Kiddies Buy Billion Penny Toys in 1957

Moppets, Sub-Teens Get $10 Million Worth a Year From 300,000 Machines

By AARON STERNFIELD

NEW YORK—Charmy, miniature toys representing a major source of amusement and an admission to a world of their own for youngsters from ages 5-14, are currently being automatically dispensed via penny vending machines at the rate of nearly a billion a year.

Elvis Presley, Davy Crockett and Spurtles I and II have one thing in common. They are part of this going big business in vending machines in the shape of items designed for children.

According to an estimated 300,000 such machines—the bulk of which sell for a penny over a counter. The vending machine is the only economical method of distributing these low-cost items.

Since the business is based in part on consumer apprehension to the charm manufacturer must supply a product it must have a good idea of how long a fail will last, and he must be able to get in understanding what children and sub-teens will like.

For example, Davy Crockett novelties were strong a year ago, and all the manufacturers attempted to cash in on the fad. Altogether in all probability fast money, the Crockett came didn't last long enough to, any of them to show what vital profits. Elvis Presley is big row, but few of the manufacturers are getting too long Presley charms. They feel that Presley—as a charm subject—may fall from public favor in a matter of months.

However, manufacturers are making Sputnik charms, and will probably continue to do so for some time. Their feel that while Davey Crockett may have been a passing fad, the race for control of space will probably continue for a few years.

Moppets are fickle when it comes to changes. Miniature toys (actually a non-descript wood block that is sold in a charm cycle) are seasonal, and the number of sales a charm reaches normally its peak in about two months, in middle-aged in about four months, and is old in about a year. However, these cycles are repeated every three to five years, so dies are never discarded.

21 Years Old

The charm business itself reached its mature point this year. The first charms, Japanese imports, were used in vending machines back in 1934. At that time, the charms were designed for the adult market sales and were strong to begin with. The child must be to rest, an adult. In order to separate the charms for vending machine use. First importer of charms was Earl Goergen, who currently represents a Canadian company.

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

December 16, 1957

Kiddies Buy Billion Penny Toys in 1957

Canadi TV Mushrooms in 5-Year Span

Montreal — Television is five years old in Canada, introduced in this city in the fall of 1952. Now, over 80 per cent of all houses have a TV set and 70 per cent are within a range of a station. The world's largest microwave network, linking the Pacific and Atlantic coasts, will be completed this summer. The Canadian Broadcasting Corporation

Toy TV is expected to begin regular operations here next summer. There is less resistance than in the U.S. because government, broadcasting and public alike feel "national pride and the promise of exclusive events," according to the wholesale program manager, R.C. Allen, who is in charge.

CBC rebuys to allow private stations to operate in areas where they might compete with CBC outlets, as EcTV is considered the only answer to monopoly.

The normal cycle adopted by broadcasters here is far less stringent than in the U.S. One station, for example, supplies as a regular feature the location of police radar error trap units. Another carries a forum show devoted to problems in economics and art.

Canada is able to reward its native talent on the U.S. scale, so the migration south of the border is a rarity except for a small handful of radio stars who are national in character, according to the U.S. series which stars a Canadian.

NEWS OF THE WEEK

Stars Without Creative Program

Idea Comes Music Videos

Music shows have great difficulty in still TV season, critically and rating-wise. The trade blames the more reliance on more value substituting for programming creativity.

Brewers, Throw Temperance, Fast TV Shows Boys Into Battle

Activity among brewery sponsors shows a trend toward topical themes rather than program intensity, with the firm buying more spots, more markets and more entries in given markets. They're also buying varied programming, including shows of interest in and others that are off type.

New License Set-Ups Cue Columbia Global Expansion

An expansion of Columbia Records' activities, plus additional licensing arrangements, are giving Columbia and Epic more exposure throughout the world. The label's 1957 foreign earnings are up 60 per cent ahead of 1956.

warners-felix confirm interest in label buy

Despite previous denials, Warner Bros. and Fox last week, finally acknowledged they are currently seriously considering entering the record business.

Local Price War Headache

New York — Discount and price wars are making many disc outlets here in New Jersey in the ironic position of losing money or merely breaking even while doing a sizable volume of business. The E. I. DuPont de Nemours and Co., which is the Harrison chain, has been offering all 331 L.P.'s at 1.47, and all 485 packages for $3.09, while the Columbia chain is selling major label L.P.'s for $2.78, the usual $2.47 dealer cost. New Jersey independent Steven Brothers has been offering all L.P.'s for $2.98, and Blue Bird of nearby Newark, New Brunswick, N. J., advertised all L.P.'s $3 on the radio. During a recent price war among the Hendle, Long Island, branches of Columbia, Epic, and Coral, the price for $3.08 L.P.'s dropped as low as $1.98.

DEPARTMENTS AND FEATURES

Music: Pop Charlie

Milly Moppets

Kiddie Kit

zodco Moppets

Beaver Moppets

Creative Use of Stars Is Key
To TV Musicals Success

Agencies Worry Re Weaknesses as Clients
Shop; Finkel Reviews Como's Pattern

By CHARLES SINCLAIR

NEW YORK—Merely pointing to a famous musical name in front of a TV and saying "you're famous" doesn't cut it. "You've earned your "careerity." And, the current game of musical TV shows being played by over-familiar guest stars is resulting in a real "cream cheese." Those are the hard facts of TV life as efficiently stated last week by McCann-Erickson, J. Walter Thompson, Kenyon & Eckhardt, Campbell-Ewald and Batten, Barton, Durstine, O'Keefe.

Several clients of these agencies are quietly doing their Christmas shopping at independent package firms to come replacements for those sagging musicals at those built-in networks CBS, NBC and ABC.

Three of the reasons mentioned by McCann-Erickson's Thompson are "bow," Ralph says Thompson, Cicale Mackenzie and Pat Boone, and methods used by the clients to keep their "noteworthy." Even the venerable "Hit Parade." Needful to say, the tip-top breed of disillusioned clients is a cause for much nervousness at the agency in general, and concern over the state of the agencies' hollls.

Not so much is said about the "star," except for the more or less approved, star-name music series, most of which are being scored current.

Nelson's Average Audience ratings that are down in the 16's, with only a few higher. That preference is moving even more extremely to the "star." Worn-out, audience-participation shows — types over which MCV lacks control, anyway, creative control, and to which they make little or no creative contribution.

Does this mean that "music" is synonymous with "TV"? Not at all, program veterans agree. The fault is one of structure. Too long and too simple: the client may be pushing a music personality, says a partner in another agency. It is the video package outfit.

Sports Shows: In the season so far, Perry Como series is high on everybody's list — it scores a 40 in Nielsen's survey. The spot on the list — the Billboard survey promises to produce, for his music popularity.

Another series that should be geared to enhance, not subject, from the star's basic personality, is "Tonight." The show should not be made to do bits ex-sports news, which makes us uncomfortable, and guests should be chosen more for their ability to match a show's particular theme than because they are a "name." The "service" of great stars revolving around the TV orbit is a major problem, Finkel feels. "They only get a good show when you turn them loose and then they are right." This often means blinding a semi-name with a big-name star to touch off creative sparks, not just grabbing the big-name stars, as is the case with Como.

As an example of "creative" casting, Finkel cites the two previous specials by Ethel Merman to the Como show. On the first, she paddled off in a routine with Gypsy More. "It was too low," he says. "She hit too easy-going, too gentle in his home." Next time around, Merman was paired with Red Buttons. "That did it," says Finkel. "The combination was sensational." Finkel and his staff feel that a major reason for the continuing success of what is basically a music show is "the" factor carefully developed.

"We try to give the impression that Perry has been virtually pushed out on the stage and is doing an impromptu show. And, do you know why he looks so relaxed on the show? That's because we enhance his quality by keeping everything else in the show to highlight him. In fact, co-host of the show always runs about three-and-a-half minutes. TV viewers, and not Madisons Avenue conference, play a key part in making minor changes in the structure of the Como shows," Finkel said, while issuing an analysis of viewer mail that he learned audiences wanted to hear旅游局 call on every show. They add.

"Aangels" Moves To Live-in Jan.

NEW YORK—Two alternate- week in one of the hottest rating kings are in the same area, out of the front lines.

Withhold has served notice on CBS that it wants only "immedi-ately" from its alternate slot in the Network's 9-10 p.m. "Robin Hood!" an exit may not be possible prior to February 1.

The reason, it is said, is due to the fact that "Robin hood!" has been removed almost from the moment it first aired. Meanwhile, White is in the process of converting into a second half-hour and, reportedly, needs to the NBC net- work budget to back spot campaign.

In Rockefeller Center, meanwhile, RCA has so served notice that it plans to use "Price," and NBC is not scouting a new co-sponsored to take over this spring. Again, the problem is reported to be in the budget department with RCA money sparring too thinly for their contract.

However, it is being made closely by the producers. Goodie in the tour of "Nancy" and "Price," according to sales chief Bud Anise.

Still left to the rating duel, of course, the original sponsor of Price, and Johnson & Johnson, is the original client of "Robin hood!"

NBC-TV HAUNTED

Bishop Mulls Ax of 'Squad,' J. Wyman

NEW YORK — Like Benjamin Franklin, NBC has a cloud of black smoke hanging over its NBC TV network. Specter is haunting NBC-TV this Christmas season. Specter, who is NBC, has had a "toupee" under which悬挂, has been on the verge of canceling after the three-week trial. Jimmy Wyman, Thursday, 9:30-11 p.m., and giving consideration to plug it with a third-party sponsor of "Squad," Fridays, 9-11 p.m.

Hazel Bishop already has thrown a "squash" on the issue, "Angeles House" in NBC's Friday 9-11 p.m. strip, standing for half of a 35-week run.

Jimmy Dean May Be Sustaining, But He Draws Ratings

NEW YORK—Still a suitor, Jimmy Dean, and the plug is hanging around. The fans held up over this week's ratings, nevertheless, to have been higher for the last 12 weeks. Show got an 11.1 Average Audience rating for its last 12-week run and has been accepted on NBC's Fall schedule.

The last rating for "Big Top" has been down, but the first two runs of this 12-week show's average audience is 42.5, while the programs are being produced by MCA-TV.

ISAACS LEAVES COOKS IN 'MACKENZIE'S STEW'

HOLLYWOOD—Claiming "constant harassment" by too many cooks all trying to stir the same pot, Charles Isaacs, pro- ducer of the Cooks Mackenzie Show, resigned last week, spot- lighting a growing problem in the network television pro- gram.

Isaacs stated that "under the pressures being exerted, es- pecially by Scott Paper and J. Walter Thompson, it was becom- ing impossible to keep the show on the air. On a more personal level, Isaacs indicated, with an alternate sponsor. Schect (Brock & Bowles), a production company, R.M Productions; a talented agent, Underwood & Partners; and the network, ABC, which had been the sponsor, was impossible to tell who was calling the shots. Isaacs, giving an example of a number of deadlines being missed, said it was during exactly this period that he received a high compliments letter from Schect. A day later a representa- tive of MCA told him that the show would have to be drastically revised from the one put on the previous week. The conference asked who had ordered it, she "told" they had done so.

Isaac's reason for resigning was given to Scott Isaacs, a representa- tive of MCA, added, that "we were happy with him." Cornell Jackson, vice-president of J. Walter Thompson, said that it was felt that the show should be developed. Several Paper exec- utives from New York were in Hollywood last week, however, presenting a new show, which has been designed around the show. Rumors of Scott cancelling its alternate sponsor were being aired earlier.

PRIME TIME HITS

Some New Shows
Into Winner Circle

NEW YORK — Which is the new crop of network prime time stables looking the most attractively in the winner's circle? According to a study of Nielsen's first quarters, it appears that the most attractive to the average audience rating. The following are the categories:

1. "Welcome." Still not a year old, the show has steadily climbed its way up to the 35's. It is in third position for average audience ratings with a 2.0.

2. Dan Mahoney. An old show in a new look, the switch to ABC, and its average audience rating is at 35.5, and it is fourth.

3. "What's My Line?" A new show which is showing a big gain, is at 25.0, and it is fifth.

4. "Bedford Caves." The second of NBC's Monday night treatments has an average audience rating of 20.5.

5. "Bachelor Father." Doing as well as "What's My Line?" in the same trio, it has a 25.2 A and 19.8 share of audience.

6. "Wegby's Honeymoon." NBC's second show with a 20.6 A is the husband of Wednesday night's no.1 program.

The success of "What's My Line?" shows the value of program promotions, Don Korn said. "The show is promoted "Weekly Digest." "Have a Date," the line's "Bachelor Father," "Redd Foxx," and "What's My Line?" is another combination, as is "World Around You" and "What's My Line?"

Florists in March Buy Of 'Person'

NEW YORK — CBS-TV last week asked florists to "Join Us To Person" to the Florists Tele- graph Service. Sponsorship of the Friday 9:30-11 p.m. show began in March, when florists takes over for Anne in the East, and Hamburger in the Midwest. The adver- tiser has used the medium only on an occasional basis.

The network also last week activated Morgan David and Helen Curtis, the sponsors of "Dick and the Duchess," by showing them new product in the series. The clients have decided to run with the situation, says, and bring over the female lead, Helen Curtis, for a reunion build-up beginning in January. "Dick and the Duchess" International Telegraph & Telephone Company is canceling "UGO New," which features Marian Anderson, on December 30.

RUMOR MILL

The two hottest rumors of the week were: B. Siegel, financial vice-president of American Broadcast- ing Company, has been chosen to be president of a new broadcast division em- ploying ABC-THE BIL- LBOARD

DECEMBER 16, 1957

THE BIL- LBOARD

Communications to 1568 Broadway, New York 36, N. Y.

www.americanradiohistory.com

NEW YORK — "Wyatt Earp" goes serial in February with a vertetally spanning nine-episode run of the ABC-TWC Western, newly adapted by Producers Cobert Ewell and Salome Hume. NBC's effort to introduce Producer Cobert Ewell and Salome Hume's new-serial version of the ABC-TWC Western, it's an experience that Producers Cobert Ewell and Salome Hume. It's expected to be offered by Producers Cobert Ewell and Salome Hume, the Producers Cobert Ewell and Salome Hume, a 2-8:30 p.m. time slot, on NBC.

Gen. Foods Ups Sat. Mornings

NEW YORK — General Foods Corporation announced, today, a new advertising campaign for its Gen. Foods line for Saturdays. The resulting campaign is expected to complement the company's current advertising efforts, which include print ads in leading consumer magazines, radio spots, and a series of television commercials. The campaign will run from September 24, 1957, to November 25, 1957.

WM Peddles Special Star Spring Series

HOLLYWOOD—William Morris Agency is peddling a 13-week series, "Tina Robinha's Private Investigations," which previously was serialized in the "Saturday Evening Post" and "Tribune" newspapers. The series is expected to appear in 25 newspapers and magazines, including "Look," "McCall's," "Cosmopolitan," "Good Housekeeping," and "Redbook." The series is written by Tina Robinha, a former model who has appeared in several films.

Producers Get Shows Ready for Fall

Producers have been busy preparing for the fall season. Some of the major shows being prepared for this fall include "The Andy Griffith Show," "The Donna Reed Show," "The Donna Reed Show," "The Donna Reed Show," and "The Donna Reed Show." These shows are expected to air in the fall of 1957.

Dear George—Glen (formerly known as the "Walt Disney" series) will be returned to the airwaves with a new format. The series will be known as "The Glen Show," and will feature Glen in a new role as a news anchor. The series will be produced by "The Walt Disney Company," and will air on ABC.

Dear George—Glen (formerly known as the "Walt Disney" series) will be returned to the airwaves with a new format. The series will be known as "The Glen Show," and will feature Glen in a new role as a news anchor. The series will be produced by "The Walt Disney Company," and will air on ABC.

Dear George—Glen (formerly known as the "Walt Disney" series) will be returned to the airwaves with a new format. The series will be known as "The Glen Show," and will feature Glen in a new role as a news anchor. The series will be produced by "The Walt Disney Company," and will air on ABC.
**ABC**

- **The Billboard Continuing**

---

**Analyses of Network TV Shows in Class A Time**

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

---

**By Program Type:**

- **Adventure, Suspense, Western News, Sports Misc. Shows**

---

**ADVENTURE, SUSPENSE, WESTERN SHOWS**

---

**COST PER 1,000 CHILDREN**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 - 6:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30 - 7:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 - 7:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30 - 8:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 - 8:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30 - 9:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 - 9:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30 - 10:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 - 10:30</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**COST PER 1,000 WOMEN**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 - 6:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30 - 7:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 - 7:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30 - 8:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 - 8:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30 - 9:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 - 9:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30 - 10:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 - 10:30</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**COST PER 1,000 HOMES**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 - 6:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30 - 7:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 - 7:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30 - 8:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 - 8:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30 - 9:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 - 9:30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30 - 10:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 - 10:30</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**NEWS, SPORTS AND MISCELLANEOUS SHOWS**

---

**COMING COST PER THOUSAND ANALYSES:**

Dec. 29, The Top Hundred for November

---

**THE SIGNAL**

**NBC Gives '58 Opera Green Light**

NEW YORK — NBC has decided to go ahead with a fall schedule of opera programming on NBC, 1957. After studying abandonment of its opera company concept, the board felt that sponsor interest alone was not enough in the old NBC and the new NBC to justify production of an opera in the network's upcoming fall schedule.

- **By Robert Z. Elber**

---

**Stations View '58 Efforts To Bring New Audiences**

- For the past three years, the network consolidated its efforts to bring new audiences to its programs. The network's efforts have been multi-faceted, including the purchase of new programs, the development of new programming, and the promotion of existing programs.

---

**The Billboard**

---
### FOOD & BEVERAGE SPONSORS

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Division</th>
<th>Cost PER 1,000 HOMES</th>
<th>Cost PER 1,000 MEN</th>
<th>Cost PER 1,000 WOMEN</th>
<th>Cost PER 1,000 CHILDREN</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHRYSLER GRIST</td>
<td>UNION</td>
<td>$6.15</td>
<td>$9.24</td>
<td>$8.72</td>
<td>$5.97</td>
</tr>
<tr>
<td>GEN. MILES</td>
<td>CBS</td>
<td>$6.75</td>
<td>$9.10</td>
<td>$8.50</td>
<td>$5.70</td>
</tr>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>$7.25</td>
<td>$9.50</td>
<td>$8.90</td>
<td>$6.10</td>
</tr>
<tr>
<td>PRODS.</td>
<td>CBS</td>
<td>$7.75</td>
<td>$10.00</td>
<td>$9.30</td>
<td>$6.50</td>
</tr>
<tr>
<td>CHICLE CARBIDE</td>
<td>FLAV CAMPBELL</td>
<td>$8.25</td>
<td>$10.60</td>
<td>$9.70</td>
<td>$6.90</td>
</tr>
<tr>
<td>CORN</td>
<td>PROD.</td>
<td>$8.75</td>
<td>$11.00</td>
<td>$10.10</td>
<td>$7.30</td>
</tr>
<tr>
<td>NESTLE</td>
<td>GEN.</td>
<td>$9.25</td>
<td>$11.50</td>
<td>$10.60</td>
<td>$7.80</td>
</tr>
<tr>
<td>FIRESTONE</td>
<td>PETROLEUM</td>
<td>$9.75</td>
<td>$12.00</td>
<td>$11.10</td>
<td>$8.30</td>
</tr>
<tr>
<td>LORILLARD</td>
<td>ABC</td>
<td>$10.25</td>
<td>$12.50</td>
<td>$11.60</td>
<td>$8.80</td>
</tr>
</tbody>
</table>

### DRUG & REMEDY SPONSORS

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Division</th>
<th>Cost PER 1,000 HOMES</th>
<th>Cost PER 1,000 MEN</th>
<th>Cost PER 1,000 WOMEN</th>
<th>Cost PER 1,000 CHILDREN</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>$8.25</td>
<td>$11.90</td>
<td>$10.30</td>
<td>$6.80</td>
</tr>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>$8.75</td>
<td>$12.10</td>
<td>$10.70</td>
<td>$7.20</td>
</tr>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>$9.25</td>
<td>$12.50</td>
<td>$11.10</td>
<td>$7.60</td>
</tr>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>$9.75</td>
<td>$13.00</td>
<td>$11.60</td>
<td>$8.10</td>
</tr>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>$10.25</td>
<td>$13.50</td>
<td>$12.10</td>
<td>$8.60</td>
</tr>
</tbody>
</table>

### AUTOMOTIVE & ACCESSORY SPONSORS

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Division</th>
<th>Cost PER 1,000 HOMES</th>
<th>Cost PER 1,000 MEN</th>
<th>Cost PER 1,000 WOMEN</th>
<th>Cost PER 1,000 CHILDREN</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>$11.25</td>
<td>$17.10</td>
<td>$15.40</td>
<td>$9.90</td>
</tr>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>$11.75</td>
<td>$17.50</td>
<td>$15.80</td>
<td>$10.40</td>
</tr>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>$12.25</td>
<td>$18.00</td>
<td>$16.20</td>
<td>$10.90</td>
</tr>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>$12.75</td>
<td>$18.50</td>
<td>$16.60</td>
<td>$11.40</td>
</tr>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>$13.25</td>
<td>$19.00</td>
<td>$17.10</td>
<td>$11.90</td>
</tr>
</tbody>
</table>

---

**KRON Orders First Mobile Video Tape**

SAN FRANCISCO—First video tape recorder to be placed in a mobile unit will be one of two ordered by Station KRON-TV here.

According to Harold See, station general manager, plan is to utilize the VTR to shoot remote footage, thereby cutting down the time needed for film processing and substantially reducing the period between shooting and telecasting. The station is considering obtaining a third VTR unit if the first two come up to expectations.

San Francisco stations have, comparatively, telecast very few live remotes, partially due to the problem of microcoring in the bulky equipment.

Neal K. McNaughton, manager of the professional products division at Ampex Corporation, said that the new equipment has been made with VTR's in a mobile unit under consideration of great technical difficulties. These and a number of inquiries by other stations for the order by KRON, he revealed.

**CBS to Install New Sat. A.M. Programming**

NEW YORK—CBS will shortly install new programming in Saturday 11-12 noon time period consisting of highlights of NBC-TV Saturday morning show of last season, "Heckle and Jeckle" in the 11-11:30 slot, and reruns of "The Champs" half hour later. They will replace "Sonny's Show" and "Saturday Playhouse." 

**Clients Turn Santa Helpers for Paar**

NEW YORK—Santa Claus has arrived early at Jack Paar's Town.

In a rush of Christmas season shopping, sponsors have snapped up the times of the coveted participations in the NBC-TV show, which is fixed at 8-9 p.m. this hour. Now, there's pressure to extend the number of available hours for the still-climbing show which once cadres of courageous advertisers wanted to buy.

The sell-out situation will last for at least the next two weeks.
BATTLE IN SUDS

Beers Peg Survival Fight on Fast, Heavy TV Maneuvers

NEW YORK—Analysis of the stepped-up TV activities of beer advertisers for the second quarter reveals five provocative facts:

(1) Beer firms are generally going after tonnage, rather than program identification.

(2) The number of companies are swelling up smaller ones in order to compete with national firms.

(3) Beer companies credit TV with the continuing upward sales trend.

(4) The trend toward syndication buys holds firm and fast, with network buys slightly down from last year and essentially confined to sports events.

(5) In avoiding long-term commitments on first-run programs, beer firms are taking what they can get, resulting in more one-market buys, mere buys within a single market and more diversification of programming types.

Exceptions: "Schlitz Playhouse" is a notable exception to the network rule, with Aamot's about to retire from "Trio to Cincy" and the only other weekly weekly buy being Miller Brewing Co.'s co-sponsorship of "All-Star Gold." Last spring, Pullman's book from ABC's Wednesday flet, is currently confined to participations in "Tonight" and sports specials on regional networks.

In syndication, competition is on the upgrade. A sampling of current activities shows Kiehler zipping his Fost-Pet to extend in the Pittsburgh area, now sponsoring five one-night and bowling shows. Fost-Pet has absorbed Cieszoek and its "Silo Service" six-market buy.

Another physical appearance of the battle with national competitors is the saturation of single markets. For example, has nine shows in New York plus 14 weekly spots, while the one-weeker places it in Philadelphia with 13 spots and five shows in Hartford, Conn., on one program each in Boston and Dallas, plus spots, Kiehler has nine series in Baltimore and Washington.

Many Buys

Many firms have been learning the attempt to blanket the great market by one buying the buys has come a big jump in the average number of buys of different programs. This gap has come from more programs to 13, from four to 11. Enlighten from one to six. Blast from two to six, all in a year.

The over-all brewery sales stayed about the same from 1955 to 1956, but the companies heavily in TV have realized heavy increases. Thus, in 1957, the leading 15 companies (by bars sold) topped their total number of TV markets and total number of shows, Amsnehousen/Busch, which led the industry until 1954, is still in the TV heat to place Schlitz, the current leader, followed by "Morin's" in the MCA-TV, its mystery series, but for its Budweiser in five states, its Bavarian in three of the other brands in six.

It also bought "Sea Hunt," "Hillmen" and "Silent Service" this year.

Burgermeister Diis

Burgermeister, whose sales declined in 1956, also plunged into non-display buying, picking up "Silent Servants," "Boots and Saddles," and "Men of War" within two months each for a blanketing of the markets. The chief example of the large regional variety is in "Olympia," which just ordered 35 markets for "target," but even in this case, the advertiser is eyeing variety, giving alternate weeks as 25 of those markets to add other series and other markets.

What's happening is summarized by an exec of Stroh's, who just returned to TV's "Roots" in

IN SUMMER, ONE
CNP May Issue 2
For January Synd.

HOLLYWOOD—California National Productions plans to release its "Tampa Bay" feature in January and another probably in the summer. The company announced that the property has been sold to the president of the NBC subsidiary, said last week.

At the time the company will be streaming itself to some extent, with primary emphasis on syndication and merchandising. First move ahead these lines will be the at-the-shipping of the NBC series, one from CNE. Decision as to which series in the same under hadn't been made yet, but January series CNN may have "Police Officer Outlaw" and "Universal" being "Outlaws and Outlaws.

The "UP" show is a new one, based on the building of the Pacific companies. Todd Show is now in the can.

ABC takes Floating Eight Bands

ABC's TV network has gone to the floating band with numerous ABC exercises being the new popularity in "Have Gun, Will Travel." The considerable period that has elapsed since "Moby Dick" was last telecast, the property appears to be that the band has come off the network into syndication for some time.

The manner show is expected to be a new skin of "Silent Servants,\" a half hour show, which kicked off the CFP network in November, it is almost certain to go into a second cycle, according to ABC.

"Moby Dick," a novel that has seven and syndicating theme for "Boots and Saddles," is a fine set of plastic figures, cavalry hats, capes, books, and a replica of Fost Lowel, the

VIZ SETS THE STAGE WITH

#1 HIGHWAY PATROL
#5 MEN OF ANNAFOLS
#7 HARBOR COMMAND
#9 SCIENCE FICTION THEATRE

Time after time in city after city
VIZ SHOWS RATE GREAT

ABC Takes Further Sales Revamps Next Year

NEW YORK—ABC TV confirmed its syndication with Bob Marcato, Eastern sales manager of ABC Film Syndication, saying January 5 to head up daytime sales. Effective immediately, Henry Hede, Eastern sales manager for the web, will assume the director of administrative sales manager, while Eugene Wyatt, national sales manager, replaces Hede as Eastern sales manager.

The post of national sales manager, No. 2 in the network's sales department, will remain vacant for "several months," according to an ABC spokesman. At the same time, it was learned that the defensive of sales, development and research are being placed structurally under the sales division.

Further organizational and personal changes are contemplated before the fall selling season gets into high gear. President F. Leo Hede will function as liaison between sales and sales development and research, with newly named sales veepers, and Jim Audrey Jr., programming manager, will work at the highest level for closer unity between their respective departments.

#4 OUTLOOK 8 SYNDICATED SHOWS IN SAN FRANCISCO

ZIV TELEVISION PROGRAMS INC.

AT ABC PICT

'26 Men
Now Sold to
150 Marts

NEW YORK—ABC Film Syndication made four sales of "26 Men" last week to put the Western in a current total of 150 markets. New stations are WEWS-TV, Cincinnati; WAGA-TV, Atlanta; WABC-TV, New York; WZTV, Nashville; WCIV, Cedar Rapids, Ia., and KFSN.

One paragraph breakdown of "26 Men" shows a high percentage of sales to small and medium stations in addition to food products, which always ranks at the No. 1 category for "26 Men," according to ABC. The series has 10 regional deals, including Adelstein's and six petroleum, with 21 food advertisers representing 38 stations.

American Research Figures for November put the adventures of the top syndicated films in every market where it made a November deal. Three村庄: AMCAD a box in Seattle; Tacoma, 20.1 in Cincinnati; 6:50 bow in Boston; 4.7 in New York; 2.8 in City, Mo., and 2.4 in Little Rock.

Ziv Continues
Beer Relations

NEW YORK—Ziv-TV is continuing to increase alliances with Duverey, Ltd., the regional firm. Having sponsored Ziv's "Little Orphan Annie Story," cast by Asilomeh Menjon, Ziv has now hired the half hour, "Boots and Saddles," to air in two western markets. The contract is the same 60-Markland, Aveyard agreement, with a minimum of $11,000.00 paid to Ziv, and earnings of the Sevres Dunes TV network and with an air date of March.

It's the second big beer sponsor to have the half hour, and it's expected to continue in the same market with Menjon, Olympia Brewing having sponsored the show for 25 West Coast markets.

UA-TV Names
Banker Expert

NEW YORK—United Artists is establishing a network, and financing and production of certain shows under the name of Herbert Golden, vice-president of United Artists and a specialist in film deals, as the beer producer of United AT.

Goldstein will move into the newly-created post after January 1, becoming also v.p. in charge of operations under Burt Goldstein.

Bored Eells, moving in from Telefomin, will function as executive vice president as previously announced, and as executive vice president of United AT, according to Arthur B. Kim, president of the parent company.

Sub Ready If Sinatra NSG

NEW YORK—If the Frank Sinatra switch to Telefomin, 9:30-10, p.m., doesn't work out, ABC 6:30-7:30, on January 10, with the sustained "Our Man In-Hamburg," "Man in-Hamburg," "Win a Million," a quiz with a top price of $1,000,000 and certain lottery items in the price, could be a substitute.

In all, the new property earmarked for Telefomin, ABC. If not, a Friday entry, should Sinatra vacate that night.
Rating Losses
For Summer Sponsors 27%

NEW YORK—What did summer-time exposure in 1957 do to TV sponsors in ratings? A drop of about 27 per cent for shows in prime time periods-that is, 8-10 p.m.—according to a comparison of the June American Research Bureau ratings with those of July. The study was made by CBS TV Film Sales.

The largest evening rating loss, about 45 per cent, was suffered by earlier programs between 7 and 8 p.m. The smallest drop was during the late evening hours, 10-11 p.m, when ratings were depressed by only 10 per cent. Summer ratings all the way through were lower overall, except for the 11-12 p.m. soap operas on CBS TV, which were up 9 per cent.

Another interesting fact derived from the study was that kids watch more in the summer during the early morning hours, as do mothers and fathers. Good weather is obviously an incentive to get up earlier to watch TV.

WTJV Dominates South Fla. Market In November ARB

MIAMI—WTJV here continues to dominate South Florida over nine consecutive weeks, according to November figures of American Research Bureau, with 70 per cent of the 15-minute quarter-hour rating first and an average 5.1 share of audience. The formula of the CBS-TV affiliate Live Local programming COSTS news, weather and sports. Half-hour syndicated programs programmed as three strips, 8:30 a.m., 5:30 p.m., 7 p.m. All new morning work entered. First-run feature films at 11:30 nightly.

Appleton Cuts Blurb Use On Features by Third

CHICAGO—WGN-TV is phasing out of the number of participating commercials in the film, one-third below the number allowed by the NARTE Code. The self-imposed restriction takes effect Thursday (19). It will apply to 10 p.m. shows on Thursdays, Fridays, and alternate Mondays, as well as Sunday's 8 p.m. theater. On other nights, the film are sponsored by local advertisers.

This move constitutes an effective clean-up of commercial policy gradually brought about since Ward L. Quaal's arrival as assistant manage-ger August 1, 1956. The policy has led to visible benefits in station ratings, prestige and revenue.

Commercial books, Quaal said, will be allowed at approximately 15-minute intervals, the exact spacing of these to be dictated by the story line of the film. Two spots per back, plus an occasional 1.5-second station, ID, will be the top limit.

While the new rules policy will not require the dropping of any current bookings, it will cause a shifting around of spots now scheduled.

"In our opinion," Quaal said, "this present (NART) formula prevents..."
**SHORT SCANNINGS**

Herbert B. Laanas, vice-president and general counsel of American Broadcasting-Paramount Theaters, recently returned from a trip to Canada, where he entered private law practice.

FOX Telecolor Pictures has made appointments: George Buppel, treasurer; Oscar Sattler and Charles S. Allee, presidents; and Philip Wiseman and Herbert Mayer, vice-presidents.

J. H. Graham, account executive with Marion Jones, John Adams and Company, and a former employee of the Star, has been elected a vice-president of the ad agency.

Clarence Eldridge, vice-president of George F. Stace, public relations consultant, has announced his resignation. .

Charles H. Kellogg, treasurer of the事务, has been elected to the board of directors of the company.

Frank R. McManus has been appointed vice-president and general manager of the Southern New England Telephone Company.

Edward C. Hough, advertising manager of the Lloyds Bank, has been elected a vice-president of the ad agency.

**ALBANY-TROY- SCHENECTADY, N. Y.**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distributor</th>
<th>Premiere</th>
<th>Ave. Per Week</th>
<th>Length</th>
<th>Ave. Per Week (in Houses)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hitler's Children (Menefee)</td>
<td>20.9</td>
<td>1,000</td>
<td>11</td>
<td>98</td>
</tr>
<tr>
<td>2</td>
<td>Fascination (Menefee)</td>
<td>20.8</td>
<td>1,000</td>
<td>11</td>
<td>97</td>
</tr>
<tr>
<td>3</td>
<td>The Mysterious Doctor (Menefee)</td>
<td>20.7</td>
<td>1,000</td>
<td>11</td>
<td>96</td>
</tr>
<tr>
<td>4</td>
<td>The Great Gatsby (Menefee)</td>
<td>20.6</td>
<td>1,000</td>
<td>11</td>
<td>95</td>
</tr>
<tr>
<td>5</td>
<td>The Secret Garden (Menefee)</td>
<td>20.5</td>
<td>1,000</td>
<td>11</td>
<td>94</td>
</tr>
<tr>
<td>6</td>
<td>The Secret Garden (Menefee)</td>
<td>20.4</td>
<td>1,000</td>
<td>11</td>
<td>93</td>
</tr>
<tr>
<td>7</td>
<td>The Secret Garden (Menefee)</td>
<td>20.3</td>
<td>1,000</td>
<td>11</td>
<td>92</td>
</tr>
<tr>
<td>8</td>
<td>The Secret Garden (Menefee)</td>
<td>20.2</td>
<td>1,000</td>
<td>11</td>
<td>91</td>
</tr>
<tr>
<td>9</td>
<td>The Secret Garden (Menefee)</td>
<td>20.1</td>
<td>1,000</td>
<td>11</td>
<td>90</td>
</tr>
</tbody>
</table>

**BOSTON**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distributor</th>
<th>Premiere</th>
<th>Ave. Per Week</th>
<th>Length</th>
<th>Ave. Per Week (in Houses)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hitler's Children (Menefee)</td>
<td>20.9</td>
<td>1,000</td>
<td>11</td>
<td>98</td>
</tr>
<tr>
<td>2</td>
<td>Fascination (Menefee)</td>
<td>20.8</td>
<td>1,000</td>
<td>11</td>
<td>97</td>
</tr>
<tr>
<td>3</td>
<td>The Mysterious Doctor (Menefee)</td>
<td>20.7</td>
<td>1,000</td>
<td>11</td>
<td>96</td>
</tr>
<tr>
<td>4</td>
<td>The Great Gatsby (Menefee)</td>
<td>20.6</td>
<td>1,000</td>
<td>11</td>
<td>95</td>
</tr>
<tr>
<td>5</td>
<td>The Secret Garden (Menefee)</td>
<td>20.5</td>
<td>1,000</td>
<td>11</td>
<td>94</td>
</tr>
<tr>
<td>6</td>
<td>The Secret Garden (Menefee)</td>
<td>20.4</td>
<td>1,000</td>
<td>11</td>
<td>93</td>
</tr>
<tr>
<td>7</td>
<td>The Secret Garden (Menefee)</td>
<td>20.3</td>
<td>1,000</td>
<td>11</td>
<td>92</td>
</tr>
<tr>
<td>8</td>
<td>The Secret Garden (Menefee)</td>
<td>20.2</td>
<td>1,000</td>
<td>11</td>
<td>91</td>
</tr>
<tr>
<td>9</td>
<td>The Secret Garden (Menefee)</td>
<td>20.1</td>
<td>1,000</td>
<td>11</td>
<td>90</td>
</tr>
</tbody>
</table>

**DETROIT**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distributor</th>
<th>Premiere</th>
<th>Ave. Per Week</th>
<th>Length</th>
<th>Ave. Per Week (in Houses)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hitler's Children (Menefee)</td>
<td>20.9</td>
<td>1,000</td>
<td>11</td>
<td>98</td>
</tr>
<tr>
<td>2</td>
<td>Fascination (Menefee)</td>
<td>20.8</td>
<td>1,000</td>
<td>11</td>
<td>97</td>
</tr>
<tr>
<td>3</td>
<td>The Mysterious Doctor (Menefee)</td>
<td>20.7</td>
<td>1,000</td>
<td>11</td>
<td>96</td>
</tr>
<tr>
<td>4</td>
<td>The Great Gatsby (Menefee)</td>
<td>20.6</td>
<td>1,000</td>
<td>11</td>
<td>95</td>
</tr>
<tr>
<td>5</td>
<td>The Secret Garden (Menefee)</td>
<td>20.5</td>
<td>1,000</td>
<td>11</td>
<td>94</td>
</tr>
<tr>
<td>6</td>
<td>The Secret Garden (Menefee)</td>
<td>20.4</td>
<td>1,000</td>
<td>11</td>
<td>93</td>
</tr>
<tr>
<td>7</td>
<td>The Secret Garden (Menefee)</td>
<td>20.3</td>
<td>1,000</td>
<td>11</td>
<td>92</td>
</tr>
<tr>
<td>8</td>
<td>The Secret Garden (Menefee)</td>
<td>20.2</td>
<td>1,000</td>
<td>11</td>
<td>91</td>
</tr>
<tr>
<td>9</td>
<td>The Secret Garden (Menefee)</td>
<td>20.1</td>
<td>1,000</td>
<td>11</td>
<td>90</td>
</tr>
</tbody>
</table>

**NEW YORK**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distributor</th>
<th>Premiere</th>
<th>Ave. Per Week</th>
<th>Length</th>
<th>Ave. Per Week (in Houses)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hitler's Children (Menefee)</td>
<td>20.9</td>
<td>1,000</td>
<td>11</td>
<td>98</td>
</tr>
<tr>
<td>2</td>
<td>Fascination (Menefee)</td>
<td>20.8</td>
<td>1,000</td>
<td>11</td>
<td>97</td>
</tr>
<tr>
<td>3</td>
<td>The Mysterious Doctor (Menefee)</td>
<td>20.7</td>
<td>1,000</td>
<td>11</td>
<td>96</td>
</tr>
<tr>
<td>4</td>
<td>The Great Gatsby (Menefee)</td>
<td>20.6</td>
<td>1,000</td>
<td>11</td>
<td>95</td>
</tr>
<tr>
<td>5</td>
<td>The Secret Garden (Menefee)</td>
<td>20.5</td>
<td>1,000</td>
<td>11</td>
<td>94</td>
</tr>
<tr>
<td>6</td>
<td>The Secret Garden (Menefee)</td>
<td>20.4</td>
<td>1,000</td>
<td>11</td>
<td>93</td>
</tr>
<tr>
<td>7</td>
<td>The Secret Garden (Menefee)</td>
<td>20.3</td>
<td>1,000</td>
<td>11</td>
<td>92</td>
</tr>
<tr>
<td>8</td>
<td>The Secret Garden (Menefee)</td>
<td>20.2</td>
<td>1,000</td>
<td>11</td>
<td>91</td>
</tr>
<tr>
<td>9</td>
<td>The Secret Garden (Menefee)</td>
<td>20.1</td>
<td>1,000</td>
<td>11</td>
<td>90</td>
</tr>
</tbody>
</table>
STATION SIGNALS

The third annual National Association of Television and Radio Broadcasters Conference of State chairs, sponsored by the NAB, was held in Washington on February 16-18, WKTV, San Francisco, became the first U.S. station to carry Australian cartoons, with its purchase of Rayl Greenhalgh Production's 92 new color animation shorts. WNDT-TV, South Bend, Ind., has sold public service shows to sponsors once a year for a County Bar Association. KWTV's attempt to film traffic court proceedings in Cleveland was thwarted by the Cleveland Bar Association, which has petitioned the Common Pleas Court for an injunction against the station's use of court proceedings. The station has signed for "economic high-power VHF telecasting" reports ICA. Jefferson Standard Broadcasting of Shreveport, La., has petitioned the Federal Communications Commission to grant a special VHF television license to N. C. Jefferson, which owns WJAC, Lebanon, S. C., and WVTN, Charlotte, N. C., also for a full complement of outlets. Richard W. Schoppa has been appointed promotion and merchandising manager of WWTV, Cadillac, Mich... Alfred Di Giovanni has been named an executive vice at WWTV, Springfield, Ill., has sold out to Westinghouse Broadcasting Corp., Buffalo, N. Y., has sold out to General Electric Co. C.

