Background Music Booms—but Softly

Public Whistles While It Works, Travels, Shops, Dines to Quiet, Psychotic Melodies

By KEN KNAPP

CHICAGO—One of the fastest-growing enterprises in town today takes great pains to keep its product out of the foreground—but conversely, in the background. This industry is background music.

Limited only in terms of the length and breadth of the American economy, background music has a potential sales outlet in nearly every type of establishment, public or private, business or home. The demand for music, for decades has been based on the old psychological theory that people can be subconsciously stimulated, an idea only now being explored by others.

This psychological system fosters the notion that "heard melodies are quiet, but those not listened to are sweeter" and more commercial. Can music be sold without listening to it? Much as this resembles the riddle of the Sphinx, it is another argument. The fact is, over 50 million homes have at least one radio, and well appreciate music every day without really hearing an ear. What is background music? It is a relatively quiet music, designed to create an atmosphere, not heard.

It is hybrid music, but not necessary dull. While a record may be played at restaurants, hotels, banks, offices, homes, it is not music to go to.

If you have, in the past week, walked into a store, a transportation depot, a plant, and an office, you have most likely enjoyed background music. But you probably weren't consciously aware of it.

It is designed as not to interrupt the dance, those shoppers into a spell, the travel, distract the worker. If it does, it defeats its own purpose, for the music to the subconscious, not the conscious mind.

Background music has succeeded in "staying in the background" of the business world, the Elitist prevalent industries, which most people still regard it as a luxury, while actually it is first of all a commercial asset.

The idea was born with experiences of high-class restaurants, shows, stores, record establishments, and not by the few, but by the many, not by the few, but by the many.

This background music is used for a vast variety of purposes, ranging from the restaurant, to the show, to the store, to the office.

It is one of the most rapidly growing industries in town, and one of the most rapidly growing industries in town.

Background music has been hampered on

(Continued on page 34)

Music From Soups to Nuts

CHICAGO — Background Music has been developed program- ming of music to a highly specialized degree.

For instance, for instance, has special music for every room in a house (Brother Computer) to suit (in the California Walnut Conference) to suit to the individual's tastes, (San Angelo, Tex.).

Mai-Mai's more specialized type of music is the religious type, a religious type of music recorded at St. Pat's Church.

J. F. P. Seligman has arranged and programmed background music for a variety of films, including the Box office Hit "Box office Hit."
TELEVISION PROGRAMMING

The Board

JANUARY 13, 1958

ONLY ORAL TESTIMONY

FCC Calls Public Hearings On Barrow Network Study

WASHINGTON—The Federal Communications Commission has announced that it will hold public hearings on the Barrow Network Study to try to determine what individual and organizations in the industry think of the report’s conclusions and recommendations. The agency wants primarily “oral testimony” to help it evaluate the Barrow recommendations. These included a proposed amending and tightening of the chain broadcast rules, abolition of option time and making public network affiliate contract terms and rates. The report also advised ending the nets’ representing affiliates in national accounting and legislation network regulation by a national association, which now actually does act against individual stations under its network contracts.

With an eye on its building dockets, the FCC says that any written statements at this time will be accepted only if they point out “material errors if any” in the voluminous Barrow report data. Witnesses will be asked to submit any specific findings in the report. Hearings will begin March 5, and notice of appearance must be given to the commission by January 31.

An Update

The FCC’s next public hearing Thursday (9) on the Barrow study is being held by an organ created recently which has already leaked out that the agency had questioned stations about alleged violations of chain broadcast rules, further discussion of buffer leakage of a routine progress report made December 24 to the Senate Commerce Committee Chairman Magnuson. The FCC’s public hearing is called “An update on the Barrow study.”

Newcomer public, the FCC letter to Magnuson states that the agency hasn’t had sufficient time to review the preliminary findings and recommendations of the Commerce Committee (Cox) report, and it is not prepared to discuss the findings.

Toni Selects ‘Wingo’ Game For Next Fall

NEW YORK—Toni last week purchased a new audience participation television program for the autumn nights-to-use next season. The package, owned by Ian Murray, stresses the visual, and gives contestants a chance to win $25,000, 000 during the one-time period for its new baby. All three networks are interested in the property. No ence has been selected.

ASK ABC EXECs TO FLY ALONE

MIAMI BEACH — Either the stick job has reached new heights of popularity or ABC—TV is not about to announce annual business sessions here with an ease committee statement that “the trend is to the future” to spread the risk in the future. The most important Feds of top ABC execs is planned. Plan? More press conferences. You mean too much for? v

Among the topics discussed reportedly at a meeting this week was a report of a conference of producers from September, 1958, announced date, program and sales plans for next season and acceleration of the coop advertising and promotion schedules agreed upon by ABC and its stations at the Chicago meeting last November.

The “Texan” First For Bigger Desi.

Hollywood—Desi’s first major production deal since the successful Bobo-Louie Bill purchase of RKO Studio was concluded last week with Dick Proctor Productions for cooperation in a current TV series tagged “The Texan,” starring Roy Rogers and his wife Dale with Buck Jones. Lamar Productions, which gets underway in mid-February.

CBS Weighs ‘Too Young’

NEW YORK—CBS-TV and several of its sponsors are evidently “too young” to fit as replacement. The situation has been mentioned to take over for the Eve Arnold show of “Dick and the Duchess.”

A blow to the show will be shortly after appearing in Chicago, Los Angeles and San Francisco productions get underway in mid-February.

‘Lucy, Renews All Gold Seal

NEW YORK—Gold Seal Wax will take over full sponsorship of “I Love Lucy,” beginning March 31 when the series are given for programs of the Wednesday day 7:30-8 p.m. situation comedy was purchased by Filmation, after Shubert Peters bowed out at the end of 1957.

Gold Seal, of course, has been alternate sponsor all during the current season. P&G Appoints 2 Asst. Sales Mgrs.

NEW YORK—Peter Griffin & Woodward, Inc. last week reorganized its sales staff. The firm announced two new assistant sales managers. They are Arthur E. Math. They report directly to Griffin. The two new men were hired as account executives to replace them. They are J. R. Wright and Louis G. Cress.

Spring Spec For Exquisite

NEW YORK—Exquisite Form last week bought a spectacular television from the TV Artists Agency Inc. and Jack Bartell and Johnny Greenland pack the show unless you get caught up.

The show will be presented April 18 in the 8:30-9:00 p.m. time slot. It will be a musical revue entered by Earl Wilson.

CBS Money

CBS to spend $15,000 to produce an educational film providing background information on television programming.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) $15 (25% off regular copy rates). Foreign rate $15.

Payment enclosed

Bill me

Enclosed

Name

Occupation or Title

Company

Address

City

State

Send to: The Billboard, 3160 Patterson St., Cincinnati 22, Ohio.
No Fuss Over Pay TV Hearings—Yet!

WASHINGTON—The pay TV hearings which have been held by the House Commerce Committee (14-17) have raised no frenzy of early testimonials concerning the subscription TV forces, largely because of specific anti-Toll bills is to be considered that the hearings are said to be for the purpose of bringing the committee up to date on all aspects of pay-TV.

New and toll-TV bills began on the opening day of Congress last Tuesday (7) with the National Commerce Committee member John Bricker and two by Representatives Medd and Powell. Senator Langer introduced a bill Thursday (9) to outlaw both wired and broadcast pay TV. Already on the books are bills by Representative Cellar and Senate Commerce Committee member Strom Thurmond.

Even without the introduction of a specific bill under consideration, the intensely anti-toll committee chairman, Owen E. Harris, can exert strong pressure on the Federal Communications Commission during the first two days of hearings. Harris will quiz commissioners on whether they have acted in the public interest as required by statute, in authorizing a trial for toll TV. The commissioners may also be grilled on the toll TV stand, among other matters, by the Fuller subcommittee on Legislative Oversight, which is expected to request the hearing schedule in the near future.

Harris' Statement

The first announcement of the House bill hearings came when Harris told the local director of Ward KNOE-TV, Monroe, La., that he believed there is no provision of law that would permit the commission to establish rules and regulations to control such procedures adequately and properly. Therefore, in my opinion, the principle of voluntary pay TV would be against the best interests of the American people.

To this, the network spokesmen and the National Association of Broadcasters President Harold Follin will undoubtedly respond with a hearty "amen," during their later appearance before the committee on January 21-22.

The networks, including Zenith, Skaetron and Telemeter, scheduled to appear before the committee, will express concern that the FCC and the Senate Committee, Chairman Magnuson are correct in saying that the public should have a chance to decide pay TV for themselves.

Harris is expected to consider this plan with his belief that "it would have been more appropriate if Congress should decide." Committee spokesmen say to study of wireless.

'Toll TV is proposed for the hearings, but they expect the matter will get into the discussion.

Part of the Harris anti-toll ammunition will be a petition bearing some 20,000 signatures left with him by State Sen., Harold Ryan of Michigan. Ryan has made a six-day cross-country campaign against pay TV, with a cartoon decorated house trailer and a loud speaker attachment, in a endeavor to warn the American public of how a family would be deprived of TV viewing if pay TV were in effect."

Hotel Cosmo May Be Shut

NEW YORK—Indications are that CBS-TV's "Hotel Cosmopolitam" is almost ready to close its doors. The 12-15-15 daytime strip has never developed the kind of audience interest expected.

The radio programming branch is considering as a substitute the lengthening of "Love of Life" to a half-hour strip. The program is in the 12-15-12-30 time period. Half-hour soap operas have done very well as a program type on CBS in recent years. Among its other offerings was a participation in National Telefilm Associates Sunday afternoon Shirley Temple feature.

Log Rolled Up Half Hr.

NEW YORK—ABC-TV will move up its "Navy Log" from 10 p.m. to 9:30 p.m. with the consent of U.S. Ruber, which is sponsoring 35 of this season's telecasts.

The 10:10-10 p.m. slot is being purchased by the network with several program properties offered, including the big giveaway "Win a Million" and John Daly's "It's a News to Me" panel show.

MONEY TO BUY YOUR PRODUCT

$3 billion retail sales in

SELLvania

AMERICA'S 5TH TV MARKET

1. The startling economy of SELLvania is well-known, as exemplified by its sound, liberal spending. Proof of the unique sales opportunity is:
1. 3 million people
2. 1,015,015 families
3. 975,520 TV sets
4. $6 trillion annual income

CHANNEL 8 MULTI-CITY MARKET

NBC

316,000 WATTS

LANCASTER, PA.

STERNER STATION

Clint McCutcheon, Pres.

The Billboard...Television's
WEEKLY PROGRAMMING and
TIME-BUYING GUIDE
-from spot to spectacular
TRIPLE CROWN

FROM 3 FAMOUS STUDIOS...112 GREAT PROGRAMS

SOLD OUT

AIN'T NO TIME FOR GLORY
starring Barry Sullivan

THE COUNTRY HUSBAND
starring Frank Lovejoy and Barbara Hale

SO SOON TO DIE
starring Richard Basehart, Anne Bancroft

MASSACRE AT SAND CREEK
starring Everett Sloane

CLIPPER SHIP
starring Charles Bickford, Jan Sterling

CONFESSION
starring Dennis O'Keefe, June Lockhart

...and other great hits for first run syndication!

www.americanradiohistory.com
IN THE FIRST 24 HOURS IN THESE TOP MARKETS!

WBBM  WFIL  KRON  WBAK  KUTV  WHCT  KFMB
Chicago  Philadelphia  San Francisco  Bakersfield  Salt Lake City  Hartford  San Diego

FUTURE FILMS!

from COLUMBIA

IT HAPPENED ONE NIGHT
starring Clark Gable, Claudette Colbert

LOST HORIZON
starring Ronald Coleman

MY SISTER EILEEN
starring Rosalind Russell

MR. SMITH GOES TO WASHINGTON
starring James Stewart and Jean Arthur

HOLIDAY
starring Katherine Hepburn and Cary Grant

...and other great first run hits!

from UNIVERSAL

ACT OF MURDER
starring Fredric March

THE SUSPECT
starring Charles Laughton

BRUTE FORCE
starring Burt Lancaster

ALL QUIET on the WESTERN FRONT
starring Lew Ayres

EAST SIDE OF HEAVEN
starring Bing Crosby

ALL MY SONS
starring Edward G. Robinson

...and other great first run hits!

for information call
SCREENGEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
711 FIFTH AVENUE, NEW YORK, N.Y.

NEW YORK  DETROIT  CHICAGO  HOLLYWOOD  NEW ORLEANS  TORONTO
711 7th Ave  709 Fox Blvd  710 N. Michigan Ave  1324 N. Beethoven Dr  1022 Royal St  302-100 Peter St
53-42  Woodward 3-979  Franklin 2-5665  Hollywood 2-3113  Express 2913  Empire 2-4005
January Trendex Shows Nets’ ‘Standing In Prime Slots’hip-and-Tuck Race

NEW YORK—January Trendex figures, based on last week’s telecine shots of NBC-TV’s top-rated half-hours, NETV-TV’s showing 17 half-hours, CBS-TV taking 15 and ABC-TV 10 out of the 42 prime time slots. The December figures gave CBS 19, NBC 14 and ABC nine prime time slots. Ratings for second half-hours went to CBS 18, NBC 14 and ABC 10 times this month.

Problem nights shape up like this: CBS, Wednesdays, with “I’ve Got A Secret” the only winner, NBC, Fridays, with “Life of Riley” the only winner, and Sundays, with Lorena Young the one leader, ABC, Wednesdays, with “Disneyland” in trouble, and Mondays, with no winners. The single rating winner was the second half of the “Lucy-Desi Show,” special, a CBS Friday evening which garnered a 4.0 with a 65.3 share of audience.

CBS isn’t expected to decline further, having hit a bottom at 13 slots, all of which are considered safe periods. The ABC-TVs show signs of life in the NBC ratings, but even so, however, that significant change in their total color of their broadcast lineup in a continuing search for “Broken Arrow” and “Zorro,” as well as “Disneyland,” lost to NBC by close margins, while “Clubb-Ox” and Steve Allen lost to ABC by similar numbers. The trend continues toward tripartite ownership of nights in the prime time week. Sundays, once a CBS domain.

Schmid Joins NTA As Veep

NEW YORK—Robert A. Schimid, vice-president of the National Television Association. Schmid became vice-president in charge of station relations for the NTA Film network. He resigned as vice-president of the NBC radio staff to accept his new post.

Schmid is a veteran broadcasting executive who spent many years as a member of the board of directors and vice-president of the NBC Radio Broadcasting System prior to its sale by RKO.

“TARGET” TV’s PROPULSING NEW FORCE

 Aimed to hit RATINGs fast!

THE BILLBOARD JANUARY 13, 1958

1957 Fine for Everything at ABC But Flu

BY BERNIE ABBELL

Chicago—ABC is in fine form, ownership hopes three out of four stations here show a decided trend toward kids. The network’s ratings, on the whole, have shown some increase in the evening time ten year in 1957 and 1958, points up a paradox. Program shows have more proven themselves successful ratings darlings here but they’re murder on the sales departments.

One way of getting around the problem is the trick about to be revealed on NBC’s 12:30 p.m. hour created by NBC’s homeick shows, an airman in the first place, this same station is the one in which Miller serves. The Miller show was saved over the net because it combined the most popular show of the year, in terms of audience, with a network show.

Miller, of course, is a force to be reckoned with. He has been the biggest and the best of network shows.

