

The Billboard

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NATIONAL MARKET REPORT

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DECEMBER 30, 1957 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

'57 Not Bad Year For Coin Machines

Bloom Off Juke & Game Revenues, But Over-All Picture Cues Healthy Factor

By AARON STERNFIELD

NEW YORK—The bloom is off the rose for the nation's coin machine operators. The year just ended saw no revenue records broken for the juke box and amusement game fraternity, but on the other hand it saw few operators ending up in the poorhouse.

During the decade following World War II, the country went on a buying spree—perhaps to compensate for the years of shortages during the conflict. In many cases, overtime pay was there for the asking, and when the week was over, the working man generally had a few dollars left over. A fair percentage of these dollars ended up in the coin boxes of juke boxes and amusement games.

By almost any yardstick, 1957 was not a bad year. Money may have been a little tight, but nearly everybody was working. The main difference between 1957 and the immediate post-war years is that people were in a hurry to spend their money then; now they take their time.

Ask any operator what kind of year 1957 was and he'll probably say that it was pretty poor. But it was poor only when compared with the lush years. Actually, most routes returned pretty healthy profits, profits which in normal times would be considered adequate.

Jukes Amid Holiday Whirl

CHICAGO — The holiday season produced a flurry of activity among the nation's juke box operators, but it was strictly in the form of servicing their machines rather than being swamped by collections.

With Christmas over, operators were busy with a quick change from yuletide carols to the less fervent but more festive tunes like "When the Saints Go Marching In," "Auld Lang Syne" and "The Beer Barrel Polka."

Altho normally most juke boxes are serviced about every two weeks, the holidays find the majority of phonographs getting the weekly quick-change treatment.

But while the activity continues on the operator level, it is seldom reflected in the juke box play. With few exceptions, holiday activity on the phonograph is below par compared to other months.

In the main, operators put on the records "because people like to see some festive music," but play rarely approximates that of current pop hits.

The proof of the pudding may be found in the records of the financial houses. For the Standard Financial Corporation, a house specializing in coin machine paper, 1957 was the best year yet.

According to Arthur Silbert, Standard vice-president, the firm handled a record amount of coin machine paper during 1957, and also had a record number of accounts.

Needed Cash

This in itself, doesn't mean that the operators were breaking any records. In some instances, it merely meant that the operator was strapped for cash and had to borrow. But the volume of business done by Standard Financial would indicate that operators are investing more money in equipment than ever before.

Delinquencies during 1957 were somewhat higher than during the previous year, but even so the delinquency figure is so low that it is considered negligible. Repossessions are still virtually unknown, and if there was any incidence of bankruptcy among juke box or amusement machine operators, it was the best-kept secret of the year.

As far as major cities are concerned, amusement machines and juke boxes are at a near-saturation point in numbers. About the only way a city operator can expand is to buy a competitor's route. But that doesn't mean that he has reached his revenue potential.

Dime Play

While the economics of the juke (Continued on page 57)

ABP PREVIEWS HEALTHY 1958 FOR INDUSTRY

NEW YORK — Despite "the current wave of pessimism," a poll of America's business paper editors reveal a healthy outlook for business in 1958. Associated Business Publications last week revealed the results of its survey of members representing 46 industries as 70 per cent predicting for increase next year, 22 per cent seeing a "hold steady" line and 8 per cent seeing a business decline.

More sharper merchandising techniques, more advertising by local firms, more identification and promotion of brand names and copy emphasis on dramatic appeal were predicted by the editors. The ABP poll also saw "a growing awareness of the need for improved public relations and special programs for community, stockholder, employee relations with management."

The publications' crystal ball foresaw rising labor costs, manpower shortages and "substantial, growing application of automation techniques" in most industries and professions. This business forecast is to be an annual project of ABP's editorial division, which now includes 167 trade journals.

Consensus on specific industry gross volumes included Advertising, 5 per cent rise in 1958. Hi-Fi, 5 per cent rise. Toys, 10 per cent rise. Printing, will level off. Candy, will just barely hold 1957's gains. Plastics, 10 per cent rise. Hotels, spotty. Electrical, "unprecedented gains." Restaurants, a bit down.

Review Wax Tabs 1957 Record Disk Production Year

The Billboard Panel Listened to 4% More Singles, 31% More LP's

By HOWARD COOK

NEW YORK—A record number of 4,649 single disks were received for review by The Billboard reviewing staff during 1957—an increase of 4 per cent over 1956. The new record was set in the wake of a slight dip in the number of singles received for review in '56 as against 1955. At the same time, more than 3,000 LPs were submitted for review, an increase of 31 per cent over '56. Disks were received from 327 new companies, an average of six new firms per week.

The sharpest rise was in LP's in the pop category, tho the totals in other fields, especially classical and jazz, were also greater. The 1957 figures represent an increase of 2 per cent in singles and close to 50 per cent in albums above the totals for 1955.

The heaviest month for albums was November with 343 sent in for review. March was the big month for singles with 515 submitted. Approximately 93 singles and 60 LP's were received each week, and over 90 per cent of the singles and 97 per cent of the LP's were reviewed.

1957 was a big year for rock and roll. For the latter part of the year, most of the rhythm and blues hits and many of the country and western best-sellers were duplicated on the pop best-selling chart. A brief calypso trend at the start

of the year produced few artists who had repeat hits, and calypso was largely a Belafonte phenomenon. The Hawaiian-rocker fling during the early part of the summer was also short-lived, and rock and roll platters remained the most-favored by the kids.

There was a slight return to ballads this year, but few of these were without traces of rock and roll. Most of the clicks were of the rocker or rockabilly type, and a surprising number of the tunes were b'res or based on blues. There were few big instrumental hits and even fewer novelty smashes.

This was also a good year for male vocalists. Only four of the year's top 50 disks were by girls or fem groups. It was a year that saw several new artists develop important recording personalities. Twenty of the top 50 records in 1957 were by groups or artists that were new to disks.

Sound tracks, original cast recordings and vocal mood albums were tops in pop albums this year. Five of the top 10 best-selling albums were either sound tracks or original cast recordings of Broadway shows. These are "My Fair Lady," "Oklahoma!" "Around the World in 80 Days," "The King and I" and "The Eddy Duchin Story."

Antal Dorati's Mercury recording of Tchaikovsky's "1812 Overture" with The Minneapolis Symphony Orchestra and Arthur Rubinstein's interpretation of Rachmaninoff's "Symphony No. 2" were also top sellers. (Continued on page 42)

NEWS OF THE WEEK

Spot Business OK, But Outlets Troubled on Half-Hour Sales . . . Syndication prices have gone so high that only well-heeled advertisers can buy. Local sponsorship in TV has been hard hit, with many small firms returning to radio. Spot business continues good, but full sponsorship of half-hours has dipped sharply. . . . Page 6

Perfect Stereo Disk Process Will Take Time, Say Producers . . . Stereo is coming for sure but it may be further off, on a mass basis at least, than many now believe. Disk and phono firm spokesmen, tapped last week for their opinion, indicated that much research remains before stereo disk reproduction is perfected. "We don't want the public bamboozled," was the consensus. All felt that dealers should have no concern. "They will definitely be protected," was another general comment. . . . Page 11

RCA Sets 100 Per Cent LP Return; Includes 15 Per Cent Service Fee . . . RCA Victor announced a 100 per cent return

privilege on all new albums last week effective January 1. Significant also, in the change, is the institution of a service charge of about 14 per cent of the wholesale price of all albums returned. The 100 per cent exchange privilege continues in effect, but this, too, will now also carry the service charge. Service charge does not pertain to 100 per cent guarantee on all singles. . . . Page 11

DEPARTMENTS AND FEATURES

Amusement Games 61	Honor Roll of Hits 24
Carnival 50	Best Seller Lists 26
Circus 48	Tips on Coming Tops 38
Coming Events 53	Parks & Pools 47
Classified Ads 52	Pines 51
Coin Machine Market 58	Quarterly Spotlight on
Fair & Expositions 49	Tape 14
Final Curtain 46	Radio 11
General Outdoor 44	Rinks 47
Letter List 53	Routes 46
Merchandise 51	Television 7
Music 11	TV Film 6
Music Machines 57	TV, TV Film Reviews 10
Music Pop Charts	Vending Machines 54
Album Buying Guide 22	

New Markets Hike Output

NEW YORK — The continued expansion of both singles and album fields can be attributed in part to new markets which have been created thru racks. Supermarkets and drug stores have opened new sources for buyers.

There has also been an increase in the number of lower-priced LP's with more participation by major labels and by a larger number of companies producing only sets with a lower price tag.

During the last two months of 1957 there was a marked rise in the number of less expensive LP's received for review by The Billboard than earlier this year and a significant increase in the overall total received during this year, as compared to 1956.

GOOD FELLAS GET TOGETHER

Early '58 to Mark Mergers Of Medium-Sized Agencies

NEW YORK—The first half of 1958 is expected to produce a rapid acceleration in the trend among medium-sized agencies to merge. One of the sizable group of agencies quietly negotiating for mergers is Norman, Craig & Kummel, which is expected to emerge vastly enlarged after some pending deals jell.

N.C.&K. is now negotiating with key local agencies in Los Angeles and Chicago. If mergers result, the deals would give it major offices in the three largest cities in the country, and would substantially increase the services it can render clients.

Cunningham & Walsh and the Compton agency are two others shopping the merger marts. Compton was trying to effect a merger with the Kudner agency to save the Buick account, but the arrangement could not be worked out. Also trying to effect the same kind of deal was Cunningham & Walsh, which already has absorbed a number of smaller agencies.

Buick Pattern

The importance of multiple offices in key cities and multiple

services for an agency is indicated in the competition for the Buick account. Two of the agencies vying for the account, Benton & Bowles and Leo Burnett, both would have a vastly better chance of acquiring the billings if they had major offices in a number of major cities. Burnett, of course, is a Chicago agency with a New York branch office. B.&B. is mainly a New York agency.

What importance does TV play in the demands of clients for more services? In most cases the agencies merely select the client's vehicles and later supervise their presentation. But clients want the security of dealing with agencies which

have TV executives of major stature on the payroll.

Research Wanted

They also want amplified TV research. They want different tests and studios to assure that no mistake is made in the selection of properties. Such a combination only a huge agency can offer.

Only the largest agencies can also provide marketing, merchandising and corporate media planning departments, in the pattern of the successful McCann-Erickson operation. And in addition to all this, merged agencies usually avoid duplication in services and thus can provide the plus services to clients more economically.

MOVING TIME

ABC Shifts Three More Programs

NEW YORK—Mid-season shuffling continues to center largely around ABC-TV, which next week will move three more shows into new slots. "Walter Winchell File," recently shifted from Wednesday to Friday, will be berthed Thursday, 9:30-10 p.m., probably with a new sponsor. Tums is reported signing to replace Revlon on the dramatic series.

"O. S. S." will shift from the Thursday spot to Tuesday 10:10-10:30 p.m., with Bristol-Myers buying 13 one-minute participations and the web now offering the remaining two for sale. "West Point Story," now in the Tuesday slot, will move to Monday 7:30-8 p.m. as a sustainer, replacing the exiting "American Bandstand" nighttime stanza.

The ABC sales force is out selling "Win a Million," "It's News to Me," "Masquerade Party" and other properties as potential entries for the now-open Friday 8:30-9 p.m. time. Before the temporary Winchell occupancy of that slot, Patrice Munsel had it; her music stanza now fills the Friday 9:30-10 slot.

The Sterlings

"Jacques and Jill," a comedy

CBS Sells 2 Quarters Of 'Beat Clock' Strip

NEW YORK — CBS-TV last week sold two quarter hours of "Beat the Clock," its daytime strip. One was bought by Lever Bros., and the other by Bristol-Myers. The 2:30-3 p.m. program is rapidly moving toward s.r.o. status.

series starring Anne Jeffreys and Robert Sterling, arrives January 20 as a Guy Mitchell replacement for Max Factor in the Monday 8-8:30 p.m. berth. The Hal Roach-Alex Gottlieb production has 13 weeks in which to prove itself. William Seiter is directing the films.

ABC's already-crowded drawing boards now include an adventure series starring Rory Calhoun, to be filmed at Desilu studios, and a new Margaret O'Brien comedy replacing "Maggie," the show which made the rounds this fall. Pilots on both web projects are promised for March 1.

Bristol-Myers, in addition to the "O.S.S." buy, just purchased a weekly participation in ABC's "Scotland Yard" and two weekly spots in the John Daly news strip at 7:15 p.m. Sanka, which had alternate weeks of "Yard," will now alternate one and two spots from week to week.

ABC is huddling with Screen Gems on "The Fat Man," the Dashiell Hammett mystery series formerly a radio success. A pilot will be ready February 15.

Sandura Adds Buy On 'Price Is Right'

NEW YORK — A firm which has had exceptional success with daytime TV, Sandura last week added an alternate quarter-hour of "Price Is Right" to its NBC-TV order. The buy is for seven weeks, as is the Sandura renewal of the "Queen for a Day" alternate quarter hour.

Sponsorship of both programs is on Mondays, giving the advertiser a contiguous rate. Hicks & Greist is the agency.

Thurs. 'Bandstands' Star Radio Folks

NEW YORK — Thursday telecasts of "American Bandstand" over ABC-TV will henceforth feature the stars of American Broadcasting Network, the web's radio sister.

The weekly stanzas of the daytime strip, beginning January 2, will find emcee Dick Clark sharing the podium with Jim Backus, Merv Griffin, Herb Oscar Anderson and ABC singing regulars.

TV, ASCAP Pact Near Set, About Same

NEW YORK — The American Society of Composers, Authors & Publishers' TV contract covering use of music on network and local stations was virtually wrapped up late last week, with an overwhelming number of stations represented by the all-industry TV committee wiring in their approbation of the terms. The deal, as indicated previously, is virtually the same as the expiring contract.

In the case of local stations, the music payment calls for 2.05 per cent of time sales, less certain deductions. In the case of networks, the percentage is 2.5 per cent. It is a four-year pact.

A protective clause which existed in the old network contract has been discarded. This clause was designed to guarantee that ASCAP's income in any one year would not fall below its network earnings in a previous year.

The ASCAP board is scheduled to meet Monday (30) to ascertain whether enough broadcasters had okayed the terms. The office of Judge Simon Rifkind, counsel for the committee, on Friday (27) sent out a wire stating that the all-industry TV committee unanimously recommends adoption of the terms.

Most stations repped by the committee have already given their approval, but this wire was intended to reach some 150 additional stations. By Monday (30) practically total approval is expected.

Sources close to the scene stated that talks on the matter of a compromise settlement of the Song-

(Continued on page 13)

Cold Remedies Hike Budgets

NEW YORK—More money for cold remedies—mainly the asperins—is beginning to be made available by advertisers. Whitehall Pharmaceutical has budgeted an additional \$1,000,000 for its Anacin division, some of which has already been spent in purchasing the NBC-TV news. Mentholatum, another cold remedy, has bought an additional quarter hour of "Treasure Hunt."

Bristol-Myers has also made more money available for its Bufferin division. Warner-Lambert's Analist, however, is putting its dollars into spot TV. Vicks is also looking around for more TV for its Vapo-Rub.

Last-Minute Buys Made on Network Football Telecasts

NEW YORK — More last-minute sports buys were made on the webs last week. Tums bought the third quarter of CBS-TV's Gator Bowl, Saturday (29). Other sponsors of one-quarter of the holiday football game are R. J. Reynolds and Carter Products Rise shave cream.

At NBC-TV the networks sold its January 12 National Professional Football League Bowl Game to Lincoln-Mercury, and Liggett & Myers.

SAYS SCHERIN:

Science Fic Show Buys Carry Risk

NEW YORK — Anyone who hops on the space show bandwagon does so at considerable risk, according to Scherwin Research Corporation. Science fiction appeals mostly to men; the hard core of enthusiasts is exceptionally small (about a fifth of the total audience) and these fans are unusually choosy.

The success of proposed space series depends almost entirely on their appeal to this limited, difficult group, Scherwin finds, and cannot be predicated on track records of early TV shows like "Captain Video" and "Tom Corbett, Space Cadet," which were strictly juvenile appeal. Scherwin also cautions against trick endings, overuse of scientific terms, unconscious changes of mood in scripting and underestimating viewers' knowledge of impending space progress.

Client Renews Ziv 'Annapolis'

NEW YORK — Ziv's "Men of Annapolis" was renewed for the second year in a row by Carnation Milk in 17 Western markets. The buy was made for Carnation for its Albers Milling Division.

Markets include San Francisco, San Diego, Seattle, Portland, Ore., Phoenix, Ariz., and Salt Lake City. The agency is Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

We're Bystanders, Says CBS in Fuss Re 'Game of Week'

NEW YORK—CBS-TV claims that it is only an innocent bystander in the recent flare-up from minor league teams about the Sunday "Baseball Game of the Week." The web points out that six major league clubs sold their Sunday network video rights for 1958 to Dancer - Fitzgerald - Sample for Fallstaff Brewing.

The network was selected by the advertising agency. CBS-TV also points out that the Sunday games will be carried by 103 stations as against 159 on Saturday. The minor leagues' "out of business" plea was made to Congress against CBS.

'Price' Christmas Pkg. Pulls Mail!

NEW YORK — "The Price Is Right" pulled 16,408,367 pieces of mail in four weeks for its special Christmas "Showcase" of giveaway items. The Goodson-Todman audience participation vehicle has been averaging regular mail of 2,000,000 each week.

Both as a daytime strip and a Monday 7:30-8 p.m. stanza on NBC-TV, "Price" has been an unusual mail-puller from the very start.

Timex Buys Ten Weeks of S. Allen

NEW YORK—Timex last week moved back into NBC-TV sponsorship when it purchased 10 alternate weeks of Steve Allen from Pharmacrast.

The show is on NBC-TV, 8-9 p.m. Sundays. Timex was one of Allen's early sponsors. It recently cancelled several Bob Hope spectacles.

Health Spec For Wheaties

NEW YORK — General Mills, for its Wheaties division, is preparing a physical fitness spectacular for sometime next June. Entertainment will be emphasized on the show, but the sports theme will also be carried thru.

General Mills feels that the President's program to improve the health of youth can be tied in directly with Wheaties to the benefit of both. No talent or network has been set.

Ford Foundation To Aid Education Stations' Quality

HOLLYWOOD — The Ford Foundation's Fund for Adult Education is putting together a team of production executives to teach production knowhow and step up quality of telecasting at the nation's educational stations.

The team, to consist of 10 production men from commercial TV, will make a swing around the country, lasting approximately six months, visiting all of the 23 educational stations presently on the air. Purpose is to bring production quality of educational stations up to a par with that on commercial TV.

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NBC Quizzers Start Slowly On Trendex

NEW YORK — NBC-TV's new 7:30-8 p.m. quiz shows have begun slowly, according to their Trendex ratings. "Treasure Hunt's" December 24 rating in the Tuesday night half hour was a 9.3; it's CBS-TV competition, "Name That Tune," got a 9.3, while the first half of "Sugarfoot" on ABC-TV received a 15.0. The "Hunt" rating was an improvement over the last rating taken of Nat (King) Cole, its predecessor, who got a 6.9 on December 3.

On Friday (20) "Truth or Consequences" got a 6.7 on NBC, and "Junior Miss," the CBS-TV spectacular, received a 16.3 for its first half hour. "Rin Tin Tin," the ABC competition, got an 11.1. The previous week, without the competition of a spectacular, "Truth or Consequences" rated slightly higher at a 7.7. On December 13, CBS-TV's "Leave It to Beaver" got an 11.5, and "Rin Tin

NEW YORK — Having completed a four-week test study in Boston, The Pulse will incorporate in its monthly Telepulse reports the new rating technique based on four weeks rather than a single week in the month.

New York and Los Angeles are the next markets to be surveyed this way, with all Pulse markets eventually getting the FCW (Four Consecutive Week) treatment.

Pye Chairman Calls for Can., Britain Cable

LONDON—A project to sink a transatlantic TV cable link between Britain and Canada was mentioned by C. O. Stanley, chairman of the Pye group of companies—heavy stakeholders in the electrical and mechanical side of television—at a meeting here this week.

He claimed that easy interchange of radio and TV programs between the U. S. and Canada had done a pre-selling job for American goods in that country, urged that a cable link could help restore the balance by plugging British trade to Canadians via their TV screens. Outside of transmission time, the cable could be used for telephonic purposes. It could be in operation within four years if the governments of both countries gave it a green light.

Stanley was talking to a group of leading Canadian manufacturers making a good-will trade tour in this country.

Nufizz Plans TV Campaign

NEW YORK—Soda pop bottlers will be facing a major competitive threat early in 1958 with the introduction of Nufizz a soft drink which comes in powder form and can be made by the addition of cold water. Now in four flavors—root beer, orange, grape and cherry—the product will be distributed first in Florida. National distribution is expected to be achieved by next summer.

Spot TV is expected to take 100 per cent of the Nufizz advertising budget. In mid-1958, however, TV will drop back to 80 per cent of the budget. CBS' Jack Sterling, a stockholder in the company, handles the one-minute, 20-second or 10-second commercials which will be slotted in kids' daytime shows. The parent company of Nufizz is Drinks, Inc., headed by Merrill Lindsay, a former advertising executive.

Only 4 Clear-Cut Winners in New Crop; 3 Are Westerns

NEW YORK — The new crop of shows has brought only four clear-cut winners to TV, according to the December American Research Bureau report. Three of them are Westerns, "Restless Gun," "Maverick" and "Have Gun, Will Travel," the other, "The Real McCoys," a comedy.

ARB gives 23 half hours to CBS-TV, 16 to NBC-TV and nine to ABC-TV, with one tied rating, among the 7:30-11 p.m. web shows. The November report showed CBS with 25, NBC with 18 and ABC with five, one slot having incomplete returns.

Hottest races with fractions separating the three networks occurred in the Thursday 7:30-8 p.m. and 9-9:30 p.m. slots and Friday 7:30-8:30 p.m., in addition to the tie between "Disneyland" and "Wagon Train" for supremacy Wednesday 7:30-8 p.m.

ARB findings are in general agreement with the latest Trendex and Nielsen reports, showing CBS strong but down from a year ago, ABC gaining steadily but still trailing and NBC improved but seeing-sawing from month to month.

Sunday was distinguished by the emergence of "Maverick" as

master of the 7:30 slot, losing to Ed Sullivan at 8 p.m. only by .4, and the CBS loss of three half hours in what was a clean sweep for two years. Monday saw former champs "Robin Hood," Burns and Allen and Arthur Godfrey succumb to newer series, while the 9 p.m. berth switched hands from "Twenty-One" to Danny Thomas.

Tuesday showed the now-standard ABC Western sweep thru 9 p.m., followed by a Lucy-Desi special. NBC was out of the running all evening. Wednesday's starting draw leaned toward Disney at 8 and stayed with old favorites all night. Thursday opened with a close victory for "Tic Tac Dough." The ABC captured only one slot, its second-place scores were strong and threatening.

Friday had last month's leader, "Rin Tin Tin," bowing to "Leave It to Beaver" at 7:30, with "Track-down" eking out a win at 8 to give CBS six of the seven half hours. Saturday night viewing has become the heaviest, over Sundays, with the No. 1 and 2 shows, "Gun-smoke" and Perry Como, high-lighting the evening. Saturday and Monday are NBC's best showings; Friday has turned into a CBS night in ARB statistics.

Something of a leveling process is taking place from report to report, in contrast to last year's figures which almost regularly showed CBS exceeding the combined totals of the other webs.

WHAT TO DO

Majors Seesaw on Old, New Material

By BOB SPIELMAN

HOLLYWOOD — The major motion picture studios are being faced with a serious problem in TV production. Should they revive old theatrical properties from their vaults as teleseries, or is it better to start afresh in the TV medium?

Charles (Bud) Barry, vice-president of M-G-M, avers that it's a problem to which considerable study is being given. There are compelling reasons for using the properties: 1) the studios own them, therefore do not have to pay for their development; 2) they are supposedly pre-sold to the public.

There is an even more compelling reason for not using them, however: They have been subject to much harsher criticism than most series, and have a high percentage of failures.

Warner Bros., for instance, flunked out on both "King's Row" and "Casablanca" shows, which were continually being compared, unkindly with the original features and stars. Only in "Cheyenne" did the studio have a winner, and this also originally a theatrical picture, was not the kind to leave a strong

imprint on the mind of the public. Since then Warner's has built its success with "Maverick" and "Colt .45," both fresh properties.

Twentieth Century-Fox has, perhaps, been beset by more troubles than the others. The scripts used on "The 20th Century-Fox Hour" came, to a great extent, from the vaults, and, produced on a \$100,000 budget, appeared unfavorably when compared to the originals. "Flicka" never moved faster than a lame trot.

"Mr. Belvedere," with Reginald Gardner, has received cool agency reception because of Clifton Webb's strong association with the role.

Screen Gems (Columbia) as the first, and so far most successful major in the business, has relied on outside rather than studio properties. An exception is Bert Leonard's "Rin Tin Tin," but the association there has always been with a dog, instead of human stars or a single outstanding picture. The same holds true of "Lassie."

M-G-M is now finding itself in a similar situation with "The Thin Man." "We're not being criticized on the basis of the TV series," Barry avers, "but on a comparison of the series with six pictures that William Powell and Myrna Loy made over a span of 15 years."

Altho the studio will go ahead with production of "Northwest Passage," based on a feature (and the Kenneth Roberts book) this seems to fall into the "Cheyenne" classification. As for the future, Barry feels, it may be better not to rely on old studio properties; or, even, to take a property, make it into a series, but call it by a different name, so that the association will no longer exist.

BPA Appoints Committee for Nov. Confab

CHICAGO—Ell Henry, president of the Broadcasters' Promotion Association, last week announced appointment of a 1958 steering committee and set the next BPA convention for November 16-19 in St. Louis Chase Hotel.

The steering committee is composed of James Kiss, WPEN, Philadelphia; Gene Godt, WCCO-TV, Minneapolis; Dave Partridge, Westinghouse Broadcasting Company, New York, and Bruce Wallace, WTMJ-TV, Milwaukee. Automatic chairman of the steering committee is the elected first vice-president, Chuck Wilson, WGN-TV, Chicago.

A high priority task of the year (Continued on page 9)

Costs, Clearances Still Regional Woes

HOLLYWOOD — Television costs and the problem of clearing time on network stations still remain the two principal woes besetting regional sponsors.

John Burnham, television director of Standard Oil Company of California, one of the first and largest regional advertisers, states that network pre-emptions continually have to be met with. Most stations will resist such pre-emptions as long as they can, he declares, but usually have to give in eventually.

From time to time, he said, there's been some talk about a network providing a regional hookup, but, he thinks, this was mostly "lip service."

Charles Russell, vice-president of BBD&O, points out that regional sponsor has to absorb a large part of original program costs. For the 11 Western States a half-hour show costs \$6,500 to \$8,000, exclusive of time. Over-all, the CPM usually runs from \$10 to \$15, which is rather high. Spots are cheaper, but are not always the answer, since some sponsors need continuity and identification.

Time availabilities, Russell said, have not been a problem as far as he is concerned, since he would

rather put a syndicated show in a fringe period than fight network competition in prime time.

Burton C. Granicher, v.-p. of McCann-Erickson, has come to believe that, except in certain cases, spots generally do as good a job as programs. He gives as an example Lucky Lager, which sponsored "Gildersleeve" and "Crunch and Des" before turning to spot. The agency found, Granicher says, that they kept hitting the same audience over and over again. Spots, he believes, provide flexibility, and enable a sponsor to cover a wider range of audience.

Marlboro Buys Year Of WGN 'Thorne'

CHICAGO — Marlboro cigarettes picked up a 52-week contract for WGN-TV's "Late News With Ted Thorne," Mondays, Wednesdays and Fridays, starting January 6. The seg follows with 10 p.m. movie.

Purchase marks the first time the sponsor has bought a program in this area, previously restricting itself to spots. Agency is Leo Burnett.

Colorcasting Upgrade Due At WGN-TV

CHICAGO—WGN-TV is expected to announce this week a further expansion of colorcasting. The expansion will include, it was learned, a doubling of color equipment and production of at least two new live color programs in January, one of them a daily half-hour afternoon entry.

The station recently converted "Ding Dong School," the daily live kiddie strip, and "The World Is Yours," a weekly film travelog with live comment, to color. Ward L. Quaal, station manager, said at the time that the move was frankly to encourage the sale of color sets in order to hasten the stabilizing of colorcasting.

WGN's announcement of the expansion will follow by just a few days the revelation that RCA Victor has been experiencing a sharp rise in color TV sales here for the past six months, attributable to a heavy promotional push on tint sets as well as increased color programming. For a six-month average, RCA has clocked \$7.45 in color sales for every dollar in b.&w. equipment. The ratio ranges from two to one in favor of color dollars in December all the way up to 22 to 1 during the high month for color sales, last July.

Renewal Due On 'Thin Man'

NEW YORK—Expectations are that "The Thin Man" will be renewed for another 26 weeks by its sponsor, the Colgate-Palmolive Company. The advertiser hasn't been ecstatic over the ratings which have been just fair, at best, but feeling at the agencies is that there's no sense trying another property at this late date.

A decision must be made by January 1. The show is on NBC-TV, Fridays 9:30-10 p.m.

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Vol. 59 No. 53

TOY EXEC

Kid's Shows Too Costly, Sez Helitzer

NEW YORK — TV rates for kids' shows are too high, according to Melvin Helitzer, director of advertising for the Ideal Toy Corporation. The statement was made in a speech to the Sales Promotion Executives Club Wednesday (18).

Helitzer claimed that because TV rates were unrealistic, it was forcing manufacturers of children's products to seek family type shows with a more definite purchasing power. He claimed that the webs were not facing "some simple economic facts."

Rates Same

"Stations charge the same rate for a children's program as they do for a daytime program. In any rating system, the number of viewers may be the same, but advertisers get paid off on the basis of sales not rating points. It is obvious that children do not have the purchasing power of adults, and a re-evaluation of TV rates for children's programs is absolutely necessary, or there will be more casualties such as 'Ding Dong School,' 'Winky Dink' and more programs in trouble such as 'Captain Kangaroo' and 'Let's Take a Trip.'"

It was for this reason, said Mr. Helitzer, that Ideal switched its TV advertising schedule to the family type of shows, such as the "Shirley Temple Film Festival" and the New York Tanksgiving Day Parade.

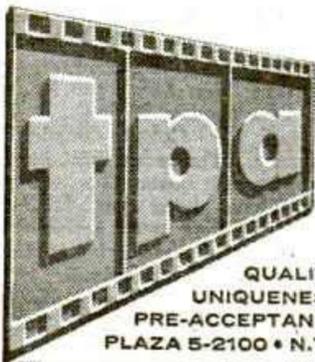
ABC Hawks Daly 'News to Me' TV

NEW YORK—ABC-TV is peddling "It's News to Me," a Goodson-Todman package with John Daly as emcee, at a weekly program cost of \$19,400.

The topical news quiz, which would feature four name panelists and contestants, is considered right for two time slots, Monday 7:30-8 p.m. and Sunday 9:30-10 p.m.

SOAP OPS BEAT OATERS TO DRAW

WASHINGTON — The soap opera rides again—and at Western expense. Local CBS affiliate WTOP-TV has announced that it will bounce the local live-and-film "Pick Temple Show" to put on "Brighter Day," "Edge of Night" and "Secret Storm," five weekdays, from 4-5 p.m. The "Pick Temple Show," which featured Temple with songs and a kiddie studio group, built around Western film showing, has been on WTOP since January, 1951. "Pick Temple Show" ran thru Saturday on the late afternoon hour.



QUALITY • UNIQUENESS • PRE-ACCEPTANCE • PLAZA 5-2100 • N.Y.C.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

This chart is the TV industry's only guide to the monthly cost efficiency of Class A time network programs compared by program type and sponsor group and broken down by audience composition. Each program's cost figures represent the sponsor's actual cost for reaching 1,000 TV homes, men, women or children

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

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

By Sponsor Group

Comedy Shows
General Drama Shows

COMEDY SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
3-Net Avg., \$3.84; ABC Avg., \$4.14; CBS Avg., \$3.81; NBC Avg., \$3.72		3-Net Avg., \$5.45; ABC Avg., \$4.13; CBS Avg., \$5.54; NBC Avg., \$4.87		3-Net Avg., \$3.74; ABC Avg., \$4.11; CBS Avg., \$3.77; NBC Avg., \$3.54		3-Net Avg., \$5.12; ABC Avg., \$4.69; CBS Avg., \$5.04; NBC Avg., \$5.50	
1. FATHER KNOWS BEST (Scott, Lever, NBC)	\$2.66	1. JACK BENNY (Amer. Tob., CBS)	\$3.42	1. FATHER KNOWS BEST (Scott, Lever, NBC)	\$2.59	1. OH! SUSANNA (H. Curtis, Nestle, CBS)	\$2.81
2. DANNY THOMAS (Gen. Foods, CBS)	2.72	2. FATHER KNOWS BEST (Scott, Lever, NBC)	3.75	1. DANNY THOMAS (Gen. Foods, CBS)	2.59	2. FATHER KNOWS BEST (Scott, Lever, NBC)	2.81
3. JACK BENNY (Amer. Tob., CBS)	3.05	3. DANNY THOMAS (Gen. Foods, CBS)	3.98	3. BOB CUMMINGS (R. J. Reynolds, Chesebrough, NBC)	2.86	3. REAL McCOYS (Sylvania, ABC)	3.89
4. BOB CUMMINGS (R. J. Reynolds, Chesebrough, NBC)	3.10	4. OH! SUSANNA (H. Curtis, Nestle, CBS)	4.10	4. OH! SUSANNA (H. Curtis, Nestle, CBS)	2.96	4. BACHELOR FATHER (Amer. Tob., CBS)	3.84
5. OH! SUSANNA (H. Curtis, Nestle, CBS)	3.13	5. BOB CUMMINGS (R. J. Reynolds, Chesebrough, NBC)	4.16	5. JACK BENNY (Amer. Tob., CBS)	2.97	5. PHIL SILVERS (P & G, R. J. Reynolds, CBS)	3.89
6. BURNS & ALLEN (Carnation, Gen. Mills, CBS)	3.17	6. BACHELOR FATHER (Amer. Tob., CBS)	4.37	6. BURNS & ALLEN (Carnation, Gen. Mills, CBS)	3.09	6. DANNY THOMAS (Gen. Foods, CBS)	3.89
7. BACHELOR FATHER (Amer. Tob., CBS)	3.50	7. BURNS & ALLEN (Carnation, Gen. Mills, CBS)	4.64	7. BACHELOR FATHER (Amer. Tob., CBS)	3.14	6. LEAVE IT TO BEAVER (Sperry, CBS)	3.84
8. DEC. BRIDE (Gen. Foods, CBS)	3.63	8. L. BALL-D. ARNAZ (Ford, CBS)	4.78	8. L. BALL-D. ARNAZ (Ford, CBS)	3.25	8. JACK BENNY (Amer. Tob., CBS)	3.89
9. REAL McCOYS (Sylvania, ABC)	3.69	9. REAL McCOYS (Sylvania, ABC)	4.80	9. DEC. BRIDE (Gen. Foods, CBS)	3.34	9. LIFE OF RILEY (Lever, NBC)	4.21
10. OZZIE & HARRIET (East-Kodak, ABC)	3.71	10. OZZIE & HARRIET (East-Kodak, ABC)	5.00	10. I LOVE LUCY (Gold Seal, Sheaffer, CBS)	3.57	10. OZZIE & HARRIET (East-Kodak, ABC)	4.26
11. I LOVE LUCY (Gold Seal, Sheaffer, CBS)	3.72	11. DEC. BRIDE (Gen. Foods, CBS)	5.01	11. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	3.83	11. I LOVE LUCY (Gold Seal, Sheaffer, CBS)	4.72
12. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	3.79	12. I LOVE LUCY (Gold Seal, Sheaffer, CBS)	5.23	12. LIFE OF RILEY (Lever, NBC)	3.88	12. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	5.02
13. LIFE OF RILEY (Lever, NBC)	3.90	13. SALLY (Chemstrand, Royal McBee, NBC)	5.39	13. OZZIE & HARRIET (East-Kodak, ABC)	3.92	13. SALLY (Chemstrand, Royal McBee, NBC)	5.05
13. L. BALL, D. ARNEZ (Ford, CBS)	3.90	14. PHIL SILVERS (P & G, R. J. Reynolds, CBS)	5.45	14. REAL McCOYS (Sylvania, ABC)	3.93	14. BURNS & ALLEN (Carnation, Gen. Mills, CBS)	5.56
15. PHIL SILVERS (P & G, R. J. Reynolds, CBS)	3.98	15. LIFE OF RILEY (Lever, NBC)	5.46	15. PEOPLE'S CHOICE (Borden, Amer. Home, NBC)	4.19	15. DATE WITH ANGELS (Chrysler, ABC)	6.57
16. PEOPLE'S CHOICE (Borden, Amer. Home, NBC)	4.28	16. PEOPLE'S CHOICE (Borden, Amer. Home, NBC)	5.59	16. SALLY (Chemstrand, Royal McBee, NBC)	4.26	16. BOB CUMMINGS (R. J. Reynolds, Chesebrough, NBC)	7.23
17. LEAVE IT TO BEAVER (Sperry, CBS)	4.60	17. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	6.18	17. PHIL SILVERS (P & G, R. J. Reynolds, CBS)	4.33	17. LUCILLE BALL-DESI ARNAZ (Ford, CBS)	7.28
18. SALLY (Chemstrand, Royal McBee, NBC)	4.67	18. LEAVE IT TO BEAVER (Sperry, CBS)	7.52	18. DATE WITH ANGELS (Chrysler, ABC)	4.48	18. DEC. BRIDE (Gen. Foods, CBS)	8.03
19. DATE WITH ANGELS (Chrysler, ABC)	5.03	19. DATE WITH ANGELS (Chrysler, ABC)	7.59	19. LEAVE IT TO BEAVER (Sperry, CBS)	5.41	18. PEOPLE'S CHOICE (Borden, Amer. Home, NBC)	8.03
20. EVE ARDEN (Lever, Shulton, CBS)	6.50	20. EVE ARDEN (Lever, Shulton, CBS)	11.78	20. EVE ARDEN (Lever, Shulton, CBS)	6.73	20. EVE ARDEN (Lever, Shulton, CBS)	8.31

GENERAL DRAMA SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
3-Net Avg., \$3.92; ABC Avg., \$7.57; CBS Avg., \$2.85; NBC Avg., \$3.76		3-Net Avg., \$5.08; ABC Avg., \$9.48; CBS Avg., \$3.84; NBC Avg., \$5.08		3-Net Avg., \$3.83; ABC Avg., \$7.83; CBS Avg., \$2.70; NBC Avg., \$3.80		3-Net Avg., \$15.16; ABC Avg., \$21.94; CBS Avg., \$13.76; NBC Avg., \$14.52	
1. U. S. STEEL (U. S. Steel, Armstrong, CBS)	\$2.12	1. G. E. THEATER (Gen. Elec., CBS)	\$2.65	1. U. S. STEEL (U. S. Steel, Armstrong, CBS)	\$2.01	1. G. E. THEATER (Gen. Elec., CBS)	\$4.42
2. THE MILLIONAIRE (Colgate, CBS)	2.42	2. THE MILLIONAIRE (Colgate, CBS)	3.10	2. G. E. THEATER (Gen. Elec., CBS)	2.11	2. THE MILLIONAIRE (Colgate, CBS)	5.27
3. G. E. THEATER (Gen. Elec., CBS)	2.43	3. U. S. STEEL (U. S. Steel, Armstrong, CBS)	3.19	3. THE MILLIONAIRE (Colgate, CBS)	2.29	3. HALL OF FAME (Hallmark, NBC)	6.45
4. LORETTA YOUNG (P & G, NBC)	2.74	4. LORETTA YOUNG (P & G, NBC)	3.55	4. LORETTA YOUNG (P & G, NBC)	2.43	4. LORETTA YOUNG (P & G, NBC)	8.88
5. KRAFT THEATER (Nat'l Dairy, NBC)	2.95	5. KRAFT THEATER (Nat'l Dairy, NBC)	3.74	5. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist.-Myers, Kimberly, All State, CBS)	2.59	5. SCHLITZ PLAYHOUSE (Schlitz, CBS)	9.14
5. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist.-Myers, Kimberly, All State, CBS)	2.95	6. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist.-Myers, Kimberly, All State, CBS)	4.11	6. KRAFT THEATER (Nat'l Dairy, NBC)	2.73	6. ALCOA (Aluminum Co., Goodyear, NBC)	12.80
7. SCHLITZ PLAYHOUSE (Schlitz, CBS)	3.14	7. SCHLITZ PLAYHOUSE (Schlitz, CBS)	4.30	7. SCHLITZ PLAYHOUSE (Schlitz, CBS)	2.92	7. TELEPHONE TIME (Bell, ABC)	14.11
8. CIRCLE THEATER (Armstrong, U. S. Steel, CBS)	3.15	8. CIRCLE THEATER (Armstrong, U. S. Steel, CBS)	4.60	8. KRAFT THEATER (Nat'l Dairy, NBC)	14.22	8. KRAFT THEATER (Nat'l Dairy, NBC)	14.22
9. STUDIO ONE (Westinghouse, CBS)	3.76	9. GOODYEAR THEATER (Goodyear, Aluminum, NBC)	4.73	9. CIRCLE THEATER (Armstrong, U. S. Steel, CBS)	3.13	9. CIRCLE THEATER (Armstrong, U. S. Steel, CBS)	15.08
10. ALCOA (Aluminum Co., Goodyear, NBC)	3.84	10. STUDIO ONE (Westinghouse, CBS)	4.96	9. STUDIO ONE (Westinghouse, CBS)	3.82	10. U. S. STEEL (U. S. Steel, Armstrong, CBS)	16.43
11. GOODYEAR THEATER (Goodyear, Aluminum, NBC)	4.01	11. ALCOA (Aluminum Co., Goodyear, NBC)	5.33	10. GOODYEAR THEATER (Goodyear, Aluminum, NBC)	3.88	11. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist.-Myers, Kimberly, All State, CBS)	21.16
12. TELEPHONE TIME (Bell, ABC)	4.56	12. HALL OF FAME (Hallmark, NBC)	6.05	11. ALCOA (Aluminum Co., Goodyear, NBC)	3.91	12. GOODYEAR THEATER (Goodyear, Aluminum, NBC)	21.56
13. JANE WYMAN (Hazel Bishop, Quaker, NBC)	4.98	13. TELEPHONE TIME (Bell, ABC)	6.27	12. TELEPHONE TIME (Bell, ABC)	4.70	13. JANE WYMAN (Hazel Bishop, Quaker, NBC)	23.23
14. HALL OF FAME (Hallmark, NBC)	5.22	14. JANE WYMAN (Hazel Bishop, Quaker, NBC)	6.90	13. JANE WYMAN (Hazel Bishop, Quaker, NBC)	4.91	14. STUDIO ONE (Westinghouse, CBS)	24.84
15. WINCHELL FILE (Revlon, ABC)	10.47	15. WINCHELL FILE (Revlon, ABC)	13.68	14. HALL OF FAME (Hallmark, NBC)	4.96	15. WINCHELL FILE (Revlon, ABC)	29.77

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COMING COST PER THOUSAND ANALYSES:

Next Week: Variety and Music Shows, Quiz and Panel Shows.

The Billboard Continuing

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

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

By Sponsor Group

Home, Building, General Sponsor Cigarette, Tobacco Sponsors

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

Each program's cost figures represent the sponsor's actual cost for reaching 1,000 TV homes, men, women or children

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

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

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

HOME, BUILDING, GENERAL SPONSORS

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

CIGARETTE & TOBACCO SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists cigarette and tobacco sponsored programs and their costs.

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COMING COST PER THOUSAND ANALYSES:

Next Week: Household cleanser and Polish Sponsors... Toiletry and Toilet Goods Sponsors.

ARB 4th TV Study Due in Mid-March

WASHINGTON — The American Research Bureau's fourth annual TV coverage study expects to make results available in mid-March, the bureau said Monday (23). The 1958 "A-to-Z" Metropolitan Area Coverage study is expected to cover more than 200 markets, including all California counties.

Stations, agencies and advertisers have been invited to help select the markets. For each market, the ARB will report (1) Percentage of homes having TV (including UHF and community antenna saturation). (2) Stations received in the market, with percentage of homes able to receive each station, and frequency of viewing. (3) Stations viewed most, with first and second preferences, for both daytime and evening.

The survey will update previous studies by noting where new stations have come on the air; where there have been shifts in network affiliation, tower operation and other changes.

Field work is scheduled for late January and early February, the ARB notes, and orders for station-selected markets would have to be received by January 8, if results are to be available by mid-March. The "A-to-Z's" will be partially financed by advertising agencies. Station rates range up to \$250 per market or county requested.

WSBT Celebrates 5th Anni. With Top Shows

CHICAGO — The country's oldest UHF station, WSBT-TV, South Bend, Ind., marked its fifth birthday last week with the happy discovery that ARB credited it with the top 11 shows and 15 of the top 20 in a three-station market, all UHF. WSBT, a CBS affil, is opposed by WNDU TV (NBC), and WSJV-TV (ABC).

CHANNEL 12 IN HAVANA TO AIR IN COLOR ONLY

HAVANA — The world's first TV station to operate exclusively in color will open here on February 24, 1958. TV Channel 12 will be on the air for 20 consecutive hours daily, from 6 a.m. to 2 a.m., entirely in multichrome.

The station, of which Gaspar Pumarejo is president and director, will employ color not only for entertainment shows, but also for news and remote pickups, such as reports. One of the new outlet's key features will be a daily "New York Report." Jose A. (Gabby) Quintero has been appointed general representative and New York correspondent for TV Channel 12.

MCA-TV Division advertisement featuring a film show for every product, every market, every budget. Includes a circular logo and text about offices in principal cities.



BIG BUYERS SCARCE

Stations Wrestle With Sales Problems on Half-Hour Shows

By BOB SPIELMAN

HOLLYWOOD — TV stations are having problems selling their half-hour shows. Spot business is generally good, but the half-hours in package form aren't moving.

The complaint is a chronic one up and down the West Coast. It may reflect itself in fewer purchases of syndicated programming next season, and has already led to an unprecedented features boom.

What has happened, both station sales managers and ad agency men agree, is that television prices have gone so high that only the best beeled sponsors can afford to buy a half-hour program. Others have been reduced to an alternate week basis, while the great majority are sticking to or are reverting to spot. Local business, especially, has been

hard hit, with many small sponsors going back to radio.

In Los Angeles, for instance, KTTV, which for the past two or three years has had its nighttime schedule practically sold out, finds itself with 12 syndicated shows either half-sold or bought on a participating basis during prime hours. It has had one property, "Casey Jones," on the shelf for three months for lack of a buyer.

KTLA, which invested heavily in half hours for this fall, sustained some of them for a while, and fi-

nally settled on selling spots in most. KHJ-TV is largely in the same position. The highest rated syndicated program in Los Angeles only has a regular sponsor alternate weeks.

Because features cost relatively less and are more flexible as far as spot placement is concerned, buying of theatrical pix has soared. Norman Louveau, program director of KRON-TV, San Francisco, explains it this way:

Up to about a year ago the station had a 10-10:30 strip of syndicated film. Each half hour cost him about \$1,000. He switched to features. A 90-minute feature costs about \$1,500 to \$2,000. Not only does he have unlimited run of the feature, but, by rotating spots, he can sell 1½ hours of spots at the 10-10:30 rate card. He comes out ahead all the way around.

What has happened, of course, is that feature prices have kept pace with feature demand (and a decrease in supply). Asking price in San Francisco for the NTA Champagne package was \$5,100 per picture, as against a previous \$2,500-\$2,700 top. In Los Angeles the last UA package was being offered for \$12,500 per pic, as against a previous \$6,000 to \$8,000 top.

(Part of the increase also stems (Continued on page 8)

Labor Huddles May Up Costs For Commercials

HOLLYWOOD — Production costs of entertainment film will hold fairly steady; production costs of commercials will probably go up slightly. This appears to be the outlook for 1958 on the basis of labor negotiations pending.

Only one pact, that with the Screen Directors' Guild, terminates in the entertainment production field next year. SDG pact is up April 15, and discussions will probably begin the middle of January. Neither side, either SDG or Alliance of TV Film Producers, appears to be too concerned about talks, with prospects good that new contract will be settled upon without much fuss.

SAG contract on commercials also ends, and new pact, following past precedent, will be primarily negotiated between actors and agencies in New York. SAG will ask for some revisions in present residual pay and will probably go light on actual scale increases. One interesting problem which may arise: Jurisdiction over tape, SAG claiming that it has control over all production now occurring at network facilities.

This same tape problem is likely to come up when the Alliance starts talks with the International Alliance of Theatrical Stage Employees on a new contract next fall (the present one expires December, 1958). At the networks IBEW and NABET presently have control of tape.

3 YRS. AT ZIV

Budget Rise: 8 to 12.5 to \$16 Million

NEW YORK — Production budget expansion from \$8,000,000 in 1956 to \$12,500,000 in 1957 was announced in a year-end report by Ziv Television Programs, with 1958's figure set at \$16,000,000. The increases reflect rising costs as well as expanded activity. Ziv notes 1957's chief points as "a boom in the international market, an increase in multi-market sales and emphasis on location filming." Sales in gross dollar volume for all Ziv divisions rose 53 per cent above 1956 levels. Responsible for the increase in domestic sales, according to the distributor, were the extension of line-ups by regional advertisers, a willingness to pay higher prices and bigger appropriations for spot advertising. Syndication sales were up 57 per cent, with multi-market sales up 73 per cent.

Ziv Economee scored an 83 per cent advance over last year via "increased popularity of strip programming." Ziv also made three network sales in 1957, against one the previous year, "Tombstone Territory," "Harbourmaster" and "West Point Story." The international division reported a 120 per cent sales rise, with every TV nation outside the Iron Curtain carrying a Ziv property.

Williams New ABC V-P for Syndie Sales

NEW YORK — Phil Williams has been named veepee for syndicated sales by ABC Film Syndication. The former Eastern spot sales manager for Ziv-TV takes over January 6, replacing Don Kearney, who has resigned to join Corinthian Broadcasting. Kearney's other duties, however, have been splintered off for future assignment; they include theatrical and overseas sales.

A report printed in The Billboard last week that Robert Marcato had become manager of daytime sales at ABC-TV was in error. Marcato continues as Eastern sales manager for ABC Film Syndication.

PRODUCERS' RANK ABOUT PAR ON NUMBER OF NEW PILOTS

HOLLYWOOD — Number of pilots being turned out by different companies will probably be approximately proportionate to amount of production these studios are now doing. This has become fairly evident from developments in the piloting field so far.

Leader again this season appears to be at Revue Productions, which is aiming to shoot a dozen or more new shows. Second is Desilu, with eight to 10 on the drawing boards. Screen Gems has six to eight, with CBS and NBC planning a half dozen each week.

Revue Productions—Moved ahead with two new shows, *Adventures in Danger* and *Illegal Entry*. "Adventure," an action anthology, will have Quentin Reynolds in the host role. Lloyd Nolan and Paula Hill have been signed as the leads in "Entry," a cops and robbers drama.

Four Star Productions decided to go ahead on a new Jeannie Carson series. Charley Isaacs, who recently resigned as producer of the *Giselle MacKenzie Show*, will act as consultant on the new series.

CBS-TV is negotiating with Jeanne Crain to play the lead in *Guestward Ho!* adaptation from the Patrick Dennis novel.

'ALICE' TO THE LIST

NTA Finishes Fall Offerings With Buy

NEW YORK — With the acquisition of "This Is Alice," from Desilu, National Telefilm Associates virtually completed the roster of properties it will offer sponsors on its film network next fall. The other two half-hour series, now in production, are "Man Without a Gun," starring Rex Reason, and "How to Marry a Millionaire," which features Merry Anders, Lori Nelson and Barbara Eden. "This Is Alice" stars Patty Ann Gerrity.

The other major property around which NTA network programming will be built is a new group of 20th Century-Fox films designated for networking. No titles have been released, but a group of such features has just been released to NTA, which is getting ready to pitch for a renewal from its current sponsors of "Premiere Performance."

Slotting Unknown

How NTA expects to slot the properties on its web is not known. Whether, for example, they will all be programmed on one evening

has not been decided. NTA executives are getting ready, however, to make their final plans, and then they will start pulling the entire operation together for the 1958-'59 season.

Meanwhile, NTA last week moved to new and enlarged quarters in the Coliseum Tower, New York City. It also named Pete Rodgers its sales manager for its West Coast division.

172 Stations Carry 'Silent'

NEW YORK — Coverage of "The Silent Service" looks to be greater than seven out of eight nighttime network shows, reaching 97.2 per cent of U. S. homes with a line-up of 172 stations. The second Nielsen report for November lists only seven out of 130 web shows which reach more markets.

"Silent" has an average audience of 77 per cent adults, according to American Research Bureau. Sponsors are almost exclusively tobacco, brewery, oil, automotive, pharmaceutical and institutional. Production on a second set of 39 stanzas begins next month.

'Shock!' Still Pulls Ratings

NEW YORK — "Shock!" continues its healthy rating course, according to November American Research Bureau figures. In Tulsa, Okla., the horror package scored a 21.9 at 10:30 p.m. against 6.2 and 8.3 for competing feature films. In the same market, the midnight half of the double feature earned 15.5 against 4.5 and 4.0.

Late programming gave the Screen Gems entry a 1.6 victory in Youngstown, O., at 11:15 p.m., while in Houston it led with an 8.2 at 11:30 p.m. and in Honolulu it scored a 17.0 against combined opposition of 9.1 from three older stations. In Peoria, Ill., "Shock!" drew a 7.8 with a starting time of 12:45 a.m.

BERLIN — Paul Gordon, vidpix pioneer for German TV, has formed a production company here to accommodate U. S. firms shooting in Europe with staffs and studios, as well as co-production deals. Gordon, who will also serve as European rep for several syndicators and feature film owners, resigned as director of Europaische TV Gesellschaft, Continental packaging outfit, last month.

MORE *tidewater virginia

VIEWERS WATCH WAVY-TV CHANNEL 10

From 3 to 10 p.m., Monday through Friday

than any other TV station in the area

*Serving Norfolk, Portsmouth, Newport News and 42 Counties in Virginia and North Carolina

noV-13-19 arb

KETV Heads Omaha Mkt. With Live Stress

OMAHA — KETV has moved to a dominant position in this market in two months of telecasting via heavy emphasis on local live programming. Bucking the three-year trend away from this low rating-getter approach, the ABC-TV affiliate found high American Research Bureau figures for November, as well as good will and community spirit, resulting from the "daring" policy.

The new station took 112 quarter-hours against 92 and 90 for the older opposition in all direct competition time periods, according to ARB. It's pushing the fact that KETV "is the first station here owned by Omaha people," stressing "localized versions of national and international news" and accenting sports shows both in its studios and by remotes in the Omaha-Council Bluffs area.

Eugene S. Thomas, KETV general manager, reports tremendous mail pull for civic one-shots, such

as a camera tour of new buildings under construction. "The great majority of our public service shows are sponsored," says Thomas. "They're appealing commercially to local advertisers, because they're aimed at everyone rather than restricted groups like toddlers, expectant mothers or farmers."

Programming against existing patterns in the market, Thomas and staff (average age: 29) came up with first-run feature films at 1 p.m., news at 11 p.m. (considered very late heretofore), local wrestling and live rather than syndicated devotional strips. "This is a market where Guy Mitchell draws a 19.8 ARB to lead its slot, where the population grows by 20,000 each year far above the national average, where the public loves studio-originated stanzas," says Thomas. "You can't follow the usual programming pattern here."

Future plans include network originations from Omaha, in-

SRA Adopts New Contract Forms

NEW YORK — Station Representatives Association, Inc., has adopted a new standard form to confirm broadcast orders and to serve as contract between station and ad agency. The agencies may continue to issue separate contracts, SRA is supplying unlimited copies to reduce the paper work in handling of spot advertising.

Confirmation forms to precede contracts are also being distributed. SRA says the new forms will reduce errors and save thousands of clerical hours.

Increased hours of operation, more sports, more first-run movies early and still more local live specials. The manager says, "1958 is earmarked for leadership, not profits."

"We're a zealous ABC partner and have absolute faith in the power of promotion, so we're supporting a heavy promotional campaign on the web's Wednesday and Friday night schedules in addition to an awareness campaign for local news."

FINESHRIBER TRIP

SG Sales: 18 on Nine Series in 8 Countries

NEW YORK — Back from his eight-week tour of Europe, Everett (Bill) Fineshriber Jr., director of international operations for Screen Gems, made 18 sales of nine series in eight countries, including England.

One of his major purchases was made by Mokri cigarettes of the German-dubbed "Father Knows Best." It is the first instance of a fully sponsored German show. It will be shown Thursdays 7:30 p.m. on German stations in Munich, Baden-Baden, Frankfurt and Berlin. There are government-owned stations in six German cities, but they allow program contractors to sell time in the 7:30-8 p.m. strip, Monday thru Saturday.

Fineshriber also sold "Ivanhoe" in Birmingham and London in England. Associated Rediffusion made the latter purchase, while Associ-

ated British bought the property for Birmingham. Both stations will start the program early in January.

The executive added two men to the SG European staff. They are George Blaug, who becomes European sales representative, and Edward Liberman, who will also join the Paris office. In England, Isabel Ibbot has been named traffic manager in the London office, and Doreen Newell added to the same office as executive secretary.

SG Sets Australia Hdq.

SYDNEY — Screen Gems will establish Far East headquarters here, forming an Australian subsidiary to handle sales and location filming. Everett (Bill) Fineshriber, new foreign sales manager for Screen Gems, will arrive here in March to complete arrangements.

COMMERCIAL CUES

A 30-minute "industrial film" showing the production facilities, equipment and manpower of Warner Bros. Studios was completed this week for use in sales presentation by WB-TV Commercial and Industrial Film, Inc. The spokesman in the film is Jack M. Warner, who heads this division of Warner Bros. Pictures. The black and white film will be shown throughout the country to agencies, industrial executive groups and prospective clients in the field of TV commercials and industrial films.

Under the supervision of Jack Warner and Walter Bien, executive in charge of production, WB-TV Commercial and Industrial Films, which began just 14 months ago, has already contracted for, and has pending, business totaling approximately \$5,000,000.

Ralph Story, \$64,000 Challenge emcee, has been set by agent Harold Jovien thru J. M. Mathes to do a series of filmed commercials for Canada Dry. In New York, the commercials will

have a limited holiday run on the "Tonight" show. Additional negotiations are now going on for Story to be featured in all of Canada Dry's TV plans for 1958.

Allen Swift is portraying Santa Claus on a TV film commercial for M&M Candies. Coincidentally the film is shown on the WPIX, New York, "Popeye" show on which Swift serves as live emcee. However, the moppet audience is not aware of this fact... A novel instrumental Coca-Cola spot campaign which features a guitar played at three different speeds in one spot is now being recorded at Olmsted Sound Studios for McCann-Erickson. This unusual campaign, which ties in with the slogan, "Coca-Cola puts you at your sparkling best," will debut in January on all major nets. According to producer Chet Gierlach, this is the first time such novel instrumentation has been attempted in the jingle field. To achieve the effect, one track is played at normal speed; the second track at a slower speed, which raises the tone two octaves and still a third track four times as slow as the first, with a rise of four octaves. Two voices accompany the instrumentation.

Don Morrow has been set by Max Factor as the commercial announcer on the "Polly Bergen Show."... Paul Taubman and Henry Morgan are doing commercials for Hoffman's beverages... Jack Ruggiero, formerly film editor for MGM, has been named chief film editor of Lawrence-Schnitzer Productions, Hollywood... Gene Hallett, creative supervisor of Grantray-Lawrence Animation is in New York for client conferences.

American Clients On Australia TV

NEW YORK — Pepsi-Cola has bought "Gunsmoke," Lever Bros. has bought "Amateur Hour," Lenthic has bought "Meet the Press," Coca-Cola has bought "Mickey Mouse Club" and General Motors has bought "Wyatt Earp." They're all 52-week full sponsorship network buys—in Australia.

