75.00

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SNO-KONES—CANDY FLOSS—APPLES—POPCORN

If you want to get the attention of the audience, the difference is simply
candyfloss, apples, popcorn. Or, the difference is no problem.
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"Special Finance Plan for Showmen"
President & General Manager
SAMUEL BERT

IT'S "SNOW MAGIC" THE REVOLUTIONARY NEW SNOW CONE MACHINE
American Midwest: (Chas. Fiester, Mgr., 602 W. 52 St., New York, N. Y.)

Blue Grass: (Fair) Palmerton, Fla.

Crew Am. Co.: (Fair) Elevation, Fla.

Scott, Turner, Poles: (Roadside) Daytona Beach, Fla., 27-Feb. 35.

Carnival Routes

American Midwest: (Chas. Fiester, Mgr., 602 W. 52 St., New York, N. Y.)

Blue Grass: (Fair) Palmerton, Fla.

Crew Am. Co.: (Fair) Elevation, Fla.

Scott, Turner, Poles: (Roadside) Daytona Beach, Fla., 27-Feb. 35.


Henson Bros: Athens, Ala., 28, Montgomery 29, Muscle Shoals 30. Tilton, Vt., 1-Feb. 2; Guntersville; Huntsville; 3-Feb. 4; Fort Wayne 7-9.

Blowing Bros and Barum & Bailey: Nashville, Tenn., 28-30; Montgomery, Ala., 1-Feb. 2; Tampa, Fla., 5; Miami 13-16.

Circus Routes

Ice Capades, Interlock (Celeste Holm): Washing-

ton, D.C., 30 -Feb. 12; Hershey, Pa., 1-2; Philad-

elphia 3-6.

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January 27, 1958

The Operator vs. Patron
Personal Injury Suits...

Cincinnati

Reports of mounting numbers of personal injury suits filed against rink operators has prompted The Billboard to reprint legal articles on this subject. The following article taken from Skate Magazine, column "Skaters' column" a number of years ago by Judge Alton, to whom many skaters are familiar, is reprinted here in this space. It is suggested that operators clip these cases and keep them in files for future reference.

Realize the importance of keeping accurate records of injured employees, and even the proprietor himself, in suits filed by injured persons.

For instance, in Canada vs. M. Ouimet (Que.), No. 22990, 117 Pa. (2d) 200, it was shown that a patron on a roller rink sued to recover damages because her right leg was broken in a fall when skating. She alleged that the proprietor was negligent in permitting the floor of the rink to be rough and littered with foreign substances.

During the trial the rink manager testified he did not see the fall, but saw her carried away from the place where she fell, and that he found nothing on it and no roughness which would account for her fall. The plaintiff's attorney then proceeded to talk with the girl right after she fell and took her to the hospital, that she did not say to him at that time the floor was rough and that she stated definitely that her skate came in contact with her friend's skate and her right leg got caught.

The defense denied making such a statement.

The case was then referred to a jury who found in favor of the defendant and dismissed the case.

Eject Disorderly Patrons

According to a recent high court it is the duty of the operator of a rink, or other amusement device, to eject promptly a patron who is visibly intoxicated and disorderly and, therefore, dangerous to other patrons.

In the case of Donnino vs. Philadelphia Gardens, Inc., 33 Atl. (2d) 531, the testimony proved that the defendant operator was notified that the plaintiff, who was an old man, was disorderly and visibly intoxicated.

In a rink, another patron came into possession of the plaintiff and caused him to be thrown to the floor and to be injured seriously.

The boy sued the proprietor and the allegee proprietor the plaintiff, who was disorderly and visibly intoxicated, to try and sue the case against the operator of the rink. The owner of the rink admitted to being under the influence.

The lower court refused to hold the proprietor liable, the higher court reversed and the estate of the plaintiff was recovered.

Nothing could be clearer than the fact that the patron was drunk and was a menace to all patrons in the place. It was the defendant proprietor's duty to promptly eject from his place of public amusement any person who acts in a disorderly and dangerous condition of this nature, or to else be answerable for his damages for his failure to do so.

See, also, Eiserer, Dow M., Amusement Grocery, 22 Atl. (2d) 628, where a boy who purchased a circus ticket was struck by a circus worker who was disorderly and visibly intoxicated, to the injury of the said patron.

William W. Hott, proprietor of the company, failed to use ordinary care to anticipate boisterous conduct of patrons or to exercise ordinary care to protect his patrons from such conduct.

In view of this testimony, the jury held the proprietor liable to damages.

As above indicated, some higher courts have held that a proprietor who fails to act promptly in treating disorders patrons may not recover damages, if the proprietor proves he took the proper precautions to protect boisterous conduct of patrons or that he exercised ordinary care to protect the ordinary conduct of patrons. But the proprietor may recover damages if he proves the management did not anticipate or exercise ordinary care to anticipate boisterous conduct of patrons.

Again see Terrell vs. Key, 159 Pac. (2d) 104, where a person was injured when he was pushed by another during a wrestling match and the defendant operator did not prevent or stop the wrestling that caused the injury. The court held the proprietor liable to damages.

The defense denied making any statement that her skate came in contact with her friend's skate and her right leg got caught.

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CIRCUSES

Mills Contracts 16 European Acts
Brothers Return With Line-Up; Expect Agent to Contract More

CLEVELAND — Brothers Jake and Jack Mills have returned from a flying 12-day tour of European talent centers with a bundle of contracts and promises of more from European circuits.

They report that 60 performers are to be flown here by this year, more than in any other year of the 12 seasons in which Mills Bros. Circuit has been importing agents. Robert Koralek, English agent, is scheduled to sign up the acts for which contracts are still pending.

They caught the Harrington and Bertram Mills circuses in London, the Strode Circus and Carey Theater in Amsterdam, and the Havana Theater, several night clubs throughout Tennessee and setting up train sale by above-average contracts.

They report that 60 performers will be above reproach. They are required to okay this proposal. The work will be at top salaries and good co-operation.

Four European Acts Listed

Mills listed the right party with above-average contracts on the return to quarters of Marvin McLane and four weeks with Don Stiles and four weeks with Don Stiles and four weeks with Don Stiles and four weeks with Don Stiles.

Mills Bros.' Circus Cristiani opening at Punta Gorda. Best and Hagenbecks' Circus has ordered a full array of canvas will be handled by Eddie Reynolds.

Captain Roy Bush has five small tents, is back in winter quarters. Joe Brace, boss carpenter, and assistant general manager Glen Edwards, is acting as superintendent during the overhaul period. It is reported that this would come up at the New Orleans trade convention.

This week, the show has completed its stand in St. Louis and is engaged to Nationwide theater business.

Mills Bros.' contract with Rudy Bros.' Circus for the spring sale of an additional Pullman car, will be at a fair twilight house of 60,000. Could seat 30,000. A small Pullman car, is back in winter quarters.

Hunts Sign 9 Conleys

BURLINGTON, N. Y. — Big act on the Hunt Bros. Circus. They have signed 9 Conleys, all of whom are decorated with the Riding Conleys (9), Harry Hunt, and Flen Williams previewing a new turn, that has not been available for comment Friday night.

Hunt Bros. have returned to winter quarters with the return of Marvin McLane, head stewart in Scotland, France and Germany. He plans to return to Ohio in the late summer.

Two-phonemen — 2

Ray Cassel's act will be 10 A.M. and 4 P.M. for the opening sale of the Shrine Circus. He is close to the show's staff and is expected to be on the show's opening.

Jack Mills has signed 10 12,000. He is expected to be on the show's opening.

PHONEMAN

CIRCUSES

Ringling Vote Due Tuesday
On Train Sale

Directors to Meet, 5 Votes Needed; Shreveport Okay

NEW YORK — Directors of Ringling Bros. and Barnum & Bailey Circus will meet Tuesday (28) in what promises to be an action-packed session.

The directors are expected to vote again on a proposal to authorize the purchase of a new home for the circus, and other equipment for an under- ground home. They are understood that votes of five out of seven directors are required to okay this proposal.

This week, the show has completed its stand in St. Louis and is engaged to Nationwide theater business. The advance sale was strong, but gate sales were nil.

Friday (17) was light. Saturday (18) was fair and estimated 5,500 at night. Sunday (19) had a fair twilight house of 60,000. Could seat 30,000. A small Pullman car, is back in winter quarters. Joe Brace, boss carpenter, and assistant general manager Glen Edmonds, is acting as superintendent during the overhaul period. It is reported that this would come up at the New Orleans trade convention.

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Mich. Association Urged To Form Publicity Group

DETROIT — Delegates to the 17th annual convention of the Michigan State Fairs, Expositions and Agricultural Society said they were brightened by the Hotel Fort Shelby being urged by secretary James Movie McCoy of Saginaw, to visit as many fairs as possible. She said, "We have never visited a fair, however small, without bringing back something of value at home."

Establishment of a well-organized State-wide publicity committee was recommended by Miss McCoy.

The business session which closed the convention passed resolutions (1) to continue the annual Fair Board of Michigan (2) to increase legislative appropriations to permit State purchase of the 50 per cent of annual premium which is payable by law, if actually appraised, and (3) to continue the available on a matching basis only if the increase is approved after serious study.

Sherman Reed Elected President

Of the Illinois Fairs, John Read of Richland was elected president. Elected vice-presidents were: Charles F. Allen, Bloomington; John C. Shaw, Jackson; Sergey Phillips, Chicago, and Allan Williams, Harvey. Harry C. Kelley of Hillsdale, was re-elected for a third term as secretary treasurer.

The convention established a salary for the secretary for the first time, raising his salary to $500 for 1957. The secretary's duties included the production and promotion of the annual convention for the chairmen.

Rally continued on the theme that "The Fair has been and will continue to be the embodiment of the American spirit."

Sen. John Minnis, president of the Northwestern Michigan Fair Association, was elected president of the Michigan Association of County, Regional and State Fairs. The election of the Legislature will have bills introduced to aid fairs. The bills introduced to aid fairs. The bills introduced to aid the legislative appropriations to permit State purchase of the 50 per cent of annual premium which is payable by law, if actually appraised, and (3) to continue the available on a matching basis only if the increase is approved after serious study.

York Renames Sam Lewis

For 29th Term

York, Pa. — A 29th consecutive term as president of the York County Agricultural Society, threatened to be a frustrating one for Samuel S. Lewis, who has seen his share of major events ever since 1915. Life members of the society are honored with a $25 award, and the first membership was made in 1915.

It was decided to continue the policy of naming all officers three years in advance of their term of office.

The meeting was held in the auditorium of the state fair ground in York City.
NEW YORK—The three eleph-
ants earned for years by Pol-
ish Bros’ Eastern Circus have been
sold to the National Zoological Show, owner
Strates reported yesterday. Strates has gone
heavily into the menagerie business and this
winter began work on a permanent menage at
Orlando, Fla., winter quarters.

When the King Bros’ Circus exhibit was
announced two years ago, it was stated that
show’s demise two years ago, Strates acquired considerable
merchandise stock plus the services of animal handler Bert Pettus.
He said the elephants will not be sold
and will take a herd of six on
route.

Strates said the deal was closed in
a telephone call from Mrs. Fred
Burrows, Lucille An-
sky, Lillian Freeman, Monica Bar-
nice, Alda McCue, Jeanette Martindale, Claire
Worthington, Mrs. John Enright, Lee Frantz
and Mrs. John E. Goering, Gooding Amusements Co.;
Guy Sun Jr., Bob Shaw, Rob-
ert Steele and Clyde Baldschun, Allied
Bakermans, Cas Sun Agency, Mr. and Mrs. Bob
(Continued on page 71)
Robinson Buys Grand Pacific; Adds Ride to Western Shows

EVERETT, Wash. — Frank Robinson, who recently purchased the late Mel Cook in Western Shows, has bought Buel Jones’ Grand Pacific Shows. Jones is to remain as general manager of the unit.

Robinson purchased the interest of the late Mel Cook in Western Shows and contracted to buy the remaining share owned by Frank Kirsch last December.