Daylight Brisk

As its radio sales were brisk for weekends and time program on NBC was jumped by 10 per cent over the previous year, the network reports. And on 20 of the network’s most popular programs, with “particular sales progress being scored with the setup industry with billings for Big Three automakers passing the $2,000,000 mark.

Television stations line-ups grew suddenly during the year. NBC

The average sponsored evening program on NBC was carried by 143 stations, a gain of 16 over the previous year, as compared to 118 to October 1956. By year’s end, 21 advertisers had widened line-up of 100 stations more than the last year. The gain was largely the result of the NBC-Lester series which NBC, with virtual every Tonight program having a split audience.

Derby Sweeps N. Y.

NEW YORK—“Roller Derby” swept this market in its debut January 6, scoring a 5.7 Trendex rating, with a 9.3 share of audience in the 2:30-4 p.m. time. The WABC-TV ratings, very nicely, shows NBC with virtually every evening Tonight program having a split audience.

KNXT in ‘57 Hits 27.5 Aud. Share; Tops Others 29%3

LOS ANGELES—KNXT has finished the year with a 1957 average share of 27.5, or over 200 percentage points ahead in its market’s competition in this seven-year-old market. KNXT is associated with American Broadcasting Bureau.

The CBS-owned outlet made a rating of 17.8 with Ampex Video Tape, which it and WABC-TV presently scores has sold out half of its participations.

Chi Stations Move Toward Kids Fare

Tricky Scheduling to Disguise These Big Audience Pullers for Sales’ Sake

By BILL TAYLOR

ST. LOUIS—The ABC network’s big move toward children’s fare this year is being disguised—on the schedule, of course. But as another year closes, the network is satisfied the audience is there and the overall ratings are up, as ABC moves into the children’s market.

The network’s move, however, is complicated by the fact that the network’s moves itself into the kid’s show for the second half of the year.

The network’s move is complicated by the fact that the network’s moves itself into the kid’s show for the second half of the year. The network is satisfied the audience is enough to warrant a move toward children’s fare.

In fact, the network’s move itself into the kid’s show for the second half of the year. The network is satisfied the audience is enough to warrant a move toward children’s fare.

In fact, the network’s move itself into the kid’s show for the second half of the year. The network is satisfied the audience is enough to warrant a move toward children’s fare.

The network’s move itself into the kid’s show for the second half of the year. The network is satisfied the audience is enough to warrant a move toward children’s fare.

The network’s move itself into the kid’s show for the second half of the year. The network is satisfied the audience is enough to warrant a move toward children’s fare.

The network’s move itself into the kid’s show for the second half of the year. The network is satisfied the audience is enough to warrant a move toward children’s fare.

The network’s move itself into the kid’s show for the second half of the year. The network is satisfied the audience is enough to warrant a move toward children’s fare.

The network’s move itself into the kid’s show for the second half of the year. The network is satisfied the audience is enough to warrant a move toward children’s fare.

The network’s move itself into the kid’s show for the second half of the year. The network is satisfied the audience is enough to warrant a move toward children’s fare.

The network’s move itself into the kid’s show for the second half of the year. The network is satisfied the audience is enough to warrant a move toward children’s fare.

The network’s move itself into the kid’s show for the second half of the year. The network is satisfied the audience is enough to warrant a move toward children’s fare.
You've asked for it, and here it is... a completely new way to buy TV films. We've eliminated over 200 of our shorter features entirely. You get only the pick of AAP's famous Warner Bros. library in our new V.I.P. groups of Very Important Pictures. The first group, called "Vanguard," is a hand-picked selection of 52 award-studded Warner Bros. features. You are invited to look over the Vanguard list today. Wire, write or phone.
DANNY THOMAS
Gamble Pays

NEW YORK — The CBS and Mutual General Foods' gambler Danny Thomas has more than paid off the $16,000 he put up to win the last "Love and Luck" spot after a declining career at ABC-TV, the comedian has raised with a $53.3 rating on the second November Nielsen, putting it at No. 10 on an overall audience basis and a 36.1 putting it No. 10 on a total audience basis. The first December Nielsen report gives the series a 35.8 AA and fourth-place rating.

The comeback of the show defeated two obstacles, the strong opposition of NBC's "Twenty-One" and the 1958 Nielsen figures which at best gave the program 98th place among all evening entries. In its favor was the Monday 9 p.m. viewing habit, which drew viewers to CBS automatically habituated years after "Lust," and a greater number of station circumstances.

WOULD YOU
MARRY
TOMMY MANVILLE?

STOPPED you, didn't it?

Welcome to the club... the Sound-Off Club, that is...

But KTVV's fresh, new vision of one of the most solid ideas in broadcasting — the vow pop.

Following KTvv's popular "Star Shoppers," the show originates from a local supermarket, catching the ladies in their natural habitat — delivering spontaneous (and hilarious) answers.

There's none of that are-you-from-truck Hill Welch asks:

How do you handle a noisy drunk?

How about teen-agers necking?

How about unwed mothers who want their babies seven years after placing them for adoption?

Here's the show that gives you the time and place for plenty of on-the-spot promotion and merchandising.

Participations — live or film — remote or studio — are $125.

Any questions?

Call your KTVV sales rep and sound off.

THE BIBLEILLARD

JANUARY 13, 1958

THE BILLBOARD

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Composed by Univox and based on November 1957 TV Show ratings.

By Sponsor Group

Adventure, Suspense, Westerns, News, Sports Misc. Shows

THE BILLBOARD

COST PER 1,000 HOMES
PER COMMERCIAL MINUTE

Net animated.

COST PER 1,000 MEN
PER COMMERCIAL MINUTE

Net animated.

COST PER 1,000 WOMEN
PER COMMERCIAL MINUTE

Net animated.

* THE BILLBOARD

COST PER 1,000 CHILDREN
PER COMMERCIAL MINUTE

Net animated.

ADVENTURE, SUSPENSE, WESTERN SHOWS

Sponsored by Mutual. Presented by Mutual. Screen: ABC.

COST PER 1,000 HOMES
PER COMMERCIAL MINUTE

Net animated.

COST PER 1,000 MEN
PER COMMERCIAL MINUTE

Net animated.

COST PER 1,000 WOMEN
PER COMMERCIAL MINUTE

Net animated.

COST PER 1,000 CHILDREN
PER COMMERCIAL MINUTE

Net animated.
### Food & Beverage Sponsors

<table>
<thead>
<tr>
<th>Product</th>
<th>Weekly Cost</th>
<th>Network</th>
<th>Time</th>
<th>Weekly Cost</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campbell's Soup (CBS)</td>
<td>$1,499</td>
<td>CBS</td>
<td>10-Minute</td>
<td>$1,499</td>
<td>CBS</td>
</tr>
<tr>
<td>Nabisco (ABC, NBC)</td>
<td>$1,299</td>
<td>ABC, NBC</td>
<td>15-Minute</td>
<td>$1,299</td>
<td>ABC, NBC</td>
</tr>
<tr>
<td>Nestle (ABC)</td>
<td>$1,099</td>
<td>ABC</td>
<td>10-Minute</td>
<td>$1,099</td>
<td>ABC</td>
</tr>
<tr>
<td>Kellogg's (CBS)</td>
<td>$1,099</td>
<td>CBS</td>
<td>15-Minute</td>
<td>$1,099</td>
<td>CBS</td>
</tr>
<tr>
<td>General Foods (CBS)</td>
<td>$1,099</td>
<td>CBS</td>
<td>1-Minute</td>
<td>$1,099</td>
<td>CBS</td>
</tr>
<tr>
<td>Ford (ABC, NBC)</td>
<td>$1,099</td>
<td>ABC, NBC</td>
<td>1-Minute</td>
<td>$1,099</td>
<td>ABC, NBC</td>
</tr>
<tr>
<td>Chrysler (CBS)</td>
<td>$1,099</td>
<td>CBS</td>
<td>15-Minute</td>
<td>$1,099</td>
<td>CBS</td>
</tr>
<tr>
<td>Pepsi-Cola (CBS)</td>
<td>$1,099</td>
<td>CBS</td>
<td>1-Minute</td>
<td>$1,099</td>
<td>CBS</td>
</tr>
</tbody>
</table>

### Drug & Remedy Sponsors

<table>
<thead>
<tr>
<th>Product</th>
<th>Weekly Cost</th>
<th>Network</th>
<th>Time</th>
<th>Weekly Cost</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bistolvits (ABC)</td>
<td>$1,499</td>
<td>ABC</td>
<td>15-Minute</td>
<td>$1,499</td>
<td>ABC</td>
</tr>
<tr>
<td>Advance (ABC)</td>
<td>$1,299</td>
<td>ABC</td>
<td>1-Minute</td>
<td>$1,299</td>
<td>ABC</td>
</tr>
<tr>
<td>Advance (CBS)</td>
<td>$1,099</td>
<td>CBS</td>
<td>15-Minute</td>
<td>$1,099</td>
<td>CBS</td>
</tr>
<tr>
<td>Advance (NBC)</td>
<td>$1,099</td>
<td>NBC</td>
<td>1-Minute</td>
<td>$1,099</td>
<td>NBC</td>
</tr>
<tr>
<td>Advance (NBC)</td>
<td>$1,099</td>
<td>NBC</td>
<td>1-Minute</td>
<td>$1,099</td>
<td>NBC</td>
</tr>
<tr>
<td>Advance (PBS)</td>
<td>$1,099</td>
<td>PBS</td>
<td>1-Minute</td>
<td>$1,099</td>
<td>PBS</td>
</tr>
<tr>
<td>Advance (PBS)</td>
<td>$1,099</td>
<td>PBS</td>
<td>1-Minute</td>
<td>$1,099</td>
<td>PBS</td>
</tr>
</tbody>
</table>

### Automotive & Accessory Sponsors

<table>
<thead>
<tr>
<th>Product</th>
<th>Weekly Cost</th>
<th>Network</th>
<th>Time</th>
<th>Weekly Cost</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ford (ABC)</td>
<td>$1,499</td>
<td>ABC</td>
<td>15-Minute</td>
<td>$1,499</td>
<td>ABC</td>
</tr>
<tr>
<td>General Motors (ABC)</td>
<td>$1,299</td>
<td>ABC</td>
<td>1-Minute</td>
<td>$1,299</td>
<td>ABC</td>
</tr>
<tr>
<td>Chrysler (CBS)</td>
<td>$1,099</td>
<td>CBS</td>
<td>1-Minute</td>
<td>$1,099</td>
<td>CBS</td>
</tr>
<tr>
<td>Dodge (CBS)</td>
<td>$1,099</td>
<td>CBS</td>
<td>1-Minute</td>
<td>$1,099</td>
<td>CBS</td>
</tr>
<tr>
<td>Mercury (ABC)</td>
<td>$1,099</td>
<td>ABC</td>
<td>1-Minute</td>
<td>$1,099</td>
<td>ABC</td>
</tr>
<tr>
<td>Chevrolet (CBS)</td>
<td>$1,099</td>
<td>CBS</td>
<td>1-Minute</td>
<td>$1,099</td>
<td>CBS</td>
</tr>
<tr>
<td>Buick (ABC)</td>
<td>$1,099</td>
<td>ABC</td>
<td>1-Minute</td>
<td>$1,099</td>
<td>ABC</td>
</tr>
</tbody>
</table>

### TV Successful

**In Selling Hub**

**Roller Skating**

**BOSTON**—Television has been successful in selling roller-skating to the Greater Boston public to such a degree that a one-station test on WNYC-TV will be extended to a 10-station New England coverage.

The test was run for three months by Rand Bernick, owner of the Baker-Blake skating rink in suburban Medfield, with stations in ads and one-minute commercials. It has proved so successful in promoting attendance at the rink, that it will be tried out in New England, the New York area, and nine other New England stations.

The Roller Skating Rink Owners of America plan to test out the same system as Bernick used, and if it works out they will use the medium on a nationwide basis. The slogan pushed was "Anyone Who Can Walk Can Skate."
**NEW YORK** — The Republic Pictures backlog of post-'48 films, including 150 features, is to be launched in station sales by a new organization, Video Artists, Inc. Republic's President Herbert J. Yates has agreed on a deal, effective today (15) in which the picture firm will be guaranteed a seven-figure sum by VAI against sales of the package to outlets in more than 20 markets.

In the new organization, Sig Shore, a veteran of many television deals, will function as general manager, and associate Metro exec Peter Jager will be national sales manager. The formation of VAI is being backed by Wall Street financial circles, although its formation is actually the branchling of a group of NBC-TV executives and Republic is virtually its parent.

Video Artists will concentrate initially on pushing the big package to less than two dozen markets, with Republic's older film offer, Hollywood Television Service, doing the make-up in the remainder. The VAI packages are all large ones and are aimed specifically at all of the "cram" revenue situations in smaller markets. However, if VAI moves the product rapidly, it may be turned loose in other markets as well.

Not Ohio Firm

Republic is also expected to be handled by the Ohio firm, service, with VAI concentrating on making sales deals. Video Artists, incidentally is not the same concern that produces TV commercials in Ohio, the name is identical.

The deal which triggered off the formation of Video Artists, reported November 12 by The Billboard, is the sale in which all of the NBC-TV-owned and operated stations, with the exception of Chicago, have signed a long-term contract for the package. This sale, however, was made directly between Republic and SNC, but it operated Republic's eyes to the TV film opportunities of its package and provided pitching and negotiating formulas.

Contracts by Video Artists for the post-'48 films are expected to assure purchasers against any possible suits raised by the talent unions, with whom Republic has so far refused to negotiate a TV payment for the pictures. Republic will then be actually backstepping this arrangement with Video Artists.

The films in the package range all the way from "AA" product to low-price quickies, but all are contemporary with some of the high-hot TV labels. In the feature bracket, they include: "The Quiet Man" and "South of Live Linn" (both John Wayne starrers), "Hoofman Empire," "The Red Pony," the Joan Crawford-Stirling Hayden-Johnny Guitar," the Roy Milholland-Marnette-O'Hara-Losbin, "Thunderbirds," "The Last Command" and "Bluemingher and the Lady," among the best.

Westerns include a whole cavalcade of formula entries, full of action and guns which never really reach the true action. The outdoor stars include Allan Lane, Rex Allen, Monty Hale and Michael Chacon.

VAI has high hopes that the Western portion of the package will go well with station backing of a moge audience. Much the same applies to the serials, which include such titles as "Red Star Fury," "Sky King" and "Zombaer of the Scothether."
FPA Wants Workers in Union Talks

NEW YORK—A union issue now bowling in New York television production.

The Film Producers Association, representing nearly 200 film and television producers, has been negotiating over 377 of the International Alliance of Theatrical and Stage Employees, pending the formation by the union of a bargaining committee comprising the actual working film editors and cutters. The union, the producers charge, is seeking an "unrealistic" wage increase of 45 per cent per two professional negotiators, the union's business manager, Jack Ostro, and attorney John Steeber. Three meetings have been held since January 1, when the current contacts with Local 771 expired.

The FPA has had several com-


discussions with other unions recently, but all of them have been with committees representing the rank and file membership, FPA spokesman point out.

5195 Fine

Continued from page 6

in to include eight more regular shows, including Steve Allen and Dinah Shore, and 122 affiliates were color-equipped. A target date of next April was set for the start of network video tape operations to bring an end to kneecaps and thus more differences. Programmers were deep in a schedule of 100 "specials" to be aired during 1957-58, with "Amicale, Cat's Out the Bag" hitting the jackpot with an estimated 58,000,000 viewers. The News Department became an independent unit. NBC Spot Sales racked up fourth-quarter TV sales "substantially higher" than the comparable period in 1956.