Reps and execs of U. S. firms battle sponsor confusion on the Melbourne-Sydney circuit, with almost 100 syndicated film series referred to as "network shows" in Australia. And every international advertiser sponsors a show there different from its U. S. buy.

- N. W. Ayer, Inc.
- Ted Bates & Company
- Batten, Barton, Durstine & Osborn, Inc.
- Benton & Bowles, Inc.
- Leo Burnett Company, Inc.
- Campbell-Ewald Company
- Campbell-Mithun, Inc.
- Compton Advertising, Inc.
- Cunningham & Walsh
- Dancer-Fitzgerald-Sample, Inc.
- D'Arcy Advertising Company, Inc.
- Doherty, Clifford, Steers & Shenfield, Inc.
- Doyle, Dane, Bernbach, Inc.
- William Esty Company, Inc.
- Gardner Advertising
- Grey Advertising Company, Inc.
- Kastor, Farrell, Clifford & Chesley, Inc.
- Kenyon & Eckhardt, Inc.
- Edward Kletter Associates, Inc.
- Kudner Agency
- Al Paul Lefton Company
- Lennen & Newell
- Earl Ludgin & Co.
- Richard Manoff
- Mazon, Inc.
- Emil Mogul Company
- McCann-Erickson, Inc.
- McKim Advertising, Ltd.
- North Advertising
- Ogilvy, Benson & Mather, Inc.
- Sullivan, Stauffer, Colwell & Bayles, Inc.
- J. Walter Thompson Company
- Wesley Associates
- Warwick & Legler, Inc.
- Erwin Wasey-Ruthrauff & Ryan
- Young & Rubicam, Inc.

The entire staff of MPO thanks all of the people at all of these great advertising agencies for having helped to make 1957 our busiest production year to date.



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

- Julian Bergman
- Tony Brischler
- Tony Brooke
- Andrew Corallo
- Nan Culletto
- Dan Erickson
- Norman Gewirtz
- Max Glanbard
- Sandy Greenberg
- Gary Hayes
- Paul Heller
- Walter Hess
- Jerry Hirschfeld
- William Huston
- Dick Jacobs
- Ernest Jones
- Arnold Kaiser
- Jerry Kleppel
- Joseph Kohn
- Ben Kranz
- Armond Lebowitz
- Norman Leigh
- Barbara Lewis
- Frank Madden
- Larry Madison
- George Marvin
- Ira Marvin
- Neil Matz
- Larry Mezey
- Bill Molyneaux
- Shirley Morningstar
- Al Mozell
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- Paul Petroff
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- Werner Schott
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- Jerry Siegel
- Milton Siegel
- Victor Solow
- Bill Susman
- Jim Suydam
- Zoli Vidor
- Arthur Weiss
- Jim Young
- Betty Young

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

in TIMES SQUARE

from 6 P.M. to 6 A.M. Daily or all day Sundays & Holidays at the Hippodrome Garage (on the corner)

HOT ONLY WHILE YOU DINE BUT ALL NIGHT

Friendly relaxing atmosphere since 1899 celebration cakes on the house in the heart of Theatre District

Rosoff's RESTAURANT
147 W. 43rd St. JU 2-3200
NEW YORK CITY

PARK YOUR CAR at our expense

PULSE FILM RATINGS for October

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

The Pulse Audience Composition Studies

Syndicated Film Drama Shows

OCTOBER RATINGS		AMONG WOMEN	
Rank	Show & Distributor	Rank	Show & Distributor
1.	Esso Golden Playhouse (Official)15.6	1.	Esso Golden Playhouse (Official)95
2.	Your All Star Theater (Screen Gems)15.1	2.	Dr. Christian (Ziv)94
3.	Star Performance (Official)10.1	3.	Parade of Stars (MCA)94
4.	Studio 57 (MCA)9.8	4.	Star Performance (Official)94
5.	O. Henry Playhouse (Gross-Krasne)9.6	5.	Science Fiction Theater (Ziv)93
6.	Headline Half Hour (MCA)9.0	6.	Famous Playhouse (MCA)91
7.	Dr. Christian (Ziv)8.9	7.	My Favorite Story (Ziv)91
8.	Dr. Hudson's Secret Journal (MCA)8.9	8.	O. Henry Playhouse (Gross-Krasne)89
9.	Parade of Stars (MCA)7.1	9.	Douglas Fairbanks Presents (ABC)87
10.	Science Fiction Theater (Ziv)6.9	10.	Studio 57 (MCA)86

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distributor	Rank	Show & Distributor
1.	Dr. Christian (Ziv)89	1.	Esso Golden Playhouse (Official)61
2.	Esso Golden Playhouse (Official)88	2.	Headline Half Hour (MCA)39
3.	Famous Playhouse (MCA)87	3.	Parade of Stars (MCA)36
4.	My Favorite Story (Ziv)87	4.	My Favorite Story (Ziv)28
5.	Science Fiction Theater (Ziv)87	5.	Dr. Christian (Ziv)26
6.	O. Henry Playhouse (Gross-Krasne)86	6.	Science Fiction Theater (Ziv)23
7.	Star Performance (Official)86	7.	Star Performance (Official)23
8.	Douglas Fairbanks Presents (ABC)84	8.	O. Henry Playhouse (Gross-Krasne)19
9.	Parade of Stars (MCA)83	9.	Famous Playhouse (MCA)12
10.	Studio 57 (MCA)81	10.	Your All Star Theater (Screen Gems)11

Syndicated Film Adventure Shows

OCTOBER RATINGS		AMONG WOMEN	
Rank	Show & Distributor	Rank	Show & Distributor
1.	Crusader (MCA)16.8	1.	Man Behind the Badge (MCA)96
2.	Silent Service (NBC)15.0	2.	Soldiers of Fortune (MCA)96
3.	State Trooper (MCA)14.0	3.	Crusader (MCA)95
4.	Men of Annapolis (Ziv)13.3	4.	If You Had a Million (MCA)95
5.	Ramar of the Jungle (TPA)12.9	5.	Martin Kane (Ziv)95
6.	Whirlybirds (CBS)11.6	6.	Federal Men (MCA)94
7.	Boots and Saddles (NBC)11.1	7.	Gray Ghost (CBS)93
8.	Martin Kane (Ziv)10.7	8.	I Led Three Lives (Ziv)92
9.	I Led Three Lives (Ziv)9.9	9.	Boots and Saddles (NBC)89
10.	Captain David Grief (Guild)9.0	9.	Captain David Grief (Guild)89

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distributor	Rank	Show & Distributor
1.	Martin Kane (Ziv)93	1.	Jungle Jim (Screen Gems)89
2.	If You Had a Million (MCA)92	2.	Terry and the Pirates (Official)89
3.	Waterfront (MCA)92	3.	Ramar of the Jungle (TPA)86
4.	Crusader (MCA)90	4.	Flash Gordon (Guild)83
5.	Federal Men (MCA)89	5.	Three Musketeers (ABC)81
6.	I Led Three Lives (Ziv)87	6.	Foreign Legionnaire (TPA)79
7.	Soldiers of Fortune (MCA)87	7.	Whirlybirds (CBS)78
8.	Harbor Command (Ziv)86	8.	Sheena, Queen of the Jungle (ABC)73
9.	Man Behind the Badge (MCA)86	9.	The Falcon (NBC)62
10.	Man Called X (Ziv)86	10.	Silent Service (NBC)61

SHORT SCANNINGS

John Cross, account at Compton Advertising, has been moved up to vice-president of the agency. . . . Bennet H. Korn, vice-president of Du Mont Broadcasting and station manager of WABD, New York, has been named executive assistant to Richard D. Buckley, vice-president in charge of programming and sales. Korn will assume the additional supervisory duties over station WTTG, Washington, and Du Mont TV syndication operations including the sports network.

Bill Thourlby, actor has been signed for an upcoming episode of "Decoy." . . . Robert W. Morris has been elected president of Broadcast Advertisers Reports, Inc., The retiring president, Phil Edwards,

will fill the new post of publisher and also serve as chairman of the executive committee. . . . Morris was a co-founder of BAR in 1952, serving until now as executive vice-president. . . . At the annual meeting of the Station Representatives Association, Inc., held on December 19, the following officers were elected for the coming year: Frank M. Headley, president of H-R Representatives, president; H. Preston Peters, president of Peters, Griffin, Woodward, Inc., vice-president; Eugene Katz, president of the Katz Agency, re-elected treasurer, and Richard O'Connell, president of Richard O'Connell, Inc., secretary. Pat Carroll, formerly of "Caesar's

PULSE LOCAL RATINGS FOR NOVEMBER

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

BIRMINGHAM
2 TV STATIONS—149,300 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—615,600 (33d in U. S.)
Buying Income—\$971,355,000 (41st)
Retail Sales—\$596,345,000 (48th)
Food Sales—\$142,735,000 (45th)
Drug Sales—\$16,902,000 (57th)
Automotive—\$127,476,000 (40th)
Above figures include following counties: Jefferson.

TOP NETWORK SHOWS

1. President Eisenhower, WBRC 36.8; WABT 15.3, Th. . . . 52.1
2. Lucy-Desi Show, WBRC, W. . . . 51.6
3. Ed Sullivan, WBRC, Su. . . . 42.8
4. G.E. Theater, WBRC, Su. . . . 40.8
5. Alfred Hitchcock, WBRC, Su. . . . 40.3
6. Lassie, WBRC, Su. . . . 40.3
7. Gunsmoke, WBRC, S. . . . 39.5
8. Bachelor Father, WBRC, Su. . . . 38.8
9. \$64,000 Question, WBRC, T. . . . 37.3
10. December Bride, WBRC, M. . . . 36.3

TOP MULTI-WEEKLY SHOWS

1. My Little Margie, WBRC, M-F 20.3
2. Mystery Playhouse, WBRC, M-F 18.9
3. CBS News, WBRC, M-F 17.9
4. Mickey Mouse Club, WABT, M-F 17.7
5. News, Sports, Weather (5:30 p.m.), WBRC, M-F 17.2
6. NBC News, WABT, M-F 15.4
7. News, Sports, Weather (6 p.m.), WABT, M-F 15.0
8. Mystery Theater, WBRC, M-Th 14.1
9. Guiding Light, WBRC, M-F 13.8
10. Circle 6 Ranch, WBRC, M-F 13.6

TOP FEATURE FILMS

- Once-Weekly**
1. Million \$ Movie, WBRC, S-10:30-Sign Off 19.7
 2. Saturday Showtime, WABT, S-12:45-2:30 14.8
 3. Academy Theater, WBRC, S-12:30-2:00 14.7
 4. Shirley Temple, WABT, S-3:30-5:00 13.4
 5. 4 Star Performance, WBRC, Su-11:30-Sign Off 10.6
- Multi-Weekly**
1. Circle 6 Ranch, WBRC, M-F-4:00-5:00 13.6
 2. 4 Star Playhouse, WBRC, M-Th-11:30-Sign Off 10.5
 3. Hollywood Hit Parade, WABT, M-F-12:30-2:00 9.6
 4. Starlite Theater, WABT, M-F-11:15-Sign Off 9.2

TOP SYNDICATED FILMS

1. Martin Kane (Ziv), WBRC, T-8:00 33.3
2. State Trooper (MCA), WBRC, T-9:30 32.3
3. Highway Patrol (Ziv), WBRC, S-9:30 31.3
4. Harbor Command (Ziv), WBRC, Th-8:30 29.5
5. O. Henry Playhouse (Gross-Krasne), WBRC, Th-9:00 29.3
6. Frontier (NBC), WBRC, F-6:30 27.8
7. Boots and Saddles (NBC), WBRC, Th-6:30 27.3
7. Whirlybirds (CBS), WBRC, Th-9:30 27.3
9. Sheriff of Cochise (NTA), WBRC, Th-10:00 26.0
10. Annie Oakley (CBS), WBRC, F-6:00 25.3
10. Sky King (Nabisco), WBRC, W-6:00 25.3
12. Man Behind the Badge (MCA), WBRC, M-10:00 25.0
12. Silent Service (NBC), WBRC, F-10:00 25.0
14. Stax of the Grand Ole Opry (Flamingo), WBRC, S-6:00 24.3
15. Death Valley Days (U. S. Borax), WBRC, T-6:00 23.3
16. Dr. Christian (Ziv), WBRC, W-10:00 23.0
17. Decoy (Official), WABT, W-9:30 22.0
18. My Little Margie (Official), WBRC, M-F-5:00 20.3
19. Kit Carson (MCA), WBRC, Su-12:00 20.0
20. Damon Runyon Theater (Screen Gems), WABT, Su-2:00 19.5
21. Terry and the Pirates (Official), WBRC, S-10:00 a.m. . . . 14.8

Hour," gave birth to a girl last week. . . . A boy was born to Mr. and Mrs. Leonard Stern. Father is supervisor comedy writing and production for NBC-TV's Steve Allen show. . . . Henry Lührman has joined National Telefilm Associates as office manager of the Atlanta office. Lührman comes to NTA from the Midwest division of Official Films.

BUFFALO
3 TV STATIONS—352,400 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—1,264,300 (14th in U. S.)
Buying Income—\$2,128,367,000 (16th)
Retail Sales—\$1,501,178,000 (14th)
Food Sales—\$369,942,000 (13th)
Drug Sales—\$45,626,000 (18th)
Automotive—\$249,254,000 (17th)
Above figures include following counties: Erie, Niagara.

TOP NETWORK SHOWS

1. Lucy-Desi, WBEN, W. . . . 47.3
2. Danny Thomas, WBEN, M. . . . 39.5
3. Playhouse '90, WBEN, Th. . . . 39.1
4. Gunsmoke, WBEN, S. . . . 38.7
5. Godfrey's Talent Scouts, WBEN, M. . . . 38.2
5. Wyatt Earp, WGR, T. . . . 38.2
7. Burns and Allen, WBEN, M. . . . 36.9
8. Lawrence Welk, WGR, S. . . . 35.2
9. What's My Line? WBEN, Su. . . . 34.9
10. Alfred Hitchcock, WBEN, Su. . . . 34.3

TOP MULTI-WEEKLY SHOWS

1. 11:00 News, Weather, WBEN, M-F 22.6
2. Mickey Mouse Club, WGR, M-F 21.9
3. News-Fagan, Weather (11 p.m.), WGR, M-F 18.8
4. Weather, Sports, Review (11:15), WBEN, T-F 16.1
5. American Bandstand, WGR, M-F 15.2
5. Guiding Light, WBEN, M-F 15.2
5. Search for Tomorrow, WBEN, M-F 15.2
8. Cisco Kid, WBEN, M, W-F 14.9
9. Love of Life, WBEN, M-F 14.0
10. Captain Kangaroo, WBEN, M-F 13.9

TOP FEATURE FILMS

- Once-Weekly**
1. Saturday Playhouse, WBEN, S-11:30-Sign Off 19.7
 2. 5th Film Festival, WBEN, Th-11:30-Sign Off 18.7
 3. Starlight Theater, WGR, Su-9:30-10:30 15.2
 3. General Playhouse, WGR, F-11:30-Sign Off 15.2
 5. Friday Film Feature, WBEN, F-11:30-Sign Off 14.7
 5. Dow 1st Run Theater, WBEN, W-11:30-Sign Off 14.7
 5. Premiere Performance, WGR, T-11:30-Sign Off 14.7
- Multi-Weekly**
1. 11:30 Theater, WBEN, T, S-11:30-Sign Off 11.6
 2. Million \$ Movie, WBUE, M-Su-Various Times 7.3
 3. Mid-Day Matinee, WER, M-F-12:00-1:45 5.5

TOP SYNDICATED FILMS

1. Whirlybirds (CBS), WBEN, M-7:00 29.9
2. Sheriff of Cochise (NTA), WBEN, F-7:00 28.7
3. Highway Patrol (Ziv), WGR, T-10:30 26.9
4. Silent Service (NBC), WBEN, S-10:30 26.7
5. Men of Annapolis (Ziv), WBEN, M-9:30 25.5
6. Decoy (Official), WBEN, T-10:30 24.5
7. Annie Oakley (CBS), WBEN, T-7:00 18.5
8. Waterfront (MCA), WGR, Th-7:00 17.9
9. Harbor Command (Ziv), WGR, S-10:30 16.3
10. Jungle Jim (Screen Gems), WGR, S-11:00 a.m. . . . 16.2
11. Honey-moozers (CBS), WGR, Su-10:30 15.7
12. Grey Ghost (CBS), WGR, W-7:00 15.5
13. Championship Bowling (Walt Schummer), WBEN, S-1:00 15.3
14. Cisco Kid (Ziv), WBEN, M, W-F-6:15 14.9
15. Terry and the Pirates (Official), WGR, S-11:30 p.m. . . . 14.5
15. Popeye (Assoc. Artists), WBEN, S-8:30 p.m. . . . 14.5
17. Twenty-Six Men (ABC), WBEN, W-7:00 14.0
18. Code Three (ABC), WGR, F-10:30 13.9
18. Studio 57 (MCA), WBEN, Th-7:00 13.9
20. Sky King (Nabisco), WGR, T-6:00 13.5
20. Hopalong Cassidy (NBC), WGR, Th-6:00 13.5

DAYTON, O.
2 TV STATIONS—149,900 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—537,600 (44th in U. S.)
Buying Income—\$1,137,800,000 (34th)
Retail Sales—\$741,111,000 (37th)
Food Sales—\$169,147,000 (36th)
Drug Sales—\$25,525,000 (35th)
Automotive—\$139,922,000 (32d)
Above figures include following counties: Greene, Montgomery.

TOP NETWORK SHOWS

1. Lucy-Desi Show, WHIO, W. . . . 46.8
2. Climax! WHIO, Th. . . . 42.4
3. Perry Como, WLW-D, S. . . . 42.3
4. Gunsmoke, WHIO, S. . . . 41.8
5. Zane Grey, WHIO, F. . . . 39.0
6. Playhouse '90, WHIO, Th. . . . 38.9
7. What's My Line? WHIO, Su. . . . 38.5
8. Robin Hood, WHIO, M. . . . 38.3
9. Alfred Hitchcock, WHIO, Su. . . . 37.8
9. President Eisenhower, WHIO, Th. . . . 37.8

TOP MULTI-WEEKLY SHOWS

1. Soho Rpt., Sports Desk (6:30 p.m.), WHIO, M-F 28.5
2. Front Page News (11:00 pm.), WHIO, M-F 26.5
3. Mickey Mouse Club, WLW-D, M-F 20.1
4. 3 City Final (11:00 p.m.), WLW-D, M-F 18.0
5. Art Linkletter, WHIO, M-F 16.1
6. Beat the Clock, WHIO, M-F 15.4
7. 50-50 Club, WLW-D, M-F 15.2
8. Wild West Show, WHIO, M-F 14.0
9. As the World Turns, WHIO, M-F 13.9
10. Love of Life, WHIO, M-F 13.5

TOP FEATURE FILMS

- Once-Weekly**
1. Best of M-G-M, WLW-D, Su-2:00-4:00 17.9
 2. Premiere Performance, WLW-D, F-11:15-Sign Off 16.3
 3. Movie, WHIO, S-2:30-4:30 9.7
 4. Early Risers Theater, WLW-D, S-7:00-8:00 a.m. . . . 2.4
- Multi-Weekly**
1. 50-50 Club, WLW-D, M-F-12:00-1:30 15.2
 2. Wild West Show, WHIO, M-F-5:00-6:00 14.0
 3. Your Evening Theater, WHIO, M-S-Various Times 13.5
 4. M-G-M Theater, WLW-D, M-Th, S, Su-11:15-Sign Off 13.3
 5. Movie Matinee, WHIO, M-F-3:30-5:00 12.1

TOP SYNDICATED FILMS

1. Highway Patrol (Ziv), WHIO, T-9:00 31.8
2. State Trooper (MCA), WHIO, T-7:00 31.3
3. Whirlybirds (CBS), WHIO, W-7:30 30.8
4. Tracers (Minot), WHIO, Th-7:00 30.5
5. Silent Service (NBC), WHIO, S-7:00 30.3
6. Badge 714 (NBC), WHIO, S-10:30 30.0
7. Little Rascals (Interstate), WHIO, M-6:00 28.8
8. Men of Annapolis (Ziv), WHIO, F-10:30 28.5
9. Dr. Hudson's Secret Journal (MCA), WHIO, F-7:00 28.3
10. Death Valley Days (U. S. Borax) WLW-D, M-7:00 27.3
11. Sheriff of Cochise (NTA), WHIO, T-7:30 26.8
12. Twenty-Six Men (ABC), WLW-D, T-2:00 25.3
13. Science Fiction Theater (Ziv), WLW-D, T-10:30 25.0
13. Last of the Mohicans (TPA), WHIO, Th-6:00 25.0
15. Frontier Doctor (Hollywood TV), WLW-D, W-7:00 23.0
16. Little Rascals (Interstate), WHIO, S-12:30 21.8
17. Guy Lombardo (MCA), WHIO, W-6:00 20.5
18. City Detective (MCA), WHIO, F-6:00 19.3
19. Captain David Grief (Guild), WLW-D, Th-7:00 17.3
20. Annie Oakley (CBS), WLW-D, T-6:00 14.3
21. Sky King (Nabisco), WLW-D, M-6:00 14.0

Stations Wrestle Sales Problems

Continued from page 6

from the willingness of New York stations to pay more for features than in the past, with prices around the country being pegged to some extent on the New York market.) With feature prices rising, stations may look on TV film more

kindly again. The fact that they're unable to sell the half-hours in quantity is definitely cutting into their revenue, however, since, on spot rate, most get some 20 or 25 per cent less than if they were able to sell the package.

STEREO DISKS?

Let's Take It Easy

There's been a lot of conversation lately about stereophonic records. What does it mean? How will stereo disks affect the dealer? How soon?

During the past month, The Billboard has talked to a lot of people—record manufacturers, phono companies, cartridge and component people—to get some of the answers. Here's how we evaluate the stereo disk situation:

Don't scrap your monaural record players. Don't reduce inventories of standard LP's. Don't worry about stereo disks making single-channel sound obsolete. Forget about stereo disks for a while and tell your customers to do the same.

They're coming. Stereo disks are just around the corner. But the industry has no intention of turning that corner for a while, and that's to the good. Before any company lays out hundreds of thousands of dollars to tool up and produce stereo players, they're going to be sure that their investment is safe. They're going to be sure that they're right. No one, at this time, is that sure.

The bigger manufacturers want to experiment and refine production of stereo disks to insure acceptance. Because they have much at stake in producing both the records and playing equipment, they want the product to be perfect before they turn it out. It's simple logic. If they turn out a bad product, they're going to be stuck with it. And until these bigger manufacturers move, stereo disks and equipment will be a playing thing for engineers and hi-fi bugs.

Looking further ahead, what's going to happen when the majors introduce stereo disks and equipment? That will be an important day for the dealer. It will give him something new, exciting and profitable to promote. It will not cause any great upheaval. It will not make dealers' stock obsolete any more than color TV made black and white TV inventories obsolete.

The speed with which stereo disks push monaurals off the mark depends on how quickly the public accepts the new stereo reproducers and on how quickly they are made available in quantity. It depends also on the price of the equipment. The more expensive it is, the slower the acceptance.

To sum up: Every important phonograph and disk manufacturer is working at producing a good stereo disk and playing system. They face specific problems and they are trying to solve them. In time—not next month or perhaps even this year—they may be expected to produce a workable system that dealers can safely and profitably sell.

Scopp Wraps Up Global Big 3-Day Feldman Tie

NEW YORK — A new holding company, Affiliated Music Publishers, Ltd., has been formed, providing extensive opportunity for the world-wide exploitation and exchange of copyrights. The deal was set in London, and was the culmination of year-long negotiations between Mickey Scopp, general manager of The Big 3, and Fred Day, managing director of Francis, Day & Hunter. The holding company includes the Robbins group, including Robbins Music Corporation, Ltd., and Leo Feist, Ltd.; six catalogs of the Feldman group, including B. Feldman Company, Ltd., Herman Darewski, Dix,

Ltd., British & Continental Music Agencies, and Editions Feldman (Paris), and the Francis, Day & Hunter group, including Francis Day & Hunter, Ltd., Publications Francis Day (Paris) and various Continental subsidiaries. Shareholders of Affiliated are the Robbins Music Corporation of New York and the Day Family of London.

The Robbins group will continue to handle British rights for the American repertoire of Robbins, Feist and Miller and local world copyrights. The Feldman-Francis, Day group will continue represent-

(Continued on page 13)

Wexler Debts Own Label, Moon Records

NEW YORK — Elliot Wexler, pioneer record man who has had broad experience in rack operations and other phases of the business, including distribution and talent management, has set up his own label, Moon Records. Initial release is made up of 10 children's albums, each priced at \$1.49. Wexler will aim for all types of distribution — stores, supermarkets and mail order.

Altho the initial release is made up of kiddie material, Wexler intends to branch out into all categories, in all price ranges.

With regard to the children's field, Wexler feels this category has declined owing to lack of proper merchandising, promotion and pricing. The Moon kiddie covers, incidentally, are of the the graphic art type, which is believed to have a more direct appeal to children.

DIRE FORECASTS PREMATURE

'58 Augers Sizable Sales Boost at Dealer Levels

HOLLYWOOD — Record dealers can again expect a sizable increase in sales during the coming year, despite the premature dire predictions from many quarters of the industry. There's little question that total industry sales will again rise at the end of 1958, tho it seems likely that the increase may not be quite as spectacular as the last two years.

The dealer's concern is one that is currently felt at all retail levels and in great measure is brought on by economic conditions that have little or no direct connection with the disk business itself. Widespread talk of possible depressions, increased unemployment and a cut-back of luxury spending have contributed in part to the dealer's awareness that his percentage of

sales increase may not match that of the preceding years.

In spite of such dour predictions the disk industry figures to top the \$450 million sales mark in '58, with some company executives offering that sales will conceivably reach \$500 million.

Specifically, the record dealers seem concerned with such subjects as prices, increasing inventory, working capital, stronger guarantees and any major technological change within the industry itself.

The past year has demonstrated to dealers that the industry is prosperous enough to survive at many price levels, and accordingly, the major record companies have seen fit to price their various pop, classical and jazz works at \$2.98, \$3.98, \$4.98 and more in some

cases. While it's true that a decrease in price would be of paramount concern to dealers and depreciate existing inventory, such a move by any of the major recording companies hardly seems likely at the present time.

Altho the volume of new album releases reached astronomical proportions during the past year, there isn't too much chance that the quantity of releases will diminish in any appreciable number during 1958. If anything, the major recording companies are more likely to release even more albums, while independents are figured to feel the brunt of under-capitalization and the high cost of album production. The indies will agree that it's enough of a task keeping their

(Continued on page 13)

Consensus Tabs Stereo Disk Still in Research Stage

Diskery and Phono Toppers Sound Tempering Notes of Caution

By REN GREVATT

NEW YORK — Despite the presence of at least one so-called compatible stereo disk on the commercial market, and despite the apparent readiness of some cartridge manufacturers to mass produce stereo pick-up units, the advent of the stereo disk for Mr. Average Citizen's living room may be further off than many have been lately lead to believe.

Last week, it was disclosed that cartridge firms are heavily committed to stereo research and development. Only one, however, claimed to be ready for business right now. This week, diskery and phono manufacturer spokesmen sounded tempering notes of caution as they discussed the many problems still to be licked in developing truly compatible stereo with fidelity standards equal to those now available in monaural disks.

"Sure stereo is coming," says RCA Victor veepee Jim Davis. "But disks so far demonstrated, tho spectacular enough in the effects

produced, still have distortion and their levels are down. There is much research still to be done by all the record companies." Davis added that: "We don't want to see the public bamboozled with something that's less than perfect, and the disk that was introduced last week is not perfect and it's not compatible, either. This sort of thing can hurt the industry in general."

Goddard Lieberman, prexy of Columbia Records, points out that "stereo will eventually be sufficiently refined for consumer production." In a steady note to dealers, Lieberman added: "The stereo disk is not a revolutionary development, such as the LP record was in 1948... and will therefore not bring with it the obsolescence problems of a radically different record."

Time Is Factor

At the equipment level, Columbia veepee Herb Greenspon said the company had no plans at present to introduce stereo disk play-

ing equipment. Greenspon pointed up the time involved in tooling up for production and marketing such players.

James M. Toney, veepee of RCA's "Victrola" Division, declared: "Sure, we can make a stereo disk that will play stereophonically and monaurally right now. But it won't play well. We've been coping with these problems right along. They're solvable, of course, but we can't say when they'll be solved. When we get all the electrical and theoretical problems licked, we can start on design problems. All these steps take time and, taken together, they push mass-produced stereo players considerably into the future."

Another industry spokesman commented on the oft-discussed matter of compatibility "Theoretically, the Westrex system may be more compatible than, say, the London system. But the fact is that even to play a stereo disk based on the Westrex "45-45" idea, you've got to have vertical as well as lateral compliance in your pick-up. Few current pick-ups, even in good hi-fi equipment, have real vertical compliance. Without this necessary compliance, a monaural pick-up could quickly damage a stereo disk. Then, when the customer finally bought his stereo playing equipment, the record would sound terrible.

Jim Bayless, Capitol Records veepee in charge of manufacturing,

(Continued on page 13)

Victor's LP Offer Sets Trade Buzzing

Dealers, Distributions to Get New Albums On 100% Guarantee Return Basis

NEW YORK — The trade was buzzing last week following the announcement that RCA Victor will offer distributors and dealers (thru their distributors) a 100 per cent guarantee on all new albums, effective January 1.

Some confusion seemed to exist among distributors and dealers as to whether the deal actually represented returns — rather than an exchange privilege—but it was ascertained that under the new arrangement distributors will be allowed to return albums and not be billed for them.

However, there will be a handling charge—estimated at about 14 per cent. The handling charge

will also be tacked on to all RCA exchange privileges, heretofore offered on a 100 per cent guarantee basis.

The handling charge will not apply to the new policy of 100 per cent guarantee on all singles—both 78's and 45's — which Victor initiated recently when it upped its single price on 45's to 98 cents.

Under the new system, a revolving distributor record manager panel will be created by RCA, and an effort will be made to predetermine the first 60 days' sales potential for each new album. The total then will be allocated among distributors and at the end of 180

(Continued on page 13)

Consolidated Buys Dorsey Catalogs

NEW YORK — The music publishing catalogs of the late Tommy Dorsey, (Embassy Music, affiliated with Broadcast Music, Inc., and Dorsey Brothers Music, affiliated with the American Society of Composers, Authors and Publishers) have been acquired by Pete Paul, Al Ashley and Dorothy B. Weiss, principals of a number of publishing firms, known collectively as Consolidated Music Publishing Company.

It is understood the price was "under \$175,000" and that the entire purchase was a cash deal. The firm has been known to be up for sale for some months and both the Howie Richmond and the Gene and Harry Goodman publishing en-

(Continued on page 13)

Urania Named C-C Distrib

NEW YORK — The Crowell-Collier Record division has made a deal with Urania Records Distributing Company—effective January 1—whereby the latter outfit will distribute the entire disk and stereo-tape catalogs of C-C's Concert Hall, Inc., C-C Clubs, Inc., and the American Sound Corporation. Meanwhile, C-C chief Bill

(Continued on page 13)

Victor Club Offers Fat Intro Premiums

NEW YORK — Introductory premium to members of the recently formed RCA Victor Society of Great Music will be the nine Beethoven Symphonies, conducted by Arturo Toscanini with the NBC Symphony Orchestra.

Victor and the Book-of-the-Month Club, the two organizations sponsoring the Society, outlined the offer last week. The nine symphonies, in a seven-record album that normally would sell at \$34.98 retail, effective February 1, will be made available to new members at \$3.98. Members in turn agree to buy from the Society six other RCA Victor Red Seal disks within 12 months. The six additional records, which can be chosen from at least 50 that will be made available within the year, will sell at the nationally advertised retail price, plus a small charge for handling and mailing.

A joint statement by Victor and the Book-of-the-Month Club reads: "One hundred thousand of these albums—the Beethoven symphonies—are being manufactured for quick delivery to beginning members. When they are spoken for, and in any case after March 15, the Society reserves the right to change the terms of any offer to beginning members. Applications must be honored in the sequence received. Should any application be received too late, the applicant will, of course, be notified and he may cancel his membership if he so desires."

Details to Dealers

Details of the Society's operation were sent to the company's dealers by George Marek, vice-

Tamarin to Coast for UA Huddles

HOLLYWOOD — Al Tamarin, executive assistant to United Artists Record Corporation prexy Max Youngstein, arrived here last week (26) to look over the upcoming film music output from UA producers, and for a round of meetings with the firm's distributors on the Coast, Central Record Sales, Los Angeles, and Stone Distributing Company, San Francisco.

UA has a roster of nine films scheduled for distribution in the first quarter of 1958, and while none are musicals, the score from a number of features may wind up as soundtrack packages. Additionally, there are title songs in several of the films. Features are "Gun Fever," "Tiger by the Tail," "The Quiet American," "Witness for the Prosecution," "Fort Bowie," "Lost Lagoon," "Paths of Glory," "Ride Out for Revenge," and "Steel Bayonet."

"Witness" includes the tune, "I May Never Go Home," sung in the film by Marlene Dietrich, latter a Dot pactee. Studio also has a song and dancer in "Paris Holiday," upcoming starring Fernandel and Bob Hope and a flock of songs in "Thunder Road," co-starring Keely Smith, latter signed to Capitol.

Tamarin will meet with exploitation topper Roger Lewis and West Coast publicity director Leon Roth during his stay.

Tamarin acknowledged that UA had not as yet resolved its recording license problem with the American Federation of Musicians, though he opined that the "situation will be resolved shortly." Asked if there was any chance that UA might have to go to court to pave the way for the firm getting a license, Tamarin said, "I doubt it very much. We have no objection to paying the trust fund the money

president and general manager of the RCA Victor Record Division. Marek stated in part: "Effective January 1, the RCA Victor Society of Great Music will begin operation. It will offer only specially selected RCA Victor Classical album merchandise, all at our nationally advertised prices. One choice a month will be offered, with two alternates. The selections will not necessarily be new releases. . . . Mailings to Society members will include, beside the regular Society selections, a listing of all newly released Victor classical albums, available only thru you, the record retailer. . . ."

Marek pointed out that every record sold by Victor thru the Society to members enrolled by dealers exclusive of premium offers, entitles the retailer to a 20 per cent commission.

"RCA Victor agrees that club advertising has stimulated not only the armchair buyer into buying records, but the retail store-shopper as well," said Marek. "We further believe that once the armchair-buyer becomes acquainted with records, he is well on his way to becoming a retail buyer of those other releases he wants but cannot get by mail."

AM-PAR REPORTS '57 SALES TAKE UP 100%

NEW YORK—ABC-Paramount Records' net sales—both on singles and LP's—were more than 100 per cent higher in 1957 than in 1956, according to a year-end statement by AM-Par prexy Sam Clark.

Am-Par, which has released slightly over 300 singles and 150 albums since its inception August, 1955, has had nine disks on the best selling singles charts this year, with four platters currently on the listings (including the No. 2 record in the country, "At the Hop" by Danny and the Juniors).

Clark said the label expects to release a minimum of 75 new LP's in 1958. He is also still interested in acquiring classical and jazz catalogs, in accordance with his wish to expand into the classical market.

Clark said he had pared the label's artist roster down considerably over the past year, and noted that he would exercise extreme caution in signing up new artists in 1958.

Am-Par also reaped awards for its album cover art this year, chalking up first, second and third place in The Billboard's album cover contest — winning more awards than any other label in the competition.

Am-Par's best selling singles this year were cut by a youthful line-up — 16-year-old Paul Anka's "Diana,"

Col. Shifts Crites To West Coast Post

BOSTON—Bob Crites, promotion manager for Columbia Records in the Greater Boston area, has been transferred to the Los Angeles territory.

Crites is being succeeded in Boston by Robert Messinger, who has been publicity director for radio station WBZ, here. He came here to Boston from Los Angeles, where he was in the publicity and newspaper business.

due, though we don't want to be a patsy." The latter referred to the possibility of dual payment to the trust fund and to the plaintiffs in the current court test against the AFM.

DOUBLE TAKE FOR GOUNOD

NEW YORK — Purists in the music business did a double take last week at the label on Coral Record's new single by the Lawrence Welk Glee Club.

The disk lists "Ave Maria" in Welk's ASCAP firm, Champaign Music, and credits the traditional theme to "Bach-Gounod, adapted by Dick Jacobs."

Victor Gets Rights to Philly Lady

NEW YORK—RCA Victor has acquired the rights to the sound track of "The Lady From Philadelphia," a "See-It-Now" program produced by Ed Murrow and Fred Friendly. Show will be broadcast over CBS-TV 10-11 p.m., Monday (30). A documentary, the show highlights Marian Anderson's recent 40,000 mile concert tour thru Asia on behalf of ANTA and the State Department. Album tagged at \$3.98 retail.

Deal was concluded by Alan Kayes, manager of Red Seal a.&R, who helped plan Miss Anderson's itinerary with the manager, S. Hurok, and Friendly.

college student George Hamilton IV "A Rose and a Baby Ruth" and "Why Don't They Understand"; 16-year-old Johnny Nash's "A Very Special Love," and "The Ladder of Love," teen-agers Joe Bennett and the Sparkletones' "Black Slacks" and "Penny Loafers and Bobby Sox," plus new "coming up strong" sides by 18-year-old Clint Miller ("Bertha Lou"), Anka's "You Are My Destiny" and Frankie Avalon's "De De Dinah." Latter is distributed by Am-Par on the Chancellor label.

Team to Plug Rock 'n' Roller

NASHVILLE—Jim Denny, of the Jim Denny Artist Bureau here, has teamed with Oscar Davis, personal manager to rock 'n' roller Jerry Lee Lewis, to form the Jerry Lee Lewis Enterprises for the purpose of promoting the rising young rock 'n' roll artist.

Davis, a veteran promoter of country and western talent packages, is president of the new firm, with Denny serving as vice-president and treasurer. Under the deal, Jerry Lee Music Publishing Company will become a subsidiary of Denny's Cedarwood Publishing Company, prominent in the c.&w. field.

Davis until recently has been handling promotion on Elvis Presley for Col. Tom Parker.

Local 400 AFM Honors May Jr.

HARTFORD, Conn. — Connecticut Republican Congressman Edwin H. May Jr. has been awarded an honorary membership in the American Federation of Musicians by Louis J. Zebedeo, Local 400, Hartford Musicians Union, for his "outstanding efforts in Congress which resulted in the passage in the House of Representatives of a reduction in the Cabaret tax from a 20 to 10 per cent level."

Cap Names Hall National Sales Manager for Angel

HOLLYWOOD — Capitol Records' plans for the recently acquired Angel Records went into high gear last week with the appointment of Roger Hall to the post of national sales manager for the longhair label.

For the past two years the regional manager of EMI's central division in Chicago, Hall will report to Max Callison, national sales manager and vice-president of Capitol Records Distributing Corporation. Hall was previously associated with the Chicago Symphony as assistant manager before joining Angel, served as manager of the Erie, Pa., and Ft. Wayne, Ind., Philharmonic orchestras, and also worked with the Columbia Artists concert bureau.

Along with five other key Angel

execs, Hall attended a round of top-level discussions here last week at which Angel's first release for 1958 was unveiled. Angel staffers here for the meetings were Gould Cassal, Monroe Glasberg, Hall, Irving Iserson, Walter Kiernan and Peter Sutro.

As part of the up-tempoed Angel interest, Cap's Lloyd Dunn, vice-president in charge of sales and merchandising, heads up a trio of company brass departing for Europe this week to co-ordinate the Continental aspects of the Angel operation. Accompanying Dunn are Lou Schurrer, director of advertising and packaging, and Leo Kepler, Cap's merchandising manager of classical records. Trio have Paris, London and New York on their itinerary. They'll confer with repertoire, packaging, printing and merchandising reps of the EMI family while abroad.

Sinatra Buys Three Coast Radio Outlets

HOLLYWOOD—Essex Productions, one of several independent corporations owned by singer Frank Sinatra, has purchased a majority interest in three radio stations on the coast. Stations are KJR, Seattle; KXL, Portland, and KNEW, Spokane.

Lester Smith, president of Mount Rainier Radio & Television Broadcasting Corporation, which owned the three stations, retained a minority interest.

Until now, Essex has chiefly been involved in motion picture and recording deals.

Court Voids Venus Suit

NEW YORK — Infringement suit involving a one-third interest in the renewal rights to the tune, "Mary Lou," was dismissed last week by Judge Thomas F. Murphy in Federal Court. Suit was filed by Venus Music Corporation against Mills Music, and involved the question of who was entitled to the Abe Lyman share of ASCAP performance money.

In dismissing suit the court said: "If an assignment of an interest in a renewal is protected the same as an assignment of a copyright, it would seem to require that plaintiff's assignor (Fred Fisher Music Company) would have superior title if it was a purchaser for value without notice of the existence of the prior assignment." The court added: "We find it had no notice of a prior assignment, but it was certainly not a purchaser for value since testimony merely showed that one dollar was given to Lyman at the time he signed the assignment."

Tune was written by J. Russell Robinson, George Waggoner and Abe Lyman. It was assigned to Henry Watterson, Inc., and later assigned to Mills.

Sanders Cuts For Am-Par

NEW YORK—ABC-Paramount has signed movie actor George Sanders to a recording contract. Altho Sanders has never warbled on the screen, he recently scored vocally via two guest shots on the Perry Como NBC-TV show.

Sanders' first LP for the label will be released early next month. Backing on the album is provided by Don Costa's ork and chorus. Diskeries have been going after teen-age film idols lately, but the Sanders pacting marks the first move by more mature cinema actors into the pop recording field.

Mellin Preps Three Albums For Coral

NEW YORK — One of the Broadway music publishers most active on the disking front, Bobby Mellin has three upcoming Coral albums now in the works. The mahoff of Robert Mellin Music and Coronet Music, who makes mood music waxings on nearly all of his frequent transatlantic jaunts, under the name Roberto and other noms du disque, has produced sets titled, "I Love Gina," "My Love for Jane Russell," and "Anita My Love," the latter dedicated to Anita Ekberg.

Mellin has also just sold an LP master for release on the new Carlton label and has in the past cut packages for Mercury, M-G-M, RCA Victor, as well as Coral.

On the cleffing front, Mellin recently completed a writing chore on "I Love You Oh So Much," feature tune of the upcoming Mario Lanza film, "The Seven Hills of Rome." Mellin was a co-cleffer of the theme for "The Monte Carlo Story," starring Marlene Dietrich and also carried out composing assignments for "Chase a Crooked Shadow," starring Anne Baxter and Richard Todd, and "Bread, Love and Tears," which featured Sophia Loren.

Mellin wrote music and lyrics for songs featured in the films "Romance in Majorca," "Two Sisters," "The Way Home," and "The Girl With the Flaxen Hair," while his firms, Mellin and Coronet, include the scores to numerous screen-vehicles, such as "The Miller's Beautiful Wife," "Run for the Sun," "Flight to Hong Kong," and "Men and Wolves."

WELK ARAGON TERPER MAGNET

HOLLYWOOD — More than 750,000 payees attended the Aragon Ballroom during the last two years, racking up the terper's biggest grosses during 1956-57, according to Manager Walter K. Lange.

Recently sold to the newly organized CBS-Los Angeles Turf Club combine who will develop the area as a family amusement park, the ballroom presently operates on a Friday, Saturday and Sunday evening schedule. Much of the success of the dance hall can be attributed to the popularity of maestro Lawrence Welk, said Lange, who works there on Friday and Saturday nights. Ray Robbins ork appears on Sunday evenings.

SALES PITCH

Louis Gets Cauliflower Phone Ear

CHICAGO—Mercury Records' newest promotion staffer, ex-champ Joe Louis, had one of the toughest bouts of his career last week when Publicity Director Tommy Schlesinger set up 150 phone calls between Louis and deejays to push the Diamonds' soaring single, "The Stroll."

"I was a fighter for 14 years and never got scratched," Joe said wearily after his second day on the phone, "but this is the first time I ever had a cauliflower ear."

Toughest call of all was a chat with Joe Smith, WVDA, Boston, who is an expert on odd sports facts and figures (except Joe didn't know it). After Louis sparred with his sales pitch, Smith countered with left-field hook in the form of quiz: "Joe, what was the date of your victory over Max Schmeling—the night you won the crown?"

It was a TKO. Louis didn't know.

Scopp Wraps Up

• Continued from page 11

tation of foreign rights for American publishers and world copyrights of foreign composers.

Scopp stated: "As in the past, the three groups of British companies will continue to compete in the American and foreign markets for representation of composers' works despite their common alliance in Affiliated."

Scopp added: "Despite its shareholding interest in Affiliated, the Big 3 American companies and the important catalogs of Robbins-Feist-Miller will continue to exercise autonomous discretion in assigning to foreign publishers foreign to it repertoire."

Julian Abeles represented legal interests of the American Big 3 companies. London attorneys for the American Big 3 firms was Joynton-Hicks & Company. London attorneys for Francis, Day & Hunter were Linklaters & Paines.

LIBRARY GETS SORIA DISKS

NEW YORK — In closing his office before leaving Angel Records January 1, President Dario Soria found an almost complete collection of Cetra-Soria disks. Soria, which he subsequently sold to Capitol—has donated the collection to the Donnell Library center, which has an extensive lending library of recorded music. Many of the albums in the collection have disappeared from the market, such as Verdi's "Un Giorno di Regno" and "Luisa Miller," Rossini's "William Tell," Donizetti's "Il Campanello," etc. Singers represented include Tagliavini, Tassinari, Lauri-Volpi, Taddei, Corena, etc., and conductors include De Sabata, Gui, Marinuzzi, Santini, etc.

Waldorf Debs New Low Price Album Line

NEW YORK — Waldorf Music Hall Records, which features a \$1.98 12-inch LP line, last week launched a new album line, on the Colortone label, retailing at \$1.49.

Colortone, which will feature all new material with emphasis on pop-standards, spotlighted 20 LP's in its first release including "The Ink Spots," "A Tribute to Hollywood," "Hollywood Musical Hits," "A Tribute to the Dorseys" featuring Bob Eberly and the Bobby Byrne ork, "Honky-Tonk Piano," "Romantic Echoes of Hawaii," "Paris," "Italy" series and several other mood music packages.

Waldorf has added additional men to its sales force to handle the new label, which will maintain a regular monthly release schedule. The entire Colortone line has been designed around its name, highlighted by specially designed four color labels and wrap-around covers.

Victor's LP Offer

• Continued from page 11

days the distributor may return any of the LP's in his stock.

The revolving panel will include a distributor record manager as chairman and three (occasionally four) other managers from three to four sections of the country. They will meet monthly in New York to listen to new albums in advance of their release. Plans call for every distributor record manager to serve one or more times on the panel during the year.

Also sitting in on the panel (in an advisory capacity) will be representatives of the following RCA record division departments: artist and repertoire, advertising and promotion, sales, and planning and marketing. Each person on the panel will be allowed one vote on a package's first 60-day sales expectancy.

As regards Victor's new 98-cent price tag on 45 singles, there were also a variety of opinions registered by distributors' dealers, and competitive labels. Altho some top label execs said they expected dealers would merely raise the price on other singles to 98 cents until the other labels followed suit, a check of dealers failed to bear this theory out—at least at this time.

Most of them indicated they will stand pat, and charge 98 cents for Victor only, until and/or if the other companies raise their singles prices. A few dealers said they would keep Victor disks at 89 cents until the 98-cent price became industry wide.

Col Dedicates New Line to Hi-Fi Bugs

HOLLYWOOD — Columbia Records will debut a new line of high-fidelity recordings tagged "Adventures in Sound" shortly, designed to retail at a suggested list price of \$4.98.

New series is expected to contain off-beat material and will be directed at high-fidelity aficionados. The sounds of locomotives, automobiles and other exotic audio matter to whet the interest of hi-fi fans will be included in the repertoire.

Project was originally unveiled at the label's convention in Miami last summer and was temporarily delayed. Disk material will simultaneously be released on tape, it was learned.

M-G-M to Deb 8 LP's, 5 EP's

NEW YORK — M-G-M Records' release for the New Year includes eight albums and five EP sets. Three of the LP's are by talent new to the label. Newcomers include Guy Luypaerts playing music of Charles Trenet; an album by Carl Eugster titled "Mediterranean Serenade." Others are "Berlin After Dark," with Peter Todd's orchestra; Gary Allen's "When Lovers Meet," Dick Hyman in "Hi-Fi Harpsichord," Robert Ashley's "Music Under the Stars," and a Hank Williams set, "The Immortal Hank Williams."

Dorsey Catalogs

• Continued from page 11

terprises had been mentioned prominently as possible buyers.

The Embassy catalog includes such tunes as "Everything Happens to Me," "Let's Get Away From It All," "Oh Look at Me Now" and "Opus One," while the Dorsey firm contains "There Are Such Things," "I Should Care," and "To Me," among others.

Many of these tunes were written prior to the time when BMI had contracts with writers, at which time, when performance royalties were paid to publishers, they included monies for writers. It is known that in the past certain writer litigations had arisen against the Dorsey firms, because of alleged non-payment of royalties. Several publishers, when queried, felt that this was one of the reasons why there had been little spirited bidding on the catalogs. Another reason for hesitation, it was pointed out, in connection with the ASCAP firm, was the fact that the value, based on ASCAP royalties paid, was based on the time when Dorsey was still alive and performing actively in TV, when the songs received a better exposure than now.

Writers who have songs in the catalogs include Matt Denis, Frank Sinatra and Sinatra's manager, Hank Sanicola.

CAP PLUGS 'HIT SLATE FOR '58'

HOLLYWOOD — Capitol Records kicked off an ambitious program aimed at sparking four new pop singles and an EP last week, tied to the theme "Hit Slate for '58."

Label has earmarked a heavy budget for mailings to dealers, one-stops and all disk jockeys. Literature urges recipients to "clean up after Christmas" via the five recordings available. Latter include new releases by Frank Sinatra, Nat Cole, the Five Keys, Ferlin Huskey and Ray Anthony.

Murdoch Loses Toronto TMA Throne After 26-Year Reign

TORONTO — The so-called "professional musicians" toppled Walter Murdoch from his post as president of the Toronto Musician's Association after a reign of 26 years. He was defeated by George Anderson, 36-year-old former Toronto Symphony Orchestra trumpeter and professor at Toronto's Royal Conservatory of Music.

Some observers blamed Murdoch's policy on recordings of commercial transcriptions here. Toronto's rules had firms paying \$100 for a license to record each commercial transcription. But this was only one reason for pulling Murdoch from his position. There have been other abortive attempts.

Murdoch, who was once an office boy with the Canadian National Railways' however, had done more for the lot of Toronto musicians than anyone. Proof of the sentimental feeling for Murdoch came earlier this year when they honored him with a testimonial dinner.

After defeat Murdoch took the wind out of the sails of his opposition, when at a press conference he declared the election "democratic" and offered his future services.

Murdoch continues as executive officer on the International Board of the American Federation of Musicians.

Murdoch drew his support in the Toronto local from the part-time musicians. Yet, it was he who fought up and down the line for the professional musicians, the same men who defeated him in the election.

About 1,400 members cast bal-

lots in the election, with Anderson topping Murdoch by 326 votes. A previous attempt to oust Murdoch, about five years ago, missed by 40 votes.

Also elected in the upset poll were Gurney Titmarsh, first vice-president; John Niosi, second vice-president; H. Nicholson, assistant secretary; Harry Bergert, marshal; Alan Wood, sergeant-at-arms, and Ellis McLintock, chairman of the fees committee. Sam Levine, Ted Roderman, William Richards, Lewis J. Dobson and William Sparling make up the new executive board.

ASCAP's TV Pact Near Set

• Continued from page 2

writers suit "have been pushed to one side for a substantial period of time."

The all-industry committee includes Irving Rosenhaus, WATV, New York, chairman; Elisha Goldfarb, RKO Teleradio, secretary-treasurer; Charles Britt, WLOS, Asheville, N. C.; Roger Clipp, WFIL-TV, Philadelphia; Sam C. Digges, WCBS-TV, New York; Omar Elder, ABC; Frank Fitzsimmons, North Dakota Broadcasting, Fargo, N. D.; Nathan Lord, WAVY-TV, Louisville; Dwight Martin, WAFF-TV, Baton Rouge, La.; Clair McCullough, WGAL-TV, Lancaster, Pa.; John E. McCoy, Storer Broadcasting Company; John T. Murphy, Crosley Broadcasting; Hamilton Shea, WWSA-TV, Harrisburg, Va.; Edward Thoms, WKJG-TV, Ft. Wayne, Ind., and Lloyd E. Yoder, WRCV-TV, Philadelphia.

Urania Named

• Continued from page 11

Fowler reported that the activities of the C-C record clubs—Crowell-Collier Record Guild and Jazztone Society, Inc.—"will be sharply curtailed during the early months of 1958, pending a study of the effect of intensive competition expected from the RCA Victor, Capitol record clubs and the well established Columbia club."

Under the new distribution setup, Urania and C-C will continue to handle their own national publicity and promotion separately, while the combined lines will be merchandised and promoted at local levels by Urania's field staff.

"EVER SINCE I MET LUCY"
Mark Stone—Kapp #K-205X

"I NEVER HAD A DREAM LIKE THIS BEFORE"
Les Baxter—Capitol #3842

"THE OBJECT OF MY AFFECTION"
Danny Davis—Cobot #CA 112
Enoch Light—Grand Award #CA 45-1016B

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

From Sweden • the captivating

SWEDISH POLKA

Ron Goodwin on Capitol

Leroy Anderson's

SLEIGH RIDE

100% Recorded •

MILLS MUSIC, INC.

From the 20th Century-Fox Film

"APRIL LOVE"

April Love

LEO FEIST, INC.

NARAS Preps Plans for 1958 Awards

HOLLYWOOD — Nominations for awards to be given by the National Academy of Recording Arts & Sciences are expected to get under way early in 1958.

At a meeting of the Los Angeles chapter here last week, Jim Conkling, temporary chairman of the group, declared: "The academy has now achieved a sufficient stature in terms of the number and quality of its membership that we can make tangible plans for nominations, voting and presentation of awards on a national television show."

Conkling said the LA chapter has a wide representation of all creative aspects of the industry, and that the New York chapter, under the direction of John Hammond, is currently in its last stages of organizational plans and anticipates a full quorum by January.

Paul Weston, president of the local chapter, pointed out that voting privileges are available only to members of NARAS. Memberships are open to anybody connected with the creative aspects of the disk industry.

Group Buys Station KFOX

HOLLYWOOD—Radio Station KFOX, Long Beach, Calif., has been purchased by a group headed by Kenyon Brown and Kevin B. Sweeney from the Hogan Broadcasting Corporation. Brown is president and a principal executive in KCOP Television, Inc., new firm which recently purchased Channel 13 in Los Angeles. He also has radio interests in Kansas, Miami and Oklahoma.

Sweeney is president of Radio Advertising Bureau, Inc., and before that was associated with CBS, ABC and with Station KFI here.

ELVIS PRESLEY

Sings

"Blue Christmas"

In Elvis' Christmas Album

CHOICE MUSIC 9109 Sunset Blvd Hollywood

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

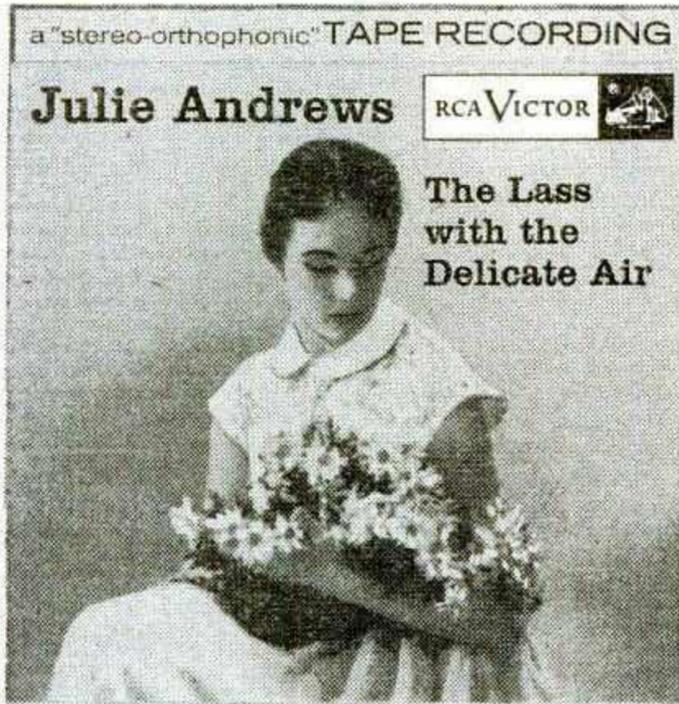
'KATSUMI LOVE THEME'

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

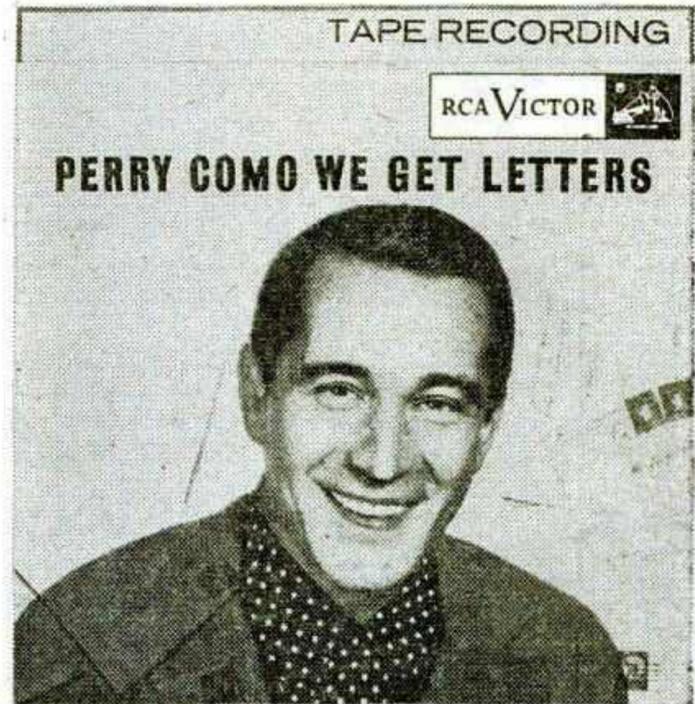
M. WITMARK & SONS

NEW on RCA VICTOR

the greatest name in tapes!



JULIE ANDREWS, star of "My Fair Lady," sings light-hearted folk songs in her solo recording debut. BPS-85. \$8.95



PERRY COMO sings an all-request program — 12 great standards he's been asked to do on TV. (Monaural) AP-59. \$6.95

PLUS THESE RECENT BEST-SELLERS



ACS-63. \$6.95



DCS-64. \$12.95



CPS-72. \$10.95



CCS-65. \$10.95



CPS-82. \$10.95



BPS-80. \$8.95



CCS-66. \$10.95



ACS-87. \$6.95

Go after the thousands of new customers who got tape recorders for Christmas with the stereo tape library that has *everything* . . . great artists, great performances, great sound!

Every one of these RCA Victor stereo tapes has *podium presence* — the stunning realism of great New Orthophonic High Fidelity sound! Every one comes in an attractive, attention-getting album! With liner notes! On a uniform 7-inch reel, clearly labeled for instant identification! *It's RCA Victor . . . tops in stereo tapes!*



RCA VICTOR
RADIO CORPORATION OF AMERICA



Manufacturer's nationally advertised prices shown — optional with dealers.

FLORIDA REPORT

Tape Volume Is Low But Growing

- Price is a major factor in Florida community—still gains are seen
- Convenience a factor in at least one dealer's opinion

By GUY T. KELLOGG

DAYTONA BEACH, Fla.—A sampling of opinion among the top record outlets in this area indicates that stereo tape is headed for a brilliant future. But dealers realize that intensive selling and promotion is needed to acquaint the public with stereo's startling sound.