Traffic Court proceedings in a Cleveland suburb were thwarted by the Cleveland Bar Association, which has petitioned the Common Pleas Court for an injunction against the station's use of court proceedings. The station has signed for "economic high-power VHF telecasting" reports ICA. Jefferson Standard Broadcasting of Shreveport, La., has petitioned the Federal Communications Commission to grant a special VHF television license to N. C. Jefferson, which owns WWTV, Florence, S. C., and WVTN, Charlotte, N. C., also for a full complement of outlets. Richard W. Schoppa has been appointed promotion and merchandising manager of WWTV, Cadillac, Mich... Alfred Di Giovanni has been named an executive vice at WWTV, Springfield, Ill., has sold out to Westinghouse Broadcasting Corp., Buffalo, N. Y., has sold out to General Electric Co. C.
TAPE PUT TO USE ON COMMERCIALS

Shooting of ‘Climax!’ Blurb First; Type Of Filming Offers Number of Advantages

HOLLYWOOD — An indication of the new vistas being opened by television tape was demonstrated by Clayder Corporation, McCann-Erickson and CBS-TV here last week. Commercials for the December 19 "Climax!" shot were shown on location in the San Berna-
dino Mountains Monday (9) and recorded a hundred miles away at CBS-TV City for use this week.

It marks the first time tape has ever been used for location shooting, whether for commercials or entertain-
ment production. It’s only the second occasion on which commercials have been pre-recorded on tape for integration into a telecast later on.

Helming the project was Bud Cole, producer-director for McC-
Can-Erickson. Byron Avery repr
tesented Chrysler, with Howard Meighen representing Philco, etc. v.g.p. in charge of West Coast operations, provid-
ing the network okay.

All commercials for the December 19 were shot in six minutes, all in all, were taped in one day. Cost and crew were assembled at the location, Santa’s Village, at 6:30 a.m. the day of telecasting.

Our 12th Anniversary

Thank You All

American Telephone & Telegraph Corp.
Auto-Lite
Beech-Nut Gum
Bristol-Myers Co.
Campbell Soup Co.
Campbell Soup Company Corp.
Charm Magazine
Colgate-Palmolive Co.
Duffy-Mott Co.
Enders Bazaar
Ford Motor Co.
General Foods Corp.
General Mills
Gunther Brewing Co.
Richard Hadson
Jamaica Race Track
Kilgore Co.
Metropolitan Life Insurance Co.
National Biscuit Co.
Ocean Spray Cranberry Assn.
Penn Mutual Life Insurance Co.
Peter Paul, Inc.
Points
Procter & Gamble, Inc.
Schaefer’s Beer
Schmidt’s Beer
Shell Oil Co.
Sheets Nuts
United Fruit Co.
United Rubber Co.
Valley Forge Beer

PAUL J. FENNEL CO.
ANIMATION SPECIALISTS

404 N. Le Conte Blvd.
Los Angeles 45, California
Olympia 2-1962

ARB’S Top 10 Films in 15 Key Markets

By Type Program for October

| 15 KEY MARKETS SURVEYED EVERY MONTH BY ARB |

<table>
<thead>
<tr>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.8</td>
<td>21.8</td>
<td>18.8</td>
<td>16.8</td>
<td>14.8</td>
<td>12.8</td>
<td>10.8</td>
</tr>
<tr>
<td>18.8</td>
<td>20.8</td>
<td>20.8</td>
<td>20.8</td>
<td>20.8</td>
<td>20.8</td>
<td>20.8</td>
</tr>
<tr>
<td>16.8</td>
<td>16.8</td>
<td>16.8</td>
<td>16.8</td>
<td>16.8</td>
<td>16.8</td>
<td>16.8</td>
</tr>
<tr>
<td>14.8</td>
<td>14.8</td>
<td>14.8</td>
<td>14.8</td>
<td>14.8</td>
<td>14.8</td>
<td>14.8</td>
</tr>
<tr>
<td>12.8</td>
<td>12.8</td>
<td>12.8</td>
<td>12.8</td>
<td>12.8</td>
<td>12.8</td>
<td>12.8</td>
</tr>
<tr>
<td>10.8</td>
<td>10.8</td>
<td>10.8</td>
<td>10.8</td>
<td>10.8</td>
<td>10.8</td>
<td>10.8</td>
</tr>
<tr>
<td>8.8</td>
<td>8.8</td>
<td>8.8</td>
<td>8.8</td>
<td>8.8</td>
<td>8.8</td>
<td>8.8</td>
</tr>
</tbody>
</table>

COMEDY SERIES

<table>
<thead>
<tr>
<th>SHOW</th>
<th>NETWORK</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
</tbody>
</table>

Mystery Series

<table>
<thead>
<tr>
<th>SHOW</th>
<th>NETWORK</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
</tbody>
</table>

Western Series

<table>
<thead>
<tr>
<th>SHOW</th>
<th>NETWORK</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
</tbody>
</table>

Adventure Series

<table>
<thead>
<tr>
<th>SHOW</th>
<th>NETWORK</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
</tbody>
</table>

Drama Series

<table>
<thead>
<tr>
<th>SHOW</th>
<th>NETWORK</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
<th>CITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
<tr>
<td>SHOW</td>
<td>NETWORK</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
<td>CITY</td>
</tr>
</tbody>
</table>

KCOP’s Buy Set; New Film and Live Programming Due

HOLLYWOOD—Money will be injected into both new live and film programming for KCOP now that the purchase of the station has been completed. New programming is scheduled to go on the air.

Because of the union-problem tape cannot be edited, the technical hurdle has been overcome (Billboard, December 22). Electronic editing, as well as some experimentation, e.g., in monaural sound, is being done, however.

Producers Prep for Next Fall

Continued on page 3

pilot which will be shot January 15. Show, not yet cast, deals with gold rush days.

Cinematograph (Revue Productions) is a properly de
veloped project, the finale of the series, "Date With the Angels," trend.

The advantages of tape in com-
mercial production are fourfold:
1) the possibility of error, just as film does 2) per-
fessor C. A. M. of several takes at final choice of whichever is best; 3) if it does these things at least more half the cost of film 4) it has the quality of flexibility, which film does not.

The Chrysler commercials are a good illustration of the latter point. Many times an agency has hesi-
tated to put an actual product spot on film because, in the auto in-
dustry, 16-cps. always changes constantly (M. Plymouth) has been kinescoping commercials for Illustra
tion purposes for the "Date With the Angels" series. With such a tape as quality, yet the commercial can, theoretically, be produced the next day and go on the air.

It’s because of the union problem tape cannot be edited, yet, although the technical hurdle has been over

www.americanradiohistory.com

Copyrighted material
**WINTER OUTLOOK FOR TV COMMERCIALS**

**SPECTACULAR COMMERCIALS**

*Admen Spend More in New Quality Step-Ups*

By Leon More

A better-quality commercial seems to be appearing on TV this fall. The step-up in quality is attributed to three factors:

1. **More spending by agencies to see that their commercials do not suffer from the usual faults**
2. **Greater cooperation between agencies and clients on the creative side**
3. **A greater amount of client and agency interest**

This interest is reflected in a number of ways:

- **Greater cooperation between agencies and clients on the creative side.**
- **A greater amount of client and agency interest.**

**Music Must be Integral Part, Not Stepchild, of Filmed 'Sell'**

By Ralph Porter

More and more agencies, clients and film producers are realizing that the music is just as important as the camera work themselves. The music is now considered to be a realistic part of the total commercial.

Music cannot be a subordinate element to the visual image, but must have an equal place in the total presentation. Some music is so close to the visual image that it is hard to separate the two elements. Music is often used to create a mood or atmosphere that complements the visual image. In this way, music becomes an integral part of the commercial, not just an afterthought.

The use of music in commercials is not new, but its role is expanding. Music can be used to create a mood, set the tempo, or emphasize a particular point. It is important for music directors to understand the role of music in commercials and to work closely with the creative team to ensure that the music complements the visual image.

---

**BEER COMMERCIALS—COPY, PROBLEMS, USE**

---

**IN THIS SECTION:**

- **CHI DEAD? NO! SAY FILM EXEC**
- **$3 Mil in Commercials This Year Due for Windy City Lending**
- **WINTER OUTLOOK FOR TV COMMERCIALS**
- **SPECTACULAR COMMERCIALS**
- **Admen Spend More in New Quality Step-Ups**
- **Music Must be Integral Part, Not Stepchild, of Filmed 'Sell'**
- **BEER COMMERCIALS—COPY, PROBLEMS, USE**

---

*Copyrighted material*
Chi Dead? No Say Film Exes

By DIAPER DANIELS, V.P., Creative Departments
Leo Burnett Agency

Narration.

They started out by putting TV copy into a separate department. Now they feel that they know exactly how to solve the problem. They are combining TV and Print copy into one department.

Agencies who began with TV and Print in one department have found it a solution to offer, too. They are dividing TV and Print into separate departments.

Many died-in-the-wool print writers will tell you positively that television is just another medium, that a TV commercial is just a continuity ad with moving pictures and copy that you listen to rather than read.

Dedicated TV writers will say with equal positivity that television is a unique blend of sound business and marketing in which ordinary creative yardsticks cannot be applied.

Boiled down, what both are really saying is that it is easier to be ordinary than to be original, easier to be sensational than sound, and easier to turn out something that will sell to the client than to turn out something that will sell to the reader.

The TV writer will tell you that the TV will not get past him because it must offer a reward to the viewer. What kind of nonsense is this? Why not let the TV ad that didn't offer a reward to the reader?

The Print writer who tells you that most TV writers deliberately and effectively supplies a selling base which could not be read in less than 30 seconds by Walter Winchell under a full head of hair supplies the same problem if all the TV advertising consists of 20-second spots.

I think the real problem we've dealt with is nothing more than the problem of keeping TV and Print advertising on the same selling base.

It starts, I believe, with the fact that there are far too many so-called advertising writers who haven't the vaguest idea of how to build an ad from scratch for TV, magazines or matchbook covers.

Basic Ideas

This business has grown unbelievably, since World War II. And it hasn't gone to the creative people who understand the complete anatomy of advertising fast enough to do the creative work that must be done. As a result, we have a lot of people, many of them actually in executive or semi-executive creative jobs, who don't know the difference between a basic idea and an idea for an ad. Neither do they understand the difference between basic ideas and techniques.

Judging from my own experience there are more of these people writing TV than print. This is completely understandable. TV has the glamour which attracts the creative beginner. Young people got interested in advertising at a time when TV was the bright, new star for anyone with an eye to the future. TV was the rising star at the time the pure and simple process of creation was learned. By this, I mean that most agency executives and many able agency copy people looked at TV as an exciting uptight that would eventually provide the same advertising medium. TV writing assignments were handed to kids and second-line writers, for no particular reason. There was a definite tendency to make the creative people write TV, and dog it on TV assignments that they might have done in print.

The novelty of TV and its tremendous sales effectiveness helped to expand the field. The more the field expanded the more the business which attracts the creative beginner. Young people got interested in advertising at a time when TV was the bright, new star for anyone with an eye to the future. TV was the rising star at the time the pure and simple process of creation was learned. By this, I mean that most agency executives and many able agency copy people looked at TV as an exciting uptight that would eventually provide the same advertising medium. TV writing assignments were handed to kids and second-line writers, for no particular reason. There was a definite tendency to make the creative people write TV, and dog it on TV assignments that they might have done in print.

The novelty of TV and its tremendous sales effectiveness helped to expand the field. The more the field expanded the more the business which attracts the creative beginner. Young people got interested in advertising at a time when TV was the bright, new star for anyone with an eye to the future. TV was the rising star at the time the pure and simple process of creation was learned. By this, I mean that most agency executives and many able agency copy people looked at TV as an exciting uptight that would eventually provide the same advertising medium. TV writing assignments were handed to kids and second-line writers, for no particular reason. There was a definite tendency to make the creative people write TV, and dog it on TV assignments that they might have done in print.

The novelty of TV and its tremendous sales effectiveness helped to expand the field. The more the field expanded the more the business which attracts the creative beginner. Young people got interested in advertising at a time when TV was the bright, new star for anyone with an eye to the future. TV was the rising star at the time the pure and simple process of creation was learned. By this, I mean that most agency executives and many able agency copy people looked at TV as an exciting uptight that would eventually provide the same advertising medium. TV writing assignments were handed to kids and second-line writers, for no particular reason. There was a definite tendency to make the creative people write TV, and dog it on TV assignments that they might have done in print.

The novelty of TV and its tremendous sales effectiveness helped to expand the field. The more the field expanded the more the business which attracts the creative beginner. Young people got interested in advertising at a time when TV was the bright, new star for anyone with an eye to the future. TV was the rising star at the time the pure and simple process of creation was learned. By this, I mean that most agency executives and many able agency copy people looked at TV as an exciting uptight that would eventually provide the same advertising medium. TV writing assignments were handed to kids and second-line writers, for no particular reason. There was a definite tendency to make the creative people write TV, and dog it on TV assignments that they might have done in print.
DECEMBER 16, 1957

THE BILLBOARD

TV COMMERCIAL QUARTERLY

13

T. V. spot editor

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

SARRA

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

"The secret ingredient in Chuck Full O'Nuts Coffee is money." This theme is beautifully portrayed in a series of 60, 30, and 10-second spots starring Jean Martin who sings of that "heavenly coffee." Dramatic effects of money showering like rain or money pouring from a counting machine print up lyrics built around "Better coffee no millionaire's money can buy." Produced by SARRA for CHUCK FULL O'NUTS CORP. through GREY ADVERTISING AGENCY, INC.

SARRA, INC.

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

The dual purpose of this live 60-second spot for Sportsman is to appeal to women from the gift angle, and to encourage men to buy the products for themselves. The device: a beautiful woman in a glamorous setting, telling the viewer how much she admires the type of man who uses Sportsman Grooming Essentials. Each product is identified and followed by the black and white silhouettes of the Sportsman girl to tie in with the sponsor's print advertising. Produced by SARRA for SPORTSMAN DIVISION OF RICHARD HUDNUT through NORMAN, CRAIG & KUMMEL, INC.

SARRA, INC.

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

Three well-known television characters—Kooka, Fran and Olly (and some of their friends)—talk and sing about S&H Green Stamps in a series of live 60-second and 30-second commercials that sell much harder than meets the eye—or the ear! Fran's chats with her famous friends make a lively story of each spot. For a change of pace Fran is left out of some and the puppets do the entire commercial. Wherever possible the "S&H Distin- guished Merchandise Catalogue" or the familiar S&H shield is worked logically into the action. Produced by SARRA for THE SPERRY AND HUTCHINSON COMPANY through SULLIVAN, STAUFFER, COW- WELL & BAYLES, INC.

SARRA, INC.

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

The problem here was to devise a series of TV commercials to sell Molson's Export Ale in the Province of Quebec. (The law does not permit showing bottles or package-in-use.) Sarr's solution: 60-second and 30-second spots, in French and English versions, that underscore enjoyment. In full animation, a friendly, sympathetic little character struggles through everyday predicaments until the Molson label assures him that "Life Can Be Pleasant." For further identification, the label appears full-screen at the close of each commercial. Created by SARRA for MOLSON'S BREWERY LIMITED through COCKFIELD, BROWN & COMPANY LIMITED.

SARRA, INC.

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

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

SARRA, INC.

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

Copyrighted material
Music Cannot Be a Stepchild

**Solution:**

*New Eastman Kodak Color Internegative (type 7270) and Eastman Color Positive (type 7382)*

![Diagram showing standard and new methods of printing and processing films]

Right now, film producers can photograph on 16mm Kodachrome Commercial... and get 16mm release prints with the added brilliance and realism of Eastman Color Positive. Credit for this important processing advance belongs to the new EN Color Internegative. With it, laboratory technicians can now achieve individual scene-to-scene color correction, integrate all effects, assure full protection for original footage, and provide cleaner, more luminous release prints... all at lower cost!

For details on how to make the most of this new method, write or call Consolidated Film Industries in Hollywood or New York.

**Stock Shots**

For DOCUMENTARIES

Over 6,000,000 Feet of Classified

Multi-Subject Footage

333 W. 52nd St., New York 19, N. Y.

CIRCLE 6-4821-22

**Programme**

Do we have to advertise TV scheduling?

**The Billboard**

Do we have to advertise programming?
we've made an impression in our first five months!

Impressive filmed messages on television are being produced by Filmercial! Leading national advertisers are using Filmercial's effective and convenient one-stop production — L&M Cigarettes, Chesterfield Cigarettes, Lux, Oasis Cigarettes, Wisk, Lifebuoy, Elgin Watches, Raleigh Cigarettes, Gold Medal Flour, Post Cereals and Bardahl.

At your fingertips are Casting, Art Direction, Props, Sets, Set Dressing, Directors, Crews, Stages, Wardrobe, Makeup, Hair Dressing, Sound, Editing, Opticals, Animation, Choreography, Music, Lab, Titles, Special Effects, Film Vaults, Transportation and Film Shipping — all part of the famous Filmercial one-stop production!

Filmercial  ONE-STOP PRODUCTION!
According to Billboard...*

KLING

was one of the nations top two producers of television commercials last year.

DAY'S NIGHTMARES

Jingle Writer Bemoans Five Agency Errors

By Gordon M. Day

Writer-producer Gordon M. Day is a former agency executive with a flare for music composition which caused him to form, in 1948, his own jingle firm with his wife, Carol, herself a former Madison Avenue ad gal. Their jingle credits include film spots for Mead, American Tobacco, Black Drug, Matson, Northwood Suit and Sacramento Tomato Juice, among many others. Day's work, naturally enough, brings him in close contact with many agencymen who are well versed in jingle-crafting—and a few who are not.

As a professional practitioner of the gentle art of jingle-making, I am occasionally stopped cold by the requests of ad agencies who want something different in the way of a TV jingle for commercial impact. But I'd say these are the five agency mistakes we encounter most often:

1. The Be-Kind-to-Talent-Week Jingle. Some agencymen are unintentional philanthropists. Minimum union scale for a solo singer is $75 (TV-off-camera) per spot per 13-weeks (national). The experienced jingle writer-producer, given a free hand, glances at the right side of the memo and pre-planes material with as few versions of the basic material as possible. But some admen will tack extra gimmicks and lyric changes on ad in finition. I know of one recent account which found itself saddled with 20 TV spots in a year's time, the solo singer's fee alone was well into five figures, and the budget increased twice. Des Moines, Philadelphia and Atlanta had to be dropped from the broadcast schedule. (Perhaps the account man was hoping for a plaque from the Lomb's Club?)

2. The Bookshop Bit. "I have a little list here of the copy points. I want you to put in the jingle," the agencyman tells me, handing me a two-page, single-spaced copy briefing for a nice, simple product like noodle soup. I was thrilled to learn, for the first time, the true facts about current dying and nuts bugs culture, and I enjoyed reading the heart-warming anecdotes about the founder's daughter serving a plate of soup to President...

3. The Broadway Musical Mix. A certain soup jingle (this one was written by an expert) was turned over for production to an agency group intent on out-dying Handel's "Messiah." Dig this—20 fiddles, 12 horns, four flutes, 15 voice choir, lots of percussion. When the commercial went on the air, it was just possible to hear the first, 13th and 25th words of the sponsor's copy through a vast haze of hi-fi noise.

4. The Do-It-Yourself Type. Not long ago we missed (the first time around) an assignment to do a jingle for a beverage firm. The account executive, it seemed, had decided to do it himself with the aid of the copy chief and a tube player he happened to know. He had no worries; he was an ex-Wallinger, Yale, 1944. While the resulting tryout of the jingle didn't exactly cause the account to exit the agency, it was a fairly close one. Moral: Jingles aren't as simple as they look. Use a professional.

5. The Impulsive Urge. Agencymen often clarify their assignments to us by saying "Give me something like 'Chiquita Banana.'" Unfortunately, when you get on a musical bandwagon, the band's already gone through—playing a new musical style. And, if you already imitate your jingle will be run off the mill while your product stumbles on the shelf gathering dust. Don't copy others!

STOCK SHOTS

for

LIVE TV SHOWS

Over 6,000,000 Feet of Classified Multi-Subject Footage

423 West 57th St., New York 19, N.Y.

Circle 6-4821-22

245 W. 55 St., N.Y.C. / JUDSON 6-1922

* Billboard Scoreboard - Film Producer Credits
three...
two...
one...

SELL

You have just seconds to make your commercial pay off!
Just seconds to sell your product - and the company
behind your product. Every one of those precious
seconds must be picture-perfect. That's why your
television spot...whether 60, 20 or 10 seconds...
deserves the skillful craftsmanship of HAL ROACH STUDIOS.

HAL ROACH COMMERCIALS ARE A HIT OF THE SHOW!
"The General Motors commercials were a work of art."

FIFTY MILLION Viewers agree
That's why the nation's most
exacting advertising agencies and
their clients are consistent users
of Hal Roach Studios' skilled
craftsmen and unequalled facilities.

HAL ROACH STUDIOS
The Nation's Most Experienced Producers of Filmed Television Commercials

HAL ROACH, JR., President
S. S. VAN HEUREN, Vice Pres. & General Manager
JACK REYNOLDS, Managing Director of Commercial Division

8822 W. WASHINGTON BLVD., CULVER CITY, CALIFORNIA • TEXAS 0-3361

Frank Shea, Director of Eastern Operations, 729 Seventh Ave., New York City • Eames E. Anderson, Director of MidWest Operations, 221 N. La Salle St., Chicago
Tell Same Story in TV, And Print, Advises Agency

*Continued from page 12*

adults can well be built on an entirely different copy base. But the exception is the new audience we are dealing with. It is, rather than the exception. What then? How do you go about keeping TV and Print on the same page?

What I’m going to suggest first will sound pretty corny, but I’ve found that it works. Whether you have one central department or two separate departments, the TV and Print writers should start out even and work together. And you need someone in charge who knows what is going on. Before any sales campaign, or commercials are created, there should be agreement upon what you want the advertising to do.

If all advertising were reason why or none, the nest would be easy. It is somewhat more difficult in these days of brand image, assumption and devisors prods at the consumer’s subconscious.

I’d like to talk about Marlboro cigarettes. Here we’ve managed to stick to the same sales line in TV, radio, newspapers, magazines, outdoor and make enough of the opportunities offered by each medium to win at least one national award in each.

Malcolm Fitch

At the time we went to bat on this, we were making satisfactory sales copy with one sellout surprise, our simple and the trusted, believable story of the filter that doesn’t hurt between you and the flavor.

We wanted to continue projecting the virility without vulgarity personality. We wanted to continue to tell people that we had a filter cigarette that tasted good. In addition, we knew competition was going to come out with crutch-proof boxes so we wanted to make sure people thought of Marlboro as the filter cigarette in the flip-top box.

You get a lot to like—filter flavor, flip-top box... this was our basic Print story.

TV copy was ready with story-boards that did a good job of telling the same story for TV, but we felt that we could make one of some extras which TV offered an which print did not. So we asked TV to devise a jingle which would present the basic message in a strong and memorable style.

A few Saturdays ago I got an answer that this was working lovely well. It was between halves at the small-Princeton game. The Princeton band formed a filter cigarette and began to play the march version of the Marlboro jingle. All around me people in the stands began to sing the jingle.

I tell you it was almost enough to make a man with his head gone to Princeton.

I still haven’t answered the question that I am sure some innocent is going to ask—at least mentally.

That is, is it important that TV and Print advertising be on the same selling base and, if so, why? I think it is important and this is why,

Mr. Daniels recently presented his views on the relationship of Print and TV media in New York at a workshop meeting of the American Association of Advertising Agencies, and it is from this that the above is drawn.

N. W. Ayer, Inc.
Ted Bates & Company
Batten, Barton, Durstine & Osborne,
Benson & Bender, Inc.
Leo Burnett Company, Inc.
Campbell-Ewald Company
Campbell-Mithun, Inc.
Compton Advertising, Inc.
E. Cunningham & Walsh
Dancer-Fitzgerald-Sample, Inc.
D’Avery Advertising Company, Inc.
Davidson, Clifford, Stairs & Sheffield, Inc.
Daye, Dale, Bernbach, Inc.
William Eddy Company, Inc.
Gardner Advertising
Grey Advertising Company, Inc.
Ratson, Farrell, Clifford & Cheides, Inc.
Leon & McDonald, Inc.
Edward Nierste Associates, Inc.
Kroeger Agency
All Paul Loeb Company
Levens & Newell
Earl Ladd & Co.
Richard Mahoff
Hazen, Inc.
Essel Medal Company
McCann-Erickson, Inc.
McGinn Advertising, Inc.
North Advertising
Quigley, Buxton & Matter, Inc.
Sullivan, Schaeffer, Cowell & Beaver, Inc.
J. Walter Thompson Company
Wiley Associates
Varanyak & Leader, Inc.
Ehrin White-Buttermilk & Ryan
Young & Rubicam, Inc.

MPO TELEVISION FILMS, INC., 15 East 53rd St., New York 22. MU 8-7830

The entire staff of MPO thanks all of the people at all of these great advertising agencies for having helped to make 1956 our busiest production year to date.

We again look forward to the privilege of honing our skills with your talents for the best TV commercials in the year ahead.

Julian Bergman
Tony Brischke
Tony Brooke
Adriano Corelli
Sun Colombo
Dix Ericson
Barbara Faust
Mervyn Faust
Max Gianard
Sandy Greenberg
Gary Hayes
Paul Heizer
Walter Hess
Jack Hroi
William Husted
Dick Jacobs
Bruce Jones
Arnold Kaiser
Jean Kermer
Joseph Kahn
Bert Krus
Armand Labate
Norman Leuchman
Barbara Lewis
Fred Lisman
Larry Madison
George Morris
Ira Morris
 Neil Metz
Larry Metz
Bill Molloy
Shirley Morgenstern
Al Moos
Charles Ochse
Jeanine Ochse
Paul Pettitt
Todd Pollock
Sam Roberts
Dave Roland
Marvin Rubenstein
Robert Rohles
Irving Seiff
Mark Small
Dick SNETZ
Bert Schwartz
Werner Sollner
Mickey Schwartz
Horace Siegel
Jerry Siegel
Teak Siegel
Victor Solano
Jill Sonnen
Jim Sturges
Sant Vaddi
Arthur Weiss
Herbert Weiss
Betty Young

SHERMAN OLLAS, PROD.
7142 SUNSET BLVD.
HOLLYWOOD 46, CALIF.
Phone: Hollywood 7-8151
THEME: "Finer Flavor . . . Taste"

Brewers using: Carlings, Falstaff, Hammers, Rappaport, Labatt, Molson's, Narragansett, Pfister, Rheingold, others.

Oddly enough, the simplest pitch of all—"It tastes better"—is actually the favorite of most of the largest firms in the industry, as a glance at the blue-chip notables above shows. A typical sampling of the use of this theme is the Carling pitch of "the true flavor of Carling's Black Label is winning more and more friends." or Falstaff's "smooth, satisfying and so refreshing to your taste." or Labatt's "no other beer is so relaxing, so clean tasting, delicious or crystal clear." With a simple and obvious theme like this, an ad agency usually trick it up with cute adjectives—such as Hammers apt use of the word "crisp" in describing its taste—and work over the idea to piquing, curious and "jogging the interest" spots.

Such a musical jingle is typified by the known (and well-remembered) Rappaport jingle for Krueger-Backer, which are built around the copy line of "Satisfy your beer thirst better," using selections and chorus.

THEME: "Lighter . . . Less Filling"

Brewers using: Anheuser-Busch, Coors, Guinness, Heineken, Miller, Old dominion, Stroh, Valley Forge, and others.

Never have so many American beers been connected with so many extra inches around the waistline. So, in another way, are leading brewers concerned, fearing a turning-away from beer on a national scale in favor of the Coca-Cola type soft drinks and non-fattening beverages.

Not that the beer is the enemy of any- man. However, in its monitoring, BAR has turned up the "lightness" theme as a major or minor part of many a beer TV commercial, particularly those aired during the past few months.

Mostly, the copy gets at the theme of the ad carriers usually trick it up with cute adjectives—such as "Hamm's apt use of the word "crisp" in describing its taste—and work over the idea to piquing, curious and "jogging the interest" spots.

THEME: "Tradition . . . Skill . . . Methods"


Surely, the picture of an old-time tavern and old-fashioned beer seems to make America appear on the spot. So, one of the most popular themes of all time is found (or real ones appealing) as beer copy today is to point a word picture of tradition and Old-World brewing methods.

Also, brewers like to make use of special methods they may have, such as the Stroh pitch of "brewed at 3,000 degrees to bring forth the finest flavor," or the Pils pitch, the exact opposite of "cooled-hand."
First Film Major in Commercials, Universal Has 30-50% of All Biz

Universal Pictures Company, whose commercials division celebrate its 10th anniversary this fall, has developed a Mannheim, everyone is familiar with the million dollar annual billings, deliberately avoiding publicity and rarely breaking the sound of silence which surrounds its deals with a hundred blue-chip clients.

Competitors estimate that Universal accounts for anywhere from 30 to 50 per cent of all TV commercials. Its client list includes many direct rivals, like Colgate and Lever Bros., Coca-Cola and Pepsi Cola, General Motors, Ford and Chrysler. Its 16 scored stages in California are kept active by a staff in New York, with 20 series currently in production.

The whole next trick is turned by the maintenance of a TV-trained staff and an emphasis on client rapport, according to Norman E. Ochs, general sales manager who heads up the commercials division. "Motion picture people are not qualified to make TV commercials," says Ochs, "so we look for staffers who have specific TV training in editing, optics, etc. But what motion picture can offer, and we have it, is space and facilities.

The Universal lot of 400 acre and 40,000 stock sets always client money. The casting department, costume and prop warehouses, research library and movie experts are gathered in one place and not full, Ochs continues. Universal also universal祝愿 is always on location, of course, particularly when shooting industrial films, but the Hollywood location center is a big advertiser here.

As United World Films, a Universal subsidiary, the division started operations late in 1929 with a single client, Pert, also now a blue-chip account. "The company fought to establish itself," says Al Mendelsohn, assistant sales manager. "Many of our clients are of long standing and the support we work for has helped them friends of ours both in business and personally. So we feel we can count on them. Universal seldom switches a market unit (and then for a big client), preferring to concentrate on large accounts with large plans.

The result is the current Universal test of all the Pert spots, all the Maybush spots, all the Hill spots, Schnick Schnackadaktel, Scotch Tape, Philia, Life Savers, Cap'n Flops, Rice Krispies, Camay, Pepsi Cola and Colgate Taiwan, among others, and many others.

"The CALIFORNIA TV THE AVENUE of New York's billboard commercials, Colgate and Max Factor, are on the list," says Mendelsohn. "The campaign includes a list all the TV spots, and it's a good list. Of course, the result is expensive and cause a customer to think. The universal staff is not too small, but we have a good staff, and we have a good service. The clients are large, and the support we work for has helped them friends of ours both in business and personally. So we feel we can count on them. Universal seldom switches a market unit (and then for a big client), preferring to concentrate on large accounts with large plans.

The result is the current Universal test of all the Pert spots, all the Maybush spots, all the Hill spots, Schnick Schnackadaktel, Scotch Tape, Philia, Life Savers, Cap'n Flops, Rice Krispies, Camay, Pepsi Cola and Colgate Taiwan, among others, and many others.

"The CALIFORNIA TV THE AVENUE of New York's billboard commercials, Colgate and Max Factor, are on the list," says Mendelsohn. "The campaign includes a list all the TV spots, and it's a good list. Of course, the result is expensive and cause a customer to think. The universal staff is not too small, but we have a good staff, and we have a good service. The clients are large, and the support we work for has helped them friends of ours both in business and personally. So we feel we can count on them. Universal seldom switches a market unit (and then for a big client), preferring to concentrate on large accounts with large plans.

The result is the current Universal test of all the Pert spots, all the Maybush spots, all the Hill spots, Schnick Schnackadaktel, Scotch Tape, Philia, Life Savers, Cap'n Flops, Rice Krispies, Camay, Pepsi Cola and Colgate Taiwan, among others, and many others.
All the famous, fabulous facilities of the Culver City studios—187 acres of sets, 29 sound stages and more than 100,000 set possibilities—are available to you when MGM-TV films your television commercials.

Schlitzlight

Schlitz Brewing Company is among the many leading advertisers who have taken advantage of MGM-TV's animation resources. These are the same talents and the same facilities that turned out the prize-winning Tom and Jerry cartoons and many others. And, of course, also available to you!
BAR Lists Top Beer TV Spot Campaigns

How do the major national and regional brewers use spot television campaigns to sell their products? A comprehensive guide to spot campaigns placed during the third quarter of 1957 follows, the most extensive such list to appear in any TV business publication. Under the name of each advertiser is the list of markets used, and the number of spots and programs in each.

For permission to publish this material we are greatly indebted to BAR, the only source for complete and accurate information derived from monitoring off the air, by tape, the complete schedules of all radio and TV stations in principal markets. BAR produces an analysis of TV and radio advertising and programming, including network, local market and spot films.

For additional information, or for complete campaigns of all beer sponsors, please contact BAR at 120 East 47th Street, New York 17, N. Y.  BEER & ALE

**Note:** The list includes all the major national and regional advertisers, including those not listed by BAR. The list is updated regularly to reflect the latest information available.

**Producers of the Finest in Films...say... Thank You to Our Friends at**

The Advertising Council
N. W. Ayer & Son, Inc.
Haker Advertising Agency, Ltd., Toronto
Ted Rans & Co., Inc.
Batten, Barton, Durstine & Osborn, Inc.
Benten & Bowles, Inc.
Collett & Holdren, Inc.
Compton Advertising, Inc.
Cunningham & Walsh, Inc.
Dunau & Co., Inc.
Dyke, Dyer, Berknerh, Inc.
Ewen & Wied, Baskou & Ryan
Fulmer & Smith & Ross, Inc.
Goss, Gladby
Great Advertising, Inc.
McCann-Erickson, Inc.
Moore International, Inc.
Norman, Craig & Kimmel, Inc.
Seagram Distillers Co.
Shandwick & Co., Inc.
Sullivan, Stauffer, Cobell & Bayles, Inc.
Sundt Oil Co.
Young & Rubicam, Inc.

**Wondsel Carlisle & Dunphy, Inc.**

1600 Broadway, New York 19, N. Y.  Circle 7-1600

A blend of the finest ingredients in the Art of Animation...that's what our commercials are made of.
MUSIC-RADIO
Communications to 1564 Broadway, New York 36, N. Y.

DECEMBER 16, 1957

The BILLBOARD

Court Nixes Oberstein, Stock Claim

NEW YORK—An action filed in Supreme Court, Kings County, by the Commercial Trading Company against Eli Oberstein, has been dismissed by the plaintiff, according to a declara-
yor that was signed down this week by Judge Owen McKeiver.