And, the NBC Health Bureau gave out 3,390 injections of Salk polio vaccine and 1,160 injections against Asian Flu.

Spot Showcase

A PRESENTATION OF RECENT TV COMMERCIALS

PRODUCED FOR...

1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
1956 Ford... By... Peters & Damore, Inc.
NBC Sale Abroad Stokes Home Fire

NEW YORK—NBC-TV's sale of half of the Perry Como and Dinah Shore shows and General Motor's spectacular to TV stations in Sweden, England, and Australia has stirred up classic repercussions.

The sale, which was announced by Morris Allen, NBC's International Salesman, is the first of its kind and NBC's international sales shows. The sale includes the 158 shows of Perry Como and Dinah Shore, the 30 shows of the Comedy Hour, and the 26 shows of the General Motors series. These shows are sold to television stations in Sweden, England, and Australia for $2,357,080,000 each.

The sale has sparked speculation about the future of NBC's international sales. Some industry observers believe that NBC may be forced to change its strategy in order to maintain its dominance in the international market.

The sale has also raised questions about the future of the Perry Como and Dinah Shore shows. Some observers believe that the shows will be canceled as a result of the sale, while others believe that the shows will continue to be produced and sold to other markets.

The sale has also caused some concern among NBC's domestic affiliates. Some affiliates have expressed concern about the impact of the sale on their network affiliation.

The sale has been praised by some industry observers as a smart move by NBC. Others, however, have expressed concern about the potential impact of the sale on NBC's overall strategy.

NBC has also been praised for its decision to sell half of its international sales shows. Some observers believe that this move will help NBC to maintain its position as a leading producer of television shows.

The sale has also been praised for its potential to boost NBC's revenues. Some industry observers believe that the sale could generate up to $2,357,080,000 for NBC.

In conclusion, the sale of NBC's international sales shows has sparked significant speculation and concern. As the industry continues to adapt to new challenges, the impact of the sale will be closely watched. 

In This $ BILLION-PLUS Sales Empire

WREX-TV Is the KING Salesman

The Rockford TV Area—Illinois' 1st market outside Chicago—is 400,195 families strong, with $2,357,080,000 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand... and show sales indexes like Rockford's 158, Beloit's 151, Janesville's 153, DeKalb's 154, Freeport 176, Dixon's 203. Sales total $1,706,962,000, average $4,265 per family—$447 above average.

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

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

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

NBC to Hang Golden Star on Jack Paar

NEW YORK — With ratings bounding upward and participation pumping through the roof, NBC is hanging a big golden star on Jack Paar's dressing room.

In his latest, chatty "letter" to TV editors, President Bob Sarnoff told it out.

"When an actor or actress places a memorable stamp on a new play, his or her name sometimes goes on the screen as a symbol of stardom. It happened with Julie Harris in 'I Am a Camera,' and with Audrey Hepburn in 'Gigi.' In the near future, we are going to change the marque on New York's Hudson Theatre, where 'To- night!' originates. It will then read 'Tonite. Jack Paar.' wrote Sarnoff.

The NBC chief tossed an extra bouquet to Earr & Co. for keeping the idea of little-night network programming alive, and at times when it was beinglobbered by little-night films at the local level. Last summer, Sarnoff recalled, "a large number of pre-1948 motion pictures were flooding around, and the pressures to buy were heavy. Against these pressures we had to stand because certain other factors." ...

MOVIE NOTES END
OF FILM IN BULK

AAP Puts 200 Pre-'48 Movies Onto Shelf, Repacks Others in Small Groups

NEW YORK — The day of the "bulk" feature package sale, huge libraries to which good, bad and indifferent pictures are freely mixed, is drawing rapidly to a close. That's the implication of a sweeping sales shuffle by Associated Artists Productions, which is losing 200 Warner "oldies" on the shelf and repackaging the remainder of the pre-'48 films into groups of 52 titles each. The move is effective today (April 3), and is a by-product of a series of sales climax held in New York last week.

The streamlined new packaging will kick off with a 52-titles "Var-gus" group this week. Other packages will be released to the TV feature field periodically, but not simultaneously.

Altho AAP has done fairly well in hanging up sales for its large (over 600 pictures) Warner backlog, the move is said to be caused by an examination by AAP of markets not yet committed. Results: AAP found that over 159 markets still hadn't signed for any "oldie"-add features.

And, managers of TV outlets in these markets were free in voicing their dislike for long-run, bulk commitments.

Not "Thematic" The new groups, some given in all, will not be "thematic" packages, and will mix together a wide range of features. They will also

**TARGET**

TV's Propelling New Force

Aimed to hold AUDIENCES week after week!

MORE SALES \* MILLION \* PLAYHOUSE

921's/thousand viewers • 500 F.M., Monday thru Friday

ELEVEN THIRTY THEATRE

11:30 P.M., Monday, Tuesday, Wednesday and Friday

WROC-TV

NBC-ABC • CHANNEL 5

A TRANSCONTINENTAL STATION

get the facts from PETERS, GRIFFIN, WOODWARD INC. on this LOW-COST BEST BUY

In TIMES SQUARE Park Your Car at our expense

from 5:30 P.M. to 8 A.M. Daily or all day Sundays & Holidays

THURSDAY NIGHT only

**AMERICA'S FAVORITE RESTAURANT**

Rosso's

147 W. 41st St. (232-3680)

NEW YORK CITY

**NOTE**: Modestly stated, the move is intended to make the 200 Warner "oldies" in the group more saleable. The strategy is ambitious, and it is hoped that the sales shuffle will open new outlets for these "oldies." The move is also a part of an AAP program to clear up its pre-1948 backlog.

**NOTE**: Censuses of local radio stations with single show, multiple show, or no show, have been tabulated.

**NOTE**: Censuses of local radio stations with single show, multiple show, or no show, have been tabulated.
### PULSE FILM RATINGS for October

**October Ratings for AMONG WOMEN**

| Rank | Show & Distributor | Avg. |
|------|------------------|-----|-----|
| 1.   | Cisco (CBS)      | 12.6|     |
| 2.   | Nat (NBC)        | 12.6|     |
| 3.   | Nat (CBS)        | 12.6|     |
| 4.   | Nat (ABC)        | 12.6|     |

**October Ratings for AMONG MEN**

| Rank | Show & Distributor | Avg. |
|------|------------------|-----|-----|
| 1.   | Nat (CBS)        | 12.6|     |
| 2.   | Nat (NBC)        | 12.6|     |
| 3.   | Nat (ABC)        | 12.6|     |
| 4.   | Nat (Fox)        | 12.6|     |

### Syndicated Film Misc. Shows

**October Ratings for AMONG WOMEN**

| Rank | Show & Distributor | Avg. |
|------|------------------|-----|-----|
| 1.   | Ilyman (Gold)    | 8.8|     |
| 2.   | Little Rascals (Pathe) | 8.8|     |
| 3.   | Victory at Sea (NBC) | 8.8|     |
| 4.   | Patti Page (Screen Gems) | 8.8|     |

**October Ratings for AMONG MEN**

| Rank | Show & Distributor | Avg. |
|------|------------------|-----|-----|
| 1.   | Looney Tunes (Gold & Acme Artists) | 8.8|     |
| 2.   | The Three Stooges (Gold & Acme Artists) | 8.8|     |
| 3.   | Little Rascals (Pathe) | 8.8|     |
| 4.   | Patti Page (Gold & Acme Artists) | 8.8|     |

### STATION SIGNALS

Nat Gayer, Ted Bates & Company, won the first prize of a C.E. prize, presented by the Omaha, national booth contest. And in another contest, this year at WUSN-TV, Nashville, Jack F. Johnson, founder of Young & Ruskin, won the grand dollar for the best commercial contest in the country, which was participated in the Show Without a Name contest.

### PULSE LOCAL RATINGS for November

**Chicago**

<table>
<thead>
<tr>
<th>TV Stations</th>
<th>TV Home</th>
<th>Advertiser</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>11.00 PM</td>
<td>Ford Motor Co.</td>
<td>NBC</td>
</tr>
<tr>
<td>2.</td>
<td>10.30 PM</td>
<td>General Electric Co.</td>
<td>CBS</td>
</tr>
<tr>
<td>3.</td>
<td>10.00 PM</td>
<td>Westinghouse</td>
<td>NBC</td>
</tr>
</tbody>
</table>

**Erie, Pa.**

<table>
<thead>
<tr>
<th>TV Stations</th>
<th>TV Home</th>
<th>Advertiser</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>11.00 PM</td>
<td>General Electric Co.</td>
<td>NBC</td>
</tr>
<tr>
<td>2.</td>
<td>10.30 PM</td>
<td>Ford Motor Co.</td>
<td>CBS</td>
</tr>
<tr>
<td>3.</td>
<td>10.00 PM</td>
<td>Westinghouse</td>
<td>NBC</td>
</tr>
</tbody>
</table>

**Fresno, Calif.**

<table>
<thead>
<tr>
<th>TV Stations</th>
<th>TV Home</th>
<th>Advertiser</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>11.00 PM</td>
<td>General Electric Co.</td>
<td>NBC</td>
</tr>
<tr>
<td>2.</td>
<td>10.30 PM</td>
<td>Ford Motor Co.</td>
<td>CBS</td>
</tr>
<tr>
<td>3.</td>
<td>10.00 PM</td>
<td>Westinghouse</td>
<td>NBC</td>
</tr>
</tbody>
</table>
The Billboard Scoreboard

NETWORK REVIEW

'Dotto' Is Daytime TV Ditto of 'Twenty-One'

By CHARLES SINCLAIR


ERTV, Monday-Friday, 11:30-12:00 est., EST, week of January 6.

"Dotto" is a daytime ditto of "Twenty-One".

Like the popular quiz on which it is obviously modeled, it is a show that is designed to let the audience feel that they are participating in the game and that they could win.

Wide, Wide World (Net)

NBC-TV, Sunday, 5-5-50, est., week of January 6.

"World on Wheels," a 90-minute commercial for General Motors, gave a tantalizing hint in its early moments at the fascinating programs that could be done on the unbelievable influence of the wheel on our lives. The Indians never mastered it, and so left the country to the users of the covered wagon, the spinning wheel and the lather. From that starting point, NBC moved to a Gleason of Mark Twain's house and from there on it, was glory to GM all the way.

We saw the happy workers assembling cars, the dreamers dreaming up models for 1978, the parade on Flint, Mich., and folk dances by the race groups gathered cordially in one area to demonstrate the international flavor of the GM payroll. A brief résumé at the end had five cameras focused on the Carthedral School in Phoenix, Ariz., where kindergarten classes team safe driving in a delightful miniature town, complete with intersections, police, traffic court and ped equilibrium.

The most important GM commercials were superior to the show which, despite its negative impact, was clearly the best network show of the week.

Bob Bernstein.

Adventure at Scott Island (Net)

Bar, BARRY SULLIVAN, Cast (gradient): Paul Burke, Max Winkler, Ruth Ellis, Jack Waring, John Denny, Wally Cox, Howard T. West, A. V. Moore, Jr., William Prince. Director, Edgar Hacker. (ABC-TV, 8-30 p.m., EST, January 5.)

This Barry Sullivan starring hit has not changed outwitted since it ran last season, for R. J. Reynolds on CBS as "Harbourmaster." It's still tailored for the action-adventure dialers, and is still based on Sullivan's doings as a sort of sea-going sheriff in a New England community.

The opener for the new cycle, under its new title, on ABC-TV-9 was, however, as brisk-moving as any viewer could want. The story dealt with a couple of youngsters who, until they found some oil, the wrecks moved into a small but effective, path of a race against time to save the bay.

BARRY SULLIVAN, using his war-time knowledge, finally blazed his own trail, with a plastic explosive used by the Navy in the German Demolition teams, and the day was saved.

It was good, straightforward, superior action—not memorable, naturally. If the show keeps its pace, it should do well with ABC adventure fans. Charles Sinclair.

Roller Derby (Local)


"The Roller Derby," born in the era of walkathons and big flips, is back again, spinning round and round on ABC's New York flag ship for the better part of Sunday afternoon.

It looks about as it did back in 1949, when the skaters first wandered across 10-inch screens and elbowed their ways into high ratings. In fact, the main difference today seems to be the most people can watch on a 12-inch set.

There is the same blur of counter-clockwise movement, the same camera pans to the right, then left, then right, the same swing of audience faces, the same roughhouse techniques, and a feeling that it's all a professional overpriced match on wheels. There is even-shades of Uncle Miltie and Clyde McDowell—a durable gal named Missy Hensley who often steals her rivals over the raffles.

Early ratings show a healthy share of audience for the show, which would indicate that there are enough action and simplified spectator sports appeals. Charles Sinclair.

Studio One in Hollywood (Net)

Cast: "Brotherhood of the Bell," Cameron Mitchell, Joan Plowright, Patrick O'Hara, Robert Duvall, Gordon Duff, Director, Jack Hurl. Adapted from the Broadway show "The Member of the Wedding" by Carson McCullers. (CBS-TV, 9-30 p.m., EST, January 6.)

Jim Watson, the hero of "Brotherhood of the Bell," the first truly enterprising "Studio One in Hollywood" series, had a big problem. The show was about a group of young people in the "Brotherhood," a collective group of American students in Europe, who the cast was proud to say, had the atomic stalemate should be ended and that was the end of a nuclear attack on Russia.

But they needed Jim's cooperation, because, as a kind of George Kennan of the State Department, he was the constant, Clark, Sherrill, whose principles and honesty were in the world. There was no member of the "Brotherhood," Clark was not his way, and he couldn't possibly live like him. If all the Brotherhood was 50 Russian cities, he wouldn't have had a problem. "I know they had a script. But he was a principle man, and he couldn't judge the character."

And so it was that the Hollywood other NRCS outpaced the cheapest kind of melodramas, a dream that came true to a final intelligence failed completely to create the Hollywood. Even as a melodrama, it was a pathetic failure.

The cost of so-called Hollywoodaney faced with such huge an acting task, the quality, as was the production, from the beginning it was a relief. But a few more such disasters and few will feel as much as Relief. Leon Morse.

Film in Bulk

To be offered to buyers in markets where large shows of the over-all series are involved, there will be no duplication of pictures.

Salesmen, who are designated in the smaller markets, are able to present the complete show, while in the larger markets, only the first show, which is a natural guide to the AAR, thru which purchase arrangements are made.

For another, AAR will not lose the total revenue on the new streamlined packages is likely to equal the revenue that might have come in on bulk sales. Now, AAR is developing that program to package the 200 Biddel Warner shows for low cost sale to stations seeking them for special sheetings.

NBC's Kine

Continued from page 12

Sweden, for example, a "paper affiliation," they view affiliations with the United States or Mexico as legitimate.

But where the catch will be in the United States even if they are in close proximity to each other and to our Affiliates. And of course, the CBS-TV network, which also has a number of affiliations in the United South and American countries. The
Col. '58 Meet To Theme LP
Anniversary

NEW YORK—Colony Records' 1958 national sales convention will be held at the Waldorf-Astoria Hotel, some of the company's LP introduction 10 years ago. The convention will be "Aniversary at the Waldorf" and will feature "Aniversary" salesmen can win expense-paid trips for wives or other guests. Colonel William Gallagher, national sales manager, will preside.

Cap Brass Back From Europe

NEW YORK—Capitol veep Fats Waller Jr. and L.P. Lockwood, chairman of Capitol's parent company, Am-Par, Inc., arrived here last week from Europe. Dong returned from a week of conferences-centering about Capitol's recent acquisition, the LP label--in Paris and London.