One obstacle is price. But dealers look for tape prices to break with mass production. More and more tape players are hitting the market but the price tags limit buying to the pace-setters. However, wide interest in hi-fi indicates a ready-made market once present owners can be sold on the idea of adding tape.

Demo Necessary

All agree that stereo sound must be heard to sell. Further, demonstrations should take place under the best possible conditions to avoid distractions caused by other store activities. One suggestion calls for concerts after usual business hours for specially invited groups.

At Reid's Records, partner Mary Jane Reid is handling the V-M line of equipment and tapes. Her initial order of Capitol tapes arrived early this month. She plans to meet the growing demand by stocking more heavily as conditions warrant. Mrs. Reid notes that many customers ask for longer term financing, indicating previous commitments budgetwise. What effect, if any, this may have on stereo equipment sales is unknown.

She feels that the entry of major disk firms into stereo will pep up the market. Distributors whose sales effort has been light will probably step up the tempo, offering closer co-operation with dealers.

Selection Problem

Mrs. Reid notes that tapes containing several selections present a difficulty in locating a particular segment. Would it, she wonders,

(Advertisement)

'Irish' Sales Display Triples Recording Tape Volume for Alabama Music Store

"The self-vending IRISH Recording Tape Department has substantially increased our sales of recording tape," says W. L. Miller, general manager of the Forbes-Miller Music Company in Anniston, Alabama. "In fact, our sales have tripled in the last six months, since we put the unit on the floor."

The Forbes-Miller Music Company is associated with the six Forbes Music Stores, which have been serving Alabama for 68 years.

"We like the high quality of the IRISH Ferro-Sheen process tapes, the attractive packaging, the good merchandising and the 40% profit on the IRISH line," adds Mr. Miller.

IRISH brand recording tape is manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

(Advertisement)



be feasible for manufacturers to splice in sections of different colored tape to show where selections begin? This would simplify playing only a part of the tape.

At Reliance Radio and Music Shop, tape sales are showing an increase. Hi Fi, Bel Canto and RCA Victor tapes are now in stock and others will be added. Reliance points out that owners of hi-fi rigs can quickly add tape equipment at moderate cost. With the public becoming more sound-conscious, a steady growth trend is looked for. It may reach astonishing proportions.

Special Orders, Prices

The local Sears-Roebuck music department considers tapes the coming thing, but has not stocked them as yet. They do, however,

MILWAUKEE REPORT

Dealers See Need For Improvements

- Dealers are easing themselves gradually into tape merchandising
- Process could be speeded if some faults were remedied

By BENN OLLMAN

Beer City dealers, with few exceptions, are steadily increasing their volume of recorded tape sales. Music retailers here during the past year have gone thru a "wait-and-see" period, and most of them now believe that tapes are here to stay. The result: most stores are easing into the picture via gradually expanding tape departments that vary from limited space behind counters to well-stocked shelves and eye-catching browser boxes and island racks.

Which Way Prices?

Optimism over the future of the tape field is widespread among Milwaukee dealers. Considerable concern, however, exists over the trend the fledgling tape business may take price-wise as the Christmas buying spree ends.

Current tape inventories are purposely being held to a minimum, according to several key buyers: "We're getting a lot of calls for tapes now, and price is no obstacle. But, we aren't stocking in depth. We're trying to keep our inventory lean just in case prices are cut after the first of the year," they say.

Majors a Factor

Typical of the area's dealers, John Plimpton, of Bay Music Shop, in the Whitefish Bay Gold Coast section, notes that he put in his initial stock of tapes last summer and sales have proved extremely gratifying.

"We set aside one small shelf section for tapes at first," says Plimpton. "Shortly afterward we added a new display rack and already we need more space to hold our tapes. I'm confident that we will see a steady growth in demand for tapes in the year ahead, now that the major labels are releasing tapes featuring top artists."

Two of the major volume Milwaukee disk retailers, the Hi-Fi Center and downtown Radio Doctors, also report an increasing clamor from their customers for new recorded tapes.

Expect to Pay

Warren Keats, buyer for the Hi-Fi Center, notes minor instances

offer to supply wanted tapes to customers on a special order basis.

In DeLand, Paul Caskey of the Caskey Music Shop comments: "This is a college town and most customers are students on a limited budget." For this reason he is reluctant to go heavily into tape just now. He believes that equipment prices will drop sometime soon and he will then be ready to accelerate with the boom.

At present he concentrates on getting sets into homes of new customers. This, he feels, will pyramid sales of both equipment and stereo tapes.

The consensus is that consumer interest in tape is fast-growing. The volume of tape sales this may bring about is tied directly to the increase in sales of tape equipment. This is the first hurdle that dealers must cope with in order to benefit from later developments in tape merchandising.

Up to now, the recorded tapes have had negligible effect on records sales. But far-seeing dealers wonder whether today's EP's and LP's may not one day be relegated to the back of the shop with the old 78's.

DENVER REPORT

Hypo on Stereo Key to Success

- Dealers satisfied they're getting fair share of tape business
- Here, too, they feel they could do more if problems were solved

Leonard Hon, buyer at Wells Music Company, Denver, is pleased with response to new stereophonic tapes produced by the majors. Sales climbed more than 25 per cent during 1957, following a disappointing 1956. When stereo was introduced, Wells Music Company put heavy merchandising emphasis on it, and after a few months had decided to do away with monaural tapes altogether.

"We have been particularly pleased in that all of the manufacturers are coming out with uniform tape," Hon added. "Before, handling stack and staggered types together was a real inventory problem."

Increasing Interest

Wells has noted an increase in interest in tape during the year past, and a sharp increase in the number of music bugs who want fine stereo equipment and music.

He feels that a prime need is more demonstration tape corresponding to the sealed reels offered by the manufacturer. "We don't attempt to break the seal and demonstrate the same tape which the customer wants to buy," he said. "Once we break the seal, it is difficult to sell the reel. Some manufacturers are giving us demos but not enough of them do. As a result, the customer must buy sight unseen."

The store has carried on a merchandising drive on stereo-head

recorders, and finds that the number of owners has tripled in the last two years.

Big Names on Tape

Mrs. Nessie Nides, owner of the big Nides Appliance Company, of Denver, reports extreme enthusiasm over the entry of the majors. "Our sales jumped immediately," she said, "because we can now offer top artists on tape, which wasn't the case six months ago. We ran an experimental promotion around tapes by Nat King Cole and Stan Kenton, and were delighted with the results. We had a complete sellout on the Cole tapes in a two-week period."

Mrs. Nides feels that there is a real future in recorded tape, which is limited, of course, by the number of recorders which the public owns. For that reason tape recorder merchandising operations have been stepped up, taped music is always playing in the record department, and salespeople throughout the store are offered better commissions on tape recorder sales. Probably the biggest promotional change has been to include a box in every record ad run in Denver newspapers. Listed within the box are a dozen or two pre-recorded tapes, and an invitation to come in for a demonstration. "This is the first time we have advertised tape in this way, and results have been better than we had expected," Mrs. Nides added.

Small Mark-Up

Recorded tape offers a definite, serious problem in that the mark-up for the dealer is too small, Mrs. Nides added. The one-third mark-up contrasted with 40 per cent on most records is likely to limit advertising funds and promotions. "Of course, the bigger unit sale offsets this to some extent," she pointed out. "We recommend that the suppliers remember the mark-up element when planning 1958 promotion."

Surprisingly, there has been little price resistance on tape to date. Nides Appliances feels that this will come sooner or later, particularly if any one manufacturer comes out with lower priced-tape albums or specials.

Campaign Needed

There are some definite needs, Mrs. Nides stated. "Taped music needs greater exposure to the public," she said, "in the form of national campaigns. For example, our local FM radio stations are using pre-recorded tape for music lovers, but this fact isn't well known. National magazine advertising campaigns would help substantially. We need more attractive

(Continued on page 42)

LOS ANGELES REPORT

Majors' Entry Hikes Tape Sales

- As in other areas, high prices cited as major drawback
- But volume has increased steadily during past year

By JOEL FRIEDMAN

HOLLYWOOD — The sale of pre-recorded tape has substantially increased in the past six months, according to dealers in Southern California. All, however, voiced sharp reservations about the future potential of tape, unless merchandising and price policies were revamped in some fashion.

Stereo Sells

In most cases, the dealers believe pre-recorded tape sales will continue to spiral during 1958, despite the widely publicized advent of stereo disks. There seems to be little question that dealers hold promise only for stereo tape, with many averring that they are selling off whatever monaural tape inventory they have, or are carrying monaural tape only as a price leader.

The entry of Capitol, Columbia and Mercury into the tape field has unquestionably influenced the increase of tape sales, according to Bill Hogue, Music City; Bill Denel, Denel's Music Shops, and Jerry Johnson, House of Sight & Sound. All declared Capitol's tape merchandise to have notably sparked their entire tape line, pointing out that the label's tape product has

been greeted by consumers with similar enthusiasm to its LP line.

Price Too High

While interest in tape is high, according to Jerry Johnson, of Sight & Sound, it could be appreciably higher were the price of tape substantially lowered. Johnson pointed out that a customer spends nearly 10 per cent of the purchase price of a tape recorder (\$150) for pre-recorded tape. Invariably

(Continued on page 18)

BOSTON REPORT

Lack of Know-How Kills Tape Gains

- Are manufacturers to blame for confusion, lack of knowledge?
- Area should be a good one but little progress is seen

By CAMERON DEWAR

BOSTON—Much confusion appears to exist on the question of recorded tape, a survey of many dealers here reveals.

And this confusion is in evidence on both sides of the counter, dealers are frank to admit. Among

regular dealers, tapes are a small quantity of the market and only in the cases of the cut-rate houses does there seem to be any appreciable volume.

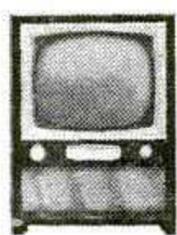
Information, Please

While most were quick to agree that there is a big future in tapes, they believe it is plodding along at present because of the high cost both of machines and tapes and the lack of information on the subject both by dealer and customer. "Let's face it," says one dealer.

(Continued on page 42)

Buy Now to beat the price rise on RCA VICTOR RED SEAL RECORDS.

On February 1st, the price of RCA VICTOR Red Seal Records goes up from \$3.98 to \$4.98 each. Your customers are now being urged: "Buy now to beat the price rise." **They're getting this message...**



ON TELEVISION

JAN. 7, The Eddie Fisher Show JAN. 25, The Perry Como Show



IN PRINT

FULL PAGE ADS IN: The New Yorker, Saturday Review, Schwann, Long Player, Hi Fidelity, Hi Fi Music at Home, American Record Guide, Hi Fi Music Review

ON RADIO

A saturation schedule of transcribed announcements

AT POINT-OF-PURCHASE

Dramatic window streamers and easel-back cards

All through January they're going to be hearing, reading, and heeding that money-saving suggestion, so get ready for a huge pre-deadline rush. Your RCA Victor Record Distributor is standing by to help you.

Get in touch with him today, and place your order. You, yourself, will want to take advantage of this last big opportunity to "BUY NOW AND BEAT THE PRICE RISE ON RCA VICTOR RED SEAL RECORDS"!

Manufacturer's nationally advertised prices shown—optional with dealer



RCA VICTOR
RADIO CORPORATION OF AMERICA



WASHINGTON, D. C., REPORT

Stereo Breakthrough Possible in '58

• Continued from page 14

play of stereo is part of the store prestige in "being up on the latest." Kitt's, which makes most of its revenue in rental and sale of stereo tape, has a full window display featuring a gala arrangement of tape, catalogs, machines, components, plus invitations to join the rental plan. (The rental tapes are, of course, stocked for that purpose only, with fresh sealed tapes for customers who decide to buy.)

Big Stores Lag

Department stores here lag the furthest in getting on the stereo bandwagon. Woodward and Lothrop, one of the largest, has stocked no stereo at all, as yet. The Hecht department store, a large and progressive store that generally bristles with new merchandising plans, has gone into stereo tape on a very limited scale.

Hecht's record buyer, Osa Jay, says Hecht's plans to add slowly to its stereo collection, "until we see if the thing is going to jell soon enough. Right now, the demand is not large enough among department store customers. The price is too high for average customers. Stereo tape is for the real hi-fi fan, the esoteric listener."

Miss Jay believes that aside from price, one big disadvantage to the tape is "that you can't find the individual number on a tape with multiple recordings. With a disk, you can drop the needle down on any part of the music you want—but on tape, it's anybody's guess where to find it."

Some Problems

Here are some of the discoveries, both good and bad, made by individual dealers in handling the new musical depth-charge.

Kitt's Music Store, which intends one day to convert entirely to tape, made the startling discovery that the majority of record buyers "do not want the same music on stereo tape that they have been buying for record collections." For example, a long-time buyer of what maestro Hershfield calls boom-chick (Welk and Lombardo) on disks, wanted only classical tape.

Hershfield recommends 100 per cent retraining for record salesmen who are to sell tape. It is not enough to know the machine, and to be able to talk intelligently about tape. "You have to be a psychologist. The real hi-fi fan is pre-sold. He not only knows exactly what he wants—he doesn't want any salesman trying to foist his

taste on the customer." Best trick, says Hershfield, is to keep a casual eye on the customer and watch which tapes he pulls out and lingers over.

In the rental operation, Kitt's at one time had trouble with piracy. Customers would make a play-off of the borrowed tape, then try to return the copy to Kitt's. The store now has its rental tapes specially coded, and has had only one case of pirating. The rental idea solves the problem of needing extensive auditioning facilities in the store. The tape library was a "big investment that paid off equally big," says Hershfield.

Asked if the new stereo-disk would have detrimental effect on tape sale, Hershfield said: "We're all for any kind of stereo. The more people become addicted to the new stereo sound, the better it will be for the whole field, both tape and disk." But from a practical standpoint, the dealer believes that tape, in general, is better physically. "We have returned perhaps two defective tapes out of 10,000. In records, I've had as high as one in 20 returned for defects."

No Steady Sale Yet

Connecticut Avenue's Disk Shop Manager Danziger is less sanguine about the tape, even tho his carriage-trade customers are not deterred by high prices. He doesn't believe tape will ever supplant records because "the records are so well made they are almost as good." Also, Danziger believes the real music lover who wants to build a large collection has to rely on records as being less costly and requiring a smaller investment in machinery and time.

Stereo has not even approached a steady-sale basis yet, Dan believes. The real hi-fi aficionado may come to his store and buy 20 tapes at a time, then taper off and not reappear for six months. "It's a novelty, but they get tired of fussing with it," is Danziger's view.

Audition problems don't bother Danziger. Beating a different trail from other area dealers, Danziger removed the only recording machine he had. He emphasizes the "fresh, untouched" quality of his tapes, to his well-to-do clientele. If the stereo classical fan wants to hear the music before buying, Danziger let him listen to a parallel disk recording. "The fan knows it will be the same, only better on tape."

Selling? No problem. Hi-fi fan prides himself on knowing exactly what he wants. In cases where a sale might be lost because of limited catalog, Danziger has found that a stereo buyer will frequently of his own accord forego his original demand for opera, symphony and pick out another classical tape, if he came in with the intention of getting one. "He may even walk out with a Bach," says Dan.

Cautious View

The four-store Super Music chain buyer Phil Levine says he is not buying heavily in tape. He expects a boost in demand after the first of the year, with more recorders finding their way under Christmas trees. He is also watching the new process of stereo-disks which have declared a lower price than tape, and claim compatibility except for minor expense. (The Billboard, December 9, 1957.)

Super Music's merchandiser, Herb Fribush, says tape demand has "definitely picked up the stores, but hasn't nearly reached its peak." Super Music will be prepared for any considerable pick-up in sales in 1958.

Fribush believes a price reduction on tape would enable tape to

get really big much faster if it could be brought within reach of the average customer. He is also keeping an eye on the stereo-disk possibilities, but says dealers will have to be cautious until they can observe the stereo disks in operation. In any case, he does not think salesmen need to worry about changeover to tape. "A good salesman can sell almost anything—and it's still music. Of course, he'll need to know more about the mechanics of handling tape."

Christmas Helped

Another store moving cautiously on stereo is Campbell Music. Campbell's Jack Gutridge attributes a rise in orders during the past month to Christmas gift buying — "the tape's so expensive." Campbell's will feature the Fisher recorder, and will have some tie-in promotion in stereo tape sales.

The Hecht department store reports that it has had tape recorders only since July, 1957. Department store customers in general are not educated to tape as yet—and stereo is for the "real hi-fi hound," the esoteric listener, says Hecht's music supervisor, Osa Jay.

Special Clerks Needed

Miss Jay says the problem in the department store sales of stereo is both in its average-price customers, and in the fact that "you have all kinds of people selling it." There hasn't been enough demand yet to warrant a specially instructed sales force. Hecht's will move very slowly in tape.

Miss Jay feels the tape will never supplant the convenience of records, partly because of the difficulty in finding an individual number in a long recording on tape. Also, like other dealers in the vicinity, she believes stereo is at present a pre-sold item: The buyer knows what he wants, is one of a rather small, specialized group of well-heeled music lovers which she does not expect to see blossom into a mass market.

The Stereo Factor

"Can anyone afford to completely ignore stereo in music selling today?" The Billboard asked D. C. dealers. The answer was an almost unanimous "No." "No matter how small a scale you sell on—you need to have a toe in the stereo door," one dealer put it.

The new sound revolution in hi-fi could leave backward dealers high and dry if they cling to old-type merchandising, and have no hi-fi coverage at all. Says the stereo - dedicated Hershfield, of Kitt's Music Store:

"Should stereo take hold of the American listener in a spurt (remember those who said TV was only an experimental gadget?) — those dealers who have maintained no contact with stereo in tapes, equipment or customers, will be among the missing in the music sales field."

L. A. Report

• Continued from page 16

the sale is limited to fewer than two reels at such prices, he said.

Bill Denel, Denel's Music, agrees with Johnson, declaring that "the price of tape is way out of line and there's no reason why it can't be lowered."

Demo Tapes Needed

One of the particular problems raised by the dealers is a definite need for free or at-cost demonstration tapes. They point out that they have the same problems with tapes as they do with LP's, with the exception, of course, in that tape is generally a higher-priced product. Dealers urged the tape manufacturers to furnish them with a library of demo tapes to be played for consumers without damaging tape packages from stock.

In view of many technological changes dealers expect will be made in the tape field, there are some who believe that tape sales should now be either guaranteed by a manufacturer or that mer-

SAN FRANCISCO REPORT

Tape Sales Grow At Steady Pace

• Continued from page 14

27 females and four males on the Music Box floor. Also, the shop is directly across the street from one of the city's biggest department stores and the sidewalk traffic appeared to be about 90 per cent female.

While disagreeing with Jacques' optimism for early appearance of stereo records, Willey, Heller and Ciardella heartily agree with his evaluation of the distaff side as disk customers.

They admit tape is a man's deal. They are in accord also with the theory that probably no more than 2 per cent of all women buyers own or know how to operate a recorder. They added that most buy tape, and occasionally a recorder, for somebody else, generally the man of the house, as a birthday or Christmas gift.

Moving with this trend, Sherman Clay's elaborate window and indoor displays, feature a recorder as the ideal Christmas present from her to him.

Steady Growth

All four of the dealers interviewed agree the tape future is bright. Heller estimates his 1957 gross was 50 per cent above last year and with every indication of going as much or more higher in 1958. Willey and Ciardella echoed similar opinions.

However, the tape bonanza is not without its headaches. Altho leading his competitors in tape sales, Willey feels the business still has a lot of bugs to iron out. Such as:

Not enough sample tape containing excerpts from available listings. Mercury, he says, is the only major offering a satisfactory range of samples. Willey loans sample tapes to valued customers to take home with resultant increased sales. This, however, is no problem for the others who, with extensive disk inventories, merely demonstrate the tape with its record counterpart.

Another complaint is Willey's claim that the industry is "woefully neglecting" the monaural product.

A Place for Monaural

"Don't get me wrong," he says, "I'm all for stereo, but my customers with monaural machines far outnumber the stereo owners and undoubtedly will continue to do so for time to come. There are two good reasons for this: price and type of music. Stereo music is of little use to the customer who wants tunes for dancing. And while there can be no argument as to superiority in musical quality, I see no advantage in the extra expense for stereo sound if the buyer merely wants dinner music or recorded background entertainment for home social gatherings. If it is strictly concert music he wants, then by all means stereo."

The aggressive dealer asserts there is insufficient display ma-

chandise be sold to dealers on a 100 per cent exchange basis.

Dealers opined that there is a great need for additional point-of-sale merchandising aids in order to take some of the mystery away from pre-recorded tape. The manufacturers haven't been selling stereo as "well as they have been selling rock 'n' roll," said one dealer. A need for counter cards, streamers, store banners and some means of explaining tape recording, its functions and performance was underscored by the dealers.

terial and he contends most of the firms are lagging in descriptive and attractive packaging. He admits, however, that Capitol and Mercury came into the field with excellent packaging. Willey also believes all of the manufacturers do not provide sufficient catalogs "and what handfuls we are able to beg, borrow or steal from the distributors often are not up to date."

The Price Factor

Then, for his really top gripe, Willey vehemently maintains that tape prices are "far too high" in comparison with the same selections available on disks.

"For instance, I have to charge \$12.95 for a Nat King Cole tape that discount platter shops all over town are selling for \$3.98. You can't convince me it costs that much difference for putting out the same recording."

But this complaint evoked an equally vehement negative retort from Columbia's Heller.

"I disagree," Heller said. "Even granting the margin of profit to the tape manufacturer is greater than in the disk business, I think the investors are entitled to a fair return on their money and I haven't the slightest doubt that, at the rate tape sales are booming now, prices will start to come down. It's just the old story of supply and demand." Ciardella came up with a modified viewpoint.

"There is no doubt tape sales would be greatly stimulated with a substantial price cut," he said. "In the long run I believe both manufacturer and retailer would profit. But I also appreciate the vast difference in cost between turning out a tape and a record." He added the retail markup, generally 38 per cent, is the same for disks and tape, indicating that if the gravy is richer in tapes, the retailer is not getting it.

Chicago Report

• Continued from page 14

ager, attributes this success to the fact that his clientele doesn't worry about price. He estimates that he's now grossing \$2,000 in stereo tapes, and this is compared against a \$500 gross six months ago, indicating swift acceleration in sales. He carries an inventory of about 350 tapes.

Customers are impressed, he says, not only by the startling sound of stereo, but also by the lack of deterioration from many plays of a tape, which customers expect on disks.

The moral seems to be, simply, that where price is no object, tapes sell. But, in many places, price is an object and tapes don't sell.

One Stop DISTRIBUTOR FOR Recorded Tape!

You can order every tape on the market and your order will be filled immediately. You get a straight 30% discount on all regular tape releases, and we pay the postage. You also receive the latest information on titles, selections, new releases, availability and list prices. Write for further information or order today. No Order Too Small—No Order Too Large! Please enclose check or money order.

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GRanite 4-4607

STEREO ENGINEER

Are you in the Tape Business or do you contemplate entering it? Are you looking for a STEREO recording engineer? A man with experience in all phases and media of the recording and reproduction of sound. If so, please contact H. P. IEMLE, 146 Franklin St., Bloomfield, N. J.

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from a Single Source

DEALERS

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P. O. Box 8 Roslyn, Pa.

COMING SOON!

WEBCOR HI-FI
VALUE FAIR

THE
WORD
ON
PLAYS



VIC
DAMONE

THE GIFT OF LOVE
(from the 20th Century-Fox
Production "The Gift of Love")
with PERCY FAITH
and his orchestra
b/w
UNAFRAID
with Marty Manning
4-41085



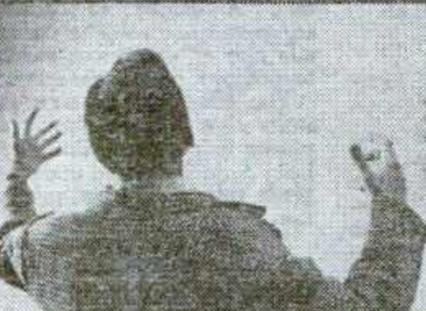
FREDDIE
HART

YOU ARE MY WORLD
b/w
HEAVEN ONLY KNOWS
4-41081



TONY
BENNETT

LOVE SONG FROM BEAUTY
AND THE BEAST
(from the Shirley Temple
Storybook Production)
with PERCY FAITH
and his orchestra
b/w
WEARY BLUES FROM WAITIN'
with RAY ELLIS
and his orchestra
4-41086



JIMMY
RICHARDS

STROLLIN' AND BOPPIN'
(Walkin' the Bop)
b/w
COOL AS A MOOSE
(Just Boppin')
4-41083



DON
CHERRY

with RAY CONNIFF
and his orchestra
LOVE ME, IF YOU WILL
(Amami se vuoi)
b/w
IT'LL BE ME
4-41077



LEFTY
FRIZZELL

TELL ME DEAR
b/w
TIME OUT FOR THE BLUES
4-41080

Watch for plenty of excitement in the VIC DAMONE department when "Gift of Love"—starring Lauren Bacall and Robert Stack—hits the local movie house. * * * TONY BENNETT'S "Love Song" will be aired nationally January 12 on the first of the new Shirley Temple shows. It's a beaut! The flip side is extra special because Tony dedicates it to the man who wrote it, the late Hank (Cold Cold Heart) Williams, who penned many a Bennett hit. * * * The reason Jimmy Richards has his back to the camera is because there really isn't any Jimmy Richards at all. We aren't telling who it is—except that under another name he's been turning out hits all year long. Both sides of this one are sure-fire rock-and-rollers-slanted towards your blue-jeans customers * * * DON CHERRY puts a hit on your counter with a song that's the rage of Italy right now, back to back with a hand-clapping swinging gospel song.

EXTRA EXPOSURE!

JOHNNY MATHIS will appear on the Big Record television show January 1; NBC-TV's All-Star Jazz Show of December 29 will feature, among others, LOUIS ARMSTRONG, DUKE ELLINGTON and DAVE BRUBECK. Check your stocks —be ready for the extra demand!

THE SURE-FIRE HITS ARE ON

COLUMBIA RECORDS

A DIVISION OF CBS
© "Columbia" ® Marcas Reg.
"CBS" T.M.

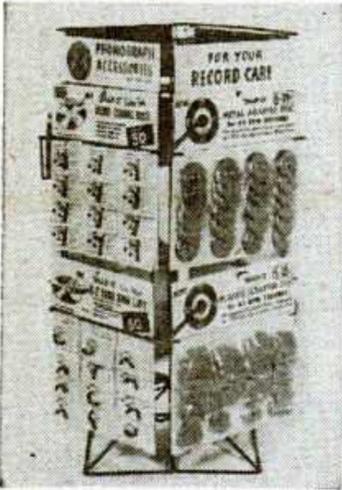
THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

SALES AIDS

KIRSCH SHOWS NEW ACCESSORY RACK . . .

A revolving counter display rack for record accessories is being shown to the trade by Kirsch Music Corporation, New York. Equipped with descriptive signs, the rack allows the customer to find the items he wants and suggests others. The rack measures 25 inches high and requires only 10½ inches of counter space. It weighs 16 pounds. The rack is



shipped pre-packed and ready for sales. Accessories mounted on the rack include metal inserts for 45 r.p.m. records, record cleaning brushes, E-Z tone arm lifts, liquid anti-static record cleaner, anti-static cleaner cloth, foam turntable pad and poly album covers. The unit is available thru distributors only.

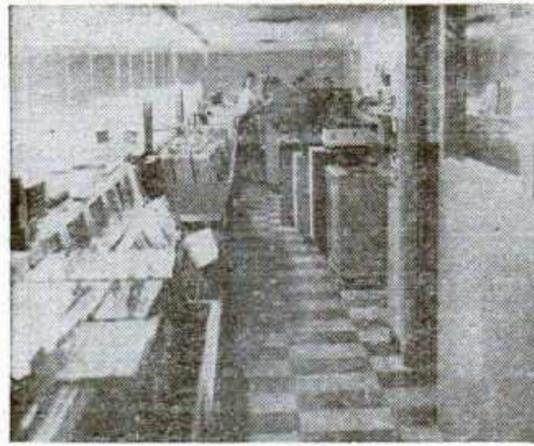
MOTOROLA HAS CAR RADIO DISPLAY . . .

A Motorola four-set car radio display is announced by the Chicago firm. The display is trylon-shaped and is designed to take up

less space than the smallest TV console. It is mounted on casters so that it may be moved about and tried in various locations. Bright colors and three-dimensional design are calculated to get attention and stop traffic. It is a working display and all sets may be played and tuned by the customer. A battery eliminator built into the display uses standard 110 volt AC current to operate the sets. Mounted at listening level is a six-by-nine-inch Motorola car radio, Golden Voice speaker covered with a metallic golden grill. Three of the sets play thru this speaker, a three-position switch making tone comparisons instantly demonstratable. The fourth set plays thru its own self-contained speaker. A copy panel topping the display explains features of the sets and invites the customer to ask for a demonstration.

SYLVANIA HAS FREE DISK PROMOTION . . .

Special starter albums will be offered as the January Promotion-of-the-Month by the Radio-TV Division of Sylvania Electric Products. The promotion will be the first devoted exclusively to hi-fi phono sales since the firm originated the Promotion-of-the-Month last January. The promotion will be divided into two categories, portables and consoles. Purchasers of portables will be offered a free gift of 20 Mercury 45 r.p.m. disks with a retail value of \$17.80. The album will contain popular hit tunes. The second, or console, phase of the promotion will be a starter album of 10 long-play Mercury records. The LP's, with a retail value of \$39.80, will be offered to consumers for \$4.95 with the purchase of any Sylvania console. Pop, classical and mood music albums will comprise the package.



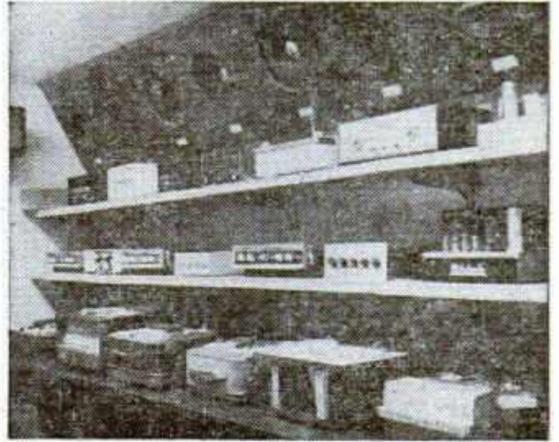
The balcony disk shop is well stocked with records. Two listening booths are at right.



Informally friendly, this huge sign over the drugstore's soda fountain calls visitor's attention to the disk department upstairs.



Selection of tapes, both blank and recorded, is believed to be the largest in the area.



Out of place in a drugstore disk department, but increasingly important, are these hi-fi components.

. . . BUT TAPES ARE TOPS

Drugs, Cameras and Hi-Fi Combine for High Profits

- One department feeds another at the Hillcrest store but hi-fi shows most promise of gains
- Billing and credit operations are shared by each section for mutual benefit of all

By BERT GOLDRATH

One of the West's most spectacular new tape recorder and hi-fi salesrooms is located where you'd least expect to find it—on the remodeled balcony of a drugstore in a town of less than 15,000 population.

But listen to this before you jump to the conclusion that this is just another drugstore department: It's actually an offshoot of a full-fledged camera shop which operates within the confines of the pharmacy.

The store within a store is Hillcrest Camera & Hi-Fi. The camera shop proper is located opposite the prescription department in Hillcrest Pharmacy at Millbrae, Calif., some 15 miles south of San Francisco. Far from being "just another drugstore department," it's a 10-man (and woman) operation representing an investment of \$65,000.

Records, Hi-Fi Added

Under the management of Larry Cortesi, Hillcrest Camera and Hi-Fi consists of a 28-foot camera counter on the street floor; 750 square feet on the balcony for the sale of records, tape and radios, and a compact, acoustically engineered sound room for demonstrating a wide range of tape recorders and all types of high fidelity equipment.

Both the pharmacy and camera shop had operated across the street for the past half dozen years. Even then the camera shop was no stepchild, with some \$25,000 in inventory. Pharmacy owners Remo Boragno and James Cunningham gave free rein to their camera shop manager. When the move was made to the new store last June, the same policy was continued except that the

camera shop was granted even greater latitude for an expanded operation. The installation of the record, hi-fi and tape recorder department was the result of the decision to expand this profitable aspect of the business.

Traffic Advantage

Among the advantages of operating a camera-hi-fi shop within a first-class pharmacy, according to Cortesi, is that "the traffic is terrific. We serve 250 to 300 customers a day in the camera shop, people who may have come in just to make some small drug purchase. And an average of 1,000 people a week climb the balcony stairs to visit that department. One reason is that this is the only camera and hi-fi shop in the area that carries a really complete stock; another is that we are here from nine to nine, seven days a week (9-6 on holidays)."

Combined Billing

"Another advantage is that we benefit from handling 2,000 charge accounts in co-operation with the pharmacy. Bills are mailed twice a month and by combining billing we reduce costs. About two years ago we inaugurated a time payment plan which we really push and which has been very effective. We require only 10 per cent down and charge 5 per cent interest. Customers don't need to go thru a bank since we carry our own paper. Credit is checked thru our own system or by one of the local credit organizations."

The camera shop is the base upon which the record, tape and hi-fi sub-departments rest. Its lines include top advertised merchandise, such as Rollei and Leitz (Leica) cameras, as well as brand-name movie cameras and projec-

tors. A display of darkroom equipment and supplies occupies one side of an 18-foot gondola, topped by a projector display.

The Hillcrest camera shop steers clear of price-cutting and refuses to use cheap finishing as bait. Appeal is based upon high-grade merchandise and personalized service.

Shifting Proportions

Breakdown of dollar volume among the three elements of Hillcrest Camera and Hi-Fi after its first 60 days of operation reveals that the camera shop accounts for 60 per cent and the record shop and hi-fi section for 20 per cent each. The proportion is expected to shift as more custom tape recorder and hi-fi installations are made.

At least one clerk mans the record shop at all times, supervising an inventory of \$7,000 worth of tapes and records. One-fifth of the stock is in tape alone. Mr. Cortesi believes that it is perhaps the largest tape selection of any shop on the Peninsula. Besides tape in every listener's choice of music, from jazz to symphonic, the shop handles Audio and Soundcraft blank tapes.

Listening Facilities

Featured is an unusually large variety of stereophonic tape in addition to monaural tape. Plans call for installation of stereophonic earphones for demonstration. At present, customers may use either of two sound booths on the 50-foot balcony to hear tape or records. But they may not handle it themselves—the booths are just for listening, and tape and records are played on request by a technician behind the counter on high-quality machines for maximum fidelity.

A complete line of accessories related to tape recorders is also displayed, including head cleaners and demagnetizers. Cortesi reports that the accessories are

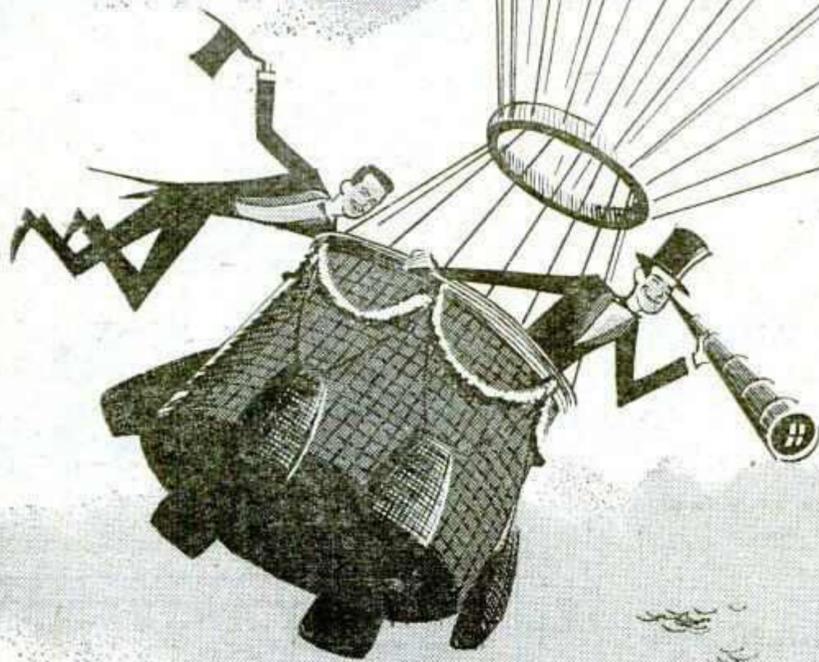
(Continued on page 43)



The Royal 700 is an all-new transistor radio by Zenith. Precision vernier tuning gives quick, accurate station selection. Top grain cowhide case has handy carrying handle.

Look No Further...

Here it is!



There's no need to go "around the world" looking for a top-quality, fast-moving, profit-making Hi-Fi phono because *this is it*—the fabulous 'Fidelis'—a sparkling accomplishment in high-fidelity by V-M!

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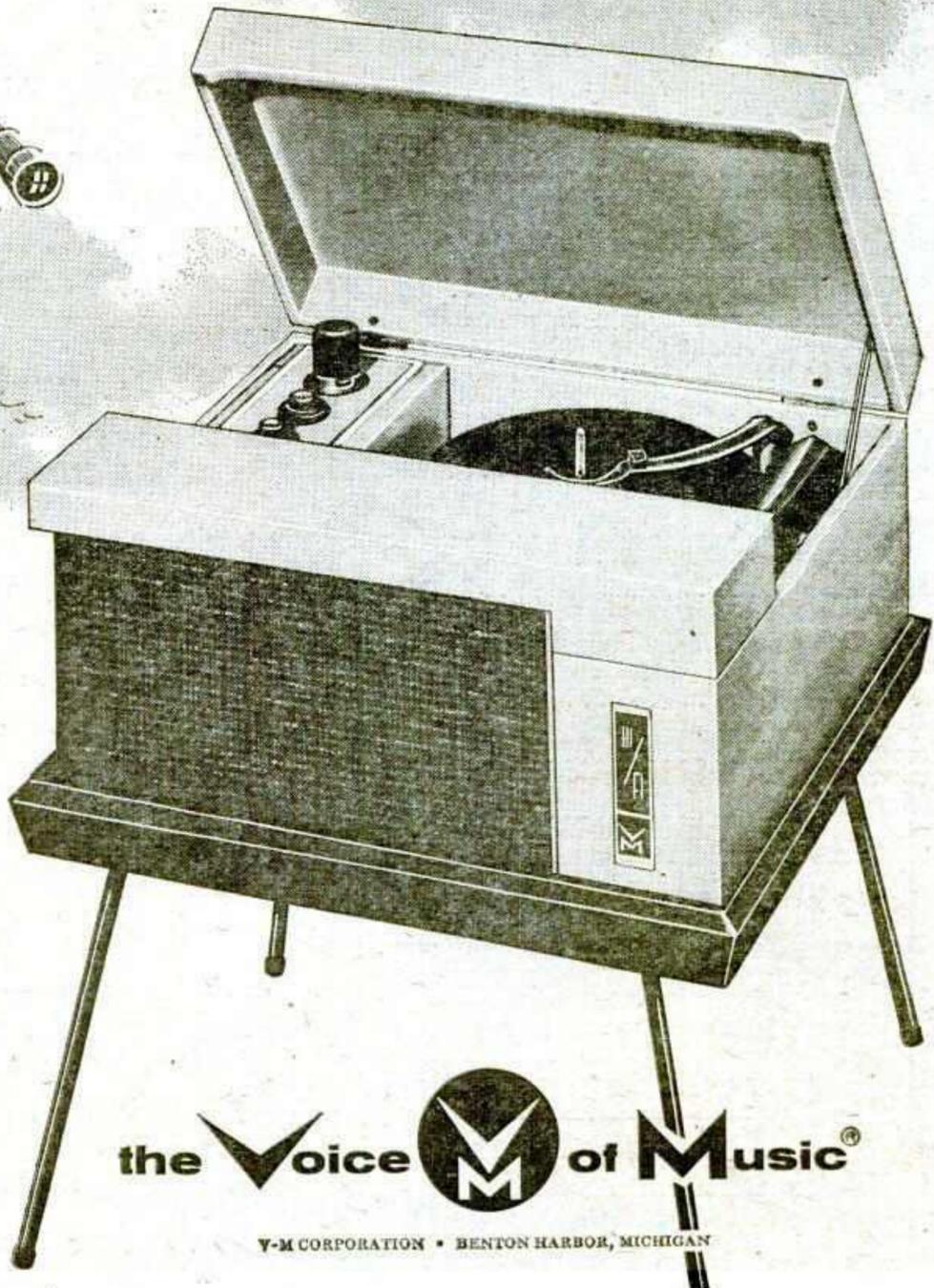
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THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING DECEMBER 21

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

This Week	Last Week	Weeks on Chart
1. Elvis' Christmas Album Elvis Presley, RCA Victor LOC 1035	1	5
2. My Fair Lady Original Cast, Columbia OL 5090	2	91
3. Merry Christmas Bing Crosby, Decca DL 8128	3	5
4. Christmas Carols Mantovani, London LL 913	4	4
5. Around the World in 80 Days Sound Track, Decca DL 9046	5	40
6. Now Is the Carolling Season Fred Waring, Capitol T 896	14	2
7. Ricky Ricky Nelson, Imperial IMP 9048	7	8
8. Hymns Tennessee Ernie Ford, Capitol T 756	8	52
9. Christmas Hymns and Carols Robert Shaw Chorus, RCA Victor LM 1711	12	2
10. Perry Como Sings Merry Christmas Music RCA Victor LPM 1243	9	3
11. Warm Johnny Mathis, Columbia CL 1078	11	2
12. The King and I Sound Track, Capitol W 740	10	77
13. 'S Marvelous Ray Conniff, Columbia CL 1074	18	2
14. Oklahoma! Sound Track, Capitol SAO 595	24	120
15. Pal Joey Sound Track, Capitol W 912	7	8
16. Pat's Great Hits Pat Boone, Dot DLP 3071	13	11
17. Loving You Elvis Presley, RCA Victor LPM 1515	15	24
18. Jingle Bells Lawrence Welk, Coral CRL 57186	22	2
19. Annie Get Your Gun TV Cast, Capitol W 913	—	1
20. Spirituals Tennessee Ernie Ford, Capitol T 818	17	24
21. Film Encores Mantovani, London LL 1700	19	32
22. A Jolly Christmas From Frank Sinatra Capitol W 894	—	1
23. Where Are You? Frank Sinatra, Capitol W 855	—	14
24. Merry Christmas Various Artists, Coral EC 82003	—	1
25. April Love Sound Track, Dot DEP 9000	16	2

Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

— Album Cover of the Week —

Popular Album

THE EVERLY BROTHERS (1-12") — Cadence CLP 3003

After two smash singles, the Everlys have their first LP, which itself can generate plenty of sales enthusiasm. Set includes the hits "Bye Bye Love," and "Wake Up Little Susie," in addition to a good sampling of country and rockabilly material of varying moods and tempos. Tho the concurrent EP may move faster initially, this can rack up steady sales as long as the boys are up there with good singles to keep them in the forefront. Solid merchandise.



RHONDA, Columbia CL 1080. Sexy color shot of the beautiful flick star is by John Engstead. The attractive cover will surely attract buys.

Most Played by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 21

Albums are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

- 'S MARVELOUS**
Ray Conniff Columbia CL 1074
- PAL JOEY**
Sound Track Capitol W 912
- WARM**
Johnny Mathis Columbia CL 1078
- YOUNG IDEAS**
Ray Anthony Orch. Capitol T 866
- A JOLLY CHRISTMAS FROM FRANK SINATRA**
Capitol W 894
- THERE'LL ALWAYS BE A CHRISTMAS**
Ames Brothers RCA Victor EPA 1-1541
- ELVIS' CHRISTMAS ALBUM**
Elvis Presley Victor LOC 1035
- NEW GLENN MILLER ORCHESTRA**
Ray McKinley Victor LPM 1522
- JUST ONE OF THOSE THINGS**
Nat King Cole Capitol W 903
- WE GET LETTERS**
Perry Como RCA Victor 1463



Best Selling Pop EP's

FOR SURVEY WEEK ENDING DECEMBER 21

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- JAILHOUSE ROCK**
Elvis Presley RCA Victor EPA 4114
- ELVIS' CHRISTMAS ALBUM**
Elvis Presley RCA Victor EPA 4108
- AND A VERY MERRY CHRISTMAS**
Pat Boone Dot DEP 1062
- RICKY**
Ricky Nelson Imperial EP 153
- HYMNS**
Tennessee Ernie Ford Capitol EAP 1-756
- LOVING YOU**
Elvis Presley RCA Victor EPA 1-1515
- NOW IS THE CAROLING SEASON**
Fred Waring Capitol EAP 1-896
- SPIRITUALS**
Tennessee Ernie Ford Capitol EAP 1-818
- PEACE IN THE VALLEY**
Elvis Presley RCA Victor EPA 4054
- JUST FOR YOU**
Pat Boone Dot DEP 1057

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Reviews and Ratings of New Popular Albums

THE BEAT OF MY HEART:
TONY BENNETT84
 (1-12")
 Columbia CL 1079

A most interesting and very likely profitable experiment. The emphasis in the backing to Bennett's swinging chanting, is on percussion, with such artisans as Chico Hamilton, Art Blakey, Jo Jones, Candido, etc. Lending their talent plus their name power to the set. Other names in the instrumental line-up: Kai Winding, Herbie Mann, Al Cohn and Nat Adderley. "Just One of Those Things," "The Beat of My Heart," etc. are included. Will get good air support and should be a worthwhile counter item.

SAL MINEO
 Epic LN 3405

Here's a sock album for the teen-age trade. Young movie star Mineo follows two hot singles with his first LP—a collection of rockabilly ditties, ballads and standards. Mineo's boyish delivery—featuring little voice but strong on phrasing—scores highest on "Too Young," "Now and for Always" and "Blue-Eyed Baby."

HER NIBS, GEORGIA GIBBS73
 (1-12")

A package of standards, including a good sampling of show and film material, done by the chanter with high professional excellence. Ork accompaniments are varied, give a more than interesting touch to the album—for instance, there's "Ballin' the Jack," with ork direction by Glenn Osser; "I Don't Care If the Sun Don't Shine," with ork directed by Bob Haggart; "Get Out Those Old Records," with Owen Bradley Sextet, etc. Moderate potential.

Religious

THE SPLENDOR OF SACRED SONG .80
 Frank Boggs & the Concert Orch. of London (2-12")

Word W 7001-2-LP

This is a de luxe, two-LP set of favorite hymns performed in fine baritone style by Frank Boggs, accompanied by the Concert Orchestra of London. The package, recorded in England has excellent sound quality and different and appealing backings by the ork. Hymns include "O Master Let Me Walk With Thee," "He Leadeth Me," etc. For a dealer who's willing to exert some selling effort, this can be a strong long-term piece of merchandise.

THE AUDREY MIER CHOIR78
 (1-12")

Word W 3031-LP
 Lovely settings of the pretty hymns can go well in this market. In addition to the choir, there are selections by Dick Goodwin and Octet and the Harvesters Quartet. Accompaniment is by Lew Charles. Selections include "Tenderly He Watches," "I Am Persuaded" and the album title tune.

LES BARNETT AT THE GREAT WURLITZER PIPE ORGAN78
 (1-12")

Word W 3032-LP
 Les Barnett plays a dozen beloved hymns, including "When the Roll is Called Up Yonder," "Jesus Is All the World to Me," "At Calvary," etc. The sound is majestic, and the general effect is one of great religious feeling. The organ is from the old Warner Bros. radio studio in Hollywood. Fine product of its type, and will appeal to hi-fi buyers, too.

THE MELODY FOUR QUARTET75
 (1-12")

Word W 3015-LP
 Fine package in its category. The quartet—comprising Glen Jorian, Clair Hess, Ray Felton and Bill Pearce—has been widely concertized in the United States; and the individual members have done extensive radio work and are well known to

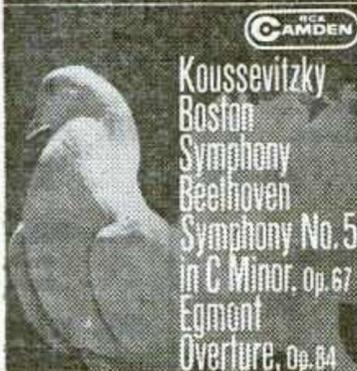
(Continued on page 29)

RCA CAMDEN STARTS THE NEW YEAR RIGHT

WITH THESE PROFIT PICKS OF THE MONTH FOR JANUARY



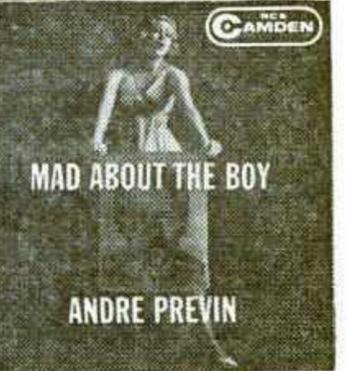
The great Serge Koussevitzky conducts the Boston Symphony Orchestra in three beautiful examples of romantic impressionism: the haunting La Mer of Debussy, Ravel's colorful Rhapsodie Espagnole, and Satie's lovely miniature, Gymnopédie. Full liner notes and a four-color cover make this polyethylene-wrapped pre-priced album an even more attractive buy! CAL-376



The creative powers of a great genius... the interpretive powers of a great conductor! Under the baton of Koussevitzky, the Boston Symphony presents an overwhelming performance of one of the most significant works in all musical literature. Complete with liner notes. Four-color cover, polyethylene-wrapped, pre-priced. CAL-405

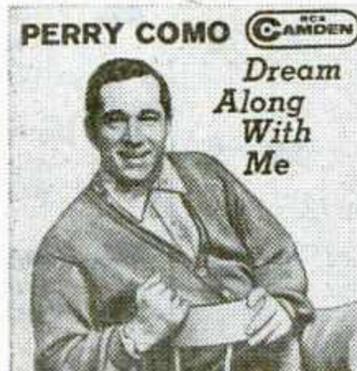


Another Beethoven masterpiece, masterfully performed by Koussevitzky and the Boston Symphony. Conductor and orchestra achieve new heights in meeting the stormy challenge of the colossal "Eroica." Complete with liner notes. Four-color cover, polyethylene-wrapped, pre-priced. CAL-404



In the popular vein, a dozen of the great tunes of all time in sparkling rendition by André Previn and his Orchestra. Unforgettable melodies like: You're the Top, Just One of Those Things, Skylark, My Shining Hour. Liner notes plus four-color cover, polyethylene-wrapped and pre-priced. CAL-406 Also available on 45 EP

OTHER CURRENT TOP BUYS FROM RCA CAMDEN



Como's on Camden with a great best-seller! The free-and-easy treatment for: More than You Know, Without a Song, Blue Skies, Girl of My Dreams, others. Attractive four-color cover, alone, would sell this collection of top vocals by the ever-popular Perry. CAL-403 Also available on 45 EP



The peerless voice of Pinza, plus the Metropolitan Opera Chorus and Orchestra in a thrilling program of twelve great arias, including two never issued before. Selections from: Don Carlos, Norma, Faust, The Marriage of Figaro, Verdi's Requiem, others. Special liner notes by the Metropolitan Opera's Francis Robinson. CAL-401

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The Trial of Socrates	3	3.95
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AUDIO BOOK COMPANY - St. Joseph, Michigan

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending December 21

This Week	Last Week	Weeks on Chart
1. Raunchy	1	6
By Justis-Manker—Published by Hi-Lo Music (BMI) BEST SELLING RECORDS: Ernie Freeman, Imperial 5474; Bill Justis, Phillips International 3519. RECORDS AVAILABLE: Muvva (Guitar) Hubbard, ABC-Paramount 9869; Billy Vaughn, Dot 15661; Shady Wall, Dec 30539.		
2. April Love	2	10
By Fain & Webster—Published by Leo Feist (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15660.		
3. You Send Me	3	10
By L. C. Cooke—Published by Higuera (BMI) BEST SELLING RECORDS: Teresa Brewer, Coral 61898; Sam Cooke, Keen 34013. RECORDS AVAILABLE: Jesse Belvin, Modern 1025; Plas Johnson, Cap 3835.		
4. All the Way	4	8
By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP) BEST SELLING RECORD: Frank Sinatra, Cap 3793. RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Dec 30453; Norvelle Reid/J. Pleis, Dec 30444; Walter Scharf, Jubilee 5300.		
5. Kisses Sweeter Than Wine	6	6
By Paul Campbell and Joel Newman—Published by Folkways (BMI) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4031. RECORDS AVAILABLE: Three-Thirds, AFS 301; Weavers, Decca 27670.		

This Week	Last Week	Weeks on Chart
6. Silhouettes	7	11
By B. Crewe and F. Slay—Published by Regent Music (BMI) BEST SELLING RECORD: Rays, Cameo 117. RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9856; Dean Jones, M-G-M 12580.		
7. Peggy Sue	8	6
By Jerry Allison & Norman Petty—Published by Nor-Va-Jae Music. BEST SELLING RECORD: Buddy Holly, Coral 61885. RECORDS AVAILABLE: Jackie Walker, Imperial 5473; Rusty York, King 5103.		
8. Jailhouse Rock	5	12
By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7035.		
9. At the Hop	9	4
By Singer-Medora-White—Published by Singular (BMI) BEST SELLING RECORD: Danny and the Juniors, ABC-Paramount.		
10. Great Balls of Fire	12	4
By Jack Hammer-Otis Blackwell—Published by BRS-Hill & Range (BMI) BEST SELLING RECORD: Jerry Lee Lewis, Sun 281. RECORD AVAILABLE: Georgia Gibbs, Vic 7098.		

Second Ten

11. Fascination	11	20
By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP) BEST SELLING RECORD: Jane Morgan, Kapp 191. RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamalton, London 1758; Dick Jacobs, Coral 61864; Don Johnson, Kandy 111; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 6980; Ethel Smith, Dec 30421; Troubadours, Kapp 191.		
12. Chances Are	10	16
By Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40993.		
13. Liechtensteiner Polka	15	6
By Kotscher-Lindt—Published by Burlington (ASCAP) BEST SELLING RECORD: Will Glahe, London 1755. RECORDS AVAILABLE: Lawrence Welk, Coral 61900; Li'l Wally Ork, Banana 510.		
14. My Special Angel	13	11
By Jimmy Duncan—Published by Merge (BMI) BEST SELLING RECORD: Bobby Helms, Dec 30423. RECORDS AVAILABLE: Frank D'Rone, Mercury 71193; Sonny Land Trio, Prep 115.		
15. Melodie D'Amour	14	13
By Leo Johns-Henri Salvador—Published by Rayven Music (BMI) BEST SELLING RECORD: Ames Brothers, Vic 7046. RECORDS AVAILABLE: Marty Gold, Vik 0303; Edmundo Ros, London 1751.		

16. I'm Available	17	8
By Dave Burgess—Published by Golden West (ASCAP) BEST SELLING RECORD: Margie Rayburn, Liberty 55102. RECORDS AVAILABLE: Dave Burgess, Challenge 1008; Kendall Sisters, Argo 5278; Bonnie Lou, King 5094.		
17. Around the World	19	29
By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORD: Victor Young and Bing Crosby, Dec 30262. RECORDS AVAILABLE: Georgie Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 6853; Mantovani, London 1746; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Lawrence Welk, Coral 61741.		
18. Wake Up Little Susie	20	14
By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1337.		
19. Oh, Boy!	23	3
By Sunny West, Bill Tighman, Norman Petty—Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: Crickets, Brunswick 9-55035.		
20. Rock and Roll Music	18	7
By Chuck Berry—Published by Arc Music (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1671.		

Third Ten

21. Tammy	16	24
By Jay Livingston-Ray Evans—Published by Northern (ASCAP) RECORDS AVAILABLE: Ames Brothers, Vic 6930; George Barnes, Dec 30398; Joseph Gershenson Ork, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Debbie Reynolds, Coral 61851; Bill Snyder, Dec 30433.		
22. Be-Bop Baby	21	13
By P. Longhurst—Published by Travis Music (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5463		
23. The Joker	22	5
By Billy Myles—Published by Angel Music (BMI) RECORDS AVAILABLE: Ronnie Gaylord, Kapp 158; Hilltoppers, Dot 15662; Billy Myles, Ember 1026.		
24. Why Don't They Understand?	28	4
By Joe Henderson-Jack Fishman—Published by Hollis Music (BMI) RECORD AVAILABLE: George Hamilton IV, ABC-Paramount 9862.		
25. Little Bitty Pretty One	24	10
By R. Byrd—Published by Recordo Music (BMI) RECORDS AVAILABLE: Bobby Day, Class 211; Thurston Harris, Aladdin 3398.		

26. Bony Moronie	26	2
By Larry Williams—Published by Venice (BMI) RECORD AVAILABLE: Larry Williams, Specialty 615.		
27. Put a Light in the Window	27	4
By Rhoda Roberts—Kenny Jacobson—Published by Planetary (ASCAP) RECORD AVAILABLE: Four Lads, Col 41058.		
28. Buzz, Buzz, Buzz	29	2
By J. Gray & R. Byrd—Published by Cash (BMI) RECORDS AVAILABLE: Rusty Draper, Mer 71221; Hollywood Flames, Ebb 119.		
29. Jingle Bell Rock	-	1
By Joe Beal-Jim Boothe—Published by Cornell Music (ASCAP) RECORD AVAILABLE: Bobby Helms, Dec 30513.		
29. Teardrops	-	1
By Charles-Stanley-Calhoun-Golder—Published by G. & H. Music (BMI) RECORD AVAILABLE: Lee Andrews, Chess 1675.		