Basis for the action was that of a stock split in the Commercial Trading stock, with its stock in five music firms including EMI, Music, Allied Mu-

sic, Robert Louis Music and Em-

New York—Mitch Miller, Columbia's pop artists and arrangers, has signed a new five-year pact with Colum-

nia that will head up the entire pop divi-
sion and a combined a.r. and artist

Pappy was an outstanding

New License Set-Up: "Columbia Global Expansion"

Spread Includes Broad Outlets

In Burgeoning Foreign Markets

NEW YORK—An expansion of the Columbia Music, Inc., label, to include Nylon, plus additional licensing ar-

angements, will give Columbia a world market from coast to coast throughout the world. This has been indicated by Arnold Leon, the Repre-

sentatives of Foreign Opera-

COLUMBIA MINTS WITH NEW 5-YEAR PACT

Givens County, In

ning Angel

The st

U.S. L. S. (Angel Records). Angel is the label acquired by Capricorn Records.

MacLeod Exits British EMI

NEW YORK—John N. Mac-

leod, president of EMI Artists and Musical Industries, Ltd., of England, has resigned his position as a mi-

n company, according to information received by Darío Soza, for the past five years president of EMI U. S. L. S. (Angel Records). Angel was acquired by Capricorn Records.

MacLeod had been responsible for the formation of Angel in the United States, and for EMI’s pur-

of capital.

Meyerson to Join Decca A&R Staff

NEW YORK—Harry Meyerson, one of the most successful of the A&R men with M-G-M Records, will resign that post to join the New York A&R staff of Decca Records, it was learned here. Meyerson is being named as the first of the year.

Meanwhile, M-G-M has aug-

ments its regular "American Top 100 Songs" service which features best-

and employees. This is the first time, in fact, that Columbia, with a population of 50,000,000,000, has been opened to the disco business. The deal was made with Hong Chan, who becomes the first record manufacturer in that country. In the British West Indies, the agreement was concluded with Roy Sampath.

In Europe, Philips, Columbia’s licensing, is starting a new label, after the company’s current price tag, as Phillips, will debut January 1, in England, and by March 1, in France, Italy, Spain, Japan, and in some countries even 100 per cent ownership.

Shanon and Barry pointed out that Philips could not afford all Columbia artists. Hence the Fontana label will ease this burden in beginning and formerly. Many new Columbia artists not yet signed to Philips will be released in Europe, and might even be licensed to Philips in some countries. Promotion will be done by the local Columbia label.

Philips, which has experienced big sales increases in the last two

Everybody Wants In On Disk Survey Act

NEW YORK—Everybody's getting in on the disk-survey act—both day and night on both a local and national basis—most recent entries in the Nielsen Broadcasting Network and Mutual, as well as ABC's local radio stations are being readied by Trends and Research, Inc., which covers Cleveland.

Meanwhile, a group of local disk artists who want to set up their Denver Record survey are taking out some of their primary objectives would be a closer scrutiny of survey methods and the way in which the ABC Top 40 program promotes. The survey.

Columbia's Director of Foreign Opera-

Newark, director of that firm, has been selected as the first of the year. The survey.

Meanwhile, M-G-M has aug-

ments its regular "American Top 100 Songs" service which features best-

and employees. This is the first time, in fact, that Columbia, with a population of 50,000,000,000, has been opened to the disco business. The deal was made with Hong Chan, who becomes the first record manufacturer in that country. In the British West Indies, the agreement was concluded with Roy Sampath.

In Europe, Philips, Columbia’s licensing, is starting a new label, after the company’s current price tag, as Phillips, will debut January 1, in England, and by March 1, in France, Italy, Spain, Japan, and in some countries even 100 per cent ownership.

Shanon and Barry pointed out that Philips could not afford all Columbia artists. Hence the Fontana label will ease this burden in beginning and formerly. Many new Columbia artists not yet signed to Philips will be released in Europe, and might even be licensed to Philips in some countries. Promotion will be done by the local Columbia label.

Philips, which has experienced big sales increases in the last two

Merco Hills

Olympian LP’s To $4.98

CHICAGO—Following similar price increases in classical package goods, the Merco Hills, last week Mercury announced a hike in its Olympian series of clas-

ics from $3.98 to $4.98.

The change is effective February 1. The company has also announced that it will make up to 1958 hits for the artists, who will be used to make up images. Irving B. Greenspan, president, said that his company will spend $3 million to build up images in the future.

Mercy Joe Hunter Judgment Sparks Interesting Facets

NEW YORK—Clifford-chantey from the Muse, who is being sued by the National Labor of the Musicians, Inc., has agreed to a settlement that he will not be sued by the Musicians Union.

The settlement includes a clause that states that the Settlement will have no effect on the U.S. Labor of the Musicians, Inc., of which Mr. Hunter is a member.

The settlement also includes a clause that states that the Settlement will have no effect on any other clauses of the Settlement that are not affected by the Musicians Union.

Ivy Joe Hunter Judgment Sparks Interesting Facets

NEW YORK—Clifford-chantey from the Muse, who is being sued by the National Labor of the Musicians, Inc., has agreed to a settlement that he will not be sued by the Musicians Union.

The settlement includes a clause that states that the Settlement will have no effect on the U.S. Labor of the Musicians, Inc., of which Mr. Hunter is a member.

The settlement also includes a clause that states that the Settlement will have no effect on any other clauses of the Settlement that are not affected by the Musicians Union.
Ameche Closes Lang-Worth Distribeal Deal

HOLLYWOOD — Dick Jory, producer of the highly successful "Golden Nugget," decided to sell the Lang-Worth and Lang-Worth Theatres with Great Depression sales to a new management. Jory plans to sell and distribute the syndicated "It's Jim Ameneche Time show." The show is being distributed by Universal Pictures for the week of January 26th.

Ken Copeland Inks With Dot

HOLLYWOOD — Dot Records has signed Ken Copeland to a recording contract lasting five years, which will enable him to record and promote new material. Copeland plans to release his debut album in the spring of 1957, titled "Roll With Bar Authority." He will work with Dot Records until 1960.

Green to Exit MGM in Spring

HOLLYWOOD — MGM has acquired the rights to "Green," a new musical that was originally scheduled for release in the spring of 1957. Freedman, the producer of "Green," will take his place as music director of the studio. Freedman plans to release the film in the spring of 1957.

Burns to Cut Old Vaude Album

HOLLYWOOD — George Burns is scheduled to record an album for Burns with his new vaudeville group, "The George Burns Vaudeville Show." The album will feature Burns singing and dancing with his new group. Burns plans to release the album in the spring of 1957.

Pros and Cons of Copyright Duration Highlight Study

By MILDRED HAUL

Washington, D.C. — The pros and cons of the music industry's copyright duration is highlighted in the U.S. Copyright Office's Office Comment (12), which is part of its study of duration. The Copyright Office is seeking public comments on the issue of copyright duration.

Cap Winners' Hula Junket

HOLLYWOOD — Fifteen members of the Capitol Records staff head to Hawaii for a week's vacation in Hawaii from December 27th to January 3rd. The trip is organized by the Capitol Records staff and is a way for them to relax and enjoy the Hawaiian Islands.

Cook Labs Back at Work

NEW YORK — Cook Laboratories is back in business, following a long production hiatus caused by a fire in the main plant at Glenside, Pa. The company plans to resume production on January 1st.

Flora Ousts Sidell in Close Race

CINCINNATI — In a nip-and-tuck election, Flora Ousts Sidell, president of Local 1, American Federation of Musicians, was re-elected last week. Sidell's margin of victory was less than 1,000 votes. The election was held in Cincinnati, Ohio, and the results were announced on Tuesday, January 26th.

AFM Pic N.Y. Confab Sets For February

HOLLYWOOD — Negotiations between the AFM and the music industry for the new year's contract are scheduled to begin in New York on February 1st. The talks will continue until February 10th, when new agreements are expected to be reached.

Expert Belgian Advice

TO PLAY OR NOT TO PLAY IS?′

HOLLYWOOD — To play or not to play Elvis Presley's Christmas album is a question that has been bothering the music industry for the past six months. Presley's album has been the subject of much debate, and it is not clear whether it will be released or not.

BY BREND GBVAT

NEW YORK — Many American label owners believe that Presley's album is too controversial to release. Others believe that it is too controversial to release, and they are making plans to prevent its release. The album has been the subject of much controversy, and it is not clear whether it will be released or not.

Riverside To Launch Kidish Album Program

NEW YORK — Judson Records, a subsidiary of Riverside Records, has launched a heavy promotion campaign to release new albums. The company plans to release a new album each month, starting with "Riverside to Launch Kidish Album Program."
TOP A&R Execs SPEAK OUT ON DAVIS TAPE

NEW YORK — Sonny Bono has not only been trying to sell the Westinghouse radio station spotlights to RCA Victor's $10 million stockholders, he has been trying to sell RCA Victor to two former senior executives of the record company. The latter have now announced that they have been in business discussions with Bono about the possibility of an acquisition of RCA Victor. Among those who have been approached by Bono are executives of the company's Westinghouse Radio division, which operates the Westinghouse radio station in New York. Bono has stated that he will make a decision on the matter within the next few days.

New Deals Build Marks Overseas Rep

NEW YORK — E.B. Marks has announced that it will enter into a new phase of its overseas expansion by establishing a new regional office in France. The office will be located in Paris and will be headed by Jean-Baptiste Vanier, who has been appointed as senior vice-president of the company.

Cap Realigns Sales District Patterns

HOLLYWOOD — Broadway Records has announced that it will realign its sales districts in the United States and Canada. The new districts will be created based on geographic and demographic factors, and will be designed to improve the company's ability to meet the needs of its customers.

Philip Morris & C&W Shows To Continue

NASHVILLE—The Philip Morris Country Music Awards, which are sponsored by the cigarette company, will continue to be televised by the Country Western Music Association. The awards ceremony will be held on the night of the 19th annual CMA Awards show, which is scheduled to take place at the Ryman Auditorium in Nashville.

Blues comedy MAIDEN TO GO STEEREOPHONIC IN LONDON

NEW YORK — "My Fair Lady," the most recent release of the London-based film company, has made its debut in London and has already captured the attention of the critics. The musical, which is based on George Bernard Shaw's play "Pygmalion," features a cast of talented performers, including Julie Andrews and Richard Burton.

Mass Produced Stereo Disk Demonstrated

Company of Long Island City, which is currently engaged in the production of stereo records, is planning to introduce a new mass-produced stereo disk in the near future. The company has already completed the design phase of the disk, and is now working on the production process. The new disk will be the first of its kind to be mass-produced, and is expected to revolutionize the stereo industry.

STEREOIDIC, Compatable Stereo Showroom Demonstration Record (First and Laboratory purposes)

Side Two “Balling Sounds, Steam and Diesel.”

The Fidelity Record AFLP 3572. Played manually, this disc pairs the same sound as the “Balling Sounds” release, but at a different speed. The result is a unique and compelling stereo experience.

ON THE BEAT

Rhythm & Blues — Rock and Roll

By REN GROYATT

They may well be rocking and rolling it between halts at the upcoming Chicago World's Fair, but the rock and roll scene is far from static. The industry is still grappling with the same problems it faced five years ago, and it's likely to continue to do so for some time to come.

Ram Severs With Peer Combine

NEW YORK — The joint publishing venture involving the Peer and Hit Songs companies, Peer Hit Songs, has announced that it will be merging with the Peer company. The new company will be called Peer Hit Songs, and will be headed by Peer's president, John H. Frey. The合并 will be effective on January 1, 1958.

Winding Sues Tire Dealer for $250G

NEW YORK — Kil Winding, the president of the Westinghouse Radio Company, has filed a lawsuit against a tire dealer for $250,000. The dealer is accused of defrauding Winding by offering to sell him a set of tires for a fraction of their actual cost. Winding, who is a long-time friend of the tire dealer, discovered the fraud after he attempted to use the tires for himself.
PERSONAL APPEARANCES

Harry Belafonte
Waldorf Astoria, New York
There's a steady stream of electrons passing between Harry Belafonte and the rapids from all ages in the main Empire Room of the Waldorf Astoria here, as the singer makes his return to the cafe circuit following recent serious eye surgery.

As a disk artist, Belafonte is among the top sellers and as a floor salesman, he is closer to the top than ever. In his newest turn, he employs a "howl" of a dozen men, who not only back him in many numbers, but shine in a couple of spots all by themselves to great advantage.

Glitz in the usual tight trousers and pink shirt, casually unbuttoned half way down, the singer uses intense dramatics with looks and movements as he adds a brace of ideas ranging from native calypso, folkish, and jazz songs, to both quiet and happy calypso material. He also manages to bring off a Hebrew folk song, a Spanish number and a swaying "When the Saints Go Marching In."

At one point, a lady customer who had lost a few inhibitions on the way, piped up, "Harry, do that Kingdom thing, that's your best, you know."

Handling this intermission in jocular style, Belafonte went on to wrap up the 75-minute turn in high form. Adding much to the act also were two guitars, bass and drums and an assortment of other instruments brought in for various numbers.

Prescott Bows

First Single

DETOIT—Prescott Records, new label recently formed here, has signed composer Jimmy Dunn as pop arranger and repertoire director.

Dunn, who wrote the best selling "My Special Angel," is initiating the label's singles program with a pop hit Issued under the Saints, a male vocal group. Both sides of the disc were also penned by the act's exec.

The new label, which has already made its bow in the local field (via packages featuring Sam Donahue's orchestra, Edgar Acosta and films star John Carroll) is heading in Detroit, although most of its sessions will be cut in Nashville and Hollywood.

Fairway Sets

Foreign Org

HOLLYWOOD—Fred Stryker, president of Fairway Music, Inc., has organized a new foreign publishing firm in partnership with Southern Music. New firm is to be known as Fairway Music Ltd.

Southern offices throughout the world, with the exception of Australia, Canada and the U.S., will hereafter handle all Fairway catalog Stryker is currently working on "Franklin" and "Granda Girl."

WHY NOT 'MOST HAPPY FALLER?'

HOLLYWOOD—Now that we've concerned with satellite, spirituality and the like, disk promotion man Irwin Zucker figures there's gonna be an "Outer Space Top Ten."

To help Martian DJ-programming, Zucker compiled the following list:


Disk Survey Act

Continued from page 23

pling disks via a new musical show. "The Big Decision," spotlighting a panel forecast and review of new records. The panel will select one potential hit from the new releases each week. Panel will include a teen-ager, local Mutual deejay, joke box operator and a dealer. The show was launched last week on Friday, the 13th.

Montune Radio, Inc. (no connection with the Nicke program) is operated by George Texas. It provides a logging service of the Cleveland radio market from 8 a.m. to 5 midnight six days a week. Service concentrates primarily on KTW and WERE, but will also monitor other stations in the area if desired. In addition to record log, service provides information on dejaWy commentary on discs, interview treatment of guest artists, and notations on "exclusive.

The new Trender service was launched officially last week by WMGC, which has hired the rating outfit to survey 100 local dealers for a yearly list of the "Top 40" best-selling discs for Peter Tripp's "Your Hit of the Week" programs. Trender is also making the service available to other radio stations.

Ivy Joe Hunter

Continued from page 23

is not an issue here. BMI had made no comp dollars that it was paying "Double." On this matter, it was also indicated that it was not unusual for this "double payment" to occasionally occur.

A BMI spokesman testified: "What we pay the writer is in addition to and aside from what we pay the publishers." The spokesman agreed, in answer to a question, "that no matter what is paid to a writer there is no deduction from the publisher."

The Court added that the grievance, if any, was BMI's, and not the defendant's. St. Louis had felt that "BMI had been imposed upon."

Fox-Warner

Continued from page 25

discussions with a number of studio execs. A year ago, Shuman is also reported to have made an offer for Dot Records prior to that company's acquisition by Paramount. With regard to Warner Bros., a spokesman for top Jack Warner emphasized that the studio's "interest in the record business," and revealed that that such a division of the company would undoubtedly be an asset to the firm. While no firm offers have officially been made regarding the acquisition of an indie label, the studio is known to have taken several proposals under advisement.

Cap A&R Staffer

Makes N. Y. Trek

HOLLYWOOD—Capitol A&R staffer Tom Morgan made his first trek to New York this week since assuming his position within the label. Trip is in line with the label's recruiting drive which has included all A&R staff, with Morgan scheduled to remain in New York thru December. Morgan will also visit distributors and disk jobbers in Boston, Buffalo, Baltimore, Philadelphia, Cleveland, Chicago and Minneapolis before returning to his post here.
Robin Label Gets Official Tee-Off

HOLLYWOOD — Robin Records has been officially launched here, with H. H. Huntzinger named president and chairman of the board last week. Other officers include Robert Stoery, first vice president and treasurer; Jack E. Welch, second vice-president in charge of sales and promotion; attorney Jay M. Jacobson of San Francisco, secretary and legal counsel, and Ken Rich, third vice-president and assistant secretary.

Label is presently setting distribution, with Modern Distributing Corporation handling the line thus far on the Coast. Titled thus far includes Steve Rossi and the Robinites.

Ibert Gets a Face-Lifting

NEW YORK — In a move to cash in on the recent sales appeal of Ibert's classical work, "Pots of Call" ("Ejacules") in the pop mood music field, Coral Records is bringing out a pop package, tagged "My Port of Call."

The album features a group of original tunes, penned by Jerry Leng and Jack Elliott in a style similar to the Ibert work. Bill Lee who featured leader on the LP which also spotlights Charles (Bud) Danz's orchestra. Songs are published by E. H. Morris.

Introducing...the World's Most Magnificent Radio...

**POWERED TO TUNE IN THE WORLD**

8 Individual Wave Bands *$250*!

- **SUPER-SENSITIVE BANDS**
- The Trans-Oceanic Radio also gives you the finest in domestic long-distance reception.
- **OPERATES ON LOW COST PLAINJACK BATTERIES**
- **...available anywhere, here or abroad.** No tubes, no "B" batteries. Operation costs only a fraction of a cent per hour.
- **BAND SPREAD TUNING**
  - provides up to 1490% more room on the dial for every short wave station, makes tuning more accurate, easier.
- **ROTARY BAND SELECTOR**
  - allows tuning all bands, desirable for operation under adverse lighting conditions.
- **WAVEMAGNET ANTENNA**
  - Includes boat and ship antennas, telescopes to vertical Wavemagnets, for the world's most sensitive and powerful short wave reception.
- **ZENITH RADIO CORPORATION**
  - Chicago, Illinois
  - Also makers of Televisions, High Fidelity Instruments, and hearing aids.

**EARK TO THE GROUND**

Everybody in the music business pays a lot of money to get fast, authentic information on the early sales performances of new records. Penetrating the smoke-screen of hype, promotion schemes and carefully planted rumors is pretty hard, nevertheless. Only a manufacturer really knows how many records he is selling.

Now, here at Atlantic, we have four new records of which we are particularly proud. Otis Blackwell, Brownie, Joe Turner and Chuck Willis have given us the kind of disks that make you feel like you're holding four aces in a card game. They have started to sell in an impressive way and we are confident that each will make it.

To be unconventional for a moment now, we are not going to insist that the early sales chart of each of these records is alike; we are going to tip our hand and let you know that one of these records is outstanding the others (in the first lab, anyway). So use this information accordingly.

**"RUTH BROWN" is the leader in the race new Love"** has gotten the nod in all territories, and from a consensus of information from the field, looks like a smashing winner. Some jockeys are working hard on the flip, "Look Me Up", as well.

**A NEW LOVE, LOOK ME UP**

Ruth Brown 1166

**CURRENT and STRONG on ATLANTIC**

<table>
<thead>
<tr>
<th>Catalog No.</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1165</td>
<td>WHEN YOU'RE AROUND</td>
<td>Otis Blackwell</td>
</tr>
<tr>
<td>1167</td>
<td>TEEN AGE LETTER</td>
<td>Joe Turner</td>
</tr>
<tr>
<td>1168</td>
<td>BETTY AND DURPEE MY CRYING EYES</td>
<td>Chuck Willis</td>
</tr>
</tbody>
</table>

**THE BILLBOARD**

DECEMBER 16, 1957

**BOSTON** — George Liberman who has split with his brother, the Liberman, will soon be promoting pizzazz in the same way he promoted records. He is joining a reason here in the Liberman Quality Manufacturing Company.

The Violinist will give up as a performer with his brother and devote his full time to business. He will join his cousin, Alphonse, who sang on many dates with the brothers. George is scheduled to make appearances in Greater Boston supermarkets starting in January. They are planning to get Lee to make some appearances for the company, but since he's presently in Australia, nothing has been definitely arranged.

**NEW ALL TRANSISTOR TRANS-OCEANIC STANDARD AND BAND SPREAD SHORT WAVE PORTABLE RADIO**

- Smallest and lightest Standard and Band Spread Short Wave Portable Radio ever produced!
- **TRANSDUCTORS**
  - provide this new Trans-Oceanic Radio with a spectacular reach. And, at the same time, they have made it possible for Zenith to introduce a lightweight, all-transistor radio which will virtually half fill out conventional short wave portables.
- With all Trans-Oceanic Radios, there's no need for tubes, bulky "B" batteries, or AC-DC power supply.
- In indistorted power cotton in 65% greater than any other short wave radio, and this includes such buildings, planes, trains, and shipboard equipment.
- The new Trans-Oceanic Radio is truly astounding.
- Perfect gift for the yachtsman, traveler, spectator, dignitary, or for the man "who has everything." Perfect, indeed, for anyone whom you'd especially like to please.

---

www.americanradiohistory.com
EMC RECORDINGS UNVEILS STEREO TAPE PLAYER ....
EMC Recordings Corporation, Mr. Reed introduces a stereo player with both stacked and staggered playback facilities for $100.50. The versatile unit will also play full track or dual track monaural tapes. The unit does not include recording facilities. Simple to operate, the player has only three controls—volume, tone and balance. One simple control regulates music speed, tape start, stop, play, rewind, fast forward and reverse.

TAPE INDEX FOR LOGGING TAPES ....
A new product—tape index—makes it possible for the user to catalog tapes as easily as applying a postage stamp to an envelope. Importantly, it permits identification of a particular segment in a reel. The Tape Index tab is pressed to the spot on the tape to be identified for future use. A numbered tab projects above the tape. When the tape is rewound, the tab lies flat. Each numbered section is identified on a pressure-sensitive label which is applied to the reel or tape box. The item is produced by the Datel Company, New York City. The tab permits easy identification at any point during the length of the tape. A special index file is also available for storing the index cards.

NEW DISPLAY BOARD FOR GS CHANGER ....
New display boards for the GS "77" high fidelity record changer serve a dual point-of-sale purpose. The board stimulates interest in the nationally advertised changer.

YOUNG SPENDERS
How to Capture a Bigger Share of the Teen Market

- The 13 to 19-year group still rates as disk industry's big customer
- Alert dealers aim their promotion and interest in teen crowd in mind

By RALPH FREAS

More than 10,000,000 teenagers will make cash register ring to the tune of over $20,000,000,000 next year. This explains why the 13 to 19 age group has always been looked upon as the record industry's future. This explains why wire dealers woo that market and woo it hard.

Recent studies, partial results of which appeared in the November issue of Cosmopolitan magazine, reveal that the average weekly income from jobs and allowances of the teenage boy is $8.96. The teenage girl's pocket money is only slightly less—$7.59. The study states that it is not uncommon for the teenager to hold a job that brings in upward of $40 a week and that the uncommitted pocket money of the youngster often exceeds that of his palmary.

Big Ticket Buyers
Is the teenage in a position to buy hard composition, sets, tape recorders and stereo tape players? You bet he is. He can also buy diamond needles, albums and more expensive LP sets. But he is equally able to buy hot rods, fishing and hunting gear, expensive cameras and any number of other items that appeal to him at the moment. Where he spends his money depends on how hard the industry, particularly on the dealers, is working to sell.

One dealer who knows his facts is Don Marshall, owner-manager of the Don Marshall Record Shop, Bayonne, N. J. Everything in his store is geared to the teen crowd. Don, in the disk business only a year, was quick to see that his best customers, the teenage buyers, prefer more display and his merchandise reflects his belief that the teenage crowd stops coming around at night as well as up and record retailers better take note.

Solid Promotion Stunt
Mayor Mineo of Bayonne backed up his beliefs with action. He consistently develops new ideas to bring the new card to the teenage crowd. In one point is the giant Christmas card stunt, now proving itself the most effective teen-age traffic builder.

By way of background, the Bayonne teen crowd makes a habit of tearing in the Dick Clark "American Bandstand" show on the ABC TV network. The show is one of the most successful, using the dance party format and Clark top billing as a drawing card. The Teen Band members are out when in their attention to the good-looking TV venue, as Public ratings will attest. Don Marshall, owner of Clark's position, conceived the idea of sending him a Christmas card signed by all of his Bayonne teen-age admirers. He hired an artist to create the card, a 5 x 7 inch sheet by eight feet, economy size. The cost, including envelope, was $45.

Attract New Customers
What was gained by sending it on an card and played a spotlight role in the teen market. The teen-age was immediate and strong. Within three weeks, the card was covered with teen-age names. Many of the youngsters, Marshall notes with satisfaction, had never been in the shop before. Some measure of the card's success is the amount of conversation it provoked. —How are you going to mail it?—"Will Dick show it on American Bandstand?"—"Will he be alright for my mother to sign it?"—"When are you going to send it?"—"How many stamps do you have to put on it?"—And on and on.

In addition to such stunts, Marshall enters this crowd by carrying such add-on merchandise as "Swans With Bosee" and "Elvis Is a Jerk" buttons. Glossy photos of Sal Mineo and Jimmy Dean (15 cents each) rate counter space, along with disk cloths and 45s.

What's Marshall's next move? He isn't sure. One thing is certain, however, he'll plan some new level, aims his store in his direction.

High school proms above the listening level of the average-

Among the many accessories carried in the Marshall shop are Jimmy Dean and Sal Mineo photo, Elvis and Bonnie buttons. By catering to the teen-age crowds, Marshall assures himself a higher income in the period ahead.

This is the giant Christmas card (4 feet by 8 feet) that Don Marshall installed in his Bayonne, N. J., shop. It will be sent to the teen-agers ideal Dick Clark, in mid-December. The card garnered thousands of signatures in a few weeks and brought many new customers into the Marshall shop.

Noel Boyd, student at Bayonne's St. Andrew's School, signs her name to the giant Christmas card, while Joan Geason awaits her turn. A cardboard model of the Marshall's store is cut out and signed by the great numbers who flaked in to sign their names.
## Packaged Records Buying Guide

### Best Selling POP LP's

<table>
<thead>
<tr>
<th>Record</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elvis' Christmas Album</td>
<td>3</td>
</tr>
<tr>
<td>Dukes of Dixieland, Vol. 3</td>
<td>19</td>
</tr>
<tr>
<td>The Pajama Game</td>
<td>8</td>
</tr>
<tr>
<td>Christmas Carol</td>
<td>9</td>
</tr>
<tr>
<td>Smoke Dreams</td>
<td>14</td>
</tr>
<tr>
<td>Oklahoma!</td>
<td>8</td>
</tr>
<tr>
<td>Where Are You?</td>
<td>11</td>
</tr>
<tr>
<td>Film Encores</td>
<td>12</td>
</tr>
<tr>
<td>The Everly Brothers</td>
<td>4</td>
</tr>
<tr>
<td>Pat Boone</td>
<td>7</td>
</tr>
<tr>
<td>Perry Como Sings Merry Christmas Music</td>
<td>7</td>
</tr>
<tr>
<td>The King and I</td>
<td>10</td>
</tr>
<tr>
<td>Loving You</td>
<td>13</td>
</tr>
<tr>
<td>Dream Along With Me</td>
<td>—</td>
</tr>
<tr>
<td>Christmas Carols</td>
<td>2</td>
</tr>
<tr>
<td>Love Is The Thing</td>
<td>18</td>
</tr>
<tr>
<td>There'll Always Be A Christmas</td>
<td>25</td>
</tr>
<tr>
<td>London, England</td>
<td>17</td>
</tr>
<tr>
<td>Record Track, Capitol W 5210</td>
<td>20</td>
</tr>
<tr>
<td>Spirituals</td>
<td>21</td>
</tr>
<tr>
<td>Wonderful, Wonderful</td>
<td>21</td>
</tr>
<tr>
<td>South Pacific</td>
<td>206</td>
</tr>
</tbody>
</table>

### Review Spotlight on...

**EP Album**

**The Everly Brothers (1-EP) - Cadence CEP 105**

The first "economy package" by the hot band doesn't duplicate any of their available singles material and figures to hit hard with their form in pop, country and R&B markets. Titles include two Ray Charles numbers, "That Little Girl of Mine" and "Leave My Woman Alone," plus G. Vincent's catchy hit, "Be Bop A Lula," and the Warren Shield, "Should We Tell Him." Will sell on sight.

**Popular Albums**

**April Love (Soundtrack) - Capitol DL 9046**

Popularity of Pat Boone and the plus promotional value of the 20th Century-Fox picture are certain to earn sales. Boone and Miss Jones do a fantastic job, while the musical interludes by Lionel Newman are pleasant.

**Music for the Golden Hours (1-EP) - Billy Vaughn & Orch. - Capitol DL 9056**

A new 3-4-inch disc package that pales aside similar groups. Vaughn's arrangements are beautiful and they convey the message in a striking combination of sound and instrumentation. "Deep Purple," "Miss You" and "I Only Have Eyes for You" are delightful tastes to wet a customer's musical appetite. Cover art is striking and will add to the sales potential.

**Jazz Album**

**Satchmo's Greatest (1-EP) - Louis Armstrong, Edwar D. Monroe, Leonard Simone - Capitol CRL 1027**

Armstrong performances were cut at foreign concerts and the directrix for the film of same title as the LP. "St. Louis Blues" in concert form was cut with the orchestra at a New York Stadium concert. Armstrong's 22-minute performance of the "Hear It Now" technique somewhat to intersperse songs and programs. It's not the best Armstrong music around, and much of the repertoire has been available, but format, cover and Columbia's past performances with the artist indicate heavy action.

### Religious Album

**Songs of Faith (1-EP) - Lawrence Welk Orch. - Coral CRL 72101**

This can't miss. The TV idol and his vocal forces attack still another idiom, and the fans will rally to support as usual. Includes popular religious tunes in "He", "I See God", etc., as well as "Ave Maria" and "Lent Cloud." A great gift for Grandma at yuletide.

### Special Merit Folk Album

**Folk Music for People Who Hate Folk**

(Continued on page 34)

### Top Selling Rock & Roll Discs

(Not listed)

### Most Played by Jockeys

For survey week ending December 7

Alarms are ranked in order of the greatest number of plays on radio and are based on the Billboard's weekly survey of radio disc jockeys. Results are based on The Billboard's weekly survey of radio disc jockeys.

<table>
<thead>
<tr>
<th>Record</th>
<th>Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pat Joe</td>
<td>1</td>
</tr>
<tr>
<td>Just One Of Those Things</td>
<td>2</td>
</tr>
<tr>
<td>Ray Anthony</td>
<td>4</td>
</tr>
<tr>
<td>Frank Sinatra</td>
<td>5</td>
</tr>
<tr>
<td>Jackie Gleason Presents</td>
<td>7</td>
</tr>
<tr>
<td>Jackie Gleason Presents Velvet Brass</td>
<td>8</td>
</tr>
<tr>
<td>Jackie Gleason</td>
<td>10</td>
</tr>
<tr>
<td>Dance to the Music of Lester Lamin</td>
<td>11</td>
</tr>
<tr>
<td>Perry Como</td>
<td>12</td>
</tr>
</tbody>
</table>

### Best Selling Pop EP's

For survey week ending December 7

The information given in this chart is based on actual sales to consumers in a random sample of the nation's leading retail record stores. Figures are given for every type of retail outlet. Sales are based on the Billboard's weekly survey of radio disc jockeys. Results are based on The Billboard's weekly survey of radio disc jockeys.

<table>
<thead>
<tr>
<th>Record</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jackie Gleason Presents</td>
<td>1</td>
</tr>
<tr>
<td>Jackie Gleason</td>
<td>2</td>
</tr>
<tr>
<td>Perry Como</td>
<td>3</td>
</tr>
<tr>
<td>The Everly Brothers</td>
<td>4</td>
</tr>
<tr>
<td>Pat Boone</td>
<td>5</td>
</tr>
<tr>
<td>Frank Sinatra</td>
<td>7</td>
</tr>
<tr>
<td>Pat Boone</td>
<td>8</td>
</tr>
<tr>
<td>Pat Boone</td>
<td>9</td>
</tr>
<tr>
<td>Pat Boone</td>
<td>10</td>
</tr>
</tbody>
</table>

---

**Money-Saving Subscription Order**

Enter your subscription to The Billboard for a full year at the rate of $15 or considerable saving over single copy rates. Foreign rate $15.

**Name**

**Address**

**City**

**State**

**Zip**

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
Memo from: Sidney Frey

To: The Record Industry

In view of the tremendous response to the announcement of the first perfected commercial pressing of a stereophonic phonograph record (*STEREO-DISC*), by AUDIO FIDELITY Records, we wish to make the following announcement:

As a public service and as a service to the industry, we will make available, without cost, an AUDIO FIDELITY STEREODISC* to accredited members of the record industry upon request from any executive on his company letterhead.
MARGON BRANDO IN SATYANA - 77+ SUN-earth-7
   @ RICA VICTOR LOC 1014
   The release of this major rock album was
   prompted by the recent success of the film
   "Satyana," which stars Marlon Brando in a
   dramatic role. The album is expected to
   attract a wide audience, and critics have
   praised its innovative sound and powerful
   performances.

ROCK 'N ROLL BY BOB MARLEY & THE WAILERS - 34-12
   The Wailers, led by Bob Marley, continue
   their exploration of reggae music with this
   new album. Featuring a blend of traditional
   rhythms and modern musical influences,
   the album is sure to appeal to fans of the
   genre.

THE DISCO BROTHERS - 12
   Adored by clubgoers worldwide, the Disco
   Brothers present their latest release, which
   promises to be a dancefloor sensation.

HUGH O'BRIEN - 34-12
   Celebrated guitarist Hugh O'Brien returns
   with a new album that showcases his
   virtuosic playing and distinctive style.

HELEN CAHILL - 12
   Helen Cahill's latest album features
   a mix of acoustic and electric guitar
   performances, as well as some
   collaborations with other musicians.

ALL THE WAY TO GIBRALTER - 12
   This album by the popular vocal group
   All the Way features their signature
   harmonies and soulful vocals.

FUTURE IN TIME - 12
   Future In Time is a new band that
   combines elements of funk, rock, and
   electronic music to create a unique
   sound.

LOW-PRIRED ALBUMS

OKLAHOMA-WORDS & MUSIC (11-12) - Crown
   This album is a hit single that features the
   voices of Oklahoma's own, capturing the
   essence of the state.

BRANDO AND THE BEAT - 12
   Featuring Marlon Brando and his band,
   this album is a testament to the actor's
   musical talent.

ANIMALS - 12
   The Animals return with a new album
   that explores their signature psychedelic
   sound.

Â Short and Sweet - 12
   This album features short, sweet tracks
   that are perfect for a quick listen.

A REMARKABLE DISPLAY - 12
   A Remarkable Display is a new band
   that combines elements of rock, funk,
   and soul.

FULLY LIFTED - 12
   Fully Lifted is a group that
   explores the boundaries of rock and
   roll, creating a unique and
   compelling sound.

EMILY'S LAW - 12
   Emily's Law is a new band that
   combines elements of indie rock
   and alternative music.

HOT LIPPS - 12
   Hot Lips is a new band that
   explores the boundaries of funk
   and soul.

ANOTHER DAY IN THE LIFE - 12
   Another Day in the Life is a new
   album that explores the
   boundaries of rock and roll.

AREN'T I CORNELL? - 12
   Aren't I Cornell? is a new band
   that combines elements of jazz,
   blues, and soul.

RIGHTS AND WRONGS - 12
   Rights and Wrong is a new band
   that explores the boundaries of punk
   and alternative rock.

SOUND RECORDS

PROS AND CONS - 12
   Pros and Cons is a new album
   that explores the
   boundaries of rock and roll.

WHO IS BILL BRUFORD? - 12
   Who is Bill Bruford? is a new
   album that explores the
   boundaries of progressive rock.

JAZZ RECORDS

SOUNDS OF THE PLATEAU - 12
   Sounds of the Plateau is a new
   album that explores
   the sounds of the American Southwest.

FOLK RECORDS

RUDY SINGS FROM THE QUINCE - 12
   Rudy sings from the quince is a
   new album that explores
   the sounds of the American Southwest.

GROUPS

THE UNICORN - 12
   The Unicorn is a new band
   that explores the boundaries of rock and
   roll.

ALAN LITTLETON'S GREAT AMERICAN BAND - 12
   Alan Littleton's Great American Band
   is a new band that
   explores the boundaries of rock and roll.

CHRISTMAS SONGS (11-12) - 12
   Christmas songs is a new album
   that explores
   the sounds of the American Southwest.

BIG PROFITS WITH 'PLANET - 12
   Big Profits with 'Planet is a
   new hit-making label with
   big plans for '86.

PLANET RECORDS

BRANDO AND THE BEAT (11-12) - Sung by Herb Strauss. Jodan
   L. 3093
   If this fresh and unusual entry doesn't do
   the trick, we don't know what does.
   "Brandos" (a.k.a. "Brandos"") is a
   new band that explores the sounds of the
   American Southwest.

MUSIC (11-12) - Sung by Herb Strauss. Jodan
   L. 3068
   This $1.49 package is a must-have for
   all fans of the American Southwest.

THREE/ONE - 12
   Three/One is a new band that
   explores the boundaries of rock and roll.

DANIELLE'S JOURNEY - 12
   Danielle's Journey is a new
   album that explores the sounds of the
   American Southwest.

PASSAGE TO THE PAST - 12
   Passage to the Past is a new
   band that explores the boundaries of rock and roll.

THE ROLLING THUNDER-12
   The Rolling Thunder is a new
   band that explores the
   boundaries of rock and roll.

THE ROYAL FAMILY - 12
   The Royal Family is a new
   band that explores the boundaries of rock and roll.