Grand Pacific will be expanded, Robinson said, by the purchase of a Number 12 Ferris Wheel from Orlando Allen and the addition of two major and three kid rides. With the newly acquired show and equipment, Robinson added that he is now in a position to book fairs and celebrations.

Western Shows will be known as "Unit 14," with its six major and five kid rides to be augmented with a Rock-O-Plane and photo concessions owned by John Stob and wife. Other concessionaires will include Savy Peterson and wife with pop corn, floss and cork gallery; Holly and Max Miller, watcha, Derby, bear pelt, Cecil and Betty Beaz, balloons store, darts and milk market; Charlie Austin, novelty, Denver Buren, shaw, cookbook; Bob Arintine, string store, Harry Sheeve, rat game; Margaret Selvidge, jewelry; Harry Goodman and Jack Shaffer, toy shop and darts, and Jimmy Carter, Coke bottle rings.

Vivonas Hype Advance Work For Goulds Date

GOULDS, Fla.—Plans are all but complete for the Amusements of America operation at the 10-day South Florida Mardi Gras and Home Show, opening February 7. Harry Wilson has been building a hefty souvenir program and handling booth sales, which reportedly are doing well.

A tie-up with Royal Crown Coca Cola has seen the bottling firm distributing free gate tickets: downtown South Florida. Its trucks also sport banners across the back, plugging the event.

The affair is sponsored by the South Dade Kiwanis Club, which has put 25,000 gate and bicycle tickets in area schools for Saturday children’s days. A feature is to be the Indian ceremonial wedding for which Chief Oneida and 25 Seminoles have been engaged. There will also be a, horse beauty contest, armed forces night, Mardi Gras night, fireworks, and a military wedding.

Morris Vivona, who has been agenting the show at Eastern far shows, has again signed Leipersville, Fla., one of the bright spots in the still-date season for the past seven years. The Miami unit playing lots in Strawberry country.

Walter B. Fox has signed the play for Goulds. Adderral Peppers Shows will, in addition, Peppers Shows will, in addition, Peppers Shows (Continued on page 71)

Detroit Fem Club Installs Officers

DETROIT—The Ladies Auxiliary of the Michigan Showmen’s Association installed its new officers here Saturday night (18) at the annual banquet in the Crystal Ballroom of the Ford Shelby Hotel.

Carrie Dear was feemsee and Izzie Wedger delivered the Invocation. Frances Morgan served as installing officer and Ann Barker as escort. Virginia Sample played the piano.

Officers were installed as follows: Edna Burd, secretary; Grace Ziegler, treasurer; Lottie Johnson, Blaise Weiner and Repey Calo, vice-presidents, and Margie Mansell, president. Directors are Margaret Stapleton, Gertrude Quin, Viola Lipsy, Mary Clutter, Ave Stone, Boye Wedger, Marion Fosd, Pat Cognolle, Lena Bennett and Rose Mansell.

Mary V. Beck, president of the Detroit Common Council, paid tribute to the club and presented the auxiliary’s top award to Frances Morgan. Other awards went to Clara Gilber, Repey Calo and Edna Burd and citations to Helen Cook, Revell Calo, Grace Ziegler, Edna Burd, Margaret Stapleton, Carrie Dear and Margie Mansell. President Mansell gave special awards to Grace Ziegler and Ann Barker. Jack Dickstein, president of the men’s club, spoke briefly and presented a gavel to President Mansell.

Nevada’s World-Famous Suckers' Fairs

MERRICK-DADE COUNTY—Suckers' Fairs are scheduled in all mainland cities in the Portland, Oregon and the Seattle area in the Los Angeles and Orange County area. Also Wally Goodman and Jack Shaffer, toy shop and darts, and Jimmy Carter, Coke bottle rings.

WANT

SHOWS: Shows of Merit and Grind Shows. Can place Western Show, with top-name Cowboy to feature. Want Side Show for Season. (None over the route for two years) Petes Kartes, get in touch.

CONCESSIONS: All kinds for Season. Will book Exclusive Glass Pitch. Let us know what you have!

RIDE FOREMEN: For Office Rides. Top Salaries Paid.

This Show Carries FULL INSURANCE COVERAGE

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New York City

All replies to

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1061 THIRD AVE., RIVIERA BEACH, FLA.

P. S.: Will be at the Tampa Terrace Hotel, Tampa, Feb. 8 to 11

WORLD'S GREATEST MIDWAY

OFFERING SHOWMEN AND CONCESSIONAIRES THE TOP MONEY-MAKING ROUTE OF 1958

Including Milwaukee, Wis., Lake Front Celebration, and the following 11 outstanding major fairs: Anderson Free Fair, Anderson, Ind.; Fort Wayne Free Fair, Fort Wayne, Ind.; Northern Wisconsin District Fair, Chippewa Falls, Wis.; Illinois State Fair, Springfield, Ill.; Iowa State Fair, Des Moines, Iowa; Kentucky State Fair, Louisville, Ky.; Knox-Henry County Interstate Fair, Chattanooga, Tenn.; Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss.; Atlantic State Fair, Birmingham, Ala.; South Alabama Fair, Montgomery, Ala.; and South Texas State Fair, Beaumont, Texas.

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THE BILLBOARD

MIKEY MANSION'S BIG SIDE SHOW

FOR SALE

One of the best on the road; flags, flags, flags, etc., plenty of it. This show is complete, nothing to buy. 100 ft. and 61 ft. stand. Will book or lease Wheel. For orders. Our new exclusive Clock-End, 100-ft. bottles at $5.50 each. Send deposits with orders. Our new exclusive Clock-End, 100-ft. bottles at $5.50 each. Send deposits with orders.

RIDE FOREMEN: For Office Rides. Top Salaries Paid.

CONCESSIONS: All kinds for Season. Will book Exclusive Glass Pitch. Let us know what you have!
Mound City Auxiliary Installs Mrs. Lohmar

ST. LOUIS—Marguerite Lohmar was installed as president of the Missouri Showwomen's Association at ceremonies here Thursday (10) in the York Hotel. She succeeded Mrs. Sarah Prevost, who was lauded for her administration.

Over 100 members and guests attended the installation with Vere Neale Schott as master of ceremonies. Tickets sold in order were Mary Thompson, chaplain; Leona Gonyea, social secretary; Virginia Von Rettenfusser, secretary; C e r t u d e Donnelly treasurer; Catherine Schott, first vice-president; Barbara McGinnily, second vice-president; Elise Weas, first vice-president of the auxiliary; and Dorothy B. Lohmar.

For the first time members of the International Association of Showwomen were invited, and eight past-presidents were seated at one table. John Francis, George Regan, Dave Forrest, Edwin Schott, Sons Broekman, Jack Linn, Tom Roth and Tams Broekman.

Flowers were received from the men's club, Showmen's League Auxiliary, Acme Premium Supply Corporation, Tanglewood Amusements and Cavans, Inc.

A list of those attending included Mrs. Locetta Dudd, Miss Swano Hanasaki, Beatrice Giudani Mrs. Abe Hershman, Mrs. Ada Vottume, Mr. and Mrs. William Lohmar, Herb Lohmar, George Stephens, Francis Cunningham, Bobbi Welty, Mrs. Jack Welty, Mrs. Alex Lohmar, E. Campbell, C. Horn, Margaret Hahn, Mr. and Mrs. Robert Mackey, M. Melohn, Lee, Mrs. and Mr. William Lohmar, Mrs. Clara Brockman, Mrs. T. Oldham, Mrs. A. Lou Folley, Durand Dunham, Miss Frances; Mr. and Mrs. Oscar Voss, Mr. and Mrs. Jack Weid, Mrs. LaVerne Walcott, Wanda Koch, LaVerne Wildcott, Darce Burke, George Klumper, Helen Mckee, Mr. and Mrs. Ted Meyers, Mr. and Mrs. Will D. Ryan, Mr. and Mrs. Earl Hammer, Mr. and Mrs. E. R. Hagman, Mr. and Mrs. M. Burke, Mr. and Mrs. Francis G. Roberts, Mr. and Mrs. Edward G. Roberts, Mr. and Mrs. George Lohmar, Mr. and Mrs. Frank Vernasi, Mr. and Mrs. John Creely, Mr. and Mrs. Dave Prevost, Mr. and Mrs. Frank Markum, Mr. and Mrs. Jack Mackey, Mr. and Mrs. H. Melohn, Mr. and Mrs. Jack Linn, Mr. and Mrs. Dickson Taylor, Mr. and Mrs. Lennie Thompson, Mr. and Mrs. Bud and Brenda McGinley, Mr. and Mrs. Euby Brown, Mr. and Mrs. Ira Johnston, Mr. and Mrs. Marion Fulton, Mr. and Mrs. Robert Seidel, Mr. and Mrs. Pat Seidel, Mr. and Mrs. M. P. Cohen, Mr. and Mrs. Eve Cohen, Mr. and Mrs. Frank T. Schulte, Mr. and Mrs. Ted Seidel, Mr. and Mrs. Howard Robinson, Mrs. Hattie Robinson, Doris Schmitt, Helene Porter, Ruby Porter, Dorothy M. Shallow, Miss Owly, Miss Deneen Muller, Duke Muller, Edith Meyer, Ann Migorski, Mrs. George Lohmar, Mrs. Grim, Brenda McGinnily, Ann Kuhle, Mr. and Mrs. Ted Burger, John Thompson, Leonard Thompson, Bob and Jo Ann Kohls, Clif and Kivie Tiller, Mary Thompson, Robert Linn, Mrs. Jack Roth, Kay Gavett, Ross Brown, Blue Kennedy, Catherine Olyve, Gloria Campbell, Anne Balser, Leona Mait, L. Johnson, Marion Fulton, A. C. Bera, Lee Beren, Gut and Emma Stanley, Tom Cowena, Joe Thomas, Gale Fulton, Marjorie Johnston, Florence Greely, Leona Gonyea, Sandra Bollhorn, Elsie Warr, Barbara McGinnily, Gertrude Donnelly, Mary Thompson.

FOR SALE

D. R. D. Gold, one Tiger (round track)

FOR SALE

1956 ~1957 Model 1701 N. W. 83rd St.

FOR SALE

1956 ~1957 Model 1701 N. W. 83rd St.
Ohio Meeting
• Continued from page 68
McKee, McKinley Reed, Lee Murray, Charlie Leides, and Myra Bunting. The show included two tests: one at the Nationals West at Peoria and the other at the Nationals East at Des Moines. The show was generally considered a success.


Joel, Margaret Kleig, Peggy and Bob Kaltenbach and Joe Smiley, American Daredevils; Charles Con- O'Neil. Photography: Gladys Lambert, Blanche Lambert, Betty Sangerlou and Louise Schmitz.


The Tampa Terrace Hotel

JOHNNY T. TINSLEY SHOWS
America's Most Modern Midway

WANT

For opening April 19—5 weeks of choice still dates—then into 12 weeks of established Eastern Seaboard locations, Surfside, Myrtle Beach, S. C. (large white sand beach and fishing pier, also pavilion). Show has exclusive on all entertain- ment and concessions, followed after Labor Day with 10 top Southern Fairs.

KIDS, Live Pony, Train, Sky Fighter (Burge, contact). SHOWS: For spring dates and fairs only -10-in-1, Girl, Monkey, Animal Shows; A. J. Sunny Amusements; Dan Fleenor, Thun- der Shows; A. J. Sunny Amusements; Rocky Mountain Showmen's Club; Chet Roth and Nor- man Cotter, Fair Publishing House; Jim Woody, Dick Criley, Powelson Coach Lines; Joie Chitwood, Chit - wood thrill show.

NAME

The Florida State Fair, 1410 Webster St., P. O. Box 115, Orlando, Fla. Phone: CEdar 3-5177.