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



Best Sellers in Stores

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

FOR
SURVEY WEEK
ENDING
DECEMBER 21, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. APRIL LOVE (ASCAP)—Pat Boone	1	9	18. MY SPECIAL ANGEL (BMI)— Bobby Helms	13	11	33. RAUNCHY (BMI)—Billy Vaughn	33	2
When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660			Standing at the End of My World (BMI)— Dec 30423			SAIL ALONG SILVERY MOON (ASCAP)—Dot 15661		
2. AT THE HOP (BMI)— Danny and the Juniors	2	4	19. MELODIE D'AMOUR (BMI)— Ames Brothers	19	12	34. FASCINATION (ASCAP)—Jane Morgan	29	17
Sometimes (BMI)—ABC-Paramount 9871			So Little Time (BMI)—Vic 7046			Fascination (Instrumental) (ASCAP)—Kapp 191		
3. PEGGY SUE (BMI)—Buddy Holly	6	8	20. TEARDROPS (BMI)— Lee Andrews and the Hearts	28	5	35. THE JOKER (BMI)—Billy Myles	32	6
Everyday (BMI)—Coral 61885			Girl Around the Corner (BMI)—Chess 1675			Honey Bee (BMI)—Ember 1026		
4. GREAT BALLS OF FIRE (BMI)— Jerry Lee Lewis	7	5	21. BUZZ, BUZZ, BUZZ (BMI)— Hollywood Flames	24	5	36. SANTA AND THE SATELLITE (BMI)— Buchanan and Goodman	41	2
You Win Again (BMI)—Sun 281			Crazy (BMI)—Ebb 119			Part 2 (BMI)—Luniverse 107		
5. RAUNCHY (BMI)—Bill Justis	4	7	22. STOOD UP (BMI)—Ricky Nelson	—	1	37. TAMMY (ASCAP)—Debbie Reynolds	30	23
The Midnite Man (BMI)—Phillips International 3519			WAITIN' IN SCHOOL (BMI)— Imperial 5483			French Heels (ASCAP)—Coral 61851		
6. JAILHOUSE ROCK (BMI)—Elvis Presley	3	12	23. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV	20	5	38. THE STORY OF MY LIFE (ASCAP)— Marty Robbins	37	5
TREAT ME NICE (BMI)—Vic 7035			Even Tho' (BMI)—ABC-Paramount 5862			Once-a-Week Date (BMI)—Col 41013		
7. YOU SEND ME (BMI)—Sam Cooke	5	10	24. JUST BORN (BMI)—Perry Como	18	10	39. PUT A LIGHT IN THE WINDOW (ASCAP)—Four Lads	39	3
SUMMERTIME (ASCAP)—Keen 34013			IVY ROSE (ASCAP)—Vic 7050			The Things We Did Last Summer (ASCAP)— Col 41058		
8. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	8	6	25. JINGLE BELL ROCK (ASCAP)— Bobby Helms	41	2	40. COULD THIS BE MAGIC? (BMI)—Dubs	40	8
Better Loved You'll Never Be (ASCAP)— Roulette 4031			Captain Santa Claus (ASCAP)—Dec 30513			Such Lovin' (BMI)—Gone 5011		
9. SILHOUETTES (BMI)—The Rays	11	11	26. HONEYCOMB (ASCAP)— Jimmie Rodgers	27	20	41. WHITE CHRISTMAS (ASCAP)— Bing Crosby	36	3
Daddy Cool (BMI)—Cameo 117			Their Hearts Were Full of Spring (ASCAP)— Roulette 4015			God Rest Ye Merry, Gentlemen (ASCAP)— Dec 23778		
10. ROCK AND ROLL MUSIC (BMI)— Chuck Berry	10	8	27. LIECHTENSTEINER POLKA (ASCAP)—Will Glahe	22	7	42. PENNY LOAFERS AND BOBBY SOCKS (BMI)— Joe Bennett and Sparkletones	—	1
Blue Feeling (BMI)—Chess 1671			Schweitzer Polka (BMI)—London 1755			Rocket (BMI)—ABC-Paramount 9867		
11. CHANCES ARE (ASCAP)— Johnny Mathis	9	15	28. I'M AVAILABLE (BMI)— Margie Rayburn	23	8	43. THE JOKER (BMI)—Hilltoppers	34	2
THE TWELFTH OF NEVER (ASCAP)— Col 40993			If You Were (ASCAP)—Liberty 55102			Chicken, Chicken (ASCAP)—Dot 15662		
12. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers	14	14	29. THE BIG BEAT (BMI)—Fats Domino	35	2	44. LITTLE SANDY SLEIGHFOOT— Jimmy Dean	—	1
Maybe Tomorrow (BMI)—Cadence 1337			I WANT YOU TO KNOW (BMI)— Imperial 5477			When They Ring the Golden Bells—Col 41025		
13. RAUNCHY (BMI)—Ernie Freeman	12	7	30. I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke	25	2	45. TILL (ASCAP)—Roger Williams	43	8
Puddin' (BMI)—Imperial 5474			FOREVER (BMI)—Specialty 619			Big Town (ASCAP)—Kapp 197		
14. BONY MORONIE (BMI)— Larry Williams	15	8	31. WILD IS THE WIND (ASCAP)— Johnny Mathis	31	3	46. HARD TIMES (THE SLOP) (BMI)— Noble (Thin Man) Watts	44	2
YOU BUG ME, BABY (BMI)— Specialty 615			NO LOVE (BUT YOUR LOVE) (BMI)—Col 41060			I'm Walkin' the Floor Over You (BMI)—Baton 249		
15. ALL THE WAY (ASCAP)—Frank Sinatra	17	8	32. LITTLE BITTY PRETTY ONE Thurston Harris	26	10	47. DANCE TO THE BOP (BMI)— Gene Vincent	49	4
CHICAGO (ASCAP)—Cap 3793			I Hope You Won't Hold It Against Me (ASCAP)— Aladdin 3398			I Got It (BMI)—Cap 3839		
16. OH, BOY! (BMI)—Crickets	21	5				48. HEY! LITTLE GIRL (BMI)—Techniques	—	1
Not Fade Away (BMI)—Brunswick 55035						In a Round About Way (BMI)—Roulette 4030		
17. BE-BOP BABY (BMI)—Ricky Nelson	16	13				49. YOU SEND ME (BMI)—Teresa Brewer	46	7
HAVE I TOLD YOU LATELY THAT I LOVE YOU? (BMI)—Imperial 5463						Would I Were (ASCAP)—Coral 61998		
						50. (I LOVE YOU) FOR SENTIMENTAL REASONS (BMI)—Sam Cooke	—	1
						DESIRE ME (BMI)—Keen 4002		

THIS WEEK'S BEST BUYS

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

LA DEE DAH (Conley, BMI)—Billy & Lillie—(Swan 4002)—This is a big one. Sales are jumping in all of the major marts. Flip is "The Monster" (Conley, BMI). A previous Billboard "Spotlight" pick.

A VERY SPECIAL LOVE (Korwin, ASCAP)—Johnny Nash—(ABC-Paramount 9874). The platter has been out for a while, but sales have been building gradually. Action at this point in most of the top markets is strong. Flip is "Won't You Let Me Share My Love" (Rayven, BMI). A previous Billboard "Spotlight" pick.

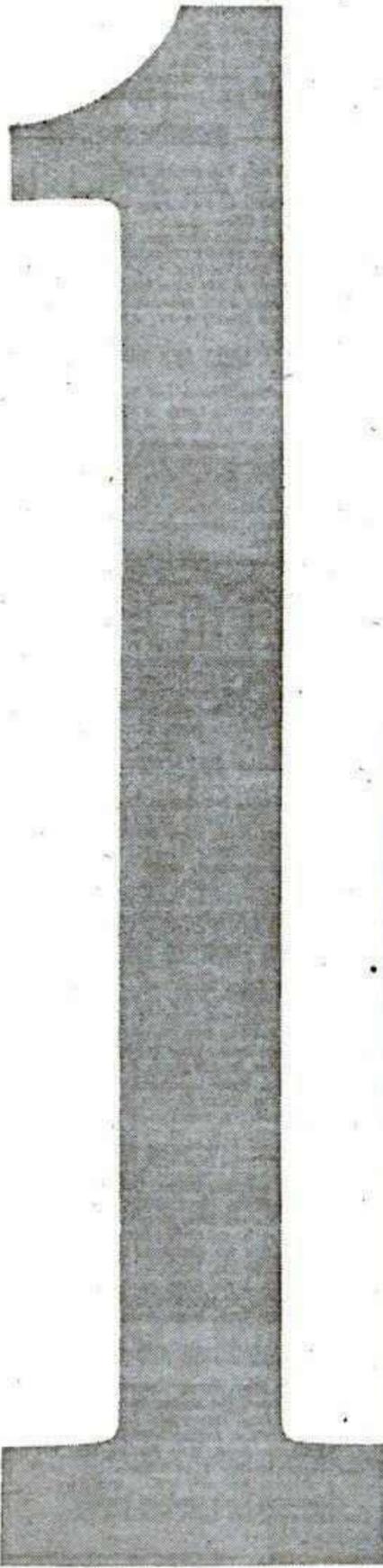


RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING DECEMBER 21

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A Very Special Love **Johnny Nash**
(ASCAP) ABC-Paramount 9874
You Can Make It, If You Try **Gene Allison**
(BMI) Vee Jay 713



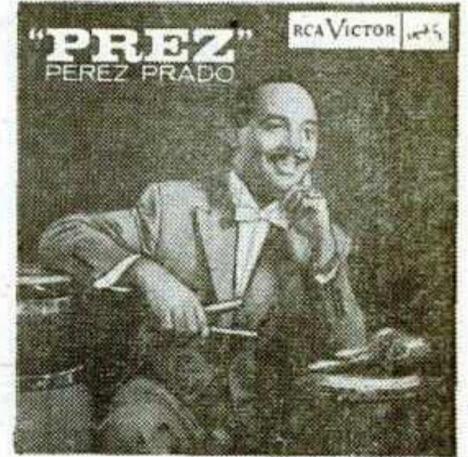
FIRST FOR '58 FROM



LPM-1553 EPA1-1553



LPM-1560 EPA1-1560



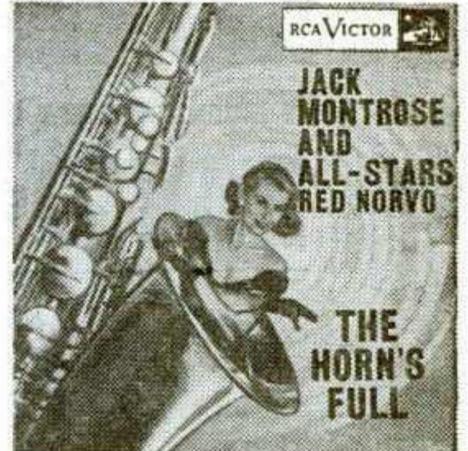
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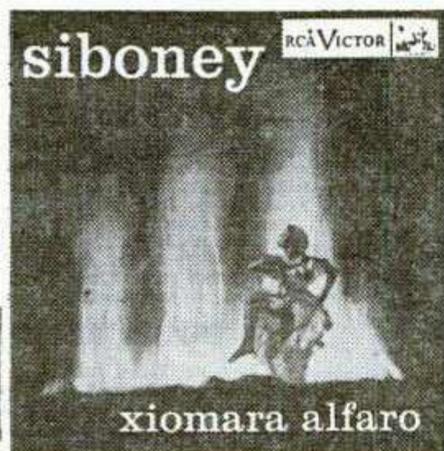
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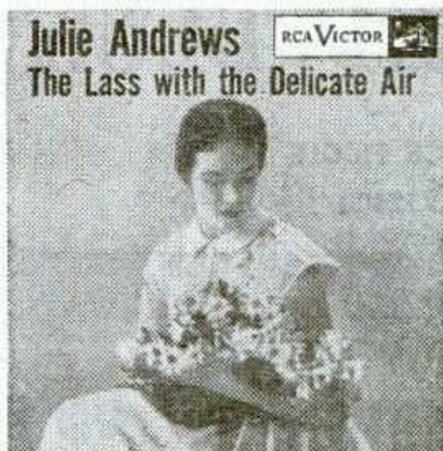
LPM-1564 EPA1-1564



LPM-1572



LPM-1506 EPC-1506 LPM-1533



LPM-1403



LPM-1587 EPA1-1587

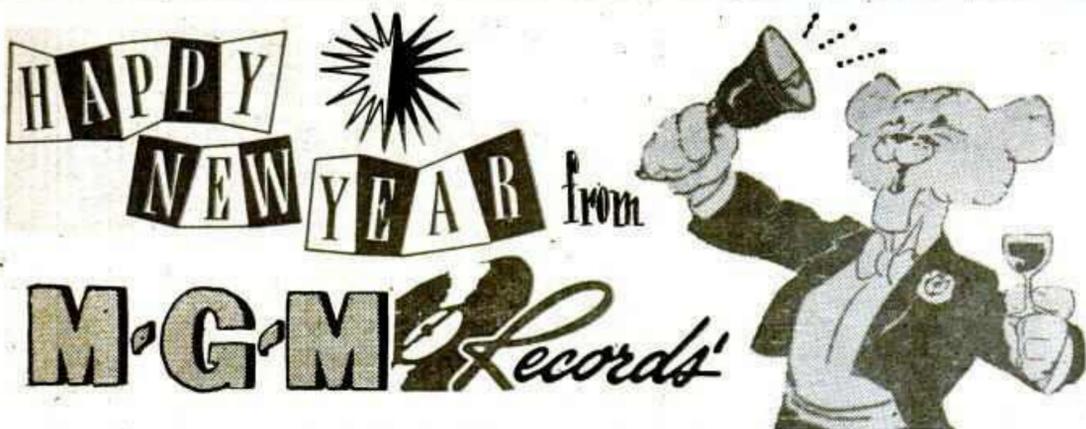


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THE RIVER KWAI
MARCH (COLONEL BOGEY)

(From the Columbia Release "The Bridge on the River Kwai")

and **BULLFIGHT** K12590



Territorial Best Sellers

FOR SURVEY WEEK ENDING DECEMBER 21

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

At the Hop, Danny and Juniors, ABC-Para.
Bony Moronie/You Bug Me, Baby
Larry Williams, Spe.
Great Balls of Fire, Jerry Lee Lewis, Sun
Jailhouse Rock, Elvis Presley, Vic.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rlt.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.
You Send Me, Sam Cooke, Keen

CHICAGO

At the Hop, Danny and Juniors, ABC-Para.
Be-Bop Baby, Ricky Nelson, Imp.
Great Balls of Fire, Jerry Lee Lewis, Sun
Jailhouse Rock, Elvis Presley, Vic.
Liechtensteiner Polka, Will Glahe, Lon.
My Special Angel, Bobby Helms, Dec.
Raunchy, Bill Justis, Phil. Intl.
Silhouettes, Rays, Cam.

DETROIT

April Love, Pat Boone, Dot
At the Hop, Danny and Juniors, ABC-Para.
Be-Bop Baby, Ricky Nelson, Imp.
Great Balls of Fire, Jerry Lee Lewis, Sun
I'll Come Running Back to You Forever
Sam Cooke, Spe.
I'm Available, Margie Rayburn, Lib.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rlt.
Raunchy, Bill Justis, Phil. Intl.

EAST TEXAS

Bony Moronie/You Bug Me, Baby
Larry Williams, Spe.
Great Balls of Fire, Jerry Lee Lewis, Sun
Hard Times (the Slop)
Nobel (Thin Man) Watts, Btn.
I'll Come Running Back to You
Sam Cooke, Spe.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
Raunchy, Bill Justis, Phil. Intl.
You Send Me, Sam Cooke, Keen

FLORIDA

All the Way, Frank Sinatra, Cap.
April Love, Pat Boone, Dot
At the Hop, Danny and Juniors, ABC-Para.
Bony Moronie, Larry Williams, Spe.
Dance to the Hop, Gene Vincent, Cap.
Fascination, Dick Jacobs, Cor.
Melodie D'Amour, Ames Brothers, Vic.
Reet Petite, Jackie Wilson, Brk.

LOS ANGELES

April Love, Pat Boone, Dot
Chances Are/Twelfth of Never
Johnny Mathis, Col.
Fascination, Jane Morgan, Kapp
Great Balls of Fire, Jerry Lee Lewis, Sun
Jailhouse Rock, Elvis Presley, Vic.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rlt.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.

NEW YORK AND NEWARK

April Love, Pat Boone, Dot.
At the Hop, Danny and Juniors, ABC-Para.
Jailhouse Rock, Elvis Presley, Vic.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rlt.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.
Rock and Roll Music, Chuck Berry, Cha.
Teardrops, Lee Andrews, Chs.

NORTHERN NEW YORK STATE

April Love, Pat Boone, Dot
The Creature, Buchanan & Goodman, Lun.

Jingle Bell Rock, Bobby Helms, Dec.
Just Born, Perry Como, Vic.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rlt.
Liechtensteiner Polka, Will Glahe, Lon.
Stood Up, Ricky Nelson, Imp.
You Send Me, Teresa Brewer, Cor.

NORTHERN OHIO

April Love, Pat Boone, Dot
At the Hop, Danny and Juniors, ABC-Para.
Great Balls of Fire, Jerry Lee Lewis, Sun
Oh Boy! Crickets, Brk.
Raunchy, Ernie Freeman, Imp.
Sall Alone Silvery Moon/Raunchy
Billy Vaughn, Dot
The Story of My Life, Marty Robbins, Col.
Why Don't They Understand
George Hamilton IV, ABC-Para.

ST. LOUIS AND KANSAS CITY

At the Hop, Danny and Juniors, ABC-Para.
Bony Moronie, Larry Williams, Spe.
Jailhouse Rock, Elvis Presley, Vic.
Penny Loafers and Bobby Jocks, Joe Bennett
and Sparkletones, ABC-Para.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.
Rock and Roll Music, Chuck Berry, Cha.
The Joker, Hilltoppers, Dot

NORTHWEST

At the Hop, Danny and Juniors, ABC-Para.
April Love, Pat Boone, Dot
Be-Bop Baby, Ricky Nelson, Imp.
Chances Are/Twelfth of Never
Johnny Mathis, Col.
Great Balls of Fire, Jerry Lee Lewis, Sun
Raunchy, Bill Justis, Phil. Intl.
Stood Up, Ricky Nelson, Imp.
Wake Up Little Susie, Everly Brothers, Cde.

PHILADELPHIA

April Love, Pat Boone, Dot
At the Hop, Danny and Juniors, ABC-Para.
Jailhouse Rock, Elvis Presley, Vic.
Little Bitty Pretty One, Thurston Harris, Alt.
My Special Angel, Bobby Helms, Dec.
Raunchy, Bill Justis, Phil. Intl.
Teardrops, Lee Andrews, Chs.
You Send Me, Sam Cooke, Keen

SAN FRANCISCO AND OAKLAND

Be-Bop Baby, Ricky Nelson, Imp.
Chances Are/Twelfth of Never
Johnny Mathis, Col.
Great Balls of Fire, Jerry Lee Lewis, Sun
Jailhouse Rock, Elvis Presley, Vic.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
Stood Up, Ricky Nelson, Imp.
You Send Me, Sam Cooke, Keen

SOUTHERN OHIO

April Love, Pat Boone, Dot
Be-Bop Baby, Ricky Nelson, Imp.
Great Balls of Fire, Jerry Lee Lewis, Sun
Jailhouse Rock, Elvis Presley, Vic.
Let's Light the Christmas Tree
Ruby Wright, Fly.
Raunchy, Ernie Freeman, Imp.
Stood Up, Ricky Nelson, Imp.
Wake Up Little Susie, Everly Brothers, Cde.

WASHINGTON AND BALTIMORE

All the Way, Frank Sinatra, Cap.
April Love, Pat Boone, Dot
At the Hop, Danny and Juniors, ABC-Para.
Chances Are, Johnny Mathis, Col.
Jailhouse Rock, Elvis Presley, Vic.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rlt.
Raunchy, Ernie Freeman, Imp.
Raunchy, Bill Justis, Phil. Intl.

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• Reviews and Ratings of New Popular Albums

• Continued from page 23

lovers of sacred music. Material ranges from Negro spirituals to sacred classics. Included are Mozart's "O Could I Speak," "De Gospel Train," etc.

Low-Priced

HANS CHRISTIAN ANDERSEN'S FAIRY TALES83 (1-12")

Robin Hood RH LP 1011
Delightfully told, this group of four stories includes the favorites, "The Ugly Duckling," "The Emperor's New Clothes," "Thumbelina," and "The Steadfast Tin Soldier." Robin Hood Players consist mainly of narrator with limited dialog by character players. Unusually well done group of selections with a cover of a little girl and a lamb that any dealer can put in a prominent spot for extra profits.

A TRIBUTE TO GLENN MILLER80 (1-12")

Crown CLP 5050
Ten sides here, taken from the Miller book, include such as "Kalamazoo," "Moonlight Cocktails," "Anvil Chorus," etc. Considering the high quality of the sound and the \$1.49 tag, the package should do well at skimming off the market not already saturated with the numerous other Miller revival packages and remakes of originals. Arrangements are not all authentic, but they are close enough to please most of the bargain buyers. A solid rack number.

A TOAST TO TOMMY & JIMMY DORSEY75 (1-12")

Crown CLP 5047
This packaging of well recorded material contains eight from the "I. D." book ("Marie," "Song of India"), etc., as against but four of the Jimmy Dorsey catalog. Latter has "Maria Elena," "Tangerine," and "So Rare." The fans of Dorseyana have a good bit to choose from already, this set can get off the hook via the \$1.49 tag, which makes it good rack merchandise.

VIVALDI: THE SEASONS; CONCERTO FOR TWO TRUMPETS...74

Roger Delmotte & Maurice Andre, Trumpets; Collegium Musicum of Paris (Douatte). (1-12")
Period SPL 309
Selections and performances are rather unusual at the \$1.98 price tag.
(Continued on page 35)

The Original!
"OH JULIE"
by
THE CRESCENDOS
Nasco 6005
NASHBORO RECORD CO., INC.
Nashville, Tenn.
CHappel 2-2215

THE BIG HITS ARE ON DOT RECORDS

A NEW SMASH!
FATS DOMINO
I WANT YOU TO KNOW—
THE BIG BEAT
5477

Imperial Records
425 Hollywood Blvd Hollywood 246 Calif

Most Played by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 21

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

This Week	Last Week	Weeks on Chart
1. APRIL LOVE (ASCAP)—Pat Boone.....	1	10
When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660		
2. YOU SEND ME (BMI)—Sam Cooke.....	2	9
Summertime (ASCAP)—Keea 34013		
3. ALL THE WAY (ASCAP)—Frank Sinatra.....	3	10
Chicago (ASCAP)—Cap 3793		
4. KISSES SWEETER THAN WINE (BMI)—		
Jimmie Rodgers	4	7
Better Loved You'll Never Be (ASCAP)—Roulette 4031		
5. RAUNCHY (BMI)—Bill Justis.....	6	6
The Midnite Man (BMI)—Phillips International 3519		
6. JAILHOUSE ROCK (BMI)—Elvis Presley.....	5	12
Treat Me Nice (BMI)—Vic 7035		
7. RAUNCHY (BMI)—Ernie Freeman.....	7	5
Puddin' (BMI)—Imperial 5474		
8. PEGGY SUE (BMI)—Buddy Holly.....	8	7
Everyday (BMI)—Coral 61885		
9. YOU SEND ME (BMI)—Teresa Brewer.....	9	8
Would I Were (ASCAP)—Coral 61898		
10. CHANCES ARE (ASCAP)—Johnny Mathis.....	11	16
The Twelfth of Never (ASCAP)—Col 40993		
11. RAUNCHY (BMI)—Billy Vaughn.....	10	3
Sail Along Silvery Moon (ASCAP)—Dot 15661		
12. PUT A LIGHT IN THE WINDOW (ASCAP)—		
Four Lads	12	4
The Things We Did Last Summer (ASCAP)—Col 41058		
13. I'M AVAILABLE (BMI)—Margie Rayburn.....	13	8
If You Were (ASCAP)—Liberty 55102		
14. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis..	14	4
You Win Again (BMI)—Sun 281		
15. AT THE HOP (BMI)—Danny and the Juniors.....	16	2
Sometimes (BMI)—ABC-Paramount 9871		
16. SILHOUETTES (BMI)—The Rays.....	18	10
Daddy Cool (BMI)—Cameo 117		
17. THE TWELFTH OF NEVER (ASCAP)—		
Johnny Mathis	19	12
Chances Are (ASCAP)—Col 40993		
18. SILHOUETTES (BMI)—Diamonds.....	15	8
Daddy Cool (BMI)—Mercury 71197		
19. MY SPECIAL ANGEL (BMI)—Bobby Helms.....	17	10
Standing at the End of My World (BMI)—Dec 30423		
20. OH, BOY! (BMI)—Crickets.....	21	2
Not Fade Away (BMI)—Brunswick 55035		
21. MELODIE D'AMOUR (BMI)—Ames Brothers.....	20	13
So Little Time (BMI)—Vic 7046		
22. THE STORY OF MY LIFE (ASCAP)—Marty Robbins	22	3
Once-a-Week Date (BMI)—Col 41013		
23. THE JOKER (BMI)—Hilltoppers.....	25	3
Chicken, Chicken (ASCAP)—Dot 15662		
24. LOVE ME FOREVER (BMI)—Eydie Gorme.....	—	1
Let Me Be Loved (ASCAP)—ABC-Paramount 9863		
25. JUST BORN (BMI)—Perry Como.....	23	12
Ivy Rose (ASCAP)—Vic 7050		

ROCKIN'

THE CHART!

JOEL GREY

With Orchestra
Conducted by David Terry

BE MY NEXT SHOPPIN' AROUND



Record No. 3866



CLEAN UP

AFTER CHRISTMAS

WITH CAPITOL'S

HIT SLATE FOR '58



FRANK SINATRA

with Orchestra Conducted By Nelson Riddle

WITCHCRAFT - TELL HER YOU LOVE HER

Record no. 3859



NAT "KING" COLE

with Orchestra Conducted By Nelson Riddle

ANGEL SMILE - BACK IN MY ARMS

Record no. 3860

THE FIVE KEYS

with Orchestra Conducted By Sid Feller

FROM ME TO YOU - WHIPPETY WHIRL

Record no. 3861



FERLIN HUSKY

WHAT'CHA DOIN' AFTER SCHOOL WANG DANG DOO

Record no. 3862

ROCK 'N ROLL

with **RAY ANTHONY**

JAILHOUSE ROCK

BE-BOP BABY

KISSES SWEETER THAN WINE

haul off and rock

EAP 1-958

plus **BIG BAND ROCK N' ROLL** by **RAY ANTHONY** in a great new "HITS" EP!

Billboard Weekly Juke Box Programming Guide

FOR
SURVEY WEEK
ENDING
DECEMBER 21, 1957

POPULAR

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

<p>SILHOUETTES ★ THE RAYS ★ DADDY COOL Cameo 117</p>	<p>RAUNCHY ★ BILL JUSTIS ★ THE MIDNITE MAN Phillips, International 3319</p>	<p>PEGGY SUE ★ BUDDY HOLLY ★ EVERYDAY Coral 61885</p>
<p>MY SPECIAL ANGEL ★ BOBBY HELMS ★ STANDING AT THE END OF MY WORLD Decca 30423</p>	<p>I'M AVAILABLE ★ MARGIE RAYBURN ★ IF YOU WERE Liberty 55102</p>	<p>STOOD UP ★ RICKY NELSON ★ WAITIN' IN SCHOOL Imperial 5483</p>
<p>WAKE UP LITTLE SUSIE ★ EVERLY BROTHERS ★ MAYBE TOMORROW Cadence 1337</p>	<p>OH, BOY! ★ THE CRICKETS ★ NOT FADE AWAY Brunswick 55035</p>	<p>WHY WHY ★ CARL SMITH ★ EMOTIONS Columbia 40984</p>
<p>ROCK AND ROLL MUSIC ★ CHUCK BERRY ★ BLUE FEELING Chess 1671</p>	<p>THE BIG BEAT ★ FATS DOMINO ★ I WANT YOU TO KNOW Imperial 5477</p>	<p>HOME OF THE BLUES ★ JOHNNY CASH ★ GIVE MY LOVE TO ROSE Columbia 40951</p>
<p>ALL THE WAY ★ FRANK SINATRA ★ CHICAGO Capitol 3793</p>	<p>MELODIE D'AMOUR ★ AMES BROTHERS ★ SO LITTLE TIME RCA Victor 7046</p>	<p>MY SHOES KEEP WALKING ★ RAY PRICE ★ BACK TO YOU DON'T DO ME THIS WAY Columbia 40951</p>
<p>AT THE HOP ★ DANNY AND THE JUNIORS ★ SOMETIMES ABC-Paramount 9871</p>	<p>WHY DON'T THEY UNDERSTAND ★ GEORGE HAMILTON IV ★ EVEN THO' ABC-Paramount 9862</p>	<p>THE STORY OF MY LIFE ★ MARTY ROBBINS ★ ONCE-A-WEEK DATE Columbia 41013</p>
<p>JINGLE BELL ROCK ★ BOBBY HELMS ★ CAPTAIN SANTA CLAUS Decca 30513</p>	<p>YOU SEND ME ★ SAM COOKE ★ SUMMERTIME Keen 34013</p>	<p>THE JOKER ★ BILLY MAYLES ★ HONEY BEE Ember 1026</p>
<p>APRIL LOVE ★ PAT BOONE ★ WHEN THE SWALLOWS COME BACK TO CAPISTRANO Dot 15660</p>	<p>KISSES SWEETER THAN WINE ★ JIMMIE RODGERS ★ BETTER LOVED YOU'LL NEVER BE Roulette 4031</p>	<p>COULD THIS BE MAGIC ★ THE DUBS ★ SUCH LOVIN' Gone 5011</p>
<p>I'LL COME RUNNING BACK TO YOU ★ SAM COOKE ★ FOREVER Specialty 619</p>	<p>TEARDROPS ★ LEE ANDREWS AND THE HEARTS ★ GIRL AROUND THE CORNER Chess 1675</p>	<p>SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER) ★ RAY CHARLES ★ I WANT A LITTLE GIRL Atlantic 1154</p>
<p>JAILHOUSE ROCK ★ ELVIS PRESLEY ★ TREAT ME NICE RCA Victor 7035</p>	<p>BE BOP BABY ★ RICKY NELSON ★ Have I Told You Lately That I Love You Imperial 5463</p>	<p>YOU CAN MAKE IT, IF YOU TRY ★ JOHNNY MATHIS ★ HEY, HEY I LOVE YOU Vee Jay 713</p>
<p>CHANCES ARE ★ JOHNNY MATHIS ★ THE TWELFTH OF NEVER Columbia 4993</p>	<p>GREAT BALLS OF FIRE ★ JERRY LEE LEWIS ★ YOU WIN AGAIN Sun 281</p>	<p>LITTLE BITTY PRETTY ONE ★ THURSTON HARRIS ★ I HOPE YOU DON'T HOLD IT AGAINST ME Aladdin 3398</p>

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

<p>BILLY & LILLIE.....La Dee Dah The Monster Swan 4002</p>	<p>BEST BUY</p>
<p>JOHNNY NASH....A Very Special Love Won't You Let Me Share My Love ABC-Paramount 9874</p>	<p>BEST BUY</p>

OPERATORS BEST NEW RELEASES

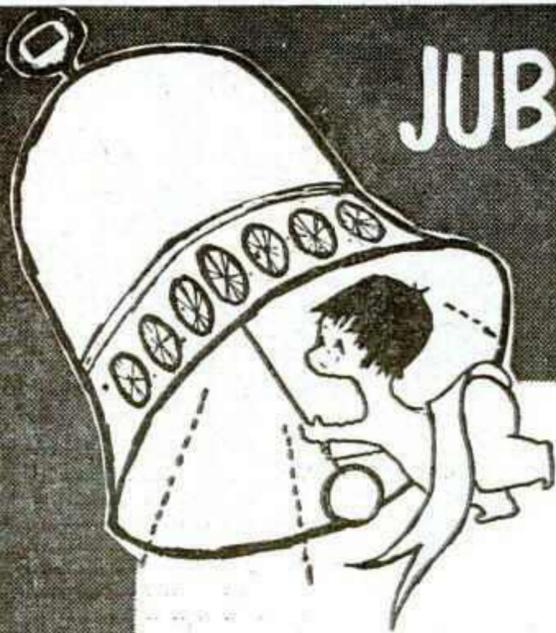
In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

<p>FERRY COMO.....Catch a Falling Star Magic Moments RCA Victor 7128</p>	<p>OPINION</p>
<p>NAT KING COLE.....Angel Smile Back in My Arms Capitol 3860</p>	<p>OPINION</p>
<p>BETTY JOHNSON....Winter in Miami The Little Blue Man Atlantic 1169</p>	<p>OPINION</p>
<p>CAROL HUGHES.....Lead Me Your Comb First Date Roulette 4041</p>	<p>OPINION</p>
<p>TOMMY SANDS.....Sing, Boy, Sing Crazy, 'Cause I Love You Capitol 3867</p>	<p>OPINION</p>
<p>ELVIS PRESLEY.....Don't I Beg of You RCA Victor 7150</p>	<p>OPINION</p>
<p>FRANK SINATRA.....Witchcraft Tell Her You Love Her Capitol 3859</p>	<p>OPINION</p>

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

JUBILEE RINGS IN THE NEW YEAR WITH 5 SMASH HITS!



Across the Board!

Don Rondo



Made for | WHAT Each Other | A SHAME

Jubilee 5313



All the Way

Della Reese

HEADIN' HOME

Jubilee 5247

*The Nation's #1
Hit Instrumental*

Moe Koffman



THE SWINGING SHEPHERD'S BLUES

Jubilee 5311



*The Happiest Hit
of '58*

Bob Smith

Molly | 3 o'Clock in By, Golly | the Morning

Jubilee 5312

Sunny and His Gang

*The Novelty Sensation
of the Year*

MEIN KLEINER SPATZ

(Pronounced Mine Kliner Shpats)

Jubilee 5310



jubilee



1650 BROADWAY, N. Y. C.
COLUMBUS 5-8335

ATLANTIC

is proud to welcome



BETTY JOHNSON

to its
family of stars
and to announce
her first

Atlantic hit -

**THE LITTLE
BLUE MAN**

WINTER IN MIAMI

1169

ATLANTIC

RECORDING CORP. 167 WEST 57 STREET, NEW YORK 19, N.Y.



Top 100 Sides

FOR SURVEY WEEK ENDING DECEMBER 21

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

Pos.	Song, Artist, Label	Last Week
1.	APRIL LOVE, Pat Boone, Dot	4
2.	AT THE HOP, Danny and the Juniors, ABC-Paramount	6
3.	PEGGY SUE, Buddy Holly, Coral	5
4.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	9
5.	RAUNCHY, Bill Justis, Phillips International	3
6.	JAILHOUSE ROCK, Elvis Presley, Victor	2
6.	YOU SEND ME, Sam Cooke, Keen	1
8.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	12
9.	SILHOUETTES, Rays, Cameo	7
10.	ROCK AND ROLL MUSIC, Chuck Berry, Chess	8
11.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	10
12.	RAUNCHY, Ernie Freeman, Imperial	15
13.	CHANCES ARE, Johnny Mathis, Columbia	11
14.	OH, BOY! Crickets, Brunswick	23
15.	ALL THE WAY, Frank Sinatra, Capitol	17
15.	MY SPECIAL ANGEL, Bobby Helms, Decca	14
17.	BE-BOP BABY, Ricky Nelson, Imperial	13
18.	BONY MORONIE, Larry Williams, Specialty	23
19.	MELODIE D'AMOUR, Ames Brothers, Victor	18
20.	TEARDROPS, Lee Andrews and the Hearts, Chess	29
21.	BUZZ, BUZZ, Buzz, Hollywood Flames, Ebb	28
22.	WHY DON'T THEY UNDERSTAND? George Hamilton IV, ABC-Paramount	21
23.	JINGLE BELL ROCK, Bobby Helms, Decca	67
24.	HONEYCOMB, Jimmie Rodgers, Roulette	22
25.	I'M AVAILABLE, Margie Rayburn, Liberty	20
26.	LIECHTENSTEINER POLKA, Will Glahe, London	19
27.	LITTLE BITTY PRETTY ONE, Thurston Harris, Aladdin	16
28.	JUST BORN, Perry Como, Victor	26
29.	FASCINATION, Jane Morgan, Kapp	25
30.	I'LL COME RUNNING BACK TO YOU, Sam Cooke, Specialty	38
31.	THE JOKER, Billy Myles, Ember	30
32.	SANTA AND THE SATELLITE, Buchanan & Goodman, Luniverse	67
33.	STOOD UP, Ricky Nelson, Imperial	—
34.	THE STORY OF MY LIFE, Marty Robbins, Columbia	33
34.	TAMMY, Debbie Reynolds, Coral	27
36.	THE BIG BEAT, Fats Domino, Imperial	53
37.	PUT A LIGHT IN THE WINDOW, Four Lads, Columbia	41
37.	WILD IS THE WIND, Johnny Mathis, Columbia	51
39.	WAITIN' IN SCHOOL, Ricky Nelson, Imperial	—
40.	COULD THIS BE MAGIC? Dubs, Gone	34
41.	WHITE CHRISTMAS, Bing Crosby, Decca	42
42.	RAUNCHY, Billy Vaughn, Dot	48
43.	THE JOKER, Hilltoppers, Dot	37
43.	PENNY LOAFERS AND BOBBY SOCKS, Joe Bennett and the Sparkletones, ABC-Paramount	89
45.	LITTLE SANDY SLEIGHFOOT, Jimmy Dean, Columbia	99
45.	TILL, Roger Williams, Kapp	35
47.	IVY ROSE, Perry Como, Victor	32
48.	HARD TIMES (THE SLOP), Noble (Thin Man) Watts, Baton	71
49.	DANCE TO THE BOP, Gene Vincent, Capitol	43
50.	I WANT YOU TO KNOW, Fats Domino, Imperial	—
51.	HEY! LITTLE GIRL, Techniques, Roulette	—
51.	NO LOVE (BUT YOUR LOVE), Johnny Mathis, Columbia	62
53.	YOU SEND ME, Teresa Brewer, Coral	38
54.	ALONE, Shepherd Sisters, Lance	45
54.	LET'S LIGHT THE CHRISTMAS TREE, Ruby Wright, Fraternity	—
54.	SILENT NIGHT, Bing Crosby, Decca	—
57.	KEEP A' KNOCKIN', Little Richard, Specialty	31
57.	YOU BUG ME, BABY, Larry Williams, Specialty	45
59.	HAPPY, HAPPY BIRTHDAY, BABY, Tune Weavers, Checker	38
60.	FOREVER, Sam Cooke, Specialty	98
60.	FRAULEIN, Bobby Helms, Decca	58
60.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	83
60.	SILHOUETTES, Diamonds, Mercury	79
64.	LITTLE BITTY PRETTY ONE, Bobby Day, Class	64
64.	LOVE ME FOREVER, Four Esquires, Paris	58
66.	HONEST I DO, Jimmy Reed, Vee Jay	77
66.	REET PETITE, Jackie Wilson, Brunswick	67
66.	THE TWELFTH OF NEVER, Johnny Mathis, Columbia	51
66.	WUN'ERFUL, WUN'ERFUL, Stan Freberg, Capitol	50
70.	RUDOLPH, THE RED-NOSED REINDEER, Gene Autry, Challenge	—
71.	I'LL REMEMBER TODAY, Patti Page, Mercury	43
71.	LIECHTENSTEINER POLKA, Lawrence Welk, Coral	62
73.	THIS IS THE NIGHT, Valiants, Keen	—
74.	A VERY SPECIAL LOVE, Johnny Nash, ABC-Paramount	—
74.	GEISHA GIRL, Hank Locklin, Victor	—
74.	JINGLE BELLS, Perry Como, Victor	—
74.	PRETEND YOU DON'T SEE HER, Jerry Vale, Columbia	55
78.	AROUND THE WORLD, Mantovani, London	73
78.	(I LOVE YOU) FOR SENTIMENTAL REASONS, Sam Cooke, Specialty	—
78.	HULA LOVE, Buddy Knox, Roulette	36
78.	PEANUTS, Little Joe and the Thrillers, Okeh	45
78.	SUGARTIME, McGuire Sisters, Coral	—
78.	SILVER BELLS, Bing Crosby, Decca	—
78.	WAIT AND SEE, Fats Domino, Imperial	55
85.	DIANA, Paul Anka, ABC-Paramount	73
85.	THAT'S WHY I WAS BORN, Janice Harper, Prep	84
87.	BLACK SLACKS, Joe Bennett and the Sparkletones, ABC-Paramount	48
87.	SOFT, Bill Doggett, King	64
87.	THE STROLL, Diamonds, Mercury	—
87.	SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER), Ray Charles, Atlantic	66
87.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	77
92.	AROUND THE WORLD, Bing Crosby, Decca	84
92.	AT THE HOP, Nick Todd, Dot	—
92.	THE CREATURE, Buchanan & Goodman, Luniverse	98
92.	DESIRE ME, Sam Cooke, Keen	—
92.	UH HUH, Sonny James, Capitol	—
97.	BACK TO SCHOOL AGAIN, Timmy Rodgers, Cameo	61
97.	LOVING YOU, Elvis Presley, Victor	—
97.	HOW LOVELY IS CHRISTMAS, Bing Crosby, Decca	—
97.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	99

Starting with this issue, The Top 100 Sides chart will be a compilation of dealer unit sales for two-week survey periods. This faster service will give a more accurate and up-to-date picture of record sides as requested thruout the nation.

• **Reviews and Ratings of New Popular Albums**

• Continued from page 29

Altho "The Seasons" has been recorded often and well, present combination has good appeal. Orchestral playing and recorded sound may have been bettered elsewhere, but no apologies are needed here.

EXOTICA 73
Harry Horlick Ork (1-12")
Design DLP 48

This low-priced LP spotlights competent instrumental versions of 12 romantic Latin themes—"Granada," "Cielito Linda," "Perfidia," etc. by the veteran ork leader of early radio fame ("Harry Horlick and his A & P Gypsies"). Provocative cover photo should help impulse sales. "Exotica" is also title of two strong-selling albums (no connection with this package) out on the Liberty label.

BON SOIR, PARIS 72
Period RL 1921

This pleasant instrumental collection blends a variety of tunes with a Parisian flavor into a listenable collection of mood music. Selections—played in a light, happy vein—range from Cole Porter's "I Love Paris" and "La Vie en Rose" to a charming medley of French folk tunes and children's songs. Interesting material for mood music segs.

Folk

CYMBALOM IN HI-FI 70
Janos Josszu, Cymbalom & Various Artists. (1-12")
Period RL 1912
Josszu, a recent refugee from Hun-

gary, performs a group of 11 works, native to that country on one of its traditional instruments, the cymbalom. Many of the moods created have a gypsyish air and they are played on the stringed instrument in most attractive way. The recording, however, good as it is in its own right, would appear to have appeal strictly on nationalistic lines and dealers should be guided according to the wants of their trade.

Children's

ANIMAL FOLK SONGS FOR CHILDREN 76
Peggy Seeger (1-10")
Folkways FC 7051

Selected from an anthology of folk material compiled by Ruth Crawford Seeger, this group of 22, sung by daughter Peggy Seeger, has a highly authentic ring in performance, and accompaniment of banjo, guitar and fiddle in turn. Songs are slanted toward children with the animal subject matter but adult folk students will find them enjoyable. Package has complete lyrics and background material on the songs. A rewarding set. Worth a dealer's effort.

Specialty

VIENNA ON PARADE 75
Deutschmeister Band & Various Artists. (1-12")
Angel 35499

This nostalgic slice of old Vienna is a charming mixture of march music, Strauss waltzes, light operetta, and sentimental folk songs. Quality performances by soprano Hedy Fessler, tenor Karl Terkal, zitherist Karl Jancik, the Singing Boys and Girls of the Vienna Woods, the Grinzling Schrammel Ensemble and the Deutschmeister Band. A strong entry in its field.

Specialty Spoken Word

PROJECT MOON 70
(1-EP)
Orbit 1035

Rather interesting fantasy with attempts to describe a trip to the moon. The disk is gimmicked with sounds of a rocket and various electronic equipment. During the flight, meteors and other perils are encountered. However, all ends well. The flight is a success. Varied appeal with greater interest, perhaps, to hi-fi bugs.

BILLY LOVES ME on CHRISTY RECORDS
ORDER FROM CHRISTY DISTRIBUTORS ANYWHERE

LATEST RELEASE
YOU ARE MY DESTINY
PAUL ANKA
9880
ABC-PARAMOUNT
FULL COLOR FIDELITY

LAURA K. BRYANT'S
SENSATIONAL RENDITION
OF
"BOBBY"
CAMEO #124
CAMEO RECORDS

GIVE TO DAMON RUNYON
CANCER FUND

IN THE LEAD
for
TOP RATINGS!

Checker 878
"SAY BOSS MAN"
Bo Diddly

Chess 1675
"TEAR DROPS"
Lee Andrews and the Hearts

Chess 1678
"SECOND FIDDLE"
The Rays

CHESS CHECKER RECORD COMPANY
2120 South Michigan Ave. Chicago, Illinois
All Phones: CALumet 5-2770

AMERICA'S TEEN-QUEEN
MOLLY BEE
BACK ON CAPITOL WITH
I'M GOING STEADY WITH A DREAM
FROM THE COLUMBIA PICTURE "GOING STEADY"
MAGIC MIRROR

WATCH FOR MOLLY BEE ON THE GISELE MacKENZIE TV SHOW January 4th
TENNESSEE ERNIE FORD TV SHOW January 23rd



Capitol RECORDS
Record No. 3865

AL GREEN

Beloved personal manager
of LaVern Baker passed away
suddenly on December 18, 1957.

His friends at
Atlantic Records express
their deepest sorrow.

• Best Selling Sheet Music in U. S.

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

This Week		Last Week	Weeks on Chart
1.	APRIL LOVE (Feist)	1	8
2.	FASCINATION (Southern)	4	20
3.	AROUND THE WORLD (Young)	2	28
4.	ALL THE WAY (Barton)	3	7
5.	TAMMY (Northern)	5	24
6.	SILHOUETTES (Regent)	8	8
7.	LIECHTENSTEINER POLKA (Burlington)	6	5
8.	KISSES SWEETER THAN WINE (Folkways)	11	4
9.	WHITE CHRISTMAS (Berlin)	9	4
10.	RUDOLPH, THE RED-NOSED REINDEER (St. Nicholas)	12	4
11.	MELODIE D'AMOUR (Rayven)	7	11
12.	PRETEND YOU DON'T SEE HER (Rosemeadow)	13	2
13.	WHY DON'T THEY UNDERSTAND? (Hollis)	—	1
14.	SILVER BELLS (Paramount)	—	1
15.	MY SPECIAL ANGEL (Merge)	—	8

• Best Selling Sheet Music in Britain

(For week ending December 21)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Mary's Boy Child—Bourne (Schumann)	He's Got the Whole World in His Hands—Sterling (Chappell)
Tammy—Macmelodies (Northern)	Remember You're Mine—Belinda (Traye & Lowe)
My Special Angel—Bron (Blue Grass)	Man On Fire—Robbins (Robbins)
Wake Up Little Susie—Acuff-Rose (Acuff-Rose)	Ma, He's Making Eyes at Me—Feldman (Mills)
Forgotten Dreams—Mills (Mjlls)	That'll Be the Day—Southern (Nor-Va-Jak)
Alone—Duchess (Selma)	Puttin' On the Style—Essex (Melody Trail)
Diana—Mellin (Pamco)	Island in the Sun—Feldman (Clara)
Let Me Be Loved—Frank (Livingston-Evans)	My Dixie Darling—Southern (Rossiter)
I Love You Baby—Sherwin (Panco)	Love Letters in the Sand—Francis Day Bourne)
Be My Girl—Sheldon (Stratton)	
Affair to Remember—Feist (Feist)	

• Best Selling Pop Records in Britain

(For week ending December 21)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication

This Week		Last Week
1.	MARY'S BOY CHILD—Harry Belafonte (RCA)	1
2.	MA, HE'S MAKING EYES AT ME—Johnny Otis Show-Marie Adams (Capital)	3
3.	MY SPECIAL ANGEL—Malcolm Vaughan (HMV)	5
4.	LET'S HAVE A BALL—Winfred Atwell (Decca)	8
5.	ALL THE WAY—Frank Sinatra (Capitol)	7
6.	GREAT BALLS OF FIRE—Jerry Lee Lewis (London)	13
7.	WAKE UP LITTLE SUSIE—Everly Brothers (London)	2
8.	I LOVE YOU BABY—Paul Anka (Columbia)	4
9.	ALONE—Petula Clark (Pye-Nixa)	9
10.	REET PETITE—Jackie Wilson (Coral)	10
11.	BE MY GIRL—Jim Dale (Parlophone)	6
11.	DIANA—Paul Anka (Columbia)	13
13.	APRIL LOVE—Pat Boone (London)	20
14.	JACK O'DIAMONDS—Lonnie Donegan (Pye-Nixa)	—
15.	KISSES SWEETER THAN WINE—Frankie Vaughan (Philips)	—
16.	LET'S HAVE A PARTY—Elvis Presley (RCA)	14
17.	KISSES SWEETER THAN WINE—Jimmie Rodgers (Columbia)	18
18.	REMEMBER YOU'RE MINE—Pat Boone (London)	12
19.	HE'S GOT THE WHOLE WORLD IN HIS HANDS—Laurie London (Parlophone)	15
20.	SANTA BRING MY BABY BACK TO ME—Elvis Presley (RCA)	16

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

A Very Special Love (R)—Korwin—ASCAP
 All the Way (R)—Maraville—ASCAP
 April Love (R) (F)—Feist—ASCAP
 Ca C'Est L'Amour (R) (F)—Young—ASCAP
 Chances Are (R)—Korwin—ASCAP
 I Heard the Bells on Christmas Day (R)—St. Nicholas—ASCAP
 I'll Never Say Never Again (R)—Bregman, Vocco & Conn—ASCAP
 I'm Available (R)—Golden West—BMI
 Just Born (R)—Winnerton—ASCAP
 Katsumi Love Theme (R) (F)—Witmark—ASCAP
 Kisses Sweeter Than Wine (R)—Folkways—BMI
 Las Vegas (R)—Peer—BMI
 Liechtensteiner Polka (R)—Burlington—ASCAP
 Like Jingle Bells (R)—Korwin—ASCAP
 Love Me Forever (R)—Greta—BMI
 March From the River Kwai-Colonel Bogey (R) (F)—Columbia Pictures-Boosey & Hawkes—ASCAP
 Melodie D'Amour (R)—Rayven—BMI
 My Special Angel (R)—Merge—BMI
 No Love (But Your Love) (R)—Weiss & Barry—BMI
 Object of My Affection (R)—Bourne—ASCAP
 Put a Light in the Window (R)—Planetary—ASCAP
 Silver Bells (R)—Paramount—ASCAP
 Sleigh Ride (R)—Mills—ASCAP
 Story of My Life (R)—Famous—ASCAP
 Sugartime (R)—Nor-Va-Jak—BMI
 That's Why I Was Born (R)—Janfra—ASCAP
 Till (R)—Chappell—ASCAP
 Wild Is the Wind (R) (F)—Jungnickel—ASCAP
 Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
 You Send Me (R)—Higuera—BMI

Television

All the Way (R) (F)—Maraville—ASCAP
 April Love (R) (F)—Feist—ASCAP
 At the Hop (R)—Singular—BMI
 Boppin' the Blues (R)—Hi-Lo—BMI
 Ca C'Est L'Amour (R)—Buxton-Hill—ASCAP
 Chances Are (R)—Korwin—ASCAP
 Dance of the Candy Cane (R)—Champagne—ASCAP
 Fascination (R) (F)—Southern—ASCAP
 Have Feet Will Dance (R)—Chappell—ASCAP
 I'll Buy It (R)—Chappell—ASCAP
 It's Christmas Once Again (R)—Patricia—BMI
 Jailhouse Rock (R) (F)—Presley—BMI
 Jingle Bell Rock (R)—Cronell—ASCAP
 Junior Miss (R) (F)—Chappell—ASCAP
 Kisses Sweeter Than Wine (R)—Folkways—BMI
 La Dee Dah (R)—Conley—BMI
 Let's Make It Christmas All Year Round (R)—Chappell—ASCAP
 Mary's Boy Child (R)—Shari—ASCAP
 Poor Little Christmas Tree (R)—Kukla-Politan—ASCAP
 Raunchy (R)—Hi-Lo—BMI
 Sail Along Silvery Moon (R)—Joy—ASCAP
 Silhouettes (R)—Regent—BMI
 Silver Bells (R)—Paramount—ASCAP
 Sleigh Ride (R)—Mills—ASCAP
 The Stroll (R)—Meridian—BMI
 Sugartime (R)—Nor-Va-Jak—BMI
 Unspoken Love (R)—Diana—ASCAP
 Why Don't They Understand (R)—Hollis—BMI
 Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
 You Send Me (R)—Higuera—BMI

BEST SELLERS!

JOHNNIE PATE Quintet
SWINGING SHEPHERD BLUES
Federal 12312

JOHNNIE PATE Orchestra
WALKIN' WITH MR. LEE
Federal 12314

BILL DOGGETT
LEAPS AND BOUNDS
Parts 1 and 2
King 5101

RUSTY YORK
PEGGY SUE
King 5103

EARL BOSTIC
JOSEPHINE
King 5092

OTIS WILLIAMS and HIS CHARMS
COULD THIS BE MAGIC
b/w
OH JULIE
DeLuxe 6158

LITTLE WILLIE JOHN
PERSON TO PERSON
King 5091

The Original
FEVER
King 4935

DONNIE ELBERT
LET'S DO THE STROLL
b/w
WILD CHILD
Deluxe 6156

BONNIE LOU
I'M AVAILABLE
King 5094

KING RECORDS



LONDON RECORDS

THE CHORDETTES
PHOTOGRAPHS
c/w
BABY OF MINE
Cadence 1341

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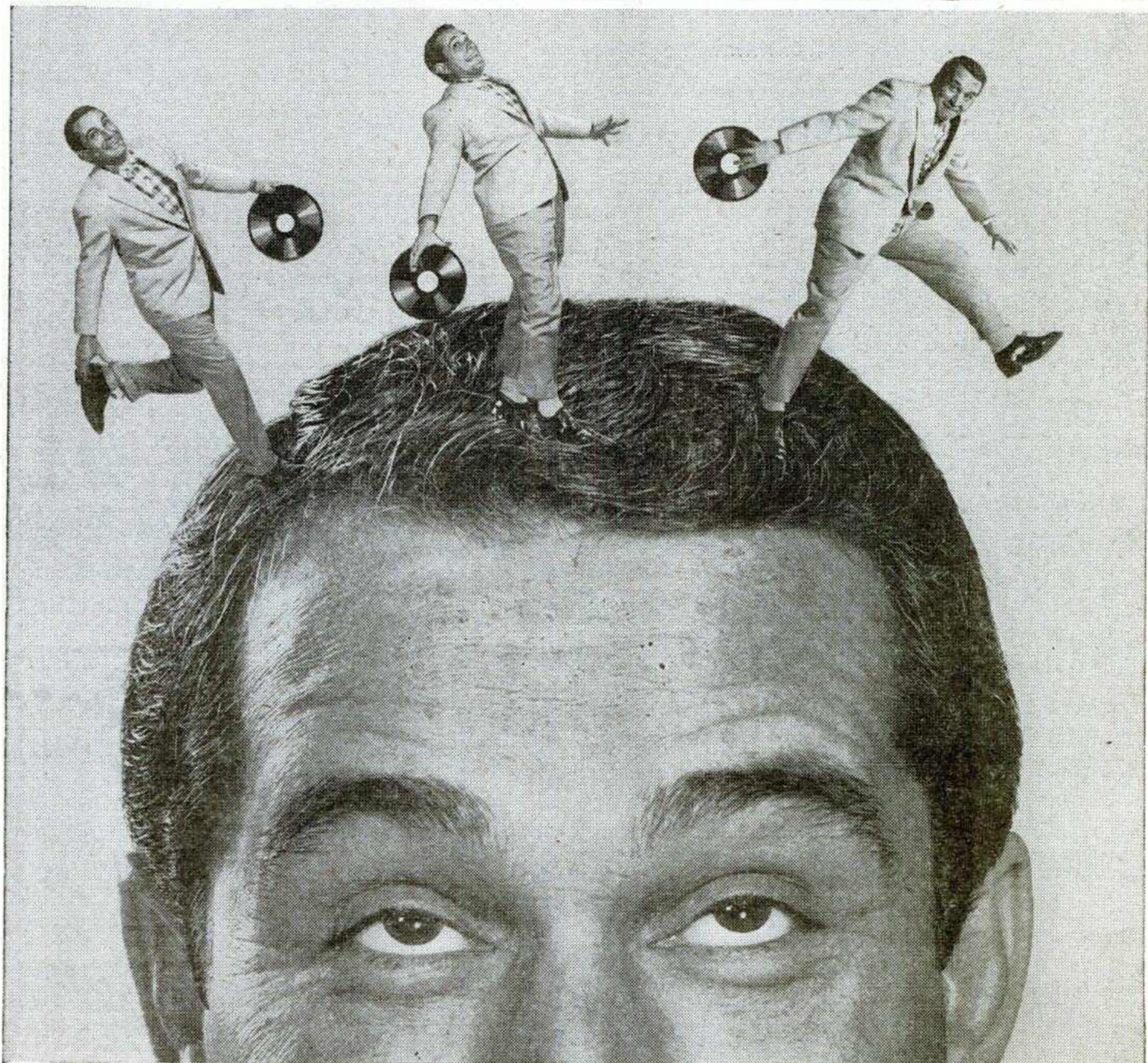
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RCA VICTOR STARTS THE NEW YEAR WITH A GREAT

COMO-TION BIG



Perry starts another record run with **CATCH A FALLING STAR**
 c/w **MAGIC MOMENTS** WITH MITCHELL AYRES ORCHESTRA AND THE RAY
 CHARLES SINGERS. ARRANGEMENTS BY JOE REISMAN

47/20-7128

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



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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

• Review Spotlight on . . .

POP RECORDS

ELVIS PRESLEY . . . RCA Victor 7150 **DON'T**
(Presley, BMI)

I BEG OF YOU (Presley, BMI)

Two sock performances, as usual, by the phenomenal artist. "Don't" is a clever Lieber and Stoller tune, and Presley sings it with winning appeal. His vocal on "I Beg of You" is equally strong, and both sides are good bets to score in all categories.

PERRY COMO . . . RCA Victor 7128 **CATCH A FALLING STAR**
(Marvin, ASCAP)

MAGIC MOMENTS (Famous, ASCAP)

The artist is still riding high with a two-sided click, and these two smoothly presented sides can follow suit. "Catch a Falling Star" is a cute, rhythmic tune that is delivered with an approach similar to "Round and Round." "Magic Moments," the flip, is a shuffling melody that is told in relaxed style with chorus support. Either can step out.

FRANK SINATRA . . . Capitol 3859 **WITCHCRAFT**
(Morris, ASCAP)

Sinatra appears to be in the hit groove again with his swingin' go on the pretty ballad. Good melody and fine lyrics with excellent ork support from Nelson Riddle put the side in line for loot. Flip, "Tell Her You Love Her," is an appealing ballad with chorus support (Mr. Music, BMI).

NAT KING COLE . . . Capitol 3860 **ANGEL SMILE**
(Winneton, BMI)

BACK IN MY ARMS (Wiess & Barry, BMI)

"Angel Smile" is a bluesy rockaballad, and Cole presents it with a sock velvet vocal. This could repeat the success of his two previous clicks, "Send for Me" and "With You on My Mind." The flip, "Back in My Arms," is a pretty ballad with lush ork support from Nelson Riddle. Both have the loot sound and can go in both pop and r.&b. fields.

TOMMY SANDS . . . Capitol 3867 **SING, BOY, SING**
(Snyder, ASCAP)

CRAZY, 'CAUSE I LOVE YOU (Hill & Range, BMI)

This is the strongest coupling by the artist recently. "Sing" is the title tune from Sands' forthcoming flick. The listenable vocal has a sound that can find favor with the kids. "Crazy," the flip, is also in a rockabilly groove, and bright chorus support helps sell the side. Both can be winners.

CAROL HUGHES . . . Roulette 4041 **LEND ME YOUR COMB**
(Alamo, ASCAP)

FIRST DATE (Ricdeb, BMI)

This is the first by the artist on the label. "Lend Me Your Comb" is a cute rockabilly ditty that is similar in idea to "Wake Up Little Susie." Fine dual track vocal and good ork support make the side a strong contender. Flip, "First Date," is a rockaballad that is also nicely styled. Either could make it.

BETTY JOHNSON . . . Atlantic 1169 **WINTER IN MIAMI**
(Towne, ASCAP)

THE LITTLE BLUE MAN (Trinity, BMI)

Lovely reading of "Winter in Miami," a pretty ballad, is a strong debut by the artist on her new label. The song is a sort of winter version of "Old Cape Cod." An especially good jockey item. Flip, "Little Blue Man," is an interesting novelty with a cute story idea.

POP TALENT

DON GIBSON . . . RCA Victor 7133 **OH, LONESOME ME**
(Acuff-Rose, BMI)

I CAN'T STOP LOVIN' YOU (Acuff-Rose, BMI)

Impressive intro to wax by the talented new artist. "Oh, Lonesome Me" is a catchy hillbilly flavored melody with a good lyric and a rollicking rhythm. "I Can't Stop," the flip, is an effective change of pace on a pretty weeper, and Gibson reads it with sincerity.

POP DISK JOCKEY PROGRAMMING

DAVID ROSE . . . M-G-M 12608 **SWINGING SHEPHERD BLUES**
(Benell, BMI)

Rose's cover of the Moe Koffman disk is in a more rhythmic vein. The theme is introed on flute and later carried by strings and piano triplets pacing thruout. Flip, "Rock Fiddle," is a Rose original with strings prominently featured on the rocker (Rose, ASCAP).