THE OAK - 12
   The Oak is a new band
   that explores the boundaries of rock and roll.

THE CROW - 12
   The Crow is a new band
   that explores the boundaries of rock and roll.

THE CROW - 12
   The Crow is a new band
   that explores the boundaries of rock and roll.

THE CROW - 12
   The Crow is a new band
   that explores the boundaries of rock and roll.

THE CROW - 12
   The Crow is a new band
   that explores the boundaries of rock and roll.

THE CROW - 12
   The Crow is a new band
   that explores the boundaries of rock and roll.

THE CROW - 12
   The Crow is a new band
   that explores the boundaries of rock and roll.

THE CROW - 12
   The Crow is a new band
   that explores the boundaries of rock and roll.

THE CROW - 12
   The Crow is a new band
   that explores the boundaries of rock and roll.
APRIL LOVE—WHEN THE SWALLOWS COME BACK TO CAPISTRANO—PAT BOONE
SAIL ALONG SILVER MOON—RAUNCHY—BILLY VAUGHN
THE JOKER—CHICKEN, CHICKEN—THE HILLTOPPERS
HENRIETTA—JIMMY DUE
RING CHIMES—THE STORY—L. V. LEAGRERS
AT THE HOP—I DO—NICK TODD
WINTER WARM—GO 'WAY FROM MY WINDOW—GALE STORM
YELLOW DOG BLUES—SUGAR TRAIN—JOHNNY MADDOX
LOVE LIKE A FOOL—AIN'T IT THE TRUTH—MARGARET WHITING
MAKING BELIEVE—I SAW YOUR FACE IN THE MOON—BONNIE GUITAR
ACORN—GOLDEN BOY—CAROL JARVIS
THE BRIGHT LIGHT—ROCK-A-CHICKA—IN LOWE
CRY, CRY DARLING—YOU'RE THE IDOL OF MY DREAMS—JIMMY NEWMARK
I'M ALONE BECAUSE I LOVE YOU—DON'T LET IT GET AROUND—TAB HUNTER
ONE HEART—EVERY TIME I ASK MY HEART—LORET VAN DYKE
WHERE DID OUR YOUNG YEARS GO—COTTON-EYED JOE—DON RENO—RED SMILEY
PLAYTHING—THE HONEY SONG—NICK TODD
MISTER FIRE EYES—THERE'S A NEW MOON OVER MY SHOULDER—BONNIE GUITAR

**DLP BEST SELLING LP'S**

DLP-3071 PAT'S GREAT HITS—PAT BOONE
DLP-9000 Music From the Sound Track of the 20th Century
Fox CinemaScope Picture, APRIL LOVE—STARRING PAT BOONE AND SHIRLEY JONES
DLP-3075 WORD JAZZ—JAZZ HORIZONS—KEN NORDINE
DLP-3077 PAT BOONE SINGS IRVING BERLIN—PAT BOONE
DLP-3068 HYMNS WE LOVE—PAT BOONE
DLP-3017 SENTIMENTAL ME—GALE STORM
DLP-3012 PAT BOONE
DLP-3054D Music From the Sound Track of CECIL B. DE MILLE'S "THE TEN COMMANDMENTS"
DLP-3063 THE THIRTIES IN RAGTIME—JOHNNY MADDOX
DLP-3086 MUSIC FOR THE GOLDEN HOURS—BILLY VAUGHN
DLP-3073 THE HILLTOPPERS
DLP-3080 PEABODY PARADE—EDDIE PEABODY
DLP-3083 CHRISTMAS CHIMES—DR. CHARLES KENDALL

**DLP BEST SELLING EP'S**

DEP-1062 MERRY CHRISTMAS—PAT BOONE
DEP-1056 A CLOSER WALK WITH THEE—PAT BOONE
DEP-1057 FOUR BY PAT—PAT BOONE

**NEW RELEASES**

15684 IT MUST BE CHARLIE—THE LORD DON'T TREAT HIS CHILDREN THAT WAY—Bennie McFadden
15685 LIKE YOU BUG ME—PLEASE COME HOME—THE QUARTER NOTES

Dot Records, Inc. - Sunset and Vine - Hollywood, Calif. Phone HU 2-3141
The Nation's Best Selling Records
Another Big Dot Hit!

LOVE LIKE A FOOL
AIN'T IT THE TRUTH

#15682

FONTANE SISTERS
It's A Hit!

Johnny Maddox

"YELLOW DOG BLUES"

"Sugar Train"

#15683

Dot RECORDS, Inc. - Sunset and Vine - Hollywood, Calif. - Phone HO 2-3143
THE NATION'S BEST SELLING RECORDS
RCA VICTOR's 45 ECONOMY PACKAGE of "TEENAGERS DANCE SUGAR CANDY BOP" EPA 4121 Here's a new beat for teen-age feet, featuring a brand-new all-girl trio, The Belle Aires. It's going places at 45rpm—America's favorite speed!

DAVE BRUBECK PLAYS & PLAYS & PLAYS.......81 (12-7) January 1959 The funny approach displayed by pianist Dave Brubeck in this, his 1st album on Fantasy, is one certain to find favor among fans of the older and conceptually lean, cool music schools. Brubeck shows excellent technical finesse and interaction of a good dual of humor and art in all of the standards, with "Intuition," a particularly appealing track. Well worth noting.

NEW ORLEANS NIGHTS.......81 Louis Armstrong and the All Stars bestellen 829 DAP 8268 A package of Armstrong all-star notes that have been recorded in different packages and singles for some years. As grouped here, total is one of the more attractive LA sax and mute, with New Orleans directions clearly indicated in repertoire and style. Strong, standard inventory for all stops.

RACE GROOVE.............81 Mike Davis & The Modern Jazz Giants (12-12) Prestige LP 7099 Instrumented, converted occasions cut in 1958, also includes previously unused afternoon takes. Valuable disk for modernist collectors, with excellent notes by such as Dick, Miles, Jackson, Y. Mako, Mir. Silver and an early Dickey Betts, stimulating material with great sound, and two more of well-known titles. Must-merchandise.

SOUTH OF THE WHITNEY-CLARKEN Lyle Lawrence-Jazz Giants Band (12-12) Decca LG 8197 Assorted in a continuing series by the Lawrence-Jackson group, this package by the Italian master should be on disk. These of a slightly special nature are commercially respectable, especially that one by the splendid "American Band," "Nothing But," "Smallstuff," etc. The set has good sound and the label of Clapton will help in making it as good for dancing as for listening. Recommended well-known long-gear side.

JAMMING IN H.D.I. WITH GENE AMMONS.....81 (12-12) Alligator LP 7193 This is one of the better sets by Amer- ican for the label. Highlights is a good "Prophet From Houston" by Ammonos followed by an excellent set by the various "Jazz Composers," "Mushroom Magic," etc. The set has good sound and the label of J. Clapton will help in making it as good for dancing as for listening. Recommended well-known long-gear side.

CUT TRADER.......84 (12-7) Fantasy 1223 (12-7) A dedicated effort on Gavornik's "Porgy & Bess" is the highlight of this set by the Cut Trader. This treatment in the extended work is warm and sincere, with a good har- monies developed in the "Sweeney Todd" spirit. Van Clapton's set in the group is very good, with a strong group using the "Fussin' and Fiddlin'" series.

ON A LAKE IN DESTINELAND.....74 Joe Denardo and His Dixie Flyers (12-12) LP 353 While there's more than could have been achieved in the way of sound quality, there's much taking from- ness here. It's a mix of trad- itional Dixie, with Joe Denardo (collaborated) in the band, and a bevy of standards, "Mambo," "Sneak Peek," and "Santa Fe" are particularly winning and will make for good disco tracks. Excellent title in the group is "Marching Band," and the "Big Dog Blues" single click will help.

INTERPLAY FOR TWO TRUMPETS AND TWO TENORS......72 L. Cattone and Tango, Donald Faggett and W. Young, trumpets. (11-17) The set contains four lengthy tracks, powdering the various key points and group work, "Octave Challenge," "That picture," etc. The story of the group is well told in the" "Morning Call," "Chicago Blues," and "Big Band Blues" single click will help.

DIZZY ATMOSPHERE.....76 (12-12) Specialty SP 5901 The finest line of Dizzy Gillespie's work: Al Grey, Billy Mitchell, Les Morgan, Charlie Persip, Fox West, Billy Reid and Wallace Kelly are all included on a strip. All are in fine form, all arranged by Kenny Smith and Jimmy Giuffre. "Frenetic" displays their talents, and this is a fair representation of what makes the drive and musicianship of other recordings at this time. Highly recommended.

HOUSE OF HORNS......78 Paul Horn (12-12) Dot DLP 3091 There's some good work displayed here by Horn on a variety of interesting materials, some reserved with an "Outstanding." "Melodies" work the woodwind through the set, using alternative clarinets, piccolo, flute and alto and alto to achieve nothing and at times bring- ing forth instrumentations. "Facets" could, the "Sensation" and the "Sensation" is especially written. More hornblower will enjoy this package.

DIXIE JUBILEE..68 (12-12) Decca LG 6021 This set was recorded in 1949 at a Dixie concert on the Tennessee Aven- ture in Los Angeles; groups include Joe Clarorns' Great Dixie Band, the Capitol Dixie Band, the Roberts, Charlie Law- rence, "The Charleston Choppers" and Pro- di's "Chickens," plus the Firstband Dixie Ten. There was a time when such a bash would have had the best sound, but this one suffers from less than impressive sound. The cover drawing is not particularly re- markable, but for fans of Dixie sets this will be highly competitive.

JAZZ 162 RPM CONCORDS.....81 (12-12) Prestige LP 151 The latest in Dixie Louis' LPs are now combined on a single 12rpm. Louis' "Mexico" and "Out of the Window" is a big winner on the Latin market, and this LP is another winning in Louis' "Out of the Window" series. Louis is on a high here, the sound is excellent and the package is to be recommended.

LETS GET AWAY FROM IT ALL.....84 (12-12) Prestige LP 5551 Billie Taylor (12-12) This is a large collection of Billie Tai- ler, with 26 tracks packed onto the same 12rpm. Nothing too rare but by sheer weight of numbers, this is a bargain set. Despite the slow- rations, the sound is excellent and the package is to be recommended. Taylor will kill it in the coming market.

MILES DAVIS & THE MODERN JAZZ GIANTS...84 (12-12) Prestige LP 5523 A strongly indicated 16rpm LP with a mix of single sides and a few numbers. First impressed as a soloist and with the "Modern Jazz" records, D. Miles is now a leader and this a large collection of the solo records. Miles is cutting here, the sound is excellent and the package is to be recommended. Davis will kill it in the coming market.

FREEDOME BY THREE,JOHNSON, WENDELL AND ROGERS...85 (12-12) Prestige LP 5375 The set has 24 tracks. All are con- trolled previous reserved 33rpm. The reproduction is car- ried over and the current set is all original versions, and collectors have a good chance of-files and friends in one handy package at a saving. Single sides date from 1937 and include such as "Freedom," "Wendell's Dance," "Rogers Blues" and "Pyro." Miles also segments here, the "Sensation" and the "Sensation" is especially written. More hornblower will enjoy this package.
THE COUNTRY LADS
I WON'T BEG YOUR PARDON b/w ALONE IN LOVE
4-41062-c

DORThA WRIGHT
THE KEEPER OF THE KEY b/w THEY LISTENED WHILE YOU SAID GOODBYE with JOHNNY BOND and his orchestra
4-41073-c

GUY MITCHELL
THE LORD MADE A PEANUT b/w (I'm Walkin' Down a) ONE WAY STREET with RAY CONNIFF and his orchestra
4-41075

THE FOUR VOICES
BON BON b/w DANCING WITH MY SHADOW with RAY CONNIFF and his orchestra
4-41076

THE BIG BEATS
CLARK'S EXPEDITION b/w BIG BOY
4-41072

JO STAFFORD
SWEET LITTLE DARLIN' b/w I'LL BUY IT (from the CBS Television show, "Junior Miss") with PAUL WESTON and his orchestra
4-41078

THE SURE-FIRE HITS ARE ON

COLUMBIA RECORDS A DIVISION OF CBS © "Columbia" © MarcaS Reg. "CBS" T.M.
<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Record Company</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Kisses Sweeter Than Wine</td>
<td>By Paul Campbell and Joel Newman</td>
<td>Published by Folkways (BMI)</td>
<td>10</td>
</tr>
<tr>
<td>2. Silhouettes</td>
<td>By B. Coree and F. Mac.</td>
<td>Published by Bryant Music (BMI)</td>
<td>5</td>
</tr>
<tr>
<td>3. Peggy Sue</td>
<td>By Jerry Allison &amp; Norman Perry</td>
<td>Published by No-Value Music</td>
<td>12</td>
</tr>
<tr>
<td>4. Chances Are</td>
<td>By B. Allen &amp; R. Allen</td>
<td>Published by Kutch Music (ASCAP)</td>
<td>7</td>
</tr>
<tr>
<td>5. Fascination</td>
<td>By S. D. Meredith, D. Manning</td>
<td>Published by Southern Music (ASCAP)</td>
<td>9</td>
</tr>
<tr>
<td>6. Melodie D’Amour</td>
<td>By Victor Young</td>
<td>Published by Victor Young Publications (ASCAP)</td>
<td></td>
</tr>
<tr>
<td>7. Jailhouse Rock</td>
<td>By Al Green</td>
<td>Published by Ember</td>
<td>11</td>
</tr>
<tr>
<td>8. The Week That Was What</td>
<td>By Al Green</td>
<td>Published by Ember</td>
<td>11</td>
</tr>
<tr>
<td>9. Kisses Sweeter Than Wine</td>
<td>By Paul Campbell and Joel Newman</td>
<td>Published by Folkways (BMI)</td>
<td>10</td>
</tr>
<tr>
<td>10. Silhouettes</td>
<td>By B. Coree and F. Mac.</td>
<td>Published by Bryant Music (BMI)</td>
<td>5</td>
</tr>
<tr>
<td>11. Peggy Sue</td>
<td>By Jerry Allison &amp; Norman Perry</td>
<td>Published by No-Value Music</td>
<td>12</td>
</tr>
<tr>
<td>12. Fascination</td>
<td>By S. D. Meredith, D. Manning</td>
<td>Published by Southern Music (ASCAP)</td>
<td>9</td>
</tr>
<tr>
<td>13. Melodie D’Amour</td>
<td>By Victor Young</td>
<td>Published by Victor Young Publications (ASCAP)</td>
<td></td>
</tr>
<tr>
<td>14. The Week That Was What</td>
<td>By Al Green</td>
<td>Published by Ember</td>
<td>11</td>
</tr>
<tr>
<td>15. Kisses Sweeter Than Wine</td>
<td>By Paul Campbell and Joel Newman</td>
<td>Published by Folkways (BMI)</td>
<td>10</td>
</tr>
<tr>
<td>16. Silhouettes</td>
<td>By B. Coree and F. Mac.</td>
<td>Published by Bryant Music (BMI)</td>
<td>5</td>
</tr>
<tr>
<td>17. Peggy Sue</td>
<td>By Jerry Allison &amp; Norman Perry</td>
<td>Published by No-Value Music</td>
<td>12</td>
</tr>
<tr>
<td>18. Fascination</td>
<td>By S. D. Meredith, D. Manning</td>
<td>Published by Southern Music (ASCAP)</td>
<td>9</td>
</tr>
<tr>
<td>19. Melodie D’Amour</td>
<td>By Victor Young</td>
<td>Published by Victor Young Publications (ASCAP)</td>
<td></td>
</tr>
<tr>
<td>20. Kisses Sweeter Than Wine</td>
<td>By Paul Campbell and Joel Newman</td>
<td>Published by Folkways (BMI)</td>
<td>10</td>
</tr>
<tr>
<td>21. Silhouettes</td>
<td>By B. Coree and F. Mac.</td>
<td>Published by Bryant Music (BMI)</td>
<td>5</td>
</tr>
<tr>
<td>22. Peggy Sue</td>
<td>By Jerry Allison &amp; Norman Perry</td>
<td>Published by No-Value Music</td>
<td>12</td>
</tr>
<tr>
<td>23. Fascination</td>
<td>By S. D. Meredith, D. Manning</td>
<td>Published by Southern Music (ASCAP)</td>
<td>9</td>
</tr>
<tr>
<td>24. Melodie D’Amour</td>
<td>By Victor Young</td>
<td>Published by Victor Young Publications (ASCAP)</td>
<td></td>
</tr>
<tr>
<td>25. Kisses Sweeter Than Wine</td>
<td>By Paul Campbell and Joel Newman</td>
<td>Published by Folkways (BMI)</td>
<td>10</td>
</tr>
<tr>
<td>26. Silhouettes</td>
<td>By B. Coree and F. Mac.</td>
<td>Published by Bryant Music (BMI)</td>
<td>5</td>
</tr>
<tr>
<td>27. Peggy Sue</td>
<td>By Jerry Allison &amp; Norman Perry</td>
<td>Published by No-Value Music</td>
<td>12</td>
</tr>
<tr>
<td>28. Fascination</td>
<td>By S. D. Meredith, D. Manning</td>
<td>Published by Southern Music (ASCAP)</td>
<td>9</td>
</tr>
<tr>
<td>29. Kisses Sweeter Than Wine</td>
<td>By Paul Campbell and Joel Newman</td>
<td>Published by Folkways (BMI)</td>
<td>10</td>
</tr>
<tr>
<td>30. Silhouettes</td>
<td>By B. Coree and F. Mac.</td>
<td>Published by Bryant Music (BMI)</td>
<td>5</td>
</tr>
<tr>
<td>31. Peggy Sue</td>
<td>By Jerry Allison &amp; Norman Perry</td>
<td>Published by No-Value Music</td>
<td>12</td>
</tr>
<tr>
<td>32. Fascination</td>
<td>By S. D. Meredith, D. Manning</td>
<td>Published by Southern Music (ASCAP)</td>
<td>9</td>
</tr>
<tr>
<td>33. Kisses Sweeter Than Wine</td>
<td>By Paul Campbell and Joel Newman</td>
<td>Published by Folkways (BMI)</td>
<td>10</td>
</tr>
<tr>
<td>34. Silhouettes</td>
<td>By B. Coree and F. Mac.</td>
<td>Published by Bryant Music (BMI)</td>
<td>5</td>
</tr>
<tr>
<td>35. Peggy Sue</td>
<td>By Jerry Allison &amp; Norman Perry</td>
<td>Published by No-Value Music</td>
<td>12</td>
</tr>
<tr>
<td>36. Fascination</td>
<td>By S. D. Meredith, D. Manning</td>
<td>Published by Southern Music (ASCAP)</td>
<td>9</td>
</tr>
</tbody>
</table>

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.
NO PLACE LEFT TO GO BUT UP!

Tom and Jerry

"HEY SCHOOLGIRL"

BIG RECORD NO. 613

Dick Clark's
AMERICAN BANDSTAND
95 + 95 + 95
Nov. 24th

The Cash Box
SLEEPER OF THE WEEK
Nov. 16th

Variety
BEST BET
Nov. 27th

Music Vendor
RECORD TO WATCH
Two Stars ★ ★
Dec. 2nd

POPin' out all over...

Write - Wire - Phone
BIG RECORDS
1619 Broadway, N. Y. C. 19, N. Y. - JU 6-6616
**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 of the School of Retailing of New York University.

**FOR SURVEY WEEK ENDING DECEMBER 7, 1957**

<table>
<thead>
<tr>
<th>#</th>
<th>Last Week</th>
<th>This Week</th>
<th>Weeks On Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>JAILHOUSE ROCK (BMI)—Elvis Presley</td>
<td>16</td>
<td>10</td>
</tr>
<tr>
<td>2.</td>
<td>RAUNCHY (BMI)—Bill Justis</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td>YOU SEND ME (BMI)—Sam Cooke</td>
<td>78</td>
<td>1</td>
</tr>
<tr>
<td>4.</td>
<td>SUMMER TIME (ASCAP)—Kern 34013</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>5.</td>
<td>APRIL LOVE (ASCAP)—Pat Boone</td>
<td>28</td>
<td>4</td>
</tr>
<tr>
<td>6.</td>
<td>THE SWALLOW COMES BACK TO CAPTAIN (BMI)</td>
<td>28</td>
<td>4</td>
</tr>
<tr>
<td>7.</td>
<td>KEY (BMI)—Buddy Clark</td>
<td>52</td>
<td>3</td>
</tr>
<tr>
<td>8.</td>
<td>CHANCES ARE (ASCAP)—Johnny Mathis</td>
<td>83</td>
<td>3</td>
</tr>
<tr>
<td>9.</td>
<td>ROCK AND ROLL MUSIC (BMI)—Chuck Berry</td>
<td>68</td>
<td>3</td>
</tr>
<tr>
<td>10.</td>
<td>WAKE UP LITTLE SISIE (BMI)—Everly Brothers</td>
<td>87</td>
<td>3</td>
</tr>
<tr>
<td>11.</td>
<td>SILOUETTES (BMI)—The Rays</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>12.</td>
<td>KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers</td>
<td>44</td>
<td>3</td>
</tr>
<tr>
<td>13.</td>
<td>R&amp;BOP BABY (BMI)—Ricky Nelson</td>
<td>14</td>
<td>3</td>
</tr>
<tr>
<td>14.</td>
<td>HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)—Imperial 5489</td>
<td>14</td>
<td>3</td>
</tr>
<tr>
<td>15.</td>
<td>MY SPECIAL ANGEL (BMI)—Bobbi Helen</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>16.</td>
<td>LITTLE BITTY PRETTY ONE (BMI)—Thurston Harris</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>17.</td>
<td>LIECHTENSTEINER POLKA (ASCAP)—Willie Glasgow</td>
<td>28</td>
<td>3</td>
</tr>
<tr>
<td>18.</td>
<td>RAUNCHY (BMI)—Ennie Freeman</td>
<td>21</td>
<td>3</td>
</tr>
</tbody>
</table>

**RECENT POP RELEASES COMING UP STRONG**

<table>
<thead>
<tr>
<th>#</th>
<th>Last Week</th>
<th>This Week</th>
<th>Weeks On Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>35.</td>
<td>HAPPY, HAPPY BIRTHDAY, BABY (BMI)—TIME WEAVERS</td>
<td>35</td>
<td>13</td>
</tr>
<tr>
<td>36.</td>
<td>PEANUTS (BMI)—Little Joe &amp; the Thrillers</td>
<td>49</td>
<td>11</td>
</tr>
<tr>
<td>37.</td>
<td>HE'S LOVE (BMI)—Buddy Knox</td>
<td>26</td>
<td>15</td>
</tr>
<tr>
<td>38.</td>
<td>I'LL REMEMBER TODAY (BMI)—Patti Page</td>
<td>47</td>
<td>4</td>
</tr>
<tr>
<td>39.</td>
<td>PUT A LIGHT IN THE WINDOW (ASCAP)—Patty Pravo</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>40.</td>
<td>THE STORY OF MY LIFE (ASCAP)—Marly Boland</td>
<td>85</td>
<td>3</td>
</tr>
<tr>
<td>41.</td>
<td>STACTRESS (BMI)—Dean McManus</td>
<td>40</td>
<td>26</td>
</tr>
<tr>
<td>42.</td>
<td>YOU SEND ME (BMI)—Teressa Brewer</td>
<td>27</td>
<td>10</td>
</tr>
<tr>
<td>43.</td>
<td>THAT'LL BE THE DAY (BMI)—Crickettes</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>44.</td>
<td>DANCE TO THE BOP (BMI)—Gene Vincent</td>
<td>45</td>
<td>10</td>
</tr>
<tr>
<td>45.</td>
<td>PRETEND YOU DON'T SEE HER (BMI)—Bobby Keys</td>
<td>36</td>
<td>1</td>
</tr>
<tr>
<td>46.</td>
<td>WITH YOU ON MY MIND (ASCAP)—Nat King Cole</td>
<td>50</td>
<td>10</td>
</tr>
<tr>
<td>47.</td>
<td>RAINBOW COUNTY (ASCAP)—Cap 3782</td>
<td>60</td>
<td>10</td>
</tr>
<tr>
<td>48.</td>
<td>WUNDERFUL, WUNDERFUL (1 &amp; B) (ASCAP)—Stan Freberg</td>
<td>50</td>
<td>10</td>
</tr>
<tr>
<td>49.</td>
<td>AND THAT REMINDS ME (ASCAP)—Della Reese</td>
<td>44</td>
<td>6</td>
</tr>
<tr>
<td>50.</td>
<td>HONEY (BMI)—Bobby Helms</td>
<td>26</td>
<td>3</td>
</tr>
</tbody>
</table>

**THIS WEEK'S BEST BUYS**

Special telephone reports indicate these recent releases have taken off in one or more key areas and have excellent potential for placing on The Billboard's best sellers charts.

**WUTKIN IN SCHOOL**

STAND UP (Commodore, BMI)—Ricky Nelson—Imperial 5483—This platter is taking off in all markets. The young artist appears to have another two-sided hit. Request on each side are about equal at this point. A previous Billboard “Spotlight” pick.

**I LOVE YOU**

FOR SENTIMENTAL REASONS (Duchess, BMI)—Sam Cooke—Keen 4002—This looks like a big one. It's registering solidly in all markets. Flip is “Desire Me”, (Gould, BMI). A previous Billboard “Spotlight” pick.

**THE BIG BEAT**

I WANT YOU TO KNOW (Commodore, BMI)—Fats Domino—Imperial 5477—This is the artist's strongest recently. It seems a two-sided winner. Both sides are much in demand. Good sales strength in all markets. A previous Billboard “Spotlight” pick.
IT'S A DANCE - IT'S A SONG - IT'S A HIT

THE STROLL

BY THE DIAMONDS

MERCURY 71242

HOW TO DANCE "THE STROLL"

1. Start
2. Touch left foot in front across right foot
3. Touch left foot to side left
4. Touch left foot in front across right foot
5. Touch left foot to side left
6. Step left foot behind right foot.
7. Step right foot to right side.
8. Close left foot to right foot.
9. Touch or arch right foot to left foot, weight on left foot.
10. Repeat entire step, opposite way, starting with right foot.

COMING DECEMBER 27th
NEW PLATTERS RELEASE
"HELPLESS"

MERCURY REG. U.S. PAT. OFF.
RECORDS
**Most Played by Jockeys**

FOR SURVEY WEEK ENDING DECEMBER 7

RIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on the Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

<table>
<thead>
<tr>
<th>No.</th>
<th>Record Title</th>
<th>Artist</th>
<th>Chart Weeks</th>
<th>Last Week</th>
<th>Peak</th>
<th>Chord</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>APRIL LOVE (ASCAP)</td>
<td>Pat Boone</td>
<td>3</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>YOU SEND ME (BMI)</td>
<td>Sam Cooke</td>
<td>7</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>KISSES SWEETER THAN WINE (ASCAP)</td>
<td>Jimmie Rodgers</td>
<td>6</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>ALL THE WAY (ASCAP)</td>
<td>Frank Sinatra</td>
<td>5</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>JAILHOUSE ROCK (BMI)</td>
<td>Elvis Presley</td>
<td>2</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>RAUNCHY (BMI)</td>
<td>Bill  Justin</td>
<td>4</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>RAUNCHY (BMI)</td>
<td>Elvis Freeman</td>
<td>13</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>PEGGY SUE (BMI)</td>
<td>Bobby Holly</td>
<td>14</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>I'M AVAILABLE (BMI)</td>
<td>Margie Rayburn</td>
<td>16</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>SILHOUETTES (BMI)</td>
<td>The Rays</td>
<td>9</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>YOU SEND ME (BMI)</td>
<td>Teresa Brewer</td>
<td>11</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>MY SPECIAL ANGEL (BMI)</td>
<td>Bobby Helms</td>
<td>18</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>CHANCES ARE (ASCAP)</td>
<td>Johnny Mathis</td>
<td>7</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>WAKE UP LITTLE SUSIE (BMI)</td>
<td>Everly Brothers</td>
<td>8</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>MELODIE D'AMOUR (BMI)</td>
<td>Ames Brothers</td>
<td>10</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>JUST BORN (BMI)</td>
<td>Perry Como</td>
<td>17</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>PUT A LIGHT IN THE WINDOW (ASCAP)</td>
<td>Four Lads</td>
<td>15</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>LIECHTENSTEINER POLKA (ASCAP)</td>
<td>Will Chiles</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>RAUNCHY (BMI)</td>
<td>Billy Vaughn</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>LITTLE BITTY PRETTY ONE (BMI)</td>
<td>Thurston Harris</td>
<td>10</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>GREAT BALLS OF FIRE (BMI)</td>
<td>Jerry Lee Lewis</td>
<td>20</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>WILD IS THE WIND (ASCAP)</td>
<td>Johnny Mathis</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>THE JOKER (BMI)</td>
<td>Hillboppers</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>THE TWELFTH OF NEVER (ASCAP)</td>
<td>Johnny Mathis</td>
<td>12</td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>THE STORY OF MY LIFE (ASCAP)</td>
<td>Marty Robbins</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>LOVE ME FOREVER (BMI)</td>
<td>Four Esquires</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Fitzgerald the Greatest... with Frank De Vol's lush backing on Midnight Sun**

Published by Crystal Music Publishers, Inc.

6/16 WHAT WILL I TELL MY HEART

V-10111 x 15

A selection from her best selling album

LIKE SOMEONE IN LOVE

MGV-4004

**The Soft Side of Ella**

Verve Records
SWEEPING THE COUNTRY
The Hit Novelty

"MEIN KLEINER SPATZ"
(pronounced MINE KLINER SHPATZ)

by
SUNNY AND HIS GANG
JUBILEE—5310

Products of JAY-GEE RECORD CO., INC.
Dear Mr. Disk Jockey:
We hope you like our new songs

UNITED 216

"I DON'T WANNA BE THE LAST ON SANTA'S LIST"

B/W

"MERRY CHRISTMAS WINDOW"
CAROL, LINDA, CATHY
(Ages 13, 9, 5)

PUBLISHERS
BRANDROM MUSIC COMPANY
CHICAGO

TOP MUSIC COMPANY
CHICAGO

PHONE—WIRE YOUR DISTRIBUTOR TODAY

UNITED RECORD CO., INC.
5052 South Cottage Grove Ave.
Chicago, Illinois
All Phones: WAgner 4-3933

We hope our record will help make your Christmas a very happy one.

May your Christmas this year be your best—we will have a nice Christmas, too, when you order our new record.
Specially for you

MR. D.J.
(with the entire music industry
looking over your shoulder)

The Billboard's
YEAR-END RECAPS
OF 1957's
TOP RECORDS

To help you in your programming from
Christmas until the New Year, these recaps will be
printed in the December 23 issue of The Billboard.

• TOP 50 POP RECORDS OF 1957
• TOP 50 C&W RECORDS OF 1957
• TOP 50 R&B RECORDS OF 1957
• TOP 25 POP LP's OF 1957
• THE TOP TUNES OF 1957

According to The Honor Roll of His

and many other important
programming recaps from

The Billboard
THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

Top 100 Sides

This is a tabulation of dollar unit sales listed according to the
specific side requested by customers. No attempt is made to add sides together in reflect actual record
sales. It is therefore a tabulation of sales or songs, and not records. This fact, together with longer four-week
survey periods, explains variation between the top 100
sides as reflected in this chart and top 30 record
sellers as reflected in "Best Sellers in Stores."

For survey week ending December 7

<table>
<thead>
<tr>
<th>Place</th>
<th>Song, Artist, Label</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>YOU SEND ME, Sam Cooke, Keen</td>
<td>2</td>
</tr>
<tr>
<td>2.</td>
<td>JAILHOUSE ROCK, Elvis Presley, Victor</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td>BLUE BALL, Bill Davis, Philips International</td>
<td>4</td>
</tr>
<tr>
<td>4.</td>
<td>WAKE UP LITTLE SUZY, Every Brothers, Columbia</td>
<td>5</td>
</tr>
<tr>
<td>5.</td>
<td>重返</td>
<td>6</td>
</tr>
<tr>
<td>6.</td>
<td>LOVE ME, Pat Boone, Dot</td>
<td>7</td>
</tr>
<tr>
<td>7.</td>
<td>CRANES ARE, Johnny Mathis, Columbia</td>
<td>8</td>
</tr>
<tr>
<td>8.</td>
<td>THE ROCK, Billie Holiday, Imperial</td>
<td>9</td>
</tr>
<tr>
<td>9.</td>
<td>ROCK AND ROLL MUSIC, Chuck Berry, Chess</td>
<td>10</td>
</tr>
<tr>
<td>11.</td>
<td>PEGGY SUE, Buddy Holly, Coral</td>
<td>12</td>
</tr>
<tr>
<td>13.</td>
<td>LITTLE RED PRETTY ONE, Darvin Hunt, Album</td>
<td>14</td>
</tr>
<tr>
<td>15.</td>
<td>MY SPECIAL ANGEL, Bobby Helms, Decca</td>
<td>16</td>
</tr>
<tr>
<td>17.</td>
<td>KISS ME QUICKER THAN NOW, The Everly Brothers, Capitol</td>
<td>18</td>
</tr>
<tr>
<td>19.</td>
<td>GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun</td>
<td>20</td>
</tr>
<tr>
<td>20.</td>
<td>RACOONS, Les Fragman, Imperial</td>
<td>22</td>
</tr>
<tr>
<td>22.</td>
<td>AT THE HOP, Danny and the Juniors, ABC-Paramount</td>
<td>24</td>
</tr>
<tr>
<td>24.</td>
<td>ALL THE WAY, Frank Sinatra, Capitol</td>
<td>26</td>
</tr>
<tr>
<td>26.</td>
<td>MELINDA D'AMOR, Anne Bunkers, Victor</td>
<td>28</td>
</tr>
<tr>
<td>28.</td>
<td>I'M AVAILABLE, Manic Rekabs, Liberty</td>
<td>30</td>
</tr>
<tr>
<td>30.</td>
<td>THE HEARTBREAKER, Bill Haley, London</td>
<td>32</td>
</tr>
<tr>
<td>32.</td>
<td>FASCINATION, June Morgan, Capitol</td>
<td>34</td>
</tr>
<tr>
<td>34.</td>
<td>SWEETY DREAMS, Junior Greaves, Roulette</td>
<td>36</td>
</tr>
<tr>
<td>36.</td>
<td>BLUE SUE, Terry Carson, Victor</td>
<td>38</td>
</tr>
<tr>
<td>38.</td>
<td>DON'T FOOL YOURSELF, Jerry Lee Lewis</td>
<td>40</td>
</tr>
<tr>
<td>40.</td>
<td>THE BUSY BEAVER, Bill Haley, Decca</td>
<td>42</td>
</tr>
<tr>
<td>42.</td>
<td>BLACK SUEDE, Joe Brotto and the Spangles, ABC-Paramount</td>
<td>44</td>
</tr>
<tr>
<td>44.</td>
<td>I'LL REMEMBER TODAY, Paul Page, Mercury</td>
<td>46</td>
</tr>
<tr>
<td>46.</td>
<td>WITH YOU ON MY MIND, Nat King Cole, Capitol</td>
<td>48</td>
</tr>
<tr>
<td>48.</td>
<td>BACK TO THE HILLBILLY, Jimmy Rodgers, Columbia</td>
<td>50</td>
</tr>
<tr>
<td>50.</td>
<td>LOTTA LOVING, Gene Vincent, Capitol</td>
<td>52</td>
</tr>
<tr>
<td>52.</td>
<td>AND THAT REMINDS ME, Delta Brown, Capitol</td>
<td>54</td>
</tr>
<tr>
<td>54.</td>
<td>WHOLE LOTTA SHAKIN' GOING ON, Jerry Lee Lewis, Sun</td>
<td>56</td>
</tr>
<tr>
<td>56.</td>
<td>WINTERTIME, Wintertyme, Capitol</td>
<td>58</td>
</tr>
<tr>
<td>58.</td>
<td>DECEMBER ROYAL BAOBAB, (Take Off About That River), Ray Charles, Atlantic</td>
<td>60</td>
</tr>
<tr>
<td>60.</td>
<td>WADE AND NEE, Pat Domino, Imperial</td>
<td>62</td>
</tr>
<tr>
<td>62.</td>
<td>BUG ME, BABY, Larry Williams, Specialty</td>
<td>64</td>
</tr>
<tr>
<td>64.</td>
<td>ROOF, Bill Douglas, King</td>
<td>66</td>
</tr>
<tr>
<td>66.</td>
<td>LOVE ME FOREVER, Four Escorts, Park</td>
<td>68</td>
</tr>
<tr>
<td>68.</td>
<td>FLYING, Dick Dodd, Dot</td>
<td>70</td>
</tr>
<tr>
<td>70.</td>
<td>BAUCUS, Billy Vaughn, Dot</td>
<td>72</td>
</tr>
<tr>
<td>72.</td>
<td>BANA, Paul Anka, ABC-Paramount</td>
<td>74</td>
</tr>
<tr>
<td>74.</td>
<td>THE JOKER, Hopper, Dot</td>
<td>76</td>
</tr>
<tr>
<td>76.</td>
<td>REMEMBER YOU DON'T SEE HER, Jerry Vale, Columbia</td>
<td>78</td>
</tr>
<tr>
<td>78.</td>
<td>RAINBOW, Ron Homington, Capitol</td>
<td>80</td>
</tr>
<tr>
<td>80.</td>
<td>DANCE TO THE BOP, Gene Vincent, Capitol</td>
<td>82</td>
</tr>
<tr>
<td>82.</td>
<td>LITTLE RED PRETTY ONE, Bobby Day, Cash</td>
<td>84</td>
</tr>
<tr>
<td>84.</td>
<td>FRAULEIN, Patty Heim, Decca</td>
<td>86</td>
</tr>
<tr>
<td>86.</td>
<td>INCIDENT IS DONE, Jimmy Reed, Vee Jay</td>
<td>88</td>
</tr>
<tr>
<td>88.</td>
<td>THE LEE, Robinson, Atlantic</td>
<td>90</td>
</tr>
<tr>
<td>90.</td>
<td>AROUND THE WORLD, Johnny Mathis, Columbia</td>
<td>92</td>
</tr>
<tr>
<td>92.</td>
<td>AN AFFAIR TO REMEMBER, The Four Tops</td>
<td>94</td>
</tr>
<tr>
<td>94.</td>
<td>HEARTBEAT, Ray Charles, Atlantic</td>
<td>96</td>
</tr>
<tr>
<td>96.</td>
<td>LIECHTENSTEIN POLKA, Lawrence Welz, Capitol</td>
<td>98</td>
</tr>
<tr>
<td>98.</td>
<td>SILENCE BONE, Paul Gold, Apple</td>
<td>100</td>
</tr>
<tr>
<td>100.</td>
<td>PUT A LIGHT IN THE WINDOW, Four Lads, Columbia</td>
<td>102</td>
</tr>
<tr>
<td>102.</td>
<td>FEVER, Julie London, Paramount</td>
<td>104</td>
</tr>
<tr>
<td>104.</td>
<td>PATTY TIDE, Pat金属, Elekta</td>
<td>106</td>
</tr>
<tr>
<td>106.</td>
<td>MINE, Bill Douglas, King</td>
<td>108</td>
</tr>
<tr>
<td>108.</td>
<td>SEND FOR ME, Nat King Cole, Capitol</td>
<td>110</td>
</tr>
<tr>
<td>110.</td>
<td>AROUND THE WORLD, Vic Vine, Decca</td>
<td>112</td>
</tr>
<tr>
<td>112.</td>
<td>WHITE CHRISTMAS, Bing Crosby, Decca</td>
<td>114</td>
</tr>
<tr>
<td>114.</td>
<td>DEEP PURPLE, Roy Wood, EMI</td>
<td>116</td>
</tr>
<tr>
<td>116.</td>
<td>FRAULEIN, Nina Lawrence, Capitol</td>
<td>118</td>
</tr>
<tr>
<td>118.</td>
<td>HUMMERS, Diamonds, Mercury</td>
<td>120</td>
</tr>
<tr>
<td>120.</td>
<td>WILD IS THE WIND, Johnny Mathis, Columbia</td>
<td>122</td>
</tr>
<tr>
<td>122.</td>
<td>MOONLIGHT DRIVE, Terry Parker, Vee Jay</td>
<td>124</td>
</tr>
<tr>
<td>124.</td>
<td>YOU CAN MAKE IT IF YOU TRY, Gene Allerson, Vee Jay</td>
<td>126</td>
</tr>
<tr>
<td>126.</td>
<td>THE CREATURE, Reckless &amp; Artsy, Philadelphia</td>
<td>128</td>
</tr>
<tr>
<td>128.</td>
<td>AROUND THE WORLD, Bing Crosby, Decca</td>
<td>130</td>
</tr>
<tr>
<td>130.</td>
<td>LOVE ME FOREVER, Edie Adams, ABC-Paramount</td>
<td>132</td>
</tr>
<tr>
<td>132.</td>
<td>TREAT ME NICE, Elvis Presley, Capitol</td>
<td>134</td>
</tr>
<tr>
<td>134.</td>
<td>THAT'S ALL I WANT FROM YOU, Bill Haley, Decca</td>
<td>136</td>
</tr>
<tr>
<td>136.</td>
<td>IN THE MIDDLE OF AN ISLAND, Terry Herrington, Columbia</td>
<td>138</td>
</tr>
<tr>
<td>138.</td>
<td>I'M NOT GONNA WALK, Jimmy Dean, Columbia</td>
<td>140</td>
</tr>
<tr>
<td>140.</td>
<td>TREAT ME NICE, Elvis Presley, Capitol</td>
<td>142</td>
</tr>
<tr>
<td>142.</td>
<td>FRIEND, Jerry Lewis, Decca</td>
<td>144</td>
</tr>
<tr>
<td>144.</td>
<td>POPULAR, Patricia, ABC-Paramount</td>
<td>146</td>
</tr>
<tr>
<td>146.</td>
<td>JUST BETWEEN YOU AND ME, Charlie Barnet, Capitol</td>
<td>148</td>
</tr>
<tr>
<td>148.</td>
<td>THINK, Faye Bryne, King</td>
<td>150</td>
</tr>
</tbody>
</table>
Her 1st DECCA Release

FELICIA SANDERS

"THE SONG OF GERVRAISE"
(To Have and to Hold)
From the International Award Winning Film "Gervaise"

Written by George Auric who gave Felicia her
First Big Hit "THE SONG FROM MOULIN ROUGE"

Decca 9-30538

A NEW WORLD OF SOUND
Fastest Selling Record in the Nation!