Follows confab with Capitol music buyers before he will continue on to Hollywood this week for meetings with Elegant Glenn E. Walls, following which he will embark on a tour of F.M. and London in New Zealand, Australia, and South Africa.

Dong was accompanied to Europe by two of Capitol's L.P. Exec-Louis Scarne and Louis M. Frazier, both of whom are turning to the U.S., via Milan and Mosul, and staying in Paris with Angel recording artists.

(Capital on page 65)

Am Par Steps Up
Sked With 22 L.P.'s

NEW YORK—ABC Paramount's new L.P.'s and 11
E.P.'s February 1, marking the start of the company's promotion and merchandising program for package goods in 1958. The new L.P. program, introduced by Anaheim sales and merchandising director Desige Bergm.

(Am Par (Continued on page 22)

Indies Hit '57 Tape With
70% of Pop Single Hits

207 Discs Made Billboard Charts,
Host of New Names Take Spotlight

HOLLYWOOD — The independent recording companies, ac-
nounced recently was 70 per cent of the total volume of releases during 1957, further widening the gap between the small independents and their big-waist competitors by no less than 20 per cent.

A recapitulation of The Billboard LP chart for 1957 shows that a total of 48 labels and 207 LP's made the list, with four labels, Columbia, RCA Victor, Capitol and Decca, accounting for 60 per cent. But the independently owned independents, who recorded 19 LP's, ran a close third to Columbia with 21, and RCA Vic-

(Capital on page 22)

Merc Earmarks 400G
Ad Budget for '58

Focus Package Item Push on Adult
Mart Via National Consumer Mag Display

CHICAGO—Mercury Records last week returned Henri Hurst & Co., New York City, its exclusive ad agency and commissioned itself to a 1958 advertising budget of $250,000. The latter has a record history. The move is a reshaping of the company's entire promotional arm.

About a quarter-million-dollar spending plan will be formulated for ads in national consumer magazines. This budget is in approximately the same dollar bracket as those of the biggest ad spenders in the industry, such as Victor, Columbia and Capitol, exclusive of the record ads by those companies. Desire's expenditure is considerably lower than any of these, but the dollar is presented in proportion to its sales volume.

This spending will concentrate on the pushing of its product, which will be focused on the Merc Catalog to an adult market. The plan will be based on the work being studied at Life, Esquire, the New Yorker, Harper's and the Atlanta Journal.

Another aim of the campaign is to solidify the company's "corporate image" in the public's eyes. An example is a new Mercury logo design to be introduced to the public with the activity's launch, letterheads and even be used on company engravings.

S. K. Spence, director of Mercury's promotions and advertising, will direct the campaign and work closely with Henri Hurst & Co. and other advertising agencies.

(Capital on page 65)

Verve Splits LP, Singles
A&R Set-Up

HOLLYWOOD—Verve Records last week re-organized its artistic and repertoire setup. Henceforth, Norman Granz will concentrate on the label's L.P.'s, pop, jazz, etc., while Barney Kesel will supervise all studio work.

Gil Carrfield and Bunny Batin, who are under contract to Verve as artists and songwriters, will also handle recording and production to the studio department, reporting to Kesel, however, the latter remains as the company's artistic and record any artist on the label.

Jazz personalities such as Percy Faith and Helen Grayco. Mr. Spike Jones, A story in The Billboard a few weeks back, estimated that the account of the biggest L.P. line, double-pocket L.P. is tag-

(Capital on page 22)

M-G-M Starts '58
With 17 Albums

NEW YORK—M-G-M Records recently released its new release of 17 albums, comprising pop, spoken word and classical. The albums have been shipped to distributors on a schedule basis.

Among the pop groups are a new album by Jim James, called "Ti Voglio Bene (I Love You)," "Hi Fi," with Dick Hyman's "The Imagery of Harsh Williams," "Movie Lim-

(Capital on page 22)

Gordon to Gen.
Mgr. in Prep
Exec Shuffle

HOLLYWOOD—Prep Records pulled off its biggest executive suit ever when Gordon, former administrative manager, to the post of G.M. and others have parlayed a pop hit boy into M.G.M.

In keeping with the substantial volume to the indie dis-

(Capital on page 22)
NOT THE MUSICAL END RADIO

Electronic Pipe Dreams Picture a Rosy Future

By BERNIE ASBELL

CHICAGO — With stereo tape, getting a good toehold in the music market, and now the advent of a record, the question is coming up everywhere: "Have we reached the "ultimate," a variation: "Is this the end, man?"

Apparently, progress is not about to lay down and die, no matter how it was with the invention of the wheel. It is only that some, including Wright brothers, not even to mention the flight of the sparrow.

Music is a good time to take a peek into areas still uncharted, and unprecedented, perhaps, a wild look into what the everyday life of the music business may be a decade from now.

One dream, not yet practical but every day about to be reduced to an electronic seeing eye. This would be a record requiring no needle at all. It would be played by inserting a beam of light in the grooves, and would be possible by impulses reflected back from the grooves. No wear, no tear, no scratch.

watch out for dust, which might be another of the wheelchair variety. A lot of malfeas has smoke-blackened vocal cords. Doctors love the LP, but nobody has speculated yet on the card-scanning system, unraveling the riddle of a guy who wants it. This would overcome the cost in producing a record and the inconvenience of tape. It would enable a vest-pocket library of music to be available to all, while music is recorded on tape by mag- netic means, or -TV. In a series of parallel lines as small cards, about the size of the queen of spades, the card is touched to a scan-reader, where a playback head reads the marks, just as, other than just as pictures created by scanning. For convenience, just as pictures created by scanning, the disc cannot be slipped in the card.

[Continued on page 52]

PAGING A HIT

Edway Shows Sour Of Singles In '57

WASHINGTON — House Hearings Over KDKA Management

NASHVILLE — Jack Stapp, owner-manager of Tree Publishing Company, with headquarters here and former program director of Station WSM, this city, has taken over as program director of Station WDKA here, as an associate of the Klages and in the normal capacity of vice-president and general manager.

ducing John Desmond. Neither of the drug companies had been interested in putting on the disc in the singles market.

Meanwhile, the outlet in 1953 looked for the biggest, but the biggest new shows starring record artists had, immediately half of them, was scheduled to go off the air at the end of its 13-week cycles in the fall, including the one-manuza plug outlet for disk manufacturers and publishers.

House Heats ASCAP Critics This Term

WASHINGTON — House recessions on complaints about the distribution formulas of the American Society of Composers, Authors and Publishers would appear to be a certainty in this second session of the 84th Congress. The ASCAP, under its "Helen Morgan" album from "Playhouse 60" dramatization of the Ephraim Kishon, is now under way between the House Small Business Committee and the distribution, and the Judiciary Antitrust Subcommittee as to the when and how of hearing by inserting (Continued on page 74)

Stapp Takes Over KDKA

Management

New York — Buffalo and New Jersey on the air... New York’s WNEW and Newark, New Jersey’s "Drive-in Theaters," will continue to present the coast-to- coast NBC radio "Grand Ole Opry." "Grand Ole Opry" is owned by the R. J. Reynolds Tobacco Company.

Epic Names Hayum Natl.

Sales Mgr.

New York — Walter Hayum, formerly general merchandise manager of Epic Records, has been promoted to the post of national sales manager for the label. Hayum, who joined Epic in 1965 as Midwest sales manager, replaced Bill’s national general manager William Shiffman. He will headquarter in New York.

[Continued on page 74]

EPIC MUSIC-RECORDS

THE BILLBOARD

JANUARY 13, 1958

Electra Skeds 45-12-Inchers During 1958

NEW YORK — Electra Records plans to release 45 new 12-inch LPs in 1958, 37 of which will be sponsored by the "Superbox," a new package which comes in the wake of Electra’s "Spin Box" during 1957. Electra’s promotion will be relented more than doubled over the 1958.

According to Joe Holzman, head of the label, sales increases in the past five years, due in large part, to the discontinuance of the 10-inch LP line and the success of such items as "The Righteous Brothers," "Johnnie and Jack," "Danniel Lasson in a Flower," a series of 45s, and "Bamboo Bells" and "Bamboo Dances," a series of cricket albums. Holzman has also announced that Fred Holzman and John Cuniberti are planning to establish a "Weavers" quartet, which has been retained as Music Director. Holzman will supervise all folk-disk sessions and will assist Holzman in the production of 12-inch 45s.随后，Holzman is also agreed to remove 12-inch singles from the 45 series and to focus on 45-12-inch releases during 1958. Holzman said that all recording sessions for the past two years have been taped in stereo and many are now available on Electra Tapes and Dyna-Tapes. In bringing with them the 12-inch singles are several additional offices of sheet music, which have been acquired by the company.

[Continued on page 74]

We'll Buy Von Miller Catalog

NEW YORK — Broadcaster and TV personality Lawrence Welk, via his Welk Music, Inc., has acquired the Harry Von Miller music catalog. The deal, which had been in the making for some time, was announced here last week.

Mrichted Music licensor as a means of purchasing the title as well as the catalog and the firm will continue to carry its licensing function. The sum paid was $175,000. Among the noon (Continued on page 74)

Prestige 10% Dealer Disc's

NEW YORK — In line with the company's annual policy, Prestige Records will offer dealers an extra 10 per cent to retailers on the base price of one month starting January 15. According to company president, Bob Weinstock, this covers all 112-inch LPs in the regular line of Prestige releases, and also the issued 78 r.p.m. discs. The deal will remain in effect for the three regular Prestige distributors.

[Continued on page 74]

Electra Skeds 45-12-Inchers During 1958

NEW YORK—Electra Records plans to release 45 new 12-inch LPs in 1958, 37 of which will be sponsored by the "Superbox," a new package which comes in the wake of Electra’s "Spin Box" during 1957. Electra’s promotion will be relented more than doubled over the 1958.

According to Joe Holzman, head of the label, sales increases in the past five years, due in large part, to the discontinuance of the 10-inch LP line and the success of such items as "The Righteous Brothers," "Johnnie and Jack," "Danniel Lasson in a Flower," a series of 45s, and "Bamboo Bells" and "Bamboo Dances," a series of cricket albums. Holzman has also announced that Fred Holzman and John Cuniberti are planning to establish a "Weavers" quartet, which has been retained as Music Director. Holzman will supervise all folk-disk sessions and will assist Holzman in the production of 12-inch 45s.随后，Holzman is also agreed to remove 12-inch singles from the 45 series and to focus on 45-12-inch releases during 1958. Holzman said that all recording sessions for the past two years have been taped in stereo and many are now available on Electra Tapes and Dyna-Tapes. In bringing with them the 12-inch singles are several additional offices of sheet music, which have been acquired by the company.

[Continued on page 74]

We'll Buy Von Miller Catalog

NEW YORK — Broadcaster and TV personality Lawrence Welk, via his Welk Music, Inc., has acquired the Harry Von Miller music catalog. The deal, which had been in the making for some time, was announced here last week.

Mrichted Music licensor as a means of purchasing the title as well as the catalog and the firm will continue to carry its licensing function. The sum paid was $175,000. Among the noon (Continued on page 74)

Prestige 10% Dealer Disc's

NEW YORK — In line with the company's annual policy, Prestige Records will offer dealers an extra 10 per cent to retailers on the base price of one month starting January 15. According to company president, Bob Weinstock, this covers all 112-inch LPs in the regular line of Prestige releases, and also the issued 78 r.p.m. discs. The deal will remain in effect for the three regular Prestige distributors.

[Continued on page 74]
TIME
THE WEEKLY NEWSMAGAZINE
MUSIC

"The Beat of My Heart (Tony Bennett, vocalist; Chico Hamilton, Art Blakey, Jo Jones; Billy Exner, Candido, Sabu on drums; Columbia). Abetted chiefly by some wonderfully complex naked drum accompaniments, Singer Bennett launches his husky, finely pitched voice into an assortment of old favorites, makes them sound as strange and freshly minted as though they were written yesterday. The nervous, shifty-tempoed title song alone makes this one of the most intriguing vocal albums in months."

Time Magazine
Jan. 9, 1958

THE BEAT OF MY HEART
TONY BENNETT

Columbia Records
CL 1079
Merc Sets 400G Ad Budget

Jack Cavin will be account executive.

“One of Leaders’

“Now is our way,” Merc Prexy Irving B. Green told The Billboard, “of recognizing that we are one of the leaders in an industry that has come of age. The growth of LP sales has revolutionized the industry. A company like ours that has a huge catalog, has something stable to promote, and this is the field where the small independent label can’t compete, even if they can step out now and then with a hot single. The larger companies have grown beyond the stage of just having a hit today and hoping we have one tomorrow—just operating from day to day with no long-range planning.”

The change in outlook, Green said, was enabled when LP sales in the past couple years grew beyond the 50 per cent mark in representing the entire industry’s sales volume. It’s in tune, he added, with the heavy ad budgets of high-fi equipment manufacturers who are creating enormous numbers of new LP customers.

“They’re selling the records,” Green commented, “and we’re putting out the bladders.”

“Overture” Record

At an example of the potential of Merc’s consumer campaign, Green cited the sales of the Minneso...
IT'S A HIT!

NAT "KING" COLE

ANGEL SMILE

with Nelson Riddle Orchestra

1st RE-ORDER 170,000

STILL GOING STRONG

SEND FOR ME

1,335,000 to date

WINNETON MUSIC CORP. 1619 Broadway, N. Y. C.
**Mickey Mouse Club Line Cut To: $1.98 List**

**HOLLYWOOD —** Disneyland Corporation has decided the price reduction of its Mickey Mouse Club line of LP's will be limited to $1.98 list, as suggested by lists.

The announcement was made at a meeting of the management of the new Glen Miller band.

The band was cutting its third LP for RCA Victor, just prior to an appearance on the Floor Talk Page of the Los Angeles Times. RCA Victor will follow this week with a three-week tour of the country, which will be added 10 days on the occasion. The Miller crew kicked off under Millie Tomlinson's direction in 1955, 11th anniversary of D-Day, and the end of World War II to have been in the black from the first day out.

McKinley is not sure whether there will be a market for the show or not. The show is billed for a year, and McKinley feels there will be a good market. However, the band is setting the original cost of the show at $1.98, according to a decision made at the show. New York's Times Bazaar and Pottstown, Pa., in the case of Miller as Dandy.

Miller Music has claimed that Don Black, a co-founder of the band, a Louis Armstrong, has a record date on the show. The deal was arranged by Joe Chas, who probably knows the Miller style better than any musician in Show Business.

**Victor Prep's Contest for Miller Fans**

**NEW YORK —** Concurrently with the release of its "Chase" and "Mickey Mouse Club" LPs, RCA Victor is launching a consumer contest with $10,000 in cash prizes as incentive for the purchase of any of its Mickey Mouse Club LPs or other contest for disk jockeys.

The contest, which is open to the public on the show of the Miller LP's, and a flap from this contest, will be conducted with the support of all RCA Victor radio stations.

**OPEN TO THE PUBLIC**

Contestants are invited to enter their names for the chance to win a trip to Los Angeles; to exchange their favorite Miller LP's, and to write down the name of the winner.

Contestants will be entered in the drawing twice weekly, with the winner announced in the Los Angeles Times. The contest will run six months, with entries to be received not later than June 30, 1958. Entries will be judged and selected by the Los Angeles Times.