• Reviews of New Pop Records

DON RONDO

What a Shame 85

JUBILEE 5313—Romantic reading by Rondo on a strong ballad with a solid beat. Watch this one. (Mellin, BMI)

Made for Each Other 80

A bouncy rhythm-ballad with catchy tempo is wrapped up in a personable vocal treatment. Good jockey wax. (Hecht-Lancaster & Buzzell, ASCAP)

TONY BENNETT

Weary Blues From Waltin' 83

COLUMBIA 41086—Sock selling on the Hank Williams weeper waltz is a strong effort by the artist. Side bears watching. Fine ork support by Ray Ellis. (Acuff-Rose, BMI)

Love Song From Beauty and the Beast 76

The pretty theme from "The Shirley Temple Storybook" is given a quality warble by Bennett with lush string support by Percy Faith. This could also create interest. (Fullarton, ASCAP)

KEN COPELAND

Where the Rio De Rosa Flows 82

DOT 15686—First effort by the artist on this label. The blues is told with sock selling by Copeland with fine country string and piano backing. One to watch. (Duchess & Kahl, BMI)

Locked in the Arms of Love 71

Rockabilly has a slight Latin beat. Good warble by the artist, but juicier material on flip makes it appear stronger. (Monument, BMI)

BERNIE NEE

Lend Me Your Comb 81

COLUMBIA 41090 — Cover of the Carol Hughes will offer strong competition to the original. Fine vocal effort by the artist and good backing have a sound that could click with the kids. (Daniels, ASCAP)

Medal of Honor 75

Another fine go on a rockabilly type. However, stronger material on flip makes it appear top side. (Shapiro-Bernstein, ASCAP)

COUNT BASIE ORK

The Kid From Red Bank 76

ROULETTE 4040—A fast moving, sock rhythm instrumental by the great Basie. Fine for deejays and the boxes. (Hefti, ASCAP)

Lil' Darlin' 72

Leisurely paced, sentimental theme is showcased in a tasteful instrumental. (Hefti, ASCAP)

MILTON ALLEN

Don't Bug Me Baby 75

RCA Victor 7116—Fairly vigorous reading of a bright rockabilly. The side can collect both pop and c.&w. coin. (Dandellon, BMI)

Jamboree 74

Snappy rendition by Allen on a happy-sounding rockabilly item. Folksy chorus support and listenable string backing helps give it potential in both pop and c.&w. marts. (Hill & Range, BMI)

SHADY WALL

The New Raunchy 75

DECCA 30539—This is a vocal of the current instrumental smash, "Raunchy." Alto sax instrumental interludes creates some of the feeling of the original. Some action possible. (Hi-Lo, BMI)

I'll Get By Somehow 69

The weeper ballad is rendered with sincerity. Has some appeal for both pop and c.&w. marts. Backing is in a popish groove. Flip the more likely side. (Cedarwood, BMI)

SONNY LOWERY

Thank You for Your Kisses 74

SPECIALTY 621—A rhythm side. Lowery belts it out to a swinging instrumental arrangement, with a chorus. Can draw spins. (Triumph, ASCAP)

Do You Promise? 73

A rockaballad. Lowery chants it well, to a conventional arrangement using a triplet figure. Side has a nice sound. (Venice, BMI)

BOB SMITH

Three o'Clock in the Mornin' 74

JUBILEE 5312—Party sounds start this side with piano and banjo following with a first chorus of the standard. Then the crowd joins in on the vocal followed by alto sax

reading. Happy, infectious sound can get plays. (Feist, ASCAP)

Molly by Golly 71

Smith sings this old-fashioned type waltz with a "Baron Munchausen" type of schmaltz. Solo is followed by a group chorus. A strong juke box coupling and jocks could give them a play. (Benell, BMI)

DICKEY DOO

Click-Click 73

Swan 4001—Rockabilly tells of a cat returning to his true love. Peppy rendition with good backing makes for a salable sound. (Grant & Doo, BMI)

Did You Cry? 71

Rockaballad is listenably read by Doo with support from a group called The Don'ts. Some coin possible. (Grant & Doo, BMI)

ANGELE MCNIEL

The Polka Rock 71

PREP 126—A blend of polka and r.&r. rhythms. Gal gives it an enthusiastic reading and good loud sound could bring some spins. (Talent, ASCAP)

The Phone Call 69

A slow, clink-clink-clink backed bit of teen-age tragedy. Talent has moderate appeal but song has a message. Plays possible. (Talent, ASCAP)

BOBBY ONE

A Heart and a Ring 71

DECCA 30515—Soulful chanting by the new artist on a slow, emotional, "my heart's at your feet" type of ASCAP

Tell Me Again 66

A fair ballad in the pleader style. Femme voices featured in the backing. No great message from the tune. (Cornell, ASCAP)

THE HOLLYS

Change of Heart 70

PRO 007—Pretty warble by the twins, also known as Jonel and Glenc. Side is a good bet for jocks. (A-Z, BMI)

Gypsy Fire 70

Smooth, whispery vocal by the fens on a folksy theme. This too could click with jocks. (A-Z, BMI)

VINA JAMES

My Heart Is Not a Toy 70

KENT 354—Pleasant warble by Miss James on a pretty rockaballad. Good support from a male chorus. If exposed, it might attract. (Schwartz, ASCAP)

By and By My Love 65

Vocal here rates over material. Tune is a rhythm-backed ballad. (Scale-Star, BMI)

SAMMY KAYE ORK

Garden of Allah 69

COLUMBIA 41084 — The medium-beat theme is sung by Barry Frank with an assist from a male chorus. A deejay prospect. (Republic, BMI)

Well, Anyway 67

The Kaydeis present an attractive vocal on the cute novelty. Flip appears somewhat stronger. (Republic, BMI)

FREDDIE MITCHELL ORK

Buddy's Bounce 68

ABC-PARAMOUNT 9881 — A good swinging instrumental by the Mitchell band with the blasting tenor sax in the forefront. The better of the coupling on this side. (Pamco, BMI)

Flash 66

Okay jumping wax with a pounding piano and fair honking sax work spotlighted. Okay dance side for jukes. (Pamco, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

BILL CARLISLE: Tiny Space Man/How Will I Know—RCA Victor 7132

CATHY, PATTY & JEANNIE: Animal Crackers in My Soup/On the Good Ship Lollipop—Kapp 206

SHIRLEY HOVEY & JERRY ANDERSON: Gee, But I'm Lonesome/Meanness—Embassy 571

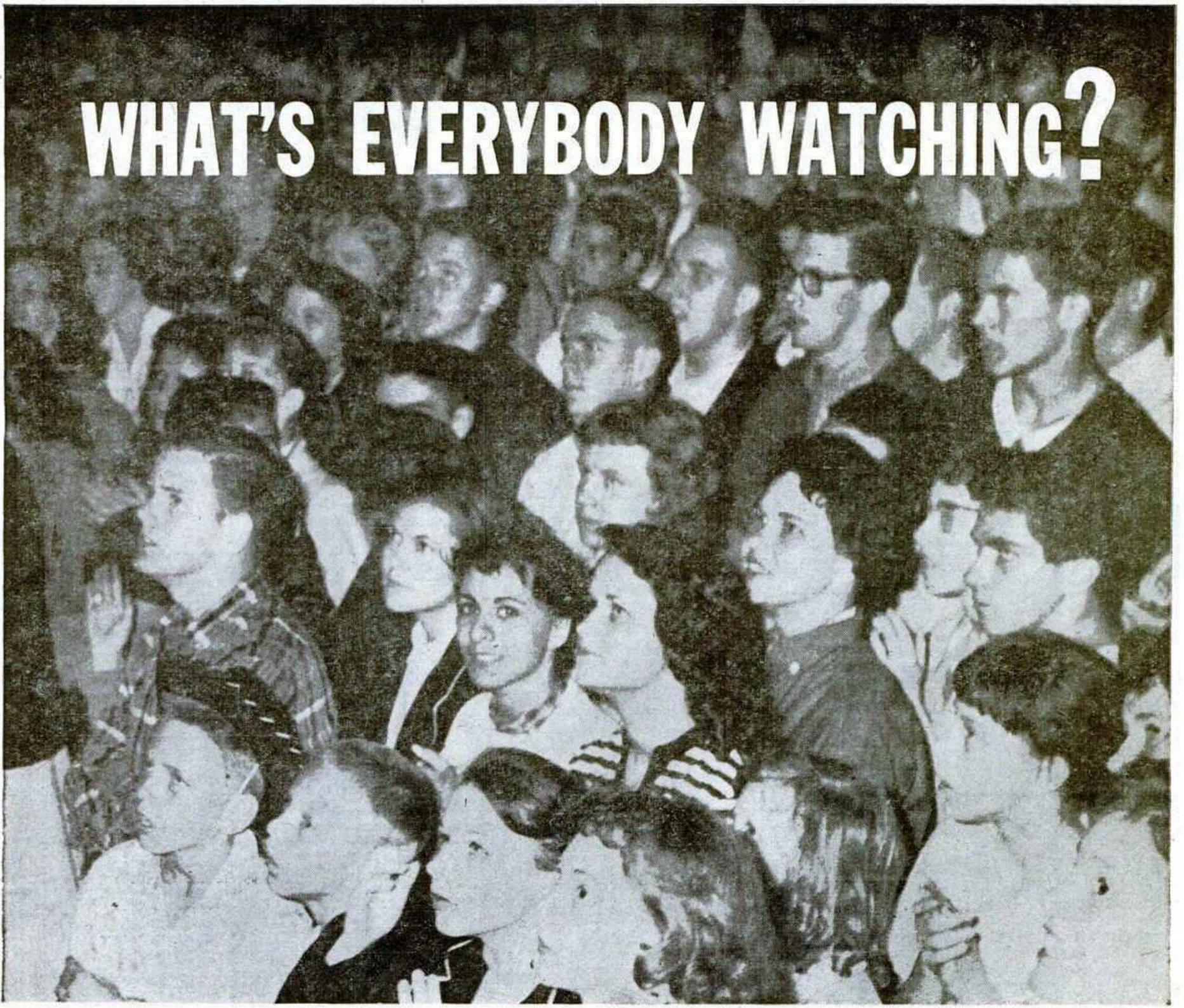
MR. WHO?: Who Can Tell/You'll Never Know—Jet 1436

MR. 'VHO?: Marie/Easy to Love—Jet 1434

SERENA SHAW: Why Can't You Behave/Just Give Me Your Love—Cascade 002

THE THREE J'S & LILYCE & JERRY ANDERSON: How About Me/Spin a Web—Embassy 572

CINCY TYSON: If I Had a Dime/Don't Nuts, Cherie—Mark 110



WHAT'S EVERYBODY WATCHING?

The New

BUDDY KNOX

Record Climbing to the Top...

“SWINGIN’ DADDY”

and

“WHENEVER I’M LONELY”

R-4042

A SOUND BET... BUY ROULETTE



• This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

C&W RECORDS

ELVIS PRESLEY

Don't (Presley, BMI)

I Beg of You (Presley, BMI)—RCA Victor 7150

See review in Pop Spotlight section.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Lefty Frizzell's new Columbia release, "Tell Me Dear" b/w "Time Out for the Blues," hit the racks Monday (30) and was previewed on "Country America" over KABC-TV, Los Angeles, last Saturday (28). Lefty is a regular on the show. Frizzell appeared on "Panorama Pacific" over the CBS-TV Pacific Coast network Friday (27), and Sunday (29) did a guest spot on the Jimmy Wakely CBS radio network show. He plays Tucson, Ariz., December 31, and follows with Albuquerque, N. M., January 1; Wichita, Kan., 3-4, and Clovis, N. M., January 8, returning the "Country America" January 11. He will put in part of the coming week visiting deejays to plug his new release.

Vernon Taylor, whose initial release on the Dot label was "Losing Game" b/w "I've Got the Blues," has another one coming up for that firm January 15. Nineteen-year-old Taylor is a regular feature on WTTG-TV, Arlington, Va. . . . Rex Allen, who is spending the holidays in the High Sierras with his wife, Bonnie, and three sons, Rex Jr., Curtis and Mark, hops into Denver January 6 for the annual Rodeo Cowboys' Association convention to complete his rodeo bookings for the new season.

Bob Wills was last Saturday night's (28) guest on "Country Music Jubilee" from Springfield, Mo., with Hank Thompson and the Brazos Valley Boys set for that slot this Saturday (4). . . . Red Foley has completed filming of a special motion picture for the Dow Chemical Company, his second such assignment in less than six weeks. The picture, lensed in Kinescope, has in its cast a number of regulars from Foley's weekly NBC radio show, including Joe Slattery, Suzi Arden, Chuck Bowers, Billy Walker and Slim Wilson's band. In November, Foley and his unit made a quarter-hour

flicker for the Ford Motor Company.

Freddie Hart's new Columbia platter, "You Are My World" b/w "Heaven Only Knows," slated for release December 30, was previewed on "Country America" over KABC-TV, Los Angeles, Saturday (28). Freddie penned both sides himself. He plays Phoenix, Ariz., New Year's Eve, and next Saturday doubles between "Country America" and Jubilee Ballroom, Baldwin Park, Calif. Following his next Sunday's (5) appearance on the Jimmy Wakely CBS radio show, Hart plays a series of dates for Americana Corporation thru Northern California. . . . Steve Schulte, whose initial waxing for the Felsted label, "Paying the Piper" and "Too Blue to Cry," has just been released, is set for several weeks in the San Diego and Los Angeles sector after the holidays.

Chuck Sims, 15-year-old native of Dayton, O., has as his initial release on Trend Records, new Kapp subsidiary, a rockabilly tune called "Little Pigeon." Flip side carries "Life Isn't Long Enough," which Sims wrote in collaboration with Harold Galbreath. Session was produced by Murray Nash Associates, Nashville. . . . Rex Allen's newest Decca waxing, "Blue Dream" b/w "Blue-Light Waltz," makes its debut this week. . . . Lucky Boggs' new one on the Buddy label is "I Never Cared for Candy," penned by Carlos Minor. Flip side has Lucky singing "You Can't Stop Her."

Fred Maddox opens his new nitery, the Mozart Club, Pomona, Calif., January 2, with the Maddox Brothers and Rose and their band as special features. Fred plans to use c.&w. guest stars at regular intervals, with Wanda Jackson set for an early stop-off. Fred meanwhile continues to double at the Copra Club in the same city, while doing his daily radio shows over KOCS, Ontario, Calif. . . . Cathie Taylor, of Morgan Hill, Calif., is spending the holidays in the Los Angeles area while working a string of Southern California dates for J. E. Swarr.

Bobby Helms, now in Los Angeles to make his first movie, shows his wares at Ralph Hicks' Jubilee Ballroom, Baldwin Park, Calif., January 4. Porter Wagoner and Marty Robbins are set for the Hicks spot January 25, with Wanda Jackson set to come in in February. . . . Jo Davis spent the holidays with her home folks in Eau Claire, Wis. . . . The cast of ABC-TV's "Country Music Jubilee" and NBC radio's "Red Foley Show," headed by the Redhead himself, presented an evening of holiday entertainment last week for the inmates of the U. S. Medical Center, a federal penitentiary on the outskirts of Springfield, Mo.

Nat Nigberg, producer of "Country America," beamed Saturdays, 7-8 p.m., via KABC-TV, Los Angeles, is rounding up a group of regu-

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING DECEMBER 21

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Great Balls of Fire Jerry Lee Lewis, Sun
2. Jailhouse Rock, Elvis Presley, Vic.
3. Kisses Sweeter Than Wine Jimmie Rodgers, Rit.
4. My Special Angel, Bobby Helms, Dec.
5. Raunchy, Ernie Freeman, Imp.
6. Oh, Boy! Crickets, Brk.

Dallas-Fort Worth

1. Fraulein, Bobby Helms, Dec.
2. My Special Angel, Bobby Helms, Dec.
3. Geisha Girl, Hank Locklin, Vic.
4. Is It Wrong? Warner Mack, Dec.
5. The Story of My Life Marty Robbins, Col.
6. I Found My Girl in the U. S. A. Jimmie Skinner, Mer.
7. Holiday for Love, Webb Pierce, Dec.

Houston

1. Wake Up Little Susie Everly Brothers, Cdc.
2. I Found My Girl in the U. S. A. Jimmie Skinner, Mer.
3. Great Balls of Fire Jerry Lee Lewis, Sun
4. My Special Angel, Bobby Helms, Dec.
5. Is It Wrong? Warner Mack, Dec.
6. The Story of My Life Marty Robbins, Col.
7. Raunchy, Ernie Freeman, Imp.

Memphis

1. Wake Up Little Susie Everly Brothers, Cdc.
2. Great Balls of Fire Jerry Lee Lewis, Sun
3. I Found My Girl in the U. S. A. Jimmie Skinner, Mer.
4. My Shoes Keep Walking Back to You Ray Price, Col.
5. Raunchy, Bill Justis, Phil: Int'l.
6. My Special Angel, Bobby Helms, Dec.

Nashville

1. The Story of My Life Marty Robbins, Col.
2. My Special Angel, Bobby Helms, Dec.
3. Wake Up Little Susie Everly Brothers, Cdc.
4. Home of the Blues, Johnny Cash, Sun
5. Rock-A' Chicka, Warner Mack, Dec.
6. Geisha Girl, Hank Locklin, Vic.
7. Great Balls of Fire Jerry Lee Lewis, Sun

New Orleans

1. My Special Angel, Bobby Helms, Dec.
2. Jailhouse Rock, Elvis Presley, Vic.
3. The Story of My Life Marty Robbins, Col.
4. Great Balls of Fire Jerry Lee Lewis, Sun
5. Wake Up Little Susie Everly Brothers, Cdc.
6. My Shoes Keep Walking Back to You Ray Price, Col.
7. Geisha Girl, Hank Locklin, Vic.

St. Louis

1. Great Balls of Fire Jerry Lee Lewis, Sun
2. Kisses Sweeter Than Wine Jimmie Rodgers, Rit.
3. Raunchy, Bill Justis, Phil: Int'l.
4. My Special Angel, Bobby Helms, Dec.
5. The Story of My Life Marty Robbins, Col.
6. I Found My Girl in the U. S. A. Jimmie Skinner, Mer.
7. Jailhouse Rock, Elvis Presley, Vic.

lars from the show to play a series of one-nighters on the West Coast, opening at San Diego in mid-January. Included in the package will be Joe Allison, "Country America" emcee; Debby Kay, Ginny Jackson, Betsy Gay, Lefty Frizzell, Freddie Hart and Bobby Bruce.

With the Jockeys

WTAW, Bryant, Tex., moved into its new studios December 18, with A. J. Winn, with the station the last eight years, still manning the c.&w. turntables. . . . After a three-month stay at WENO, Madison, Tenn., Ned (Nervous Nephew) Needham has returned to Ocala, Fla., to spin the c.&w. wax at a new 1,000-watt station, WHYS. Needham was formerly for four years at WMOP, Ocala. He gives as the reason for his return to Ocala the sunshine and the fact that he can still run the midget racing circle over the weekends. . . . Jimmy Louis, now in charge of all country and western music at KOKK, Keokuk, Ia., says he's trying to build a library and is sorely in need of records.

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING DECEMBER 21

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Top	Last Week	Chart
1. MY SPECIAL ANGEL (BMI)—Bobby Helms	1	12	12
Standing at the End of My World (BMI)—Dec 30423			
2. THE STORY OF MY LIFE—(ASCAP)—Marty Robbins	4	6	6
Once-a-Week Date (BMI)—Col 41013			
3. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers	3	14	14
Maybe Tomorrow (BMI)—Cadence 1337			
4. JAILHOUSE ROCK (BMI)—Elvis Presley	2	12	12
Treat Me Nice (BMI)—Vic 7035			
5. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	5	5	5
You Win Again (BMI)—Sun 281			
6. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	3	4	4
Better Loved You'll Never Be (ASCAP)—Roulette 4031			
7. GEISHA GIRL (BMI)—Hank Locklin	6	19	19
LIVIN' ALONE (BMI)—Vic 6984			
8. FRAULEIN (BMI)—Bobby Helms	7	40	40
Heartsick Feeling (BMI)—Dec 30194			
9. RAUNCHY (BMI)—Bill Justis	9	6	6
The Midnite Man (BMI)—Phillips International 3519			
10. MY SHOES KEEP WALKING BACK TO YOU—Ray Price	10	21	21
Don't Do This to Me (BMI)—Col 40951			
11. I FOUND MY GIRL IN THE U. S. A. (BMI)—Jimmie Skinner	11	6	6
Carroll County Blues (BMI)—Mercury 71192			
12. HOME OF THE BLUES (BMI)—Johnny Cash	12	16	16
GIVE MY LOVE TO ROSE (BMI)—Sun 279			
13. HOLIDAY FOR LOVE (BMI)—Webb Pierce	—	11	11
Don't Do It Darlin' (BMI)—Dec 30419			
14. WHY, WHY? (BMI)—Carl Smith	14	14	14
Emotions (BMI)—Col 40984			
15. IS IT WRONG? (BMI)—Warner Mack	15	20	20
Baby Squeeze Me (BMI)—Dec 30301			

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 21

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Weeks on Chart	Last Week	Chart
1. MY SPECIAL ANGEL—Bobby Helms	2	13	13
Dec 30423—BMI			
2. WAKE UP LITTLE SUSIE—Everly Brothers	1	13	13
Cadence 1337—BMI			
3. THE STORY OF MY LIFE—Marty Robbins	4	5	5
Col 41013—ASCAP			
4. WHY, WHY?—Carl Smith	3	15	15
Col 40984—BMI			
5. HOME OF THE BLUES—Johnny Cash	5	14	14
Sun 279—BMI			
6. ANNA MARIE—Jim Reeves	8	4	4
Vic 7070—BMI			
7. GEISHA GIRL—Hank Locklin	9	17	17
Vic 6984—BMI			
8. JAILHOUSE ROCK—Elvis Presley	6	11	11
Vic 7035—BMI			
9. MY SHOES KEEP WALKING BACK TO YOU—Ray Price	7	22	22
Col 40951—BMI			
10. KISSES SWEETER THAN WINE—Jimmie Rodgers	12	2	2
Roulette 4031—BMI			
11. GREAT BALLS OF FIRE—Jerry Lee Lewis	14	2	2
Sun 281—BMI			
12. HOLIDAY FOR LOVE—Webb Pierce	10	14	14
Dec 30419—BMI			
13. I FOUND MY GIRL IN THE U.S.A.—Jimmie Skinner	13	6	6
Mercury 71192—BMI			
14. RAUNCHY—Bill Justis	—	1	1
Phillips International 3519—BMI			
15. I HEARD THE BLUEBIRDS SING—Jim Edward, Maxine & Bonnie Brown	—	17	17
Vic 6995—BMI			

• Reviews of New C&W Records

LEFTY FRIZZELL

Time Out for the Blues . . . 76
COLUMBIA 41080—A lot of flavor to this weepy blues-ballad. Altho the arrangement uses a chorus, the feeling is strongly country, with a funky quality. Frizzell's vocal is full of heart. Watch it. (Peer, BMI)
Tell Me Dear . . . 71
A weeper. Lefty's vocal and the instrumental arrangement are quite pop-styled. Not as distinctive as the chanter's old country style, but more pop-oriented. (Peer, BMI)

FREDDIE HART

You Are My World . . . 75
COLUMBIA 41081—Country ballad is read against very poppish backing which includes chorus support and guitar triplets. Possible coin in pop and c.&w. markets. (Peer, BMI)
Heaven Only Knows . . . 73
Snappy vocal is presented with appeal. Smart backing and choral support puts this in line for both pop and c.&w. loot. (Cedarwood, BMI)

AL URBAN

Back to My Old Life . . . 72
A. P. U. 201—Traditional treatment of the country ballad is a honky-tonk vein. Country strings and piano accompany. Territorial interest possible. (CHS, BMI)
Run Away . . . 73
A very interesting bit of material that tells of a cat who wants his chick to "run away." This, too, can

go well in areas where the traditional approach is favored. (CHS, BMI)

THE MILLERTONES

Treading Water . . . 71
PHEASANT 101—Country-flavored side, sung to a fresh arrangement by The Millertones. Tune is a weeper, but with bright rhythm. (Pheasant, BMI)
If Only . . . 65
Another weeper. Arrangement is simple, but fairly effective. (Pheasant, BMI)

WES HOLLY

Shufflin' Shoes . . . 70
IOWANA 807—Country blues. Holly belts this one out to a very rapid tempo, with a rollicking string arrangement behind him. (Grange, BMI)
Truly, I Love You . . . 70
Pretty country side, well chanted by Holly. Arrangement has a danceable beat. (Grange, BMI)

SAMMY LILLIBRIDGE & THE CHARACTERS

Little Dude . . . 69
LEGEND 101—Nostalgic honky-chanter's vocal. Song and performance reminiscent of very early country style. Fans will find it of interest. (AM Star, BMI)
Using Up a Lot of Time . . . 67
Bar room piano with tiny sound and a vocal with a nostalgic quality give this some interest. (AM Star, BMI)

NOW ON HICKORY!
Roy Acuff
"ONCE MORE"
Hickory 1073
If It's Country Music
It's Bound To Be Good!

SENSATIONAL
"GREAT BALLS OF FIRE"
JERRY LEE LEWIS
Sun 2281

• This Week's R&B Best Buys

NO SELECTIONS THIS WEEK

• Review Spotlight on . . .

R&B RECORDS

ELVIS PRESLEY

Don't (Presley, BMI)
I Beg of You (Presley, BMI)—RCA Victor 7150
See review in Pop Spotlight section.

NAT KING COLE

Angel Smile (Winneton, BMI)
Back in My Arms (Wiess & Barry, BMI)—Capitol 3860
See review in Pop Spotlight section.

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING DECEMBER 21

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. I'll Come Running Back to You Sam Cooke, Spe.
2. Raunchy, Bill Justis, Phil. Intl.
3. Buzz, Buzz, Buzz Hollywood Flames, Ebb
4. Peggy Sue, Buddy Holly, Cor.
5. Jailhouse Rock, Elvis Presley, Vic.
6. Raunchy, Ernie Freeman, Imp.
7. Rock and Roll Music, Chuck Berry, Chs.
8. Bony Moronie, Larry Williams, Spe.
9. You Send Me, Sam Cooke, Keen

Charlotte

1. Raunchy, Ernie Freeman, Imp.
2. You Send Me, Sam Cooke, Keen
3. Great Balls of Fire Jerry Lee Lewis, Sun
4. Jailhouse Rock, Elvis Presley, Vic.
5. Kisses Sweeter Than Wine Jimmie Rodgers, Rit.
6. Peggy Sue, Buddy Holly, Cor.
7. Rock and Roll Music, Chuck Berry, Chs.
8. Raunchy, Bill Justis, Phil. Intl.
9. Bony Moronie, Larry Williams, Spe.
10. Be-Bop Baby, Ricky Nelson, Imp.

Chicago

1. Peggy Sue, Buddy Holly, Cor.
2. At the Hop Danny & the Juniors, ABC-Para.
3. My Special Angel, Bobby Helms, Dec.
4. Raunchy, Bill Justis, Phil. Intl.
5. Kisses Sweeter Than Wine Jimmie Rodgers, Rit.
6. Oh, Boy! Crickets, Brk.
7. Great Balls of Fire Jerry Lee Lewis, Sun
8. I'll Come Running Back to You Sam Cooke, Spe.
9. Buzz, Buzz, Buzz Hollywood Flames, Ebb

Cincinnati

1. Raunchy, Ernie Freeman, Imp.
2. You Can Make It If You Try Gene Allison, V J
3. Little Bitty Pretty One Thurston Harris, Ala.
4. Honest I Do, Jimmy Reed, V J
5. I'll Come Running Back to You Sam Cooke, Spe.
6. Soft, Bill Doggett, King

Detroit

1. I'll Come Running Back to You Sam Cooke, Spe.
2. At the Hop Danny & the Juniors, ABC-Para.

HER LATEST SMASH!
BIG MAYBELLES'
"Ring Dang Dilly"
#1527

NEW HIT! SELLING FAST!
3 PLAYMATES LUCILLE ALAMA GWEN
"SUGAH WOOGA"
#1528

SAVOY RECORD CO
58 MARKET ST
NEWARK, N. J.

ROCK-NATIONAL
THE CASUALS

"SO TOUGH"
and
"I LOVE MY DARLING"

Back Beat 503
BACK BEAT RECORDS, INC.
2809 Erastus St., Houston 26, Texas

3. Raunchy, Bill Justis, Phil. Intl.
4. Great Balls of Fire Jerry Lee Lewis, Sun
5. You Send Me, Sam Cooke, Keen
6. Jingle Bell Rock, Bobby Helms, Dec.
7. Sall Along Silvery Moon Billy Vaughn, Dot
8. Kisses Sweeter Than Wine Jimmie Rodgers, Rit.
9. Raunchy, Ernie Freeman, Imp.

Los Angeles

1. Raunchy, Ernie Freeman, Imp.
2. You Send Me, Sam Cooke, Keen
3. Silhouettes, Rays, Cam.
4. I'll Come Running Back to You Sam Cooke, Spe.
5. Wake Up Little Susie Everly Brothers, Cdc.
6. Buzz, Buzz, Buzz Hollywood Flames, Ebb
7. Jailhouse Rock, Elvis Presley, Vic.
8. Be-Bop Baby, Ricky Nelson, Imp.
9. Chances Are, Johnny Mathis, Col.
10. At the Hop Danny & the Juniors, ABC-Para.

New Orleans

1. Raunchy, Ernie Freeman, Imp.
2. You Send Me, Sam Cooke, Keen
3. I'll Come Running Back to You Sam Cooke, Spe.
4. Little Bitty Pretty One Thurston Harris, Ala.
5. My Special Angel, Bobby Helms, Dec.
6. Great Balls of Fire Jerry Lee Lewis, Sun
7. Bony Moronie, Larry Williams, Spe.
8. Jailhouse Rock, Elvis Presley, Vic.

New York

1. At the Hop Danny & the Juniors
2. You Send Me, Sam Cooke, Keen
3. Rock and Roll Music, Chuck Berry, Chs.
4. Silhouettes, Rays, Cam.
5. Raunchy, Bill Justis, Phil. Intl.
6. Jailhouse Rock, Elvis Presley, Vic.
7. Chances Are, Johnny Mathis, Col.
8. Peggy Sue, Buddy Holly, Cor.
9. Be-Bop Baby, Ricky Nelson, Imp.
10. Kisses Sweeter Than Wine Jimmie Rodgers, Rit.

Philadelphia

1. I'll Come Running Back to You Sam Cooke, Spe.
2. You Send Me, Sam Cooke, Keen
3. Swanee River Rock (Talkin' Bout That River), Ray Charles, Atl.
4. At the Hop Danny & the Juniors, ABC-Para.
5. Little Bitty Pretty One Thurston Harris, Ala.
6. The Joker, Billy Myles, Emb.
7. Chances Are, Johnny Mathis, Col.

St. Louis

1. At the Hop Danny & the Juniors, ABC-Para.
2. I'll Come Running Back to You Sam Cooke, Spe.
3. You Can Make It If You Try Gene Allison, V J
4. Bony Moronie, Larry Williams, Spe.
5. Rock and Roll Music, Chuck Berry, Chs.
6. Raunchy, Bill Justis, Phil. Intl.

Washington, D. C.

1. You Send Me, Sam Cooke, Keen
2. Raunchy, Ernie Freeman, Imp.
3. Little Bitty Pretty One Thurston Harris, Ala.
4. At the Hop Danny & the Juniors, ABC-Para.
5. Raunchy, Bill Justis, Phil. Intl.
6. Great Balls of Fire Jerry Lee Lewis, Sun
7. I'll Come Running Back to You Sam Cooke, Spe.
8. Jailhouse Rock, Elvis Presley, Vic.
9. Bony Moronie, Larry Williams, Spe.
10. Kisses Sweeter Than Wine Jimmie Rodgers, Rit.

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING DECEMBER 21

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on top	Last Week	Chart
1. YOU SEND ME (BMI)—Sam Cooke	1	10	
Summertime (ASCAP)—Keen 34013			
2. AT THE HOP (BMI)—Danny and the Juniors	4	3	
Sometimes (BMI)—ABC-Paramount 9871			
3. RAUNCHY (BMI)—Ernie Freeman	2	5	
Puddin' (BMI)—Imperial 5474			
4. PEGGY SUE (BMI)—Buddy Holly	7	5	
Everyday (BMI)—Coral 61885			
5. RAUNCHY (BMI)—Bill Justis	3	6	
The Midnite Man (BMI)—Phillips International 3519			
6. JAILHOUSE ROCK (BMI)—Elvis Presley	5	12	
Treat Me Nice (BMI)—Vic 7035			
7. I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke	11	2	
Forever (BMI)—Specialty 619			
8. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	8	4	
You Win Again (BMI)—Sun 281			
9. SILHOUETTES (BMI)—The Rays	6	10	
Daddy Cool (BMI)—Cameo 117			
10. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	12	3	
Better Loved You'll Never Be (ASCAP)—Roulette 4031			
11. ROCK AND ROLL MUSIC (BMI)—Chuck Berry	10	7	
Blue Feeling (BMI)—Chess 1671			
12. MY SPECIAL ANGEL (BMI)—Bobby Helms	9	9	
Standing at the End of My World (BMI)—Dec 30423			
13. BUZZ, BUZZ, BUZZ (BMI)—Hollywood Flames	14	3	
Crazy (BMI)—Ebb 119			
14. BONY MORONIE (BMI)—Larry Williams	—	6	
You Bug Me, Baby (BMI)—Specialty 615			
15. LITTLE BITTY PRETTY ONE (BMI)—Thurston Harris	13	10	
I Hope You Won't Hold It Against Me (BMI)—Aladdin 4398			

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 21

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Weeks on Chart	Last Week
1. YOU SEND ME—Sam Cooke	1	11
Keen 34013—BMI		
2. RAUNCHY—Ernie Freeman	2	6
Imperial 5474—BMI		
3. AT THE HOP—Danny and the Juniors	7	2
ABC-Paramount 9871—BMI		
4. BONY MORONIE—Larry Williams	4	5
Specialty 615—BMI		
5. LITTLE BITTY PRETTY ONE—Thurston Harris	—	8
Aladdin 3398—BMI		
6. SILHOUETTES—Diamonds	8	6
Mercury 71197—BMI		
7. JAILHOUSE ROCK—Elvis Presley	6	11
Vic 7035—BMI		
8. PEGGY SUE—Buddy Holly	10	4
Coral 61885—BMI		
9. YOU CAN MAKE IT IF YOU TRY—Gene Allison	15	2
Vee Jay—BMI		
10. I'LL COME RUNNING BACK TO YOU—Sam Cooke	—	1
Specialty 619—BMI		
11. ROCK AND ROLL MUSIC—Chuck Berry	9	5
Chess 1671—BMI		
12. RAUNCHY—Bill Justis	11	5
Phillips International 3519—BMI		
13. SILHOUETTES—The Rays	12	10
Cameo 117—BMI		
14. OH, BOY!—Crickets	13	2
Brunswick 55035—BMI		
15. GREAT BALLS OF FIRE—Jerry Lee Lewis	3	3
Sun 281—BMI		

• Reviews of New R&B Records

BILL DOGGETT
Leaps & Bounds (Parts 1 & 2) 78
KING 5101—Both these rockin' instrumental sides are from Doggett's LP "Everybody Dance the Honky Tonk." Sock sax work highlights this fast moving rhythm item. A solid juke and jockey disk. (Billace, BMI)

JESSE BELVIN
Just to Say Hello 76
MODERN 1027—Personable warbling by Belvin and group on an appealing uptempo ballad with a lilting tempo. Has a chance. (Stattler, ASCAP)
My Satellite 74
Belvin sells an amusing novelty with plenty of showmanship and an infectious beat. Topical side for jocks. (Modern, BMI)

OTIS WILLIAMS
Oh Julie 76
DE LUXE 6158—A slow blues styled ballad, a late cover of The Crescendos. Williams chants a dedicated lead and side has the current attributes of girl's game for title plus ethereal femme voices floating thru the backing. Has spin appeal. (Excellorec, BMI)
Could This Be Magic 73
An even slower, triplet-backed ballad, a cover of a disk by The Dubs. Williams has another strong chanting effort tho the flip may have more of a message. (Sea Lark, BMI)

THE PENGUINS
Be My Lovin' Baby 76
DOOTO 428—Here's a good swinging

jumper by the group. Good sound and pounding backup by the band support the reading. This can do some business if exposed. (Williams, BMI)
That's How Much I Need You . . . 70
Fair material has little that hasn't been heard before, tho the lead is fairly sincere. Tame material will have rough sledding. (Williams, BMI)

THE MONITORS
Closer to Heaven 75
SPECIALTY 622—Feelingful delicacy marks the reading by the lead singer on this emotional ballad. Merits spins. (Venice, BMI)
Rock 'n' Roll Fever 72
Catching novelty is accorded a showmanly delivery by the group. However, flip is better showcase for lead singer. (Venice, BMI)

KING CURTIS
Wicky Wacky (Parts 1 & 2) 74
DE LUXE 6157—Instrumental, with striding beat and outstanding alto work. For deejay programming. (Men-Lo, BMI)

JOHNNIE PATE
Pattin' With Pate 74
FEDERAL 12314—Fairly swinging instrumental strikes a danceable groove. Side could be a big hit on juke. The medium-beat theme is nicely handled. (Armo, BMI)
Walkin' With Mr. Lee 73
Cover of the instrumental which is going well for Lee Allen on Ember.

(Continued on page 42)

Vee Jay 256

"YOU CAN MAKE IT IF YOU TRY"

Gene Allison

Vee Jay 258

"PAIN IN MY HEART"

The Dells

Vee Jay 261

"YOU NEVER MISS THE WATER"

Billy the Kid Emerson

Vee Jay 262

"OH, OH MY DARLING"

b/w

"TIME WILL"

Larry Birdsong

Falcon 1006

"MY ONLY LOVE"

The Falcons

Falcon 1007

"ROAD HOUSE"

Al Smith

VEE JAY-FALCON RECORDS

2129 South Michigan Ave.
Chicago 16, Illinois
All Phones: CA 5-6141

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

The cause of integration—in the music world at least—reached a high point during the year 1957. Prior to the year just passed, rhythm and blues music had carried out a successful invasion of the pop best-selling disk charts. But 1957 saw a resurgence of country music like never before, stepping as it did, right from the country charts onto the pop lists,

It can be written that "Singing the Blues," Marty Robbins' great hit, which hit the zenith on the charts just about this time last year, paved the way. The Guy Mitchell version made the pop grade while Robbins himself made it only in the country field. But the song helped to start a veritable stampede of country material to the pop lists and

paved the way for Robbins himself to make it in the pop world with such hits as "White Sport Coat," and "The Story of My Life."

But other big records followed to cement the trend. "Gone" by Ferlin Husky was a big pop seller. Jimmy Newman came along with "Fallen Star," and both he and Husky sold strongly in the pop field with their versions. And then came a phenomenal pair of young Kentuckians, the Everly Brothers, with their two smashes, "Bye Bye Love," and "Wake Up Little Susie." Both these were top pop sellers, reaching number one on the charts.

At the end of the year, a last look at 1957's best selling pop charts, shows that country has taken its place on an even footing with the rhythm and blues field among the top 30 records. Pat Boone, Johnny Mathis, Frank Sinatra, Perry Como, Jane Morgan and Debbie Reynolds still hold the fort for the sweeter balladry. The balance is devoted to the beat and the blues, in both country and rhythm and blues forms. The parade of country-based artists is impressive. It includes Elvis Presley, Bill Justis, Buddy Holly, Jerry Lee Lewis, Jimmie Rodgers, Bobby Helms, the Everlys, and the Crickets. On the rock and roll or r.&b. kick are such acts as Danny and the Juniors, Sam Cooke, Chuck Berry, the Rays, Ernie Freeman, Larry Williams, the Hollywood Flames, Thurston Harris and Lee Andrews and the Hearts. Of further interest is the current composition of the rhythm and blues charts where country artists are also showing up. (See separate story, this issue.)

Paramount Pictures, which has already invested a considerable sum of loot on the new Elvis Presley film, has asked the singer's draft board for a two-month deferment in order to allow him to finish the chore. At this writing, Presley has been ordered to report for induction in Memphis on January 20. Presley also has two other picture commitments, with M-G-M and Fox, which will likely have to go by the boards until after his service tenure.

Asked for comment, Colonel Tom Parker said that no special favors would be sought, nor would he himself ever seek to get Presley into Special Services. "If they want him to entertain the boys, that's fine with us. While we're in the service, anything we can do to help those boys, we'll be glad to do. In fact, I may even go in myself. But they have to give me a uniform." Parker said that, as in the past, he would seek to curtail any extensive TV work by Presley for recruiting drives or any such reason, "because we don't want to hurt his career by overexposure." In the case of commercial TV work during his Army service, Parker said he would insist on proper fees for Presley, which in turn would be wholly donated to a worthwhile charity. Meanwhile, the rock and roll world will wait with quiet panting for the outcome of the Paramount request for deferment. The pic firm is understood to have an investment of \$350,000 tied up in the film venture, so it's likely that Mr. Hal Wallis, too,

Reviews of New R&B Records

Continued from page 41

This may be too late for big coin. (Angel, BMI)

THE SPARKS

A Cuddle and a Kiss.....74
DECCA 30509—Rockabilly is vigorously rendered. It's very much in line with current teen tastes and could start something. Eby, BMI

Roamin' Candle....70
Nice go on the instrumental theme. The medium-beat tune is given a listenable treatment. Fair chances. (Lark, BMI)

FILMORE SLIM

You Got the Nerve of a Brass Monkey.....73
DOOTO 429—The chick feels the cat's ire in this blues item. She's got the nerve of the monk. Slim gives it a modified shout reading which might have some appeal in the territories. Interesting material. (Williams, BMI)

I Want to Hold Your Hand....70
A deeply-felt pledge of devotion in the strictly southern blues style. Territorial interest a possibility. (Williams, BMI)

KUF-LINX

What 'Cha Gonna Do?.....72
CHALLENGE 1013—Catchy rhythm ditty is warbled attractively by deep-voiced gent, who should garner deejay play on the strength of his name alone. (Sherman, BMI)

So Tough....70
Pleasant rocker is handed okay vocal stint by Kuf-Linx, with strong backing by chorus and ork. (Lion, BMI)

DOLPH PRINCE

You're Gonna Drive Me Crazy.....72
KING 5100—A minor key, southern-flavored opus with a strong moderate paced beat. Good reading that has a chance. (Jay & Cee, BMI)

Call Me Dimples....66
A moderate paced blues. Good material with okay chanting by Prince. Good dance rhythm but overall power is thin. (Jay & Cee, BMI)

ELMORE JAMES

Take Me Where You Go.....70
CHIEF 7006—The shouter belts out this blues to funky string and horn accompaniment. Good beat. Good primitive quality. Regional appeal. (Melva-Conrad, BMI)

Cry for Me Baby....70
Good funky primitive blues feeling. James shouts it with heart, to a swinging backing. (Melva-Conrad, BMI)

WILLIE HEADEN ORK

Cool Cat.....69
DOOTO 427—A slow, eight-to-the-bar style blues with the rhythm pattern voiced in the piano backing. Okay sound and performance generates some steam. (Williams, BMI)

Blame It on the Blues....67
A slow, pulsing blues chant by Headen. Good shouted reading on a fairly commonplace bit of material. Possible plays in southern areas on performance. (Williams, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

JIMMY DEE: My Broken Heart It's Only You I Love—Tin Pan Alley 204

THE RAJAHS: I Fell in Love Shifting Sands—Klik 7805

WALKER BROTHERS: Go, Devil Go/ Flying High—Kay-Y 66780

will be doing some nervous waiting.

Thurston Moore Enterprises of Verona, Ky., has turned out a great rock and roll; rhythm and blues scrapbook of artist photos. Scores of artists in both r.&b. and rockabilly fields are pictured and the book should shape up as a red hot mail order item. Free copies are offered to deejays and stars who write in to Thurston Moore. . . WPGC in Washington offered to spin the new Roy Hamilton disk of "Don't Let Go," every time 50 phone requests for it were received. The station got a total of 1,263 phone calls in seven hours. . . Steve Lawrence will do the Steve Allen show on NBC-TV January 19 when the show originates from Havana. . . Johnny Mathis will do the January 28 George Gobel show, also on NBC-TV. . . Tina Robin into the Casino Royal, Washington. . . Many thanks to all the "beat" fans who've sent cards. A happy, swinging new year, with lots of loot for all!

Biggest Disk Crop in '57

Continued from page 1

inoff's "Piano Concerto No. 1" head the list of classical best-sellers. "My Fair Lady" by Shelly Manne and His Men, "Concert by the Sea" and "Ellington at Newport" by Duke Ellington were the best-selling jazz LP's for the year. In the EP field, Presley was the artist to click most consistently and his releases usually accounted for at least four of the top 10 each week.

A better point, increased attention on cover art and better merchandising at the selling level have occasioned the increased interest by consumers in long play packages. Personal appearances, movies and the greater number of TV guest shots by currently popular recording artists account to a great extent for the rise in singles sales.

Boston Report

Continued from page 16

"The average dealer doesn't know what he's got here. He doesn't understand tape. He doesn't know how to sell it and he practically doesn't even know how to buy it."

Others allowed that the dealer doesn't seem to know how to talk it up to the customer and the customer seems to have his problems, too. The buyer is confused over just what can be played on tape and is also somewhat in the dark as to what type of machine he should purchase to play it on.

Discount Competition

The regular dealers expressed some discouragement over what they termed unfair competition from discount houses. One dealer says he has quite a few calls for tape, but when the customer is confronted with a price of \$7.95, he is apt to back off and go where he can get it for as much as \$2 to \$3 cheaper. Thus, of course, is a situation that also exists in platters.

At the lowest point of resistance was one dealer who said he was quite skeptical about tape and allowed as how it was a ticklish commodity on which he doesn't know what they'll do next. While he handles calls for it, he plans to wait and see before going into it in any kind of volume.

Price Limits Stock

A downtown dealer says he has lots of calls but because of the high price of stocking it he doesn't carry much. He will, however, get anything a customer wants and feels that the market will open up greatly within a year.

One negative report was from an outlet which had \$12,000 in tape stocks. In three months only \$600 had been moved and if it's possible to last out until public acceptance is more pronounced in these parts they believe they will do well.

Education Needed

While the reaction of dealers to tape ranges all the way from those who don't want any part of it now to those who are interested in promoting it as much as possible, there appears to be some very definite needs on the merchandising end.

Generally the demand is for more knowledge of this new medium. It is apparently up to the disk firms to put on an intense program of education for the dealer so that the dealer can in turn pass the information on to his customer. Not too much is expected in volume increase this year, but most agree that with an education program all around tapes can become a good source of revenue.

RELIABILITY—QUALITY
RECORD PRESSING
Originators of the Patented rim drive, thick-thin type record
RESEARCH CRAFT CO.
1037 N. SYCAMORE STREET
LOS ANGELES 38, CALIF.

M'w'kee Report

Continued from page 16

tors, according to disk buyer Stu Glassman. "We've got the space now that we have long needed to stock and display tape recorders and recorded tapes," he says. "So far we have had to sell tapes with virtually no demonstration and limited display space. I feel that both the instruments and the tapes can best be merchandised by proper demonstration. We're going to have the room for that from now on."

Different Customers

Will tape sales cut into a dealer's established disk volume? Not so, according to Charles Netzow, of Netzow's Music. "We're selling tapes to an entirely different group of people than our regular record customers," he feels. "The died-in-the-wool music lover is still a phonograph record buyer. He favors the lower price of records and has an investment in his record library that he is not anxious to give up in favor of the newer tape media."

Widely advertised tape clubs offering the same releases available from stores to magazine readers at 20 per cent discounts can prove to be a hindrance in the months ahead, warns Charles Netzow.

Catalogs Are Meager

"The average tape customer is not looking for service the way our record patrons do," he adds. "At present tape catalogs are so meager that we couldn't offer him much service anyway, if we wanted to. That makes him much more likely to succumb to the cut-rate mail-order ads in magazines and newspapers than the people who prefer records."

Dealers here are in agreement that improved cover art is badly needed to stimulate visual interest in tapes. "Tape cover art until recently has been marked by drabness and has been very pedestrian," notes Charles Netzow.

Some Suggestions

More free catalogs and point-of-sales devices to sales counters are also needed, according to local dealers.

According to Warren Keats, of the Hi-Fi Center, tape firms should consider packing tapes without seals to permit store testing of merchandise by customers.

"Most people prefer to listen to a tape before they buy it. Tape companies ought to put the tapes in packages that could be easily opened without damaging the package. Perhaps a mucilage plastic leader on the tape would also help solve the problem," he suggests.

Denver Report

Continued from page 16

point-of-sale advertising materials, and more package offers which give the customer an extra value in buying several really desirable reels of tape at once. Then there should be more publicity on how the average person can record his own music effectively."

Nides Appliance Company has operated one of Denver's largest record departments for the past 15 years, and sells around 150 tape recordings per year from the department.

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MUSICAL SALES BLDG.
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Most EP's...80¢ 78's...60 & 71¢
LP's... 91¢ \$2.47
\$3.09 \$3.69
C.O.D. or check with order, plus postage

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Drugs, Cameras and Hi-Fi

Continued from page 20

fast movers, it being another case of "if you don't have it you don't sell it." Hillcrest has it, displays it and sells it.

Mr. Cortesi trains his personnel to sell everything the shop has to offer, from cameras to hi-fi equipment. Tape recorders are sold at the camera counter (where one is on display as a demonstrator), in the record shop, but particularly in the Sound Room. In size, this is a small area, only 9 x 18 feet. It is soundproofed and walls and ceiling are acoustic-tiled, so that listeners may hear pure sound with no distractions.

Interest Developed

Since the principal traffic location is at the downstairs camera counter, with the record shop second, it is there that sales people try to develop interest in tape recorders and high fidelity among customers. Those who show interest are invited to the "inner sanctum" which gives them the feeling of belonging to a select audience. A clerk might say, for example, "Have you seen our new hi-fi shop yet?"

Complete Audio Salon

Prospective buyers are privileged to operate what assistant manager Ron Winter terms "the Brain," a complex panel of switches by which 1,700,000 com-

binations of audio components may be played. Dick Nute, hi-fi technician, built the Brain and outfitted the Sound Room so that it is possible to play any tuner, tape recorder, record changer or pickup thru any combination of amplifiers and speakers.

The room is equipped with a dozen different speakers permanently wall-mounted in baffles, in addition to a variety of speakers in unmounted baffles. One 15-foot shelf displays nothing but FM and AM tuners; another equal space is devoted to a bewildering variety of amplifiers; then there is a 15-foot bench at convenient height for the display and demonstration of tape recorders. Record changers occupy one nine-foot shelf and four other nine-foot shelves are used for stereophonic speaker assemblies, tweeters, microphones and related merchandise. Part of the permanent installation is a stereophonic tape system in the medium-priced range.

Music Charms

Music is piped thru the store and even thru an outside speaker all day long. Tape recorder sales have resulted from a customer's interest in music being stirred as he made a purchase in the pharmacy. Favorites of most people,

Number of Releases This Week

Label	Pop	R&B	CW
ABC-Paramount	2	—	—
APU	—	—	1
CASCADE	1	—	—
CHALLENGE	—	1	—
CHANCELLOR	1	—	—
CHIEF	—	1	—
COLUMBIA	4	—	1
DECCA	2	1	—
DE LUXE	—	2	—
DOOTO	—	3	—
DOT	1	—	—
EMBASSY	2	—	—
FEDERAL	—	1	—
IOWANA	—	—	1
JET	2	—	—
JUBILEE	2	—	—
KAPP	1	—	—
KAY-Y	1	—	—
KENT	1	—	—
KING	—	2	—
KLIK	1	—	—
LEGEND	1	—	—
MARK	1	—	—
MODERN	—	1	—
PHEASANT	—	—	1
PREP	1	—	—
PRO	1	—	—
RCA VICTOR	2	—	—
ROULETTE	4	—	—
SPECIALTY	1	1	—
STARDAV	—	—	1
SWAN	2	—	—
TIN PAN ALLEY	1	—	—
XYZ	—	1	—
TOTALS	35	14	5

Cortesi has found, are light classical and show tunes.

"We got started in the tape and hi-fi end of the business when we put a tape recorder in the camera shop across the street," he recalled. "For six months it just sat there and nobody showed any interest in it, least of all any of us. Then Ron Winter caught the bug and we began playing and listening all day long. After that, sales of tape recorders just seemed to come naturally."

No Longer Sidelines

Now the camera and hi-fi shop are staffed by Larry Cortesi, Ron Winter, Bill Goebner, camera shop assistant; hi-fi man Dick Nute; two part-time camera clerks, and three girls in the record shop. Another man, Bob Newkirk, has been taken on at the camera counter.

Photographic equipment and supplies is still the mainstay of Hillcrest Camera and Hi-Fi, but the tape, record and hi-fi departments have developed to such an extent that they can hardly be considered as sidelines any longer.

'58 Sales Boost

Continued from page 11

accounts receivable from distributors in decent shape, without getting in deeper with mounting album overhead.

New methods of merchandising, dramatic campaigns to introduce new LP and single product and even greater inducements to buy are in store for dealers during the coming year. The guarantees offered by RCA Victor recently (The Billboard, December 23), and the existing Capitol merchandise exchange plan are indicative of tighter competition among the majors, while at the same time recognizing that profits must be related to sales.

With more LP's bound to be produced, the record dealer may be required to invest more capital in his inventory, tho it's certain that much of this will not be risk capital.

There's the opinion that record stores may one day become "home entertainment centers," with their stock not limited to musical merchandise only. The purchase this year of the Bell & Howell phonograph line by Columbia, the latter firm's debut of a radio line, and the entry of Capitol Records in the phono equipment business are indications of broader lines of home entertainment that record manufacturers are getting into.

All of this augers well for the disk dealer, who in the face of new sales avenues from rack jobbers and record clubs, still remains the important nub of the industry.

Stereo Disk Still in Research

Continued from page 11

added an additional note of calm. "The public and the record dealer will not suffer—they will not be allowed to suffer. Stereo disks are merely technological progress that will not affect other recordings. Good monaural systems will still be in demand and will still produce good sound."

Good Publicity Stunt

Bayless went on to state that: "Audio Fidelity's move is a good publicity stunt that contributes nothing to the industry and it will be forgotten in 30 days." Bayless also disclosed that two meetings have been held by the RIAA and a third is scheduled. "A mass of information has been exchanged. The record manufacturers will make their suggestions for the adoption of industry standards for stereo disks and the RIAA will then make its recommendations. It's possible that these will be arrived at by March 1."

Meanwhile, a spokesman for Motorola sees mass-produced stereo disk players as something for the distant future. "1959 or later, certainly not 1958." The firm's position is that there is still much to be done in selling monaural hi-fi to a mass audience. In Motor-

ola's view, this market has as yet been barely scratched.

Irving Green, prexy of Mercury Records, described the development and perfection of stereo as "a man-sized job." "There are two big problems to face," he said. "First, you've got to perfect compatibility. Then you've got to design and manufacture players. This kind of job can't be done overnight. Besides, dealers should not be worried. Not everyone buys a Cadillac. There's always a much bigger market for Fords!"

A spokesman for Webster Chicago, manufacturer of the Webster line of phonos, sees the earliest date for introduction of a commercial stereo player as this summer, possibly at the Music Trade show. But this he felt would be a product of "the components boys." "It will be a nuts and bolts proposition for at least this year," he opined, "and anything constructive couldn't be done before July and anything before that time would be destructive."

Roland Kalb, of Steelman Phonographs, which manufactures some of the Columbia phono line among others, said his firm is doing heavy research on stereo playing equipment but that no target date had been set for going into production, nor could one be set before the industry arrives at certain standards for reproducing stereo.

Still others indicated that, tho some minor labels have shown an intention to bring out stereo disks as soon as they receive cutters ordered from Westrex, they might well "cut their own throats by doing so, because nobody will be able to play the stuff."

Reviews and Ratings of New Classical Albums

PUCCHINI: TURANDOT (3-12)"—La Scala Recording Under the Direction of Tullio Serafin. Angel 3571 C-L. . . . 78
Callas' tremendous drawing power will account for many sales of this generally superior album. Altho her dramatic contribution is great, highest honors must go to Elisabeth Schwarzkopf whose affecting performance is graced with vocal beauty. Balance of cast is good and conductor's conception is first rate. Excellent sound.

GRIEG: PIANO CONCERTO; SCHUMANN: PIANO CONCERTO (1-12)"—Claudi Arrau, Pianist & Philharmonic Orch. (Gallira). Angel 35561. . . . 75
Arrau's readings are poised, deftly handled, with technique to spare. His are neither fiery, romantic performances, nor dull ones. Altho opposition on disks is heavy, there is room for this interpretation, and artist's admirers can be counted on for fairly good sales.

TCHAIKOVSKY: VIOLIN CONCERTO; LOCATELLI: SONATA; VIVALDI: CONCERTO (1-12)"—Leonid Kogan, Violinist; Paris Conservatoire Orch. (Vandernoot). Angel 35444. . . . 75

Kogan's impending American debut lends special interest to this release. His performances here reveal a fluent technique and sweet tone rather than intensely dramatic approach. Issue can do well if personal appearances generate substantial excitement.

BRAHMS: SYMPHONY NO. 1 (1-12)"—Philharmonic Orch. (Klemperer). Angel 35481. . . . 74
Latest interpretation of the work is given a masterful reading by Klemperer. This will face heavy competition from the Ormandy and Toscanini versions. The tempo is here slightly slower and more deliberate than in previous recordings. Displays could create interest, however.

WAGNER: TRISTAN & ISOLDE (PRELUDE & LIEBESTOD); MEISTERSINGER & TANNHAUSER OVERTURES (1-12)"—Berlin Philharmonic Orch (Von Karajan). Angel 35482. . . . 74
This is one of the best Wagnerian orchestral packages to come along in a while. Karajan directs intensely felt performances that are finely executed and well recorded. This could become solid standard merchandise.

MAHLER: SYMPHONY NO. 4 (1-12)"—Emmy Loose, Soprano Soloist & Philharmonic Orch. (Kletzki). Angel 35570. . . . 73
Superb recording rounds out album which boasts of first-rate playing under fine direction. This should be a leading version of the work, for the lyrical, buoyant quality that the conductor conveys. Demonstration might convert even anti-Mahlerites.

ALBINONI: SONATA & OBOE CONCERTO; VIVALDI: CONCERTO FOR TWO OBOES, STRINGS & HARPISCHORD; PERGOLES: CONCERTINO (1-12)"—Virtuosi de Roma (Fasano). Angel 45019. . . . 72
Delightful group of early Italian works impeccably performed by masters of the idiom. Their playing, as usual, is refined yet energetic. Dealers will respond to this release.

SCHUBERT: TRIOS (1-12)"—Felix Galimir, Violin; Laszlo Varga, Cello; Istvan Nadas, Piano. Period SLP 735. . . . 70
Fine instrumentalists blend their talents to good advantage in this disk. Well-integrated performances are warm but not over-sentimental. Competition is not excessive, so album can do fairly well for chamber music category.

TCHAIKOVSKY: SYMPHONY NO. 5 (1-12)"—Angel 35566. . . . 69
Altho this is a musical, restrained performance by a fine orchestra, and nicely recorded, it hardly can hope to compete with some of the powerful sellers

BEETHOVEN: PIANO SONATAS (1-12)"—George Solchany, Pianist. Angel 45014. . . . 67
Young Hungarian pianist proves competent executant of difficult last three sonatas of Beethoven. The sound here is rather percussive, however, and the artist lacks the stature to reach the heights others have attained.

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Reviews and Ratings of New Jazz Albums

FOUR ALTOS 80
Woods, Quill, Shihab, Stein, Alto Sax
Prestige LP 7116

An uninhibited, blowing session by four "Parker-oriented" altoists that exudes more than its share of heat, and allows for extended improvisations. All four play in facile probing manner, but it is Phil Woods who is most consistently gratifying. Strong, virile-sounding rhythm helps cause along. Modern buyer who inclines to propulsive, outgoing brand of jazz will go for this in big way. Try T. Charles composition, "Kakochec," or Stein's "Kinda Kanonic" as demo-bands.