SOUTH FLORIDA MARDI GRAS AND HOME SHOW
U. S. HIGHWAY NO. 1, GOLDS, FLA.
10 BIG DAYS
FEBRUARY 7 thru 16
10 BIG DAYS
FIRST BIG SHOW IN THIS TERRITORY THIS YEAR
ONE MILLION FREE GATE TICKETS DISTRIBUTED
Sponsored in part every day: Indian Ceremonial Wedding, Beauty Contest, Fireworks, 2 Saturday Children's Days with $25,000 in prizes given away in the school, Armored Car Guard, Public Wedding, Mardi Gras Night, Free Acts, other special features.

SPONSORED BY SOUTH DADE KIWAYUS CLUB
Can place non-conflicting Rides and Shows with any applegrave, also Sidewalks and Mechanicals. (No Girl Shows.)

CONCESSIONS: Combined, shows for all kinds, Basket Ball Pool. No exclusives.

WANT TO LEASE ONE MORE DIESEL POWER PLANT

Rides and Shows contact
JOHN VIVONA, Rt. 4, Miami, Fla.

P. O. Box 8
Parrish, Fla.

Phone: MU 5-1163

Contact New DANNY

Phone: Miami Plaza 4-9426

JOHNNY T. TINSLEY SHOWS
America's Most Modern Midway

WANT

Legal Adjuster at Liberty

740 E. Highland St.
Phoenix, Arizona

Phone: Ambers 67442

Sunset Amusement Company
SHOWS: Independent with own equipment, Girl, Ath., Side Show, Monkey, Animal, Boat, Military, etc. (except Train and Airplane.)

Wanted

Midwest Fens
• Continued from page 68
Time to CASH IN ON THESE SENSATIONAL
Watch Values with Weintrums

Buyers’ Guide

Gaufnll
MEN’S STRETCH SOCKS -3 Pairs-Poly
ACME TOYS
WEINMAN’S
COLUMBIA SALES CO.
sell at Sensational
other items you can
ON THESE SENSATIONAL
Time to CASH IN

KINDS PULL TICKET CARDS

1 -AP Parachute packed In red and green plastic tubes.
1 -AP Parachute packed In red and green foil tube,.

Also available is a complete line of other ball point pens with standard Brand

Midwest Watch Company, South Wabash, Chicago, is featuring
six assorted men’s watches for
$2.95 as its post-holiday special.
Included are Gruen, Walhain, Becker, Bulova and Elgin models, with samples at $7.95 each. The
watches are reconditioned, guaranteed again new, and includes a guarantee
of its new 1958 catalog for 50
cents, which will be applied to the first order.

Victor Vending Machine, 5701
West Grand Avenue, Chicago, is
seeking new concessionaires to
items in its new V-1 capsule
measuring 15 inches square and
firm is the asking
and prices for these three
distributors. These
dimensions and the capsule measures
16 inches and the firm is asking
and prices for these three

General R. & S. F. Company, 510 West 25th Avenue, Phoenix,
this is featuring a chrome plated
lighter which has a built-in stand
may be used as a pocket

PIPPES FOR PITCHMEN

BY BILL BAKER

THE DRESSES...
John and Norma, who in the past
worked foot remedies, scopes and
gadgets, plan to re-enter the busi-
ness another way by setting up a
store to be known as “The Fix-It
Shop.”

A GENUINE MONEY SAVING GUIDE FOR

Merchandise Topics

National Premiums, 2204-BB
Flatbush Avenue, Brooklyn 24, is
offering a brand new item consist-
ing of four ball-point pens and desk
vendying machine, in each side.
These are desk model shaped pens
which end in a long tapering point.
Each pen is colored differently and
writes with a fine color ink. The
unit is offered in four colors.
Each set is individually boxed
and may be had for $7.95 per dozen
price.

Midwest Watch Company,
South Wabash, Chicago, is featur-
ing six assorted men’s watches for
$2.95 as its post-holiday special.
Included are Gruen, Walhain, Beck-
er, Bulova and Elgin models, with
samples at $7.95 each. The watches
are reconditioned, guaranteed
new, and includes a guarantee
of its new 1958 catalog for 50 cents,
which will be applied to the first
order.

Victor Vending Machine, 5701
West Grand Avenue, Chicago, is
seeking new concessionaires to
items in its new V-1 capsule
measuring 15 inches square and
firm is the asking
and prices for these three
distributors. These
dimensions and the capsule measures
16 inches and the firm is asking
and prices for these three

General R. & S. F. Company, 510 West 25th Avenue, Phoenix,
this is featuring a chrome plated
lighter which has a built-in stand
may be used as a pocket

Pipes for Pitchmen

1958 Promotions
MEN’S STOCKING SHOES...3 Pairs-Poly Bag-1 size fits all. $9.90 per dozen.
Handkerchief Package—10 Large Size—White or Milk-Straw Stripes—Poly Bag. $0.99 per dozen. Sample $1.00.

When in Chicago Visit Our Modern Showrooms

DIVISION SALES

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG
IT IS NOW AVAILABLE
Illustrated with Photographs, Complete Illustrated Line Sheet, Modern & Novelty Items, and Information About Name Brands, Specifications, Prices, F.O.B. Locations, Salesmen, and Other Features of All Our Best Selling Items.

A GENUINE MONEY SAVING GUIDE FOR

GELLMAN BROS. 1101 N. FOURTH ST. MINNEAPOLIS MINN.

WASHERMAKER BUYERS’ GUIDE

GELLMAN BROS. 1101 N. FOURTH ST. MINNEAPOLIS MINN.

WASHERMAKER BUYERS’ GUIDE

FREE WHOLESALE CATALOG
CONTAINING

Expansion & Photo Idents
Heart & Disc Pendants
Amourium Chain Idents
Egg & Paco Polka Clouspots, Etc.

SEND FOR YOUR COPY TODAY
All 36 Years=1920-

KIPP BROTHERS
Traveling Salesmen Since 1875
240-42 SOUTH MERIDIAN 25 INDIANAPOLIS 25, INDIANA

For Toy Parachutes, be
sure and get Acme, the
Time-Tested Product.

This Acme Parachute for
the last 24 years has seen
more action than the foot-
and fast-moving Toys
ever sold by the trade,
trade or commercially
as a whole.

This is a good item
for demonstration.

For Toy Parachutes, be
sure and get Acme, the
Time-Tested Product.

1958 Promotions
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Handkerchief Package—10 Large Size—White or Milk-Straw Stripes—Poly Bag. $0.99 per dozen. Sample $1.00.

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Time-Tested Product.
Arizona

Chandler-Chandler Expo, Feb. 16-18.

Florida

Daytona Beach-Florida Car & Truck Show, March 27-29.

Georgia

Albany-Georgia Horse Show, March 26-28.

Illinois

Chicago-Chicago Auto Show, March 27-29.

Indiana

Indianapolis-Indianapolis Motor Show, March 27-29.

OHIO

Cleveland-Cleveland Horse Show, March 25-29.

Pennsylvania


Wisconsin

Milwaukee-Milwaukee Auto Show, March 25-29.

Wisconsin


Missouri

St. Louis-St. Louis Auto Show, March 25-29.

Nebraska

Omaha-Omaha Auto Show, March 25-29.

Comming Events

COMING EVENTS

Arizona

Chandler-Chandler Expo, Feb. 16-18.

Daytona Beach-Daytona Beach Auto and Motorcycle Show, March 27-29.

Colorado

Denver-Colorado Motorama, March 10-12.

Florida

Daytona, Beach-Daytona Beach Auto Show, March 25-29.

Georgia

Atlanta-Atlanta International Auto Show, March 25-29.

Illinois

Chicago-Chicago Auto Show, March 27-29.

Indiana

Indianapolis-Indianapolis Motor Show, March 27-29.

Ohio

Cleveland-Cleveland Horse Show, March 25-29.

Pennsylvania


Wisconsin

Milwaukee-Milwaukee Auto Show, March 25-29.

Missouri

St. Louis-St. Louis Auto Show, March 25-29.

Nebraska

Omaha-Omaha Auto Show, March 25-29.

Ohio


Columbus-Columbus Motorama, March 25-29.

Kentucky


Louisiana


Massachusetts


Michigan


Minnesota


Michigan


Ohio

Cleveland-Cleveland Horse Show, March 25-29.

Columbus-Columbus Horse Show, March 25-29.

Ohio

Cleveland-Cleveland Horse Show, March 25-29.

Columbus-Columbus Horse Show, March 25-29.

Kentucky


Louisiana


Massachusetts


Michigan


Minnesota


Michigan


Ohio

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Louisiana


Massachusetts


Michigan


Minnesota


Michigan


Ohio

Cleveland-Cleveland Horse Show, March 25-29.

Columbus-Columbus Horse Show, March 25-29.

Ohio

Cleveland-Cleveland Horse Show, March 25-29.

Columbus-Columbus Horse Show, March 25-29.
CARNIVAL COUNTRY

WANTED - PORTABLE GRANDSTANDS, ..
sets, with accompanying equipment, 1st quality, and in good working condition. Write for details.

HELP WANTED


COPIES Formed Close Wednesday for the Following Week's Issue

PERSONALS

M. P. FILMS & ACCESSORIES

SALESMEN WANTED

AT LIBERTY

AGENTS & MANAGERS

PARKS & FAIRS

COLORED PEOPLE

CIRCUS & CARNIVAL

MUSICIANS

MILLS CONTRACTS

UNDER THE MARQUEE

at the Academy Cinema, 7201 Washington Ave., St. Louis 3, Mo.

WANTED TO BUY

WANTED TO BUY

TATTOOING SUPPLIES

TATTOOING SUPPLIES

MISCELLANEOUS

RAILWAYS, RIDE, TERRIER, the "Patter" selling quality scents in pet stores and specialty shops. 25¢.

MISCELLANEOUS

PHOTO SUPPLIES DEVELOPING - PRINTING

SALESMEN WANTED

TATTOOING SUPPLIES

MISCELLANEOUS

WANTED - BASKETBALL, GYMNASTICS, BASEBALL, RUGBY, FANATICISTS, Turkey Trotting, and other similar, 1st quality, and in good working condition. Write for details.

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Southeast States Tax Bulk Vendors

CHICAGO - There are 11 States that impose licensing fees on bulk vending, and all are situated in the Southeastern part of the United States. The States are Alabama, Arkansas, Florida, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Delaware and Idaho impose licensing fees, but not in connection with vending machines. (See The Billboard, January 20, and separate story, this issue.)

There are seven States that have ordinances which generally require little more than that bulk vendors have identifying stickers or that an operator file with the appropriate State agency a list of the machines he has on location. In any case, there is no taxation or payment in lieu of taxes. Georgia, North Carolina, South Carolina and Virginia have a sales and general business license, but such regulations and laws affecting any business in a particular State were not included in the survey.

Ordinances

Thus there are at least a total of 20 States which have some type of ordinance directly affecting bulk vending operations. So many States have a sales and general business license, that such regulations and laws affecting any business in a particular State were not included in the survey.

It is impossible to determine which States have the highest tax on bulk vending unless arbitrary conditions are laid down. Going under the assumption that 90 per cent of bulk vending is conducted at the present local level and the rest at the state, the States having the highest per cent tax for an operator of 500 machines would be as follows, Mississippi, $1,375, Pennsylvania, $1,276, West Virginia, $1,275, Georgia, $630, Maryland, $500, South Carolina, $475. (Counties and municipalities in Pennsylvania have the option of establishing sales and general business license. Estimate for Pennsylvania was arrived at on basis of assumption that operator specified above grosses $1,000 per month.)

Under varying circumstances, the operator specified above could be taxed as much as $900 in Delaware and $500 in South Carolina. Fees in the remaining States having similar apparatus but less than $100 per annum for the same operator.