LIECHTENSTEINER POLKA
B/W
Schweizer Kanton Polka
with Will Glahe

Other fast moving hits

Edmundo Ros

In the film "The Bridge on the River Kwai"

SPANISH GYPSY DANCE

Vera Lynn

TONIGHT

from the hit "West Side Story"

I WOULD LOVE YOU STILL

Monia Liter

with her orchestra

PIANO POLKA

Frank Chacksfield

KATSUMI

from the film "Lexicon"

Japanese themes

Don Fox

BE MY GIRL

from the hit "West Side Story"

I WOULD LOVE YOU STILL

Light Pkgs. Top
Ga. Yule Agenda

Monia Liter

and her orchestra

PIANO POLKA

Frank Chacksfield

KATSUMI

love theme

from the film "LCcyma"

LONDON

POETRY-JAZZ NITERY BILL

NEW YORK—The poetry cum jazz opera, rampant on the West Coast in recent months, will now, as attack on this metropolis this Thurs-
day (10). Jack Kerouac, au-
thor of the best-selling novel "On the Road," will be expected with his new de-
but that night at Max Gor-
don's Village Vanguard.
Kerouac will give readings from his poetry and his novel. chairman of the show will be Beverly Kinney, J. J. Johnson

Copyrighted material
Billboard Review Spotlight

The Del Vikings

SNOWBOUND

AND

YOUR BOOK

OF LIFE

MERCURY 71241

Jimmy Edwards

LOVE BUG CRAWL

COUPLED WITH

HONEY LOVIN'

MERCURY 71209

Nick Noble

HALO OF LOVE

COUPLED WITH

SWEET TREAT

MERCURY 71233

Sarah Vaughan

GONE AGAIN

COUPLED WITH

THE NEXT TIME AROUND

MERCURY 71235

Johnny Jay

TEARS SUGAR DOLL

COUPLED WITH

MERCURY 71232

The Gaylords

MAGIC SONG

COUPLED WITH

MERCURY 71236

COMING DECEMBER 27th
NEW PLATTERS RELEASE
"HELPLESS"

www.americanradiohistory.com
THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

• Reviews of New Pop Records

THE FONTANE SISTERS

Lover

DOROTHY - 86

She's a native child

DALE - 74

Doll (Heady, ASCAP)

CARLSON'S RAIDERS

Rise and Shine

CABBAGE BAY - 84

I Don't Want to Go by

THE FOUR VOICES

For You

COLUMBIA 40186 - A Bob Merrill production

EDMUNDO ROS ORK

London Tunes

Decca 415 - standard rhythm, guitar

THE ESQUADES

Alleys of the City

COLUMBIA 40174 - without "permutations"

THE GRIFFIES

On the Cover of the World

DOROTHY - 86

You're Tryin' to Sell Me

HERB KRAMER QUARTET

I Want to Be Happy

007 - popular group on a-B.M.'s rhythm

TENOR TRIO

Love Affair

PACIFIC SONGS - 73

LORENZO ALBERO

I'm Gonna Love Again

DOROTHY - 86

I Wonder Why

THE MARCHING EIGHTS

My Heart Belongs to You

DOROTHY - 86

DON JULIO

Just a Little Bit of Your Love

SHEPHERD SISTERS

The Best Thing There Is

(THE LEE MORGAN Trio)

EDMUNDO ROS ORK

London Tunes

Decca 415 - standard rhythm, guitar

THE ESQUADES

Alleys of the City

COLUMBIA 40174 - without "permutations"

THE GRIFFIES

On the Cover of the World

DOROTHY - 86

You're Tryin' to Sell Me

HERB KRAMER QUARTET

I Want to Be Happy

007 - popular group on A.M.'s rhythm

TENOR TRIO

Love Affair

PACIFIC SONGS - 73

LORENZO ALBERO

I'm Gonna Love Again

DOROTHY - 86

I Wonder Why

THE MARCHING EIGHTS

My Heart Belongs to You

DOROTHY - 86

DON JULIO

Just a Little Bit of Your Love

SHEPHERD SISTERS

The Best Thing There Is

(THE LEE MORGAN Trio)

THE WANDERLUSTERS

Mama

COLUMBIA 40183 - a nice pop tune, with lush strings


• Review Spotlight on...

THE SHEPHERD SISTERS

Mercury 71344

THE BEST THING THERE IS

GEETIN' READY FOR FREDDIE

(Warner, BMI)

But it is definitely a good sign that this label is ready for a new label. The strong contender is in a rockabilly groove, and the weak chaotic vocal effort is loaded with teen appeal, Flip, "Gettin' Ready for Freddie" is a neat cut that is also solidly charted. The strong pairing can step out.

TIPS ON COMING TOPS

THE SHEPHERD SISTERS

Mercury 71344

THE BEST THING THERE IS

GEETIN' READY FOR FREDDIE

(Warner, BMI)

Both artists have released new material in their respective categories, and both are setting the stage for future success. The Shepherd Sisters' "The Best Thing There Is" has shown promise, while Gettin' Ready for Freddie has been successful in their own right. The pairing of these two acts can help solidify their positions in the market.

TIPS ON COMING TOPS

THE SHEPHERD SISTERS

Mercury 71344

THE BEST THING THERE IS

GEETIN' READY FOR FREDDIE

(Warner, BMI)

Both artists have released new material in their respective categories, and both are setting the stage for future success. The Shepherd Sisters' "The Best Thing There Is" has shown promise, while Gettin' Ready for Freddie has been successful in their own right. The pairing of these two acts can help solidify their positions in the market.

TIPS ON COMING TOPS

THE SHEPHERD SISTERS

Mercury 71344

THE BEST THING THERE IS

GEETIN' READY FOR FREDDIE

(Warner, BMI)

Both artists have released new material in their respective categories, and both are setting the stage for future success. The Shepherd Sisters' "The Best Thing There Is" has shown promise, while Gettin' Ready for Freddie has been successful in their own right. The pairing of these two acts can help solidify their positions in the market.
2 Labels - 2 Hits

the smash ORIGINAL

"I'M COMIN' HOME"

by ........

THE CHANCELLORS

XYZ 104

XYZ RECORDS

the most exciting new voice in America

LAURA K. BRYANT

sings ........

"BOBBY"

CAMEO 124

CAMEO RECORDS

TO THE TRADE:

Thanks for your reception to XYZ Records under our national distribution arrangement.

-Bernie Lowe-
## POPULAR

<table>
<thead>
<tr>
<th>Artist/Song</th>
<th>Label</th>
<th>Catalog #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silhouettes</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Daddy Cool</td>
<td>Columbia</td>
<td>4047</td>
</tr>
<tr>
<td>My Special Angel</td>
<td>ABC Paramount</td>
<td>7933</td>
</tr>
<tr>
<td>Standing At The End Of My World</td>
<td>AM</td>
<td>7933</td>
</tr>
<tr>
<td>Wake Up Little Suzie</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Every Brothers</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Maybe Tomorrow</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Rock And Roll Music</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Chuck Berry</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Blue Feeling</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>All The Way</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Frank Sinatra</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Chicago</td>
<td>ABC Paramount</td>
<td>7933</td>
</tr>
<tr>
<td>At The Hop</td>
<td>CBS</td>
<td>2051</td>
</tr>
<tr>
<td>Danny And The Juniors</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Sometimes</td>
<td>ABC Paramount</td>
<td>7933</td>
</tr>
<tr>
<td>Fascination</td>
<td>CBS</td>
<td>2051</td>
</tr>
<tr>
<td>Honeymoon</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>You Send Me</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Sam Cooke</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Summertime</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Ruse Sweeter Than Wine</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Jamie Rodgers</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Better Loved You'll Never Be</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Buzz, Buzz, Buzz</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Hollywood Flames</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Crazy</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Be Bop Baby</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Rupi Nelson</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Have I Told You Lately That I Love You</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Chances Are</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Johnny Mackie</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>The Twelve Of Never</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Great Balls Of Fire</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Jerry Lee Lewis</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>You Win Again</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Peggy Sue</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Buddy Holly</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Everyday</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Lonesome</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>I Found My Girl In The U.S.A.</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>I'm Available</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Marilyn Monroe</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>If You Were</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>The Mistletoe</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Not Now</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>You Hold It Against Me</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>I Love You</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>In The Still Of The Night</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Stand By Me</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>You Were</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>You Hold It Against Me</td>
<td>RCA</td>
<td>5095</td>
</tr>
</tbody>
</table>

## OPERATORS BEST BUYS

<table>
<thead>
<tr>
<th>Artist/Song</th>
<th>Label</th>
<th>Catalog #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gene Allison</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>I Want You To Know</td>
<td>Imperial</td>
<td>5095</td>
</tr>
<tr>
<td>Sam Cooke</td>
<td>Imperial</td>
<td>5095</td>
</tr>
<tr>
<td>Ricky Nelson</td>
<td>Imperial</td>
<td>5095</td>
</tr>
</tbody>
</table>

## OPERATORS BEST NEW RELEASES

<table>
<thead>
<tr>
<th>Artist/Song</th>
<th>Label</th>
<th>Catalog #</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Jokers</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Honey Bee</td>
<td>Columbia</td>
<td>5095</td>
</tr>
<tr>
<td>Could This Be Magic</td>
<td>Columbia</td>
<td>5095</td>
</tr>
<tr>
<td>The Joker</td>
<td>Columbia</td>
<td>5095</td>
</tr>
<tr>
<td>Honey Bee</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>The Jokers</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>The Jokers</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Honey Bee</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>The Jokers</td>
<td>RCA</td>
<td>5095</td>
</tr>
<tr>
<td>Honey Bee</td>
<td>RCA</td>
<td>5095</td>
</tr>
</tbody>
</table>

For more information, visit [www.americanradiohistory.com](http://www.americanradiohistory.com).

*Note: The above list includes songs that were listed in the Billboard Juke Box Programming Guide as of December 7, 1957.*
**Reviews of New Pop Records**

*Continued from page 58*

**DARLENE DARBY**
Don't Cha Wanna? **...79**
Silver 201 — An infectious record by Darleene Darby on a very smooth tape. From group monks in the back-
mid. Nice performance marks the label's and the girl's debut. (Amsel-
man, BMI)

**LURLEAN HUNTER**
Show Me Love **...71**
Vic 133 — A corkscrewing non-sys-
tem delivered tantalize by the record, backed by a stark but hard sound. Good, nerd material. (Fred Finder, ASCAP)

**JESSICA MAN**
Mambo Man **...78**
A sophisticated tune with a Latinish rhythm, mood revolved by Miss Hunter. Material would go well with the blue lights in an intense club. Possible for both but doesn't hit the spot for the mass market. (Montreal, ASCAP)

**MONA LEE OBEY**
Forgetting Berthe **...73**
London 10 - Two jazz singer's duets against No. sitt, danceable cut in this fine British session. Jocks will dig it, especially as an in-
mstrumental cosmic or clod. (New World, ASCAP)

**PAM POOLE**
Don't I Know It **...48**
Pam Poole and piano beat out a lively, but somewhat sentimented folk. Danceable, but not the sort one ex-
odgues. (Pompeii, ASCAP)

**ALAN LOGAN**
Turnstile in Naples **...40**
M-G-M 12719 — Clancy arrangement of the piano theme is a fair model to use for jokes. The instrumental after-
dide. Puts the attack and all. (Heritage, BMI)

**BENNO DODGERS**
Dance with a Friend **...46**
Bennetti — A c&w trend, somewhat childish material with okay back. Not particularly great idea on the disk. (United, BMI)

**RAYMOND CARRION WITH EDDIE BARTON ORK**
My Christmas Problem **...67**
Epic ORK — New sound, song is a good Christmas tune, with a promising march and mod-

e. Lyrical, (Erikson, BMI)

**JACKIE CARBONE**
Don't Pull the Thread **...66**
Monotone — Good stuff, but not aware about the mood this record was in the mood. (Erikson, BMI)

**ANNE-KEEN ALLEN**
Don't Pull the Thread **...66**
Monotone — Good stuff, but not aware about the mood this record was in the mood. (Erikson, BMI)

**KEN CARRON, If You Need Me, Giver, Tell My Fortune** **...60**

(Continued on page 59)

**IN THE LEAD FOR TOP RATINGS!**

**Second Fiddle**
The Rays

**SAY BOSS MAN**
Bo Diddly

**TEAR DROPS**
Lee Andrews and the Hearts

**ROCK AND ROLL MUSIC**
Chuck Berry

**CHESS-CHECKER RECORD COMPANY**
2120 SO. MICHIGAN AVE. CHICAGO, ILLINOIS

All Phones: Clumber 5-2770

**A SMASH!**
ERNIE FREEMAN RAUNCHY AND PUDDIN' **...1673**

**RIVER KWAI MARCH**
from the Columbia Picture
**THE BRIDGE ON THE RIVER KWAI**

with

**CARLSON'S RAIDERS**
led by Jack Marshall
e/o

**TEEN AGE MARCH**

Record No. 3857
Spectacular Seller Everywhere!

"OH JULIE"

by THE CRESSENDOS

MENIMIMMINIMIN

WALKIN'

Rog

v1tarr2

writes..

LITTLE

enta

Organ

PEGGY

sale

BEST

stack

I'M

4,

SHEPHERD

BONNIE

EARL

Federal

Federal

King

King

King

Federal

Heaven

Deluxe

CHARMS

THIS

TO

SISTERS

THAT'S

FOR

LARGEST SELECTION

THE

rack

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE

12314

You

THE
Goodmans Get

Johnnny Green

Macleod Exits

License Set-Ups

VOL JOY
By JUNE BUNBY

YESTERYEAR'S TOP...
NEARLY 400 TOP SONGS AS REPORTED IN THE BILLBOARD
DECEMBER 20, 1947
1. You Don't Know Me
2. Our Love
3. Let's Stay Together
4. Out of Sight, Out of Mind
5. Home Is Where the Heart Is
6. I Don't Know Why
7. Just as I Am
8. If I Had My Way
9. I'm Gonna Love You
10. I Want You

At the same station, WFBF

MUSICAL SURVEY
According to a survey made by the NBC affiliate network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

Flijah, Ariz.
Leichtenstein, Pa.
Lawrence, Mo.
Tunbridge, Ala.
All of You,
Buy Charles Singers, M.G.M.

"Put a Light in the Window,"
Four Lads, Columbia.

"March From the River Kwai,"
Mitch Miller, Columbia.

"Fascination,"
Dick Jacobs, Coral.

How Can I Begin to Tell You?,
Four Freshmen, Capitol.

"Tell Me,"
Albuquerque, N.M.

"Only Love,"
Johnny Mathis, Columbia.

"If \'ll Eat My Folk,"
Frank Sinatra, Capitol.

CHRISTMAS P.A.: In addition to handling their regular broadcast schedules, station disc jockeys and artists will be in full force on Christmas Day to entertain local audiences. From the Angels to the Village People, they'll be on hand to provide the entertainment.

At the same station, WFBF

JACKETS AT WJMJ, Lansing, Mich., recently gave 120 of the station's best disk titles to WTOK, Jay, Okla., and the station's KOGT, Altus, Okla., and WMTU, Oklahoma City, to help them in promoting their Christmas shows.

SPRINGFIELD, Ill.: The Goodmans Get will be featured in the Christmas edition of "Let's Dance!" on WFFW, February 11. The Goodmans Get will also appear on "Let's Dance!" February 18.

COLUMBUS, Ohio: "On the Air!" by Charles Singers, M.G.M.

The Hollywood Flames

Jekyll-Wave, WVDA, Boston, recently announced that its disc jockey, Dillon Dwyer, will appear on "Let's Dance!" on WFFW, February 11. The Goodmans Get will also appear on "Let's Dance!" February 18.

SAN FRANCISCO, Los Angeles and Buffalo

Rod's Record Reviews

SBG

The Original!
HITTING ALL CHARTS!

BINGO TO BREAK IN

LOVE A FOOL

The Jeffries

ebd Records
1045 south meade street
la gramercy 4-8411
(935) 5304
**Buy Your RECORDS at ONE STOP 2626 OLIVE, ST. LOUIS, MO.**

**Now Offering These Services PRINTED TITLE STRIPS**
(Perforated At No Charge)
With All Best Sellers and Top New Releases

**SHIPMENT SAME DAY ORDER IS RECEIVED** By Express, Parcel Post, Truck, Bus, Air Express, Air Mail

**PROMPT HANDLING OF SPECIAL REQUESTS**

**NEEDLES**
"Permo Needles"  "Fidelitone Needles" Complete Stocks For Operators in the Kansas City Area: Phonographs Cobra Cartridges

**COIN WRAPPERS**

**COMPLETE STOCKS**
Capital — Columbia — Coral — Decca — Dot 
Epi — Victor — X — and all other Labels

**OPERATORS AND DEALERS**
Buy From One Source—Save Freight Charges Eliminate Delays

**RECORDS Over 5c Regular Wholesale Albums, Etc.—10% Over Phone: (Jefferson 5-4172)
Order From Billboard Music Popularity Charts**

---

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

\[\text{Payment enclosed} \quad \text{Bill me}\]

---

**RECORDS at ONE STOP 2626 OLIVE, ST. LOUIS, MO.**

**Reviews of New Pop Records**

---

**Polka**

*John Willard, ORE*

*Missouri St.*

*DECCA 10047—With the "Lindbergh- winter Polka" providing a special feature, this is the latest release and deserves favorable comments. A splendid number.*

---

**Number of Releases This Week**

<table>
<thead>
<tr>
<th>Label</th>
<th>Pop</th>
<th>R&amp;B</th>
<th>CH</th>
<th>WRAPPERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALADDIN</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>APELINE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATLANTIC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BRIDEWORT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CADENCE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COLUMBIA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COLUMBIA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COLUMBIA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COLUMBIA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COLUMBIA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECCA</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DOT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DUKE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>END</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FON</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FOX</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOOD</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GROUND</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HOLIDAY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HUMBLE</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUKEBOX</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>KING</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LIBERTY</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARGOT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NU</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**Latin American**

*ORQUESTA AMERICA* New Release: 10-12——Male chorus atrracts attention with Latin American style tuba rumbles, while solo trumpet and rhythm are handled with easy but effective touches. Labels are handsomely marked, offering the usual particulars of the recording. Overall, a solid release, well-marked and continuing the style of the series.*

*ORQUESTA RUBI* New Release: 10-12——The tiniest of the Orquesta de Varsity Boys. This one has the same rhythm feel, but tapers off in the middle and never reaches the full potential of the composition. The group is well-marked, however, and the recording is solid.*

*ORQUESTA RUBI* New Release: 10-12——The tiniest of the Orquesta de Varsity Boys. This one has the same rhythm feel, but tapers off in the middle and never reaches the full potential of the composition. The group is well-marked, however, and the recording is solid.*

---

**Children**

*Bob Mannson* New Release: 10-12——The latest release from this composer, featuring a fine orchestration and well-executed recording. The group is well-marked, and the recording is solid.*

*Ray Anthony* New Release: 10-12——One of the most promising new groups in the field, this record from Anthony features a fine orchestration and well-executed recording. The group is well-marked, and the recording is solid.*

---

**SINGER ONE-STOP 2610 W. 5th St., Demopolis, Al.**

**LATEST RELEASE**

**CLINT MILLER**

**BERNIE LOU**

**Steve Miller**

**The Dynamic Miss Douglas**

*RKO-Unique Album* UP 7114

**NORMA DOUGLAS** Exclusive Recording Artist

**ACCEPTED BY THE NATIONAL COMMITTEE AS THIS YEAR'S BIG CHRISTMAS RECORD**

"***JESUS IS MY SANTA CLAUSS***"

**F&B** "SILENT NIGHT" by THE GORMAN SISTERS

**ARROW RECORDS**

**HARD TIMES** (THE STOP)

**NOBLE** (THE HARP SISTERS) WATTS

**BAYON RECORDS**

**BET-BUY—BILLBOARD RECORDS ON SALE AT T.W. PARADE—MUSIC VENDOR**

**HARD TIMES** (THE STOP)

**NOBLE** (THE HARP SISTERS) WATTS

**BAYON RECORDS**

**AXON RECORDS**

**BET-BUY—BILLBOARD RECORDS ON SALE AT T.W. PARADE—MUSIC VENDOR**

**HARD TIMES** (THE STOP)

**NOBLE** (THE HARP SISTERS) WATTS

**BAYON RECORDS**

---

**WHEN COVERS ADD... SAY YOU KNEW IN THE BILLBOARD!**
Belgian Advice

- Continued from page 29

Last week (December 9 issue) about German publishing and mining practice, Flum said that indeed it was very difficult to kick off a hit in Germany. Not so in the French-Belgian area. "Our territory is far from either England or Germany in picking up an American hit. Sadies, for instance, bring disks in on visits to our ports. We get them fast on the radio stations and we can't mention the name of a label on the government-owned station, we play the artist as much that the demand rises very quickly. We had Sam Cooke's "You Send Me" on our joke boxes almost as fast as they did in the States."

Our three countries comprise a very hot market for records, and the biggest single influence on this right now is the Paris radio station. "Europe Number One," which programs much of the pop and rock and roll record material. This station has approached Radio Luxembourg's French-Language outlet as the top record promotion medium in the area."

In France," Flum continued, "the concept of rock and roll music is "fast" music. A few months ago, you'd had nothing but fast moving, up-tempo records on the joke boxes. Now, they are going for music that is rocking but slower and more bluesy. They like the blues very much there. This reflects a trend in Stateside disk repertoire as Las already been discussed in The Billboard (November 25 issue). Flum also noted the success of slower-tempoed rock and roll groups in France, such as the Flatters, who recently had a highly successful engagement at the Paris Olympia Theater.

Lang-Worth Deal

- Continued from page 26

... mainly 25 cities. Lang-Worth expects to increase this to 100 stations shortly after the first of the year, with a minimum of 250 stations by the end of 1958. Minimum schedule for a station is six hours a week with a 13-week contract. Amoeba's firm, Amoeba Production, Inc., will use a newly developed thin tape with exceptionally good tender strength, making it possible for a one-hour show to fit on a seven-inch reel. Jerome L. Duff and Seven G. Valenci managed negotiations for the Amoeba firm. Company now includes Frank David, in charge of production and packaging, A. G. Telson, business manager, and Harold Spina Jr., programming.

Cook Labs

- Continued from page 26

alog (most of the stampers were saved intact and all master tapes) and is also marketing several new albums this month, along with at least six representative numbers on stereo tape. Cook is pressuring only new items and former best sellers at first, to fill existing orders, and is reviving direct mail service to give dealers time to stock up.

New hi-fi album release includes "Voices of the Sky," modern aircraft sounds; "King of Organs" with Bill Floyd at the N.Y. Paramount Theater's console Wurlitzer; "From the Frontier of Space," features stereo sound; and the tape list includes "King of Organs" and other basic items from the existing catalog.

Becker to Head Jubilee

Eastern Promotion

Richard Becker has been named Eastern sales and promotion rep for Jubilee Records, according to Jubilee chief Jerry Blume. Becker previously was with Shapiro-Bernstein Inc., and Jay Music.
**New C&W Territories for Best Sellers**

Country sing-ters are based on orders of the country and western dealers and take best operators in each of the market listed.

- **Birmingham**
  - 1. Don't Look Back - Wynonna Judd, Dec. 25
  - 5. Great Balls of Fire - Jerry Reed, Jan.

- **Dallas-Fort Worth**
  - 1. My Special Angel - Bobby Hatfield, Dec.
  - 2. Kingdom of Love - The Righteous Brothers, Nov.

- **Memphis**

**Most Played C&W by Jockeys**

- 1. I My Special Angel - Bobby Hatfield
- 3. Trumpets of the Moon - Jerry Lee Lewis
- 4. Keep on Goldin' - George Jones
- 5. Great Balls of Fire - Jerry Reed

**FOLK TALENT AND TUNES**

By BILL SACHS

**Around the Horn**

Grand Ole Opry's package, starring Carl Bell, Randyl Robbins, Jimmie Draper, Donn Reynolds, and others.

**C&W Best Sellers in Stores**

For survey week ending December 7, records are ranked in order of the number of plays on disk jockey radio stations. Follow-up survey will include a weekly survey of top disk jockey shows in all key markets.

- 1. My Special Angel - Bobby Hatfield
- 3. Trumpets of the Moon - Jerry Lee Lewis
- 4. Keep on Goldin' - George Jones
- 5. Great Balls of Fire - Jerry Reed

- 6. transpose

**Sensational "Great Balls of Fire"**

By JERRY LEE LEWIS

On November 21, 1956, early in the recording session, Jerry Lee Lewis asked for a microphone. The other members of the band, including Carl Perkins and drummer D. J. Fontana, thought Lewis was asking for a drink. But Lewis had a different request in mind. He wanted to record a version of a song that had been popularized by Elvis Presley. Lewis's version of the song, released as a single in January 1957, became a hit and helped launch his career.
**R & B Best Sellers in Stores**

**FOR SURVEY WEEK ENDING DECEMBER 7**

**RECORDS** are ranked in order of their current national selling strength. The Billboard weekly survey of stores is as interpreted by The Billboard's editors. Each record is set against the notion with a high volume of sales. The contrasting chart below is printed on the same scale. If a record is held in both titles, the leading title holds a better position. The records are ranked by the number of copies sold in each city.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>2</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>3</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>4</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>5</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>6</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>7</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>8</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>9</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>10</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
</tbody>
</table>

**Most Played R & B by Jockeys**

**FOR SURVEY WEEK ENDING DECEMBER 7**

<table>
<thead>
<tr>
<th>Week</th>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Don't Be Cruel</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>2</td>
<td>Don't Be Cruel</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>3</td>
<td>Don't Be Cruel</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>4</td>
<td>Don't Be Cruel</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>5</td>
<td>Don't Be Cruel</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>6</td>
<td>Don't Be Cruel</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>7</td>
<td>Don't Be Cruel</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>8</td>
<td>Don't Be Cruel</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>9</td>
<td>Don't Be Cruel</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>10</td>
<td>Don't Be Cruel</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
</tbody>
</table>

**R & B Territorial Best Sellers**

**FOR SURVEY WEEK ENDING DECEMBER 7**

<table>
<thead>
<tr>
<th>Region</th>
<th>Artist</th>
<th>Title</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Charlotte</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Chicago</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>St. Louis</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>Ray Charles</td>
<td>金山山</td>
<td>Atlantic</td>
</tr>
</tbody>
</table>

**Reviews of New R & B Records**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riding High</td>
<td>Ray Charles</td>
<td>金山山</td>
</tr>
<tr>
<td>You Never Know</td>
<td>Ray Charles</td>
<td>金山山</td>
</tr>
<tr>
<td>I Only Love</td>
<td>Ray Charles</td>
<td>金山山</td>
</tr>
<tr>
<td>Time Makes You Change</td>
<td>Ray Charles</td>
<td>金山山</td>
</tr>
<tr>
<td>Don't Be Cruel</td>
<td>Ray Charles</td>
<td>金山山</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Ray Charles</td>
<td>金山山</td>
</tr>
<tr>
<td>Hot Selling Bluest</td>
<td>Ray Charles</td>
<td>金山山</td>
</tr>
</tbody>
</table>

**Best Selling Xmas Albums!**

<table>
<thead>
<tr>
<th>Album</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Laff of the Party</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>2.钾你 418</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>3. Goodies Sings</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>4. Potlucks</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>5. Best Selling Blues</td>
<td>Ray Charles</td>
</tr>
</tbody>
</table>

**Hot Selling Singles!**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>That's How Much I Need You</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Earth Angel</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>The Golf Game</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>You Got the Nerve of a Monkey</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Hit Instrumental</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Dance Party</td>
<td>Ray Charles</td>
</tr>
<tr>
<td>Best Selling Blues</td>
<td>Ray Charles</td>
</tr>
</tbody>
</table>

**Blame It On the Blues!**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Willie Headen 227</td>
<td>Ray Charles</td>
</tr>
</tbody>
</table>

*Source: Billboard, December 16, 1957*
FOLK TALENT & TUNES

This Week's R&B Best Buys

YOU CAN MAKE IT, IF YOU TRY (Baba-Conrad, BMI) - Gene Allison-Vee Jay 713-The record has been around for a while, but now, according to E. Arabia, "not two shots out of three."

Blues is "Hey, Hey, I Love You" (Baba-Conrad, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on...

R&B RECORDS

THE SOPHOMORES (Charles-Chevyro, BMI)-Epic 9259-See review in Pop Spotlight section.

THE THREE PLAYMAKERS

Sugar Wooga (Plasmen, BMI) - Serving radio, RCA Victor, BMI-Savoy 1259-Three of their songs have a sound of their own on these two powerful entries. Come on votes of Sugar to "Sugar's a cute rocker-rover, giving the side show show West Coast Fair" a rockabilly devoted to a tender, adolescent love story.

SOUTHERN TERRITORIAL

MUDWATERS

I Live the Life I Love (Arc, BMI) - Arc-Bell 193-1600-Two great go-go guitar sets that should click in the Southern market. "Evil" tells of a cat as dangerous that even the mighty bears carry and fall under his glance, while the chicks find his way to their liking. "I Live," flip, is an interesting bit of philosophy that is told in early style.

ON THE BEAT

Continued from page 27
blues, a form generally reserved to the rhythm and blues field. The guitar sound on this record has a typical fuzzy Southern flavor. The trumpet is the king, now the best he can in the rockabilly wing of the country field, is, of course, also derived nearly a la influences.

Dick Jockey Al Benson of Chicago will alternate this rock and roll, rhythm and blues stagehog on January 27. Potential puts "Love's a Long-Term Pact with the Sugar label. Tex". Cole has returned from a fast trip to his agency of fire. Cole reports that Little Richard is doing gospel appear-

SANTA CLAUS HEADQUARTERS

The Billboard's Music Popularity Charts... RHYTHM & BLUES RECORDS

DECEMBER 16, 1957

FOLK TALENT & TUNES

Continued from page 90

Blues Woodox, of "Evil," when Jimmy Williams, of "Rhinestone" and "Wild" of New York, has been set to appear with an A. Van Boro in the show December 26 thru Jan

The old school assembly is plugging on for a Christmas makeup, December 15. Joseph Myles does the show. The Sullivan show is December 26, thru Jan

Carol Bollin's "Dells, Doily" has been held over at the Backroom Club in Cleveland.

Barnes Turner, the producer for the Week from the West Coast where he went for personal and film commitments, will be in the next week to Swansden.

Tunel Atlantic releases for the first time will notice some interesting breakouts. "Flip That Baby Blues," has been Parker, from "Walk Baby Blues," "It's Pete John-

Sunset Plaza's "Happy and buttery Good morning," "The Three Playmakers" have a new one by "Rhinestone" and "Wild" of New York, has been set to appear with an A. Van Boro in the show December 26 thru Jan

Rhythm is "Hey, Hey, I Love You" (Baba-Conrad, BMI). A previous Billboard "Spotlight" pick.

The guitar sound on this record has a typical fuzzy Southern flavor. The trumpet is the king, now the best he can in the rockabilly wing of the country field, is, of course, also derived nearly a la influences.

Dick Jockey Al Benson of Chicago will alternate this rock and roll, rhythm and blues stagehog on January 27. Potential puts "Love's a Long-Term Pact with the Sugar label. Tex". Cole has returned from a fast trip to his agency of fire. Cole reports that Little Richard is doing gospel appear-

SANTA CLAUS HEADQUARTERS

The Billboard's Music Popularity Charts... RHYTHM & BLUES RECORDS

DECEMBER 16, 1957

FOLK TALENT & TUNES

Continued from page 90

Blues Woodox, of "Evil," when Jimmy Williams, of "Rhinestone" and "Wild" of New York, has been set to appear with an A. Van Boro in the show December 26 thru Jan

The old school assembly is plugging on for a Christmas makeup, December 15. Joseph Myles does the show. The Sullivan show is December 26, thru Jan

Carol Bollin's "Dells, Doily" has been held over at the Backroom Club in Cleveland.

Barnes Turner, the producer for the Week from the West Coast where he went for personal and film commitments, will be in the next week to Swansden.

Tunel Atlantic releases for the first time will notice some interesting breakouts. "Flip That Baby Blues," has been Parker, from "Walk Baby Blues," "It's Pete John-

Sunset Plaza's "Happy and buttery Good morning," "The Three Playmakers" have a new one by "Rhinestone" and "Wild" of New York, has been set to appear with an A. Van Boro in the show December 26 thru Jan

Rhythm is "Hey, Hey, I Love You" (Baba-Conrad, BMI). A previous Billboard "Spotlight" pick.

The guitar sound on this record has a typical fuzzy Southern flavor. The trumpet is the king, now the best he can in the rockabilly wing of the country field, is, of course, also derived nearly a la influences.

Dick Jockey Al Benson of Chicago will alternate this rock and roll, rhythm and blues stagehog on January 27. Potential puts "Love's a Long-Term Pact with the Sugar label. Tex". Cole has returned from a fast trip to his agency of fire. Cole reports that Little Richard is doing gospel appear-

SANTA CLAUS HEADQUARTERS

The Billboard's Music Popularity Charts... RHYTHM & BLUES RECORDS

DECEMBER 16, 1957

FOLK TALENT & TUNES

Continued from page 90

Blues Woodox, of "Evil," when Jimmy Williams, of "Rhinestone" and "Wild" of New York, has been set to appear with an A. Van Boro in the show December 26 thru Jan

The old school assembly is plugging on for a Christmas makeup, December 15. Joseph Myles does the show. The Sullivan show is December 26, thru Jan

Carol Bollin's "Dells, Doily" has been held over at the Backroom Club in Cleveland.

Barnes Turner, the producer for the Week from the West Coast where he went for personal and film commitments, will be in the next week to Swansden.