GROOVY: THE RED GARLAND TRIO 79
(1-12")
Prestige LP 7113

Pianist Garland in a stimulating brace of performances with superb rhythmic support from Art Taylor, drums; and the surging Paul Chambers on bass. Tho there are traces of Nat Cole and Tatum in his work, Garland is well on the way to evolving a recognizable sound and style of his own. Could be sold to jazz and periphery clientele. Try "C-Jam Blues" and "Will You Still Be Mine" as demo-tracks.

AFTER HOURS 78
Thad Jones, Trumpet & Various Artists.
(1-12")
Prestige LP 7118

A blues set in feeling, and oft-times in form, that is most notable for the solo contributions of trumpeter Thad Jones and guitarist Kenny Burrell. Because the writing is skeletal, it is the assemblage of solos and conversations among the players that lends form and meaning. Most successful tracks: "Empty Street" and "Count One" establish the communal feeling of well-played blues. Could be appealing to both traditional and modern buyers because of blues format.

TAYLOR'S WAILERS 77
(1-12")
Prestige LP 7117

An assemblage of "hard-swingers" under the leadership of drummer Art Taylor — D. Byrd, J. McLean, C. Rouse, R. Bryant, etc.—rooted to the bop school, essay an open, throbbing swing that has evolved out of rhythmic convolutions of bop style. Tenorist Rouse and trumpeter Byrd are in especially fine form; Taylor, his forceful, tasteful self. Sell to "main stream" modern buyers. Try Monk's "Well You Needn't" as demo-track.

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HAPPY KIDS

Tampa Club Hosts 1,000 at Yule Party

TAMPA—The Greater Tampa Showmen's Association played host to over 1,000 area youngsters at its annual Christmas Party held at the clubhouse last week.

The moppets, selected by the Family Welfare Service from among various welfare agencies, each received toys, were fed, saw a variety show and were treated to rides on the five devices operated on the parking lot.

A total of \$7,800 was spent on the party, which was supervised by President Bucky Allen, Harry (Irish) Gaughn, Earl Maddox and Ernie Wenzik.

Santa Claus, played by Johann Petrusen, Side Show giant, passed out gifts arranged so that each

child got ones suited for his age group. Each youngster received candy, nuts, fruit and comic books. The toy bags, bigger than some of the children, contained bears, dolls, sewing kits, tea sets for the girls and drums, boats, cars and cap pistols for the boys.

At the club's regular meeting it was reported that Roy McCurdy and Gus Brown were on the sick list. Colonel Tom Parker sent in a donation of \$500. Eddie Zacchini announced that plans were set for the New Year's Eve party. Paid up members were announced at 709 and the blood bank had 486 pints. Annual barbecue will be held January 5.

Elected to the nominating committee from the body were Joe Sciortino, Jack D. Wright Jr., Al Williamson and Bill Perrot as the alternate. From the board of governors the following were elected: Irish Gaughn, Harry Rubin, George Reinhardt, Bobbie Hasson and Glen Porter.

Atlantic City Finds Papers Are Best Media

ATLANTIC CITY — Atlantic City has been using newspaper advertising to attract visitors since 1870, and this media remains the best drawing power today, Mall Dodson reported this week.

Speaking at the Kiwanis Club luncheon, the city's promotion and advertising director said that of 86,000 inquiries from prospective visitors this year, 63,000 came directly from newspaper advertising.

He said his office spent \$96,000 for newspaper advertising this year in the 10 key States from which the resort draws the bulk of its visitor business, and he intends to devote the major portion of his advertising budget next year to the same media.

Dodson's office also spent \$20,000 on radio advertising, and a similar amount on TV. The money spent on television was in conjunction with the NBC network telecasts during the Kiwanis International convention the latter part of June.

Dodson pointed out that the city's \$320,000 annual budget for promotion and advertising is small compared to the \$5 million spent by the State of Florida, and even the Island of Bermuda, which has only 1,905 hotel rooms but spent \$1,097,000 this year exclusive of expenditure by the hotels.

Among advertising expenditures this year, he reported spending \$20,000 for outdoor signs showing motorists on superhighways where to turn off for Atlantic City.

York, Pa., Fair Pacts Strates, Wirth, Swenson

YORK, Pa. — The York Interstate Fair has set most of its attractions for 1958, Sam Lewis, veteran general manager, announced last week.

The James E. Strates' Shows will again provide the midway attractions and Frank Wirth Booking Association the grandstand revue and acts. Special added attractions for

Swift Current Reaps \$7,882 Net; Elects Olson Prez

SWIFT CURRENT, Sask. — Sydney Olson was elected president of the Swift Current Agricultural and Exhibition Association succeeding Jack McIntosh, president for the past year. Vice-presidents are F. J. Lundholm and Mrs. E. C. Shook.

Total operating receipts were shown as \$89,006 and expenditures were \$74,664. Profit on the Frontier Days Celebration and Exhibition was listed as \$7,882. Rodeo revenue was \$13,729 and evening show revenue was \$11,964. Rodeo expenditures totaled \$11,856 and the evening show cost was \$5,648.

Also the last day was practically rained out, the 1957 Frontier Days show was a success, Irving Hansen managing director, reported. He felt that in order for the association to serve its purpose in the community more fully, steps should be taken to widen the scope of its activities.

Membership on October 31 was 228 as compared with 154 in 1956, he said.

Chariot races have been gaining in popularity and will likely become an annual attraction, Hansen said. The future of the harness race meet is undecided. The cutting horse event was well received and may be retained.

A \$7,500 livestock barn built in 1957 is expected to take care of barn requirements for the next few years. The grandstand will soon need major repairs or will have to be replaced, Hansen warned.

Tuesday, Wednesday, Thursday and Friday—usually name performers—will not be signed until late spring or early summer, Lewis said.

New to the fair will be two performances of the Aut Swenson Thrillcade, which will do an afternoon and night show on Saturday, September 13.

200 Relax At Phoenix Banquet-Ball

PHOENIX, Ariz. — A record crowd of more than 200 show people, friends and guests attended the ninth annual Arizona Showmen's Association banquet and ball held at The Encore here Monday (16).

Sam Steffin was toastmaster, introducing the ASA officers, representatives of the various clubs and reading congratulatory messages from well wishers who were unable to attend. Those on the dais included Joe Steinberg, representing Pacific Coast Showmen's Association; C. H. Allton, Regular Associated Troupers; Hurter C. Farmer, Show Folks of America; Sam Abbott, The Billboard; Harry Lucas, ASA president; Don Hanna, ASA treasurer; Earl Salters, ASA secretary, and Jack Poster, ASA vice-president. The invocation was delivered by Abbott.

Steffin also introduced several members of the Siebrand Bros. Circus & Carnival who have played an important part in the organization and progress of the club's work. They included P. W. Siebrand, H. W. Siebrand, William Siebrand, and P. H. Siebrand.

Also present and taking bows were Francis Wilson, ASA attorney; Fred Wilson, State's attorney; James Lindsay, county supervisor; Dr. Weldon Baker; Mr. and Mrs. M. E. Eubank, Happy Anderson, (Continued on page 53)

Sacramento County Appoints Forbes

SACRAMENTO, Calif. — Max Forbes, 40, Plumas County Chamber of Commerce manager, was named secretary-manager of the Sacramento County Fair by its board of directors who protested a State ruling that the job be part-time.

Forbes succeeds Harrison Cutler, who conducted the fair in 1957 but who moves to the California State Fair & Exposition also here January 1 as livestock supervisor.

Ancil Hoffman, board president, advised the board that the new manager can be hired only for six months of the year. The remainder of the year he is expected, if possible, to be employed by the State Fair. The board president argued that the job of county fair manager could not be handled on a part-time basis. Cutler, who was present at the meeting in the State Fair board room, agreed with the head director.

Estevan Auditorium Seeks \$100,000 Fund

ESTEVAN, Sask. — An intensive fund-raising campaign is under way to help complete and pay for the new Estevan Agricultural Auditorium. The auditorium's management committee is hopeful of raising \$100,000.

Cost of the building to date is \$260,000, not including donations of work and materials. Some \$191,000 has been paid out. In one month of operation the auditorium drew 12,688 paid hockey admissions and nearly 10,000 children's tickets were sold for skating.

KERROBERT, Sask. — Bob Armstrong was elected president for the third consecutive year at the annual meeting of the Kerrobert and District Agricultural Society. Mel Whetter and A. A. Kirk are vice-presidents and J. L. Charteris is secretary-treasurer.

CNE Proposes New Football Stadium

TORONTO—A stadium that must be suitable to all major sports may be built at the Canadian National Exhibition.

A plan has been submitted by the CNE that would permit football but eliminates baseball. The football plan contains two options. One would cost \$975,000 and provide 36,000 seats and the other would cost \$1,225,000 and seat 41,000. Each figure includes the 21,000 in the present grandstand.

An earlier proposed plan would seat 65,000 and be suitable for baseball and football. It would cost \$5,900,000.

The football interests said that if the stadium was to be of any value, then it must be ready for the 1959 season.

The baseball interests said they

were prepared to pay at least \$75,000 a year rental for a baseball stadium in Exhibition Park. The lease on Maple Leaf Stadium expires in 1962 and offers to purchase it were rejected by the Harbor Commission.

In addition to the rental the city could make \$75,000 a year on parking concessions and \$30,000 selling hot dogs and soft drinks. If Cooke succeeds in attracting a major league club these figures would be tripled.

League Hosts 40 on Holiday

CHICAGO — The Showmen's League of America played host to over 40 of its members on Christmas Day with a turkey dinner and all the trimmings in the clubhouse.

At the regular Thursday (26) meeting, President Jack Duffield was in the chair. Also present were two vice-presidents, Bill Carsky and Ed Sopenar; Bernie Mendelson, treasurer; Hank Shelby, secretary, and four past-presidents, Sam J. Levy Sr., Fred H. Kressmann, Maurice Ohren and Al Sweeney.

The membership was saddened by the death of Terrell Jacobs and Argot Appel.

Iou Dufour was an out-of-towner at the meeting. Ray W. Anderson was reported on the sick list.

McAllen Auditorium Plans Announced

McALLEN, Tex. — Plans for McAllen's new Municipal Auditorium were seen at a public meeting attended by the city council and civic leaders. Voters last summer approved a bond issue of \$650,000 for the building.

Actually two buildings will be constructed to include an auditorium seating about 1800 persons, and a connecting hall for exhibits and a banquet hall, seating capacity of 1,000. The buildings will go on a 27-acre site.

Import Auto Expo Set for W. Coast

LOS ANGELES — The Imported Motor Car Show will be 11 days starting January 9 at the Los Angeles Shrine Exposition Hall, Ted Bentley, producer, said.

The exhibit will show 1958 model sports and passenger cars from England, France, Italy, Germany, Sweden, Austria, Japan and Czechoslovakia. Also in the 96,000 square feet area will be special sections for the display of imported accessories.

Midwest Club Preps Banquet

MINNEAPOLIS—First annual banquet and ball of the Midwest Showmen's Association promises to be a gala affair according to Preston Lambert, chairman of the event.

The event will be held in the ballroom of the St. Paul Hotel January 6 which is the opening date of the Minnesota Federation of County Fairs Convention.

Guests of honor will include Governor Orville Freeman and representatives from various showmen's clubs that have helped support the new association.

Douglas K. Baldwin, manager of the Minnesota State Fair, will be toastmaster while the Right Reverend Monsignor Arrell of Fargo, N. D., will give the invocation.

A program of entertainment has been lined up with acts and Candy Candido as master of ceremonies.

The winner of the trip to Florida will be selected following the dinner.

Grande Prairie Elects R. C. Bacon

GRANDE PRAIRIE, Alta. — R. C. Bacon was elected president of the Grande Prairie Agricultural Society at the fair's annual meeting. He succeeds E. A. Sheehan.

Vice-presidents are D. L. Sherk and Norman Hollingsworth. Mrs. Hudson Adair was returned as secretary-treasurer.

In his presidential report, Sheehan said altho the society ended its year \$660 in the red, he considered the 1957 fair a success. Big accomplishment of the year was the society's emergence from a \$3,200 deficit.

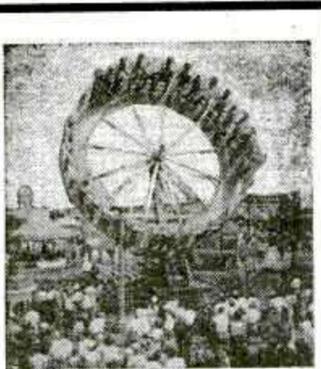
Ford Replaces Disk Artists at Detroit

DETROIT — Tennessee Ernie Ford will replace one segment of the Michigan State Fair's Coliseum show that is normally loaded with recording artists, Donald L. Swanson, fair manager, announced.

The TV star, backed by a package show, will be presented in the building on the opening Saturday, Sunday and Labor Day.

In recent years the Coliseum show was in two segments, one for the first three days, the other during the final four days of the fair's run. A bill of record artists will be signed for the final four days, Swanson said.

Booking of Ford was handled by E. O. Stacy, Music Corporation of America.



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Boston Club Adds Auxiliary

BOSTON — A ladies' auxiliary of the New England Showmen's Association, Inc., was formed recently when 10 women were named as charter members of the organization.

The group, headed by Estella Nathanson, has on the rolls Claire Pannoy, Rose Panegopoulos, Josephine Cross, Bernice Emerson, Frances Waterman, Elizabeth Wayne, Litha Price, Grace Cross and Betty Grupa.

The aim of the auxiliary is to perform charitable work in the name of the association. The meeting was held at the association's club rooms, 276 Tremont Street.

Members from other parts of the country recently visiting the new clubrooms were Bucky Allen, and Jeff Harris, of the World of Mirth Shows; Harry Prince and Billy O'Brian; Milton Kaufman, of Rochester, N. Y., and Sonny Levin, of the Cetlin & Wilson Shows.

A Sunshine Fund has been organized to assist needy children.

Calgary Names New Manager For Auditorium

SASKATOON, Sask.—Roy M. Aikenhead, of Saskatoon, has been appointed manager of the \$4,500,000 Jubilee Auditorium at Calgary, Alta., effective January 2, 1958.

He succeeds John Panrucker, who will manage the \$4,000,000 civic auditorium now being built in Vancouver.

Aikenhead has been secretary-manager of the Saskatchewan Association of Musical Festivals for the past 14 years. He has also been manager of the Kinsmen Celebrity Concert series and manager of the Saskatoon Symphony orchestra.

Toronto Plans January Start On O'Keefe Aud

TORONTO—Work will begin in mid-January on a \$10,000,000 auditorium being contributed to the city by O'Keefe Brewing Company. The auditorium will be operated on a non-profit basis.

Located on a two-and-a-half acre site in the downtown section of the city, the building will have landscaped courtyards on three sides. The building will be flanked by sculpture, fountains and plantings.

The 3,200-seat auditorium, incorporating unique architectural, acoustical, lighting and design features, is scheduled for opening in late 1959.

So far no manager has been appointed; H. P. Walker is managing director of the project.

Aim of the project is to attract musical comedies, big name bands, Broadway shows, special exhibitions, concerts, ballet and opera.

It will have the largest stage in Canada with a mechanically elevated 50-piece orchestra pit, production, radio and television control rooms, remote controlled stage lighting and a full-size rehearsal (Continued on page 53)



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6 Name Singers Play Auto Show

SAN ANTONIO—Singers Don Cherry, Bobby Breen, June Valli, Joni James, Steve Lawrence and Andy Williams, will take turns headlining the entertainment at the 1958 San Antonio Auto Show to be held here at the Bexar County Coliseum January 17-22.

In addition to the name singers there will be other continuing entertainment during the six days of the show. These include the Four Coins, the Maxwells, Phil Lawrence and Mitzi and the Great Donald. Herman Waldman and his orchestra will provide the music. Bob and Charles Coffen, of the Double C Promotions, are in charge of the arrangements for the show.

St. Louis Club Hosts 200 Kids

ST. LOUIS—The International Association of Showmen hosted 200 children Sunday (22) at its annual Christmas party for youngsters. The party was held in the clubrooms here.

In addition to gifts, each youngster received a stocking filled with fruit and nuts and entertainment was provided by Mort Silvers.

Close to 40 members of the club, assisted by ladies from the Missouri Show Women's Club, made the day a success.

Allan Herschell Ads Third Bldg. To Facilities

NORTH TONAWANDA, N. Y.—Allan Herschell Company has expanded its manufacturing facilities here by leasing a modern, two-story building that will provide the firm with an additional 50,000 square feet of floor space.

The building, which will be known as Plant 3, will be used for final assembly of all rides with the exception of the Miniature Trains. The train division will occupy the entire area of Plant 2.

The original Herschell Building will continue to house the machine, sheet metal, carpenter, electrical, paint and welding shops along with the replacement parts and purchasing departments.

Boston Auto Show Attendance Light

BOSTON—Attendance fell far short of the expected 150,000 at the Boston Auto Show at the Commonwealth Armory eight days. Rain and a tightening of money were given as the reason by General Manager J. Gordon MacKinnon. He said there was no desire by the public to pay 90 cents to see cars that are on view on the streets.

But car dealers and other allied lines bought up all of the floor space at prices ranging from \$600 to \$5,000. Television's Ed Sullivan made two appearances and the twice daily shows featured Jane Morgan, the Ink Spots, Ballerina Phyllis Pons and Harry Marshard's orchestra.

Expect Big Rodeo

SAN ANTONIO — The ninth annual stock show and rodeo, Feb. 7-16 at the Bexar County Coliseum, is expected to top previous shows, according to exposition officials.

This year's exposition will feature competition for 38 breeds of livestock.

Gene Autry and Annie Oakley will star during the 15 performances of the Everett Colborn rodeo.



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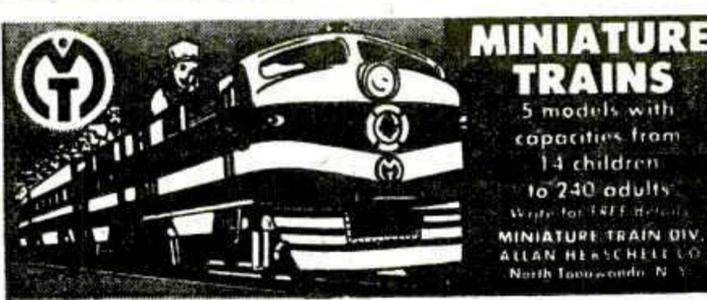
MIAMI—Mrs. Danny (Rosita) Dell was named president of the Ladies' Auxiliary of the Miami Showmen's Association at its recent election meeting.

Other officers include Kay Leisure, first vice-president; Ella Dodson, second vice-president; Onalee Jones, third vice-president; Estelle Bell, treasurer; Hilda Roman, recording secretary, and (Continued on page 53)

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THE FINAL CURTAIN

AINGER—James Henry, 87, former president of the Grenfell (Sask.) Agricultural Society, December 2 at Wolseley, Sask. Survived by two sons and a daughter. Burial at Grenfell.

BRALY—Dr. E. R., 70, former circus owner, founder of two fairs and promotional auctioneer, at Lawrenceburg, Tenn., December 14. (Details in Circus section.)

BRIGHT—H. B., known in the carnival business for 35 years as Esaw, December 4 in Memorial Hospital, Las Vegas, Nev. His last connection was with the Capitol City Shows. Survived by his widow, Blanche; a son, H. B., Nashville, and two stepdaughters, Mrs. William Ressler, Las Vegas, and Mrs. D. L. Larkin, Alamo, Tenn. Burial in Woodlawn Cemetery, Las Vegas.

HARTUNG—Robert W., 57, promoter, formerly with the Dailey Bros. Circus and other shows, December 24 of a heart attack while en route to Memorial Hospital, Gulfport, Miss. A native of Boston, he had resided on the Gulf Coast the last five years. For the last three years he operated Bob's Drive-In, Long Beach, Miss. Body was taken to New Haven, Conn., for interment in the family plot. Surviving are his widow, Clermont, and two stepchildren, Jackie and Patricia Campbell.

HOOVER—Wilbur, 76, veteran outdoor showman, December 19 in an automobile accident at Phoenix, Ariz. In recent years he had been mailman and The Billboard agent with Siebrand Bros. Shows. Earlier he had trouped with the Ringling-Barnum circus and Anderson-Schrader Shows, among others. He was a member of the Arizona Showmen's Association.

Phoenix. Services December 23 and burial in the showmen's plot in Greenwood Cemetery, Phoenix.

JACOBS—Terrell, 54, animal trainer, at his home in Twelve Mile, Ind., Tuesday (December 24), of a heart attack. He had been with circuses and carnivals since boyhood. (Details in Circus Section.)

My Sincere Thanks
and
Deep Appreciation
To Our Many Friends For The Beautiful Floral Tributes And Messages Of Condolence On The Passing Of My Beloved Husband

CHARLES OLIVER
Who Was Called To The Great Beyond on December 17.

CATHERINE OLIVER

POWELL—Lydia, 60, longtime active in show business, December 20 in Lubbock, Tex. She was a member of the Lone Star Showmen's Association. Survivors include her husband, S. B. Powell, and three sisters.

IN LOVING MEMORY
Of My Dear Husband
BENJAMIN H. PATRICK
Who passed away
January 1, 1945.
"I miss you very much."
BESSIE A. PATRICK

ROGERS—Herbert F., 42, son of the late J. R. Rogers, of Rogers and Powell, December 14 in an auto crash in Yazoo City, Miss. Survivors include his widow, a son, Donald, and his mother, Mrs. May Rogers, all of Yazoo City.

WEBB—H. D., show owner and concessionaire, December 1 in Phoenix. For the past 10 years he had been operating animal shows. His wife and two children survive.

WRIGHT—Mrs. Alice, 88, wife of the late William Wright, former outdoor showman, December 16 in Covington, Ky. Surviving are three sons, H. F., Dillon and Joe, and a grandson, Kenneth Wright, all in outdoor show business, and four daughters. Services December 18 and burial in Rome Cemetery, Rome, O.

Circus Routes

Davenport, Orrin: Grand Rapids, Mich., Jan. 20-25; Saginaw 26-Feb. 1.
Packs, Tom: Havana, Cuba, 30-Jan. 12.
Ringling Bros. and Barnum & Bailey: Mexico City, Mex., 30-Jan. 6; Shreveport, La., 17-19; Little Rock, Ark., 24-26; Nashville, Tenn., 28-30; Montgomery, Ala., Feb. 1-2; (Fair) Tampa, Fla., 5-7; Miami 13-16.

Miscellaneous

Matchstick City: 30-Jan. 4.
No Time for Sergeants: Wilmington, Del., 30-Jan. 4.
Royal Ballet (Sadler's Wells): Chicago, Ill., 31-Jan. 5; Detroit, Mich., 7-11; Toronto, Ont., 13-15; Cleveland, O., 17-19; Montreal, Que., 21-24.

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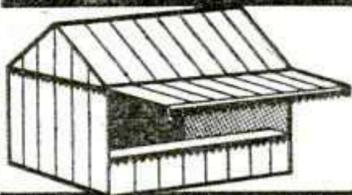


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ROLLER RUMBLINGS

Urges Suppression of Trade Controversies

LANSING, Mich.—“Some years ago The Billboard columns were used almost weekly for the airing of personal opinions and name-calling between various individuals of the United Rink Operators and the Roller Skating Rink Operators' Association,” said Robert L. Baker, president of the URO, at his offices here. “This made interesting reading, but served no good purpose while keeping alive a strong feeling of resentment between the two organizations which has not yet completely died down. It was also confusing to the independent operator as to which—if indeed any—organization he should join.

“In recent years the URO has tried to keep completely out of such controversy, recognizing the fact that under existing conditions a single organization, as much as it is needed, is an impossibility. This desire to avoid public friction and the airing of woes has prompted us to allow many statements to go unchallenged.

“In recent months, however, there has been a strong effort to stir up this old feud thru use of The Billboard's columns, by reprints from other publications, contributions from individual operators, etc., culminating in a recent statement to the effect that the switch of one of the URO's founders back to the fold of the RSROA will be but the first of a sheep-like following of other URO members, a statement which we hasten to challenge.

“The URO, like any other organization, regrets the loss of any member, large or small, as an indication that that member has not found what he sought in the organization. However, it must be borne in mind that we have other members who may not be seeking the same things.

“The URO is an organization of businessmen joined together for the promotion and betterment of their business and existing on the good fellowship between operators. We do not boast the largest and richest rinks in the industry (alho we have our share of these also). The majority of our membership, like the majority of the rinks we hope to obtain in the future as members, are just average rinks concerned with the promotion of roller skating as a recreation and a business. We strive in every way to support specialized and recognized amateur activity. However, we would hate to see this small part of our business used as a bone of contention to the point that any individual operator uses it as his only excuse for belonging to or leaving our organization.

“As an organization, we do not solicit members from any other organization. Our membership activities are directed at the hundreds of independent and ‘just average’ op-

erators. We sincerely hope that our stand will be respected, and that the public press will not be used to stir up controversy between the organizations.”

AOW Speed Leagues Produce Hot Battles . . .

ELIZABETH, N. J. — Altho Twin City Arena here went into mid-December at the top of the heap in the Northern division of the America on Wheels chain's inter-rink racing league with a total of 50 points, its position was insecure by virtue of the hot fight being put up by Florham Park (N. J.) Rink, in second place with 48 points.

Scattered behind the two leaders, tho still in contention, are Levittown (N. Y.) Arena, 40 points; Boulevard Arena, Bayonne, N. J., 38; Hackensack (N. J.) Arena, 36; Mount Vernon (N. Y.) Arena, 20; and Capitol Arena, Trenton, N. J., 18.

In AOW's Southern division Bladensburg (Md.) Arena and Alexandria (Va.) Arena are in a nip and tuck battle, with the former's 68 points representing a four-point bulge over the latter's. In third slot, with 42 points, is National Arena, Washington.

Trefes Brothers Open Skatery in Middletown . . .

MIDDLETOWN, Conn.—Connecticut's newest roller rink, the Holiday, has been opened at the Holroyd Building, 547 Main Street, under the management of Charles and Elias Trefes, who also operate Melody Rink, Groton, Conn., and the Casino Rink, Misquamicut, R. I.

The facility, extensively remodeled, can accommodate 350 skaters, with Trefes interests scheduling nightly sessions, Wednesdays thru Sundays, from 7:30 to 10:30, and matinees, Wednesdays, 3:30 to 5:30, and Saturdays and Sundays, 2:30 to 5 p.m. Evening admission is 65 cents, with 35 cents charged for skates. Matinee admission is 50 cents, with a 25-cent charge for skates.

Skating is supervised at all times, with dress rules enforced. The rink is not permitting dungarees, T-shirts, summer shorts or other un-

Truck-Mounted Ride Market Open In Most Cities Except New York

NEW YORK—The saturation point has just about been reached in a phase of ride business here, altho considerable room for expansion exists elsewhere in the nation. This is the truck-mounted kiddie ride field, which has some 400 rides in operation, more than half of them in the local metropolitan area.

Only three firms are active in this field of manufacture, which calls for building a children's riding device on a truck chassis. Back around 1920 William F. Mangels turned out some hand-cranked Merry-Go-Rounds on truck bodies, to launch a unique, small phase of the amusement industry.

The Weld-Bilt Body Company, Brooklyn, is a leader in the field, but its limited scope compels the firm to depend largely on other products such as power wreckers, crash trucks, tow trucks and dump bodies. Head of the firm is Arthur Nelson.

Old-timers in the operational end of the business have taken to bemoaning the \$60 and \$70 daily takes of former years, but Nelson notes this is a result of an overflowed area. The promising market for truck rides is elsewhere in the country. How to get potential operators interested in a field they aren't even aware of is a problem.

The hand-cranked Jenny has gone by the boards, and Nelson's sleek line of power-driven units now includes two Merry-Go-Round models, one with jumping horses; the Whip, Ferris Wheel and Swings. Price range goes from \$4,500 to \$6,000, including truck. Rides go to moppets at a uniform dime for the industry, the nickel ride having passed away between 1945 and 1948.

An advantage for the mobile ride man over his stationary kiddieland brethren is his facility for seeking out business. While the kiddie park has to await the patrons, the truck operator opens as early as 9 a.m. and moves from one residential block to another, capitalizing on a powerful loud-speaker which sends music up and down the street.

Prizes and Tie-Ins

The old-time operator is a handicapped when modern, aggressive methods are used. Bill Belzer, of Brooklyn, who operates truck rides with his brother, is one of the sharpest operators in the field. The Belzers hand out slum premiums to kids, and contact groups, schools and stores in search of business. Many tie-ins have been worked out with groceries and other firms like dairies, which result in rides being offered in exchange for ice cream pop sticks or other items.

In about 70 per cent of the cases, Nelson estimates, the ride income provides the primary source of the operator's income. In 30 per cent it is the sole source. Last

year was a satisfactory one in this section, but Nelson spent part of his efforts discouraging people from buying new rides to operate in New York, because of the intense competition from kiddielands and other truck ride men.

Promising ride areas are Boston, where there are only six or seven truck rides; Baltimore, Pittsburgh and New Orleans. Philadelphia has proven a ride bonanza for such operators as William Fox and Jack Gellar, who have three Ferris Wheels. In some other potentially food cities, such as Chicago, Detroit and Washington, local ordinances have prevented expansion of this kind of show business. But around Chicago, for example, several of the rides are operated by dairies, candy firms and others, often at shopping centers.

Most major cities will permit truck rides. But in most cases the potential operator will never know about this kind of business unless he sees, or is awakened by, the musical and mobile Kiddieland

Chicagoan Plans Denver Kid Spot

DENVER — New addition to the amusement park business here will be Santa Fe Kiddyland to be built south of Denver.

Plans for the \$100,000 kiddies' playground were announced by Robert P. Selzer of Chicago.

The 10-acre site involved was rezoned and the amusement park plan approved several weeks ago by the Arapahoe County Commissioners after Selzer had presented a detailed plan of construction and development plus a financial statement of the new corporation.

Selzer has planning for the landscaping underway with actual construction to start in January. A tentative opening date of April, 1958, has been set.

conventional garb, according to Trefes.

Advance newspaper advertising stressed the fact that parents are welcome at all times.

Opening night attractions included a performance by V. Jean Trefes, who has participated in roller-skating competition for the past five years.

Magic Mountain Stock Sale Tops Million; Work Underway

DENVER — Construction of Magic Mountain, multi-million dollar amusement park west of Denver is in full swing.

The one million dollar mark in sales of the firm's common stock has been passed according to Walter F. Cobb, president.

The administration building is near completion and steel has been erected for two additional buildings. Grading and leveling of the site has been completed and five wells have been drilled.

Magic Mountain, according to the park officials, will be constructed to re-create the Old West.

Plans call for 30 acres of the 600-acre site to be used for the park proper, 30 acres to be used for a 3,000-car parking area with the remainder of the site to be used for expansion and a buffer area to assure that no other enterprises will detract from the atmosphere created within the amusement park.

To tie in with the part the U. S. Cavalry played in the settlement of the West, parking lot attendants

will be dressed as cavalymen and mounted. The park entrance will be a Western stockade with a cavalry fort. The park office will be constructed to represent a cavalry post headquarters.

Main area of the park will consist of four large buildings, each consisting of 20 units. These units will house eat-and-drink spots, art studio, a working blacksmith shop and old-time stores.

The edge of the village will be devoted to rides. In addition to thrill rides, the park will offer a ride through a gold mine, a sky ride using ore buckets, and a “World Creation” and “Magic of Industry” area.

For younger children an area called “Storybook Lane” will show children's storybook characters. An artificial lake will give a reproduction of a fur trapper's river trip. Riders will “shoot the rapids,” see wild animals and witness a cowboy-Indian battle.

Cobb, a Denver plumbing company executive, has set May 1, 1958, as opening date for the park.

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RINGLING CONFIRMS CHARLOTTE DEBUT

Firm Date for Charlotte Coliseum; Drop Other Pre-New York Intentions

NEW YORK—Ringling's 1958 opening will be at the Charlotte Coliseum in Charlotte, N. C., rather than New York. However, a plan announced recently to play a month of stands before Madison Square Garden has been dropped. Conflicts with hockey, basketball and

ice shows at the other buildings involved made the other plan impossible.

The circus now is scheduled to arrive in Charlotte March 24. Whether the first performances are to be given March 26 or 27 remains to be decided on the basis of how much rehearsal and move-in time is needed. In any case, the stand will run thru March 30.

Next stop will be New York, where the circus starts April 2. After New York will come the Boston stand, followed by some of the same cities played at the corresponding time last year.

Dr. E. R. Braly Dies in Tenn.; Had Circus Unit

LAWRENCEBURG, Tenn. — Dr. E. R. Braly, 70, founder of two fairs and operator of the Braly Circus for 15 years, died at a hospital here Saturday, December 14. He had been stricken in Florida and died a few hours after returning to his home town.

Dr. Braly organized the North Alabama State Fair and the Middle Tennessee District Fair. In the early 1940's he organized the Braly Circus, which operated as a grandstand attraction at Southern fairs. Several seasons he had two units of the show in operation. A controlling interest in this show was sold a few seasons ago to Eddie Zacchini and Jack Norman. It operated thereafter as the Olympic Circus, and Dr. Braly held one-quarter interest in it then.

He was an optometrist by profession. When the United States government announced plans to build the Tennessee Valley Authority, at Muscle Shoals near Florence, Ala., Dr. Braly conducted land auctions in circus style, using bands, parades, barbecues and other promotional gimmicks.

Surviving is his widow, Mrs. Claudia Braly.

Pfening Wins CHS Position; Re-Elect Kings

CAMDEN, O.—Fred D. Pfening Jr., has been elected president of the Circus Historical Society to succeed Bette Leonard.

Mrs. Leonard, of Wichita, Kan., had been president of the group for a number of years. Pfening, a Columbus, O., circus fan and one-time partner in a circus, campaigned for the position and late results showed he was ahead, 112 to 64 votes.

What appeared to be final results had C. P. Fox, of Oconomowoc, Wis., elected vice-president with 52 votes. Other candidates and totals were: Bill Kasiska, 41; John Boyle, 36; John Sullivan, 24, and Don Smith, 22.

Robert King, Richmond, Ind., was re-elected treasurer. Others Wally Ahlberg, 18, and Don Smith, 77.

Mrs. Agnes King was re-elected editor of the CHS bulletin, with 112 votes. John Swann got 63 votes.

Returns were tabulated by Harry Simpson, Camden, O., who said that final results might vary slightly since letters postmarked on or before December 15 will be counted and Christmas rush may have slowed up some of them. It was considered unlikely, however, that late votes would change any results of the balloting.

Simpson said he understood that where several candidates are involved and none has a majority, a simple plurality is sufficient to elect. Thus, no runoff would be required.

Animal Trainer Terrell Jacobs Dies at Home

TWELVE MILE, Ind.—Terrell M. Jacobs, 54, a wild animal trainer since his youth with Corporation shows, died at his home here on Christmas Eve. He was home for the holidays, leaving his act in Houston, where it had been working shopping centers. Death was attributed to a heart attack.

Jacobs was born near Peru, Ind., and at 13 he was with Hagenbeck-Wallace. The next season he was with Ringling, Gentry, Howes and Barnum. Then he was back with Hagenbeck and on a Tom show. In 1921 he had a fighting lion act on Sells-Floto. For three years he was with Lee Bros.' Circus and then went to Christy Bros.

John Robinson Circus featured his lion act in 1928. For the next two years he was on Robbins Bros.; then came five years as featured act on Al G. Barnes Circus. Jacobs was the feature of Hagenbeck-Wallace in 1937 and Ringling Bros. and Barnum & Bailey in 1938 and 1939. In succeeding years he was at the San Francisco World's Fair, Million Dollar Pier, Conklin's carnival, Gilbert Bros.' Circus, World of Mirth, Austin Bros.' and Arthur Bros.' circuses.

In 1941 he began playing the Chicago Stadium's spring circus date and that continued thru the Cole Bros.' Circus stand of 1951, when he repurchased his act and joined the Strates Shows. Several times he tried launching his own show.

Jacobs was with the World's Finest Shows for 1955, in Cuba for the Gaby-Fofa-Milki Circus that winter, and on the Kelly-Miller Circus in 1956. During the past year he had been playing a successful route of shopping center dates.

He and his first wife, Dolly, were married while with Christy Bros. and divorced in 1945. They had two children, Terrell Jr. (Punch) and Carrell (Judy). He was married in 1950 to Jean Zbrozek, a Chicago Sun-Times newspaper photographer. They had two children, Derrell and Dawes. These six people are among the survivors.

Services were Friday (December 27) at Denver, Ind., and burial was at Wabash, Ind.

BOOK REVIEW

4 Books Give Training Tips On Horse Acts

Fourth and final volume in an unusual set of circus books has been published. It is "Mounted Quadrilles, Carousels and Other Equestrian Manoeuvres."

In the same set are "Training Horses at Liberty"; "Classic and Circus High School Riding," and "Trick Riding and Voltige." Taken together they are a translation of a book by Dutch horseman, H. J. Lijsen. He and British circus writer Anthony Hippisley-Coxe authored the translations.

These are attractively prepared technical books, full of tips on training for the newcomer if not the veteran horse trainer. While they are of interest to some collectors of circus books and to a few circus fans, they are not light,

UNDER THE MARQUEE

Clown Jerry Lipko and his wife plan a vacation in Mexico following his month of department store work in Portsmouth, O., during the holiday season. . . . Lucio Cristiani visited the Tony Diano family in Canton, O., for a few days.

John J. Doyle has closed as agent for Adams Bros. and plans to launch a new show. . . . Jack Bell, head of a Detroit billposting outfit, and his wife are vacationing in Phoenix.

Acts making J. C. Patterson's usual time in Michigan included Brownie Silverlakes, Lew and Elsie Christianson, Reynolds Seals, Joe Mix and Princess Blue Sky, the Armstrongs, Billy DeAlmo, and the Lang Troupe.

Jeff and Peggy Murphree have made plans to play fairs for Ernie Young thru the GAC-Hamid office. They will be with Orrin Davenport prior to that. . . . Donald Marcks was in Los Angeles recently and visited with Norman Carroll, Dorothy Herbert, the John Strongs and the Parley Baers.

F. A. Boudinot visited with Charles Velvin Turner in St. Louis recently. Turner injured a leg in a fall. . . . Tommy Randolph writes from Texas that the flying act which Mike Malko and Gus Bell put together for the Houston and Fort Worth dates was outstanding, with nearly every trick in the flying book being done. Taking part were Malko, Bell, Harold Ward, Millie Ward, Betty Bell, June Malko and Tony Steele. The act was formed on a temporary basis, however, and participants have separated into different acts again.

Jack Miranda, Dallas, is having clown Billy Burke, of the Gil Gray show, paint murals with a circus theme for the Miranda restaurant. This is a meeting place for Dallas area show people.

George Hodgdon, of Oaks Bluff, Mass., reports he'll not be with the Mills Bros.' Circus this season and that he expects to be back in circus business in 1959.

easy reading, but something like text books, or training manuals. They are primarily for professionals.

Riding, Entry, Liberty

The volume on trick riding details how the rider should perform and describes specific tricks and routines for single riders. There also are "directions" for acts with two and four people and a description of the Courier of St. Petersburg act. There are 32 pages and 11 sketches.

In 67 pages, 52 diagrams and nine photos the volume on mounted quadrilles shows how to do a Garland Entry, square dance on horses and similar acts that might be usable by circuses, rodeos, Shrine units and outfits that approximate the Canadian Mounted Police musical ride.

Lijsen's book on high school riding is largely tips on how to train the horses. It has 48 pages and two sketches plus a section with 11 photos. Similarly, the booklet on training Liberty horses is mostly details of methods in training. It has 47 pages of text and 11 more pages with 31 photos. Each of the four books has a hard cover of a different color, making an attractive set.

They are published in England by J. A. Allen & Company, a book dealer specializing in material about horses, and may be purchased for delivery in this country for approximately \$5 per set or separately for under \$2 each, though the price per book varies.

—Tom Parkinson.

Calliope owner Alex Irwin, Chicago, tells that his air calliope is to be used at the Conrad Hilton Hotel's upcoming ice show that has a circus setting.

Circus fans from Elgin, Ill., met recently and saw a collection of antique circus movies. In addition to the Elgin CFA members, those attending included Herm and Mary Linden, Dr. H. H. Conley, Alan Davidson, the Orlo Rahns, the Bill Kaufmanns, the Whitey Savages, and the John Harrops.

A group in Oklahoma is planning a National Cowboy Hall of Fame. . . . Russell Harrison, formerly in circus bands, is in Chicago after a stay at a veterans hospital.

George and Floyd Lake are clowning shopping centers around Pittsburgh. They were at Red Rock Game Farm all summer. . . . CFA Jack Pendergast visited with Clown Al Florenz, while Florenz was working a department store date at Pittsfield, Mass. . . . CFA M. C. Gorrow was in Chicago for a visit recently.

A. M. (Red) Haffards, formerly with Mills and Ring, now is at Rockaway Beach, Calif., where he builds games and joints for showmen. He'll be with a carnival this summer.

Paul Eagles Luncheon Club meetings are held each Monday at Philippe's in Los Angeles. Among those attending recently are Verne Williams, Dave Cavagnaro, John Degenkolb, William Arthur, Pat Graham, Yellow Burnett, Ted DeWayne, Harlan DeWitt, Theo Forstall, Harry Levey, Fred Call, Frank Martin, Norman Carroll and Paul Eagles.

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FAIR MEETINGS

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 3-4. Mabel C. Hetzer, 307 First National Bank Building, Huntington, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 4. Robert S. Turner, Horseheads, N. Y., secretary.

Indiana Association of County and District Fairs, Severin Hotel, Indianapolis, January 5-7. Robert L. Barnet, Muncie Star, Muncie, secretary.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 6-8. Hubert Ransom, St. James, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 7-8. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 9-10. Rollo E. Singleton, 108 Parkhill, Columbia, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 13. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Wisconsin Association of Fairs, Schroder Hotel, Milwaukee, January 14-16. Win H. Eldridge, 315 1/2 East Mill Street, Plymouth, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 14-16. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 15. Thomas M. Craig, Spartanburg, S. C., secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 16-17. Jack Vinson, Tennessee-Carolina Fair, Newport, secretary.

North Carolina Association of Agricultural Fairs, Hotel Sir Walter Raleigh, January 16-17. J. Sib Dorton Jr., Route 10, Charlotte 6, secretary.

Western Canada Association of Exhibitions, Palliser Hotel, Calgary, Alta., January 17-19. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, John Marshall Hotel, Richmond, January 18-20. William E. Finch, Fairgrounds, Danville, secretary.

The Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 19-21. Harry B. Kelley, Hillsdale, secretary.

Association of Alabama Fairs, Jefferson Davis Hotel, Montgomery, January 20-21. Christie W. Summer, Jasper, secretary.

Massachusetts Agricultural Fairs Association, Hotel Bradford, Boston, January 20-21. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 22-23. Roy E. Symons, Skowhegan, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 23-24. L. Doc Cassidy, Kentucky State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 23-25. A. D. Scott, Fargo, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 26-28. C. C. Hunter, Taylorville, secretary.

Rocky Mountain Association of

Fairs, Rainbow Hotel, Great Falls, Mont., January 26-28. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 27-28. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 27-28. H. C. McClellan, Arlington, secretary.

Western Canada Fairs Association, Bessborough Hotel, Saskatoon, Sask., January 27-28. George K. Ross, Prince Albert, Sask., secretary-treasurer.

Pennsylvania State Association of County Fairs, Americus Hotel, Allentown, January 29-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Association of Fairs, Youngblood Hotel, Enid, February 2-4. Roy Davis, Enid, President.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 5. N. S. Hand, Jackson, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 6-8. Bob Murdoch, 102 East Locust Street, Tyler, secretary.

Louisiana Fair and Festival Association, Bentley Hotel, Alexandria, February 9-10. Adolph Netter, Donaldsonville, secretary.

Mass. Assn. Meets Jan. 20

BOSTON—The Massachusetts Agricultural Fairs' Association will hold its 38th annual meeting January 20-21 at the Bradford Hotel. This is the first year of the new location plan for these meetings, which will have the meeting in Boston and Springfield on alternate years. The banquet and floorshow will be staged Tuesday (21) at 7 p.m.

The program will start Monday (20) at 8 p.m. with a showing of movies and color slides highlighting the fair season and with many ideas and suggestions that is felt will be helpful to the operation of fairs. All fairs are invited to participate.

The regular meeting will begin at 10:30 a.m. Tuesday, when President Edward M. Dwyer will make his address of welcome. The annual report by Secretary-Treasurer Paul Corson will follow, after which he will give a report of the State Relations Committee.

Jack Reynolds, of the Eastern States Exposition, will give a talk on the highlights of the annual convention of the International Association of Fairs & Expositions. Luncheon for the membership will be at 12:30, with the Past Presidents Club, headed by John P. Tutko, lunching privately.

1958 Construction Set at Wapakoneta

WAPAKONETA, O. — Calling the 1957 Auglaize County Fair here a great success, Secretary Harry Kahn said the fair association is carrying over into 1958 the largest cash balance in its 105-year history.

Scheduled for construction in time for the 1958 fair, August 2-8, are two new 50 by 150-foot barns for ponies and junior fair cattle and a new 60 by 210-foot industrial building. Kahn said that 90 per cent of concessions at the 1957 fair have re-signed for 1958.

BUILD GATE

Edmonton Mgr. Advises: Aim Lure at Cities

EDMONTON, Alta. — Greater encouragement is needed to obtain urban patronage of agricultural fairs and exhibits, A. J. Anderson, manager of the Edmonton Exhibition Association, said in a recent address to a gathering of livestock breeders.

Co-operation of the livestock associations in promoting greater urban interest was urged by the speaker.

Anderson said city dwellers, despite their dependency on farm products and the fact that considerable economic benefit is drawn from neighboring agricultural communities, know little about how the products are grown and marketed.

More promotion of agricultural activities is needed, he said.

He said the annual summer fair has 35 to 40 per cent of its space devoted to agricultural shows and exhibits and yet these draw only 10 per cent of the total fair attendance. By including the spring and fall livestock shows agriculture has twice as many exhibiting days as other district industries.

One of the ways of drawing more interest, he suggested, would be to have cattle judging explained in terms the layman can understand.

Anderson evaluated the part the Edmonton Exhibition Association plays in the economy of the city. About \$60,000 worth of foodstuffs are purchased each year and the payroll is \$275,000. Contractors last year received \$100,000 for building and maintenance on the fairgrounds; \$50,000 was spent on advertising; \$150,000 on transportation, and \$27,000 on insurance.

Estevan Ex Renames Rae

ESTEVAN, Sask. — E. P. Rae was re-elected president of the Estevan Agricultural Society for his 10th consecutive term at the annual meeting.

Vice-presidents are Walter Gates, Harold Carlberg and Ron Callaway. W. R. Cantlon is secretary.

Assets of the society have jumped from \$94,016 at the end of October, 1956, to \$313,212 at the end of October, 1957, it was reported. The increase is contained mainly in a total of \$266,044, shown in the society's balance sheet under the title Agricultural Auditorium, the report said.

The building was completed in October. A portion of its cost was in the October, 1956, balance sheet when \$31,470 was listed as "auditorium under construction."

With this increase in value of total assets, the society's surplus shows a net increase of slightly more than \$100,000 for the period ending October 31, 1957, as compared with the same period for the previous year, the report said. The surplus is \$183,205.

Total cash receipts from all projects during the year amounted to \$195,410.

Major expenditures during the year were \$169,615 in connection with the auditorium, \$6,069 for prize money at the summer fair, \$3,955 for labor on the exhibition grounds, \$7,113 for music and attractions and \$1,398 for the poultry show and livestock rally.

Regina Nets 123G On 1957 Operations

REGINA, Sask. — The past year, while not the best financially, was still one of "splendid progress," according to the directors' report of the Regina Exhibition Association, presented to the 51st annual meeting of shareholders by T. H. McLeod, manager.

The gross profit of \$123,402 was down \$6,621 from 1956, due largely to the reduced profit on the summer exhibition, according to the report. Rain and threatening weather were blamed for an attendance drop of 17,251 and a proportionate decline in profit, from \$79,347 to \$61,700.

"With the exception of racing, however, we were able to hold costs of the exhibition close to 1956 figures," the report said.

Improved results were noted in such ventures as the Stadium, the feed concession, the horse show and harness races.

The report noted that capital expenditures over the past 12 years have amounted to \$1,507,955 and if improvements to the Stadium and cost of upkeep of the grounds and buildings were included, the figure would top \$2,000,000.

All earnings are plowed back into the plant, shareholders were reminded.

"Our grounds and buildings are conservatively valued at \$3,500,000 and it must be borne in mind that while deterioration is constantly taking place, there is no depreciation charged to earnings except in a few minor instances," the report said.

After spending \$465,763 on capital improvements in 1955 and \$184,515 in 1956, but \$85,678 was spent on such major items as hard-surfacing the main roadway and building a new entrance gate.

Rentals during the year amounted to \$63,846, only slightly lower than for the previous year. "This money helps greatly in our financing as it more than offsets the current costs of maintenance and repairs to buildings, which amounted to \$49,647 in 1957," the report said.

"We were not happy with our inside commercial displays at the summer fair," the report said. "The down slightly in number, it was apparent to our patrons and ourselves that less money and effort had been expended to give 'prestige' to the displays. More emphasis was placed on selling merchandise in the booths."

Efforts will be made in 1958 to restore the high-class displays which for years have been a feature of the exhibition, the report indicated.

Dealing with the three extra

days of horse racing, the report termed the results "encouraging but not particularly profitable." The conclusion drawn was that Regina might be able to handle a few extra days of racing but costs, such as purses, should be reduced wherever possible.

In his presidential report, E. J. Courtney reminded that the importance of the exhibition's year-round activities should not be overlooked.

"The summer exhibition still remains the major attraction but it is worthy to note that half our year's earnings came from ever-increasing activities held within our grounds and buildings thruout each month of the year," he said. He reminded that with the city continuing to expand more emphasis will have to be placed "on the varied demands with which we will be faced."

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CARNIVALS

Frank Robinson Buys Into Western Shows

EVERETT, Wash.—Interest of the late Mel Cook in the 30-year-old Western Shows has been purchased by Frank Robinson, concessionaire, with a contract to buy the remaining share held by Frank Kirsch.

Robinson said that Kirsch, in show business since 1901, will continue as general agent for the organization. Joe Thomas will continue as ride manager and Bozo Armitage as lot manager. Mrs. Robinson, however, will be in charge of the office.

Western Shows at present consist of six major and five kiddie rides, 20 to 30 concessions and one or two shows. Robinson said he plans to strengthen the back end of the show with a free act when practically the same route and territory will be played next year. In the past, the show opened at the Blossom Festival in Bellingham early in May, then played the Olympic Peninsula with the Fourth of July here. Dates following include Seattle, Bremerton, Linden, Mt. Vernon, Anacortes and the Evergreen State Fair over Labor

Larry Nolan Joins Alamo

SAN ANTONIO, Tex.—Larry Nolan, veteran outdoor showman, has joined Alamo Exposition Shows as general agent, Jack Ruback, owner, announced. Mrs. Nolan will handle their three concessions on the show.

In addition to its traditional stand at the Battle of Flowers here, the show will also play the Sidney (Ia.) Rodeo. After spending the holidays in Denver, the Nolans planned to hit the road to complete bookings for the show.

Detroit Club Plays Santa To 350 Kids

DETROIT — Over 350 underprivileged youngsters from the Detroit area had a Merry Christmas thru the generosity of the Michigan Showmen's Association here Sunday (22).

The youngsters gathered in the clubrooms where members of the club and the auxiliary gave them a party supervised by Sam Ginsburg, Irving Rubin and Max Nahoun.

The youngsters first attended a luncheon which was followed by a floor show presented by Dolores Heiser, local dance teacher who presented 25 of her students. A junior orchestra, obtained by Ben Morrison, entertained the youngsters prior to the arrival of Clyde Butler who was Santa Claus. Several clowns were provided by the Detroit Fire Department and the police furnished three officers to direct traffic.

The children came from the Burton School, Boscoe House and the Fourth Street Settlement House.

Wade Greater Set for 1958

DETROIT — Wade Greater Shows has been completely booked for the 1958 season, Cameron D. Murray, manager, announced. Recent additions to the route include a spring festival at East Detroit; the Cass County Fair, Cassopolis, Mich., and the Livingston County Fair, Fowlerville.

Murray also announced that C. O. Stewart has been named secretary for 1958. Work at winter quarters is at a standstill but will get into full swing February 1.

W. A. Schafer Sets 1958 Fair Route

DALLAS—W. A. Schafer's 20th Century Shows has completed most of its fair bookings for 1958, according to Frank Gaskins, general agent.

The show will play Minnesota fairs at Fosston, Ada and Owatonna, and the Water Carnival at Detroit Lakes. Other fairs on the route include Grand Forks, N. D.; Monroe, Wis.; Mason City and Monticello in Iowa; Hannibal, Mo.; Columbus, Kan.; Fort Smith, Ark.; Texarkana, Tex., and four other Texas annuals.

Midwest Club Holds Initial Yule Party

MINNEAPOLIS — Over 50 people turned out for the Christmas party of the Midwest Showmen's Association here last week in the clubrooms.

Mr. and Mrs. Preston Lambert were in charge of entertainment and provided novel games and gags. The ladies served a baked ham dinner. Prize winners were Bernie Thomas, Barbara Hoff and Jerry Ramsey.

The club recently voted an additional \$175 for furnishing the lounge. The annual banquet and ball will be held January 6.

Nick Nachicas is at his home at 3833 Columbus Avenue, Minneapolis, after being released from the hospital.

Garden State To Troupe Next Season

PHILLIPSBURG, N. J.—Garden State Shows will again hit the road as an organized show in 1958 after a six-year layoff, R. H. Miner, owner-manager, announced.

During the past six years the Miners have been operating ride units in Pennsylvania and New Jersey. The addition of a Merry-Go-Round this year and plans for two more rides, will make a total of seven office-owned devices.

Two additional tractors have been added and two kid rides and one major will be booked. Mathew H. Douglas will handle the Jenny and serve as agent for The Billboard

MIDWAY CONFAB

Clifford Davis, owner-manager of Dixie Amusements was in St. Louis recently and reported his '58 route is almost completed. He Louis recently and reported his '58 route is almost completed. He spent the holidays at his Bentonville, Ark., home... Prof. William J. Bernard spent the holidays in Manchester, N. H.... En route to Tampa, Mrs. Sholly Young visited Mrs. Ruth Williams at Ocala, Fla. Barbara LeMay has been released from the hospital and is back working clubs.

A number of the fairs have been played by 20th Century Shows, under the ownership of E. D. McCrary, the past several years.

Kansas City Club Renames George Gordon

KANSAS CITY, Mo.—George Gordon was re-elected to his second term as president of the Heart of America Showmen's Club at the recent regular meeting.

Ted Cory was named first vice-president; Jess Wrigley, second vice-president, and Sam Lyon, third vice-president. Al C. Wilson was renamed secretary-treasurer and George Sargent conductor. Joseph Drazic was named warden and three directors were named—Weldon Hale, San Ansher and Ivan Mikaelson.

President Gordon said one of the top problems to be solved during 1958 would be to find more convenient quarters for the club.

A. R. Briggs Buys Smith Bros.' Gear

COLUMBUS, O.—A. R. Briggs has announced the purchase of all the equipment of Smith Bros.' Amusements and will operate the show in 1958 under the banner of A. R. Briggs' Shows.

Involved in the purchase were six rides, including two Ferris Wheels and two Merry-Go-Rounds, plus other equipment.

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Now Booking for 7 Bona Fide Florida Fairs

Commencing January 27 at Palmetto and followed by Fort Myers, Plant City, Largo, De Land, Eustis and Sarasota

RIDES: Can place non-conflicting factory built Kiddie Rides.

SHOWS: Motordrome or any good Grind or Bally Show with own equipment. Equipment must be the best.

CONCESSIONS of all kinds that work for stock, Hanky Panks and Prize-Every-Time games. Catering concessions and direct sales, all open.

All replies, phone or wire to

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Want for winter quarters—Builders, Welders, Sign Painters and Carpenters.

Want for Winter Fairs—Non-conflicting Rides and Shows of merit. Opening February 15 at Winter Haven, Fla., with Orlando, Homestead and possibly two more to follow. Can also place worth-while Shows for our annual tour starting at Winter Haven.

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Thank You WALTER G. (Junior) NOELL

MONOGRAMMED HATS for the purchase of your wife's Christmas present—a new MARATHON MOBILE HOME. "Save Money With Johnny" JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347 Altoona, Pa.

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WATCH GARDEN STATE IN '58 Opening Eastern Pennsylvania Early May

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TRUTHFULLY ADVERTISED HONORABLY CONDUCTED

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1601 Hoyt Everett, Washington
MUST BOOK ENTIRE SEASON—DEPOSIT REQUIRED.

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NOW BOOKING

Ohio, Indiana and Kentucky Celebrations for 1958. Need Manager with Concessions. Johnny Caruso, Connie Phillips, let me hear from you. Will be at Columbus, Indianapolis and Louisville meetings.

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Perfect condition, eight cars, new top.
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Miracle Prayer Crosses, boxed... \$4.25
Men's 3-Rhinestone Rings, boxed 2.75
Ladies' Rhinestone Adl Rings, boxed 3.00
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Tailored & Rhinestone Earrings 1.50
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ACE is 1st again with the follow-up to the famous PICNIC DRINKING BEAR! DON'T GET SHUT OUT—ORDER NOW!

Plush covered battery operated Drinking Rabbit. Actually pours and drinks continuously. Indiv. Boxed... \$36.00 dz.

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302 Main St. Wheeling, W. Va.

MERCHANDISE TOPICS

Appealing directly to stores, industrial accounts, agents and routemen, Universal Premium Jobbers, Inc., 1508-16 Broadway, Macon, Ga., claims it has two exceptional values that are money-makers. One is a genuine cedar chest with mirror inside and landscaped outside, including two full pounds of nut topped milk chocolates. The cedar chest is 11 by 4 1/4 by 6 inches and comes complete with padlock and key. A sample is \$4.25, but the price drops to \$3.25 each when ordered in dozen lots. The second item is a treasure chest with jewelry and candy. This consists of a Hamilton gold-plated matched jewelry set with simulated precious stones and three quarter pound almond and pecan topped chocolates in simulated leather chest 7 1/2 by 3 3/4 by 5 1/2 inches. The item comes in assorted colors and is packed two dozen to a carton. A sample is \$2.25; in dozen lots \$1.75 each. The item also may be had without the candy, sample \$1.75 and in dozen lots at \$1.25 each. Push cards are included free with each item.

Atlas Novelty Company, 1128 16th Street, Denver 2, says it is the West's largest distributor of hand-tooled hand bags. Two specials are being featured, a large 10 by 7 inch shoulder bag at \$6.75 each and a 6 1/2-inch tooled clutch bag at \$10.80 per dozen. Also widely accepted are the firm's lifetime coin purses called Mite Midget. The 4 1/2-inch Midget is \$5.75 per dozen, while the 3 1/2-inch Midget is \$3.75 per dozen. All products are American made and are from top quality Western cowhide leather which the firm points out is not to be confused with imitations. Orders will be filled the same day received. Open accounts are offered to rated con-

cerns. Otherwise money order plus 25 cents for postage and handling is required.

A New Year's party deal is being offered by Levin Bros., Terre Haute, Ind., a firm which has been established since 1886. The firm says you will make your New Year's celebration a success with this deal which contains 48 full adult size elaborately decorated hats, 48 decorated horns and 50 large metal noisemakers. The complete deal, No. NY58, is \$14, f.o.b., Terre Haute, postage extra.

Harris Novelty Company, 1102 Arch Street, Philadelphia, is promoting six items which it says are moving exceptionally well. They are a four-piece pearl set at \$8 per dozen, seven-piece men's watch set at \$5 per set or \$57 per dozen, six-pen pocket secretary set at \$7 per dozen sets or \$81 per gross, women's five-piece Genova watch set at \$6 per set or \$9 per dozen, Harris special four-piece cameo & brilliant stone jewelry set at \$12 per dozen sets, and a mechanical jumping fur dog or cat at \$2 per dozen or \$21 per gross. These are all tested products with proven customer appeal. For a sample of any of the jewelry sets, add \$1 to cover extra cost of handling. Harris Novelty promises to ship your order the same day it is received.