BULK VENDING

By FRANK SHIRAS

D. F. Hynes, Penny Sales Company, Dallas, Texas, feels that 2 cents is a reasonable price for his vending machine business. Since a 2-cent tax isn't likely, he thinks that bulk manufacturers should begin putting 2 cents wheels on their machines in West Virginia and Maryland, Ill., says that the best way he has found to check on machines is by seeing what his vending machines are by using Bon-Ami jet spray. He reports that it has worked well. Bulked operator in Kansas City, Mo., was beaten by his house robbed of $375. He had just returned from servicing his route and was completing the transaction when he discovered his basement garage. He didn't hear them knock before they got him knocked senseless and they stole the wheel of his rolls of $.25. He had just returned from servicing his route and was completing the transaction when they stole the wheel of his rolls of $.25.

BULK VENDING Tax and Licenses

Below is a summary of State fees and licensing regulations imposed on bulk vending machines and taxes affecting and associated with vending enterprises in a State are not included. The following States have sales tax in those having one is not quoted.

The first 24 States, by alphabetical order, according to mailing addresses were received directly from the appropriate State agencies.

NEBRASKA - No licensing regulations.

NEVADA - Operators must file list of machines with State tax commission. Must file with Mayor's Office and other regulations.

NEW HAMPSHIRE - No licensing regulations.

NEW JERSEY - No licensing regulations.

NEW MEXICO - No licensing regulations.

NEW YORK - No licensing regulations.

SOUTH CAROLINA - Licenses required of operators having five or more machines. A $25 license required for machines operated on nickel or less; $150 license required for machines set at more than a nickel. Counties and cities may not impose additional license fees.

SOUTH DAKOTA - No licensing regulations.

OHIO - No licensing regulations.

OREGON - No licensing regulations.

PENNSYLVANIA - No licensing regulations.

RHODE ISLAND - State requires operator to procure simple permit covering all machines operated, and each machine must carry identifying sticker. The following States - State regulations read that no tax is levied on any machine vending food or beverage products. The following States fall into that category. Vending operators in the following States are not taxed at regular rate: $10 per machine vending items for 5 cents or more per tax on machines vending for less than 5 cents. Identifying stickers are required.

SOUTHERN CAROLINA - No licensing regulations.

SOUTHWEST - No licensing regulations.

SOUTHERN CALIFORNIA - Licenses required of operators having five or more machines. A $25 license required for machines operated on nickel or less; $150 license required for machines set at more than a nickel.

(Continued on page 77)
Keyed West's Bulk Growth

Continued from page 78

Recalling his early days in the field, Bloom estimates that in 1932 there were millionaires in the vending business in the area. "He said that routes had begun with a minimum of 300 machines on the Western Coast, in about 25 years, and the operators are making a minimum of $600 a month. In the early days of Operators Vending, the big sellers were cheaper gum, peanuts, nuts and a very small amount of bulk gum. The latter, Bloom remembers, picked up in the supermarkets when they were imported from Japan. Bulk gum and chocolate bars" were stored when American manufacturers took over and used them in marches.

While Bloom devotes most of his time to his business interests, he does work closely with the Chamber of Commerce, often attending socially upon vending matters. This gives the industry a voice to legislative matters. Bloom is also a Shriner and has been for many years. He participates in their programs, which include the support of a large, modern hospital for crippled children, which he founded.

In 1950, he went to Europe to a University in Brussels, Belgium, the first of several visits.

Taxes, Licenses

Continued from page 78

The operator also pays a 3 per cent sales tax. In lieu of above, operator may elect to pay 1 per cent of gross receipts from his machine, and no sales tax. But he must also pay $1 per machine for registration of individual machines. Each machine must carry identifying sticker. The general sales tax was mentioned in the case of Tennessee because of special nature of law.

TEXAS—No licensing regulations.

UTAH—Each machine must carry identifying sticker. No licensing regulations.

VIRGINIA—License of $20 required. In addition, penny machine taxes $9.60, nickel machine taxes $11.70. Cash vending for nickel or more is taxed $2.80, but must also pay $1 per machine for registration of individual machines. Each machine must carry identifying sticker. The general sales tax was mentioned in the case of Tennessee because of special nature of law.

WASHINGTON—Each machine requires a "brand certificate number." Penny machine taxes $9.60, nickel machine taxes $11.70. Wyoming—No licensing regulations. Mixture of bulk gum and charms prohibited under anti-gambling law.

WYOMING—No licensing regulations.

Bulk Bonter

Continued from page 78

relations program is made by Max Hurvich, Birmingham Vending Company, Birmingham, Ala. He feels that there is still a marked tendency on the part of the public to believe that the industry is dominated by racketeering elements, and that a public relations program utilizing key men throughout the country is needed. Mark Postel, Chicago distributor, was in the Billboard office last week. Having been in the business 20 years, he can remember many of the key developments that sparked the coin-machine industry during its growth.
Ohio Vending Co. Uses False Ads, FTC Claim

WASHINGTO—The Federal Trade Commission has charged Mainline Sales Corporation, Euclid, Ohio, with making misleading statements, designed to be made of operating vending machines in unfair and misleading [illegible] and the assistance it gives purchasers.

The commission complains that the company falsely claims in its newspaper advertising and sales material and thus its solicitors who call on prospects responding to advertising.

Contrary to ads, FTC maintains, the firm's purpose is to get customers and not to offer employment. In the great majority of cases, the commission says, $400 to $600 a month for 8 to 10 hours a week greatly exceeds the actual profits, no matter how much time is spent on the machines.

FCC claim, established routes are not available, and the company almost never helps a customer locate the machines. In fact, FTC says, "the few locations it does supply are not available." Other claims by the firm alleged to be false are that the amount invested may be recovered by inventory, that the machines of dissatisfied customers must be purchased, at a stated per cent less than the original price, and that the company manufactures the machine.

The complaint named in the case are Louis and Alan M. Glickman, the company's president and sales director, respectively. They have been granted 30 days to file an answer to the complaint. A hearing is scheduled March 7 in Cleveland before an FTC examiner.

Continental Names Guye

NEW YORK—Raymond Guye, Independent, Wis., has joined the sales staff of the Continental Vending Machine Corporation, manufacturer of the Corsair cigarette machine.

Guye, who has just completed his factory training at the firm's headquarters, 1 E 11 st., will cover Wisconsin, Minnesota and North Dakota.

Meanwhile, Dan Carr, Continental general sales manager, announced that the company has started production on the 30-col. Corsair, with 110 units being shipped a day. A full production schedule of 1,000 machines a week is expected to be in effect soon.

Coin Calendar

Following are dates of interest and importance to all coin machines operators, distributors and associations. Check the Calendar weekly for new events in your area.

January 27—Central States Phonograph Operators’ Association, monthly meeting, Peoria, Ill.
February 3—Nebraska Music Guild, music show, Omaha.
February 4—United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit.
February 5—Springfield Phonograph Operators’ Association, monthly meeting, association headquarters, Springfield, Ill.
February 4—Washington Music Merchants’ Association, monthly meeting, Seattle, Wash.
February 5—Music Operators’ Association of St. Joseph Valley, monthly meeting, offices of Carl Zimm, Mishawaka, Ind.
February 6—Summit County Music Operators’ Association, monthly meeting, Akron, Ohio.
February 6—Cleveland Phonograph Merchants’ Association, monthly meeting, Hotel Holland, Cleveland, O.
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 Phonograph Owners’ Association, monthly meeting, 1014 Traction Building, Cincinnati.
February 13—California Music Merchants’ Association, monthly meeting, Beaconsfield Hotel, Brookline.

Coinmen You Know

Continued from page 78

his summer camp in New Found Lake, N. H. Brother Barney is still confined to his home and would like some visitors.

David J. Baker, president of Music Operators’ Association of Massachusetts and operator of Melo-Tone Vending Company, was the principal speaker at the Connecticut Music Operators’ Association election and installation meeting this week. Dave gave them the history of the Boston battle against the $150 fee and was cheery to the rafters. Others from Massachusetts were Bob Jones, Field Distributors, and Ralph Ridgeway, president of Western Massachusetts Music Guild.

Operators are braving the snowstorm these days to shop for music and games. Among those seen around town this week were Tom Libby, Haverhill; Lawrence Bettincourt, Danvers, Hal March, Brattleboro, Vt.; Henry Leiman, Milford, N. H.; George L. Coburn, Lynco, Ed Ross, Dorchester, and Ray Race, Woonsocket, R.1.

Denver

By Bob LATIMER

Harry Deckoher, who runs a string of phonographs and amusement machines, has a semi-monthly schedule of machines throughout the state. He is a member of the National Association, has a high reputation as a good promoter, and is also a fine man.

The companies he deals with are the National, the Chicago, the New England, and the Ohio. Mr. Deckoher is the man who is the backbone of the amusement business in Denver.

“Something to look out for another, is deckoher's way of explaining his various interests. He says he is just trying to make a living and that he likes to be with people."

(Continued on page 86)
By NICK BIBO

CHICAGO -- Whether 1958 presents to the juke box industry, it doesn't appear that a stereophonic juke box will be in the package. Recent advances in stereophonic tape and more recently, stereophonic disk has raised suspicions from many corners that the juke box industry, long noted for producing novelty sound, but manufacturers of coin-operated photographs were quick to point out, last week, that stereophonic sound is a long way off for this industry—in either tape or record form.

And many obstacles, both from the engineering and marketing standpoint, put the introduction of this type equipment in the commodities photograph market at least a couple of years away—if then.

No Pop Hits

Possibly the biggest and most obvious drawback for juke box manufacturers is the absence of current pop music on either stereophonic tape or disks.

As one leading juke box manufacturer pointed it out, last week, that pop singles being available on tape.

People were speculating about a small tinny sized tape cartridge that would slip into a player mechanism, which would take the place of so-called cumbrous records.

No Cartridges

The cartridges, of course, didn't come, and even speculation has died down. While tape is available with both monaural and binaural sound reproduction, the pop hits do not come. And so, as with the books into industries—indeed needs —they are non-existent.

More recently, the talk has been of stereophonic records. At least one form has already introduced a stereophonic disk that disk that is on display for play by both bifilar and monaural reproduction systems. However, while the bifilar phase of sound reproduction has been judged excellent, there seems to be some question in many quarters of the disk's playback quality on a stand-alone basis.

The need for a stereophonic cartridge to pick up the sound is essential, since the customer will be able to slip the apparent readiness of the juke box manufacturers' houses to enter the market.

Chicken to Egg

The problem could be chicken and egg dilemma. What will come first—a stereophonic disk or a stereophonic record-playing unit? Record manufacturers are reported to have insisted that the stereo disk is around the corner, but it's a long block with the corner. The manufacturers of record players are equally optimistic of the eventual arrival of stereo disks, but they'd like…

(Continued on page 87)

MOA Names Committee for May 6-8 Conclave

OAKLAND — Music Operators of America kicked off preparations for their spring meeting this week with the appointment of a convention committee for the exhibition of exhibit applications to all former exhibitors. Nominated to the committee for the yearly conclave, which will be held at Chicago, were MOA President, M. F. Miller, Thomas French, Linn C. Stroehlein, and John Wallace. Miller announced that the traditional banquet, which will be held on Wednesday evening, May 7, in the Terrace Casino Room. Program for this, as well as for the rest of the convention has not as yet been finalised. Exhibits booths will be open promptly eight feet by 10 feet, and the price for the package will be $300. Each extra booth will be $200, with exhibitions limited to four booths.

Ad for the souvenir program will appear on page 250, 1960 page 250, and $100 for a quarter page. Accommodations

Anyone seeking accommodations for visitors, or rooms can contact Tom Mackey, convention director, Morrison Hotel.

OMA is planning to host more officers, to establish convention headquarters at the Mission not later than April 1. In the meantime, all correspondence is being handled out of MOA's Oakland office at 128 East 14th Street.
WURLITZER
Announces

A NEW
ALL-LOCATION
LINE

featuring
A NEW DIMENSION
IN AUTOMATIC
MUSIC

and 50-CENT PLAY ALL THE WAY
WURLITZER PRESENTS

DRAMATIC NEW DIMENSIONS IN CABINETRY - EXCITING NEW DIMENSIONS IN SOUND  
ALL POINTED AT GREATER EARNING POWER

THE NEW WURLITZER Console
MODEL 2200 MOST FASCINATING PHONOGRAPH EVER BUILT
200 SELECTIONS

Another Wurlitzer first! A new Wurlitzer Phonograph that brings you the shape of tomorrow today. Sensational console styling, breaking the barrier that has long fostered the monotony of similarity in automatic phonograph design. An amazing new sound system. Three 12-inch woofers incorporating regular, coaxial and curvilinear cones, plus a 4-inch tweeter — crossover-connected both mechanically and electrically. The result is another Wurlitzer first — new dimensions in hi-fi sound range comparable to the finest custom-built high fidelity units.