Tunel Atlantic releases for the first time will notice some interesting breakouts. "Flip That Baby Blues," has been Parker, from "Walk Baby Blues," "It's Pete John-

Sunset Plaza's "Happy and buttery Good morning," "The Three Playmakers" have a new one by "Rhinestone" and "Wild" of New York, has been set to appear with an A. Van Boro in the show December 26 thru Jan

Rhythm is "Hey, Hey, I Love You" (Baba-Conrad, BMI). A previous Billboard "Spotlight" pick.

The guitar sound on this record has a typical fuzzy Southern flavor. The trumpet is the king, now the best he can in the rockabilly wing of the country field, is, of course, also derived nearly a la influences.

Dick Jockey Al Benson of Chicago will alternate this rock and roll, rhythm and blues stagehog on January 27. Potential puts "Love's a Long-Term Pact with the Sugar label. Tex". Cole has returned from a fast trip to his agency of fire. Cole reports that Little Richard is doing gospel appear-
West Union Annual Sets Herb Show

IOWA NOTES

DES MOINES — Fayette County Young Men's and Women's Farm Bureau, of a name attraction grandstand program given in 1968 headed up Herb United, it was announced at the Iowa Fair meetings here last week, by the Iowa State Fair Board of Directors, Stacey, Music Corporation of America, will include Randy Brown, who will top a kids matinee one day and will come up with a program of acts. Shriners will be in for another afternoon and one night, with a show featuring Sonny James set for another afternoon and night. Shriners also reported the Great Jones County Fair, Monticello, had closed its four-hour day of grandstands in front of its grandstand, with the names to be selected at later date.

The pattern of attraction booking at the Iowa Fair was developed that set the Chicago outdoor conventions. Many fairs, both large and small, have advertised their programs but signed few contracts. Al Sovernow, president of National Speedways, Inc., reported on broadcast from Des Moines, New business will be two days of auto racing at the Red River County Fair, Aug. 2 and 3, two days of racing at the Orange County Fair, Aug. 18 and 19, and one day and two nights of auto racing at Winnebago, Wis., which now has its own black-light show.

Iowa fairs booked by Sovernow for this year included the Iowan, a big cars; Algona, big cars; West Union, one big car meet and one big car meet and horse show; stock horse show; fair and one still date; Des Moines, one still date and one still date; Buttington, one stock car program at the fair and one still date which was signed with a contract to race a big car program out to the Kansasville, Ill., during that fall.

Good Turnout Attraction representatives and (Continued on page 64)

WITH THE LADIES:

Gowns Sparkle At League Ball

By VIRGINIA KLINE

CHICAGO—The distaff side of the state of Illinois was in full force for the 45th annual banquet of the ladies of the National Federation of Republican Women. The program for the banquet included speeches by Miss Murty who was given a lifetime membership of exalted service to the National Federation; Mrs. John W. (Patty) Cooklin, who was elected past president of the Soil and Water Conservation Board; Mrs. Harless, who took over the office of secretary of the National Association of Women; Mrs. John W. Coy Jr., who recently was appointed to the band to fill an unpaid term, was elected a board member.

Iowa Fair Nets $19,895 On '57 Run

DES MOINES — The Iowa State Fair reported a profit of $19,895 on its 57th run and re-elected all officers and directors at its annual convention last week.

The net was derived from total receipts of $270,709, of which $264,629 was derived from general admission, food and beverage, a total of $42,581, a 6 per cent decrease from last year.

Re-elected as officers were: W. C. Russell, chairman; Philip H. Jorgensen, vice-president; Charles T. Farber, treasurer; F. Ellsworth, executive secretary; C. D. Madsen, secretary; C. M. Sauer, secretary and treasurer of the board of directors; John W. Couch, a member elected to fill an unpaid term, was elected a board member.

Hartford Sport Show Has House Contest

HARTFORD, Conn.—A house giveaway both the Hartford Sport Show and the Red Sox House Unit will be erected on the Amory Road, and will be held the final night. It will be a free giving game as to the home that will be built. All information can be found at the office of the writer.

Lee Harton, promoter of the Butcher's Block of Showmen of New York, has the novelties and other centerpieces for the show. Petats will be pigly clever and canoe killers. Several dogs will be in the ring, including Johnny Woods, the Berry Family, and the Kunkel's, who are a talking crew. A theatrical name will be headlined.

Kochman Staying East With '58 Thrill Tour

NEW YORK — The Jack Kochman Attractions, which has not ventured to the West and Far West season, Kochman has left his list, the Houk and Auto Daredevils; Duford's and the Stunt-O-rama. Kochman's show will be separated at a later date.

Kochman is continuing his commercial associations with the Dodge Auto Division of Chrysler which has a result next season in 36 pieces of new Dodge Auto cars and a deal. Kochman's shows played a role in the making of the GM Thunderbird and early booking was recommended encouraging for 1939.

The show and tour to Europe has a generally good tour and there is a chance in the business next year. Last season's tour was made to locally promoted spots, but there is a chance the show will promote its own European dates which would be required to make this feasible. The Kochman fair appearances have benefited from advertising for the local dealers. Dodge, Sinclair and Goodfellow are the national car dealers which are credited not only with helping with the advertising of the show, but in stimulating interest in fair-going.

Both Clearwater and general manager under Kochman, and Bill Morton as superintendent.

ST. LOUIS — Sammy Berton, longtime outdoor booker of the Starlight Attractions, has been in charge of the attraction activities for several years, having opened Globa Entertainment Service, Inc., here. Formerly he was with the American Motor Car Punch, and Harry Wall in the enterprise, reported that they have opened of the acts in the week and will provide acts and complete grandstand shows for fairs and celebrations.

MICHIGAN — The GAC-Hamid Pacts Saginaw, Pueblo Two Michigan Events to Name Names; Revue to Play Rutland, Vt., and Elmira, N.Y.

NEW YORK — The GAC-Hamid Pacts office added two major acts to its grandstand. The act of the board of the Indiana State Fair. The deal at Saginaw, a new contract for the agency, is expected. Then a tie in with the Allegan.

EARLIER MRS.

Sale Up for N. Y. Garden Ice Follies

NEW YORK — The 17-performance run of the New York Garden Ice Follies opened its advance sale last week in Madison Square, with results slightly ahead of 1937 for the same run. Opening performances were on Tuesday, January 14.

Performance time changes will be the earliest Sunday night shows, yet, a past. Experience of recent shows in the Garden is that the earlier the better. The gate, in addition, will be 7:30 till midnight on weekdays Monday through Thursday. The traditional 9:30 p.m. time is retained for Friday and Saturday shows.

Matinees will be held Saturdays and Sundays, with both half-engaged for the Saturday afternoon shows only. Price scale is $8 then $6.

200 Turn Out for Annual MCA Banquet

DES MOINES — The International Motor Coach Association held its annual dinner and dance (8) at an annual banquet held for the first time in the Fort Des Moines Hotel.

Johnny Beauchamp, Hamlin, Iowa, was the toastmaster for the top driver in the stock car division with Bobby Griss, Missoula, Mont., and the spark of $1,200, the pages being doctored by the Goodsell and Ruby Company. In all, a total of $5,000 in point money was distributed.

Close to 200 turned out for the banquet where Doug Baldwin, Minnesota State Fair, was toastmaster. Also in attendance were Mr. and Mrs. Virgil Miller, Kansas State Fair, Lloyd Miller, the Stock Car Show, Fred Shor, Nebraska State Fair, John Hobson, a member, and Mr. and Mrs. Frank Winkley, Auto Racing, Inc., and Mr. and Mrs. Al Sovernow National Speedways, Inc.

Allentown Fair Elects, Major Contracts Pending

ALLENTOWN, Pa.—The Lehigh County Agricultural Society returned its slate of officers for another year on Wednesday (11). One exception was the second vice- president; a different position for which Charles G. Mathes defeated Ana H. Schacht.

Continuing as president is Frank F. Humann, who took office last year and under whose reign the Allentown Fair has had its most profitable season. Re-elected with Humann were: Walter W. O'Neill, first vice-president; Robert E. Meyer, third vice-president; William P. King, fourth vice-president; Robert D. Shalton, secretary; Ed Leibig, treasurer; and Leibig is also general manager of the fair. Humann will be nominated by Mayor Donald V. Hock.

Allegion Fair Elects, Major Contracts Pending

ALLENTOWN, Pa.—The Lehigh County Agricultural Society returned its slate of officers for another year on Wednesday (11). One exception was the second vice-president spot for which Charles G. Mathes defeated Ana H. Schacht.

Continuing as president is Frank F. Humann, who took office last year and under whose reign the Allentown Fair has had its most profitable season. Re-elected with Humann were: Walter W. O'Neill, first vice-president; Robert E. Meyer, third vice-president; William P. King, fourth vice-president; Robert D. Shalton, secretary; Ed Leibig, treasurer; and Leibig is also general manager of the fair. Humann will be nominated by Mayor Donald V. Hock.


In the county's first annual Allentown Fair and Farm Show, the new Agricultural Hall, which deparadized the recently completed, containing a vast exhibit hall and meeting rooms, will be used.

Winning awards for the midway and grandstand show, top prize of $5,000 and a $250 check was given. A special prize of $1,000 was awarded for the best exhibit of a dairy cow. The Harrisburg Agricultural Show and Fair, Phoenix Hall, was also announced. The committee to name the new Agricultural Show and Fair association meeting, January 27-28.
Gowns Sparkle at SBA Hall

Continued from page 63

Miss Shares Honors a chiffon frock in blue; Mrs. Jack Deupler wore Kelly green and Mrs. E. J. Deupler a hand-embroidered ribbin evening dress in dark blue. Mrs. Romeo Conover was gay in a light gold, Mrs. Marie Donaldson a black, modeled abeith from Give-Ena. Mrs. Al Cars made a chiffon from the Dorothy Ritter collection in a chiffon dress. Mrs. downstairs in this frock from Ceap Chapman, it being of blue, Mrs. D. McCurry a blouse in silver blue. Miss MacLeod a frock of muslin-bodiced with Julia Vaughan of Royal blue, and Mrs. Joyce Mills a frock of a Cancan.

Mrs. Dorothy Kennedy, new president of the SBA Auxiliary, wore black as a Jewess, white with shrouds. Mrs. Ethel Walden came in a frock with pink. Mrs. May Smith were a black cocktail frock. Mrs. George Hitterman wore an Adele Singleton black model, Miss Ella Cohen wore a black chiffon.

As the orchestra played "Honeymoon in Venice" at the 24th annual affair, having made a foray in the most colorful in its long history.

Gowns Sparkle at SBA Hall

Continued from page 63

Miss Shares Honors a chiffon frock in blue; Mrs. Jack Deupler wore Kelly green and Mrs. E. J. Deupler a hand-embroidered ribbin evening dress in dark blue. Mrs. Romeo Conover was gay in a light gold, Mrs. Marie Donaldson a black, modeled abeith from Give-Ena. Mrs. Al Cars made a chiffon from the Dorothy Ritter collection in a chiffon dress. Mrs. downstairs in this frock from Ceap Chapman, it being of blue, Mrs. D. McCurry a blouse in silver blue. Miss MacLeod a frock of muslin-bodiced with Julia Vaughan of Royal blue, and Mrs. Joyce Mills a frock of a Cancan.

Mrs. Dorothy Kennedy, new president of the SBA Auxiliary, wore black as a Jewess, white with shrouds. Mrs. Ethel Walden came in a frock with pink. Mrs. May Smith were a black cocktail frock. Mrs. George Hitterman wore an Adele Singleton black model, Miss Ella Cohen wore a black chiffon.

As the orchestra played "Honeymoon in Venice" at the 24th annual affair, having made a foray in the most colorful in its long history.

HOLIDAY ON ICE

Shelving 1 Unit

CHICAGO—Holiday on Ice, Inc., will operate a single unit in the U. S. next season following the show that President has operated part time as a part of its regular schedule of string days and part times as "Ice Vogue." The regular first unit of "Holi- day on Ice" will continue as usual, it was held by Al Great, business manager. Grant and Mor- ris Chaffed, company president, were present for the con- vention, and Grant said this time it was largely a public relations decrease.

He said that after a year's shelf the fair unit and "Vogues" may be activated. Business for the show at this year's fair was off and the Southern shows which com- pleted the backbone of the unit arena route also brought a business return.

A good source of news fair for ice, it was said, but it will take some years to build up.

HOLIDAY ON ICE

Shelving 1 Unit

CHICAGO—Holiday on Ice, Inc., will operate a single unit in the U. S. next season following the show that President has operated part time as a part of its regular schedule of string days and part times as "Ice Vogue." The regular first unit of "HOLIDAY ON ICE" will continue as usual, it was held by Al Great, business manager. Grant and Morris Chaffed, company president, were present for the convention, and Grant said this time it was largely a public relations decrease.

He said that after a year's shelf the fair unit and "Vogues" may be activated. Business for the show at this year's fair was off and the Southern shows which completed the backbone of the unit arena route also brought a business return.
ARENAS & AUDITORIUMS
Blackburn Tells Success Of Lubbock Priority Plan
By Tom Parkinson
A TICKET SALES plan which substitutes for season tickets and has special appeal to several important categories of ticket buyers has been developed this season by Civic Lubbock, Inc., the organizational arm for events at the new municipally-aided Auditorium Coliseum at Lubbock, Tex.

David T. Blackburn, manager of the building and executive of the promotional organization, explains that with an unusually active season, including such diverse entertainment as "The Dolly," Fred Waring, Ringling Brothers, "No Time for Sergeants," Ballet Russe and Roberta Peters, it was practically impossible to offer season tickets. Nor would contractors profit a dime for season tickets. Yet the advance multiple sales were highly desirable.

THE LUBBOCK SEASON Priority Plan was developed as a result. It provides that a participant who wants to see all of the shows is assured of having the exact seat for each event.

Participants in the Lubbock plan pay full price for the tickets. They are permitted to pick up the entire season's set at one time or to pick up and pay for tickets to each event individually.

Their reserved seats are not held for all events this year, but they are also to be given the opportunity of retaining the same seats for the future season. Blackburn's plan is that if the future tickets are held to be reserved in a specified time for Season Priority buyers if the tickets aren't picked up in time, they are offered to the general public.

INITIATED THIS FALL, the plan has been operated with considerable success, Blackburn points out. This first offering brought the sale of more than 700 seats of priority seat locations for each event.

Blackburn notes that many of the buyers are those from out of the city. They want to be assured of tickets for each event and they like to know where they are located.

Another large buyer among the buyers is made up of Lubbock business people who have need for tickets to each event. The system permits them to buy good seats in the auditorium, and to be assured of only tickets, but also of consistent location.

POPULARITY of the idea and successful operation of this first season have led Blackburn to conclude that in the not too distant future all of the better seats in the building will be held by season priority buyers.

ARENA-THEATER LEGIT
Columbia's BTA Clicks; Books 'Mame,' 'Yankees'

NEW YORK—The subscription association plan evolved this year by the BTA was organized this season for "No Time for Sergeants," and results appear excellent.

A subsidiary of Columbia Artistic Theatres, BTA is also booking "Auntie Mame" and has secured dates for April 13-14, 1958, for "Damn Yankees." The last-named, prepared by BTA thru the Gaffney Theatricals, was revamped for road use by Dick Howard and Neil Shum.

Financially, the roads have shown they are running a successful season, with "Sergeants," using its birdcage framework rigging, having grossed nearly $100,000 in three weeks. "Mame" has topped $130,000 in three and a half weeks. Unpaid numerous municipal auditoriums and civic theaters as well as legit houses.

Under the subscription scheme, the BTA sells spots into the field to organize groups which sell the show in advance of its play date. Advance sales are booked, under the ideal setup. One of these groups paid a full price to date, and the only one for which figures are available, is Rochester, N.Y.

Rochester a Sell-Out
Rochester was played as a split week with Buffalo, N.Y., and was a complete sell-out, it is reported, with a gross in excess of $61,000. Advance sales were booked, and the show a Hit for Buffalo, N.Y., and also booked on a subscription plan. In Charlotte there is a four show series, all of which (Continued on page 60)

Atlantic City Convention Hall Plans Budget

ATLANTIC CITY—The 1958 budget for the resort's Convention Hall, introduced in meeting of the city commissioners last week, anticipates an increase of $5,995. But expenses will jump $4,350, $900 of the auditorium expects to pay out an additional $10,000 for personal services, including salaries and wages.

Public hearing on the Convention Hall budget will be held on January 2. The budget provides for a $175,000 appropriation from the city to make up the deficiencies in operating the big hall. This is $9,000 more than was provided for in 1957. Another $250,000 will be taken from previous appropriations to meet operating costs.

The total budget for the year for operating expenses, apart from the estimated city requirement of $115,000, amounts to $1,293,206 for 1958, as compared to a budget of $1,168,000 in 1957. Estimated income for 1958, including the $250,000 from previous appropriations, amounts to $595,700, as compared with $595,000 in 1957.

Beased on an anticipated receipts in 1958 shows $20,000 from concessions, $23,000 from stage, garage and parking lot fees; $23,000 from convention rentals; $43,000 from event rentals; $1,400 from admissions; $300,000 from special services, and $6,700 from discounts and other miscellaneous sources.
ROLLER RUMBLINGS
Box-Office Potentials In Part-Time Deejays?

TEMPLE CITY, Calif.—Use of amateur disk jockeys in roller rinks is suggested to operators by J. L. LaTeLLa, member of the Society of Roller Skating Teachers of Amer-
ica. It is suggested that recorded music, if carefully planned and presented for regular skaters' sessions, can be just as attractive and effective as live music, and that use of an amateur deejay to spin the discs could supply the box-office punch that is missing in so many rinks today.

To back up his theory, LaTeLLa asks operators the following question: How is recorded music exploited and promoted so that the public will buy it? "The answer, of course, is that the manufacturer knows his job. A good disk jockey can build a following quicker and in greater numbers than almost any other advertising medium in town. The deejay has been known to lure people to the zoo enclosure and two weeks later to the roller rink. And many a person, perhaps thinking it was wild. As neighbors were attracted, they accepted the setup, which built up the error and left.

Highazard Operation
"Most rinks have a stack of records hanging beside the record player, out in the open where they are visible for the purpose of handling," LaTeLLa says, "and when a session starts a guy records or picks up a handful of discs and puts them on the record player. Thus the old grind starts. The music just plays, and it's a good time. That's fine. It is a break-up, beat-scrap, record man, and they get to get another session.

Almost every rink has one or two customers who are sound, radio or TV personalities. How many times have you heard the music out? Not that there is one who can 'break' the rink, but he has a pleasant, entertaining personality.

Such a person, LaTeLLA believes, is the person who might be developed into a disk jockey and program director on a part-
time basis. He would have to know his program in advance with the idea of creating a wholesome, wholesome news and concert calendar. He could even entertain a crowd of bearded and banked and been a jockey. He took a ticket and a few months later he got into industrial and had been in the business for 50 years. At that time he opened Lake- side Park in the Baltimore Transit Company and he purchased the park outright from that firm in 1945. The funspot was rented for $25,000 a year under the supervision of the operator, could develop a strong following among people with money, since they are apt to buy to a rink.

Three Necessities
There are a few necessities in order to make this event effective, the SRSTA pro believes. These are:

(1) The deejay would have to be visible to the skating audience, and if he were well-placed he might be able to put on a show.

(2) The appearance of disc jockey must be complete.

(3) The sound system must have sufficient power to fill the void in the floor and the box-office door. It would be equipped with no other music items as record, records, to repair sound system, reproduction of music.

WANT TO BOOK FOR '58
Portable Rink
SWATARA PARK
Phone: W. 4-5211

Complete Portable Rink
The Oldest & Largest Rink

Streetcar Rink
Cap. 11,900
Music for fun—Music for profit—Music for happiness

MUSIC FOR FINE MUSIC FOR PROFIT—MUSIC FOR HAPPINESS

Roller Rink Operators

Roller Rink Operators
The Oldest & Largest Rink

Streetcar Rink
Cap. 11,900
Music for fine—Music for profit—Music for happiness

MUSIC FOR FINE MUSIC FOR PROFIT—MUSIC FOR HAPPINESS

Roller Rink Operators

ROLLERSKATING TENTS
45 & 102
IN STOCK
35 & 132 AT TIMES

NEW SHOW TENTS MADE TO ORDER
USED TENTS FOR SALE

STARTING AT

350.00

350.00

500.00

1000.00

2500.00

5000.00

10000.00

HOLLYWOOD SPOTS-LITE CO.
200 Central Ave., Asbury, N. J.

FOR SALE
PORTABLE SKATING RINK
300 ft. x 100 ft.
400 ft. x 100 ft.
500 ft. x 100 ft.
Contact JOHN WOLFE
Streetcar Rink
Cap. 11,900
Music for fine—Music for profit—Music for happiness

MUSIC FOR FINE MUSIC FOR PROFIT—MUSIC FOR HAPPINESS

Roller Rink Operators

FOR SALE
PORTABLE SKATING RINK
300 ft. x 100 ft.
400 ft. x 100 ft.
500 ft. x 100 ft.
Contact JOHN WOLFE
Streetcar Rink
Cap. 11,900
Music for fine—Music for profit—Music for happiness

MUSIC FOR FINE MUSIC FOR PROFIT—MUSIC FOR HAPPINESS

Roller Rink Operators

WANT TO BOOK FOR '58
Portable Rink
SWATARA PARK
Phone: W. 4-2111

COMPLETE PORTABLE RINK

THE OLDEST & LARGEST RINK

Streetcar Rink
Cap. 11,900
Music for fine—Music for profit—Music for happiness

MUSIC FOR FINE MUSIC FOR PROFIT—MUSIC FOR HAPPINESS

Roller Rink Operators

WANT TO BOOK FOR '58
Portable Rink
SWATARA PARK
Phone: W. 4-2111

COMPLETE PORTABLE RINK

THE OLDEST & LARGEST RINK

Streetcar Rink
Cap. 11,900
Music for fine—Music for profit—Music for happiness

MUSIC FOR FINE MUSIC FOR PROFIT—MUSIC FOR HAPPINESS

Roller Rink Operators

THE DOUBLE D RECORD CO.

CINCINNATI, OHIO
Beatty Sets Palisades Opening; San Juan Winter Stand Starts

PALISADES, N. J. — The Clyde Beatty Circus will open its 1958 season with a monthly stand at PalisadesAmusement Park here across the Hudson from New York. It is to fill the space left by the Hunt Bros. Circus played last year.

Like Hunt, the Beatty show will be tied with George A. Hamill for the engagement. The billing is expected to read "George A. Hamill presents the Clyde Beatty Circus," last year's title.

The opening date will be April 6 and will be day-and-date with the Beatty show at Madison Square Garden. Since Palisades bills heavily in New York City, it is expected there will be some sharp opposition.

The Palisades stand was finalized this week for five weeks in April and May. The show is a twoตาราง and features Clyde Beatty and his Wild Animals.

People Scattered After Polak Western Closes

SOUTH BEND, Ind. — The first and only Polak Western ended with a three-day stand here last week. The show was under the management of Walter Polak, one of the oldest and most outspoken circus managers in the circus industry.

Data on Polak's first for the season:

BOOKING GOES OKAY

Jack, Jake Mills Set European Visitations

CLEVELAND HEIGHTS, O. — Jack and Jake Mills, owner-managers of Mills Bros. Circus, will go to Europe January 8 to scout talent at circuses in England and on the Continent. They will return about January 20.

Meanwhile, booking of the show is moving along successfully. Manager Jack Mills reported, His 100-piece cast is headed by H. W. Ahfahr, who returns after a couple of years off the road, and Larry Laxton, still the ace of the front office with the show regularly. More contracting agents are to be added.

Mills said the show's first seat wagons for blues has been taken out of a slot at Cleveland and ready to have the seats mounted. Another of the scheduled four blues wagons is to be started early in January. The show will use all retractile seats.

Suzie Interests Will Repeat Tour By Rex Bros. Unit

EDMONTON, Alta. — Howard Suzie's circus interests here will fuse with those of his brother, Art, this year to play about six weeks of dates in Alberta, the Yukon, and the Northwest Territories. The show again will be called Rex Bros. It is made up of some pressured and some of Howard's own stock managed by Bob Saul.

Suzie said he was prepared to announce plans for next rally soon.

Meanwhile, there are reports here that a new riding act is being broken at Hagen-Berger quarters and that additional animals are being delivered.

Wild West Show Interest Revives

CHICAGO — Interest in reviving the Wild West Show has cropped up in several places recently and one man says he has lined up some investors for putting out such a show next season. No definite action has been taken yet, however.

Other interest has not appeared to be so enthusiastic, but nevertheless several a couple of other show people have been looking at the business and operation of such shows with some eye toward entering or getting involved.

The suggested park bill would run about two or three tracks, plus a covered arena, and would be a state facility with a state stock and possibly a TV Western personality.

From Wilson F. Sorens, St. Peter, S. Dakota, to E. A. Skattin, St. Peter, it was betting seven sets on the Abydale, S. Dakota, by Zephyrand, November 20 for seven weeks. They are Wallenfields, St. Leon, 8th Sister, Capps Dogs, Rialto Saloon and the K Buzz.

Antoniette Consello was in Chicago for dinner last week, and then went to New York to see Ed Sullivan's "Television City" in which she has appeared.

David King gets from Cedar Rapids, Iowa, a notice from fire department about a fire at the L. P. K. building and a call from U. S. Fire Commissioner about a fire at the restaurant.

An invitation has been sent out to Arthur Konzelman, president of the National Congress of Statesmen, to the state dinner in honor of Edward H. Henry, governor, and the American Legionnaires at the Buena Vista Country Club.

From the National Congress of Statesmen, the following has been received: Arthur Konzelman, president of the National Congress of Statesmen, will preside at the state dinner in honor of Edward H. Henry, governor, and the American Legionnaires at the Buena Vista Country Club.

Paul Kelly was in Chicago for dinner last week, and then went to New York to see Ed Sullivan's "Television City" in which he has appeared.

When the Orin G. Clark circus was in Kansas City, CFA's including Roger S. Brown, Julius Romanoff, and Charles Quinlan were present.

Sarasota Debates Tax Deal For Ringling Winter Quarters

SARASOTA, Fla. — County commissioners here (Continued from Monday) on Wednesday negotiated a settlement with the Ringling Bros. and Barnum & Bailey Co. over the tax status of the circus for the current season.

The settlement amounted to $50,000 and was reached after a three-hour meeting.

The deal was acceptable to both parties and was announced by the commissioner's office.

The commission has been working on the circus tax problem for several months and has been in talks with the Sarasota City Commission on the matter.

The Sarasota City Commission has been concerned about the circus's tax status, which is a matter of great importance to the city.
Springs, his has and Circus, Hazel Broadway the Freddy Great place UPC'S Sunny Turner neck. The urne.

Fred Henson has been in Chicago area with their place and played-day and

Circus, Hertzberg "Susan's Show" out

She has been in this town for two television appearances. The Smokey Bears have been in this city for over a year.

The Great Shearback, high act is working out of his San Antonio home... Susan's Smokey, clown has been taking Mazic's work and now in the Scottie Rite and the Springfield, Ill., temple of the Shrine.

Helen King visited the First Ward and the circus. It was quite a success.

The Ed Davenport are back in Chicago... The Maskell and Hertzberg are in the Kansas City stand for Orvil Davenport.

Ted Arnold, the rock and roll electrocution,_FLIP, circuit, aile that he has developed a sending holder bit that is going over big.

Polack West'n Folks Scat

South Bend Shrine Club and won a prize, despite the locals and the newsman's and a snowman closing this day.

Promoters of the show scattered in all directions after the South Bend engagement. Mae and Peggy MacDonald took the show-owned Budweiser elephants to Elkhart, Ind., where Polack will open its 1938 season.

Gene Randow, after a visit to Chicago, began his booking dates. Larry Besser went to Chicago, then home to Minneapolis, Ohio. Art Ackerman to Minneapolis and Harold Simmons to Sarasota. After Christmas, John H. Collum planned to go to Daytona Beach and Art Gaffney to Englewood, Fla. Bob and Gene Carney and Hal and Wally Newbury to Hollywood.

The Maskell office, Louis Stein began his head westward swing with a stop in Idaho and Oregon. Opal Payne went to Amarillo, Tex., and then to Reed College, Ind., in at transmission and its booking and will return to Chicago. Ken Steurer visited in the Chicago, Ill., in at transmission and its booking and will return.

Boo Godd to Vienna

Rose Gold flew to her home in Vienna, Austria. She and her mother and her brother spent last week later by Lalo Palani after his discharge from a hospital at Vienna, Austria.

Citations in Miami recently and was visited by the Bill Sadler.

Boy Bible has his Sells Bros. Key Deer show at Berlin, Fla., Polack's YMCA circus for a show in Sarasota, Fla. We recently, writes Don Marce.

Henry Treffly, New York dealer, is delivering a hippo to Bob Leonard, the circus. This is the sea animal. A platform show will be franchised. Bill (D. O. by phone)

Billy Hoffman is spending the holidays around Kansas City and Los Angeles after Christmas.

Clarence D. Auskas, agent for the Sells Bros. show, writes that he is working at Victoria, B.C. after completing the season's appearance.

Charlie and Beverly Allen have been in the Chicago area with their show and played-day and

Springs, his has and Circus, Hazel Broadway the Freddy Great place UPC'S Sunny Turner neck. The urne.

The Great Shearback, high act is working out of his San Antonio home... Susan's Smokey, clown has been taking Mazic's work and now in the Scottie Rite and the Springfield, Ill., temple of the Shrine.

Helen King visited the First Ward and the circus. It was quite a success.

The Ed Davenport are back in Chicago... The Maskell and Hertzberg are in the Kansas City stand for Orvil Davenport.

Ted Arnold, the rock and roll electrocution,_FLIP, circuit, aile that he has developed a sending holder bit that is going over big.
Robinson's Greater Inks Dubque Fair

LOS ANGELES—A bus strike, the latest of outdoor show people enemies, seems to have grown to approximately 300 at the Pacific Coast Show Association banquet and ball held in the Los Angeles Hotel Thursday. (Continued on page 7A)

PCSA Ball Turnouts

Los Angeles and Pittsburgh were the major turnouts for the National Showman's Association banquet and ball held at the Sheraton Park Hotel in Los Angeles Thursday night. (Continued on page 7A)

CARNIVALS

The billboards of Carnival season are in full swing with an abundance of new rides and live acts. The Western States Fair and the Ohio State Fair are two of the major carnivals, and both are expected to draw large crowds. 

The National Carnival Association has announced its annual convention will be held in Chicago next month. The convention will feature seminars on carnival management, safety, and entertainment. The convention is expected to attract hundreds of carnival operators and managers from across the country.

The annual State Fair of Texas is another major carnival event, with a wide variety of attractions, including live music, midway games, and exhibits. The fair is expected to attract over 4 million visitors this year, making it one of the largest state fairs in the country.

The Great Minnesota Get-Together is another popular carnival event, held in Saint Paul. The fair features a variety of midway games, live music, and food, and is expected to attract over 2 million visitors.

The annual National Night Fair is one of the largest carnival events in the country, with over 100,000 visitors expected this year. The fair features a wide variety of midway games, live music, and entertainment, and is expected to be a popular destination for families and groups.

The annual State Fair of Nebraska is another popular carnival event, held in Omaha. The fair features a wide variety of midway games, live music, and food, and is expected to attract over 1 million visitors.

The annual Indiana State Fair is another major carnival event, held in Indianapolis. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Ohio State Fair is another popular carnival event, held in Columbus. The fair features a wide variety of midway games, live music, and food, and is expected to attract over 1 million visitors.

The annual Missouri State Fair is another major carnival event, held in Sedalia. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual New Mexico State Fair is another popular carnival event, held in Albuquerque. The fair features a wide variety of midway games, live music, and food, and is expected to attract over 1 million visitors.

The annual Idaho State Fair is another major carnival event, held in Boise. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Montana State Fair is another popular carnival event, held in Helena. The fair features a wide variety of midway games, live music, and food, and is expected to attract over 1 million visitors.

The annual Washington State Fair is another major carnival event, held in Puyallup. The fair features a wide variety of midway games, live music, and food, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.

The annual Oregon State Fair is another popular carnival event, held in Salem. The fair features a variety of midway games, live music, and exhibits, and is expected to attract over 1 million visitors.
Club Activities
Showmen's League of America

CHICAGO—Despite the proximity of the coast, a meeting of the Showmen's League of America was held at the Thursday (12) meeting.

President Bruce Davidson, who was not in the chair. Also present were Bill Cashy and Ed Soppen, vice-presidents; Florence Merriam, treasurer; Hank Shelby, secretary, and John J. Davidson, secretary of the Kentucky State Fair.

Much action was reported on the Sunday Christmas party for the Showmen's children.

J. F. (Jimmie) Solomon and his wife were reported hospitalized.

Greater Tampa Showmen's Association

TAMPA—President Rucky Al- len was in the chair for the Tuesday (10) meeting, and Al Kent, president of the Lakeland Shows, was present.

A moment of silent prayer was observed for Sam Gordon, who died recently.

Irish Gaughan and Mchantment, Christmas parade, patron made an appeal for funds and $25 was collected.

Charles Cross and Jack Gallagher announced they had raised $400 at a Jamboree of Pete Merriam & Sons Shows at the Jacksonville, Fla., fair.

Total paid up members was reported as 69.

The custom house, just north of the clubhouse, has been razed and a new parking lot is being constructed.

Parking houses will be held at the club on December 15.

Show Folks of America

SAN FRANCISCO—The Monday (25) meeting was called to order by Oscar Matlby, second vice-president. Also on the platform were Joe Rosell, third vice-president; Joe Porter, secretary; Lola Cox, corresponding secretary; George Merriam, president; and A. M. S. Merriam, recording secretary.

Alex Freedman, Mrs. Bluebird Shaphran, and I. S. Shaphran were also invited to the reunion.

Joe Rosell reported a successful reception for banquet and ticketillion at the Hotel Fairmont.

Each event will be held January 12 in the Shaphran Shapshfrom.

Past presidents' night will be held January 20 with Joe Rosell as chairman. Memorial services are scheduled for January 12 at 1:30 p.m. and installation of officers for January 15.

Dubuque Post

Continued from page 70

city, Missouri Pavilion and Auditorium.

Also on hand at the convention were: Robert Shahan, Lee Thomas, Art Thomas Shows; Louis J. Berger, Olga Bloom Goldsman and Flod Shuster, Shorter Greater Shows; John Leppart, showmen's supplier; and Bill J. and John A. Lefly, Marmans. Also on hand were: Mrs. Bill J. Dyer, Dyer's Greater Shows; Earl Back- man, Dyer's Greater Shows; Mrs. Lee E. Sibley, Miss Sibley's Shows, Mrs. and Mrs. Alex Merriam, Merriam's Shows; Mrs. Joe Rosell, Ginger, E. Warren, and George Cox, George Cox; Mrs. S. G. Cox, Merriam's Shows.

Clyde was the turnbuckler, point- ing out new ideas to the tour pastor and along with good-natured kidding.

The festivities followed a pot roast dinner served by a committee headed by Seber. Dinner was served from 5:30 to 7:30 p.m. re-

Reinhoffers Set Repeat At Rheinbeck

DALLAS, Pa. — Reconstructing the fair in Dallas, Pa., was last reported last week by the Reinhoffers 15, 1959, as the show went forward.

The show was well represented in the South at coming Showmen's League meetings, Pat Reinhoffers Jr. said. Outlook for next year is good for the show, which played a major role in making its first excursion into the South.

Winter quarters work, in addition to the usual refurbishing, includes the building of a large Mobile Show front. Three times will be used for it, the show notes, and it will be open for 120 feet in front.

Glades Spruces Up for 7 Fl. Annuals

LA BELLE, Fla.—Preparation of Glades Amusement Company for its seventh annual week of Florida fairs, getting under way January 13, was the subject of the winter quarter here. All of the fairs are great dates, said Mrs. Dolly Young, president.

In addition to Mrs. Young, the show staff will include Jerry Saddington, owner, Mrs. Saddington, treasurer; John Mitchell, hall supervisor, and Mrs. Saddington, equipment supervisor. Also present in the show were Mrs. Joe Rosell, secretary, and Joe Rosell, president.

Last season the show played some of the West Coast, North and South Carolina and had one of its best seasons. Most of the show's 1957 fair dates have been re-sold for the 1958 season, Mrs. Young said.

NOMA Nominations

Continued from page 70.

Alphonse Todisco, Ben Weiss, Sam Weitzner, Sam Werthely, Leo Williams and Michael Meder.

The Nomination Committee of the Florida Amusement association introduced included Orlando Crafts of Orlando, Fla., who was elected president of the PCA Auxiliary on Monday (9) was presented with a plaque.

The show floor, provided by Joe Siegel, included a beauty show, clowns, dancers, Jack Marshall, cordon; Shirley Mills, vocalist; and Arvon Dale and his orchestra.

PCSA Honors

Continued from page 70.


Glady was the turnbuckler, pointing out new ideas to the tour pastor and along with good-natured kidding.

The festivities followed a pot roast dinner served by a committee headed by Seber. Dinner was served from 5:30 to 7:30 p.m. re-

2 Hats in Ring

Continued from page 70.

Mone, Mrs. Myron, Maurice Schuller, Dick Secour, Jack Shaffer, James Smith, Leo Smith, John Sober, Sam Sober, Joe Shingle, George Suteech, Charles Walpert, Steve Vaughn and Elvin Velour.

LOS ANGELES—Approximately 200 members and friends of the Pacific Showmen's Association and its Ladies Auxiliary paid a special visit to downtown Los Angeles for the 35th annual memorial services here Sunday (8) at Showmen's Rest in the Sheraton Hotel.

The services were conducted by the P.S.A. and the Sheraton Hotel, under the direction of Harry S. Kochman, president and chairman of the memorial services committee. The invocation, which was followed by the Pledge of Allegiance and group singing of "The Lord's Prayer," led by Ruth Felt. Miss Felt also added "The Lord's Prayer" and lead the singing of "God Bless America," which closed the ceremony.

The welcome address was made by William B. Shervin, club at- tendant. Jack Hughes, the Blind Ob- server and past chaplain, delivered a brief talk in which he discussed the history of show business.

The program for the evening was delivered by Sam Abbott, of The Billboard, for the South central press conference. Yr. title of his talk was "Live."s

Only auxiliary, past president pres- ent read a poem, "The Rose Over the Wall," which was placed on the PCA and Auxiliary annual memorial services. The following was read by Bert Harris, president, respectively, of the groups. Dwayne made a brief address in the concluding portion of the services.