Kim & Cioffi, 926 Filbert Street, Philadelphia, says it has the hottest item in the country today, in its jumbo-size individual name buttons in red and white, three and one half inches in diameter. An inventory of over 350 names is maintained as well as blanks for write-ons if desired. Agents are selling as many as 1,000 buttons per day at schools, farmer markets, auctions and neighborhood corners, the firm reports.

PIPES FOR PITCHMEN

By BILL BAKER

CARL CHAFFIN... veteran novelty worker at Ohio fairs, is laid up in Room 312, Mount Carmel Hospital, Columbus, O. Carl would like to receive mail from friends. He also asks that any of the boys passing thru Columbus stop off for a bedside visit.

Mexican pictures in their own 40 by 55-foot tent in Texas locations. . . . L. E. Wallace, veteran showman and pitchman, was making his home in Hale Center, Tex., where he was operating a fruit store. At one time Wallace had been with Doc Tate's med show.

Five Years Ago In Pitchdom

Fred Landrus, the entertainer, was with the Zarlinton Greater Players in the midst of a two-week stand at Schulenberg, Tex. The show roster consisted of Mr. and Mrs. Howard E. Zarlinton, Landrus and Burt Leslie, blackface comedian. Visitors on the show included Kennedy and Snooks Swain and Mr. and Mrs. Jack Reflogal, of the Plunkett show, and the Hernandez Sisters.

Buster and Kay Doss, of the Ray Smith med show, and Mr. and Mrs. Baldwin, who were operating their own med show in Texas, were visitors on the Zarlinton Greater Players at Schulenberg, Tex.

Tod Miller, advised from Bristol, Va., that he had been working Christmas banners and cards in retail stores in that area to good business. . . . A recent visitor with M. E. (Deacon) Sparks of sock note and his wife at Zebullion, N. C., was Madaline E. Ragan. . . . Sam Millman was reported to be corraling the long green at the H. L. Green store in Augusta, Ga.

Charlie (Toby) Hudson, writing from Savannah, Ga., said that while in Macon, Ga., he visited with J. D. Lance, med worker; George Lunsford, sheet writer, and Gene Delman, med man. . . . Jack Holler, who had been working stock sales in Tennessee and Kentucky with med to good returns, said that many of the boys in that area had turned to the tobacco markets. Holler was laying plans to make the New Orleans Sugar Bowl game and the upcoming Mardi Gras.

Charlie Ross was in Georgia, en route to Miami, writing sheet to good returns. . . . Tommy Ware and Ralph Spalding were doing well in the Augusta, Ga., area with screens and coils. . . . Robert (Willie) White, wintering in Milwaukee, reported that pitchmen were getting money in the Beer City. . . . Mr. and Mrs. Bob Odom, former med workers, were presenting

Chief Ed Eagle was bedded down for the winter at Ward's Trailer Court, Luling, Tex., but was working gadgets, sharpeners and wire jewelry out of the spot to good takes. . . . George H. (Scotty) Brooks was working football games at the high school auditorium and Rice Stadium, Houston. Brooks was working for Johnnie Osterman, who had the ex on concessions at both locations. . . . Frank Curry wrote from Rocky Mount, N. C., that a recent gathering of pitch folks there included Prairie Mae and Lone Fox, Toe Hole Sparks, sock purveyor; Slicer Whitfield and Smiley Valentine.

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Every Looker A Buyer \$6.50; Boxed \$7.25
Nett Ad 10 pc. Sets \$5.95; 8 pc. \$4.60
Thin Model Men's 17J \$9.95; Ladies' \$8.95.
25 Jewels Natl. Adv. Very Thin Men's \$18.
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IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

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Write for catalog of other items you can sell at Sensational Profits!

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BRAND NEW STYLES

Choice Lot! 6 for \$49 (Sample, \$9.95)

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Men's and Ladies! All famous makes! Complete with expansion band! Reconditioned—Guaranteed like NEW!

Men's new style Elgins, Walthams. Expansion Band. Guaranteed like new!

SPECIAL

Men's Waterproof WATCHES \$6.95 EACH

Round, waterproof cases. Expansion or leather band. (17-Jewel, \$7.95)

Sparkling Beauty! 7-JEWEL Rhinestone WATCHES \$7.95

17-Jewel, \$8.95
Latest style rhinestone or pink Cases. In exquisite gift box! Reconditioned and GUARANTEED LIKE NEW!

7-JEWEL Pocket Watches \$7.95

ELGINS! WALTHAMS! 15-Jewel \$8.95 17-Jewel 9.95

Reconditioned and Guaranteed like new! Sell at sensational profits!

SPECIAL Ladies Late Style 7-Jewel Watches \$7.95

6x8, Yellow or white. Complete with stretch bands. 17-Jewel, \$8.95

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6 Asst. Men's Watches \$42.95

with expansion bands. (Ladies' with cord bands)

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—Bulova—Elgin

Sample Watch \$7.95

Reconditioned, guaranteed like new. Wholesale only—25% with order, bal. COD, 24 hr. service, 5-day money-back guarantee.

Send money order or certified check. Send 50¢ for big new 1958 catalog; applied on first order. Phone: DEARBORN 2-3977.

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SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

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Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

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1975 East Main St.
Columbus, Ohio

Ideal for Engravers. State Your Business.

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr. . . \$18.00
E2—Stone Earrings, Asst. Gr. . . 21.00
E3—Pierced Hoop Earrings, Gr. . . 8.50
E4—Stone E Rings, Etc., Asst. Gr. 12.00
T3—Asst. Tie Sets, Bxd. Dz. . . 4.50
O1—Odd Lot Neck & Bracelets, Gr. . 24.00
B1—Bracelets, Asst. Gr. 25.00
W1—Men's 6-Piece Watch Set . . . 5.50
W2—Ladies' 5-Piece Watch Set . . . 6.00
WP—Gent's W.P. & Ex. Bd. Watch 6.00
R3—Gent's Stone Rings, Asst. Dz. 2.50
R101—Pearl Rosaries, Bxd. Dz. . . 9.00
R184—Religious Medallions, Bxd. Dz. 6.00
460—Stone Neck & Ears, Bxd. Dz. 7.50
470—Stone Neck & Ears, Bxd. Dz. 9.00
2256—3-Piece Pearl Set, Bxd. Dz. . 8.50
L1—Ronson-Type Lighter, Dz. . . 5.00
20% dep., bal. C.O.D. Free catalog. Try samples of any items at reg. prices.

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174 Empire St., Dept. 8, Prov., R. I.

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1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
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3 Indicate below the type of ad you wish:

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4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in _____ Issue.

I enclose remittance of \$.....

Name

Address

City State

ACTS, SONGS & PARODIES

SEND FOR FREE CATALOG OF ORIGINAL new comedy material: Gagfiles, Skits, Monologs, Parodies, etc. Laughs Unlimited, 106 W. 45 St., New York City. de30

200 CHRISTMAS-NEW YEAR'S EVE GAGS, 82; 1,200 gags, 88; 800, 53; 500, 53. Eddie Gay, 242 West 72nd St., New York 23, N. Y. de30

AGENTS & DISTRIBUTORS

ASSORTED FILIGREE, PEARL AND STONED EARRINGS, gross \$18; 3 dozen different samples, 96.75 postpaid. Free catalog. Jacobi, 1715 E. Mercer, Seattle 2, Wash. ja6

ATTENTION, CONCESSIONAIRES—2 1/2 x 2 1/2 Loose Butt Hinges, standard size, 12 1/2¢ each plus postage. C.O.D. Pat Patterson, 17 Shelton Ave., Wolcott, Conn. de30

EARRINGS—ASSORTED STONED AND TAILORED, \$8 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. de30

FAMOUS BROCH. CLOSEOUTS

Assorted Stoned Broches . . . \$1.75 dz.
Stoned & Tailored Earrings . . . 1.75 dz.
Pierced Earrings on Display . . . 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Eng. Lord's Prayer Neck, boxed . . . 3.00 dz.
Aurora Borealis Stoned Cross, boxed 4.00 dz.
Stoned Miracle Cross, boxed . . . 5.00 dz.
Stoned Heart Miracle, boxed . . . 5.00 dz.
Crucifix Cross, boxed 3.00 dz.
Children's Jewelry, boxed, asst. . . 2.95 dz.
Asst. Tie Slides, carded 1.00 dz.
2-Pc. Stoned Set 7.20 dz.
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Summer Earrings, asst. 12.00 gr.
Pearl Necklace (domestic) 1.45 dz.
Neck & Earrings, asst., boxed . . . 9.00 dz.
Cufflinks, carded, asst. 1.95 dz.
Necklace, asst. 1.50 dz.
Boxed Rosaries, asst. colors . . . 2.00 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. **SAMUEL SILVERMAN & CO., INC.** 1820 Westminster St. Providence, R. I. de30

HOSIERY—LOW PRICES: LADIES', MEN'S, Children's, Ladies' Nylons \$1 dozen up. Slightly imperfect Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Follard Hosiery Co. (AMS-1741), 1258 Market St., Chattanooga, Tenn. ja20

LATEST DESIGN SLIM ATTRACTIVE Automatic Cigarette Lighters: one dozen postpaid \$6.50. Dale Myers Walters, 1859 Clays Mbl Road, Lexington, Ky. de30

MEN'S WALLETS—PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. de30

FOOD AND DRINK CONCESSION SUPPLIES

ABOUT ALL MAKES OF POPPERS, CARAMEL CORN equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 130 S. Halsted, Chicago, Ill. te24

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FOR SALE—TWO DELUXE PHOTOMATICS. One Voiceograph, good operating condition, \$275 each. M. J. Zdarko, 2739 Euclid, Westerville, Erie, Pa. de30

FOR SALE—SECONDHAND SHOW PROPERTY

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SALESMAN—CALLING ON RECORD & Hi-Fi shops. Top accessory line of Record Cabinets, Backs & Stands. Write: Warneck Industries, 6516 Wynkoop St., Los Angeles 45, Calif.

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TATTOOING—I WILL TEACH YOU PROFITABLE, fascinating business. Complete professional course, supplies, secrets. Free information. Zeis, 728-A Leslie, Rockford, Illinois. np

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WANT TO BUY SECOND HAND DRIVING Range Equipment. Write W. H. McNeely, R. 2, Box 19, Oxford, Miss.

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MUSICIANS

AVAILABLE JANUARY FIRST. ALTO Sax, double Clarinet. Read, fake Dixieland style, prefer South. Combo, white, have car. Louie Clancy, Hilltop Arms, Apt. 413, Montgomery, Ala. de30

DRUMMER, DOUBLE VOCALS, AVAILABLE January 1. Age 28, neat, dependable, adaptable to any style of music. Write or wire John Bonino, 444 Hawthorne Court, Apt. 207, Madison, Wis. ja13

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GIVE TO DAMON RUNYON CANCER FUND

1957 Strife in Bulk Vending Lessens as the Year Ends

NVA Rebounds From Sharp Attack; NVMD Starts Constructive Action

CHICAGO — A good deal of 1957 was characterized by strife within the bulk vending industry, but as the year drew to a close positive corrective steps began to be taken.

The operator himself played a small part in the turmoil, and what final effect its flaring tensions will have upon him remains to be seen.

NVA

The May convention of the National Vendors' Association was sharply criticized as having poor organization and low attendance. This evoked a quick volley of replies, some contradicting allegations made, some calling for moderation, a few in agreement.

Long-standing tensions between distributors and manufacturers over direct sales to operators broke into the open in August and 11 distributors banded together to form the National Vending Machine Distributors, Inc.

Horizon Brightens

As the year drew to a close, the horizon began to brighten. The meeting of the NVA steering committee was spirited and to the point. Everyone present had something to say and it was evident that he had thought carefully about how to phrase it. There was no accusation. There was no attempt to justify possible past mistakes. There was a determination to make the May NVA convention a high point in what will then be the seventh year of the association's history.

On the last lap of 1957 the National Vending Machine Distributors made known that their association was waging more than a struggle for existence. It announced plans to form common policies within the association that would benefit the operators they serve.

A clear-cut accomplishment of far-reaching effect on bulk vending came earlier when in June the federal government finally clarified its taxation policies on bulk venders. In a letter to Milton T. Raynor, general counsel of NVA, the Department of Internal Revenue stated that no taxes would be levied on machines as long as the value of the vended product equalled or was less than the coin inserted.

Sport Venders

An interesting development in bulk venders became evident as the year wore on. No less than six different types of venders with a

sport-play action were introduced. How successful they will be remains to be seen.

In the fall a jumbo capsule also made its entry. Designed to take quality charms or merchandise of a dime's value or more, what impact it will have on the industry will become more evident as 1958 rolls on.

Below is an abbreviated summary of what happened in bulk vending during 1957—the events, the names, the new products. . . .

JANUARY-APRIL. Look-see viewer on charm-ball gum machines held legal in New York. . . . Folz seeks government action against charm-gum units to get test case of legality. . . . CAVA attorney advises members to seek lower gross-receipts taxes instead of lower per-machine taxes. . . . Coast Venders, Inc., goes into full production on Multi-Vendor, which incorporates game feature.

MAY: National Vendors' Association holds convention in Chicago; twenty exhibitors display wares, business sessions take up chain-store operation and problems of machine servicing; Milton T. Raynor delivers keynote speech on

NVA plans for future. Dan Tokowitz presents views of chain stores on bulk vending. Moe Mandell and Paul Crisman honored.

JUNE-JULY. King & Company introduces new baseball bulk vender. . . . Department of Internal Revenue rules bulk machines are not taxable so long as value of product is equal to or less than value of coin inserted. . . . Logan Distributing Company introduces Slugger ball gum vender.

AUGUST. Bulk distributors organize National Vending Machine Distributors, Inc., in protest over direct sales by manufacturers. Eppy answers that direct sales will continue. . . . Four manufacturers hold charm show for Texas operators. . . . King & Company names four distributors for new line. . . . California operators elect officers, null licenses. . . . B. J. Grenier calls for closer operator-manufacturer cooperation. . . . Raynor urges unity of bulk industry within NVA. . . . Moe Mandell says distributor association willing to compromise on direct sales.

SEPTEMBER. Standard Specialty three-day opening ceremonies (Continued on page 67)

ACCENT ON REFINEMENTS

Machine Selectivity Keys Cig Vending Growth in '57

CHICAGO—Instead of bringing out radically new equipment in 1957, manufacturers concentrated on making refinements on their cigarette machines that enabled operators to keep pace with changing tastes in the public.

The increasing demand for variety of brands and filter-tip cigarettes was met by machines with greater brand and price selectivity.

Sensitive to the increasing operating costs, manufacturers brought out machines with greater capacities. There were also more electric models.

Altho little in the way of new cigarette equipment was shown at the National Automatic Merchan-

dising Convention, it was evident that the 20-selection vender predominated. The 30-selection machine also made its debut.

The year was replete with attempts of State and local Legislatures to increase the tax on cigarettes, which were successful in some cases, tho well organized local operator groups fought the legislatures right down the line.

Three major cigarette manufacturers were charged by the Federal Trade Commission with alleged illegal practices. At the end of the year no final settlements had been made.

Below are news highlights of cigarette vending in 1957 broken down into two-month periods.

JANUARY-FEBRUARY: U. S. drops antitrust charges against Gotham cigarette operators. . . . Code of ethics for CMA member firms in New York defined by U. S. District Court consent decree. . . . Eastern Electric begins production of Mark II vender. . . . Record high of almost billion dollars reached by R. J. Reynolds Tobacco Company in 1956. . . . Government extends cigarette excise taxes another year. . . . L&M earnings drop slightly, sales rise.

MARCH-APRIL: Iowa House of Representatives declares cigarette vender legal. . . . Indiana considers 1-cent tax increase. . . . Illinois assembly asks for 1-cent cigarette tax increase. . . . Cigarette Vendors' Institute urges California operators to fight 3-cent cigarette tax. . . . Philip Morris charged by FTC with discrimination in promotional allowances. . . . Jack Levine names New York sales representative of Eastern Electric. . . .

Maryland governor vetoes 3-cent-a-pack tax boost on cigarettes. . . . Memphis continues seven-year boom in cigarette vending.

MAY-JUNE: Philip Morris denies FTC charges of discriminatory allowances. . . . Cigarette sales 3.4 per cent over 1956 first quarter. . . . Five major cigarette manufacturers announce price increase of .7 cents a pack. . . . L&M bows Oasis cigarette. . . . P. Lorillard begins national distribution on Newport. . . . PM's Weiss (Continued on page 63)

BULK BANTER

By SAM ABBOTT

Paul Schwartz, Philadelphia, sees inflation as the basic problem of the bulk vending industry. He writes: "The trouble with our business is the devalued penny. Twenty-eight years ago I paid \$800 for a car. Today the same car costs \$2,400. Twenty-eight years ago I could get a good man for \$35 a week, while today I pay the same man \$100. Merchandise today is twice as high as it was during the war years. Everything went up and I am still getting a penny for my merchandise. What we need is a 2-cent piece. I have nickel machines, but they are dead."

California operators are active as usual. Sid Bloom, co-partner in Operators Vending Machine Supply Company and secretary-treasurer of Oak Manufacturing Company, spent two weeks in Palm Springs with his daughter and son-in-law and four grandchildren. . . . Sam Weitzman, other co-partner in Operators Vending and Oak Manufacturing president, is counting calories and has been successful in pushing down the weight by pushing away from the table. Weitzman says, "I did it by myself." He cut out starches and sweets.

Daniel Lally, Lally Vending Service, has lost about 25 pounds since he went on a diet. . . . Juanita and Bill Siegle, Siegle Vending in Bellflower, are back from a week-end in the mountains.

Bulk's Future Brightest Ever Says Grenier

CULVER CITY, Calif. — "The future of bulk vending has never been as bright as it is today," says B. J. (Bob) Grenier, who nearly 20 years ago started a penny-nickel operation that is today the DeLuxe Vending Service here. He is also president and one of the founders of the California Automatic Vendors Association.

Grenier's prediction is based on his experience in all types of vending. In addition to his major equipment, he is operating bulk venders with peanuts, candy, and tab gum. While it is small coin business, Grenier checks the profit and loss sheets for these products as carefully as he does those for coffee or cold beverages in industrial locations. The bright days-to-come for bulk merchandisers, Grenier believes, will be even better if operators and manufacturers devote more time and study to their respective segments of the industry.

High Bulk Margin

DeLuxe Vending is devoting more attention to bulk vending than before. The reason for this is that Grenier sees bulk machines as good profit earners, more so than some large equipment on the basis of margin as against investment. One location in particular—an airline hangar—grosses \$20 to \$25 per month. Of the total, half is in nickels.

Grenier entered vending on his own thru a bulk merchandise route. His first installation was comprised of 72 machines, which were earning approximately \$1 to \$1.50 each, per month. By spotting these machines in a large aircraft plant, the machines increased in gross revenue to \$25 and \$30 a month.

"If a man came into my office and asked my advice about going into vending, I'd tell him very definitely to try bulk vending first," Grenier declares. "There is more money to be made in bulk vending on the basis of effort and investment than in any of the other fields."

Pick Spots Carefully

"The operator, however, must pick his spots. He must really know how to merchandise. Many of those entering the field feel they are qualified to operate main-

(Continued on page 67)

'STRUGGLE, OPPORTUNITY'

NVA's Raynor Foresees Challenge in New Year

CHICAGO—In 1958 the bulk industry will have to fight harder for its expansion, and the National Vendors' Association will devote more of its energies to internal problems. That is the view of Milton T. Raynor, general counsel of NVA:

"The year 1958 will be one of both golden opportunities and struggle. Altho the economy in general has shown a softness, ours is an industry which should continue to advance and progress despite this fact. In addition, we are going thru a transition period which finds chain stores of all kinds accepting our merchandising methods and procedures, and this

acceptability should open new horizons for all operators.

Goals for 1958

"In 1958, NVA intends to hold its most outstanding convention—in Miami Beach, at the new Deauville Hotel, May 1-3. This convention will be geared in such a way that operators will learn by being exposed to valuable new merchandising items and ideas.

"We intend to expand our valuable group insurance programs and to render other services which will prove helpful to the industry in general. Of prime importance is an education job with operators themselves, a job which must instill in (Continued on page 55)

1957 Vending Boom Outruns Cost Rise

P-R Drive; Machine Refinements; Diversification Sparks Expansion

CHICAGO — In 1957 the automatic vending industry continued its healthy, paced expansion, altho rising costs made both the big and small operator more budget-conscious than ever.

Improved public relations, machine refinements in quality and variety as well as more diversification made both store owners and management on all levels conscious of the savings that automatic merchandising can offer without a sacrifice in quality.

A major break-thru came late in the year with the first currency changer, which was designed by A.B.T. Manufacturing Corporation. No longer having to rely largely upon change a potential customer may have, it remains to be seen

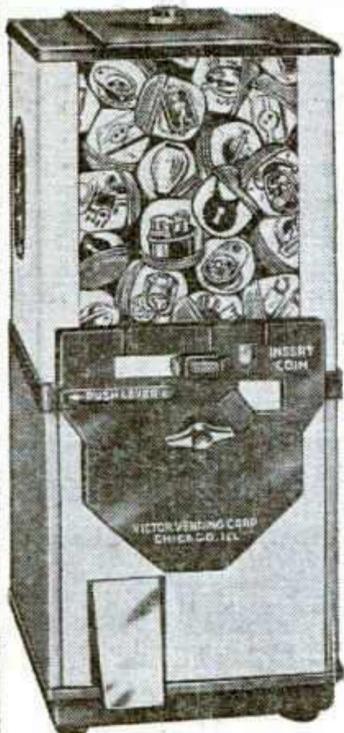
how the vending industry will utilize this new development.

Coffee venders were improved and increased in number. The fresh-brew unit showed a remarkable growth. Instant-coffee venders came out that boasted fresh cream, better instant cream and improved coffee concentrate.

Hot canned food, which had a feeble start more than two years ago, was used in an estimated 10,000 vending machines in 1957.

For the first time in years, practical vending machines dispensing hot sandwiches were put on the market. Another new development was the introduction of three kinds of milk-shake machines.

Ice cream venders were hurt in (Continued on page 56)

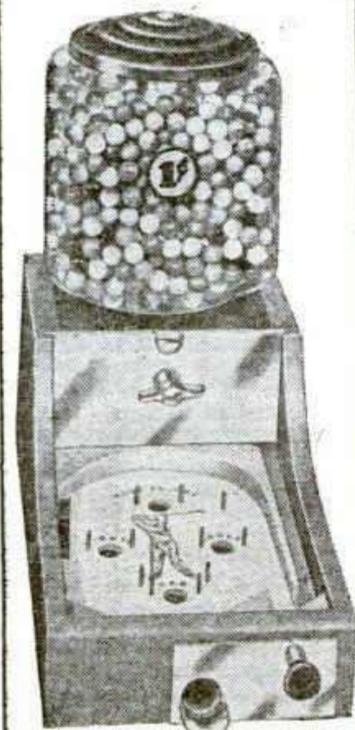


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IN 1958... BE RIGHT with "STAR-BRITE"
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7/8" SIZE SOLID BALL
Ask your distributor to stock Cramer's "Star-Brite" for you!
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Write for Lowest Prices. Complete line of Charms, Ball Gum, Stands, Parts.
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GIVE TO DAMON RUNYON CANCER FUND

1958 Challenge
• Continued from page 54
each and every operator the sincere feeling that he is a businessman and that he is part and parcel of the expanding vending industry; that he can go forward toward real success without resorting to devices which impugn his own integrity and that of the industry."

NVA Beginnings
The National Vendors' Association was launched in the spring of 1951, when its declared purpose was to "combat persecution based on alleged violations of sanitation or anti-lottery ordinances and laws." NVA today continues to give legal aid and advice as its primary function, and strives to broaden its services to the operator.
When it was first formed, NVA called itself the National Association of Gum Vendors. This was natural enough since a group of ball gum operators originally organized it when the Case of the United States vs. the Cavalier Vending Corporation in Virginia threatened to make the mixing of charms with ball gum illegal.

Name Change
The case was resolved in favor of the operator. Membership quickly rose from the original six, to 130, and the name of the association was changed to National Association of Bulk Vendors when it became evident that operators using all types of bulk equipment wanted to join.

NVA got its present name in 1955. By that time the association considered itself more than a clearing house for legal aid and information. In its annual conventions efforts were made to provide the operator with business facts and information on developing trends. Operators also received regular bulletins which informed them of general industry problems and progress.

Broad Insurance
Insurance sponsored by NVA was progressively broadened thru the years so that now an operator not only has insurance on his machines, but life and hospitalization insurance as well.

7 KEENEY VENDERS
Bring 7-Way Profits!
• New Keeney "22" Riviera Electric Cigarette Vender
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We carry a complete stock of bulk merchandise charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices. American Chicle candy coated or tab type gum. Also Beech-Nut, Peppermint or Spearmint 3-C slab gum, 45¢ a box of 100 ct.
Order Today—Prompt Deliveries.
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Free Samples... that will get your business off to a profitable start for 1958! Send for samples of our 32 NEW items brought out in 1957 PLUS 5 BRAND-NEW FEATURE CHARMS that have not been introduced as yet! Get a head start on everybody! (Offer good until February 1, 1958.)
SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line
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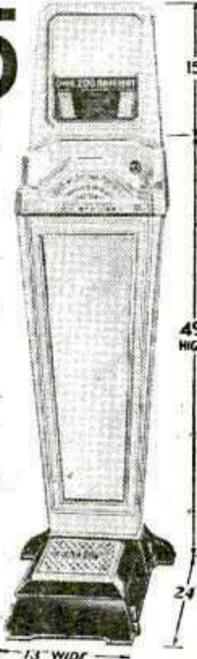
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Chicle Ball Gum, 130 ct. 35¢ lb.
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Chicle Chicks, 320 & 520 ct. 34¢ lb.
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Tab (short stick), 100 ct. 33¢ box
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33 YEARS OF MANUFACTURING EXPERIENCE
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GIVE TO DAMON RUNYON CANCER FUND

Vending Boom
• Continued from page 54

1957, however. For some reason their popularity decreased and ever fewer numbers were made as the year wore on.

Following is a month-by-month run-down on major-equipment news and developments that took place during the year.

JANUARY—Lehi introduces new Take-A-Break coffee and chocolate unit. . . . Morris Auerback joins ABC Vending as assistant to president. . . . Increasing use of vending in front of supermarkets. . . . Ameropa Shipping and Trading Corporation increases shipments to Europe. . . . Schroeder Products joins Industrial Vendors in beverage venter production. . . . Vendo Company denies FTC charge of illegal merger with Vendorator. . . . Wico Corporation forms vending division.

FEBRUARY—Fedam announces new financing program for hot food venders. . . . Teamsters move to organize Bay State. . . . Vend Distributing Company, Detroit, moves to new quarters. . . . Harold Perkins heads vending sales at J. H. Keeney. . . . A & P pulls out battery of venders at Long Island store. . . . Automatic Canteen reports record sales. . . . Apco popcorn, self-brew unit in production.

MARCH—Mills coffee machine rights purchased by Joyner. . . . Merkle Korff opens West Coast branch. . . . Rowe appoints Jack Hopson and Robert Deutsch sales managers. . . . Eastern milk strike has no effect on milk vending. . . . Operators welcome FTC intention to investigate high coffee prices. . . . Apco makes first shipments of German-made Sodashoppes and Coffeshoppes. . . . Automatic Refreshment draws 200 at open house. . . . Louis Leverone, president Automatic Canteen, dies in Chicago. . . . Frigid Fruit revamps operator financing. . . . Pepsi-Cola plans service management seminars.

(Continued on page 58)

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER, 8-COLUMN CANDY, 160 capacity, prewar model. . . \$110.00
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Silver King 1c B.G. or Mds. 8.00
ABT Gum 30.00
Acorn, 1c or 5c 9.50

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack \$.83
Pistachio Nuts, Jumbo Queen69
Pistachio Nuts, Large Tulip66
Pistachio Nuts, Vendor's Mix57
Pistachio Nuts, Sheik43
Cashew Whole65
Cashew Butts58
Peanuts, Jumbo42
Spanish32
Mixed Nuts57
Tabby-Lets, 520 ct.30
Rainbow Peanuts32
Boston Baked Beans32
Jelly Beans28
Licorice Gums28
Leaflets, 650 ct.40
M & M, 550 ct.50
Hershey-ets47

Rain-Blo Gum, 40 ct. \$.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.30
Rain Blo Ball Gum, 100 ct.32
200 lb. minimum, prepaid on all Rain Blo Ball Gum.
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(Write for List)
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Slow, Steady Coin Growth

Continued from page 57

boxes and games on Long Island were in the Western end of Nassau County, near the New York City line. Today, Suffolk-Nassau alone operates some 2,000 pieces of equipment on Long Island.

While 1957 may have been only a so-so year in regard to operator profits, it was a near-record year in regard to equipment purchases—and the net worth of the nation's coinmen is probably the highest in history.

Operators realize that the important factor is not the cost of equipment, but its revenue potential. Hence, sales of 200-play juke boxes and the more expensive games—notably the long bowlers—were at a healthy level during most of the year. And this high purchasing level should continue during 1958.

Marginal Op

This means that the operator might get a lesser return on his investment percentage-wise, but in terms of actual revenue he should be in pretty good shape. It also means that the day of the marginal or part-time operator, who could

invest a few dollars in inexpensive equipment and stay in business, is fast drawing to a close.

Juke box operators will be paying a lot more attention to programming in 1958 than they have in the past. As the selectivity of the juke box grows, the programming problem becomes more complex. The nation's top 10 disks are only a beginning for the operator.

A striking example of the need for intelligent programming occurred in the Christmas season which ends this week. Most of the nation's operators threw in one or two seasonal disks and experienced a rather disappointing season.

Yuletide Disks

New York operators, however, carried as many as 20 yuletide sides per box—and Christmas season collections were the best in years.

For the amusement machine operator, the cry in 1958 will be for new games. Pinballs have been running into increased opposition from law enforcement agencies—notably in New York State where State police cracked down. Shuffle alleys are still steady earners, but they no longer rack in the grosses they once did. The same would apply to pool tables.

The long bowler gave the industry a shot in the arm during 1957, and the operators are hoping that the manufacturers will hit with something as big during 1958.

All facts considered, 1958 should be a year of fairly slow but steady growth for the coin machine industry, with few operators making enough to retire, but fewer unable to make a pretty good living.

LES JUKES

Juke Pushes Pic; Sells Self to Public

MEMPHIS—A familiar but nevertheless effective public relations idea for the juke box industry was exploited here recently when George Sammons, president of Sammons-Pennington Company (local Seeburg outlet) loaned a new 200-selection machine to Loew's State Theater for playing of the "Les Girls" sound track in the theater lobby.

Co-operating were the theater and the Capitol record distributor (the sound track being on Capitol).

The phonograph played Cole Porter tunes from "Les Girls" continually during the extended showing of the musical. Sammons has co-operated like this many times on public relations-service promotions. The value in gaining local public acceptance for the juke box, he says, is more than worth the time and expense involved.

30 Albany Area Juke Ops Attend Seeburg Session

ALBANY, N. Y.—Nearly 30 juke box operators and representatives of the record industry attended a programming demonstration at the office of the Davis Distributing Company here last week (The Billboard, December 23). Speaker was Jack Gordon, of the J. P. Seeburg Corporation, and host was Harry Wertheimer, manager of the Albany branch. The guest list follows:

Maurice and Bud Benware, Benware Vending, Malone; Mr. and Mrs. Frank Berical, Duane Novelty, Duaneburg; Andrew Gagliardi, Fox Music, Albany; Vincent Gagliardi, Troy; Louis Huban, Waterleit; Henry C. Knoblauch and Henry C. Knoblauch Jr., Hudson Falls; Charles Ledford, Glens Falls; Mr. and Mrs. Clyde Lower and Abe Lower, Lower Novelty, Schenectady, and Jack Miraglia, Pittsfield, Mass.

Also, Rudolph Morin, Albany; Paul Brock, Paul Novelty, Whitehall; William Wakelee, Troy; Harry Samuels and Mr. Cherry, Little Falls; Cliff Witham, Witham Enterprises, Glens Falls; Louis Marshall, Willett Sales, Albany; Arthur Casella Rensselaer; John Geel, East Greenbush; Daniel Robelotto, Albany; Len Smith and Stan Bernstein, one-stop operators, and Aaron Sternfield, The Billboard.

Miami Party

Continued from page 57

Mrs. Sam Taran; Mr. and Mrs. Harold Carson; Mr. and Mrs. Eddie Leopold; Mr. and Mrs. Berlin Saunders; Mr. and Mrs. Gene Biggio; Mr. and Mrs. Milton Smith; Mr. and Mrs. Felix Whatley; Mr. and Mrs. Sherwood Browning; Ronald Shapiro; Clara Hunger; Mr. and Mrs. Al Miller; Mr. and Mrs. Morris Diamond; Mr. and Mrs. Jimmie Bonnie; Mr. and Mrs. Dave Engel; Mr. and Mrs. Marvin Leiber; Dr. and Mrs. Stern; Pop Leiber; Mr. and Mrs. Marty Marks.

Mr. and Mrs. Manny Brookmire; Mr. and Mrs. Henry Stone; Mr. and Mrs. Marion Godlin; Mr. and Mrs. Bobby Schwartz; Mr. and Mrs. Buddy Cohen; Mr. and Mrs. Gil Gross; Mr. and Mrs. Murray Cross; Mr. and Mrs. Burt Kahn; Marvin Novak, Cy Wolfe, Sol Gottlieb; Mr. and Mrs. Milt Adler; Harold Hirsch, Mr. and Mrs. Reggie Ferrie; Roslynd Weinrich, Mr. and Mrs. Jim Hunter; Mr. and Mrs. Morris Marder; Ruth Michaelson; Mr. and Mrs. Charles Cooke; and Mr. and Mrs. Cliff Deale.

Vending Boom Outruns Costs

Continued from page 56

APRIL—Full-line vending potentialities dominate National Association of Tobacco Distributors' convention. . . . Vending machine financing taken up at regional meet of NAMA. . . . Lehigh introduces three-column candy bar vender. . . . Rowe egg machine goes into production. . . . Cole promotes Stan Gaines to vice-president. . . . Two-day meet of King Coffee attended by 800. . . . ABC Vending net income sets record for 10th year. . . . East Coast Coffee schedules production of no-refrigeration liquid coffee concentrate.

MAY—Dixie Cup and American Can announce merger plan. . . . 200 attend NAMA regional meeting in Atlantic City. . . . Cole increases exports. . . . Harold Roth group gains controlling interest in stock of U. S. Hoffman. . . . Vending machine exhibitors at MOA Convention in Chicago report limited interest in their products. . . . Brass Rail, New York restaurant chain, launches store-front vending experiment. . . . Ameropa exclusive U. S. and Canadian distributor for Weigandt Automaten.

JUNE—Mills and Heinz bring cross-suit on alleged breach of contract on hot food venders. . . . Brass Rail named caterer for 1958 World's Fair in Brussels. . . . Automat Corporation to sell land-travel insurance thru vending machines. . . . Rudd-Melikian bows three new vending machines at firm's ninth annual convention. . . . FTC charges Automatic Canteen with unlawfully acquiring Rowe in 1955. . . . Auerbach explains difficulties of location ownership to 300 chain executives.

JULY—U. S. vending machine production up 15 per cent over previous year, reports Commerce Department. . . . Fedam begins new expansion plan in U. S., Canada, Europe. . . . Vending is boosted at Chicagoland Trade Fair. . . . Midwest samples store-front vending. . . . Rowe makes sales and service available on West Coast. . . . New England vending firm thwarts teamsters in forcing unionization. . . . Rudd-Melikian integrates national with local direct-mail campaign.

AUGUST—NCWA ignores vending at convention because of lack of member interest. . . . Rowe promotes Jackson Dunwoody to general field sales manager. . . . American Scale announces 2-cent scale. . . . Samuel Kresberg, Apco president, dies. . . . Justin Funkhouser elected president of Victor Products. . . . Impulse Plastics introduces line of all-plastic vending cups.

SEPTEMBER—Jennings gets new division. . . . Northwestern introduces Sweet 16 candy vender. . . . West Germany best market for U. S. vending, says Ameropa head. . . . Tight credit dampens in-plant feeding expansion. . . . Rudd-Melikian enters open market. . . . Vendo agrees to FTC consent order making patent for bottle venders acquired from Vendorlator available to competitors. . . . After three-

year lapse, hot-sandwich venders come back on market.

OCTOBER—Twenty-first annual convention of NAMA held in Philadelphia. Near-record attendance. Little shown in way of radically new equipment. Rudd-Melikian shows hot-food vender. Northwest markets new pre-brew coffee unit. Business sessions center on profit-squeeze of inflation. . . . Soft-drink profits up for first half 1957. . . . Robot venders produced by Glascock. . . . Bally expands U. S. sales coverage.

NOVEMBER—Hinkle, Automatic Canteen head, dies at 50. (Continued on page 66)

Jukes, Games

Continued from page 57

maintained by Indian agents over anything sold to the Indians, there is an endless amount of red tape which must be observed.

Scott nevertheless has numerous stops in central stores and amusement centers thruout the reservation, which are similar to military post exchanges or canteens. The Wyoming operator runs phonographs, vending machines and amusement games in the assorted locations, all phonographs, incidentally, on dime play.

Despite the fact that Indian income is below the State average, the reservation locations show a consistently good return and have from time to time exceeded those in ostensibly more solvent sections of Scott's territory.

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Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 49's, Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-17a

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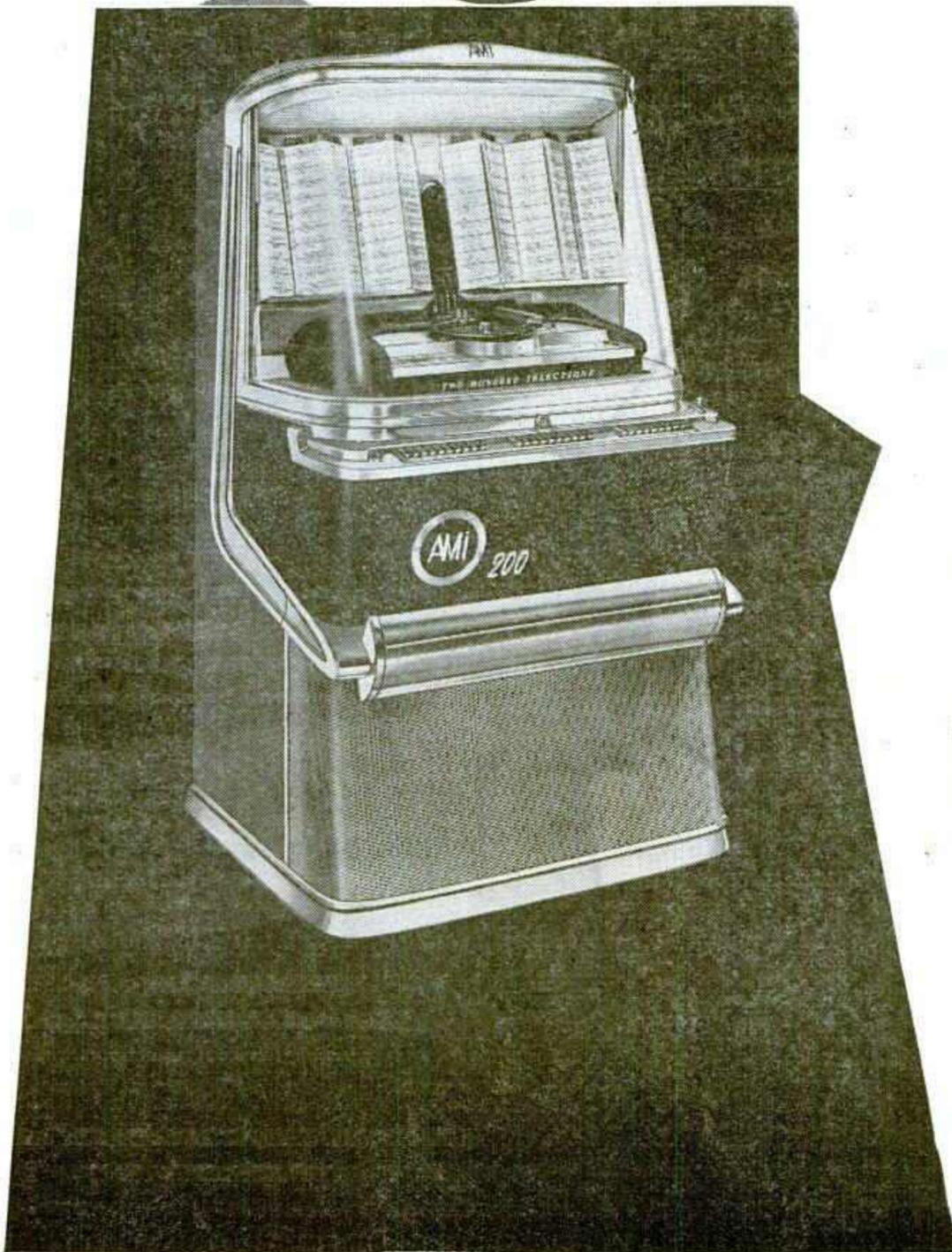
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is now showing the "H-200 M"!
Come in to see it soon.*

1957 JUKE BOX HIGHLIGHTS

• Continued from page 57

State legislation at meet. . . Albany operators organize association. . . Seeburg intros new 200 and 100 selection juke box. . . New United juke shown to distributors at Chicago show. . . G. N. Ditchburn, English juke manufacturer, tours U. S. . . 500 attend N. J. operators' fete. . . AMI bows new model H 200, 120 and 100 selection juke. . . United announces details on new juke to U. S. operators prior to MOA debut. . . New York union locals 531 and 465 charged with racketeering by MONY and RCIA in Supreme Court suit. . . Boston mayor kills tax cut, papers slam operators. . . Billboard survey reveals operators oppose juke unionization. . . Chile juke box export market opens up.

MAY. Massachusetts operators elect new slate, map State, city tax fight. . . Billboard publishes 1957 Juke Box Operator Poll; pinpoints juke as dominant factor in 45 record market. . . Wurlitzer sales up 6 per cent for all products. . . MOA's 10th annual convention in Chicago attracts peak 4,500 attendance; copyright discussion, forums on operating problems key business meets; 54 record and juke

box exhibitors show products, slide film juke display unit unveiled.

JUNE. United names six U. S., four overseas distributors for phonograph. . . MOA re-elects Miller president at meet, Levine re-appointed counsel. . . Mississippi operators set autumn dime play conversion goal. . . New York pinball ban spurs dime juke play. . . 400 attend Westchester operators' fete. . . Operators experiment with album covers to spur play. . . EPs, 50-cent chute start new juke pricing experiments. . . West Virginia operators hold third annual convention; taxation, depreciation, legislation and dime play highlight two-day business sessions. . . New York heat wave cripples collections. . . "Milk bars" exempted from 20 per cent federal cabaret tax. . . Massachusetts operators rally against \$50 Boston tax; ask liquor dealers to join ASCAP fight.

JULY. Operators move to pare costs via better commissions, disk buying continues in an effort to attract play. . . 50-cent chutes, accumulators receive split reaction from operators in nationwide pricing experiments. . . Wurlitzer launches week-long service schools. . . Consent decree ends U. S. anti-trust action against AMI. . . Poor weather cripples collections in Minnesota. . . MOA rejects O'Mahoney request for compromise with ASCAP, asks congressional hearings. . . U. S. releases 1954 juke, game census totals; operators average \$629 per juke, \$722 per game; industry receipts hit \$212 million. . . Wurlitzer starts new financing subsidiary. . . Michigan operators establish informal committee to work with State Association (UMO) to fight unfair legislation. . . California operators, servicemen organize union.

AUGUST. MOA's Miller and Levine seek tavern owners' association support in Senate juke copyright fight. . . Nebraska operators hold quarterly meet; election of slate, dime play keys discussion. . . Sidney H. Levine, veteran legal counsel for coin industry, dies at 53. . . 200-selection juke opens door to operator experiments with programming standards and other than hit tunes. . . MOA names Nebeker and Stoope as interim counsel. . . Sam Cetlan, New York "paper union" head, discloses protection racket to Senate Committee; MONY, RCIA pursue fight. . . 250 attend all-music fete in Milwaukee. . . MOAM maps plan to contest \$160 Boston juke tax with equity bill. . . Elmira, N. Y., operators convert to dime without benefit of public relations, finding location resistance nil. . . Dime play gains thruout East, New York and New Jersey near 75 per cent mark. . . Wurlitzer intros wallbox with 50 cent chute.

SEPTEMBER. New York State operators form own association. . . Hearings on Senate juke box copyright bill postponed as Congress nears adjournment. . . New York operators guild draws 200 to yearly fete. . . Hirsh, East Coast (D. C. operators) launch joint servicing plan. . . Westrex, Western Electric subsidiary, unveils stereophonic (binaural) disk. . . Chicago distributors set up first jointly run mechanic service school—prompted by acute shortage of electronically trained personnel. . . CMMA adds life insurance to association's health plan. . . Sandy Moore, head of Suffolk-Nassau Amusement Company (large N. Y. music and game operator and distributor), buys Young Distributing Company,

Wurlitzer outlet in Gotham. . . RMSA, Chicago operator association, draws 1,000 at first annual dinner dance. . . Carlson re-elected president of UMO, with new officer slate. . . Wurlitzer ends distributor agreement with Sierra, California distributor. . . Costs outstrip income in juke box operations forcing operators to retrench with more economical operating practices and passing of costs on to locations. . . Billboard publishes annual Market Report edition with statistical information on industry and new operating techniques. . . Rock-Ola intros new 50-selection phonograph. . . United appoints three new U. S., four new overseas distributors. . . MOAM files suit challenging city, State juke tax. . . Kansas ops elect slate, null commissions and dime play at meet.

OCTOBER. Rock-Ola bows second new model juke in two weeks—120 selections. . . Senate committee probes W. Bufalino, Detroit juke union boss. . . American Guild of Variety Artists fines two members, Nick Noble and Lola Dee, \$1,000 each for free appearance before RMSA, Chicago operator association, fete. . . Little Rock juke silenced by integration strife. . . Gary, Ind., union adopts location picketing to fight "racketeering" in non-member spot. . . MOAM denied injunction to prevent State, city from collecting \$150 yearly per juke fee. . . MONY and RCIA win fight against union racketeering as New York Supreme Court grants permanent injunction against Local 531, United Industrial Unions, and 10 co-defendants. . . Billboard survey reveals trend toward larger operating companies. . . CMMA campaign helps defeat proposed Oakland juke fee hike. . . Nebraska operators hold fall conclave. . . Brooklyn grand jury indicts Al Cohen, organizer of Local 531, allegedly phony New York juke union. . . Wurlitzer names Young

in Selma, Calif., replacing Sierra. . . UMO holds series of civic shows in P-R move.

NOVEMBER. Six alleged co-conspirators named by Brooklyn grand jury in conspiracy indictment against Al Cohen. . . Davis Distributing Company, New York Seeburg outlet, launches P-R program aimed at general public. . . AMI unveils new 200-selection phonograph. . . Wurlitzer names Pacific in San Diego. . . CMMA votes to extend dollar aid to Boston operators in \$150 yearly juke tax fight. . . Shaffer Music, Seeburg's Columbus distributor, opens joint juke, disk one-stop. . . MOA president George Miller meets with juke manufacturers in Chicago prior to MOA board meeting in Miami. . . Sales spurt in 78 to 45 r.p.m. conversion kits keys switch to 45 disks. MOA holds Miami board meeting, approves five-point program. . . MOAM hosts 700 at second annual banquet. . . 1,000 attend New York operator fete. . . Charleston operators form new association. . . Atlantic-New York, Gotham Seeburg outlet, launches operator forum series. . . New York, Chicago operators suffer 10-30 per cent slump in collections. . . New California union hypos recruiting.

DECEMBER. Use of P-O-P display material clicks for operators in scattered instances but lacks nationwide acceptance. . . Senate juke hearings on copyright scheduled for January 15-17. . . MONY seeks injunction against Cigarette and Coin Vending Machine Union, Local 19, and officers. . . Rock-Ola names Fabiano in Detroit. . . Wurlitzer shows new 200 and 104 selection juke boxes to distributors. . . "Location buying" becomes rampant in Denver. . . MOAM loses fight against Boston \$50 weekday license, case against other State, city fees pending in Massachusetts Supreme Court. . . Operators' holiday record buying trails previous years. . . Wurlitzer names Walker in Los Angeles.

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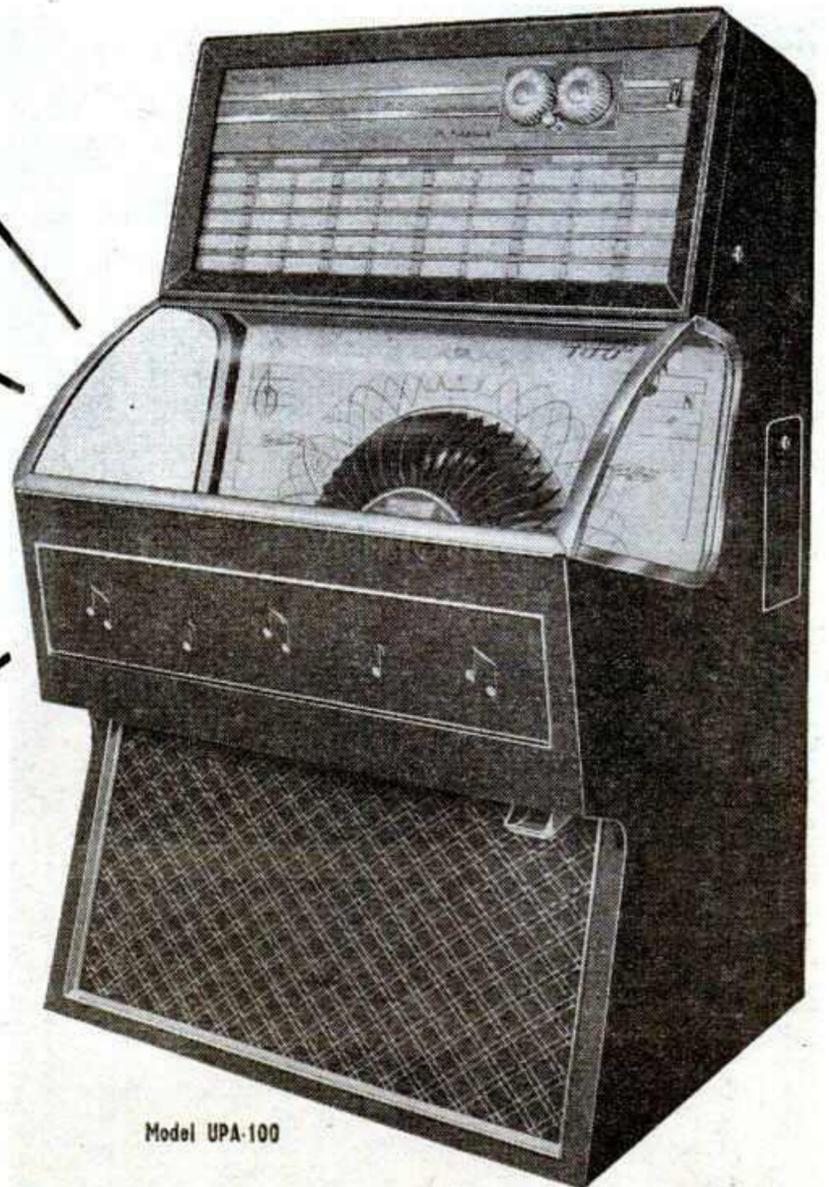
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UNITED MUSIC CORPORATION

3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP



Model UPA-100

Williams Bows Pair of Novel Bowling Games

Player-Controlled Manikin Catapults Ball at Ten Pins

CHICAGO—Ten Strike, a replay game, and Ten Pins, a straight novelty game, together introducing a new version of coin-operated bowling, were shipped to distributors last week by Williams Manufacturing Company.

The new compact 59-by-22-inch bowling games feature a player-controlled manikin kegler about a half-foot high, which bowls balls of under one-inch diameter at pins under a half-foot high.

Player aims and activates the manikin by manipulating the figure of a bowling ball set on the outer left side of the cabinet to pivot and aim the manikin at the pins, and by manipulating a similar bowling ball at the right side of the cabinet to shoot the ball from the manikin at the pins.

The games can be played by either one or two patrons. Balls are delivered to the manikin figure along a bowling ball track. Scoring is regulation up to the 10th frame, when player gets bonus shots, with a 360 score possible.

Pins, which re-set automatically, are suspended on nylon-twisted and woven strings, and the entire playfield is covered by a lightweight, one-piece, plexiglass non-breakable hood. Playfield and rails are of Formica.

Ten Strike and Ten Pins are identical models with the exception that Ten Strike, the replay model, provides replays for high score or number match, and has twin National rejector chutes adjustable to 3, 4, 5 or 6 plays. Ten Pins, the straight novelty model, has a single National rejector chute adjustable to nickel, dime or quarter play.

The games, about the size of five-ball pin models, are designed to fit into most types of locations.

Gottlieb Ships Straight Flush, New Five-Ball

CHICAGO—Straight Flush, a single-player, five-ball pin with a card game theme, was shipped to distributors last week by D. Gottlieb & Company.

Blackglass has a circular fan of 13 light-up playing card symbols. Player can light two cards at a time with a single hit on playfield ball targets.

Straight Flush gives special scores for lighting any five cards in a row, hitting red and green targets after a five-card row is made, or making a special roll-over on the fifth ball after a "straight" is lighted.

Three roto-targets are brought up to scoring position at all times. Player hits targets by pressing ball flipper buttons which shoot ball up the playfield.

Red and green targets light ball bumpers and kickers for added scoring. Straight Flush features 18 ways to score specials, and has match play and 7,000,000 top score.

Player can spin varied-numbered roto-targets by hitting four spots on playfield. Game is available with both dime chute and three-for-quarter chute. It has a ball count window at bottom playfield.

Game Trade 1957 in Review: Year of Transition, Inaction

Focus on Bowlers, 5-Balls, Used Equipment; No Bold New Ideas

CHICAGO—The year 1957 was one of transition for the game business. There were some new beginnings, some endings, but for the most part the theme was, "make do with what we have."

Ended was the long reign of the in-line pinball as king of locations. Begun was a new stress by manufacturers on games of clear amusement—away from games with chance appeal.

The industry saw the heydays of the high-grossing but legally troublesome in-line pin drawing to a close via a decision by the U. S. Supreme Court. It took a deep breath and settled back to build toward a challenging new era in coin amusements.

But little headway was made. Not a single new successful location game was bowed in 1957 that was more than a departure from what had been built the previous year.

Ball Bowler Trend

New game production and sales centered around the ball bowler, an oft-praised, oft-denounced creation

born in 1956. Ball bowlers hit their sales peak during the year, but never approached the sell-out proportions reached by the bumper-type pool game in the years previous. Operators complained about price, frequent design changes and size . . . all of which combined in the ball bowler to present to some operators near as much trouble as profit.

Little if any headway was made on a national organizational level. The one trade group fairly representative of national industry—the National Coin Machine Distributors' Association—produced a number of worthy proposals, but little action. A few impressive new operator organizations were formed, but operator groups remained limited on a national basis. There was little hope that manufacturers might work together to advance industry interests. The idea that representative operators, distributors and manufacturers could meet as a group and iron out industry problems remained only an idea.

The export trade in games hit an all-time high during the year, with games accounting for the greatest percentage gains over the previous years. Five-balls, shuffles, in-lines and arcade pieces all enjoyed brisk demands from markets abroad.

More Five-Balls

Two manufacturers embarked on regular production of five-ball pins. Bally and Genco entered the field to compete with Gottlieb and Williams in the steady, widely popular five-ball markets.

United, Bally and Chicago Coin stressed output on ball bowlers, with United apparently withdrawn
(Continued on page 65)

N. Y. Court Refuses Union Injunction

• *Continued from page 57*

contentions were not proved, and that Local 19 was a certified union.

Meanwhile the union situation here is still muddled. The only union with an agreement with a local association is Local 1890, covering the New York juke box operators.

Currently, no game union is active here. At one time, the RCIA had granted a charter to a union operated by Jim Caggiano. But later the charter was withdrawn, and Caggiano attempted to activate his own union, which had preceded the RCIA charter. He was enjoined from doing so.

Local 531

Local 531, which was set up by Al Cohen in the juke box field, was also enjoined in a court action, and Cohen himself was indicted by a Brooklyn grand jury on a conspiracy charge.

The basic difference between the action against Local 531 and the action against Local 19 is that Local 19 did not attempt to replace operators at picketed locations with those of its own.

The power of a former union operator in the area, Sam Getlan, has apparently been broken. Getlan was once dominant in the Hudson Valley and in Westchester County, but after testimony before a Senate investigating committee—testimony which linked Getlan with underworld figures—the operators refused to have any dealings with Getlan.
(Continued on page 64)

1957 News Highlights: Ball Bowlers, Heavy Exports, Pinball Decisions

Following are the month-by-month developments in the coin-operated amusement game trade of the past year.

JANUARY—CIAA inks contract with electrical union. . . . Miami Association holds annual dinner-dance. . . . California trade predicts larger, mixed routes. . . . Ops show growing interest in new ball bowlers. . . . Indiana to review State pinball code. . . . Irving Kaye moves to larger plant. . . . National coin union plans 10-State drive. . . . Cash payments and improved credit ease op finance terms. . . . Games

on comeback in Memphis. . . . Boston cuts number of pinball licenses. . . . U. S. subcommittee backs newly proposed federal pin tax code. . . . Salt Lake City pin ban ruled unconstitutional. . . . South Carolina studies bill to ban pins. . . . Bally builds bowler in three sections. . . . Boston vetoes Sunday, teen game play. . . . Internal Revenue requires op statement on location lease with split of \$600 or over. . . . Canipe named Memphis association head.

FEBRUARY—U. S. Supreme Court to review Korpan in-line pin case. . . . Bally, Moloney mark silver anniversary. . . . Reveal 133 game models bowed in 1956. . . . Coin pool games continue good grosses, but sales drop. . . . Salt Lake City pin case to move to State Supreme Court. . . . Frank Mencuri resigns Exhibit Supply post. . . . Ball bowlers, target bowlers give trade sales punch. . . . Indiana Senate kills bill to ban pins. . . . Coin exports jump ahead 45 per cent in October. . . . 600 attend Baltimore operator association dinner. . . . Nominate slate for AAMONY voting. . . . Ball bowlers gradually moving to front in industry. . . . November exports climb 19 per cent. . . . Keeney enters ball bowler market. . . . Appeals Court rules Toledo, O. pin ban valid. . . . Valley ships six-pocket pool game.

MARCH—Trade hunts used pins, exports drain market. . . . Canada tightens restrictions on pins. . . . Reveal teamster move to control Oregon pins. . . . Illinois bill threatens ops with 1 per cent tax on gross receipts. . . . AAMONY re-elects Sandy Warner president. . . . Game hijackers hit Chicago locations. . . . Cincinnati bans free-play pins. . . . Tennessee kills bill to clip teen pin play. . . . George Ponser, pioneer New Jersey distributor, dies. . . . Proposal for new pin tax fails, U. S. Supreme Court to decide tax categories. . . . Indiana bans free-play pins. . . . Nat Cohn, New York trade leader, dies. . . . Game market boosted by well-balanced production. . . . Illi-

nois High Court rules free-play pins okay.