The appeal of this pace-setting Console is further enhanced by such styling features as a new, colorful record changer compartment indirectly lighted by a translucent chassis shelf . . . a color-washed silver metal main grille and a stainless steel base grille perforated for finer sound emission, and four tiny light beams that give it a footlighted effect . . . 50-cent play all the way. PLAYRAK coin registration, built-in stepper and volume level control. See it at your Wurlitzer Distributor and you'll see an instrument that will turn console-size measurements into king-size profits for you.

THE NEW WURLITZER CONSOLE MODEL 2204
104 SELECTIONS

Here is the new Wurlitzer Console silhouette cabinet adapted to 104 selections. Its “lo-boy” styling permits it to be placed in areas where greater height would be prohibitive. Note that its side view is as attractively modern as the front. Blonde mahogany and white with gold trim, it is emblazoned with the Wurlitzer crest in full color.

The Model 2204 features 50-cent play — full high fidelity range. See and hear it at your Wurlitzer Distributor. You'll readily agree that, judged from any angle on its beauty, or by any discerning ear on its tone, this 104-selection Console will prove a top earner for you.
THE NEW ALL-FEATURE, ALL-TIME
VALUE Wurlitzer MODEL 2250
200 SELECTIONS

Featuring brilliant new cabinet crafting, rich color-styling and a scintillating array of time-proven mechanical features, the 200-selection Wurlitzer Model 2250 is the finest standard phonograph ever offered. The record changer compartment combines blue and pebbled gold in complimenting colors. The silver metal grille is gorgeously framed with golden hued Mylar — the miracle plastic. Side cabinetry combines beautiful mahogany grain with contrasting white flared panels, highlighted by the famous Wurlitzer crest. The mechanical excellence of the Model 2250 has been proved by its predecessors. Carousel Record Changer, Zenith Cobra Stylus, 50c Play, PLAYRAK Coin Register, Single All-Coin Slug Rejector, Plated Wiring Circuits, True Hi-Fi Tone — they’re all here — and altogether they place this new Wurlitzer 2250 among the top values in the annals of this industry.

PLAY-STIMULATING
WURLITZER WALL BOXES

MODEL 5207
104 SELECTIONS
5-10-25c PLAY

A handsome, high eye-appeal wall box that will boost your earnings from the Wurlitzer 104-selection Model 2224 Carousel Phonograph. Chromed case. Easy title strip reading. Flip pages actuated by top levers. 5-10-25c coins accepted. Selection by single button opposite title strip. Ace lock with separate key for each box. Time-proven in thousands of locations to quickly pay for itself.

MODEL 5250
200 SELECTIONS
50-CENT PLAY

First wall box to make 50-cent play available from any spot in any location, this beauty will multiply your earnings from Wurlitzer Models 2200 and 2250 Phonographs. Single coin entry accepts nickels, dimes, quarters and halves. Pages and title strips are illuminated top and bottom. Four-in-one magnetic slug rejector permits 10c play with 5c coins. Chrome-plated, die-cast case retains beauty for years.
The Shape of Tomorrow... Here Today

**WURLITZER Console**
Models 2200 and 2204
A NEW DIMENSION IN AUTOMATIC MUSIC
NEW HIGH EARNINGS
200 AND 104 SELECTIONS

**NOW ON DISPLAY**
O’CONNOR DISTRIBUTORS, INC.
2320 West Main Street
Richmond, Virginia

**A New Dimension in Automatic Music**

**Wurlitzer Console**
ConsoLe MODeLS 2200 and 2204
OFFERING 200 AND 104 SELECTIONS

**Commercial Music Company, Inc.**
1550 Edison Street
Dallas, Texas

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**Introducing a New Dimension in Automatic Music**

**The Fabulous Wurlitzer Console**

**Cleveland Coin Machine Exchange, Inc.**
2029 Prospect Ave.
1827 Adams St.
Cleveland, Ohio

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**What Music Operators Need to Know About Depreciation**

This is the third in a series on the full scope of accounting, depreciation, and taxes in music operating management. This article is the first of two on depreciation. Specific dollar analyses of depreciation methods will be detailed in the second article on the subject.

At one time depreciation was regarded as merely the exhaustion of a tangible asset due to constant physical wear, tear and the elements. However, as better record keeping developed and as our understanding of economics broadened, other important factors become evident, namely, obsolescence and inadequacy.

An asset does not have to be completely worn out to have lost its usefulness. When new and more efficient equipment appears on the market, it becomes unprofitable to operate older equipment, a factor that must be given consideration in setting depreciation policies.

More Selections

In the case of the operator we can easily see its impact. Each year the industry introduces new models into the market, different in style and at times different in basic construction concepts. We all remember when coin-operated phonographs had only 20 selections and the drastic changes occasioned by the introduction of a greater number of selections per machine.

Each time the manufacturer changed the number of selections upward it meant that the older phonographs with lesser selections became inadequate and, in some cases, obsolete. The changes in this direction have continued and today we have phonographs with as many as 200 selections. This represents a change in the then changing phonograph technology. A few of the others are:

1. Use of 45 r.p.m. speed, which requires new mechanisms and record installation.

2. Use of high-fidelity phonographs.

3. Complete change in styling giving the phonograph a more modern appearance.

4. And now the difficulty of obtaining 78 r.p.m. records, causing a gradual abandonment of 78 r.p.m. phonographs.

The operator has to stay current with all these changes and constantly replace some of the older machines with newer ones. Otherwise, a change is made he finds his customers chomping for action and if he doesn't comply with their wishes he knows a competitor operator will.

By LEO KANE

The older machines, the still "in good mechanical condition, having many years of remaining useful life, can no longer be used in the better locations. These locations demand and get the newest models when they appear on the market. The older machines must be then downgraded, i.e., transferred to locations which have less earning capacity. These transfers continue and the process of declining revenue per machine continues until the machine is either sold, traded or scrapped.

From these observations we can readily conclude that depreciable phonographs over their physical life is not proper accounting. Experience with our clients indicates that after five years the machine's earning power has dropped to a point no longer satisfactory to the business as a whole, and that it may still be used, is generally in sub-marginal locations, in the hope that the location will subsequently warrant a later model.

Depreciation Reflects Revenue

Also notable in our observations is the fact that the earning power of the phonograph is not equal over the five years of its useful life. It is at its peak in the first year and gradually declines. Hence why shouldn't the depreciation charge attempt to match revenue? A greater portion of the phonograph's cost should be charged off to expense in the years of its greatest productivity and the least amount charged to expense in the years of lean earning capacity.

It was for this reason that after many years of pleading before congressional committees by the business community that the new Internal Revenue Code of 1954 promulgated new rules allowing "accelerated" depreciation.

Principal Methods

The two principal methods now permitted are (1) The double declining balance method and (2) the sum of the digits method. Other methods may be employed by the taxpayer and used provided that at no time during the first two thirds of the useful life of the property being depreciated will the accumulated depreciation exceed what it would have been had the declining balance method been used.

These new methods of depreciation can only be used on new property acquired after December 31, 1953, and used originally by the taxpayer.

The property must also have a useful life of three years or more. Any property acquired prior to that date must be depreciated by the use of the same depreciation method employed in the past. Thereafter these new accelerated depreciation methods will be used.

The new methods of depreciation can be used by the operator on any tangible fixed asset as well as phonographs, such as new buildings or other structures purchased or constructed, new office or shop equipment, fixtures, vehicles, etc., as long as they were acquired after December 31, 1953.

In view of the fact that phonograph equipment represents the largest single capital investment item to the operator and, because of the depreciation represents the most significant operating cost of doing business it behooves the businessman to take advantage of the tax benefits in depreciation methods described above as they afford a vital method of saving income tax dollars.

For as the depreciation charge is the highest in the most productive years of the equipment, then the income subject to taxes is minimized, resulting in a heavy "cash inflow" into the business to be used either for paying off prior equipment purchase obligations or investing in the newer models entering the market annually.

Specific dollar analyses of the various depreciation methods is the subject of a second article on depreciation. Here, the operator will be able to see how these will affect his book and, thereby, be the forerunner of some enlightened business decisions.

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STURDY

The show goes on... and on... with the H-200. The sturdy performer that stands out in the crowd... stands up under abuse and neglect. Here's the juke box that keeps right on playing when the going is rough. Get the benefit of this rugged staying—and paying power. Get in touch with your AMI distributor now.

AMI
Incorporated

Known by operators for self-operated music instruments of unrivalled dependability since 1928. Ahead then... Ahead Now.
THOUSANDS OF NEW YORKERS cranked out pictures on four turn-of-the-century Biograph machines during the last two weeks. The machines were loaned to the H. Macy Corporation by Mike Munves, Arcade equipment pioneer, to celebrate Macy's 100th anniversary. The machines were placed on the street in front of the show windows (above).
Juke Mfrs. Like Stereo Idea

Continued from page 80

"We've taken a look at this phase of recording," he added, "and while some thinking has been done, we have not researched the idea to any extent.

"When we're sure disks are available in quantity, covering the entire field of music in stereophonic sound, we'll go ahead."

Immediate Future

A spokesman at Seeburg echoed similar sentiments, completely setting any prospect of a stereophonic juke box for the immediate future.

At Wurlitzer, A. D. Palmer revolved the idea of a stereo disk juke box "Wonderful, a new face for juke boxes-but practical application is still some time off. When records are available, we'll give it more serious thought."

At Rock-Ola, Kurt Kluever raised three points as serious objections for any immediate entry of such equipment.

1. Stereophonic sound would need two sets of playback equipment-raising the cost of the juke box substantially.

2. Hit times, lifeblood of the juke box, are not available.

3. Stereophonic disks, when they do appear, will probably be prohibitively priced for coin-operated phonograph operations."

A Record Trend

Kluever noted that Rock-Ola would probably enter the market if the stereophonic disks became available and they were established as a "record trend."

"I, for one, would like to see the system developed more. We've not lost sight of developments and are always looking toward the future," he added, "but we have no immediate plans to incorporate stereo into our phonographs."

BUSH DISTRIBUTING COMPANY

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WALL ISPEAKER

8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.

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8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.

UNITED'S UPA 100 PHONOGRAPH

Finest Hi-Fidelity components in a beautiful, acoustically-perfect cabinet, masterfully engineered to attract greater play... provide more plays per hour... more profit per play. Simplicity of design assures least servicing, in least time.

WALL SPEAKER

8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.

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THE SHAPE OF Tomorrow
HERE TODAY

WURLITZER
Console
Models 2200 and 2204
* A NEW DIMENSION IN AUTOMATIC MUSIC

NEW HIGH EARNINGS
200 AND 104 SELECTIONS

 geometric, as this page is similar to repairing a typewriter or an electrical-operated adding machine, and the answer requires the natural step to progress to sales. It seems that I must forever be adding new departments in order to take care of seasonal slacks and dips, but I enjoy all of it.

Detroit
By HAL REVES
John C. Koutoulakis, 23, and just out of the Navy, is following his father's path into the coin machine business with the C. K. Music Company, a nickel box route. He is the son of Chris Koutoulakis, who has operated a cigarette machine route here for years. Headquarters for both operations are at the downtown Victory Loan, operated by John Koutoulakis—junior, incidentally, derived from the Victory Viand, long-time popular theatrical hotel.

Ben Rosen, manager of Confection Cabinet Corporation, received a special "Citation of joy" from Detroit Variety Club for his support of two holiday parties for underprivileged and hospitalized youngsters. ... Tony Siracusa, Circle Music Company, Dearborn, is convening from a major operation in Harper Hospital, Detroit.