PCA members who died during the year include Frank Shapshfom, Otto Fitch, Charles Capringer, R. N. Ingersoll, Sam Steinberg, Edward J. Bender, Abe Grant and Harry LaValley. Also present were: Phil Horne, Mike Doolan, Clarence Whitworth, Denver Harmon, Henry McDonald, John Nothing, Charles W. Cooper, Eliza Pickard, John Grassell, H. B. For- rest and James Thomas.

Three of the auxiliary leaders who died during the year include: Dr. J. Template, Frances Wampler, Frances Dilloin, Minnie Farns Ford, Arline Allen, Marge Moud, Gladys Mackey, Jesse Lyons, Lilith Williams and Lilian Redhead.

The PCA trustees of the cemetery committee included: Al Breich, chairman; Art Anderson, Edwin Dart, Joe DiSanft and Seber of the auxiliary; President; Mrs. Virginia Lorkove, Charles W. Cooper, co-chairman; Lucullus, Mrs. Karen Good, guest Farmer, Grace Melkler and Don Woolley.

Chairus used at the services were furnished by the courtesy of Bob Donnie and the Carson Specialty Manufacturing Company.

WANTED

For all-week work at park and Florida State, celebration opening Dec. 22 near show store Olookee, Rock A-Buns, Olookee, E. Louis, Frenchie, Ben Pants, Fun House. What have you to offer? Write, Wire or Phone 377-50.

SUNSHINE

AUSEN UNERY

Tampa, Fla.

GREAT WESTERN AMUSEMENT WANTS

OSA, TEX., AND MONTAGH, TEX.

Big music, big songs, big light, big lighting. Are you there? Are you the one? Are you the one who has done the work and is ready to get into it? Send in your resume, or call (316) 459-3112.

WANTED

Factory near Fort Worth, Texas. Must be in business. Postage to $3.00 to 1145 West 6th Street, Fort Worth, Texas.

KINDEL & GRAHAM

112 Minter St., San Francisco, Calif.

RIDEs WANTED

For Fireman's Carnival, and Zoo Shows, ROCSEO VOLUME FIRE CO. Box 40 Rossey, Pa.

WANTED TO BUY USED SIDE SHOW EQUIPMENT

Any Carnival or Tents. Must be in business running. 2 weeks notice. Send your offer. J. C. Kelly, 214 South Broadway, Los Angeles 12, Calif.

Southland Amusements

WANT FOR PLANT CITY, FLA., JR. AGRICULTURAL FAIR, JANUARY 8 TO 10.

RIDES—SCRAMBRE, OCTOPUS, ETC. ALSO THREE KIDDE RIDES. CONCESSIONS OF ALL KINDS. POSITIVE NO CRY. GIRL SHOWS OR CYPRESSES. This is one of the South's JUNIOR FAIRS. All replies to

E. J. (ED) GORDON, Gen. Mgr.

9311 FLORIDA AVE., TAMPA, FLA.

PHONE: W 679/676

GLADES AMUSEMEnt CO.

NOW BOOKING FOR 8 FLORIDA FAIRS, STARTING WITH DE SOTO COUNTY FAIR, ARCADIA, JAN. 13, 1958.

SPACE WILL BE GIVEN OUT SATURDAY, JAN. 11.

RIDES: Can use Scooter, Helicopter, Roundup and Scrambler.

SHOWS: Minstrel Show, Funhouse, Glass House, Side Show, Mechanical City, or any other well-featured attractions.

CONCESSIONS OF all kinds that work for stock.

JERRY SADDLEMIRE

P. O. Box 363

Phone: Orange 5-2131
La Velle, Fla.

P. S. All bookings already accepted, please contact.
Iowa Association Seeks Pari-Mutuels

Plan to Introduce Legislation; Claude Appleby Named President

By CHARLIE BYRNE

DES MOINES—The Fair Managers' Association of Iowa voted at its annual meeting here Tuesday evening to advance its plan to introduce pari-mutuel horse racing to the State, with some of the proceeds to go into a general fund.

The action, in the form of a resolution, was adopted at the association's 56th annual meeting Monday and Tuesday (8-10) in the Hotel Fort Des Moines.

The resolution directed the president of the association to appoint a committee of four to study a pari-mutuel bill for the State of Iowa and present it to the 1935 session. The committee will work with the new Iowa Standard Brand霍Surensen's Association, which was organized at a Sunday (8) meeting here. Bill Woods, manager of Clay County Fair, Spencer, introduced and recommended the resolution, saying that it was not the thinking to open operations at the fairs but to have them become a year-round operation with some of the proceeds to go to the county annuals. After Advocate

U. S. Trotting Association, also spoke in favor of the move.

The resolution was adopted at the annual meeting of the Great Jones County Fair, Monticello, was elected president of the association, succeeding C. W. Tipton, Jeske Town, chairman, who was named vice-president. E. T. Atkey, Anamosa, was elected secretary from District 3, and M. E. Moore was named District 8 director. Moore served as secretary-treasurer during most of the year due to the retirement of C. S. McFay, Tipton, who was forced to vacate the position due to ill health. Miller plans to move South in the near future.

Moe told the convention that the association had sought to have State aid increased to $225,000 during the year. The gouverment approved an increase to $200,000 but the Legislature failed to approve the bill, thus leaving the total amount at $200,000.

Much of the program, instead of formal addresses, was devoted to open discussions on such points as light agricultural shows, free gues, insurance, competition from television, giveaways and the feasibility of consolidating several county fairs into district events.

Robert J. Roberts, state youth director, spoke on the "Important Role of County Fairs in Fostering the Education and Welfare of Youth," a 4-H club. George E. Lester, illustrated an address on European fairs with stories of children proven to be one of the most entertaining sessions of the sessions. J. M. C. C. South Dakota, president of the Iowa Good Roads Association, spoke on a matter and illustrated it with a motion picture.

All Sovereign, auto race promoter, presented a new idea for the rules of the United States Foreign trade fairs. John W. Be,"" said Sullivan, ""Secretary of the."" He delivered on an address.

The annual banquet Tuesday night by its annual toast, J. R. D. Bob Johnson, secretary to Governor Herschel C. Lovell, the evening with President Moore as toastmaster. Four meals followed dinner included Judy Gay, Popoff Off T效果图, Don Rice, Redwood Falls, Kettering's Killjoyes and the Killjoy orchestra.

Plan to introduce legislation calling for pari-mutuel horse racing in Iowa. The bill was introduced by Claude Appleby, the new president of the Iowa Fair Managers Association. Appleby, a member of the association's executive committee, said the bill would provide a source of revenue for the state and help support the fairs. The bill was expected to be introduced in the state legislature during the next session.
M. K. Brady says it can't be beat for merchandise. Located at 1014 South Halsted Street, Chicago, this firm has been in business for 37 years and carries a complete line of electrical appliances, house- hold goods, glassware, checks, lamps, assorted novelties, baby dolls, blankets, plush animals, plastic goods, confectionery goods, pre- tzel sticks, special assortment goods and small novelties for giveaways. An 80-page catalog is available free on request.

It is claimed tremendous profits are being made by Hague's ex- tended reach price. This prod- uct delivers four gals of gas to instantly stop or incapacitate the most vac- cinated man or beast in the West. It is the best value on the open market and is sold at 333 1/4 each. In addition to service stations, small stores, drug offices, banks, homes, etc, Remittance of $25.50 gets you a complete demonstration kit of the pedestal, 10 demonstrators and 3 ear gas cartridges.

Standard Industries, 3118 South Washington Avenue, Chicago, specialists in what it calls commercial proof goods. Currently offered are six styles, 85 ballots each in half gross lots. 6300 inclosures which list at $9.95 each and at 80 cents each in lots of three, one piece Steffin combination steel读懂 and swinging at $2.25 each, $25 pop regrets in carrying case at $4.25 in three-dozen lots, 100 per cent baby chenille bedspread (pillow design) at $4.02 each in lots of six, and an automatic skillet at $8.43 each in dozen lots. The firm says all these items are fast sellers and that the prices quoted are wholesale, etc. (Chicago warehousemen will be invited to send for a 10-page trade color catalog and try supplement. While in Chicago be sure to visit the firm's new, large show- room.)

A consistently strong seller is the miracle cross offered by Providence Ring Company, 45 West-minster Street, Providence, R. I. This is a chainsaw-equipped cross set with 15 brilliantly cut stones. When the center of the cross is placed on an eye, the Lord's Prayer may be clearly seen. In addition to being a cross, the miracle cross is offered at $4.75 per dozen and $6.50 per gross. With a heavier chain and in gold finish, it is $6 per dozen and $8 per gross. In addition, the firm is pleased to offer a new ring which it says has been copied for over $200,000. The ring is set with three brilliantly cut stones on white or steel with red stone and has a gold finish. An unusual appearance it has to offer is something suspended from the center stone to give a completely different look. This No. 965 ring is especially priced at $4.50 dozen or $75 per gross. Rated as a March favorite, it is invited to write for samples.

**PIES FOR PITCHMEN**

**By BILL BAKER**

Was received recently by Mr. and Mrs. Dan Byrer, manufacturers, representatives of Minne- apolis, Carson No. 12 Department 4 Deaths of Troy Graziano, one of the old- timers of pitcheering. Graziano was shot in the chest during an attack in Oldenburg, N. Y., and his body was sent to Bethel, N. Y., for services and burial. Graziano was well known in the trade for his Leroy quality and displays at fairs. "Friends wishing to do so may send contributions to Fradie Nightingale, 9 E. 67th St., New York, for the benefit of the family of Edgar Bache, was a well-known baseball player in his day."

**JACK (BOTTLES) STOVERR pipes from the Shenandoah Valley of Virginia (Harrisonburg) than a "tea" pipe you can get for a cigarette, with four inches of snow on the top, you have the "Bottle Doodle" and the temperature low enough to make it a favorite remedy, a shot of Old Crowded, Clyde Keel's was the main thing for a warm climate, probably Roanoke, Va., or Mount Airy, N. C. Store Hope Up and at E. E. C. Parker is getting the show at the Minnetonka, Minn., to back east. The valley, and especially my Hunting Creek, the trade capital of the East, but the market is so low they won't talk to us on the leaf. There are not many dealers, and when you get a lot of one size cost you 80 cents a fifty, sted costs a fit, you bin your matches and other items, one cost for a bag of pork and beans. I will be making them."
CHICAGO—A spot check in five large cities a year of operators placing bulk vending machines alongside major vending equipment reveals steady increases in sales over individually priced machines. 

A check of several major-equipment manufacturers themselves were noted to be surging the bulk vending, well, theirs at the process or had already dropped penny vending, leaving a vacuum that could be filled by bulk specialists.

No Competition

Bulk vending placed alongside major equipment cannot compete for the same small sales, and most automatic machines do not vend the same merchandise nor is the coin denomination used. On the contrary, it appears that for some, the major equipment will supplement sales of bulk vending. One well-known cereal manufacturer, who has penny-ball gun routes in Indiana and Ohio, has this summer added two machines as well as through Memphis, finds that parking garages and industrial plants with varied food and drink machines all realize gains sales in bulk vending. Reports average increase of at least 10 per cent in his penny machines. E. F. Flippone, another Memphis manufacturer, has a route of penny peanut machines and such machine now average at least 15 per cent increase in business next to soda and drink and cigarette machines. Service stations, parking garages, industrial plants and stores are all asking him for bulk vending.

Joe Arguelles, Long Beach, Calif., says he's going to install machines in garage areas which are especially well here. Peanuts will sell soft drinks and soft drinks will sell.
Kid Market in Penny Toys

1098, imported charms sold to operators for $3.50 a thousand. Today, domestic manufacturer sets charms for $1 a thousand.

The demand is the main interest of the manufacturer. It costs the manufacturer an average of $10,000 to launch a charm. This includes the cost of dies, promotion and advertising. Moreover, if a manufacturer hits with a item, hit competitors will immediately plunge on the bandwagon. The trick is to sell the item quickly enough so that the original manufacturer will have a profit before his competitors have the opportunity to find it.

Selling Job

The major selling job must be done in the stores where the bulk vending machines are located. Machines must stand out and not be just a part of the scenery. They must be kept clean, and the charms tactfully displayed next to the glass. Newest and fastest-moving items are up front. Point-of-sales displays--stickers and decals--adorn sides.

Some youngsters can become acquainted with new charms to replace old favorites in this display inside the machine and sales outside.

But youngsters are not the only ones who are fascinated by charms. Stamp and cigarette collectors are popular with the Elvis Presley set, and Admirers will buy charms for their children.

Retail Business

At the manufacturer level, the charm industry is not big business. Manufactures revenue from the sale of charms to operators is estimated at $2,000,000 a year. Another $100,000 to $200,000 is spent for foreign imports.

It is difficult to estimate what the charm deale at retail, as most of them are sold in mixed gum machines. Figuring charm sales at $1 a penny each nickel charms are a very small portion of the total market, an annual sale of a billion charms would mean a gross of $10,000,000.

Historically, most of this revenue has come from "50 cents and up" stores--the neighborhood grocery generally operated by a family.

Supermarkets

However in recent years the trend has been toward high traffic locations, notably chain stores and supermarkets.

7 Keeney Vendors

Bring 7-Way Profits!

- New Keeney "72" Brings Electric Cigarette Vender
- Coffee 'O Soup
- Coffee/Chocolate Jr.
- Coffee/Chocolate Jr.
- 4-Way Cold Drinks
- 4-Way Auto-Mail

Milk and Fruit Juices

Write for full details, prices and easy payment terms.

J. H. KEENEY & CO., Inc.
2424 S. 60th St., Chicago 12, Ill.

Kid Market in Penny Toys

1098, imported charms sold to operators for $3.50 a thousand. Today, domestic manufacturer sells charms for $1 a thousand.

Competitors

It costs the manufacturer an average of $10,000 to launch a charm. This includes the cost of dies, promotion and advertising. Moreover, once a manufacturer hits with a item, hit competitors will immediately plunge on the bandwagon. The trick is to sell the item quickly enough so that the original manufacturer will have a profit before his competitors have the opportunity to find it.

Selling Job

The major selling job must be done in the stores where the bulk vending machines are located. Machines must stand out and not be just a part of the scenery. They must be kept clean, and the charms tactfully displayed next to the glass. Newest and fastest-moving items are up front. Point-of-sales displays--stickers and decals--adorn sides.

Some youngsters can become acquainted with new charms to replace old favorites in this display inside the machine and sales outside.

But youngsters are not the only ones who are fascinated by charms. Stamp and cigarette collectors are popular with the Elvis Presley set, and Admirers will buy charms for their children.

Retail Business

At the manufacturer level, the charm industry is not big business. Manufactures revenue from the sale of charms to operators is estimated at $2,000,000 a year. Another $100,000 to $200,000 is spent for foreign imports.

It is difficult to estimate what the charm deale at retail, as most of them are sold in mixed gum machines. Figuring charm sales at $1 a penny each nickel charms are a very small portion of the total market, an annual sale of a billion charms would mean a gross of $10,000,000.

Historically, most of this revenue has come from "50 cents and up" stores--the neighborhood grocery generally operated by a family.

Supermarkets

However in recent years the trend has been toward high traffic locations, notably chain stores and supermarkets.

7 Keeney Vendors

Bring 7-Way Profits!

- New Keeney "72" Brings Electric Cigarette Vender
- Coffee 'O Soup
- Coffee/Chocolate Jr.
- Coffee/Chocolate Jr.
- 4-Way Cold Drinks
- 4-Way Auto-Mail

Milk and Fruit Juices

Write for full details, prices and easy payment terms.

J. H. KEENEY & CO., Inc.
2424 S. 60th St., Chicago 12, Ill.

Kid Market in Penny Toys

1098, imported charms sold to operators for $3.50 a thousand. Today, domestic manufacturer sells charms for $1 a thousand.

Competitors

It costs the manufacturer an average of $10,000 to launch a charm. This includes the cost of dies, promotion and advertising. Moreover, once a manufacturer hits with a item, hit competitors will immediately plunge on the bandwagon. The trick is to sell the item quickly enough so that the original manufacturer will have a profit before his competitors have the opportunity to find it.

Selling Job

The major selling job must be done in the stores where the bulk vending machines are located. Machines must stand out and not be just a part of the scenery. They must be kept clean, and the charms tactfully displayed next to the glass. Newest and fastest-moving items are up front. Point-of-sales displays--stickers and decals--adorn sides.

Some youngsters can become acquainted with new charms to replace old favorites in this display inside the machine and sales outside.

But youngsters are not the only ones who are fascinated by charms. Stamp and cigarette collectors are popular with the Elvis Presley set, and Admirers will buy charms for their children.

Retail Business

At the manufacturer level, the charm industry is not big business. Manufactures revenue from the sale of charms to operators is estimated at $2,000,000 a year. Another $100,000 to $200,000 is spent for foreign imports.

It is difficult to estimate what the charm deale at retail, as most of them are sold in mixed gum machines. Figuring charm sales at $1 a penny each nickel charms are a very small portion of the total market, an annual sale of a billion charms would mean a gross of $10,000,000.

Historically, most of this revenue has come from "50 cents and up" stores--the neighborhood grocery generally operated by a family.

Supermarkets

However in recent years the trend has been toward high traffic locations, notably chain stores and supermarkets.

7 Keeney Vendors

Bring 7-Way Profits!

- New Keeney "72" Brings Electric Cigarette Vender
- Coffee 'O Soup
- Coffee/Chocolate Jr.
- Coffee/Chocolate Jr.
- 4-Way Cold Drinks
- 4-Way Auto-Mail

Milk and Fruit Juices

Write for full details, prices and easy payment terms.

J. H. KEENEY & CO., Inc.
2424 S. 60th St., Chicago 12, Ill.
Manufacturers' sales of consumer goods in the United States were estimated at 120,000,000,000 dollars in 1937. This was a decrease of 25 per cent from the previous year. The decline was due to the severe depression which had been in effect since 1929.

The depression had a profound effect on the economy of the United States. It caused a sharp decrease in the production of goods and services. It also led to a decrease in the number of jobs available. The result was a decrease in the standard of living for many Americans.

The government tried to stimulate the economy by increasing government spending. This was done through programs such as the Works Progress Administration and the Civilian Conservation Corps. These programs provided jobs for millions of people.

The government also tried to increase the money supply by purchasing government securities. This was done through programs such as the Farm Credit System and the Home Owners Loan Corporation. These programs provided credit to farmers and home buyers.

Overall, the government was successful in stimulating the economy. By 1940, the unemployment rate had decreased to 10 per cent. The gross national product had increased by 25 per cent.

In conclusion, the Great Depression was a severe economic crisis that lasted from 1929 to 1941. It caused a sharp decrease in the production of goods and services, and a decrease in the number of jobs available. The government tried to stimulate the economy by increasing government spending and by increasing the money supply. Overall, the government was successful in stimulating the economy.
LIVE DISTRIBUTORS WANTED
For the greatest money maker in its field, Coin Machine Operators in all parts of the country are adding Swoot and Modem X machines to their routes. Swoot and Modem X have more locations potential than any other coin machines because you can place from 10 to 40 or more units in each restaurant location.
A natural for bars, restaurants, and service stations. Swoot and Modem X are the only machines of its kind in the world, no competition.
Our Los Angeles distributor sold approximately 80,000 units in three and a half years.
Write today for proof and free information and demonstration.
F. E. ERICKSON CO., INC.
P. O. BOX 2646
N. SACRAMENTO, CALIFORNIA

REGULAR CLASSIFIED ADS
Submit classified advertising material in duplicate. Display in 7 x 10 in. size, $1.00 per line.
Display with 2-2-1 in. type, $1.25 per line.
MAIL ADVERTISING MATERIAL TO F. E. ERICKSON CO., INC., N. SACRAMENTO, CALIFORNIA.

CLASSIFIED ADVERTISING
The Retail Exchange for Coin Machine Operators

DISPLAY CLASSIFIED ADS
Buy and sell wanted ads. Rate $8.00 per line in 7 1/2 x 10 in. size.
Cash with order.

REGULAR CLASSIFIED ADS
Buy and sell wanted ads. Rate $8.00 per line in 7 1/2 x 10 in. size.
Cash with order.

ADVERTISING IN THE BILLBOARD
will be charged 50% of cost of display.

REGULAR CLASSIFIED ADS
Buy and sell wanted ads. Rate $8.00 per line in 7 1/2 x 10 in. size.
Cash with order.

WANTED TO BUY

ADVERTISEMENTS IN THE BILLBOARD
will be charged 50% of cost of display.

INQUIRE TO:
THE BILLBOARD PUBLISHING CO., 2160 Patterson St., Cincinnati 22, O.

Parts, Supplies & Services
Or, use your own route

Sales Representatives Earn $100 to $300 Per Week

Route for Sale

Used Coin-Operated Equipment

WANTED TO BUY

USE THIS HANDY FORM TODAY
Forms circulate Wednesday for the following week's Issue
Please use pencil when filling in this form.

1. Clip ad to this form.
2. Check classifications you want your ad to appear under:
   □ Coin Operators
   □ Business Opportunities
   □ Parts, Supplies & Services
   □ Routes For Sale
   □ Used Coin-Operated Equipment
   □ Wanted to Buy

3. Check whether you want Regular or Illustrations ads.
   □ Regular □ Display

4. Count all words, three sections check or copy and list above. If insufficient requirement will delay your ad. Please omit words in want of assignment.

5. Use ad copy, your name as salesmen. If you need "important information" above.

Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above, copy, etc.

Use this handy form today

For the greatest money maker in its field, Coin Machine Operators in all parts of the country are adding Swoot and Modem X machines to their routes. Swoot and Modem X have more locations potential than any other coin machines because you can place from 10 to 40 or more units in each restaurant location. A natural for bars, restaurants and service stations. Swoot and Modem X are the only machines of its kind in the world, no competition. Our Los Angeles distributor sold approximately 80,000 units in three and a half years.

Write today for proof and free information and demonstration.

F. E. ERICKSON CO., INC.
P. O. BOX 2646
N. SACRAMENTO, CALIFORNIA

Bulk Banter

Continued from page 16

with the newest machines. Writes Amm. In servicing my gumball and charm route of Model Y Victor I exchange machines - the empty machine is removed from the stand or bracket by unlocking a padlock which is used to lock the handle of the machine to the stand or bracket. When one machine is left at location a key for the padlock is left with the owner. He can then put a second or third machine on the stand or bracket when needed, but he cannot unlock the machine to get at the premises.

"This method of operation is very good. But my Model Y's are getting somewhat worn out and the latest Victor Toppers don't fit on this type of stand or bracket because they are a little higher than the Model Y. S. I am wondering if there are methods of putting the newest Victors or Amm vend- ers on brackets or stands as they can be removed by location owners without their having a key to the machine. I would be very interested to get comments from fellow operators on this matter." If you have any suggestions for Amm. send them on to Bulk Banter editor for publication.

Jackpot, Illinois Vending Company, Chicago, thinks penny peanut vending worth doing. He feels that he could do well left in the business . . . Irvin Brodsky (no relation) Carden Industries, Illi- nois, reports that his bulk vendors do well with the kids. He operates in variety stores . . . W. Coward, San Antonio, Texas, would like to meet local operalor meetings. He reports that placed charms do best in his mac- chines . . . Dave Yarumark, Mark Vending Company, Clinton, N. J., covers the entire State of New Jersey. Each town has a different local law and it is becoming a problem for him.

Distributor visitor to Chicago during the past few weeks were Ray T. Vending Specialty Company, Oakland, Calif., Everett Graff, Graff Vending Supply Company, Boston, Mass. and Sam Noff, Veedex Sales Company, Philad- elphia. Koff storied out in New York. In 1930, to see his friends while he was here . . . R. R. Whitehead of Atlantic, Ga., distribu- tor, began business in 1929 as an operator and became a distributor in 1945. Whitehead is pleased with the end result. "Today we have just about all the business we can say grace over, with an increase each year we have been in business," he stated . . . Lewis LaFlata, Springfield, Mass. reports an operator association in his area is working on the local tax.

SPUTNIK GLO-RINGS $15.00 Per M...
FREE ADVERTISING LABELS AT YOUR O..., at the price shown. Write to: guggenheim
33 UNION SQUARE NEW YORK, N.Y. AL-6-3852

GIVE TO DAD MONRTON CANCER FUND

$25 DOWN Balance $10 Monthly ALL WEATHER SCALE COMPLETE CABINET AND SCALE, EAT-SHOP-CONVENIENCE ENABLED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES. LOCATED AND MADE IN CHICAGO. WATLING MANUFACTURING COMPANY 6460 W. Fulton St. Chicago 44, III. Tel. 8109—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

GIVE TO DAD MONRTON CANCER FUND

WITH VICTOR'S SENSATIONAL 210 FULL GUN VENDOR

FAST PLAY BIG PROFITS

SEE YOUR VICTOR DISTRIBUTOR

VICTOR VENDING CORP.
5731-13 W. Guernsey Ave., Chicago 33, Ill. MBE OF FAMOUS LINE OF TOPPER VENDERS

STANDARD SPECIALTY CO.
Oakland, Calif.

1023 46th St.

THE BILLBOARD—only the Dec. 16, 1957 Vendor—1023 46th St. Oakland, Calif.

VENDORAMA SUPER MRT.

VENDORAMA SUPER MRT.

VENDORS.

NEw Features
10c and 25c Capsule Vending Gives You Greater Profit. Holds 200 of the New 1½" x 1½" IVI Capsules Be first in your territory with this tested and proven outstanding Money-Maker!

PLAY GOLF

$25 DOWN Balance $10 Monthly ALL WEATHER SCALE COMPLETE CABINET AND MACHINE, EAT-SHOP-CONVENIENCE ENABLED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES. LOCATED AND MADE IN CHICAGO. WATLING MANUFACTURING COMPANY 6460 W. Fulton St. Chicago 44, Ill. Tel. 8109—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

GIVE TO DAD MONRTON CANCER FUND

WITH VICTOR'S SENSATIONAL 210 FULL GUN VENDOR

FAST PLAY BIG PROFITS

SEE YOUR VICTOR DISTRIBUTOR

VICTOR VENDING CORP.
5731-13 W. Guernsey Ave., Chicago 33, Ill. MBE OF FAMOUS LINE OF TOPPER VENDERS

STANDARD SPECIALTY CO.
Oakland, Calif.

1023 46th St.

THE BILLBOARD—only the Dec. 16, 1957 Vendor—1023 46th St. Oakland, Calif.

VENDORAMA SUPER MRT.

VENDORAMA SUPER MRT.

VENDORS.

NEw Features
10c and 25c Capsule Vending Gives You Greater Profit. Holds 200 of the New 1½" x 1½" IVI Capsules Be first in your territory with this tested and proven outstanding Money-Maker!

PLAY GOLF

$25 DOWN Balance $10 Monthly ALL WEATHER SCALE COMPLETE CABINET AND MACHINE, EAT-SHOP-CONVENIENCE ENABLED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES. LOCATED AND MADE IN CHICAGO. WATLING MANUFACTURING COMPANY 6460 W. Fulton St. Chicago 44, Ill. Tel. 8109—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

GIVE TO DAD MONRTON CANCER FUND

WITH VICTOR'S SENSATIONAL 210 FULL GUN VENDOR

FAST PLAY BIG PROFITS

SEE YOUR VICTOR DISTRIBUTOR

VICTOR VENDING CORP.
5731-13 W. Guernsey Ave., Chicago 33, Ill. MBE OF FAMOUS LINE OF TOPPER VENDERS

STANDARD SPECIALTY CO.
Oakland, Calif.

1023 46th St.

THE BILLBOARD—only the Dec. 16, 1957 Vendor—1023 46th St. Oakland, Calif.
MUSIC MACHINES

DENVER—The practice of operators bidding large sums of money for the right to operate has broken out to an alarming degree here in Denver with many operators now questioning the time to get into the fever below the walls of the vicious circle without bidding for the business. Intensive competition for good locations in the Colorado capital has started operators paying $500 and even as high as $1,000 for a good location.

So severe is the problem that it was the main topic of discussion at the meeting of the Colorado Music Merchants’ Association here last week. Some of the city’s largest members are without an answer.

The whole thing stemmed from a practice in the area of an operator paying the location a modest sum for the privilege of installing a juke box—usually $100 or less. But in the past few months, the modus operandi has been changed to include hiring their asking price, operators complying, to the point where today the price paid to the location for a top spot often exceeds the price of the phonograph itself. (Continued on page 84)

Bever Joins Western Firm, Leaves United

SALT LAKE CITY—Bob Bever resigned his sales post with United, Midwestern Distributor Company last week, to join Dan Krensa and Kenny Moden in a new relationship in the Intermountain area.

The firm, to use the name Warner Distributing Company, has offices now in Pocatello, Idaho, and is installing a new office and showroom at Salt Lake City. Bever is staying at the Perlas Hotel, 450 Fifth Street. (Continued on page 92)

Solomons New Juke Distribute For United

COLUMBUS, O.—A new distributor was appointed by United States Music Operators of America to handle the territory of Ohio last week, according to Jack Maitland, United headquarters.

Distribution for the area will be handled by Central Ohio Coin Machine Company, owned by Sam Solomons. Harry Steward is general manager of the plant, and will operate the business with Jerry Bremer as sales representative.

Solomons also hails up Cleveland Coin Machine Exchange, an old established distributing organization, this city. (Continued on page 84)

Ticket Sales Get Under Way for N. Y. Juke Box Banquet

NEW YORK—Tweets tickets go under way last week for the 50th annual dinner dance of the Music Operators of New York. The affair will be held November 9 at the grand Astoria Hotel. The operators hold their general meeting at the Park-Sheraton Hotel, New York, for the dinner meeting and election, to be held November 8.

Nash Gordon, MONY business manager, said that congratulations for the Sidney H. Levine Memorial Foundation have been disappoint- ing to date.

Top Spots Demand $500 to $1,000 From Operators to Install Juke Box

DENVER—The practice of operators bidding large sums of money for the right to operate has broken out to an alarming degree here in Denver with many operators now questioning the time to get into the fever below the walls of the vicious circle without bidding for the business. Intensive competition for good locations in the Colorado capital has started operators paying $500 and even as high as $1,000 for a good location.

So severe is the problem that it was the main topic of discussion at the meeting of the Colorado Music Merchants’ Association here last week. Some of the city’s largest members are without an answer.

The whole thing stemmed from a practice in the area of an operator paying the location a modest sum for the privilege of installing a juke box—usually $100 or less. But in the past few months, the modus operandi has been changed to include hiring their asking price, operators complying, to the point where today the price paid to the location for a top spot often exceeds the price of the phonograph itself. (Continued on page 84)

Bever Joins Western Firm, Leaves United

SALT LAKE CITY—Bob Bever resigned his sales post with United, Midwestern Distributor Company last week, to join Dan Krensa and Kenny Moden in a new relationship in the Intermountain area.

The firm, to use the name Warner Distributing Company, has offices now in Pocatello, Idaho, and is installing a new office and showroom at Salt Lake City. Bever is staying at the Perlas Hotel, 450 Fifth Street. (Continued on page 92)

Solomons New Juke Distribute For United

COLUMBUS, O.—A new distributor was appointed by United States Music Operators of America to handle the territory of Ohio last week, according to Jack Maitland, United headquarters.

Distribution for the area will be handled by Central Ohio Coin Machine Company, owned by Sam Solomons. Harry Steward is general manager of the plant, and will operate the business with Jerry Bremer as sales representative.

Solomons also hails up Cleveland Coin Machine Exchange, an old established distributing organization, this city. (Continued on page 84)

Ticket Sales Get Under Way for N. Y. Juke Box Banquet

NEW YORK—Tweets tickets go under way last week for the 50th annual dinner dance of the Music Operators of New York. The affair will be held November 9 at the grand Astoria Hotel. The operators hold their general meeting at the Park-Sheraton Hotel, New York, for the dinner meeting and election, to be held November 8.

Nash Gordon, MONY business manager, said that congratulations for the Sidney H. Levine Memorial Foundation have been disappoint- ing to date.

Top Spots Demand $500 to $1,000 From Operators to Install Juke Box

DENVER—The practice of operators bidding large sums of money for the right to operate has broken out to an alarming degree here in Denver with many operators now questioning the time to get into the fever below the walls of the vicious circle without bidding for the business. Intensive competition for good locations in the Colorado capital has started operators paying $500 and even as high as $1,000 for a good location.

So severe is the problem that it was the main topic of discussion at the meeting of the Colorado Music Merchants’ Association here last week. Some of the city’s largest members are without an answer.

The whole thing stemmed from a practice in the area of an operator paying the location a modest sum for the privilege of installing a juke box—usually $100 or less. But in the past few months, the modus operandi has been changed to include hiring their asking price, operators complying, to the point where today the price paid to the location for a top spot often exceeds the price of the phonograph itself. (Continued on page 84)

Bever Joins Western Firm, Leaves United

SALT LAKE CITY—Bob Bever resigned his sales post with United, Midwestern Distributor Company last week, to join Dan Krensa and Kenny Moden in a new relationship in the Intermountain area.

The firm, to use the name Warner Distributing Company, has offices now in Pocatello, Idaho, and is installing a new office and showroom at Salt Lake City. Bever is staying at the Perlas Hotel, 450 Fifth Street. (Continued on page 92)

Solomons New Juke Distribute For United

COLUMBUS, O.—A new distributor was appointed by United States Music Operators of America to handle the territory of Ohio last week, according to Jack Maitland, United headquarters.

Distribution for the area will be handled by Central Ohio Coin Machine Company, owned by Sam Solomons. Harry Steward is general manager of the plant, and will operate the business with Jerry Bremer as sales representative.

Solomons also hails up Cleveland Coin Machine Exchange, an old established distributing organization, this city. (Continued on page 84)

Ticket Sales Get Under Way for N. Y. Juke Box Banquet

NEW YORK—Tweets tickets go under way last week for the 50th annual dinner dance of the Music Operators of New York. The affair will be held November 9 at the grand Astoria Hotel. The operators hold their general meeting at the Park-Sheraton Hotel, New York, for the dinner meeting and election, to be held November 8.

Nash Gordon, MONY business manager, said that congratulations for the Sidney H. Levine Memorial Foundation have been disappoint- ing to date.

Top Spots Demand $500 to $1,000 From Operators to Install Juke Box

DENVER—The practice of operators bidding large sums of money for the right to operate has broken out to an alarming degree here in Denver with many operators now questioning the time to get into the fever below the walls of the vicious circle without bidding for the business. Intensive competition for good locations in the Colorado capital has started operators paying $500 and even as high as $1,000 for a good location.

So severe is the problem that it was the main topic of discussion at the meeting of the Colorado Music Merchants’ Association here last week. Some of the city’s largest members are without an answer.

The whole thing stemmed from a practice in the area of an operator paying the location a modest sum for the privilege of installing a juke box—usually $100 or less. But in the past few months, the modus operandi has been changed to include hiring their asking price, operators complying, to the point where today the price paid to the location for a top spot often exceeds the price of the phonograph itself. (Continued on page 84)

Bever Joins Western Firm, Leaves United

SALT LAKE CITY—Bob Bever resigned his sales post with United, Midwestern Distributor Company last week, to join Dan Krensa and Kenny Moden in a new relationship in the Intermountain area.

The firm, to use the name Warner Distributing Company, has offices now in Pocatello, Idaho, and is installing a new office and showroom at Salt Lake City. Bever is staying at the Perlas Hotel, 450 Fifth Street. (Continued on page 92)

Solomons New Juke Distribute For United

COLUMBUS, O.—A new distributor was appointed by United States Music Operators of America to handle the territory of Ohio last week, according to Jack Maitland, United headquarters.

Distribution for the area will be handled by Central Ohio Coin Machine Company, owned by Sam Solomons. Harry Steward is general manager of the plant, and will operate the business with Jerry Bremer as sales representative.

Solomons also hails up Cleveland Coin Machine Exchange, an old established distributing organization, this city. (Continued on page 84)
The purpose of exponential horns—precisely formed like those band instruments—is to make recorded sound come to life. Truer, more brilliant, these exponential horns are used in the costliest home and theatre sound systems—and in the AMI H-200. They double the audio efficiency of speakers that drive them. That's why the H-200 sounds life-like—true to the original performance. Only AMI puts you ahead of competition with this sound advantage.

AMI
Incorporated
1000 Union Avenue, S.E.
GRAND RAPIDS
Chicago
Zurich

New! Your AMI distributor is now showing the "H-200 M!"
Come in to see it soon.

horns
put you ahead
Sound Accounting System: Operator Profit Blueprint

- An adequate accounting system is a key management tool of today's operator.
- Double entry systems have notable advantages, but each method must be tailored to fit the operation.
- A mail program is well suited to small operators; medium-sized and large operations require more elaborate systems.
- Here's an outline on basics of accounting with tips that all operators can use in setting up their own systems.

By LEW L. KANER

The key management tool in today's successful operation as well as the continuous progress of a business is an effectively operating accounting system designed to provide accurate financial and statistical data.

With this in mind, the operator is in a position to evaluate location return and profit, without which it is impossible to successfully plan and operate his business.

In addition, an adequate accounting system will provide results from which properly classified income statements and tax reports can be prepared.

**Statements**

It cannot be stressed too strongly that proper financial statements are vital to the success of any operation. As in any other industry, no two organizations will require the same form of direction. The system must be "tailor made" to the individual needs of each operation. However, the end result is the same. To use the lingo of the accountant, that end result is in this: An effective measure of yield on invested capital with maximum cash flow and a minimum tax bite within statutory requirements.

**Internal Checks**

An accounting system should also provide to management internal checks upon the honesty of personnel and locations, as well as the accuracy of direction which management must set in motion over a long period of time.

An accounting system, in the modern sense, consists of a set of journals of original entry and a general ledger, kept either on a cash or accrual basis of accounting. Examples of these journals (cash receipts and disbursements journals) are illustrated elsewhere on this page.

The journals are used to record all financial transactions in a systematic and efficient manner on a daily basis, reflecting all necessary account transactions.

The general ledger is a summary of all accounts in which each classification of asset, liability, net worth, income and expenses are tracked. A chart of accounts for the general ledger appears below.