APRIL—Tavern trade reports high costs, low income. . . . Pins under study by assemblies in Maryland, South Carolina, Wisconsin. . . . Arkansas ops help defeat anti-game bills. . . . Sam Greenberg re-elected CIAA president. . . . Pool trade picks up with six-pocket models. . . . U. S. Senate probe turns to coin machines. . . . Reveal record 1956 export year. . . . Max Munves, New York trade veteran, dies. . . . N. Y. State moves against pins, ops pull equipment. . . . Charges levied in N. Y. State Supreme Court against union locals 531 and 465. . . . Indiana anti-pin law held invalid in Fort Wayne court. . . . 14,076 games, jukes licensed for Chicago spots. . . . Local 465 preys, Caggiano, refutes charges of RCIA. . . . Maryland outlaws pins bearing \$250 stamps. . . . Supreme Court hears Korpan pin case, decision deferred. . . . Boston ops hit with \$100 pin fee. . . . January exports dip from 1956 level, but games show gain.

MAY—Trial date set in MONY, RCIA versus Local 531 in New York. . . . Ball bowlers, six-pocket pools boost spring outlook. . . . Li-

Used Shuffles Climb Up to \$100 in 1/2 Year

Most Other Game Models Show Normal Depreciation; In-Line Pin Prices Fall

CHICAGO—Some used shuffle game models in the 1954-1955 category rose in value up to \$100 over the past six months. Most used shuffles showed hikes or remained at a steady price level since July. Few showed major drops, and most kept far ahead of normal depreciation rates.

Only used in-line pin models showed an unusual drop in value among used game models over the past year. This can be traced directly to the unfavorable legal climate brought to these games by the U. S. Supreme Court decision.

Five-ball pins showed relatively normal depreciation rates thru the year, while Arcade-type equipment showed flighty ups and downs from season to season and piece to piece.

Comparative Shuffle Pieces

Comparative prices of a fairly representative group of used shuffle bowlers indicated a general upswing in price tags from July to December, as reflected in the advertised price listings of The Bill-

board's weekly Price Index. According to the Index, Chicago Coin's Score-A-Line shuffle (late-1955) jumped from a mean average advertised price of \$295 in July to \$425 in December. The firm's Starlite (mid-1954) moved from \$95 in July to \$195 in December.

United's Team Bowler (early-1954) climbed from \$75 to \$165 in the same period, and Bally's Victory (mid-1954) was tagged at \$75 at mid-year, \$195 at year's end. United's Banner (late-1954) hiked from \$115 to \$240.

While these price jumps were outstanding, most late-model used shuffles showed gains or held their price over the six months.

Keeney's Bikini shuffle (mid-1954) moved from \$75 to \$150. The firm's Pacemaker (late-1953) remained at a level \$85. Its Bonus Bowler (early-1954) jumped from \$95 to \$125.

United's Clipper (mid-1955) remained at \$295, and its Olympic
(Continued on page 68)

Hub Pins Face More Rough Sledding Ahead

BOSTON—The fight to raise the license fees on pinball machines with the aim of driving them out is still going on in the city. Last week Councilman Edward F. McLaughlin Jr., a foe of the machines, told the City Council that he asked the Law Department last May to compile a report showing how much it costs the city to grant and police a pinball license. He said he was still waiting and that he was getting mighty impatient. Last spring the council passed McLaughlin's order hiking the li-

cence fee from \$35 to \$100. Mayor John B. Hynes vetoed it with the explanation that the city can charge only as much as is reasonably necessary for granting a license and policing the operation of the machine.

Hynes suggested a fee of \$60 for the first machine and \$35 for all others on the same premises. The fee stayed at the \$35 which had been advanced \$5 at the beginning of this year. McLaughlin has charged that some of the machines
(Continued on page 66)

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of December 23, 1957)

MUSIC MACHINES				CHICAGO COIN				SHUFFLE GAMES						
	High	Low	Mean Avg.		High	Low	Mean Avg.		High	Low	Mean Avg.			
AMI				CHICAGO COIN				SHUFFLE GAMES						
Model C-40	\$ 69.00	\$ 69.00	\$ 69.00	Basket Ball Champ (10/49)	\$195.00	\$195.00	\$195.00	Ace Bowler (CC) (9/50)	\$295.00	\$ 95.00	\$195.00			
Model E-40 (53) 40 sel., 78 RPPM	275.00	225.00	225.00	Tahiti (10/49)	75.00	75.00	75.00	Advance Bowler (CC) (5/53)	199.50	95.00	100.00			
Model E-80 (53) 80 sel., 45 RPM	350.00	350.00	350.00	GENCO				(American Shuffleboard)						
Model E-120 (53) 120 sel., 45 RPM	425.00	275.00	350.00	Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00	Arrow (CC)	375.00	250.00	315.00			
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00	GOTTIEB				Banner (U) (8/54)				325.00	155.00	240.00
Model F-120 (54) 120 sel., 45 RPM	595.00	495.00	565.00	Arabian Knights (11/53)	\$125.00	\$ 95.00	\$100.00	Bikini (K) (6/54)	195.00	125.00	150.00			
ROCK-OLA				Auto Race (9/56)	270.00	235.00	245.00	Bonus Bowler (K) (3/54)	190.00	75.00	125.00			
1432 (50-51) 50 sel., 78 RPM	\$ 95.00	\$ 95.00	\$ 95.00	Basketball (10/49)	200.00	200.00	200.00	Bonus Score Bowler (CC) (4/55)	395.00	275.00	345.00			
1432 Rocket	100.00	95.00	95.00	Chinatown (10/52)	65.00	35.00	65.00	Bowlette (G) (7/50)	40.00	40.00	40.00			
1434 (50-51) 50 sel., 78 RPM	175.00	135.00	145.00	Cinderella (3/48)	25.00	25.00	25.00	Broadway Alley (U)	225.00	195.00	195.00			
1434 Fireball	195.00	135.00	195.00	Classy Bowler (7/56)	245.00	215.00	235.00	Capital Deluxe Shuffle Games						
1434 Rocket	150.00	135.00	145.00	Coronation (11/52)	45.00	35.00	45.00	Capitol (U) (6/55)	350.00	225.00	295.00			
1436 A-(53) 120 sel., 45 RPM	175.00	175.00	175.00	Crossroads (5/52)	195.00	45.00	65.00	Carnival (K) (5/53)	125.00	45.00	85.00			
1438 (54) 120 sel., 45 RPM	395.00	395.00	395.00	Cyclone (4/51)	25.00	25.00	25.00	Cascade (U) (2/53)	50.00	50.00	50.00			
1446 Hi-Fi 120 sel., 45 RPM	445.00	445.00	445.00	Daisy Mae (7/54)	145.00	125.00	125.00	Century (K) (6/54)	295.00	175.00	210.00			
SEEBURG				Derby Day (4/56)	210.00	185.00	195.00	Champion (B) (5/54)	300.00	125.00	195.00			
HM-100-Hideaway (9/49)	\$149.50	\$149.50	\$149.50	Diamond Lill (12/54)	140.00	115.00	125.00	Chief (U) (11/53)	85.00	85.00	85.00			
M-100-A (9/49) 100 sel., 78 RPM	275.00	69.50	195.00	Dragonette (6/54)	175.00	135.00	150.00	Classic (U) (6/53)	140.00	50.00	80.50			
M-100-B (10/50) 100 sel., 45 RPM	425.00	375.00	395.00	Duette (3/55)	195.00	150.00	175.00	Clipper (U) (5/55)	385.00	215.00	295.00			
M-100-C (5/52) 100 sel., 45 RPM	525.00	65.00	495.00	Flying High (2/53)	65.00	45.00	45.00	Clipper Deluxe (U) (5/55)	425.00	225.00	325.00			
HF-100-G (9/53) 100 sel., 45 RPM	695.00	575.00	575.00	Four Belles (10/54)	125.00	125.00	125.00	Clover Shuffle (U) (1/53)	125.00	39.50	75.00			
HF-100-R	695.00	675.00	675.00	Four Stars (6/52)	65.00	50.00	65.00	Club (K) (4/53)	75.00	50.00	65.00			
100-W (9/53)	575.00	575.00	575.00	Frontiersman (11/55)	185.00	150.00	165.00	Comet Targette (U) (11/54)	125.00	125.00	125.00			
WURLITZER				Gold Star (8/54)	150.00	125.00	140.00	Comet Deluxe (U) (11/54)	345.00	125.00	245.00			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00	Grand Slam (4/53)	60.00	35.00	50.00	Criss-Cross (CC) (11/53)	95.00	95.00	95.00			
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00	Green Pastures (1/54)	100.00	75.00	100.00	Criss-Cross Targette Deluxe (CC) (1/55)	110.00	110.00	110.00			
1100 (47) 24 sel., 78 RPM	50.00	50.00	50.00	Guys & Dolls (5/53)	80.00	45.00	65.00	Criss-Cross Targette Regular (CC) (1/55)	75.00	75.00	75.00			
1217 Hideaway (50) 48 sel., 45 or 78 RPM	95.00	95.00	95.00	Gypsy Queen (2/55)	175.00	125.00	170.00	Crown (CC) (4/53)	50.00	50.00	50.00			
1250 (50) 48 sel., 45 or 78 RPM	115.00	69.50	115.00	Happy Days (7/52)	65.00	65.00	65.00	Diamond (K) (5/53)	235.00	100.00	175.00			
1400 (51) 48 sel., 45 or 78 RPM	195.00	124.50	165.00	Harbor Lites (2/56)	195.00	175.00	185.00	Domino (K) (5/53)	50.00	50.00	50.00			
1450 (51) 48 sel., 45 or 78 RPM	175.00	150.00	150.00	Hawaiian Beauty (5/54)	125.00	120.00	120.00	Double Score (CC) (3/53)	95.00	49.50	75.00			
1500 (52) 104 sel., 45-78 RPM Mix	495.00	149.50	299.00	Hit 'n' Run (3/52)	65.00	45.00	65.00	Feature (CC) (7/54)	275.00	125.00	185.00			
1550-A (53) 104 sel., 45-78 RPM Mix	299.50	299.50	299.50	Jockey Club (4/54)	130.00	85.00	110.00	Fifth Inning Deluxe (U) (6/55)	115.00	110.00	110.00			
1600 (53) 48 sel., 45 or 78 RPM	275.00	275.00	275.00	Jubilee (5/55)	275.00	210.00	210.00	5 Player (U) (1/51)	40.00	40.00	40.00			
1600-A (54) 48 sel., 45 or 78 RPM	275.00	275.00	275.00	Jumbo (10/54)	235.00	225.00	225.00	Fireball (CC) (11/54)	150.00	150.00	150.00			
1650 (53) 48 sel., 45 RPM	325.00	225.00	325.00	Marathon (10/55)	245.00	215.00	245.00	Flash (CC) (9/54)	335.00	195.00	195.00			
1650A (54) 48 sel., 45 RPM	325.00	225.00	225.00	Lady Luck (9/54)	150.00	105.00	125.00	8 Player (GE) (9/51)	85.00	50.00	50.00			
1700 (54) 104 sel., 45 RPM	625.00	495.00	495.00	Lovely Lucy (2/54)	110.00	60.00	110.00	Gold Cup (CC) (7/53)	155.00	75.00	115.00			
1800 (2/55) (W)	825.00	65.00	595.00	Marble Queen (6/53)	85.00	85.00	85.00	Gold Medal (B) (3/55)	425.00	275.00	300.00			
PINBALL GAMES				Mystic Marvel (3/54)	255.00	95.00	120.00	Hi Speed Triple Score (CC) (8/53)	60.00	60.00	60.00			
BALLY				Niagara (12/51)	35.00	35.00	35.00	Holiday Match Bowler (CC) (9/53)	450.00	225.00	350.00			
Atlantic City (5/52)	65.00	55.00	65.00	Pin Wheel (10/53)	100.00	60.00	100.00	Hollywood (CC) (5/55)	495.00	225.00	325.00			
Beach Beauty (1/55)	185.00	30.00	175.00	Poker Face (8/53)	85.00	60.00	75.00	Imperial (U) (9/53)	215.00	60.00	135.00			
Beach Club (2/53)	75.00	30.00	30.00	Quarett (2/52)	95.00	95.00	95.00	Leader Shuffle Alley (U) (11/53)	195.00	125.00	165.00			
Beauty (11/52)	75.00	55.00	75.00	Queen of Hearts (12/52)	65.00	60.00	60.00	League Bowler (U) (1/54)	250.00	95.00	160.00			
Big Time (1/55)	245.00	110.00	125.00	Quinette (3/53)	75.00	65.00	65.00	League Bowler Deluxe (U) (4/54)	195.00	100.00	145.00			
Bright Lights (5/51)	55.00	55.00	55.00	Rose Bowl (10/51)	50.00	35.00	35.00	Lightning (U) (2/55)	295.00	225.00	275.00			
Bright Spot (11/51)	65.00	65.00	65.00	Score-Board (3/56)	275.00	185.00	225.00	Lightning Deluxe (U) (2/55)	295.00	275.00	275.00			
Broadway (12/55)	270.00	185.00	225.00	Sea-Belles (8/56)	295.00	275.00	285.00	Magic (B) (12/54)	425.00	300.00	325.00			
Coney Island (9/52)	55.00	45.00	45.00	Shindig (9/53)	110.00	60.00	100.00	Mars (U) (1/55)	295.00	225.00	275.00			
Dude Ranch (9/51)	75.00	45.00	60.00	Skill Pool (8/52)	70.00	35.00	65.00	Mars Deluxe (U)	395.00	185.00	245.00			
Frollic (10/52)	80.00	65.00	65.00	Sluggin' Champ (4/55)	180.00	125.00	180.00	Match Bowl-A-Ball (CC) (8/52)	70.00	45.00	45.00			
Gayety (3/55)	85.00	55.00	65.00	Sluggin' Champ Deluxe (4/55)	180.00	180.00	180.00	Match Pool (GE) (2/54)	99.50	75.00	80.00			
Gaytime (6/55)	145.00	65.00	125.00	Southern Belle (6/55)	170.00	165.00	170.00	Mercury (U) (12/54)	175.00	150.00	165.00			
Hi-Fi (6/54)	75.00	60.00	65.00	Spot Bowler (10/50)	30.00	30.00	30.00	Mystic Bowler (B) (12/54)	355.00	325.00	355.00			
Ice Frolics (1/54)	65.00	45.00	55.00	Stage Coach (11/54)	150.00	120.00	150.00							
Miami Beach (9/55)	145.00	120.00	125.00	Sweet Add-A-Line (7/55)	175.00	135.00	175.00							
Nite Club (3/56)	425.00	210.00	245.00	Toreador (6/56)	386.00	275.00	275.00							
Palm Beach (7/52)	85.00	40.00	40.00	Tournament (8/55)	225.00	210.00	225.00							
Palm Springs (11/52)	65.00	55.00	60.00	Twin Bill (1/55)	150.00	145.00	150.00							
Spot Lite (1/52)	65.00	55.00	60.00	Wishing Well (9/55)	185.00	145.00	175.00							
Surf Club (3/54)	60.00	40.00	55.00	UNITED										
Variety (9/54)	95.00	70.00	75.00	ABC (2/52)	545.00	545.00	545.00							
Yacht Club (6/53)	55.00	30.00	55.00	Caravan (1/56)	225.00	50.00	200.00							
				Circus (8/52)	25.00	25.00	25.00							
				Havana (2/54)	80.00	80.00	80.00							
				Hawaii (6/54)	120.00	120.00	120.00							
				Manhattan (4/55)	80.00	60.00	60.00							
				Nevada (8/54)	43.00	43.00	43.00							
				Rio (9/55)	145.00	70.00	75.00							
				Rio (11/53)	25.00	25.00	25.00							
				Singapore (10/54)	40.00	40.00	40.00							
				Stardust (4/56)	225.00	150.00	210.00							
				Starlet (11/55)	225.00	50.00	125.00							
				Triple Play (8/55)	85.00	65.00	65.00							
				Tropicana (1/55)	75.00	75.00	75.00							
				Tropics (7/55)	145.00	145.00	145.00							
				WILLIAMS										
				Army & Navy (10/55)	\$ 35.00	\$ 35.00	\$ 35.00							
				Big Ben (9/54)	125.00	55.00	95.00							
				C. O. D. (9/53)	75.00	75.00	75.00							
				Colors (11/54)	95.00	95.00	95.00							
				Dealer '21' (2/54)	55.00	35.00	55.00							
				Deluxe Baseball	195.00	85.00	125.00							
				Disk Jockey (11/52)	40.00	40.00	40.00							
				Eight Ball (1/52)	35.00	35.00	35.00							
				Fairway (6/53)	40.00	40.00	40.00							
				Grand Champion (8/53)	80.00	35.00	80.00							
				Gun Club (11/53)	40.00	40.00	40.00							
				Hayburner (6/51)	75.00	50.00	50.00							
				Hong Kong (10/52)	55.00	50.00	5							

Table with columns: High, Low, Mean Avg. Lists various amusement machines like Mercury Deluxe 11th, Name Bowler (CC), etc.

Table with columns: High, Low, Mean Avg. Lists various amusement machines like Anti Aircraft, Atomic Bombers (M), Auto Photo (AP), etc.

Table with columns: High, Low, Mean Avg. Lists various amusement machines like Panoram (Mills), Pennant Baseball (W), Periscope (CC), etc.

ARCADE EQUIPMENT

Table with columns: High, Low, Mean Avg. Lists arcade equipment like AA Gun (K), ABT Challenger (5/46), etc.

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Selectivity Keys • Continued from page 54 man named director of marketing. JULY-AUGUST: Milwaukee operators debate new 1-cent State tax on cigarettes. . . . 1957 cigarette sales up 4 per cent over 1956. . . . New Pennsylvania law for cigarette tax enforcement. . . . Federal grand jury indicts Pittsburgh cigarette operators. . . . FTC charges Reynolds Tobacco with discriminating among customers in granting promotional allowances. . . . Kent's get a new filter. . . . FTC charges American Tobacco with "preferential treatment" of certain customers. SEPTEMBER-OCTOBER: New York cigarette operator association writes new code. . . . Du Grenier brings out Smokemaster. . . . Cigarette taxes down 1.7 per cent for August. . . . VenPack brings out new machine. . . . Liggett & Myers obtains patent on L&M brand. . . . 20-column cigarette machines dominate NAMA show. . . . Superior introduces new manual vender. . . . Continental sues Rowe \$1 million over alleged imitation of Twenty-700. NOVEMBER-DECEMBER: Detroit operators hike prices, lose cigarette sales. . . . Pittsburgh operators fined \$26,725 in cigarette price-fixing charges. . . . Manufacturers at work on new models with increased selectivity. . . . R. J. Reynolds attains highest sales and earnings in history for nine-month period. . . . All major producers show earnings increases.

Children's Rides-Guns! RECONDITIONED-COIN OPERATED Like New Condition-Fully Guaranteed MANY AVAILABLE-WRITE FOR LIST ALL TYPES-ALL MODELS BUY OR TRADE FOR . . . GENCO SKY GUNNER Terms: 25% deposit w/order-balance C.O.D. WANTED! Will Buy Mills #118 1¢ Tab Gum Vendors - Reconditioned or As Is-In Working Order. State Quantity, Price. CAROUSEL Industries, Inc. 2645 W. LAWRENCE CHICAGO 25, ILL. All Phones: Uptown 8-1369

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M100C	469
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2000	\$699	1400	149
1800	569	1250	99
1700	469	1217 (Hideaway)	89
1650	239		

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G200 (like new)	\$649	1436 (45 rpm)	\$229
F120 (like new)	495	1434 (45 rpm)	139

ROCK-OLA

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WURLITZER 5205 (104 selections)	32.50

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News Highlights of 1957

• Continued from page 61

cense relief sought for New York City game operators. . . . New York State pin ban dulls prospects at summer stops. . . . Chattanooga to issue pin licenses. . . . Boston CJA dinner honors Dave Bond. . . . Game industry shows Arcade equipment at MOA show. . . . 446 coinmen honor Meyer Parkoff at New York UJA banquet. . . . NCMMA meets, discusses sales, public relations. . . . Louisville ban hits teen pin play, ups fees. . . . Court affirms Toledo free-play ban. . . . Indiana boosts op tax on gross income 50 per cent.

JUNE—Kiddie ride trade reports \$5,500,000 annual gross. . . . Chicago trade gives UJA solid backing. . . . Manufacturers plan use of larger bowling ball. . . . Trade awaits U. S. Supreme Court decision in Korpan pin case. . . . March exports hit all-time high total of \$2,833,870. . . . NCMMA tells progress, plans. . . . Operators on used games kick, find shuffles still pull coins. . . . Distributors seek summer hype, lean on used games. . . . Manufacturers bow 45 new models in year's first half. . . . Bally bowler has ball hitting pins. . . . U. S. Supreme Court rules pay-off pin balls subject to \$250 gambling tax.

JULY—New York Supreme Court grants injunctions against Cohen, Caggiano, Local 465. . . . Minnesota Supreme Court rules free-play pins legal. . . . New York operators plan State coin association. . . . NCMMA publication urges operator 25 per cent commissions. . . . Wisconsin bill to legalize free plays fails by one vote. . . . Manufacturers say ball bowlers to pace future game trade. . . . Bally, United report plans to keep in-line pinballs rolling, but expect cut in output. . . . U. S. Supreme Court kills Korpan petition for pin case rehearing. . . . Exports top \$2,000,000 second month in row. . . . Government restates pin charges following High Court decision, confusion reigns in many areas of nation. . . . Survey of game operators reveals desire for new type game with long life, earning power rated top importance; operators hit high prices, frequent design changes. . . . Revenue department: free plays not subject to \$250 tax. . . . Ball bowlers get more and more realistic as manufacturers add improvements. . . . Used game prices show six-month hike, only in-line pins show drop.

AUGUST — Exports streak to third \$2,000,000 month. . . . Dio, New York union racketeer, tells how he "organized" 100 operators. . . . Bally sets output on series of five-ball pins. . . . New York State launches kiddie ride safety probe. . . . Five-balls enjoy new life in Minnesota. . . . Enforcement of U. S. Supreme Court pin tax decision grows across nation. . . . Pool game trade solidifies, looks to fall revival. . . . New model introduction at 54 dips from 1956

level. . . . Exports hit \$12,772,000 in first half-year. . . . Max Marner, Philadelphia coin machine figure, dies.

SEPTEMBER — Trade ponders tournament play plans on ball bowlers. . . . Kiddie ride accident launches Miami inspection drive. . . . Baltimore police probe alleged

(Continued on page 65)

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Wms. SIDEWALK ENGINEER	99.50
Wms. 1957 BASEBALL	350.00
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cash pay-offs on pinballs. . . . Bally revives output on shuffle bowlers. . . . Internal Revenue rules prizes on bowler play not subject to \$250 tax, awards on match play subject to the higher tax. . . . United announces plans to renew shuffle game production. . . . Exports mark fourth \$2,000,000 month. . . . Successful tournament operators tell how it's done. . . . Fast-moving ball bowlers, shuffles, five-balls, make need for new game less urgent. . . . King-Pin Equipment,

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Balls, 2 1/4", lgt. weight55
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Brand, per thousand 80

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of Michigan, makes entry in kiddie ride field. . . . Slump in receipts continues for New York operators. . . . New York State Coin Machine Association holds first regular membership meet. . . . Higher rates, longer terms characterize financing for game operators.

OCTOBER — Internal Revenue moves against pay-off pinballs in Ohio, hints drive in Indiana. . . . N. Y. C. mulls more favorable license law. . . . Circuit judge rules Indiana's anti-pin law unconstitutional. . . . NCMDA to discuss plan for national bowling game tournament. . . . More games, fewer jukes licensed in Chicago.

NOVEMBER—U. S. judge rules in-line pins gambling machines per se, in Illinois federal test case. . . . Six alleged co-conspirators named in conspiracy indictments against Al Cohen, in New York. . . . U. S. exports hit \$18 million in eight months for new record. . . . Ball bowlers hike receipts in New York. . . . N. Y. union situation in state of flux. . . . Membership in newly formed New York Coin Machine Association, Inc., reaches 250. . . . Second Indiana court jolts anti-pin forces. . . . 15 coin firms sign for NAAPPB Show. . . . Sam Lewis resigns Exhibit Supply presidency, joins Williams Manufacturing. . . . Utah Supreme Court blasts Salt Lake City pin ban. . . . Internal Revenue sets \$20 annual tax on miniature pool games. . . . Manufacturers bow switch-free alleys on new ball bowlers. . . . Detroit okays new ball bowlers, industry rushes equipment. . . . Empire Coin, Chicago, opens Detroit sales office.

DECEMBER — Genco enters five-ball pin field. . . . Gore named to Exhibit Supply presidency. . . . Spotlight Arcade equipment at NAAPPB Convention. . . . Munves takes annual NAAPPB Guenther award. . . . NCMDA kills plans for national tournament on bowling games. . . . Year's game output under 100 new models. . . . U. S. exports top \$20 million thru third quarter of 1957. . . . Strike hurts New York City game receipts.

1957 in Review

Continued from page 61
from in-line production and Bally cut back in this field. Few new models were bowed by Keeney or Exhibit Supply, previously regular contributors to the new game output. Year's last quarter saw manufacturers running off relatively limited numbers of ball bowlers, and holding back on introduction of any new type location games. Operators were buying a sprinkling of new bowlers while depending on late used models to bring the bulk of location grosses in most areas

1957 in Review

Continued from page 61

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CLASSY BOWLER 225		DIAMOND LILL 115
DERBY DAY 195		CAPRI 145
HARBOR LITES 175		CUE TEE 55
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MAGIC 155	

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Vending Boom
• Continued from page 58

... Rowe counter-sues Continental for \$4.2 million. ... Airport Vending merges into Automatic Merchandising. ... Eastern Electric introduces new hot-cold sandwich, plate vender. ... New sanitation development in can openers by Canco. ... Keeney markets four-choice milk and juice vender. ... Barvend has eight-man, 29-State representation. ... Nestle has new line of hot self-mix drinks. ... First NAMA labor-relations seminar held in N.Y.C.

DECEMBER—A.B.T. brings out automatic coin changer for currency. ... New hot-chocolate, coffee unit made by Vend-Rite. ... Kaiser aluminum can ready for commercial use. ... Final court date pending in Heinz-Mills cross-suit. ... Cole reaches sales agreement with London firm. ... Food and Drug Administration sets up advisory information service for vending industry. ... NAMA plans 1958 convention in St. Louis at Kiel Auditorium.

Hub Pins Face
• Continued from page 61

are being used for gambling and that children are losing their school lunch money in them.

His strategy is to price the fees to such a point that the machines would be unprofitable to operate. The continuing moves in Boston is typical of the action in several sections of the State where communities have banned pinball machines.

Ops Police Selves

But operators have done a good job in policing themselves. While the State law allows free play, many of the cities and towns have their own ordinances against the practice. Most operators have cooperated and many have replaced the bingo-type game with shuffle alleys, bowlers, baseball games and guns and are getting away from the pinball type game in favor of the Arcade pieces. This is a voluntary drive on the part of operators who do not wish to face the possibility of a litigation.

One of the better ways some operators have found to bring about a better feeling for the games is the rise in bowling and pool game tournament leagues. The activity is successful in the suburbs and in several sections of

the State, altho it is not practiced in the city of Boston.

The tournaments are worked on a system whereby the players who have scored the highest in one week represent the location in matches with other location teams.

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Exciting New
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- High Score to 9,900,000
- Special When-let Roll-overs
- Match Feature
- All Metal Door, Frame and Legs

★ Plus Every Modern Feature Available on Today's Finest Pin Ball Games

SEE It at Your Genco Distributor TODAY!

<p align="center">MUSIC</p> <p>M-100A, Converted to 45 RPM... \$275 SEEBURG 100R 650 A.M.I. E-120 375 A.M.I. "C" 125 WURLITZER 1400 175 ROCK-OLA "FIREBALL" 120 (78) 150</p> <p>45 RPM CONVERSION for M-100A \$69.50 45 RPM CONVERSIONS for Other Models WRITE</p>	<p align="center">GAMES</p> <p>Bally STRIKE BOWLER Chicago TV BOWLING LEAGUE United ROYAL BOWLING ALLEY Williams JIGSAW Gottlieb FALSTAFF Valley 6-POCKET POOL</p>
<p align="center">VENDING</p> <p>Keeney 22-Col. Cigaret Vender Keeney 300-Cup Coffee Vender Keeney 500-Cup Coffee Vender Keeney Cold Drink Vender</p>	

Exclusive Seeburg Distributors

ATLAS MUSIC COMPANY
A Quarter Century of Service
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

GENCO MANUFACTURING
Division of Chicago Dynamic Industries, Inc.
2621 N. ASHLAND AVE. • CHICAGO 14, ILL.

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GOOD BINGO MECHANIC!

GOOD PAY!

STEADY WORK!

NO DRIFTERS!

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The Billboard, 188 W. Randolph St., Chicago 1, Illinois

**May Your Every Wish
for Health,
Happiness and
Prosperity
Be Granted in
the Coming Year**

**OPERATORS IN
N. ILLINOIS
N. INDIANA
and IOWA . . .**

**GET 1958 OFF TO A
WINNING START with
GOTTLIEB'S NEW, AC-
TION-PACKED**

**STRAIGHT
FLUSH**

**COMBINES NEW WIDE-OPEN
ROTO TARGETS WITH UNI-
VERSAL APPEAL OF PLAYING
CARDS! MANY OTHER FEAT-
URES.**

**LOCATION TESTED WORLD WIDE
IMMEDIATE SHIPMENT!**

**You can get this terrific Money
Maker into your locations with al-
most no investment thru National's
Rental Plan! Write, Wire, Phone,
Visit Us Now for Rates and Infor-
mation.**

**NATIONAL
COIN MACHINE EXCHANGE**

1411-13 Diversey, Chicago 14, Ill.
Buckingham 1-6466

Strife in Bulk Lessens

• *Continued from page 54*

attended by 300 bulk operators. . . . Operators split on direct sales squabble. . . . Mixed charms and ball gum machines held legal in New York. . . . Penguin Manufacturing introduces sport play unit adaptable to any bulk vender. . . . H. B. Hutchinson moves to new quarters. . . . Ferrara hikes candy prices 1 cent per pound. . . . Green Duck introduces recording-star button series. . . . Charm manufacturers warn against winner balls.

OCTOBER. Charles Manufacturing brings out bulk vender with baseball action. . . . Leaf agrees to FTC consent order on proportionally equal payment to competing customers. . . . Victor builds

new jumbo capsule. . . . FTC charges Atlas with false advertising. . . . NVMD adds six new members. . . . Becker holds banquet for 23 distribs at NAMA convention. . . . Charm manufacturers show fall line in Philadelphia hotel

NOVEMBER. King builds new bulk vender with bowling action. . . . Leaf adds Sour Apple to 1-cent ball-gum line. . . . Arizona operators experiment with point-of-sale posters in capsule venders. . . . Green Duck uses sputnik motif on new series of buttons. . . . Leaf brings out sputnik ball gum.

DECEMBER. NVA steering committee makes initial plans for May meet. . . . Portland holds locations liable for licenses. . . . Atlas denies FTC charges of false advertising. . . . Moe Mandell resigns NYBVA berth. . . . Logan Distributing relocates quarters. . . . George Eppy to head firm's charm division. . . . NVMD maps system of uniform pricing. . . . Graff Vending has customer dinner meet in Dallas. . . . Manufacturers plan to increase number of nickel venders in 1958.

Bulk's Future

• *Continued from page 54*

ly because the machine salesman has assured them that they are. Often the estimated gross for the machines is too high. But if they have the knack for operating, they will find there is money in the field."

According to Grenier, a number of the major equipment operators are again turning to bulk machines to increase gross revenue in plants, some of which are reducing personnel. This tightening of the purse-strings should, he believes, help bulk vending since pennies are spent quicker.

**HAPPY
NEW YEAR**

to
**All of You
from
All of Us**

**Sam Solomons
Jerry Bremner
Harry Steward
Teresa Burgess
Ralph Turley
Duke Writsel**

UNIVERSITY Coin Machine Exchange
858 No. High St. Columbus 8, OHIO
Tel: AXminster 4 3529

NEW EQUIPMENT

**United ROYAL BOWLING ALLEY
Genco MOTOPAMA
Genco SHOWBOAT
Williams JIGSAW
Bally STRIKE BOWLER
Bally ALL STAR BOWLER**

USED EQUIPMENT SPECIALS

**United 11' Bowling Alleys \$525.00
United 14' Bowling Alleys 495.00
Genco 6-Pl. Skill-Ball 199.50
Wms. 6-Pl. Roll-a-Ball 199.50
Chicoin 6-Pl. Ski-Bowl 199.50**

PHONOGRAPHS

United UPA-100

SEEBURG	AMI	WURLITZER
M100A \$195	E-120 \$395	1650 \$325
M100B 385	F-120 565	1800 595
M100C 475	G-120 665	1900 675
HF100G 575	G-200 (new) 775	1700 545
M100W 575		
HF100R 675		
V200 695		



WANTED

**UNITED-BALLY
CHICOIN
SHUFFLE ALLEYS**

TOP PRICES PAID

Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

DETROIT BRANCH — 14344 Fenkell, Detroit, Mich. Tel.: VERmont 6-7249

HAPPY NEW YEAR!

Williams

TEN STRIKE OR **TEN PINS**

REPLAY

NOVELTY

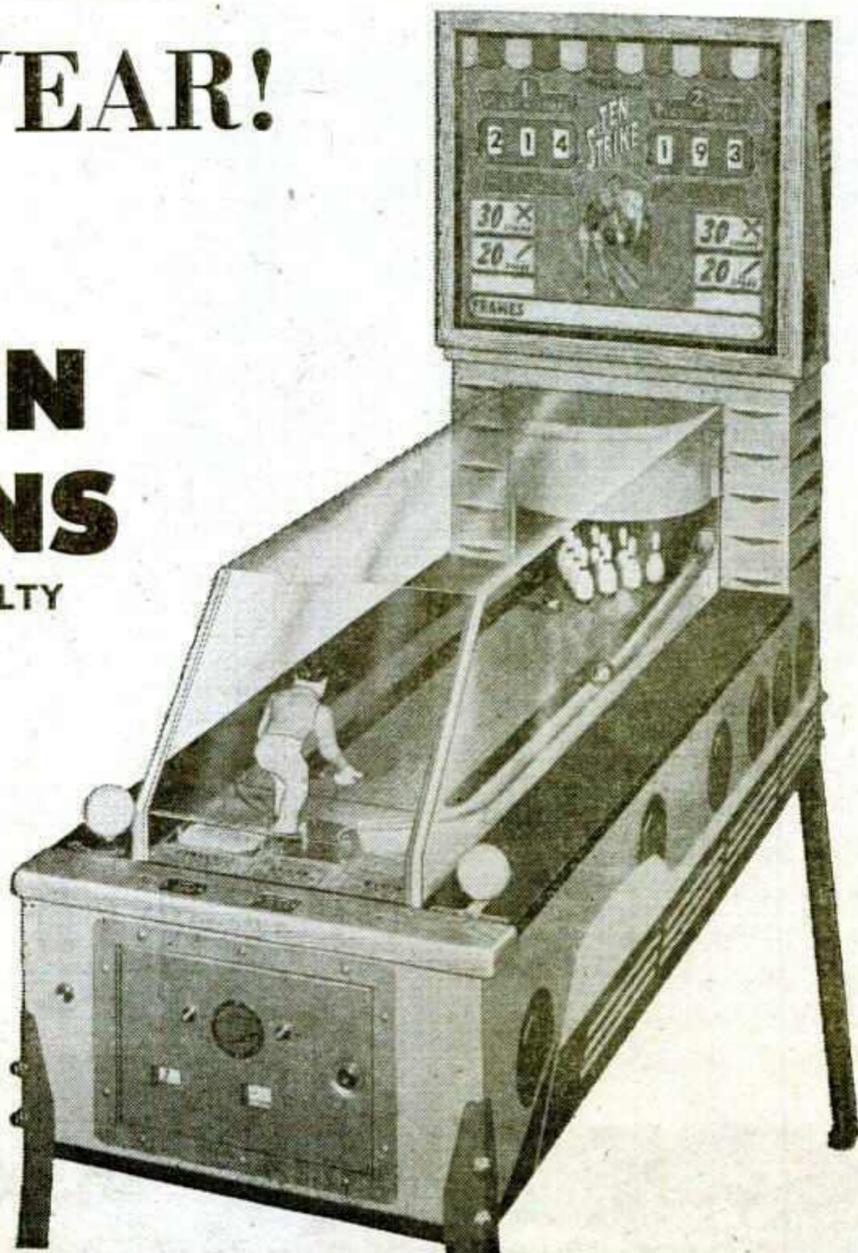
SUITS ANY LOCATION

(59" Long by 22" Wide)

**SEE IT AT YOUR
DISTRIBUTOR**



CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST., CHICAGO 24, ILL.





BE PREPARED!
FIRST-CLASS
 EQUIPMENT IS THE
BEST ANTI-FREEZE FOR
DROPPING COLLECTIONS!

POOL GAMES

A Brand New Model!
KAYE'S
"COMPETITOR"
6-POCKET POOL
 Greatest Value in
 the Industry!

NEW VALLEY
6-POCKET POOL GAMES
 Slate or Regular Tops
 Write for Price

Chicago Coin's
TV BOWLING
LEAGUE!

QUIETEST BOWLER EVER
MANUFACTURED!
NO CONTACTS ANYWHERE ON
PLAYING FIELD!
 • More Realism Than Ever Before •
 Real Pin Action—100% Bowling Ball
 Impact! No Contacts Under Pins! • Rubber
 Lined Ball Return—Sound-Proof
 Playfield and Back Stop! • Giant 4 1/2-
 Inch, 2 1/2-Lb. Ball! • Giant Realistic Size
 Pins—Larger Than Ever!
NOW SHIPPING!
 Exclusive Distributor for Chicago
 Coin in N. Illinois and Indiana

WANTED!
200
8' SHUFFLE ALLEYS

Chicago Coin—United—Bally
 Write or Call
 for Best Prices!

FIRST-Conditioned
14-FT. BOWLERS
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 United BOWLING ALLEYS
 Bally BOWLING LANES
 Keeney TRUE-SCORE BOWLER
 Exh. TRU-BOWLERS
 Write, Phone for
SPECIAL PRICES!

ARCADE

FIRST-Conditioned
 Genco CHAMPION BASE-
 BALL \$175
 Keeney CROSS COUNTRY ... 210
 Genco HI-FLY BASEBALL ... 195
 United DERBY ROLL 145
 Wms. BIG LEAGUE BASE-
 BALL 145
 Capital MIDGET MOVIES ... 125
 Wms. STAR SERIES 85
 Mutos. ROCK 'N' ROLL 75
 Chgo. Coin MIAMI SHUFFLE 65

WE NEED ALL TYPES
ARCADE
EQUIPMENT
 Send List for Best Prices

56-PAGE CATALOG
for IMPORTERS

Fully
 Illustrated
 Send for
FREE
 Copy
 Today!



Used Shuffles

• Continued from page 61
 (late-1954), at \$75. Rainbow (late-1954) stood at \$175 over the six months. Chief (late-1953) moved from \$75 to \$85.

Bally's Champion shuffle (mid-1954) remained at \$195, as did Chicago Coin's Flash (late-1954). In-line pins, showing steady decline in price thru the year, moved down from January, to July, to December, as follows:

Bally Beauty (early-1955) \$345 to \$285 to \$175. Bally Big Time (early-1955) \$225 to \$190 to \$125. Bally Gayety (early-1955) \$110 to \$90 to \$60. Bally Miami Beach (late-1955) \$225 to \$195 to \$125. United Caravan (early-1956) \$350 to \$235 to \$200. United Pixie (late-1955) \$195 to \$165 to \$75. United Stardust (early-1956) \$250 to \$225 to \$210.

Five-ball pins showed more delayed depreciation, as follows: Gottlieb Derby Day (mid-1956) \$225 to \$240 to \$195. Daisy Mae (mid-1954) \$145 to \$105 to \$130. Gypsy Queen (early-1955) \$185 to \$185 to \$170. Harbor Lites (early-1956) \$210 to \$210 to \$195. Williams Wonderland (mid-1955) \$150 to \$140 to \$130.

Arcade Games Flighty
 Arcade equipment moved unpredictably along the price lanes from January to July to December, as follows:

KO Fighter \$350 to \$325 to \$350. Genco Big Top gun (late-1954) \$325 to \$335 to \$250. Genco Rifle Gallery (mid-1954) \$175 to \$175 to \$165. Williams Sidewalk Engineer (mid-1955) \$165 to \$150 to \$150. Genco's Sky Rocket gun (mid-1955) \$175 to \$175 to \$165. United Carnival Gun (late-1954) \$195 to \$175 to \$150. United Super Slugger baseball (mid-1955) \$295 to \$350 to \$350. Genco Champion baseball \$295 to \$225 to \$185. Telequiz \$95 to \$90 to \$65.



SEASON'S
GREETINGS
BEST WISHES
FOR A
PROSPEROUS
1958

Write for Illustrated Catalog
SHAFFER
MUSIC COMPANY

In the Coin Machine Business
 Over 25 Years
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CINCINNATI, OHIO, 1889 Central Pkwy.
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GUNS

FIRST-Conditioned
 Genco CIRCUS Write
 Exh. JUNGLE HUNT \$235
 Wms. JET FIGHTER 150
 Exh. SPORTLAND GUN 140
 Exh. STAR SHOOTING
 GALLERY 120
 Exh. SHOOTING GALLERY 110
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Cable Address:
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COIN MACHINE
EXCHANGE, INC.
 Joe Kline & Wally Finke
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • DICKENS 2-0500

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Now! Gottlieb's

STRAIGHT FLUSH

combines new wide-open roto-targets
 with the universal appeal of playing cards



- ♥ Wide-Open Roto-Targets Bring 3 Targets Up to Scoring Position at All Times, Allowing One Skill Shot to Lite 2 Cards with A Single Hit
- ♥ Special Score For:
 - Lighting Any Five Cards in a Row
 - Hitting Red and Green Targets After Row is Made
 - Making Special Rollover on 5th Ball After Straight is Lit
- ♥ Red and Green Targets Light Pop Bumpers and Cyclonic Kickers for Added High Score
- ♥ Total of 18 Ways to Score Specials Including Match Feature and High Score to 7,000,000
- ♥ Four Places to Spin Roto-Targets

See your distributor today!

D. Gottlieb & Co.

1140-50 NORTH KOSTNER AVENUE • CHICAGO 51, ILL.

Amusement Pinballs
 as American as Baseball and Hot Dogs!

ALL GOTTIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

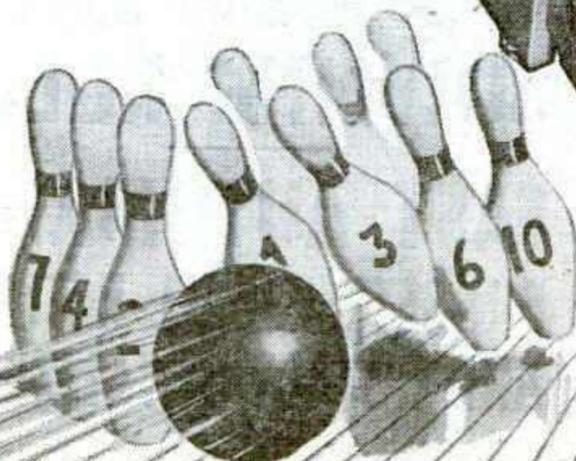
chicago coin's new

TV BOWLING LEAGUE

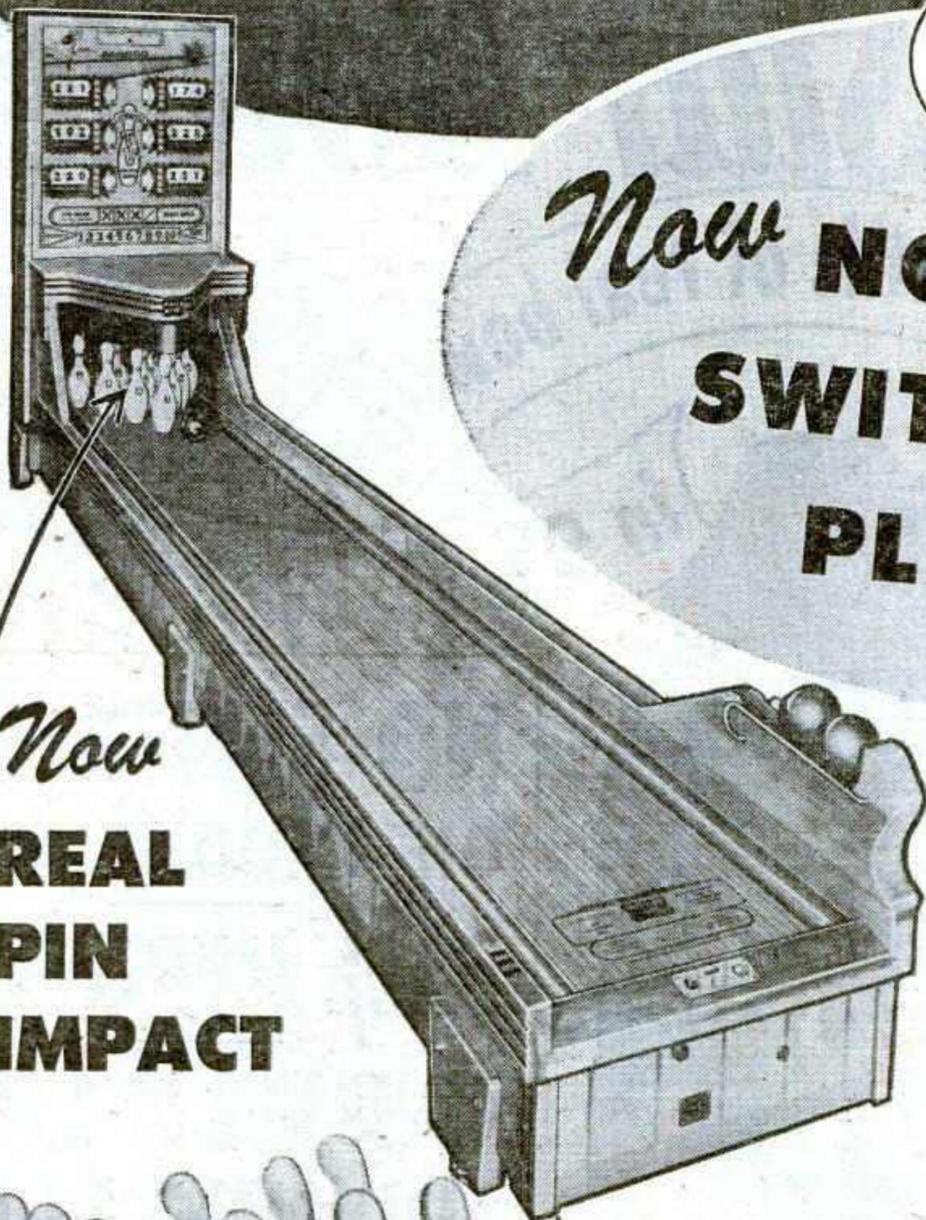
**PLAYS LIKE
REAL BOWLING!**

Now **NO ROLL-OVER
SWITCHES ON
PLAYFIELD!**

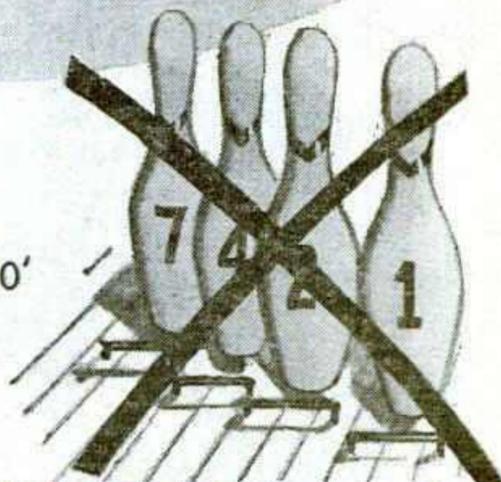
Now
**REAL
PIN
IMPACT**



**REAL BOWLING ACTION!
NO MORE ROLL-OVER
SWITCHES UNDER PINS!**



Available
in 3 Sizes
13' - 16' - 20'



**QUIETEST Bowler
Ever Manufactured!!!**

- ✓ Entire Ball Return Runway is Rubber Lined!
- ✓ Playfield Sound-proofed with Cork Backing!
- ✓ Back Stop is Sound-proofed with Cork!

**NEW PROFIT
MAKING FEATURE!**
2 Games for 25c

Also available as
One Game for 25c
Easily convertible
to regular 10c play!

**GIANT
BALLS**

4½ in.
DIAMETER
2½ POUNDS

**GIANT
PINS**

REALISTIC SIZE
Larger Than
Ever Before!

chicago coin machine

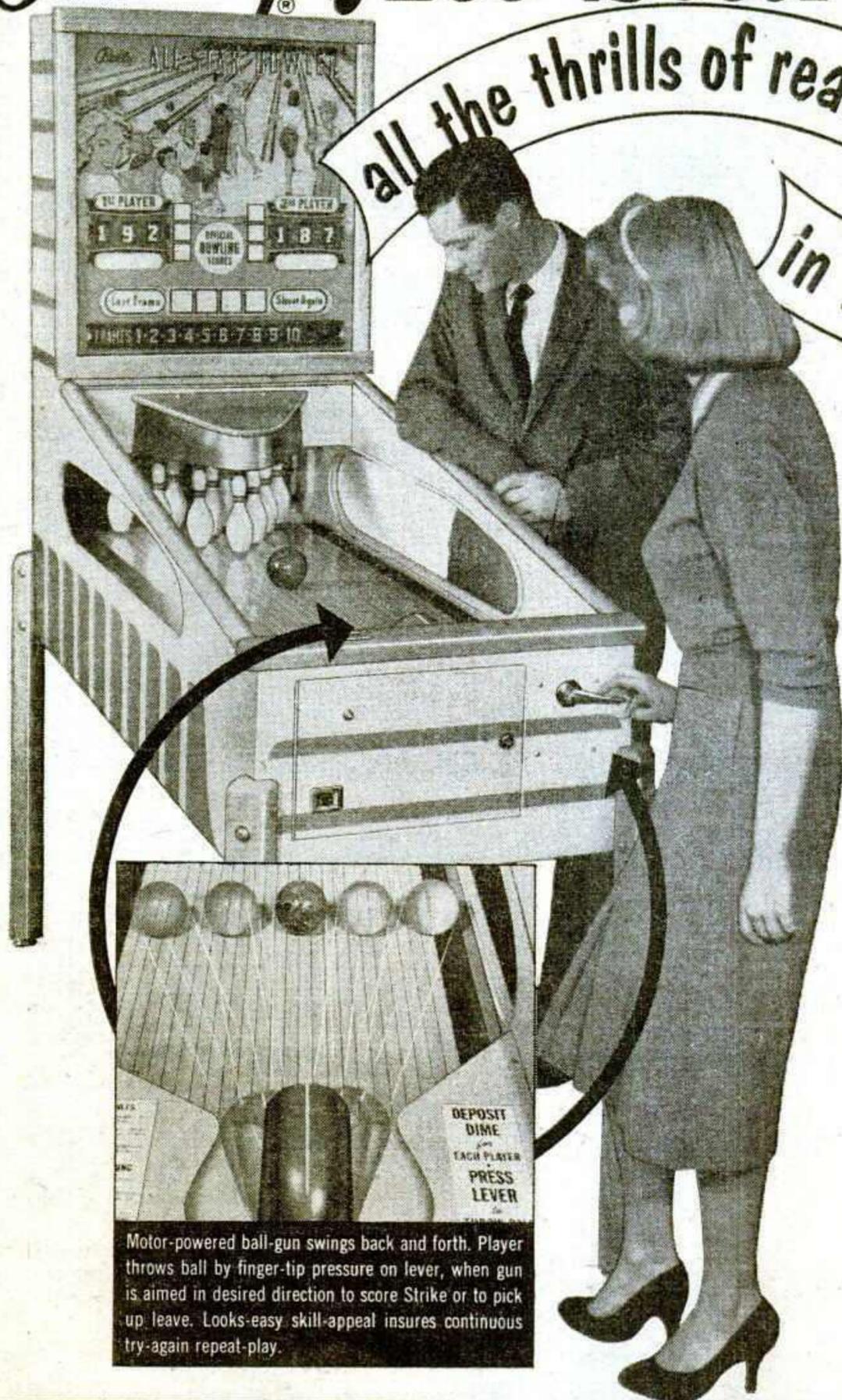
1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
**Chicago Dynamic
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50,000 New Spots

SMALL TAVERNS, BARS
HOTEL LOBBIES DINERS BUS DEPOTS AIRPORTS COCKTAIL LOUNGES DRUG-STORES ARCADES
LUNCH-ROOMS CIGAR-STORES RAILWAY STATIONS
opened up to big skill-bowling profits by new

Bally All-Star Bowler



all the thrills of real bowling

in 5½ ft. by 2 ft. space

**NO SWITCHES
ON SMOOTH ALLEY**

BALL HITS PINS

**OFFICIAL
BOWLING RULES**

**FAST AUTOMATIC
PIN-SETTER, BALL-RETURN
AND ROTARY TOTALIZERS**

1 OR 2 CAN PLAY
10 FRAMES PER PLAYER—10 CENTS

Motor-powered ball-gun swings back and forth. Player throws ball by finger-tip pressure on lever, when gun is aimed in desired direction to score Strike or to pick up leave. Looks-easy skill-appeal insures continuous try-again repeat-play.

Now you can collect bowling-alley cash from the busy crowded locations where you've never been able to squeeze in a big bowler . . . earn big bowling profits in pinball space! Get ALL-STAR BOWLER busy for you now!

See your favorite distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

CASH IN ON THE *BIG SWITCH* TO NO SWITCHES!

EQUIP EVERY LOCATION WITH **UNITED'S NEW**

ROYAL

BOWLING ALLEY

**REALISTIC BOWLING
REGULATION SCORING**

BALL HITS PINS JUST AS IN REGULATION BOWLING

NO PLAYBOARD SWITCHES ON SMOOTH ALLEY

BIG 4½ INCH BALL

EXTRA QUIET ... EXTRA FAST

1 TO 6 CAN PLAY

**BIG, DURABLE
PINS**

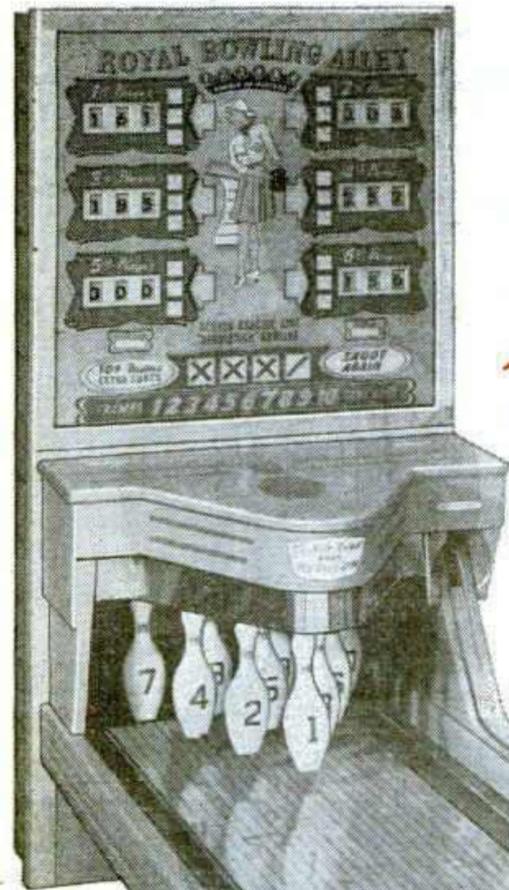
2 GAMES FOR 25¢

CREDIT UNIT

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



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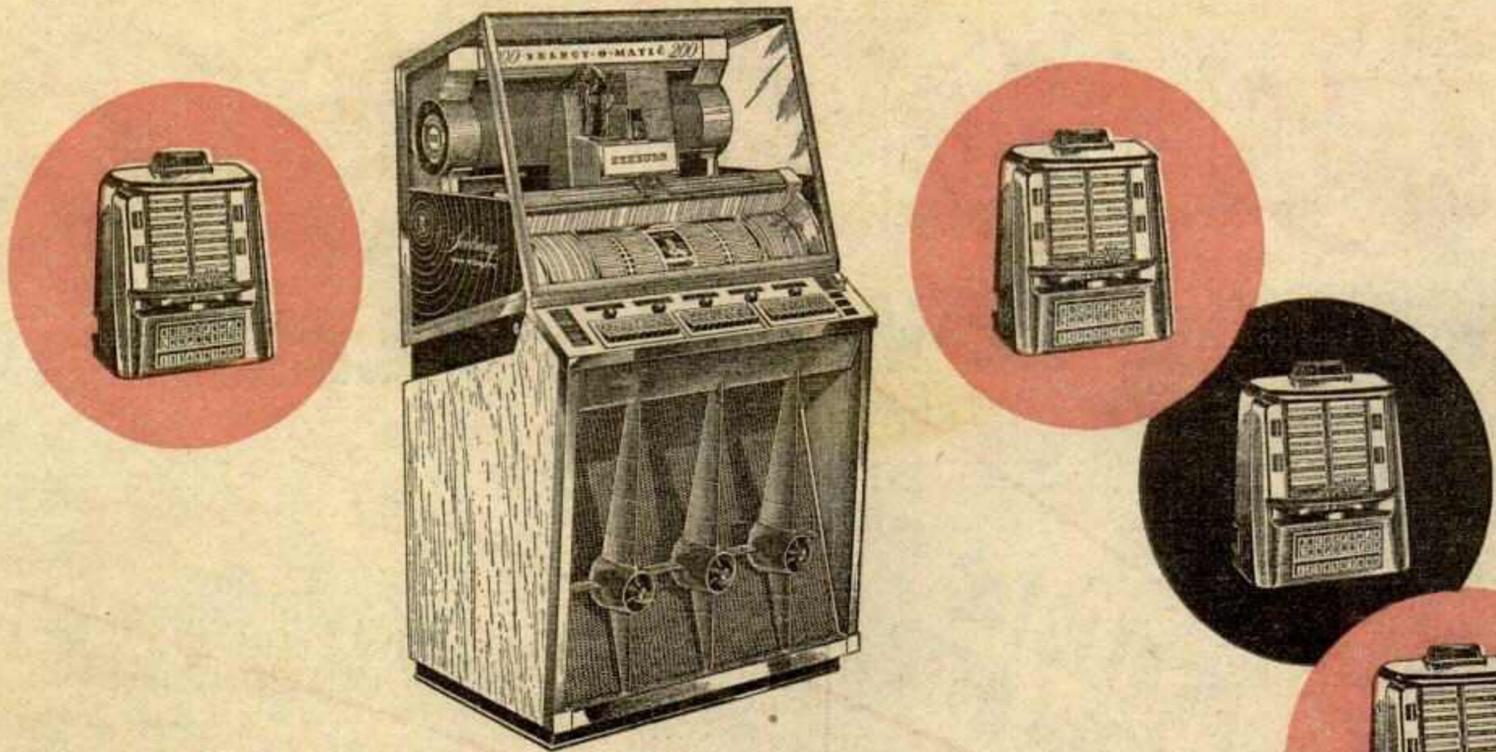
**ALL MECHANISM
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**EXTRA STURDY CONSTRUCTION
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SEE YOUR DISTRIBUTOR NOW!

4 ALL-LOCATION SIZES
13 FT. LONG 16 FT. LONG
EXPANDABLE WITH 4 FT. SECTIONS TO
17 FT. LONG . . . 20 FT. LONG



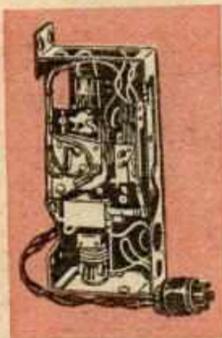
THE *Seeburg 200*
 PLUS
 THE *Wall-o-matic 200*
 PLUS

DUAL PRICING

Assure maximum revenue from every location

DUAL PRICING UNITS

Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units for programming singles at one price and albums (two tunes per side) at a proportionately higher price.



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 DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG
 Chicago 22, Illinois
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America's Finest and Most Complete Music Systems