New York
By AARON STERNFIELD
John B. Willett, Newark, N. J., Wurlitzer distributor, holds open house from Monday (67) to Friday (31) for customers to celebrate Wurlitzer Days. All operators are welcome, and visitors will be luncheon and dinner guests of the firm.

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Juke Mfrs. Like Stereo Idea

Continued from page 80

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"When we're sure disks are available in quantity, covering the entire field of music in stereophonic sound, we'll go ahead."

Immediate Future

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At Rock-Ola, Kurt Kluever raised three points as serious objections for any immediate entry of such equipment.

1. Stereophonic sound would need two sets of playback equipment—raising the cost of the juke box substantially.

2. Hit tunes, lifeblood of the juke box, are not available.

3. Stereophonic disks, when they do appear, will probably be prohibitively priced for coin-operated phonograph operations.

A Record Trend

Kluever noted that Rock-Ola would probably enter the market if the stereophonic disks become available and they were established as a "record trend."

However, he termed stereo an "even more 'if and see proposition' than hi-fi was at its inception."

"I, for one, would like to see the system developed more. We've not lost sight of developments and are always looking toward the future," he added. "But we do have an immediate plan to incorporate stereo into our phonographs."

Juke Mfrs. Like Stereo Idea

Some of them before they plunk away into stereophonic recordographs.

One thing tho is certain. The stereo disk will have to make substantial entry on the consumer side before it is given serious consideration by the juke box trade.

No Records

Reason for this is simple. The box's main stock in trade is serving the public music they want to hear. Until such music is available, the juke box manufacturers will stick with a system that takes advantage of current pop hits on 45 r.p.m. singles.

Ed Ratajack, AMI sales director, summed up his firm's thinking when he said, "We at AMI do not believe in stereophonic disks in popular music which would apply to the juke box field in the foreseeable future."

Ratajack defined the "foreseeable future" as at least a couple of years off.

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WALL SPEAKER
8-inch Super Perma-Magnetic speaker easily recessed by removing standard ceiling tile.

UNITED'S UPA 100
PHONOGRAPH

Finest Hi-Fidelity components in a beautiful, acoustically-perfect cabinet, masterfully engineered to attract greater play...provide more plays per hour...more profit per play. Simplicity of design assures least servicing, in least time.

WALL SPEAKER
8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.

CORNER SPEAKER
8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.

ATTRACTIONAL COLORS

PROFITS TO YOU!

WRITE FOR DETAILS

UNITED MUSIC CORPORATION
340 N. CALIFORNIA AVE
CHICAGO 18, ILL

(ABLE ADDRESS. MOP

IN AND SEE THE
SHAPE OF TOMORROW

WURLITZER
CONSOLE PHONOGRAPH

200 AND 104 SELECTIONS

A New Dimension in Automatic Music

BUSH DISTRIBUTING COMPANY
286 N. W. 29th Street
Miami, Florida

60 Riverside Avenue
Jacksonville, Florida
Gotham Ops Watch Housing Projects

Slum Clearance Means Fewer, But More Profitable Stops; New Centers Aid Trade

NEW YORK—Gotham juke box and amusement machine operators are becoming more and more aware of the thousands of municipal housing projects springing up in the city. For many, the thousands of apartment units going up each year mean lost locations for others, new opportunities. On the whole, the city’s residential building effort has worked to the operator’s advantage; but in many specific instances, this effort has hit him hard.

One operator had eight locations in a square block in a Harlem slum area. Last year the city tore down the block and is replacing it with a modern apartment development. Six stores will replace the 35 retail outlets which were in business last year. Of these six stores, only two will be possible juke box or amusement machine locations. And the operator isn’t sure that he can get these two locations.

Last year, some 7,500 apartment units were opened by the city. Another 4,500 will probably be opened this year. Since the city began its housing program in 1935, some 95,000 family units have been constructed.

All factors considered, the program has helped the coin machine industry. Many developments have replaced shanty areas—particularly in Queens—where locations were plentiful and where the population was fairly low.

These sections now have shopping centers with restaurants, taverns and bungalow courts.

Fewer Locations

In other areas, particularly Manhattan and Brooklyn slums, the new housing developments are less populated than they were before. But there will be by the end of the year.

Restaurant stops do relatively better in the new locations than in the older slum areas, the tavern is the neighbor of change. The tavern has a somewhat colder institutional atmosphere and does not encourage social gatherings. It is known that taverns and luncheonettes.

These sections now have shops and bungalow courts.

Moore Sets Party At Town & Country

NEW YORK—The Sandy Moore Distributing Company celebrates its second anniversary with a party Sunday (29) at the Town and Country in Brooklyn. A cocktail party will be held from 6 to 9 p.m., with dinner and movie show from 6 to 10 p.m. All operators will be guests of Sandy Moore. C. C. Forman, vice-president, said that the new Wurlitzer will be displayed at the affair and that A. D. Palmer, Wurlitzer executive, will attend the showing.

The doors have offices and showrooms in Providence, Mass., and in New York. He just opened a 6,000-square-foot addition to the Freepoint head quarters.

THE BILLBOARD

THE BILLBOARD

January 27, 1939

Regular Classified Ads

Paid in largest type on this page, one paragraph, three words minimum, one word per line. Minimum, $1.00 per word. Cash with order.

Use this handy form today

Periodicals.

Paper Features

Story of Davis Export Business

SYRACUSE—The story of the Davis Distributing Corporation, local Seeburg distributor, was recently in the financial section of the Syracuse Post-Standard. Most of the story was devoted to the World Export Division, Davis, export division, which sends juke boxes all over the world. About 2,000 rebuilt juke boxes are shipped annually, with the bulk of them going to Holland, West Germany and Belgium.

According to the story, 100 persons are employed in the export phase of the business, with the firm maintaining offices in Syracuse, Buffalo, Albany and Rochester.

Display Classified Ads

Paid in largest type on this page, one paragraph, one word per line. Minimum, $1.00 per word. Cash with order.

Display and Billboard Ads

Wurlitzer Console

1917 West Front Street, Salina, California

GEO. YOUNG

Billboard

Regular Classified Ads

Use This Handy Form Today

Forms class Wednesday for the following week’s issue. Please say you saw it in The Billboard.

Readers of The Billboard are invited to write a short, informal letter to the editor. Letters should be kept under 400 words. Letters in excess of 400 words will be cut. Letters should be concise in style, and only the best will be published.

The Billboard

Cable Market Place

New York 3, N. Y.

Address

Address

City

Zone State

when answering ads...

Say You Saw It in The Billboard
20-YEAR VET

Program Expert's Tip on Standards

By ROB LATIMER

DENVER—A full-time programming expert on the job, along with a developed techniques in using standards have combined to give one local operator a solid foundation for increases in every one of his stops over the past year.

The operator, Bell Music Company, operated by Pat Ryan, with a string of 50 phonographs, traveled throught Denver and its suburbs, following the same system of inventory every location situation.

Tests vary sharply, and the popularity of every top-20 tune is likely to be sporadic. Consequently, in the programming of responsibility out of the hands of the individual collector who is in no way interested in the proper performance of a record. Each collector is entitled to have Mrs. Ryan handle this all-important job.

Storage

Probably the only women to handle such a job in the Colorado phonograph industry, Mrs. Ryan is a veteran of 20 years in the field.

She starts over each week at the left side of Bell Music Company's showroom where two trunk telephone lines make it easy for a location owner to phone in, and where the three collectors report daily. In the rear, behind the desk, are a row of cubicles, each tower six feet high, 10 feet long, and have the entire inventory within convenient reach. More than 75 per cent of the total holding capacity is given over to standards, which Mrs. Bell keeps constantly on the move through the 50 machine locations.

We realized the importance of the top-20 tunes in the early '30s,' Mrs. Ryan said. "Particularly in the case of standards and old favorites. We found, of course, necessary to program the top-20 tunes and top 40 on 190's, but also to the standards, which show the best return. The top 20's play well for a short period of time, but very few of them become favorites which everyone likes to play. Standards, on the other hand, can show the same returns month after month in any season of the year, and they operate the chief programming problem.

Standards

At Bell Music Company, standards include old favorites, light classics, instrumentalists, Broadway show scores and even some long-time operators. Mrs. Ryan oversees the end of each phonograph program, operating on a Cost-Less-Than-Normal basis for the most commonly used merchandise and attachments. The schedule for assessed values is approximately $7.15.

The assessed value of phonograph machines is based on the depreciated cost, 30% of which is charged as taxes on the machine.

The schedule for assessed values for coin-operated machines on locations in Los Angeles County has been released by John R. Quinn, county assessor.

The valuation will form the basis for taxes on the rate applicable to the tax district which the machine is located. With some 5,000 divisions, the ad valorem tax rate will range from the rate of $4.77 per $100 assessed valuation in Beverly Hills to $9.40 approximately in Redondo Beach. In the Los Angeles tax district, the rate is approximately $7.15.

Assessed values are based upon words the first Monday in March. The assessed value schedule for phonograph machines in 1956, 1955, 1954, 1953, 1952, 1951, 1950, and prior models, $40. Phonographs without adapters for 1950 and prior models are valued at $30, and accordingly, depending on age, range from $40 to $200.

Report Assessed Values

Los Angeles—Schedule of assessed values for coin-operated machines on locations in Los Angeles County has been released by John R. Quinn, county assessor.

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New Gotham Coin Group Formed: UCMO Signs Pact With Local 19

Jacob, Koondel, Wurzel, Gulden Officers; Conflict With MONY, AAMONY Seen

Continued from page 60

to two operator associations, and as such would be able to deal with one legitimate union." He added that the firm would be able to provide "better service," and that AAMONY and MONY said they would hold council on the new group for the June holidays.

Meanwhile, the union picture was greatly complicated when it was learned that negotiations between AAMONY and Local 202 of the Teamsters have been suspended.

Talks Suspended

The game association had voted to negotiate with Local 202 and talks were scheduled to be held this week. However, it was learned that the Teamster organization had ruled that Local 202 had jurisdiction in the coin machine field. Local 202 representatives at a meeting in Brussels last week, but were turned away. It was at this meeting that the company voted to begin negotiations elsewhere.

The union picture has been complicated further with the defeat of a union called Local 14-552, Oil, Chemical and Atomic Workers, AFL-CIO. At last reports, this union was picketing a Bronx tavern which had a poke box and game.

Seattle Holds On Licenses; Ordinance Due

SEATTLE — The City Council has deferred action on applications for renewal of liquor permits for two amusement game licensees, pending an ordinance regulating the business.

Reports to the council establish a situation where coin games are located in the city attended a recent meeting of a coin machine committee. Councilman Charles M. Carroll, the committee chairman, announced that the committee, the prosecuting attorney and the police department "are keeping "an eye" on the local amusement game industry. Carroll said that A. C. Van Pelt, acting chairman, informed the council that a state opinion had deferred action on applications for renewal of liquor permits for two amusement game licensees, pending an ordinance regulating the business.

State Court Refuses Plead To Of Toledo Ops

TOLEDO — City officials here were informed by the Ohio Supreme Court's refusal to consider appeals by Toledo pinball operators. The city is now determining how to move against the pinball business here.

Enforcement of a Toledo ban on pinballs had been held up pending action of the City Court. Pinball operators had contended that the machines constituted prohibited "one-armed bandits." Enforcement of a Toledo ban on pinballs had been held up pending action of the City Court. Pinball operators had contended that the machines constituted prohibited "one-armed bandits."

Standard Financial Buys Factors Corp.

SF Pays $2.5 Million for Philly Concern; Total Resources Expanded to $41 Million

NEW YORK — The Standard Financial Co., a factoring house which specializes in paper financing, has acquired control of Factors Credit Corporation of America from the Bankers Security Corporation and other stockholders.