**Imperial Voxes Open Foreign Scope And Talent**

**PARIS —** Vox records has expanded its foreign scope during the past week by announcing the signing of its new talent in several countries. Paxtico indicates its foreign scope with the addition of a new label by the label.

Paxtico, of Fred Meesom, just returned here from a brief visit to the States, now claiming distribution in 36 countries, with thorough sales agents in 36 countries, and dealers in 34, all over the world. The company has been producing a label for the past five years, and will take the Pen in February for the first time.

**Imperial Voxes Open Foreign Scope And Talent**

**PARIS —** Vox records has expanded its foreign scope during the past week by announcing the signing of its new talent in several countries. Paxtico indicates its foreign scope with the addition of a new label by the label.

Paxtico, of Fred Meesom, just returned here from a brief visit to the States, now claiming distribution in 36 countries, with thorough sales agents in 36 countries, and dealers in 34, all over the world. The company has been producing a label for the past five years, and will take the Pen in February for the first time.

**Imperial Voxes Open Foreign Scope And Talent**

**PARIS —** Vox records has expanded its foreign scope during the past week by announcing the signing of its new talent in several countries. Paxtico indicates its foreign scope with the addition of a new label by the label.

Paxtico, of Fred Meesom, just returned here from a brief visit to the States, now claiming distribution in 36 countries, with thorough sales agents in 36 countries, and dealers in 34, all over the world. The company has been producing a label for the past five years, and will take the Pen in February for the first time.

**Imperial Voxes Open Foreign Scope And Talent**

**PARIS —** Vox records has expanded its foreign scope during the past week by announcing the signing of its new talent in several countries. Paxtico indicates its foreign scope with the addition of a new label by the label.

Paxtico, of Fred Meesom, just returned here from a brief visit to the States, now claiming distribution in 36 countries, with thorough sales agents in 36 countries, and dealers in 34, all over the world. The company has been producing a label for the past five years, and will take the Pen in February for the first time.
THE SOUND OF THE FUTURE IS ON ATLANTIC TODAY

Ten years is a short time. Our anniversary almost came upon us unawares. But here we are: ten years, 425 records, 100 LPs and 109 EPs later.

We started as young collectors and jazz enthusiasts — and thought (naively, perhaps) that it would be a “ball” to combine business with our main source of pleasure in life. If the truth be told, we are still fans and amateurs — and hope that we’ll never get so old that we’ll change in that respect.

We’ve tasted success. We’ve had our hits — and we’re going to scuffle for many more. Right now, however, we aren’t thinking of our hits so much as we are of the many people outside our organization who made them possible. Our distributors, some of whom have been with us from the beginning, have done more than anyone to build our label’s good name.

The kind of loyalty that the disk jockeys all over the country have shown us, in fair weather and foul, is a source of special gratification. Our bread-and-butter friends, the retailers and juke box operators, have kept us alive and healthy for a decade — and we are glad to be able to say “Thanks a million” in this way.

Atlantic has a large and distinguished artist roster that was not come by overnight. We are happy and proud that we have been able to keep these artists with us over a period of years. They truly make us the company we are — and the company we aspire to be.

In all kinds of ways, we are indebted to many people throughout the music industry. Our pleasant association with them makes us look forward with keen anticipation to another decade of progress.
How a label grew during one of the industry's liveliest ten-year periods.

How it started.

How it developed.

What it accomplished.

Where it's headed.

10 SWINGIN YEARS

Atlantic and R&B Trend Developed Side by Side

- The general public caught up with Atlantic's taste—blues and jazz—from the beginning
- New status of R&B seen in number of million sellers produced in past five years

By GARY KRAMER

The chance meeting and ensuing friendship of three young jazz musicians—Bobby Abbott, Alan Frank, and Abran Abramson—must be considered the founding of the Atlantic Records story, even though it was not immediately the beginning of Atlantic Records. This meeting took place in Washington, D.C., in the early 40's.

The trio of men who became known as the Atlantic Trio hadMutual——the largest jazz record collection in the world. Notable, was also known as a leading jazz critic at a time when jazz was considered a highly elevated subject. These young men became the musicians of many great jazz greats by holding perpetual open house for various groups and scheduling frequent jazz sessions in the embassy.

The Embassies also had many visitors who were jazz-record collectors. Among these was Herb Abramson, Vacations in the United States, in their teen-age years, had amassed one of the largest jazz record collections in the world. Notable was also known as a leading jazz critic at a time when jazz was considered a highly elevated subject. These young men became the musicians of many great jazz greats by holding perpetual open house for various groups and scheduling frequent jazz sessions in the embassy.

Atlantic and R&B Trend Developed Side by Side

- The general public caught up with Atlantic's taste—blues and jazz—from the beginning
- New status of R&B seen in number of million sellers produced in past five years

By GARY KRAMER

The chance meeting and ensuing friendship of three young jazz musicians—Bobby Abbott, Alan Frank, and Abran Abramson—must be considered the founding of the Atlantic Records story, even though it was not immediately the beginning of Atlantic Records. This meeting took place in Washington, D.C., in the early 40's.

The trio of men who became known as the Atlantic Trio hadMutual——the largest jazz record collection in the world. Notable, was also known as a leading jazz critic at a time when jazz was considered a highly elevated subject. These young men became the musicians of many great jazz greats by holding perpetual open house for various groups and scheduling frequent jazz sessions in the embassy.

Atlantic and R&B Trend Developed Side by Side

- The general public caught up with Atlantic's taste—blues and jazz—from the beginning
- New status of R&B seen in number of million sellers produced in past five years

By GARY KRAMER

The chance meeting and ensuing friendship of three young jazz musicians—Bobby Abbott, Alan Frank, and Abran Abramson—must be considered the founding of the Atlantic Records story, even though it was not immediately the beginning of Atlantic Records. This meeting took place in Washington, D.C., in the early 40's.

The trio of men who became known as the Atlantic Trio hadMutual——the largest jazz record collection in the world. Notable, was also known as a leading jazz critic at a time when jazz was considered a highly elevated subject. These young men became the musicians of many great jazz greats by holding perpetual open house for various groups and scheduling frequent jazz sessions in the embassy.

Atlantic and R&B Trend Developed Side by Side

- The general public caught up with Atlantic's taste—blues and jazz—from the beginning
- New status of R&B seen in number of million sellers produced in past five years

By GARY KRAMER

The chance meeting and ensuing friendship of three young jazz musicians—Bobby Abbott, Alan Frank, and Abran Abramson—must be considered the founding of the Atlantic Records story, even though it was not immediately the beginning of Atlantic Records. This meeting took place in Washington, D.C., in the early 40's.

The trio of men who became known as the Atlantic Trio hadMutual——the largest jazz record collection in the world. Notable, was also known as a leading jazz critic at a time when jazz was considered a highly elevated subject. These young men became the musicians of many great jazz greats by holding perpetual open house for various groups and scheduling frequent jazz sessions in the embassy.

Atlantic and R&B Trend Developed Side by Side

- The general public caught up with Atlantic's taste—blues and jazz—from the beginning
- New status of R&B seen in number of million sellers produced in past five years

By GARY KRAMER

The chance meeting and ensuing friendship of three young jazz musicians—Bobby Abbott, Alan Frank, and Abran Abramson—must be considered the founding of the Atlantic Records story, even though it was not immediately the beginning of Atlantic Records. This meeting took place in Washington, D.C., in the early 40's.

The trio of men who became known as the Atlantic Trio hadMutual——the largest jazz record collection in the world. Notable, was also known as a leading jazz critic at a time when jazz was considered a highly elevated subject. These young men became the musicians of many great jazz greats by holding perpetual open house for various groups and scheduling frequent jazz sessions in the embassy.

Atlantic and R&B Trend Developed Side by Side

- The general public caught up with Atlantic's taste—blues and jazz—from the beginning
- New status of R&B seen in number of million sellers produced in past five years

By GARY KRAMER

The chance meeting and ensuing friendship of three young jazz musicians—Bobby Abbott, Alan Frank, and Abran Abramson—must be considered the founding of the Atlantic Records story, even though it was not immediately the beginning of Atlantic Records. This meeting took place in Washington, D.C., in the early 40's.

The trio of men who became known as the Atlantic Trio hadMutual——the largest jazz record collection in the world. Notable, was also known as a leading jazz critic at a time when jazz was considered a highly elevated subject. These young men became the musicians of many great jazz greats by holding perpetual open house for various groups and scheduling frequent jazz sessions in the embassy.

Atlantic and R&B Trend Developed Side by Side

- The general public caught up with Atlantic's taste—blues and jazz—from the beginning
- New status of R&B seen in number of million sellers produced in past five years

By GARY KRAMER

The chance meeting and ensuing friendship of three young jazz musicians—Bobby Abbott, Alan Frank, and Abran Abramson—must be considered the founding of the Atlantic Records story, even though it was not immediately the beginning of Atlantic Records. This meeting took place in Washington, D.C., in the early 40's.

The trio of men who became known as the Atlantic Trio hadMutual——the largest jazz record collection in the world. Notable, was also known as a leading jazz critic at a time when jazz was considered a highly elevated subject. These young men became the musicians of many great jazz greats by holding perpetual open house for various groups and scheduling frequent jazz sessions in the embassy.

Atlantic and R&B Trend Developed Side by Side

- The general public caught up with Atlantic's taste—blues and jazz—from the beginning
- New status of R&B seen in number of million sellers produced in past five years

By GARY KRAMER

The chance meeting and ensuing friendship of three young jazz musicians—Bobby Abbott, Alan Frank, and Abran Abramson—must be considered the founding of the Atlantic Records story, even though it was not immediately the beginning of Atlantic Records. This meeting took place in Washington, D.C., in the early 40's.

The trio of men who became known as the Atlantic Trio hadMutual——the largest jazz record collection in the world. Notable, was also known as a leading jazz critic at a time when jazz was considered a highly elevated subject. These young men became the musicians of many great jazz greats by holding perpetual open house for various groups and scheduling frequent jazz sessions in the embassy.

Atlantic and R&B Trend Developed Side by Side

- The general public caught up with Atlantic's taste—blues and jazz—from the beginning
- New status of R&B seen in number of million sellers produced in past five years

By GARY KRAMER

The chance meeting and ensuing friendship of three young jazz musicians—Bobby Abbott, Alan Frank, and Abran Abramson—must be considered the founding of the Atlantic Records story, even though it was not immediately the beginning of Atlantic Records. This meeting took place in Washington, D.C., in the early 40's.

The trio of men who became known as the Atlantic Trio hadMutual——the largest jazz record collection in the world. Notable, was also known as a leading jazz critic at a time when jazz was considered a highly elevated subject. These young men became the musicians of many great jazz greats by holding perpetual open house for various groups and scheduling frequent jazz sessions in the embassy.
JAZZ FIRST--NOW PHASE 2 BEGINS

- The Jazz-First policy has paid off for Atlantic.
- Now, the label is ready to broaden its horizons.

By NESUH ERTEGUN

When, several years ago, Atlantic created an LP department and asked me to direct it, the first important decision was what form of music to record at the outset. It was decided that, should the LP come to occupy the major role in the record industry it has, Atlantic's LP program would gradually over time equal that of the majors at the beginning. However, the decision was between starting a general catalog—a collection of multiples of every kind of music or a specialized catalog. We would likely start LP recording to one form or the other and record in the form extensively. We would only begin recording the serious film program when the label's LP's were firmly entrenched, and we had established that which would be called a concert classic in that single form.

Why Jazz?

We decided to have a specialized catalog, and we specialized in jazz. There were several reasons for choosing this form of music. In the first place, it exists not only in the United States, but also in many countries. We had noted the fact that the label that an LP should be of lasting interest. Jazz had probably captured the imagination of the younger generation of listeners by American jazzmen produced for the LP's been frequently a subject of much discussion and excitement for the general public in Europe, where jazz was always a great success. The eagerness and hunger for jazz abroad is really startling and important. Not only did the world of jazz have the opportunity to receive the sounds of jazz, Atlantic, as part of the Atlantic-issued recordings of major interest, was also to include other types of music, such as the series of LP's by performing groups such as the Turkey Time and the Bobcat and the Binbrook, who are known for their work in jazz with every phase, and many other masterful musicians, we have had the opportunity to work with such artists as has a continuously interesting and involving project for the label.

The Next Phase

The first Atlantic LP program is now over. Of course, we are not only to record young artists, but we can also record other types of music, such as the series of LP's by performing groups such as the Turkey Time and the Bobcat and the Binbrook, who are known for their work in jazz with every phase, and many other masterful musicians, we have had the opportunity to work with such artists as has a continuously interesting and involving project for the label.

AMERICAN RADIO HISTORIANS

To the radio historians, a turntable is like a family album. To the industry itself, it is the record of the past. The advances in technology that have made radio the powerful medium it is today are the result of a constant struggle for perfection. The early years were a time of experimentation and discovery. As the years went on, the industry grew and developed new techniques to meet the changing needs of its audience. The history of radio is a record of progress and growth, and the Atlantic LP program is a testament to the continuing relevance of the format. Atlantic's commitment to jazz as a form of music was a reflection of its broader philosophy of diversity and inclusiveness. The label believed in offering its listeners a wide range of musical experiences, and the LP program was a vehicle for achieving this goal. The decision to focus on jazz was a strategic move that paid off, as the label harvested a steady flow of hit albums. The LP's were not only a commercial success, but they also helped to establish Atlantic as a leading force in the music industry.

JANUARY 13, 1958

THE BILLBOARD

THE ATLANTIC RECORDS STORY (1948-1958)
In a few short years Atlantic has built a large LP catalogue of permanent value. The first Shorty Rogers, Chris Connor and Modern Jazz Quartet albums are selling as well today as they did when first released. Our jazz LPs and those of our pop and specialty artists like Mabel Mercer and Bobby Short give every sign of retaining an indispensable niche in their fields.

We have been complimented on the quality of our hi-fi sound reproduction and on the imaginative album covers of our line. In future, we'll outdo ourselves to push our standards yet higher. The range of our catalogue is expanding rapidly, but quality recording and packaging will continue to be our single goal.