Monthly totals accumulated in the daily journals are posted to the proper accounts in the general ledger. The ledger then becomes a summary of operations from which all financial statements and tax returns are prepared. This is commonly known as the double entry system and is most generally used.

The double entry system requires that for each debit there must be an equal and offsetting credit. Here's an example to illustrate:

If there is a check drawn for $100 in payment of rent, the debit entry in the disbursement journal would show a credit of $100 to the cash in bank account and a debit of $100 to the rent expense account.

The advantage of the double entry system is the "built-in" proving mechanism to check the mathematical correctness of all postings. The total of all credits must equal the total of all debits. When they do not you can be assured that all postings and associated totals are mathematically correct.

**Select System**

The proper selection of an accounting system is vital to an operator and it should be "custom tailored" to fit his needs. His business is peculiar unto itself and is not comparable with a retail merchant for example.

There are several techniques which are being used successfully to tailor a satisfactory accounting system for operators depending on their size and record keeping requirements.

One popular technique that works well with small operations is the mail program. Under this arrangement, the operator is provided with certain basic forms for recording various types of financial data, examples of which are the daily collection report and check disbursement illustrated elsewhere on this page.

**Statements**

At periodic intervals an operator submits completed forms, including the daily collection report, to an accountant who reconstitutes the information into proper classifications for development of subsequent financial statements.

When various State and Federal tax returns must be filed, the accountant prepares the returns from records in his office and submits the completed documents to the operator for his inspection, signature, and mailing.

The mail program works well only for very small operations whose records are simple and whose tax problems are not complex. It serves a dual purpose of permitting the operator to get (Continued on page 53)

This is the second in a series on the full scope of accounting, depreciation, and taxes in music operating management. The author, well known in the juke box industry, has specialized in these subjects for music operating firms 19 years.

**MAIL PROGRAM EXAMPLE**

**DAILY COLLECTION REPORT**

**JOHN DOE MUSIC SERVICE CO.**

**DATE**

July 1, 1957, through July 6, 1957

<table>
<thead>
<tr>
<th>NAME</th>
<th>ADDRESS</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Crystal Lounge</td>
<td>207 S. &quot;A&quot; Ave.</td>
<td>24.00</td>
</tr>
<tr>
<td>(B) Edna's Cafe</td>
<td>1623 N. &quot;J&quot; St.</td>
<td>21.00</td>
</tr>
<tr>
<td>(C) 649 Club</td>
<td>6409 N. Julian St.</td>
<td>78.00</td>
</tr>
<tr>
<td>(D) Mary's Lunch Room</td>
<td>2333 E. Market St.</td>
<td>38.00</td>
</tr>
<tr>
<td>(E) Ray's Luncheonette</td>
<td>3225 E. Madison St.</td>
<td>67.00</td>
</tr>
<tr>
<td>(F) Helen's Bar &amp; Grill</td>
<td>3256 E. Madison St.</td>
<td>106.00</td>
</tr>
</tbody>
</table>

**TOTAL MUSIC COLLECTIONS**

334.00

**TOTAL MONEY COLLECTED**

379.00

**LESS CASH PAYMENTS**

18.50

**PARTS & REPAIRS**

3.35

**PHONOGRAM RECORDS**

13.50

**BALANCE FOR DEPOSIT**

292.75

**CHECK DISBURSEMENTS**

<table>
<thead>
<tr>
<th>CK. #</th>
<th>PAYEE</th>
<th>AMOUNT</th>
<th>PURPOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>121</td>
<td>Trade Journal</td>
<td>19.00</td>
<td>Advertising</td>
</tr>
<tr>
<td>122</td>
<td>Ill. Bell</td>
<td>33.00</td>
<td>Phone</td>
</tr>
<tr>
<td>123</td>
<td>Music Association</td>
<td>9.75</td>
<td>Dues</td>
</tr>
<tr>
<td>124</td>
<td>Jake's Garage</td>
<td>177.90</td>
<td>Auto Expense</td>
</tr>
<tr>
<td>125</td>
<td>Midwest Music Dist.</td>
<td>58.55</td>
<td>Parts</td>
</tr>
<tr>
<td>126</td>
<td>&quot;K&quot; Finance Co.</td>
<td>120.30</td>
<td>Notes Payable</td>
</tr>
<tr>
<td>127</td>
<td>ABC Realty Co.</td>
<td>45.00</td>
<td>Rent</td>
</tr>
</tbody>
</table>

(A) Receipts are made from each location collection and are the original source from which these entries are made.

(B) When the operator collects license money from the location, the amount is noted separately.

(C) Loan collections should be segregated from all other monies collected.

(D) All cash payouts should be listed by account classification and supported with paid bills or cash vouchers.

(E) This amount should be banked intact.

(F) All checks issued during the period covered by this report should be supported by paid bills and listed numerically by proper account classification.

**NOTE**

1. These reports form the basis for entering in books or original entry (cash receipts and disbursement journals) and subsequent posting of these monthly totals to a summary book called the general ledger.

2. Bank reconciliations are made monthly to indicate the accuracy of all "P" and "F" items shown in the various collection reports covering the month's operation.
A Sound Accounting System

COMPETENT professional advice on a reasonable fee basis while at the same time complying with the various requirements called for by the taxing authorities and/or credit agencies. Medium-sized and large operations should have accounting procedures so arranged that at any time they are able to develop answers of financial significance. Further, the machinery on location should be so tabulated that accounting for depreciation is readily ascertainable.

Collections by location should be available for monthly and annual evaluation in order to maximize the efficient and proper utilization of the new equipment. Spare parts and components should be kept under adequate control in view of the high cost of maintenance and obsolescence. A chart of accounts for the general ledger which particularly medium-sized and larger operations should keep are spelled out in groups of assets, liabilities, net worth and income and expenses (see listing below).

INVENTORY further, the system of internal control should be so developed that the division of duties and responsibilities utilizes the utmost efficiency of the personnel and a perpetuation of fraud is difficult without collusion. With proper accounting systems installed, the financial data can be gathered in such a manner as to facilitate budgetary controls and percentage yardsticks of key expense items as well as other business analyses.

An independent accountant should be consulted on a periodic basis to verify both the accuracy of accounting and insist in the preparation of a tax report so vital to the control of costs in a medium-sized and large operation.

It must be noted that the above comments and illustrations of parts of systems are merely suggestive and not all inclusive, and that they should be modified to meet the individual requirements of each operator.

SIMPLIFIED REPRESENTATIVE ACCOUNTING SYSTEM FOR SMALL OPERATORS

CASH DISBURSEMENTS JOURNAL

<table>
<thead>
<tr>
<th>Date</th>
<th>Particulars</th>
<th>Check</th>
<th>Amount</th>
<th>C.I.C.</th>
<th>Taxes</th>
<th>Withheld</th>
<th>Taxes</th>
<th>Scholarships</th>
<th>Recruits</th>
<th>Parts &amp; Supplies</th>
<th>Office Expense</th>
<th>Location Expenses</th>
<th>General Ledger</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CASH RECEIPTS JOURNAL

<table>
<thead>
<tr>
<th>Date</th>
<th>Particulars</th>
<th>Cash in Bank</th>
<th>Location Income</th>
<th>Ex. and Receipts</th>
<th>General Ledger</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Chart of Accounts for General Ledger

The above simplified accounting system has been prepared purposely omitting the use of a purchase journal in order that the small operator may follow the flow of business transaction as they would usually occur, this is, the payment of normal obligations within the current period. Any unpaid liabilities at the end of the year would be recorded through the general journal.

CURRENT ASSETS
Cash in Bank
Petty Cash
Receivables
Inventory—Records
Inventory—Parts and Supplies
Prepaids Item

FIXED ASSETS
New Phonograph Equipment
Reserve for Depreciation—New phonograph Equipment
Used Phonograph Equipment
Reserve for Depreciation—Office Equipment
Delivery Equipment Reserve for Depreciation—Delivery Equipment

CURRENT LIABILITIES
Accounts Payable
Notes Payable
Wages and Taxes
FM L. C. A. Tax Payable
Unemployment Compensation Taxes Payable
Federal Income Taxes Payable

NET WORTH
Capital Stock or Proprietorship Capital
Earned Surplus (for corporations only)
Drawing Accounts (if unincorporated)

INCOME ACCOUNTS
Income from Locations
Rentals of Phonographs and Record Sales

COST SELLING AND GENERAL EXPENSES
Purchases—Records
Purchases—Parts and Supplies

OTHER ASSETS
Organization Expense

REPAIRS—Phonographs
Salaries
Depreciation—Phonograph Equipment
Advertising
Auto and Truck Expense
Employee's Travel Expense

License and Taxes
Selling and Promotion Expense
Union and Association Dues
Alarm Service
City and County Taxes
Bad Debts
Depreciation—Other

Insurance
Interest
Utilities
Office Expense
Payroll Taxes
Other Taxes
Professional Fees
Rent
Miscellaneous Expenses

Mass. Ops Lose $50 Boston Fire Battle

SUIT ADDITIONAL CITY, STATE FEES
Totaling $160 Still Pending in Supreme Court

BOSTON—The Music Operators Association of Massachusetts suffered a setback in their fight and State license fees when they received a lower court's decision for injunction against the annual week day license fee charged by the city of Boston.

Decisions were given down last week (13) in an equity session at Suffolk Superior Court by Judge Frank Warren and revealed as a blow to Boston operators who were hoping of a victory and had refrained from paying any fees, which are now due no later than December 31 for the coming year.

$160 total

The decision left the Massachusetts joke box license fee situation in a complicated flux. Actually there are three separate fees being fought by MOAM, which total $160 per machine per year.

The State charges $50 for Sunday operation. The city of Boston charges $20 for Sundays and another $50 for weekdays. The $100 federal tax brings the total to $160 for joke box operators in the city.

The fight last week was against the $50 week day license fees charged by the city.

However, there is still a case pending in the State Supreme Court against the two fees charged by the State and city for Sunday operation. A hearing is due sometime in December.

An unfortunate affidavit of last week's hearing was that Judge Murray also denied a request for stipulation, which in effect would have held all license fee money in escrow until a decision is reached on the suit in the State Supreme Court.

This means that operators will have to go ahead and pay the full $160 fee if the case is not settled by December 31. That seems to the court rules in favor of the operators, those would still be no way of getting back the money back under Massachusetts law, unless this stipulation had been granted.

Supreme Court
The suit before the Supreme Court seeks a declaratory judgment with respect to the constitutionality of the State statute and of both the State and federal constitutions as to the fees charged by the State and federal constitutions.

Just prior to the last decision, President David Baker told members of MOAM's monthly meeting (11) that no matter what the outcome, he would fight with every legal weapon to make sure that the Supreme Court found the fees unconstitutional as to the Supreme Court if necessary, receiving a standing ovation on his statement.

MOA Help
Baker also announced that the MOAM members had received the cooperation of Music Operators of America in the case of the group's endorsement from President George A. Miller's along with a check for $1,000. Miller had written that MOA was 100 percent behind the group in their fight.

Members were also deeply touched by the individual contributions of L. O. Haynes, Earl Nikon, W. W. who, in his personal check after saying he had made the case in The Billboard. Acknowledging this and other contributions from operators, Baker said it allowed operators all over the nation were walking up to the fact that the $160 fee charged in Boston could happen anywhere.

He pointed out that the number is smallest in the nation. Hartford, Conn., with 175,000 population has the same number as Boston with 800,000. The crime commission situation is condition prevalent throughout Massachusetts because of discriminatory fees. As well as the $10 federal fee, the one which would be $120 in Somerville $125 and in Lynn $175 with other cities around that average. He said fee of $120 yearly per machine could be small operator since the percentage that high take locations is probably even higher.

Baker said with nominal fees the cities would have only few and small operators would be able to make a living. The membership, if it would be $120, it would be smaller. He felt that he was building up the case of $160 for existence of Massachusetts operators, but for operators over everywhere.

Cities are looking more and more for increased revenue, said Baker and if operators were not fighting the case would be the ones to get hurt. He said if the case continued, 10 out of 16 play were fine, but operators who paid discriminatory fees would be allowed to push them out of business.

JUKE BOX OPERATORS
Get The Billboard's Music Record Programming and Buying Guide

NOW!

Just Updated With Latest Information

Juke Box Operators
Get The Billboard's Music Record Programming and Buying Guide

My Name:__________________________
My Company Name: __________________
My Street Address: __________________
My Home Phone: ____________________
My Business Phone: __________________
My Age: __________________________

List 55 years of Successful Directory of Top Rec Recs. Lists 1,500 Records of Manufacturers and Labels and a choice of distributors.
Mechanically Correct for More Dependable More Profitable Operation

United's New Phonograph

Designed and Built by Veteran Coin-Operated Equipment Engineers

Write for Complete Details Today!
**AMUSEMENT MACHINES**

DECEMBER 16, 1957

**Chicago** — Of the many new different types of games introduced in the last 20 years, the pinball and slot machines are the most prominent. Among the new games to the trade are the following:

- **Five-Balls Only, Pool Units with} **Take Biggest Cutback

- **Drop May Continue**

- **City to See**

- **Conversion Pin Demonstration**

- **MILWAUKEE** — Beer City seeing a boom in pinball machines, which officials believe is due to a new demonstration of amusement games equipment in the Council chambers.

- **Strike Hurts**

- **Goof Time Game, Juke Receipts**

- **Continued from page 59**

- **Moore Exports**

- **Bingos to Belgium**

- **FEBRUARY 1, 1958** — The Sandy Moore Distributing Co is exporting bingos of the highest quality and with all the features of the bingos that have been successful in other countries.

---

**U. S. Coin Exports**

<table>
<thead>
<tr>
<th>Year</th>
<th>Top $20 Million</th>
<th>Third Quarter of 1957 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>$2,000,000 Plus Month, Games Strong</td>
<td></td>
</tr>
<tr>
<td>1956</td>
<td>String Seventh Consecutive</td>
<td></td>
</tr>
<tr>
<td>1957</td>
<td>$2,000,000 Plus Month, Games Strong</td>
<td></td>
</tr>
</tbody>
</table>

---

**COIN MACHINE EXPORTS**

**September, 1957**

<table>
<thead>
<tr>
<th>Country</th>
<th>Plays Per Second</th>
<th>Amount of Games</th>
<th>Values</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>546</td>
<td>314,417</td>
<td>1,101</td>
<td>120,614</td>
</tr>
<tr>
<td>Canada</td>
<td>132</td>
<td>237,665</td>
<td>1,004</td>
<td>12,004</td>
</tr>
<tr>
<td>England</td>
<td>13</td>
<td>237,665</td>
<td>1,004</td>
<td>12,004</td>
</tr>
<tr>
<td>Germany</td>
<td>97</td>
<td>196,300</td>
<td>758</td>
<td>5,900</td>
</tr>
<tr>
<td>France</td>
<td>103</td>
<td>196,300</td>
<td>758</td>
<td>5,900</td>
</tr>
<tr>
<td>Italy</td>
<td>102</td>
<td>196,300</td>
<td>758</td>
<td>5,900</td>
</tr>
<tr>
<td>Spain</td>
<td>97</td>
<td>196,300</td>
<td>758</td>
<td>5,900</td>
</tr>
<tr>
<td>Israel</td>
<td>13</td>
<td>119,300</td>
<td>435</td>
<td>1,900</td>
</tr>
<tr>
<td>Argentina</td>
<td>13</td>
<td>60,650</td>
<td>232</td>
<td>1,200</td>
</tr>
<tr>
<td>Brazil</td>
<td>13</td>
<td>119,300</td>
<td>435</td>
<td>1,900</td>
</tr>
<tr>
<td>Mexico</td>
<td>13</td>
<td>60,650</td>
<td>232</td>
<td>1,200</td>
</tr>
</tbody>
</table>

---

**Phoenix Op's Bowl Tourney Brings Results**

PHOENIX, Ariz.—Ben Spalding, games operator here, has plans for his third annual bowling tournament, which is open to any man operating any type of bowling machine and to any man operating any type of amusement machine.

Spalding has used a similar sort of tournament to get higher grosses on other types of games in other years.

Each location owner is furnished with a kit of bowling equipment, including entry forms, rules, recording sheets, and playing cards.

The location operators sort of to.Retrofit the bowling machine game that offers all the pleasures of the tourney, including entertainment, prizes, and a chance to win big prizes.

All prize winners who win at least $200 in prize money are awarded prizes, such as a new bowling machine, a set of bowling equipment, or a trip to Hawaii.

Location owners' equipment are assigned league prices of their own, and this system is used to make up for the grand prize.

Spalding reports play up to almost every instance, and there is every indication that 1957 will be far ahead of 1956.
Coin Machine Price Index

How to Use the Index

HIGH AND LOWS Equipment and prices listed below are not from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised, either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standards," "charts," or "prices," but are a reflection of what prices should be used equipment. Prices in the Index are designed, however, to be a guide. If an individual dealer has equipment that is new and not yet advertised, his list price may reflect a price not shown in the Index. Listed price will depend on the condition of the equipment, age, time on location, the territory and other related factors.

(For 10-week period ending with issue of December 2, 1955)

MUSIC MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI</td>
<td>69.00</td>
<td>69.00</td>
<td>69.00</td>
</tr>
<tr>
<td>M-660-9 (20/12)</td>
<td>69.00</td>
<td>69.00</td>
<td>69.00</td>
</tr>
<tr>
<td>M-660-9 (20/12)</td>
<td>69.00</td>
<td>69.00</td>
<td>69.00</td>
</tr>
<tr>
<td>M-660-9 (20/12)</td>
<td>69.00</td>
<td>69.00</td>
<td>69.00</td>
</tr>
<tr>
<td>M-660-9 (20/12)</td>
<td>69.00</td>
<td>69.00</td>
<td>69.00</td>
</tr>
</tbody>
</table>

ROCK-OLA

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1432</td>
<td>175.00</td>
<td>175.00</td>
<td>175.00</td>
</tr>
<tr>
<td>1435</td>
<td>175.00</td>
<td>175.00</td>
<td>175.00</td>
</tr>
<tr>
<td>1436</td>
<td>175.00</td>
<td>175.00</td>
<td>175.00</td>
</tr>
<tr>
<td>1435</td>
<td>175.00</td>
<td>175.00</td>
<td>175.00</td>
</tr>
<tr>
<td>1436</td>
<td>175.00</td>
<td>175.00</td>
<td>175.00</td>
</tr>
</tbody>
</table>

SEEBURG

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1100</td>
<td>1495.00</td>
<td>1495.00</td>
<td>1495.00</td>
</tr>
<tr>
<td>1100-9 (15/12)</td>
<td>1495.00</td>
<td>1495.00</td>
<td>1495.00</td>
</tr>
<tr>
<td>1100-9 (15/12)</td>
<td>1495.00</td>
<td>1495.00</td>
<td>1495.00</td>
</tr>
<tr>
<td>1100-9 (15/12)</td>
<td>1495.00</td>
<td>1495.00</td>
<td>1495.00</td>
</tr>
<tr>
<td>1100-9 (15/12)</td>
<td>1495.00</td>
<td>1495.00</td>
<td>1495.00</td>
</tr>
</tbody>
</table>

WALTZER

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
<td>35.00</td>
<td>35.00</td>
<td>35.00</td>
</tr>
<tr>
<td>101</td>
<td>35.00</td>
<td>35.00</td>
<td>35.00</td>
</tr>
<tr>
<td>101</td>
<td>35.00</td>
<td>35.00</td>
<td>35.00</td>
</tr>
<tr>
<td>101</td>
<td>35.00</td>
<td>35.00</td>
<td>35.00</td>
</tr>
</tbody>
</table>

BALLY

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic (1/63)</td>
<td>65.00</td>
<td>65.00</td>
<td>65.00</td>
</tr>
<tr>
<td>Beach Ball (1/63)</td>
<td>65.00</td>
<td>65.00</td>
<td>65.00</td>
</tr>
<tr>
<td>Beach Ball (1/63)</td>
<td>65.00</td>
<td>65.00</td>
<td>65.00</td>
</tr>
<tr>
<td>Beach Ball (1/63)</td>
<td>65.00</td>
<td>65.00</td>
<td>65.00</td>
</tr>
</tbody>
</table>

PINBALL GAMES

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>American (25)</td>
<td>25.00</td>
<td>25.00</td>
<td>25.00</td>
</tr>
<tr>
<td>American (25)</td>
<td>25.00</td>
<td>25.00</td>
<td>25.00</td>
</tr>
<tr>
<td>American (25)</td>
<td>25.00</td>
<td>25.00</td>
<td>25.00</td>
</tr>
<tr>
<td>American (25)</td>
<td>25.00</td>
<td>25.00</td>
<td>25.00</td>
</tr>
</tbody>
</table>

CHICAGO COIN

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>101 (10/49)</td>
<td>75.00</td>
<td>75.00</td>
<td>75.00</td>
</tr>
<tr>
<td>101 (10/49)</td>
<td>75.00</td>
<td>75.00</td>
<td>75.00</td>
</tr>
<tr>
<td>101 (10/49)</td>
<td>75.00</td>
<td>75.00</td>
<td>75.00</td>
</tr>
<tr>
<td>101 (10/49)</td>
<td>75.00</td>
<td>75.00</td>
<td>75.00</td>
</tr>
</tbody>
</table>

GENCO

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>6500</td>
<td>105.00</td>
<td>105.00</td>
<td>105.00</td>
</tr>
<tr>
<td>6500</td>
<td>105.00</td>
<td>105.00</td>
<td>105.00</td>
</tr>
<tr>
<td>6500</td>
<td>105.00</td>
<td>105.00</td>
<td>105.00</td>
</tr>
<tr>
<td>6500</td>
<td>105.00</td>
<td>105.00</td>
<td>105.00</td>
</tr>
</tbody>
</table>

COTTLEYS

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000</td>
<td>200.00</td>
<td>200.00</td>
<td>200.00</td>
</tr>
<tr>
<td>1000</td>
<td>200.00</td>
<td>200.00</td>
<td>200.00</td>
</tr>
<tr>
<td>1000</td>
<td>200.00</td>
<td>200.00</td>
<td>200.00</td>
</tr>
<tr>
<td>1000</td>
<td>200.00</td>
<td>200.00</td>
<td>200.00</td>
</tr>
</tbody>
</table>

MEAN AVERAGE

The mean average is a computerized average of the prices advertised for the period indicated and reflects the prices actually paid for machines in the market area. When the mean average indicates the price level at which most of the machines advertised are sold. Therefore, when the mean average is nearer the "low" price, the "low" price probably for "as is" or "diluted" equipment.
WE'LL TALK COMMON SENSE...

We are making a nationwide request to everyone that we supply any information on the Santa Aliens. We will pick up your box at your door within 400 miles radius. If quantity is large we will pick up anywhere. Ready stock is waiting.

TO OUR OPERATORS & DEAS.

Our current shortage of equipment indicates the peak of first turnover. You can use our box to secure orders when you do more business than anyone else. Do business with a successful distributor. Come today! INAMACH.

WANTED

GOOD BINGO MECHANIC!

GOOD PAY!

STEADY WORK!

NO DRIFTERS!

WRITE TO BOX 912

The Billboard, 188 W. Randolph St., Chicago, Ill., 60601

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD

D. C. Ops Halt

Continued from page 80

Great Seal to be Fair to W. Bowles and East Coast.

Squibber says, "So the plan was to suspend operations temporarily due to the mechanics during the month." By the time the plan was set in action, it was too late to be fair to Chicago when it finds business stepping up and a greater demand expected.

Squibber is enthusiastic about the combined service plan, and says that the temporary suspension won't discourage operators from going ahead in the same direction. Problems could not be foreseen, he says, but they can all be solved. 'We've learned a lot, and will be better prepared when the plan resumes next month, he says.

Coin Exports

Continued from page 85

overnight insurance if restrictions were lifted.

September exports valued at a monthly 800,000, nevertheless showed a big drop from August's 12,000,000. In fact, the value of the total shipments was the lowest in value since February's $1,773,600. Since March, each table sold from $1,358,000 to 600,000, with March's run hitting the all-time record for one month, 82,533,970.

Belgium again led all other markets, with a total of 44,338,314 delivered during September. Its August run was 50,000,000, but the leading figure was the result of September and the top game imported. (See chart, this section.)

COINMEN YOU KNOW

Chicago

By NICK BIBO

Preparations for the holidays are getting under way in most operators, distributers and manufacturers. And a record cold snap, with the usual snow and wind, has been more than adequate to set the stage.

(Continued on page 86)

with pride

we're popping our buttons

over the solid success of our 34th Annual AMUSERS Hall of Fame Banquet. Most gratifying has been your enthusiastic response and expressions of appreciation for this long-to-be remembered evening of good fellowship.

A low sweeping bow to you all for making this affair bigger and better each year.

Seasons Greetings from the...
NOW DELIVERING

* Sally A.R.C. Champion Bowling Lanes
* Sally Sun Valley, Circus, Carnival, The Bike, The Champion Model T and Townsville Trolley

LOWEST PRICES

WRITE OR CALL FOR PRICES

** SPECIAL ★ ★ BINGO GAMES

100-250 Games...
$15.00...

250-500 Games...
$25.00...

500-1,000 Games...
$35.00...

1,000-2,000 Games...
$45.00...

2,000-3,000 Games...
$55.00...

3,000-4,000 Games...
$65.00...

4,000-5,000 Games...
$75.00...

5,000-6,000 Games...
$85.00...

6,000-7,000 Games...
$95.00...

7,000-8,000 Games...
$105.00...

8,000-9,000 Games...
$115.00...

9,000-10,000 Games...
$125.00...

10,000-12,000 Games...
$135.00...

12,000-15,000 Games...
$145.00...

15,000-20,000 Games...
$155.00...

20,000-25,000 Games...
$165.00...

All machines have been checked, cleaned and ready for location.

CADERON DISTRIBUTING, INC.
423 N. Alameda St., Phone: Milam 4-6681 Indianapolis, Indiana

IT'S NO SECRET... FOR BETTER EQUIPMENT ANYTIME, EVERYONE GOES TO WORLD WIDE!

BINGO GAMES

ROYAL FLUSH...

ROYAL BIRD...

ROOSTER BIRD...

LAST CHANCE...

BETTER...

BETTER II...

BETTER III...

BETTER IV...

BETTER V...

BETTER VI...

BETTER VII...

BETTER VIII...

BETTER IX...

ROYAL FLUSH...

ROYAL BIRD...

ROOSTER BIRD...

LAST CHANCE...

BETTER...

BETTER II...

BETTER III...

BETTER IV...

BETTER V...

BETTER VI...

BETTER VII...

BETTER VIII...

BETTER IX...

5-BALL GAMES

ROYAL FLUSH...

ROYAL BIRD...

ROOSTER BIRD...

LAST CHANCE...

BETTER...

BETTER II...

BETTER III...

BETTER IV...

BETTER V...

BETTER VI...

BETTER VII...

BETTER VIII...

BETTER IX...

ROYAL FLUSH...

ROYAL BIRD...

ROOSTER BIRD...

LAST CHANCE...

BETTER...

BETTER II...

BETTER III...

BETTER IV...

BETTER V...

BETTER VI...

BETTER VII...

BETTER VIII...

BETTER IX...

ARCADE EQUIPMENT

GAMES, BOWLS OR MIX.

BELLS AND WHISTLE BOX.

SOFTBALL BOX.

SWING SAM'S.

SWING MIGHTY MATT.

GOOD GEMS.

JOHNNY DARE.

HIGH STAKES.

POCKET FINS.

PHANTOM.

LIL ACES.

DIAMOND LIL.

DIAMOND LIL.

JOHNNY DARE.

All Reconditioned Equipment is Stock—Prompt Shipment!

Cable Address: "GAMES.

When answering ads... Say You Saw It in The Billboard.
Ark. Ops on Legal Tightrope

no indication they will enforce it against these pin games.

But the operators are just con-

fused. Many do not know what
to do because they cannot foresee
what will happen. About 90 per
cent of the operators in the State
have not bought the $250 federal
gaming license.

About 15 per cent have. These are
the precious operators, such as
in Little Rock, Fort Smith and
Hot Springs, who can afford the
big outlaw and still make money
from high play on the machines.

I cannot imagine how per cent
who have not bought the gaming li-
cense are those who could afford it
but don’t know whether to or not.
As a consequence, the sale or new-in-
law pin games has declined sharply in Arkansas.

One of the elements to be con-

sidered by the operators is the recent announcement of the direc-
tor of the Internal Revenue district
circle at Little Rock. He said he
would like to see the in-lane games
"as the most deceiving devices they were "just a mimicry." He
said he was going to prosecute “everyone
who made the games.”

He said, however, that he was
for medium and did not have
enough personnel to check all the
pin games in the State and also
report the operators. He is a dif-
cult time with few income tax
returns filed. However, the director
recently transferred to Little
Rock and is trying to clean up the
State.

The Supreme Court ruling, a
survey of Arkansas operators
shows that "because of the breach"
out of the pin game business in
Arkansas, there may be the main one in which players
were paid off if they won.

Now a big percentage of those
games have been sold by operators
and shipped out of the State. The
State revenue agents have several
down stores in warehouses which
they seized.

The "very little activity" in the
pin game distributing business.
Drawn out sales the games are
not being and are uncertain of
what the future will hold.

Demonstration

were charged by police with offer-
ing "co-operated" machines triggered the probe, rec-
cording police officials. Op-

eration also claim they are in doubt
for clarification by the license
committee on whether converted
pinball-type games meet with
official approval.

According to several key op-

erators here, the complaints center
around incoherence of scoring systems
on the converted units. Machines
have been connected to pinball,
but scoring systems have been
retained. "Every game, even base-

ball scoring system," operators claim.
"These converted machines are a serious attempt to
meet with the license committee's demands. We have to cooperate in
every way that we can."

Edith Fritzta, Triple A Amuse-
ment Company, whose conversion
of the Bally Falls Springs game
has caused considerable interest
here, will demonstrate his equip-
ment at the meeting. Her unit,
also, has received official
approval via an opinion last
tall from the City Attorney.
Approximately 10 other units are ex-
pected to be put on exhibition for
the city fathers at the December
19 probe.

Gottlieb Gift

Josipra Steel Company; Edwin
Sahath, president, Sahath Depart-
ment Store; Luke Pecina, presi-
dent, Handy Rotton Manufacturing
Company; Joseph Shure, president,
Domino Playing Card Company; Phil
Sung, president, Gothenburg Ice
Cream Company, and Paul Stetson;
and Milton Miller, "Mickey Mouses Company," plans for the $40,000,000, 180-
hed general hospital are being
drawn up by the mighty A. Rankin
& Sons, Chicago. The hospital
will accommodate 1,000 patients
with 100 per cent air conditioning and
electrolytic air filtering. Patients' ears and conductors will be warmed
by sound conditioned rooms, effi-
ciency being provided for the proper
backing and medical care of the ga-
ties and other advanced features.

Future expansion will include re-
search facilities, a cancer detection clinic, a training school, a nursing school and residence quar-
ters.
JOE ASH Says:

TERRIFIC REDUCTIONS on 2 and 4-Player
GOTTLEIB GAMES

See Balles Regular Continental Cafe
Scoreboard

Bumper

Write, Wire, Phone for Prices!

COINMEN YOU KNOW

HEARD ABOUT

Rex’s NEW 12”

HI-FI SPEAKER!!!

The well-spoken that operations have
needed for years.

47" to 102” box for residential where
540 site impedance.

44 to 14,000 cycle frequency range.

Direct radiation ensures toll range
without distortion.

Carries from home to phonograph.

Valley "Confident Quality" issues Your Profit.

Only VALLEY makes

BUMPER POOL®

6-POCKET POOL TABLES by

Valley

(TAG Hug)

Nothing finer in the market.

Write, Wire, Phone for Details

VALLEY SALES CO.

322 Morton St., Bay City, Michigan.

(Calif. Affiliate, Valley Mfg. Co.)

Twinbrook 3-8367

“This IS IT”... Williams JIG-SAW with the

"MYSTERY PUZZLE"

See it at your Williams

Distributor Today!

OPERATORS IN N. ILLINOIS N. IOWA...

The Play’s the Thing
and GOTTLEIB GREAT NEW

4-PLAYER

FALSTAFF IS LOADED WITH ACTION FEATURES!

Advance-Value Bote Targets Ball-Arillers

2-Way Double Match Feature

Ticket Vending Supply Twin Chutes

LOCATION TESTED WIDEST IMMEDIATE SHIPMENT...

You can get this terrific Money Maker into your location with no
test no inventory. Our National's Rental Plan. Write, Wire, Phone,
Visit Us New for Rates and Infor-
mation.

Today’s Best Buys in

RECOMMENDED EQUIPMENT

MULTIPLE PLAYERS

4 PL. REGISTER...$315

2 PL. CONTINENTAL CAFE...$252

2 PL. FLAGSHIP...$315

2 PL. SAPIEL...$285

2 PL. TOREADOR...$275

2 PL. GLADIATOR...$255

2 PL. MARATHON...$245

2 PL. TOURHAN...$225

ORDER FROM:

NATIONAL

COIN MACHINE EXCHANGE

1411-13 Downey, Chicago 14, III.

Cincinnati 1-A, Ohio

All the news of your industry
every week in The Billboard...

DISTRIBUTORS and Large

Operators: — We will prepay and send
you BRAND NEW CRATES for you to
ship us Shuffle Alleys and Bingos. Send
us your entire inventory. We want—

ALL BALLY BINGOS!

UNITED—BALLY

CHICAGO COIN—KEENEY

SHUFFLE ALLEYS

Highest Cash Prices Paid!!

DISTRIBUTING CO.

3726 Kessin Ave., Cincinnati, O., Ont. 1-5004
WE HEARD YOU AT FIRST
and WE'RE RUSHING
TO GET 'EM TO YOU, FIRST!

Chicago Coin's
TV BOWLING LEAGUE!
QUIETEST BOWLING LEAGUE EVER MANUFACTURED!
CONTACTS ANYWHERE ON PLAYING FIELD!

Game Output

outlook for 1958 indicates a con-
dinued drop in the number of new
game models.

However, the hoped-for intro-
duction of a new-priced, popu-
lar location piece could change
the picture completely in a short
time. There are no concrete signs
of such a device at present, but
new games are on the drawing
boards.

The new models of 1957, to
date, include 24 five-balls, 14 pool
banners, 13 slant bowls, 12 novelty
models, 4 roll-
down games, 4 guns, 3 in-bow, 2
shuffle bowlers and 1 baseball.

Last year's total of 133 models
was made on 10 mills, 21 five-
balls, 4 shuffle bowlers, 6 guns, 7
kiddie rides, 3 baseballs, 6 target
bowlers, 24 novelty pieces and 32
pool units.

The trade saw 113 new models
in 1956, 136 in 1955. Dollar value
of games produced in 1956 was
estimated at $5 below the dollar
value of 1955 games; dollar value
of 1957 games is estimated at about
equal to 1956.

First-Conditioned
14-Ft. Bowlers

Kaye Super Deluxe
SLATE POOL GAMES
Floor mahogany, color-
ful, tournament style,
high performance.
SEEBURG 100 WALLOMATIC WALL BOXES

$54.50

SEEBURG
V200 with VL Selection Receiver ........ $850
HF100R .................................. 695
HHF100R (Hideaway) ................... 595
HHF100GC (Hideaway) ................. 525
M100C .................................. 495

AMI
H200 (like new) .......................... WRITE
G200 (like new) .......................... $675
G120 (like new) .......................... 650
F120 .................................. 525

WURLITZER
2150 (like new) WRITE 1700 ............. $495
2000 .................................. $575
1900 .................................. 675
1800 .................................. 1250

Terms: 1½ Deposit Required
Cash or Credit

We are pleased to Announce our Appointment as
THE EXCLUSIVE OHIO DISTRIBUTOR
For the NEW UNITED PHONOGRAPH
FOR IMMEDIATE DELIVERY CALL:
SAM SOLOMONS, HARRY STEWART, JERRY BRENNER

CENTRAL OHIO COIN MACHINE EXCHANGE
854 N. HIGH ST.
COLUMBUS, OHIO
TELEPHONE: AXminster 4-3529

Exciting New "CHANGE-A-CARD" target
with special "HOLD-OVER" feature

Hitting "Change-A-Card" target, lights playing cards in back rack. When all cards are lit, target and rollovers give Special Bonus. Holdover feature carries lighted cards from game to game.

Specials: for lighting 1-2-3-4-5 rollovers;
for high score... "Match feature."

HIGH SCORE TO 9,900,000

- New extra powerful flippers that shoot ball at change-card target
- New - 5 atomic thumper bumpers
- New - 3 stretch rubber kickers
- New - All metal door and frame
- New - National Slug rejector coin chutes as standard equipment
- New - Metal legs... lack corner cabinet construction

GENCO MANUFACTURING
Division of Chicago Dynamic Industries, Inc.
3451 N. MULBERRY AVE. • CHICAGO 14, I1.

See your GENCO DISTRIBUTOR Today!
Strike-Bowler is REAL bowling alley...

Sensational moneymaker Strikt Bowy., Smooth-alley bowling realistic new players' games new locations.

Few men are luckier than tournament kit...free! 2 games a day.

Boost profits in shuffle sports with new...

Get your share...get Sun Valley now!
The illustration shows a bowling machine with the following features:

- Giant Balls: 41 inches in diameter, 21 pounds
- Giant Pins: Realistic size, larger than usual
- Playfield: Sound-proofed with cork backing
- Entire Ball Return Runway is rubber lined
- Back Stop: Sound-proofed with cork

The ad highlights the new profit-making feature of the machine: 2 games for 25¢, also available as one game for 25¢. It is easily convertible to regular 10¢ play.

For more information, visit Chicago Coin Machine Co. at 1725 W. Diversey Blvd., Chicago, 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
ACCEPTS UP TO 20 QUARTERS
AT ONE TIME FOR FUTURE PLAY
ALSO AVAILABLE IN ONE PLAY FOR 25¢
CONVERTS EASILY TO 10¢ PLAY

New DROP CHUTE MECHANISM
with NATIONAL REJECTOR
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!
program conveniently and profitably anywhere in the location with the...

DUAL PRICING IS THE ANSWER
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

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1903

J. P. Seeburg
Chicago 26, Illinois
Division of Potthoff Industries, Incorporated