FCA is a Philadelphia commercial finance and factoring company. No shares of Standard Financial, whose common stock is listed on the American Stock Exchange, were issued in the transaction. Cash purchase price was about $2,500,000.

The move brings Standard Financial into the installed financing field, where the company has been active for 5 years in the coin machines field, has been continued with agreements with manufacturers and n.d. distributors whereby the equipment seller assigns the paperwork to Standard Financial.

Georgia Bill Sees Pin Legality Up to Counties

ATLANTA — A bill before the Georgia House was given the right to decide legality of pinball machines in individual counties. Floyd County Rep. Raymond M. Reid, sponsor of the bill, said that he and fellow representatives feel that pinball devices should be the responsibility of the individual counties. The counties, under the bill, would be granted power to prohibit, regulate or license pinball operators and play. The bill, introduced by Rep. William O. Carter, of Hart, would require counties to license and to obtain the necessary resources for regulation.

Bally Ships With Model, Super Bowler

CHICAGO — Bally, a maker of pinball machines, is shaping up to distributor last week by Bally Manufacturing Company. The new "Chain Model, Super Bowler" is identical to the All-Star model, and play features are identical to the All-Star model.
## Coin Machine Price Index

### How to Use the Index

IEBCS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the periods 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 January 20, 1958)

### MUSIC MACHINES

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### SLUGBRI

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| 45 RPM | $50.00 | $50.00 | $50.00 |
| 45 RPM | $110.00 | $50.00 | $50.00 |
| 45 RPM | $85.00 | $95.00 | $95.00 |
| 45 RPM | $35.00 | $35.00 | $35.00 |
| 45 RPM | $95.00 | $50.00 | $65.00 |
| 45 RPM | $115.00 | $150.00 | $150.00 |
| 45 RPM | $495.00 | $149.00 | $180.00 |
| 45 RPM | $225.00 | $175.00 | $175.00 |
| 45 RPM | $275.00 | $239.00 | $239.00 |
| 45 RPM | $275.00 | $239.00 | $239.00 |
| 45 RPM | $325.00 | $239.00 | $239.00 |
| 45 RPM | $20.00 | $20.00 | $20.00 |
| 45 RPM | $65.00 | $65.00 | $65.00 |
| 125 RPM (1W) | $825.00 | $65.00 | $595.00 |

### PINBALL GAMES

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<thead>
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### MEAN AVERAGE

The mean average is a computation based on all prices of which a machine has been advertised either at least 10 times for the period indicated and is the dominant advertised price level. It is not a simple mean of all the prices, but rather a high and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when referring to the phrase, "high," it indicates the "low" in a unique price probably for "as is" on "distressed" equipment.
THE BILLBOARD

Juke Box Must Fight for Night Owls
Truck Drivers

BOSTON—A juke box is a mist for truck drivers and other night workers, it was argued this week in Suffolk's Superior Court during a hearing in a case brought by a couple who alleged that music was keeping them awake.

The attorney for Mr. and Mrs. Herbert Silver told Judge Jesse Morton that night workers "after the cases of hard work need a little sound music with their coffee and hamburgers." Judge Morton replied that he did not have the chance to stop a juke box, "I don't think I can in this case."

He refused to issue an injunction against Maple's Ice Cream Parlor, located on the first floor beneath the Silver apartment, to have the juke box stopped at 10 p.m. and 4 a.m.

THE NEW WURLITZER

Console

T & L DISTRIBUTING COMPANY

1663 Central Parkway
Cincinnati, Ohio

Juke Box Must Fight for Night Owls
Truck Drivers

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THE NEW WURLITZER

Console

T & L DISTRIBUTING COMPANY

1663 Central Parkway
Cincinnati, Ohio

ADVERTISERS
know exactly what
the Billboard

does because the Billboard is a member of the Audit Bureau of Circulations.

when answering ads . . .

Say You Saw It in The Billboard

WE HAVE

THE THE NEW WURLITZER

Console

INTRODUCING DIMENSION

IN AUTOMATIC MUSIC

DOUG AND CO'S

1957

THE SHAPES OF

Tomorrow

HERE TODAY

BlOTTILLA DISTRIBUTING COMPANY

224 North Main Street
1226 Broadway

ADVERTISERS
know exactly what
the Billboard

does because the Billboard is a member of the Audit Bureau of Circulations.

when answering ads . . .

Say You Saw It in The Billboard
WANTED ANY QUANTITY OF 1956 AND 1957 GOTTLEIB GAMES

HIGHEST PRICES PAID

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin and International Multimame Distributors

Remember in NEW ENGLAND IT'S TRIMOUNT

INTRODUCING A NEW DIMENSION IN AUTOMATIC MUSIC

TRY IT IMMEDIATELY!!

SUNNY MOORE

Our Famous Tapes and Slidepakds

UNIVERSAL APA EXPORT SPECIALISTS

248 6th Ave., New York, N. Y.
Mayfair 2-3172

599 Tenth Ave., N. Y. 18, N. Y.

Contact JOE MUNVE AT The Tampa Terrace Hotel

The Florida State Fair, February 4-13

For the latest in Arcade Equipment

We Wish To Express Our Thanks to the BELGIAN GOVERNMENT and L'AUTHOMATE of Brussels for inviting us to place our equipment in the Arcade Exhibit, Amusement Center

1958 BRUSSELS WORLD'S FAIR

BRUSSELS, BELGIUM

We eagerly invite operators from all over the world to visit our arcade during their stay at the World's Fair.

The latest and most advanced devices in American Coin Operated equipment will be shown at the 1958 Brussels World's Fair for display in our arcade, featuring the latest Models Frame.

BALLY • WILLIAMS • Genco

We, Arnold Tremblay of Northern Automatic, Antwerp, Belgium, and sales representatives from International Scott Crosse Co., U.S.A., will be on hand during the entire show to afford you hospitality.

1958 Brussels World's Fair Opening day: April 17th, 1958

International Scott Crosse Company

1415 Spring Garden St., Philadelphia 30, Pa.

Rittenhouse 6-7712

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., N. Jersey and N.J.
NEW ENGLAND is THRILLED
with this
NEW DIMENSION IN
AUTOMATIC MUSIC
• Small Physical Size
• Big Profit Producer

Wurlitzer

CONSOLE MODELS
2200 AND 2204
offering
200 AND 104
SELECTIONS

DISTRIBUTING CO.
300 LINCOLN ST.
ALLSTON 34, MASS.-4 0083

NEW KIDDIE RIDES

ANIMAL RIDE PONY CART RIDE
Other MONEY MAKING RIDES in our line
FIRE ENGINE • KIDDIE TRAIN • TUGBOAT AUTO
All rides use identical bases and
can be quickly interchanged on location.

FOR DESCRIPTIVE FOLDER AND PRICES—WRITE

KING-PIN EQUIPMENT COMPANY
820 Mills Street
Kalamazoo 21, Mich.
Phone: Forsythe 5-1151

THE NEW

WURLITZER

Console

INTRODUCING
A NEW
DIMENSION
IN
AUTOMATIC
MUSIC
300 AND 104
SELECTION MODELS

ROTH NOVELTY COMPANY
54 North Pennsylvania Avenue
Wilkes-Barre, Pennsylvania

Will U. S. High Ct. Study Pinball Code?

Here is a copy of a Columbus, O., anti-pinball ordinance of December 11, 1954, which is likely to be under scrutiny of the U. S. Supreme Court. The ordinance was recently upheld by the Ohio Supreme Court, but operators decided to file for a hearing in the U. S. High Court, after a petition for a rehearing in the State Court was denied. Note that the ordinance groups all types of pinballs into the prohibited class.

COLUMBUS, O. • Ordinance No. 1015-54—To prohibit the possession of pinball and certain other similar machines; to supplement the Code of the City of Columbus, 1952, by the enactment of Section 29.69-1 thereof, and to declare an emergency.

Whereas, the operation of pinball machines and similar machines involving chance or skill or reward encourages gambling and the general disorder incident thereto, and is a threat or menace to the peace and morals of the community; and,

Whereas, even the so-called amusement-only pinball machines are so constructed to be almost identical in appearance, and operation to certain gambling devices, per se; and,

Whereas, even the vast majority of such so-called amusement-only devices are readily convertible to gambling devices, and,

Whereas, the operation of even amusement-only pinball machines has become and now constitutes a menace in that it encourages a false sense of values, filling, and intoxicating, and,

Whereas, an emergency exists in that such so-called pinball machines are now generally absent from the city,

State Court • Continued from page 90 unless it was proved they had been used for gambling purposes.

The Supreme Court, on December 18, ruled in favor of a Columbus anti-pinball ordinance (see copy this section), similar to Toledo's.

The State Court, at the same time, dismissed an attempt to bring before it an appeal from a decision of the Sixth District Court of Appeals which last May backed the Toledo ordinance.

Seattle Holds • Continued from page 90

Sloven, corporation counsel, is drafting a regulatory ordinance and when ready it will be introduced in the council and a public hearing held.

Chairman Carroll tempered his remarks with the assurance to the applicants that they weren't being accused and that the License Commission realized that with possibly a few exceptions, they are conducting a clean business and observing the ordinance requirements.

but will remain under immediate prohibition, and for the immediate preservation of the public peace and safety, now, therefore.

Be it ordained by the council of the City of Columbus,

Section 1. That the Code of the City of Columbus, 1952, be and the same is hereby supplemented by the enactment of new Section 29.69-1 thereof, which said section shall read as follows:

Section 29.69-1. Pinball machines, prohibited. Whoever shall within the city have in his possession, or in his custody or under his control any table game or device commonly known as a 'pin game', or 'pin table', the operation, use or play of which is controlled by placing therein any coin, plate, disk, plug, key or other token, or by the payment of a fee, shall be guilty of a misdemeanor and upon conviction shall be fined no more than $5000, or imprisonment not more than six months, or both.


PINBALL CULTURE ON TV QUIZER

NEW YORK—A contestant on a television quiz show boosted his winnings to $4,500 last week by being able to identify a play about a pinball player who succeeds in beating the machine the cast including a bartender, longshoreman and a wealthy alcoholic. The contestant was Joe Spiegelman on Jack Barry's 21 Quiz, on NBC. He successfully answered the quiz and two other questions to beat out rival Ed Bailey.

For those less erudite than contestant Spiegelman, the play is "Time of Your Life" by William Saroyan.

WE NEED THESE NOW!

MAJESTIC SUPER JUMBO JUBILEE \nFLAGSHIP SILVER

FOR QUICK ACTION AND TOP DOLLAR, \nCASH or TRADE

WE EXPORT ALL TYPES \nOF COIN EQUIPMENT.

MUNVUES \nCORPORA TION
177 Teal St., New York 36, N. Y.
Detroit Ops
Get Schooling In Ball Bowler

DETROIT — The first of a series of projected schools or classes for operators of amusement games was sponsored here last week by the King Pin Equipment Company, leading game distributors. It was conducted by Bally Manufacturing Company, operator of the world's three biggest Strike Bowlers. Paul Calamari, engineer for Bally, came from Chicago to conduct the program.

Two solid days of sessions were held at the Hotel Tuttle, with two sessions of about four hours daily for a total of about 16 hours of intensive education.

It was strictly a working school, with no social aspect involved.

About 60 men attended—servicemen and some operators themselves as well. Virtually all amusement game operators of the area were represented by these staff members. This was planned primarily for local operators, in view of the sudden and notable resurgence of interest in bowling games in the city itself, but a number of up-state operators also were welcomed.

Games Work Complicated

"Everybody said when they went away that they had been learning something," said Joseph Anton, manager for King Pin in Detroit. "Most of the operators are not too familiar with the new games we are using now. The new games are a little more complicated than the shuffleboards or skeeballs or that type of game which have been around for many years. We feel the education would be very good for them.

I feel it was very successful," he said in summarizing the results. Anton himself attended some of the sessions as did members of the staff.