THE ATLANTIC LP CATALOGUE

2-12” LP De Luxe sets

2-461 Chris Connor Sings The George Gershwin Almanac Of Song

The 1200 Series

1201 Shorty Rogers & His Giants—The Whining Mr. Rogers

1202 Mabel Mercer Sings Cole Porter

1204 Bobbi Shaw

1205 Paul Barbarin & His New Orleans Alumni

1206 Dave Pelo Octet—Jazz And A Romantic Love

1207 Lee Konitz With Warne Marsh

1208 Ted Stratten’s New York

1209 Wilbur De Paris & His New Orleans Jazz

1210 Tony Fruscella

1211 George Wein Sings—Wein, Women & Song

1212 Alec Templeton—She Magic Piano

1213 Jack Montrose With Bob Gordon

1214 Lennie Tristano

1215 Jess Stacy The Famous Sidemen—Tribute To Benny Goodman

1216 Betty Bennett—Nobody Else But Me

1217 Orrill Garner—The Greatest Garner

1218 Chris Connor

1219 The Teddy Charles Tentet

1220 Bobby Short

1221 The Modern Jazz Quartet—Fontessa

1222 Shorty Rogers & His Giants—Mantans Come Back

1223 Wilbur De Paris & His New Orleans Jazz—Mardou & Swingin’

1224 Joe Turner Sings Kansas City Jazz—The Boss Of The Blues

1225 Phineas Newborn—Here Is Phineas

1226 J. Walter Plays Richard Rogers Compositions—Rogers Revisited

1227 Chet Baker Sings With The Modern Jazz Workshop—Tramonti is an Euphoria Erection

1228 The Jimmy Giuffre Clarinets

1229 Chris Connor—He Loves Me, He Loves Me Not

1230 Bill Russo—The World Of Alona

1231 Milt Jackson—Ballads & Blues

1232 Sylvia Byrns Sings

1233 Midnight At Mabel Mercer’s

1234 Patty McGovern & Thomas Talbert—Wednesday’s Child

1235 Lakes Olinin—Baritone Sax

1236 The Modern Jazz Quartet At Music Inn—Guest Artists: Jimmy Giuffre

1237 Dave Pelo Octet—Love Story

1238 Thomas Talbert—Big Duke Fats

1239 Al Hirtler—After The Lights Go Down Low

1240 This Is My Beloved

1241 Wilbur De Paris At Symphony Hall

1242 The Jimmy Giuffre 8

1243 Joe Mckoy’s Sones—Luxury Life

1244 Carol Stevens—That Satin Doll

1245 Lee Konitz Inside HiFi

1246 The Great Ray Charles

1247 The Charles Mingus Jazz Workshop

1248 The Time of the Stork

1249 Eldon Mooney’s

1250 The Modern Jazz Quartet

1251 The Time of the Stork

1252 The Charles Mingus Jazz Workshop

1253 The Beatles—The Cavern

1254 England At Jazz, Ltd.

1255 Baby Short—Speaking Of Love

1256 Frances Wayne—The Warm Sound

1257 Joe Castro—Woods Jazz

1258 The Modern Jazz Quartet

1259 The Time Of The Stork

1260 The Charles Mingus Jazz Workshop

1261 England At Jazz, Ltd.

1262 Bobby Short—Speaking Of Love

1263 The Modern Jazz Quartet

1264 England At Jazz, Ltd.

1265 The Beatles—The Cavern

1266 England At Jazz, Ltd.

1267 The Beatles—The Cavern

1268 England At Jazz, Ltd.

1269 The Beatles—The Cavern

1270 England At Jazz, Ltd.

1271 The Beatles—The Cavern

1272 England At Jazz, Ltd.

1273 The Beatles—The Cavern

1274 England At Jazz, Ltd.

1275 The Beatles—The Cavern

1276 England At Jazz, Ltd.

1277 The Beatles—The Cavern

1278 England At Jazz, Ltd.

1279 The Beatles—The Cavern

1280 England At Jazz, Ltd.

Almost all of the LPs above are available on EP. Write for complete catalogue.

ATLANTIC

157 West 57th Street, New York 19, N. Y.
FIRST ATLANTIC SUBSIDIARY NOW A SUBSTANTIAL LABEL IN ITS OWN RIGHT!

Started two years ago, to provide a showcase for new talent, Atco has rapidly carved a permanent place for itself in the American record industry.

With its own set of live-wire distributors covering the entire country, Atco's merchandising is second to none as evidenced by its recent 2 million seller SEARCHIN' YOUNG BLOOD voted "THE #1 RHYTHM AND BLUES RECORD OF 1957" and by THE COASTERS, voted "THE #1 RHYTHM AND BLUES VOCAL GROUP OF 1957."

(Cashbox '57 Poll)

Headed by Herb Abramson, president and co-founder of Atlantic Records, Atco is and will continue to be an important chapter in the Atlantic Record story.

ATCO DISTRIBUTORS

A-1 RECORD DIST. CO.
640 Baronne St., New Orleans, La.

ALPHA DIST. CO.
457 W. 45th St., New York City

ARIZONA B. B. KRUPP
1919 No. 16th St., Phoenix, Ariz.

B. G. RECORD SERVICE
357 N.W. 6th Ave., Portland, Oregon

B & K RECORD DIST. CO.
608 N. Hudson, Oklahoma City, Okla.

CONCORD RECORD DIST. CO.
620 Frankfort, Cleveland, Ohio

COSNAT DIST. CO.
3737 Woodward Ave., Detroit, Mich.

COSNAT DIST. CO.
415 Halsey St., Newark, N. J.

DAILY BROS. DIST.
2200 Irving Blvd., Dallas, Texas

H. W. DAILY
314 E. 11th St., Houston, Texas

DAVIS SALES CO.
1724 Arapahoe St., Denver, Cola.

DIXIE DIST. CO.
440 Edgewood Ave., S.E., Atlanta, Ga.

ERIC DIST. CO.
369 Sixth St., San Francisco, Calif.

F. & F ENTERPRISES
803 S. Cedar St., Charlotte, N. C.

INDIANA STATE DIST. CO.
731 E. North St., South Bend, Ind.

M. B. KRUPP
501 Broadway, New York, N. Y.

LESLEY DIST.
377 Windsor St., Hartford, Conn.

M. & N. DISTRIBUTORS
620 Washington Ave., Buffalo, N. Y.

MICROPHONE MUSIC
222 N. Beretania St., Honolulu 17, Hawaii

MIDWEST SALES
2642 Olive St., St. Louis, Mo.

MUSIC CITY RECORD CO.
127 Lafayette St., Nashville, Tenn.

MUSIC SALES CO.
1117 Union Ave., Memphis, Tenn.

NORTHWEST TEMPO
709 6th Ave., N., Seattle, Wash.

RECORD MUSE.
2580 W. Pico Blvd., Los Angeles, Calif.

SANDEL CO.
40 Glenwood Ave., Minneapolis 3, Minn.

SCHWARTZ BROS.
901 Girard St., NE, Washington, D.C.

SEABOARD DIST. CO.
1044 Broadway, Albany, N. Y.

STANDARD DIST. CO.
1705 Fifth Ave., Pittsburgh, Pa.

STATE RECORD DIST. CO.
12 W. Court St., Cincinnati, Ohio

TRANS DISC
915 Albany St., Boston, Mass.

TRU-TONE DIST. CO.
4701 2nd Ave., Miami, Fla.

UNITED RECORD DIST.
2029 S. Michigan, Chicago, III.

UNIVERSAL RECORD DIST.

ARTISTS OF ATCO

The Coasters  Bobby Darin  Guitar Slim  Bette McLaurin  The Sensations  Jimmy Simmons  Linda Hopkins  Young Jessie
EAST-WEST
the youngest member of the Atlantic family
off to a swinging start –
A NEW LABEL LOADED WITH NEW TALENT • NEW SOUNDS • NEW IDEAS

BURT TAYLOR
I Can't Help It
105
Believe It Or Not

HAMP JONES
Pack Your Clothes
104
You're Not My Girl

THE FABULAIRES
While Walking
103
No No

JAY HOLLIDAY
Wang Dang Doo
102
Tell Me Why

THE GLOWTONES
Ping Pong
101
The Girl I Love

Johnny Houston
Hula Hands
100
But It's Too Late

JOHNNY HOUSTON
JACKIE PARIS
Great First Release
Will Soon Be
Announced

**EAST-WEST DISTRIBUTORS**

A-1 RECORD DIST.
602 N. Hudson, Oklahoma City, Okla.

AM-PAR RECORD DIST.
923 Westlake N., Seattle, Wash.

ARC DIST. CO.
40 Selden Ave., Detroit, Mich.

ARNOLD DIST.
P. O. Box 1126, Charlotte, N. C.

B. G. RECORD SERVICE
337 N.W. 6th Ave., Portland, Ore.

COMMERCIAL MUSIC CO.
2338 Olive St., St. Louis, Mo.

CUSTOM DIST. CO.
1221 W. 9th St., Cleveland, Ohio

DAILEY BROS. DIST.
2200 Irving Blvd., Dallas, Texas

DAVIS SALES CO.
1724 Arapahoe St., Denver, Colo.

DIAMOND DIST.
2990 W. Pico, Los Angeles, Calif.

EASTERN RECORD DIST.
26 Clark St., East Hartford, Conn.

ESSEX RECORD DIST.
114 Springfield Ave., Newark, N. J.

FIELD MUSIC SALES
270 Sixth Ave., San Francisco, Calif.

INDIANA STATE RECORD DIST.
1325 N. Capitol St., Indianapolis, Ind.

M. B. KRUpp
P. O. Box 951, El Paso, Texas

BILL LAWRENCE INC.
1409 Fifth Ave., Pittsburgh, Pa.

H. N. LIEBERMAN DIV. #1
257 N. Plymouth, Minneapolis, Minn.

METRO DIST.
861 Washington St., Buffalo, N. Y.

MUSIC CITY RECORD CO.
127 Lafayette St., Nashville, Tenn.

MUSIC DIST.
1303 S. Michigan Blvd., Chicago, Ill.

MUSIC SUPPLIERS OF NEW ENGLAND
263 Huntington Ave., Boston, Mass.

MUSIC SUPPLIERS OF OHIO
1189 Gilbert Road, Cincinnati, Ohio

ONE SPOT DIST.
1087 Union Ave., Memphis, Tenn.

PORTEN DIST.
733 Eleventh Ave., New York, N. Y.

DAVID ROSEN INC.
855 N. Broad St., Philadelphia, Pa.

SEABOARD DIST.
1044 Broadway, Albany, N. Y.

SCHWARTZ BROS.
901 Girard St. N.E., Washington, D. C.

SOUTH LAND DIST. CO.
600 Edgewood Ave., Atlanta, Ga.
a 10 year report –
ARTISTS OF ATLANTIC

Teardrops From My Eyes
5-10-15 Hours
Mama, He Treats
Your Daughter Mean
Oh What A Dream
Lucky Lips

Congratulations and
continued success.

RUTH BROWN

Chains Of Love
Honey Hush
Shake, Rattle And Roll
Corrione Corrino

Congratulations
on your 10th anniversary.

JOE TURNER

It's Too Late
Juanita
C. C. Rider
Batty And Dupree

Heartiest congratulations.

CHUCK WILLIS

Don't You Know I Love You
One Mint Julep
Good Lovin'
Lovely Dovely
Love, Love, Love

What can we say, but
'Thanks' and 'Good Luck'

THE CLOVERS
a 10 year report —
ARTISTS OF ATLANTIC

It's been fun.
LA VERN BAKER

I wish you many, many more years of success in the music business.
CLYDE McPHATTER

I'm looking forward to a lot more records—and a lot more laughs—with you.
RAY CHARLES

Thanks for everything. Best wishes on your anniversary.
THE BOBBETTES
We are very happy to be able to celebrate your 10th anniversary with you.

THE DRIFTERS

Congratulations! I look forward to a long and happy association with you.

BETTY JOHNSON

The pleasure was mine. Congratulations!

CHRIS CONNOR

These have been fabulous years. Here's to another decade of hits!

IVORY JOE HUNTER
Keep Swinging Atlantic!
Congratulations to ATLANTIC RECORDS on its 10th ANNIVERSARY.

FROM THE WORLD'S LARGEST INDEPENDENT RECORD DISTRIBUTOR COSNAT DISTRIBUTING COMPANY

315 West 47th Street
New York City, N. Y.

Jerry Blaine, Pres.

Covering the markets that do 26% of the national volume.
CONGRATULATIONS to ATLANTIC from America’s TOP INDEPENDENT RECORD DISTRIBUTORS

Cincinnati
12 West Court St.

MEL and JERRY HERMAN

Phoenix, Arizona
1919 North 16th Street

Best Wishes, Atlantic, for Continued Success

M. B. KRUPP DISTRIBUTORS, INC.
309 South Santa Fe Street
El Paso, Texas

ARIZONA M. B. KRUPP DISTRIBUTORS, INC.

“Aloha, Atlantic Records”
From Hawaii’s Leading Independent Distributor—

MICROPHONE MUSIC COMPANY
222 North Beretania Street
Honolulu, Hawaii

Thanks Atlantic...
for putting us in the picture!

“Best Wishes for Another 10’’

Sandel COMPANY, INC.
40 Glenwood Avenue
Minneapolis 3, Minnesota

Everybody’s Happy With Atlantic Records

TRACY-MITCHELL DIVISION FAYSAN DISTRIBUTORS, INC.
Seventh St. at Jersey
Buffalo 1, New York
CONGRATULATIONS to ATLANTIC from America’s TOP INDEPENDENT RECORD DISTRIBUTORS

Congratulations and Best Wishes to all at ATLANTIC on their Tenth Anniversary

ESSEX RECORD DISTRIBUTORS, INC.
114 Springfield Avenue
Newark 3, New Jersey

JOSEPH COHEN

Thanks to ATLANTIC for eight great years!

CENTRAL RECORD SALES COMPANY
2100 W. Washington Boulevard
Los Angeles 18, California

MUSIC CITY RECORD DISTRIBUTORS, INC.
HUTCH CARLOCK
127 Lafayette Street
Nashville, Tennessee

JAMES H. GREEN

Congratulations on ten consistently great years

HEARTIEST CONGRATULATIONS to
ATLANTIC RECORDS ON YOUR 10th ANNIVERSARY!

UNITED RECORD DISTRIBUTING COMPANY
1613 St. Emanuel Street
Houston, Texas

Marvin Ginsburg

Congratulations and Best Wishes from Robert’s Record Distributing Co. on your 10th Anniversary

ROBERT’S RECORD DISTRIBUTING COMPANY
1722 Washington Avenue
St. Louis 3, Missouri

SEABOARD DIST., INC.
1044 Broadway
Albany, New York

SEABOARD DIST., INC.
313 Park Avenue
East Hartford, Connecticut
CONGRATULATIONS to ATLANTIC from America's Top Independent Record Distributors

Memo to My Secretary—
Let's take an ad in The Billboard to tell Atlantic Records what a great outfit they are. Tell them they are sweethearts and we "dig" them in a big way.

Give them love & kisses and our fondest regards on their 10th anniversary!

Cecil Steen

RECORDS, INC.
790 Commonwealth Avenue
Boston, Massachusetts

May Your Next Ten Years Be Even Greater!

DAVIS SALES COMPANY
1724 Arapahoe Street
Denver, Colorado

Congratulations to Atlantic—Ten Successful Years Together

BINKLEY DISTRIBUTING COMPANY
W. E. Binkley
58 Riverside Avenue, Jacksonville, Florida
Miami Branch—3780 N.W. 2nd Ave.

Thanks for a past wonderful "TEN";
Best wishes to an even greater "TEN".

JAY-KAY DISTRIBUTING COMPANY
3725 Woodward Avenue • Detroit 1, Michigan

Congratulations—
Ten Great Artists, Ten Fabulous Years!

Joe Banashak
and all of
A-1 RECORD DISTRIBUTORS, INC.
628 Baronne Street • New Orleans, Louisiana

Thanks for a wonderful relationship for ten years.
May we enjoy many, many more of the same.

Sincerely,
HARRY, JIM, STUART and BURT

SCHWARTZ BROTHERS
901 Girard St., N.E.
Washington 17, D. C.
CONGRATULATIONS to ATLANTIC from America's TOP INDEPENDENT RECORD DISTRIBUTORS

CONGRATULATIONS TO ATLANTIC RECORDS FROM THEIR NEWEST DISTRIBUTOR, COVERING THE ENTIRE MID-SOUTH AREA!

RECORD SALES CORPORATION
1070 Union Avenue • Memphis 4, Tennessee

Even way out here, ATLANTIC RECORDS—You're a sizzling "Sell"ebrity!

A-1 RECORD DISTRIBUTORS
602 N. Hudson Street
Oklahoma City, Oklahoma

CONGRATULATIONS to all the gang! It's been a pleasure growing with ATLANTIC since your first hit
Now in our new home to serve the Carolinas better

F and F ENTERPRISES
2704 Freedom Drive • Charlotte, North Carolina
Phone: Express 9-9741

To ATLANTIC from the PACIFIC Northwest—CONGRATULATIONS for a decade of hits!

NORTHWEST TEMPO COMPANY
708 Sixth Avenue, North • Seattle, Washington

It's nice to be able to tell the rest of the folks in our industry what a privilege and pleasure it has been to be an Atlantic distributor for these many years.

SOUTHLAND DISTRIBUTING COMPANY
441 Edgewood Avenue, S.E.
Atlanta 12, Georgia

A GREAT BIG BAG FULL of CONGRATULATIONS to ATLANTIC RECORDS on their 10th Anniversary

ALL STATE DISTRIBUTING COMPANY
2023 South Michigan Avenue
Chicago, Illinois
Atlantic Aims for the Top
Continued from page 25
which one notes very few, if any, real hits.

Premium Line
The artistic and commercial success of the package line, along with the steady flow and sometimes flood, of singles hits, has made Atlantic a premium line for distributors. In comparison to the amount of catalog stock an indie distributor must carry on each of his lines, Atlantic is rated at or close to the top, as a turn-over line. Consequently, distributors make more money on Atlantic.

The company's distrib network, the total of those handling Atlantic and its subsidiary, East-West, Ato, and KRC lines, now numbers 60 in the United States alone. Atlantic's execs have assigned each for the reason that it handles only records and that the owner represents active management-participation. Each distributor has a personal interest in putting over their releases.

Distrib Make A Major
Most of Atlantic's distributors are the same ones the label has had from the beginning, who are familiar feeling, and the discount is grateful for the share the distributors have had in putting its product and name over. According to George Abner Etegum and Jerry Wexler, "We're going to prove that indie distributors can make good records. We have never been given cause to believe that we could do any better with factory-owned branches."

As for artists, "We keep our artists, too." The main Atlantic stars have never been allowed to cool off. Most of them have been removed several times.

A glance at Atlantic's books reveals that the company has at least 24 artists who, even on flaggs, never sell less than 50,000 of their release. These include Ruth Brown, Lavern Baker, Clyde McPhatter, Ivory Joe Hunter, Ray Charles, Chuck Willis, the Clovers, the Drifters, the Bobbettes, and on Ato, the Sensations, the Coasters and Cotton Slim. On KRC, Lloyd Price.

Some of these artists came to Atlantic fairly cool and were revitalized. Among them are Ivory Joe Hunter, Joe Turner and Chuck Willis. Now the company recently pected Charles Brown, Joe Money, Betty Johnson, Betty McLaurin (Atco) and Jackie Paris (East-West), all of whom have demonstrated big potential in the past, which was not always realized.

Other recent singles artist ac-

(Continued from page 52)

Atlantic and R&B Trend
Developed Side by Side
Continued from page 54

1954, and, most important of all, the total number of R&B records multiplied by many times, many of which, particularly the big hits, brought the record hit might achieve 250,000 sales, but from this point on, the major independent labels, unless they were record-sellers, one after the other, in the early '50s.

That Atlantic was the company, more than any other, that turned R&B from its primitive down-home country pop into an international jazz kind. With singers like Ray or Brown in a form band like the Bellettes, they could polish and reconcile the honky-tonk blues with a way that steered a middle group and could impress Negro and white audiences equally.

Atlantic also had a trump card in Ray Brown's vast amount of its records. Atlantic's sound was a great ad- vance over what was par for R&B records at that time. Time, Atlantic up rate until 1956 used the same title for its record, occupied at 234 West 50th Street as a studio, merely pushing decks and chairs away. On December 19, 1955, Ray Brown was announced as the first artist to record an original of a new rhythm single, "Money Honey." This was the first record and action of hits. LaVern Baker also was signed in 1955.

At this time, Altham Abravhan was called into the Air Force for two years as an officer. When he returned and signe in 1951, first record, "Chains," Bay Charles in 1952. Clyde McPhatter came to the label in 1953, as lead singer of the Drifters. "Money Honey" was his first record and action of hits. LaVern Baker also was signed in 1955.

New R&B Status
The music industry spotlight in mid-1950 and 1954 was on rhythm and blues. Many people believe that rhythm and blues record sold exclusively to a Negro market. This is not true. 'Drin' 'Em Out' was a white single, "went white" through the lion's den many Ruth Brown and Clovers records charged drastically in 1953 and 1954, and, most important of all, the total number of R&B records multiplied by many times, many of which, particularly the big hits, brought the record hit might achieve 250,000 sales, but from this point on, the major independent labels, unless they were record-sellers, one after the other, in the early '50s.

That Atlantic was the company, more than any other, that turned R&B from its primitive down-home country pop into an international jazz kind. With singers like Ray Brown or a form band like the Bellettes, they could polish and reconcile the honky-tonk blues with a way that steered a middle group and could impress Negro and white audiences equally.

Atlantic also had a trump card in Ray Brown's vast amount of its records. Atlantic's sound was a great ad- vance over what was par for R&B records at that time. Time, Atlantic up rate until 1956 used the same title for its record, occupied at 234 West 50th Street as a studio, merely pushing decks and chairs away. On December 19, 1955, Ray Brown was announced as the first artist to record an original of a new rhythm single, "Money Honey." This was the first record and action of hits. LaVern Baker also was signed in 1955.

At this time, Altham Abravhan was called into the Air Force for two years as an officer. When he returned and signe in 1951, first record, "Chains," Bay Charles in 1952. Clyde McPhatter came to the label in 1953, as lead singer of the Drifters. "Money Honey" was his first record and action of hits. LaVern Baker also was signed in 1955.

New R&B Status
The music industry spotlight in mid-1950 and 1954 was on rhythm and blues. Many people believe that rhythm and blues record sold exclusively to a Negro market. This is not true. 'Drin' 'Em Out' was a white single, "went white" through the lion's den many Ruth Brown and Clovers records charged drastically in 1953 and
text jazz artists to the label (Chris Connor, the late Jimmy Clifton, etc.), and greatly enhanced the packaging, standards of sound reproduction and originality of conception of the material housed in its library. In the present time, Atlantic is the second largest independent jazz manufacturer in the country and is distributed in every continent.

Because of the expansion of Atlantic’s staff to as many as forty new carriers were taken for the firm at 1327 West 57th Street in 1956, while retaining two floors of the old building to the rear of that location. Key personnel added to Atlantic in the last two years include Gary Kramer, director of advertising and publicity; Remy Leon, national sales manager; Victor Selsman, disk jockey promotion; Lester Salt, West Coast representative and Bob Bobnall, recording engineer.

A key to understanding Atlantic is the fact that it is offered by study of its day-to-day operations. Five hundred partners are active in running the company. All are for decisions, and quite a few may be on any given floor line. In this way, partners at group. There is a great deal of group discussion regarding the future business of the company. There is an all-around, no-except, no-private situation.

Each partner has his area of concentration, but keeps in close touch with the activities of each of the others. Atlantic gives its employees a real sense of adventure and also frees to undertake projects in their own time. Thus, New England cut, rhythm and blues records. Jerry Wesler may record “If I’re Jealous, You’re a Fool” and 400 canons has given him a contact. He was groomed to the Atlantic product. It also has created, on the administrative level, an administrative efficiency that is unique in the record industry for an operation of its size.

Because of the forward look of Atlantic’s label, its restless search for new talent, and its desire to build, most disk jockeys and many customers have a close understanding of the product material to what people working at Atlantic are like. They recognize Atlantic as a sporting, well-groomed beach, dressed in sporty but casual clothing, and foreign sports cars. They imagine that Atlantic supplies the everything musical from down-home blues, by Ray Charles, to the latest jazz of Charlie Mingus. As far as the breadth and catholicity of taste of the people at Atlantic goes, they are dead right. And as far as the sports and go, they aren’t far from wrong.

Great Sound No Big Secret
• Continued from page 24

Chances are that you’ve already heard the expression “Atlantic Sound.” This term has been in use for many years and is associated with a certain kind of music that is immediately recognizable to the listener. The sound is not necessarily the same as it was in the past, but it has evolved and continues to change.

The Atlantic Sound is characterized by its mix of rhythm and blues, jazz, and rock-and-roll music. It is known for its driving rhythms, soulful vocals, and powerful guitar work. The sound is often associated with the Atlantic Records label, which was founded in 1947 and was one of the first independent record labels to emerge in the United States.

Atlantic Records was founded by Jerry Leiber and Mike Stoller, who were two of the most successful songwriters of the 1950s and 1960s. They wrote hundreds of hits for the label, including “Yakety Yak” by the Coasters, “Hound Dog” by Elvis Presley, and “Heartbreak Hotel” by Elvis Presley.

Atlantic Records was known for its innovative approach to music, which included experimenting with different genres and incorporating elements from around the world. The label was also known for its focus on developing new talent, which included artists like Aretha Franklin, Otis Redding, and Ike and Tina Turner.

Today, the Atlantic Sound continues to be a popular style of music, with many modern artists incorporating elements of the sound into their own work. The sound is also celebrated for its innovation and its role in shaping the music industry of the past century.
WHY OTHER LABELS?

Get Top Exposure For Many Artists

- Good reasons underlying Atlantic’s multiple label set-up
- Ato, East-West, KRC mean top distribution, sales for all

BY REN GREVATT

“When you have a growing amount of good artists and good material, the need for adequate releasing space becomes a pressing problem.” This important requirement, according to officials of Atlantic Records, is the basic reason behind the introduction of subsidiary labels to the Atlantic series.

“We've operated on a schedule of new singles releases in the neighborhood of every six weeks,” says Jerry Wexler, one of the colorful Atlantic mucketeers. “But you reach a point of having solid, sizable artists in numbers where you can no longer work on such a schedule. You have to get releases out for all of them, and your pace is necessarily stepped up. But too many releases coming from one label, you can't expect distributors to push any more than a fraction of releases. What to do? You start a new label.

Distrib Advantage

A new label, in effect, Wexler explained, lets you get the advantages of a different distribution network. “And, let's face it, there are a few markets where an artist can't be or isn't, and you have to get to them, so you add labels to reach them.”

Atlantic has followed this policy, with its first subsidiary, Ato. There's no reason, however, to suppose that the subsidiary is considered any less important than the parent label. Ato, for instance, has approximately the same number of distributors as Atlantic. A matter of fact, the biggest record of 1956 in the entire Atlantic axis was the Country's "Searchin'" on Ato. The disk sold about 1,500,000 copies.

Ato has developed its own impressive stable of artists, including the Coasters, the Sensations, Betty McLaurin, Bobby Darin, Jimmy Simmons, Guitar Slim, and Walter Springer, among others. The label is also committed for a substantial forthcoming LP program, to feature pop and specialty merchandise with a special series to focus on catching sound fidelity.

East-West, the newest Atlantic subsidiary, was formed largely for the same reason as Ato. It's been a long time since the fine talent becoming available thru purchases of masters and regular publications men less forced the (Continued on page 41)

ATLANTIC RECORD ARTISTS

IVORY JOE HUNTER

Ivy Joe formed his band, which was active for some time in Fort Arthur and Broadway.

JOE TURNER

Big Joe Turner's first appearance outside Kansas City occurred in the middle of 1946. He traveled to New York to work on a show with Betty Clooney. After the show with Clooney, we auditioned on several places, but New York wasn't ready for any of us, so we went back to N. C. Joe. We got a job as a bar band in New York in 1946. On the latter disk, he was awarded a gold disc on the Ed Sullivan TV show.

CHUCK WILLS

If Chuck Wills has a split personality, it must be because he possesses two careers: songwriting and singing.

Chuck got his first break as vocalist of Red Millblower's band. Working clubs around Atlantic, Chuck was hired by a Columbia Records' man and was signed in 1945 to their subsidiary label, Okeh. He soon began known all over as one of the most promising up-and-coming blues singers.

He came to Atlantic in 1956, and has had nothing but success since then of his first release, "My Own Blues," "Just a Little," "The Last Gasp," and many others. He's seen in the last few years, but his Atlantic records brought him back into the limelight, his first record was "Chains Of Love," a big hit and was followed by "Honeymoon Hill," "Sweet Sixteen," "Great Big Woman," "Take Me Home," "I'm Blue," "I'll Be Your Woman," "Jealous Heart," and many others.

Best Wishes

for many, many more years of success to

Atlantic Records

from

MGM RECORD PRESSING PLANT

The finest in custom manufacturing facilities in the East.

The Finest Quality The Best in Service

MGM RECORD PRESSING PLANT

120 Arlington Ave. Bloomfield, New Jersey

Phone: PI 5-5300

JANUARY 13, 1958

RECORD ARTISTS

Ivy Joe Hunter Clyde McPhatter Joe Turner Chuck Willis

WHY OTHER LABELS?

Get Top Exposure For Many Artists

- Good reasons underlying Atlantic's multiple label set-up
- Ato, East-West, KRC mean top distribution, sales for all

BY REN GREVATT

“When you have a growing amount of good artists and good material, the need for adequate releasing space becomes a pressing problem.” This important requirement, according to officials of Atlantic Records, is the basic reason behind the introduction of subsidiary labels to the Atlantic series.

“We've operated on a schedule of new singles releases in the neighborhood of every six weeks,” says Jerry Wexler, one of the colorful Atlantic mucketeers. “But you reach a point of having solid, sizable artists in numbers where you can no longer work on such a schedule. You have to get releases out for all of them, and your pace is necessarily stepped up. But too many releases coming from one label, you can't expect distributors to push any more than a fraction of releases. What to do? You start a new label.

Distrib Advantage

A new label, in effect, Wexler explained, lets you get the advantages of a different distribution network. “And, let's face it, there are a few markets where an artist can't be or isn't, and you have to get to them, so you add labels to reach them.”

Atlantic has followed this policy, with its first subsidiary, Ato. There's no reason, however, to suppose that the subsidiary is considered any less important than the parent label. Ato, for instance, has approximately the same number of distributors as Atlantic. A matter of fact, the biggest record of 1956 in the entire Atlantic axis was the Country's "Searchin'" on Ato. The disk sold about 1,500,000 copies.

Ato has developed its own impressive stable of artists, including the Coasters, the Sensations, Betty McLaurin, Bobby Darin, Jimmy Simmons, Guitar Slim, and Walter Springer, among others. The label is also committed for a substantial forthcoming LP program, to feature pop and specialty merchandise with a special series to focus on catching sound fidelity.

East-West, the newest Atlantic subsidiary, was formed largely for the same reason as Ato. It's been a long time since the fine talent becoming available thru purchases of masters and regular publications men less forced the (Continued on page 41)

ATLANTIC RECORD ARTISTS

IVORY JOE HUNTER

Ivy Joe formed his band, which was active for some time in Fort Arthur and Broadway.

JOE TURNER

Big Joe Turner's first appearance outside Kansas City occurred in the middle of 1946. He traveled to New York to work on a show with Betty Clooney. After the show with Clooney, we auditioned on several places, but New York wasn't ready for any of us, so we went back to N. C. Joe. We got a job as a bar band in New York in 1946. On the latter disk, he was awarded a gold disc on the Ed Sullivan TV show.

CHUCK WILLS

If Chuck Wills has a split personality, it must be because he possesses two careers: songwriting and singing.

Chuck got his first break as vocalist of Red Millblower's band. Working clubs around Atlantic, Chuck was hired by a Columbia Records' man and was signed in 1945 to their subsidiary label, Okeh. He soon began known all over as one of the most promising up-and-coming blues singers.