This is the start of a continuing series of education in the operation, service, and maintenance of bowling games. It is planned to have similar seminars periodically—perhaps at 30-day intervals. Anton noted that there was a large percentage of operators and service men inexperienced in the handling of the modern first-class machines, and is confident that, after 30 days, these men will be prepared to come up with problems which they want a solution, and that the next course can be definitely be on a more technical level.

 Std. Financial

Continued from page 90
its subsidiaries will become a subsidiary of Financial and will assume its financial operations in the Philadelphia, Pittsburgh, Baltimore, Baltimore, Ohio, and West Virginia areas.

Services of a FHA include loaning working capital to manufacturers and distributors, financing time sales, factoring, insurance, and installment financing of equipment.

Karl G. Schall, FHA treasurer, becomes executive vice-president and will be in charge of the Pennsylvania and Baltimore offices. Therefore H. E. Blatt is president of the new subsidiary. Other SFA executives and employees continue in their present positions.

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Standard's last year was $12,500,000, with $50,000,000 in profit after taxes and earning of 57 cents a share. The firm has its main office here, with branch offices in Chicago, Los Angeles, Dallas, Buffalo, Philadelphia, Pittsburgh and Elms, N. Y.

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INTRODUCING A NEW DIMENSION IN AUTOMATIC MUSIC

THE FABULOUS WURLITZER Console

MODELS 2200-2204

SANDLER DISTRIBUTING COMPANY

110 Eleventh St., Des Moines, Iowa
405 Plymouth Ave., N., Minneapolis, Minn.

BARGAINS!
AMI PHONOS
F120 ......... $495
G120 ......... 595
14-Foot Bowlers ..... 475

PURITY
Chicago, Illinois
DISTRIBUTING CO.

BARGAINS!
AMI PHONOS
F120 ......... $495
G120 ......... 595
14-Foot Bowlers ..... 475

JUNKS! JUNKS! JUNKS!
LARGEST STOCK AND SELECTION IN U.S. A.

Typical Values

SEEKING WURLITZER

M100 5145
M100 1950 575
M100 1950 575

GENCO'S NEW GUN...

GUN CLUB
NEW DESIGN—NEW TARGETS

Williams Ten Strike Williams Jig Saw
Bally All Star United Royal
Bowler Bowling Alley

REJUVENATE those shuffle alley locations with 9' BOWLING ALLEYS!

(Converted from 14' Models)

$475.00

USED EQUIPMENT SPECIALS

United 11' Bowling Alleys $475.00
Bally 14' Bowling Alleys $455.00

Chicopee 6-PI Skill Bowl $199.50

BUFFALO

Bally Mini America

Bally Club $245

Double Header $245

Broadway $195

Big Show $360

Ray-Way $365

SUPER SPECIAL AUTO PHOTO, $1,795.00

Model 9—Reconditioned

$102-14 MILWAUKEE AVE., CHICAGO 22, ILL PHONE EMBASSY 5-4400

DETROIT BRANCH—14344 Forbush, Detroit, Mich. Tel.: Broadway 3-1550

when answering ads...

Say You Saw it in The Billboard

JOE ASH says:

Our Showing of the 1958 WURLITZER PHONOGRAPH LINE
will be held Monday to Friday, Jan. 27 to 31

Call Service Department for information: 618-5132 or 618-5133

See Joe Ash at the Active Amusments Machine Co. Convention

Remember the Date!

SATURDAY—Feb. 1
THE TIME—12 NOON
AT 851-53-55 NORTH BROAD ST., PHILADELPHIA, PA.

ROSEN'S FIRST WAREHOUSE AUCTION SALE

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ROSEN'S first WAREHOUSE AUCTION SALE

Be Sure to Write or Mail Your

Attend

or Mail to

for Free List of Machines To Be Auctioned

Sealed Bids

Write for Complete Lists of Machines To Be Auctioned
Bilotta Launches Bowling Leagues

NEWARK, N. J.—John Bilotta, head of the Bilotta Distributing Company, has organized 18 bowling leagues in Central New York. Winners of tournament play in the coin-operated long bowling will be awarded trips to Yankee Stadium this spring, with Bilotta picking up the tab. Bilotta also reports that sales of Wurlitzer pianos and organs are running well. He will show a full line of these instruments at his open house (27) thru Friday (31) when the company displays the 1958 Wurlitzer juke box.

Extend Cig Excise Urges Treasury Sec.

WASHINGTON—Treasury Department has served notice that it is "necessary to recommend a continuation" of the excise rates on cigarettes.

In a statement before the House Ways and Means Committee last week (14) Treasury Secretary Anderson said that increased requirements for expenditures for security will bring total estimated federal spending to a high level and make it necessary to extend the excise. Levy will be reduced July 1, unless Congress acts on Anderson's suggestion for an extension. The Secretary pointed out that a reduction in the excise tax rate on liquor, cigarettes and automobiles would involve a revenue loss of over $900 million.

New Gotham Org

Continued from page 90

against Local 10 comes to court in Manhattan. The operator group had charged that Local 19 is not a bona fide union, but was created to harass Local 1900 and to push local MVY members from their locations. It seeks to enjoin Local 19 from interfering with any locations serviced by Local 1900.

A temporary injunction has been granted by Justice Mccivern. The trial will be on a permanent injunction.

The calendar for the County Court of Kings County Wednesday (22) is the cause of the state against Ernest Filicomo, Art Tuozzo and Charles Panatella.

Charges

The trio has been indicted for second degree assault, attempted extortion and conspiracy against Sid Saul, a juke box operator. The alleged incident took place in Wagon Wheels, a Brooklyn jukebox enterprise owned by Paul Presto.

According to charges made at felony court, the three men used force and threats to convince the juke box operator that he had better give up the location.

One of the indicted men carried a card identifying him as a member of Local 19.

Export Surge

Continued from page 90

Belgium led both game and juke box markets with totals of $424,449 and $300,078, respectively. Canada took the lion's share of the vending machines shipped during October-$97,244 worth.

Peru made an infrequent appearance among the top ten as the export market in October, notching $41,908 in the juke box category. The Union of South Africa entered the line-up with $4,500 in vending machine values.

Total exports for 1957 thru October are valued at $22,518,258, a new high for a 10-month period. There have been over 82,000 machines shipped in this period. Figures for November and December are not yet available from the U. S. Department of Commerce.

Match Model

Continued from page 90

with the exception that Super Model offers extra play. The game is a compact bowling game that has players shooting balls at pins by lining up a "gun" at the front of cabinet and "firing" a ball by pressing a button. Three-inch, hard plastic balls are fed into the "gun" one at a time. Mounted at the player's end of the game, the "gun" continually pivots from side to side, covering the 10-pin target field from end to end. Timing is important in scoring. One or two can play.
Assessed Values

- Continued from page 99

0, $30. Machines 1954 and subsequent, 6 or 7 column, $45, 8 or 9, $60, 10 or 11, $80, and 16, $130. Five-cent gum-mint machines are valued at $5; double column or bowl, $5, and single, $2.50.

Cigarette vending machines, plus value for cash and merchandise, are scheduled 6, 7, or 8 columns, $80, 9, 10, 11, or 12, $35, 13, 14, 15, 16, or 17, $80, 18 or more, $100, new 7, $85, and new 11, $70.

Peanut and gum venders are plus cash, merchandise and attachments. The value of a double column or level unit is $5, and single $3.50.

Scales are assessed at the rate of $10 each for those of 1951 and prior. Later models are valued on the basis of cost less normal depreciation.

Continued from page 89

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NEW! Running RABBITS on Endless Chain - Disappear when Hit!

NEW! CLAY PIPES on Revolving Wheel "Shatter" and disappear when Hit!

Genco's GUN CLUB

RIFLE GALLERY

NEW Glittering, Gleaming GOLD PLASTIC CABINET FRONT

Genco MANUFACTURING Div. of Chicago Dynamic Industries Inc.

2621 N. ASHLAND AVE. • CHICAGO 14, I11.
Chic Coin Gun To Operate at Fla. State Fair

TAMPA, Fla. -- Chicago Coin Machine, Chicago, will exhibit its Super Commando Machine Gun gallery at the Tampa State Fair here February 4-15. The gallery will be operated by one of the concessions at the Fair, and will be under the supervision of Chicago Coin representatives Harry Glick, Matt Secore, Al and Bill Kasick.

According to Secore, the fair locale will give people a chance to not only see the guns in operation, but to patronize it themselves, via coin play. The Commando is being marketed thru direct sales and thru lease arrangements.
Buddy Fox Joins Irving Kaye Co.

NEW YORK—Buddy Fox has joined the Irving Kaye Company as advertising and sales promotion manager. Fox had been with Runyon Sales for eight years, serving as export and sales promotion manager for the local AMI distributor.

In his new post, Fox will be in charge of the Activaire hand dryer sales program and will assist Kaye in the sales of the firm’s coin-operated games.

Now! Gottlieb’s

combines new wide-open roto-targets
with the universal appeal of playing cards

Wide-Open Roto-Targets Bring 3 Targets Up to Scoring Position at All Times, Allowing One Skill Shot to Lite 2 Cards with a Single Hit

Special Score For:
• Lighting Any Five Cards in a Row
• Green Targets After Row Is Made
• Making Special Rollover on 5th Ball After Straight Is Lit

Red and Green Targets Light Pop Bumpers and Cyclonic Kickers for Added High Score

Total of 18 Ways to Score Specials Including Match Feature and High Score to 7,000,000

Four Places to Spin Roto-Targets

See your distributor today!
Now!!
GET EVEN BIGGER PROFITS WITH
chicago coin's SENSATIONAL NEW BOWLER...
LUCKY STRIKE

with its EXCLUSIVE
RE-PLAY
Flash-O-Matic Star Feature

NO ROLL-OVER SWITCHES ON PLAYFIELD!
REGULATION ABC SCORING

NEW!
1 Score Glass Guard!
2 Hood Guard!
3 Pin Guard!

Quietest Bowler Ever!!
- Entire Ball Return Runway is Rubber Lined!
- Playfield Sound-Proofed with Cork Backing!
- Back stop is Sound-Proofed with Cork!

GIANT BALLS | GIANT PINS
4½ in. DIAMETER | REALISTIC SIZE
2½ POUNDS | Larger Than Ever Before!

NEW! Larger Cash Box!

NEW PROFIT MAKING FEATURE!
2 Games for 25c
Also available as
One Game for 25c
Easily convertible
to regular 10c play!

chicago coin machine
1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
Chicago Dynamic Industries, Inc.
Pep up play and profits with new

Bally

MISS AMERICA

2 Cards
10 Magic Lines

... plus 4 sets of Advancing Scores
... Corner Scores ... 2 Extra Time
Rollovers ... up to 3 Extra Balls
... all add up to profit-packed play-
appeal that boosts collections quick.

Get Miss AMERICA at your
Bally Distributor now.

See your favorite distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
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
ACCEPES UP TO 20 QUARTERS
AT ONE TIME FOR FUTURE PLAY
ALSO AVAILABLE IN ONE PLAY FOR 25¢
CONVERTS EASILY TO 10¢ PLAY

New
DROP CHUTE MECHANISM
with NATIONAL REJECTOR
on Pull-Out Drawer for Easier Servicing

ALL MECHANISM LOCATED IN BACK-BOX
with Hinged Insert for Easier Servicing

EXTRA STURDY CONSTRUCTION THROUGHOUT

SEE YOUR DISTRIBUTOR NOW!

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

4 ALL-LOCATION SIZES
13 FT. LONG ... 16 FT. LONG
EXPANDABLE WITH 3 FT. SECTIONS TO
17 FT. LONG ... 20 FT. LONG
album record programming
with Seeburg
dual pricing
is the
surest way
to increase
earnings

• Today, much of the fine music the public wants to hear—standards, show tunes, jazz and classics—is available principally on albums. This type of music is as essential to proper programming as current hit tunes on singles.

• Dual pricing permits taking full advantage of album music because the operator is compensated for the additional playing time required.

DUAL PRICING UNITS
Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units that program singles at one price and album records (two tunes per side) at a proportionately higher price.

America's Finest and Most Complete Music Systems