He came to Atlantic in 1956, and has had nothing but success since then of his first release, "My Own Blues," "Just a Little," "The Last Gasp," and many others. He's seen in the last few years, but his Atlantic records brought him back into the limelight, his first record was "Chains Of Love," a big hit and was followed by "Honeymoon Hill," "Sweet Sixteen," "Great Big Woman," "Take Me Home," "I'm Blue," "I'll Be Your Woman," "Jealous Heart," and many others.

Best Wishes

for many, many more years of success to

Atlantic Records

from

MGM RECORD PRESSING PLANT

The finest in custom manufacturing facilities in the East.

The Finest Quality The Best in Service

MGM RECORD PRESSING PLANT

120 Arlington Ave. Bloomfield, New Jersey

Phone: PI 5-5300

JANUARY 13, 1958

RECORD ARTISTS

Ivy Joe Hunter Clyde McPhatter Joe Turner Chuck Willis
Atlantic's $200,000 "Money Man" Is a Woman

By JUNE BUNDY

Miriam Bienstock, vice-president and one of the co-founders of Atlantic Records, is the "money man" of the firm. Her influence and her decision-making role make an essential as well as an essential role in the company's success.

As vice-president in charge of production and all finances, Mrs. Bienstock views all pressing planning for the singles, LPs and LPs on which the company is currently working. As a part of this, she makes a minimum of 20 sales trips a year to the major department stores throughout the country. When the trip isn't made, she is regularly consulted on a daily basis on the company's sales figures.

In addition to her work with the company's LP singles, Mrs. Bienstock is known for her work in radio and television. She is the first woman to be named as a producer of a record album. She has produced records for many famous artists, including Frank Sinatra, Nat King Cole, and Dinah Shore. She has also produced television specials and has been involved in the production of several movies.

Mrs. Bienstock's work has been highly recognized. She was named one of the 100 Most Influential Women in America by Time magazine in 1973, and she has received numerous other awards and honors for her contributions to the music industry.

In conclusion, Miriam Bienstock's role as vice-president and co-founder of Atlantic Records is crucial to the success of the company. Her influence and decision-making abilities make her a vital figure in the music industry, and her work has been recognized and celebrated widely.

---

Phonographic International, a publication for the recording industry, includes a section on the music industry in 1958. It provides an overview of the industry at that time, including information on the major record companies, artists, and trends. The publication also includes interviews with industry leaders, such as Atlantic Records' owner Jerry Wexler. The content is rich with data and insights, providing a fascinating look into the evolution of the music industry.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.

---

Atlantic Records...A liquidation? No way! It's a sign of the times! Atlantic is still going strong, and we're here to stay.
FAIRCHILD STEREO CARTRIDGE SHOWN . .

The photo below is the first view of what dealers and public alike may see. The cartridge is the heart of the single-style cartridge, designed for Fairchild's new line of playing stereo discs cut by the Western system. It consists of two coil forms mounted in a frame at 45 degrees to the vertical plane. Each coil forms a 60 degree angle with the pole pieces. Each coil forms a 60 degree angle with the pole pieces. This design allows the cartridge to perform well with a wide range of needles and recorders. The cartridge is designed to provide maximum performance with a wide range of needles and recorders.

MOTOROLA HAS NEW MODULAR DISPLAY . . .

A Motorola Mlaral display is new available for dealer showrooms. According to the manufacturer, the display is a combination of merchandise and a demonstration area, separate hi-fi and TV demonstration room, with display and finished wall display all rolled into one. Motorola says that dealers all over the country expressed a need for a display that would show their customers a homey look rather than a warehouse look. This display is the answer. It is made up of three-foot panels that fasten together with wing nuts and bolts to form almost any kind of display area. Assembled one way, the unit can create a display of 12-foot by 12-foot demonstration room where hi-fi or TV can be shown in a relaxed, sales-conductive atmosphere. Smaller room of varying dimensions are equally easy to set up. In a different application, the panels can be set up to form an island or wall to form a neat and well-organized mass display.

Webcor New Display Aid

Webcor, Inc. is introducing a new merchandising display for dealers, designed especially for the new three-speed Regent tape recorders. The display is brightly colored for maximum attention. It stands 24 1/2 inches high and 18 inches wide. It may be mounted on the Regent, with the recorder in either vertical or horizontal positions. The display is functional by the firm because it invites customer participation. By simply following the steps indicated on the display, the customer can record his voice and play it back without any assistance from a salesperson.

NEW STEREO DEMO FROM LIVINGSTON

Livingston & Associates, Caldwell, N. J., is offering a special demonstration setup highlighting the firm's new Livingtonette series. It may be obtained directly from the manufacturer for only 50 cents, less than the cost of the smallest length of blank tape. The Livingtonette series is a recently released series of stereo tapes featuring completely new music.

ACCESSORY SELLING

Needle Sales Are Easy Via Clinic

By RALPH FREAS

WASHINGTON, D. C.—There has been unprecedented interest on the part of many dealers to add a needle to a new recorder display in their showrooms. It is peculiar, however, that high profit accessories in stereo stores do not seem to be promoted properly paid off big. The only possible explanation is that dealers believe they can make more money by using the space available. The result is a limited display (which is necessarily so) or that needle sales are delegated entirely to the training of the parts of the radio or the technicians (which positively isn't so).

It's refreshing in the face of this resistance to discover a dealer who is doing a job in this area and a very good one. The store is Nichol's, a hi-fi, tape recorder and record shop in Nashville. Not only does A. M. Nicholas have a needle and accessory line, but he has a needle clinic by himself. He has been known to produce a gold microscope of the medical-laboratory type which Nichol's bought second-hand. Beneath the microscope's high-powered lens, Nichol's placed a slab of ordinary candle wax, as practical and simple as the old microscope. This is the place as you're likely to find anywhere. The stand that holds the microscope doubles as a display case for needles, accessories and cartidges. A sher card at the top of the display tells the facts of needle wear simply as any customer can understand. The price list is featured (Metal) .15 hour, Sapphire 25, 60, 200, 50, Diamond . . . up to 1,000 hour.

Nichol's emphasis on hi-fi is obvious in the components on display. The shop is first in hi-fi installations and service in the Nashvillle area. A growing business, Nichol's notes, is in stereo tape reproduction equipment. He handles several lines and has a profitable experience with the most expensive Ampex units. Stereo tapes have become increasingly important in the overall profit picture.

How does Nichol promote stereo tape? He doesn't push it but he gives it a prominent spot in his showrooms so that the customer can hardly miss it. Plenty of Nichol's traffic from people who need service for their hi-fi rigs. They are among the better informed hi-fi owners and are aware of tape, and other new audio developments.

Undoubtedly, it's Nichol's efforts to woo the hi-fi fan that has made his successful needle clinic. Whatever the reason, it pays him to provide the service that was paid by any dealer to imitate.

PROMOTION P. S.

Christmas Card Stunt Pays Off

There's a happy postscript to the Christmas card stunt featured in this section several weeks ago. It was written in the December 23 at 4:30 p.m. Don was called by the Albuquerque local promoter, immediately started to capitate on the stunt. He sent out 100 announcement cards to major record manufacturers, distributors, accessory manufacturers, sheet music people and, in fact, to every firm doing business with him. He took an ad in the local newspaper to let the songers know the card was going on the show. The ad, incidentally, was taken straight from the card that Don had in his office.

The results were most gratifying, considering the small amount of promotion used on the stunt.
8 ways to sell
THE HI-FI SOUND THAT SURROUNDS
in these stunning Decca Phonographs styled for appeal—priced to move!

DECCA BUDGET HOME MUSIC SYSTEM

THE CLINTON is the Decca budget Hi-Fonic High Fidelity Home Music System. Deluxe 4-speed changer, high fidelity amplifier, two speaker jacks. DP-627 (gray), DP-623 (tan). Speaker system features the sound that surrounds with two big, matched speakers. SE-601 (gray), SE-602 (tan).

THE SHELBY DELUXE is quality and looks! Decca Hi-Fonic High Fidelity Home Music System featuring high sensitivity, low noise AM-FM tuner. Deluxe 4-speed changer, 20-20,000 cps from 20 watt amplifier, 4-position presence control. DP-625 (Mahogany), DP-626 (Blonde)... both available without AM-FM tuner: THE SHELBY, DP-623 (Mahogany), DP-624 (Blonde).

THE RIVERSIDE DELUXE gives you both big, beautiful cabinet and big, new sound that surrounds! Look what you sell: 4-speed changer, 20-20,000 cps amplifier, four matched heavy-duty speakers. Genuine hand-rubbed Mahogany or Limed Oak. DP-710 Mahogany, DP-711 Limed Oak.

THE ALLEGHENY features the sound that surrounds in one big, hi-fi package! 4-speed changer with automatic shut-off, high fidelity amplifier, one woofer, one tweeter with crossover network. Lustrous hardwood cabinets. DP-270 Mahogany, DP-271 Blonde!

THE PALM BEACH is a 3-speed manual portable phonograph, with special recessed turntable section for playing 45 rpm records. Comes in charcoal and pink, red and white, turquoise and gray. DFS-9.

THE BENTON gives you rich, new sound that surrounds in one cute, compact portable package! Features 4-speed changer with automatic shut-off, two matched speakers, 80-15,000 cps amplifier. DP-290 deluxe two-tone case.

THE DEMONSTRATOR is a 4-speed manual phonograph... neat, complete with automatic start and shut-off, 30-12,000 cps from 15 watt amplifier, two speakers, 25 ft. extension cord. Gray leatherette cabinet has plated hardware trim. DP-611.

THE SUMMIT gives you rich, new sound that surrounds in one cute, compact portable package! Features 4-speed changer with automatic shut-off, three matched speakers, 80-15,000 cps amplifier. DP-290 deluxe two-tone case.

THE DEMONSTRATOR is a 4-speed manual phonograph... neat, complete with automatic start and shut-off, 30-12,000 cps from 15 watt amplifier, two speakers, 25 ft. extension cord. Gray leatherette cabinet has plated hardware trim. DP-611.

ASK YOUR DECCA SALESMAN FOR FULL DETAILS ON THE WHOLE DECCA LINE!

DECCA® hi-fonic® PHONOGRAPHS

A NEW WORLD OF HI-FI SOUND
Holiday Disk Boom Shown by Survey

By RALPH FREAS and BUD FOSKETT

Disk dealers moved $16 million worth of phonograph records, representing seven million platters unit-wise in the two weeks before Christmas. This is one of the important findlings of the New York University School of Retailing survey, sponsored by The Billboard. Total December business in the disk market, preceding Christmas reached $27 million.

Business didn’t really take off in a big way until the first week in December. Retailers generally complained about the fact that, as shown in the chart on this page, record dealers made a nice recovery from the slow start. The December business was almost a hundred percent higher than the average for October or November, although total sales, up about 50 per cent more records were sold.

Albums Responsible

Although records of all price levels were largely responsible for the increase. Of the total dollar increase, 75 per cent was from albums and 25 per cent from singles. Album sales actually tripled over what they did in October and November. For these two months, album sales averaged at three per dealer per day. This average sale rose to more than 10 per dealer per day in December.

Superior distribution and long and string catalog gives the major labels a definite edge over competition in working a bigger proportion of the album business in December. Of every $1,000 of business done in October and November, major labels accounted for $448. But in December, sales for the four majors showed a marked increase. Sales rose for them to a point where they did $516 out of every $1,000 of business.

The Speed Picture

How did the business break down according to speed? Of every $1,000 of business done, 31 singles sold at $1, 45 EPs sold at $1.50, LPs sold at $3, and LPs (“12”) sold at $6.10.

The Average Dealer

The following chart tells an interesting story. It traces the average day’s business for the average dealer over a four-month period (Septem-ber through December). (Atten- tion: Dealers should check to be sure their business is not crowded.) Then that graph is compared with the business for the month (La-bor Day weekend, business being a little behind what is at October. In November, there is a decline in business due to Thanksgiving. There is still further decline in December.)

$200 a Week

This average dealer on an average day in October, and No-vember sold about three albums a day. Album sales went to more than 10 a day in December. Duration of the average sales for a record dealer topped the $1,000 mark.

All of the statistics given here are based on actual over-the-counter sales as recorded by tape dealers of the New York Uni-versity School of Retailing and reported from cities throughout the U. S.

Fireside-Flights, Inc. of Phila-delphia, has been appointed dis-trictor for Zenith Radio Corpora-tion. The firm will service Zenith dealers in Southeastern and Central Pennsylvania, New Jersey, and New Castle County in Delaware, Rhine, TV phonograph and high fidelity units comprise the products the firm will promote and market.

A High Fidelity Music Show will open in Washington, D. C., on March 14. Three three-day shows reportedly drew over 15,000 visitors in 1956. In charge of proceedings is a com-mittee headed by M. Robert Rogers, president of the Good Music Station, WGMZ. Shows will be held at the Shoreham Hotel. Admission is set at 99 cents.

The Manhattan Recording Company has debuted a new pop specialty line of phonograph tapes. Called the 100 Series, the tapes have a playing time of 15 minutes and will retail for $6.95. Tapes are available for both stacked and staggered head machines. Five in the 100 Series are available.

United Audio Products announces the new Wiga 16 Super Winner speaker (Model WD155). The unit can reproduce sound of 25 to 6,000 cps with a 20 cycle tone response. Price of the speaker is $169.95.

Du Mont Adds New Models

Three new television sets and a Hi-Fi phonograph have been added to the Du Mont line. The television receivers include a 17-inch portable of a 21-inch lowboy and a contemporary style console. The phonograph is a French Provincial model in fruitwood. It has been named the New Yorker.

The New Yorker phonograph features a 78 rpm, 53⁄4 inch toter and a 10-inch drawer, separate controls for audio and speed. It also has a tone arm with built-in automatic recording and automatic speed changer. The unit is identical in style to the French Provincial and is expected to have the same success as the New Yorker.

COMING SOON!
WEBCOR HI-FI
VALUE PAIR

"IRISH" Recording Tape
A Pleasure to Sell, Says Newark Hi-Fi Dealer

"Since our store opened, we have had
activity in Hi-Fi component-
ment in the price range that we
offer," says Charles W. Petersen of
WEBCOR, Newark, N. J. "We have sold
IRISH recording tapes as our only
line ever since we opened. It has
been a very pleasurable, trouble-free line.

More and more Hi-Fi dealers are find-
ing out, like Mr. Petersen, that it’s easy to cash in on the tremendous popula-
tion of IRISH Phonograph tape owners among high-fidelity enthusiasts. The IRISH “Money-Maker” series, newest and most attractive of the IRISH self-service displays, takes only two square feet of counter space, yet offers twenty assorted IRISH reels, and sells the dealer a thirty-six dollar profit every time it is sold out—which is very often indeed! IRISH brand recording tape is manufactured by ORRadio Industries Inc., Oakland, Calif., the world’s largest exclusive magnetic tape manufacturer.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year ($2 issues) of at the rate of $15 ($3 per year over single copies rate). Foreign rate $15.

Payment enclosed $ 15

Bill me $ 15

Name

Occupation or Title

Company

Address

City State

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

COMING FEBRUARY 17
A Spotlight on Tape Issue

TRENDS IN TAPE

Dealers report 1955 as its best year ever for the sale of phonograph records. This year, however, they report that the sales have leveled off and are holding steady. The reason for this is believed to be due to the increased popularity of Hi-Fi equipment and the higher prices charged for records.

Zenith has opened what it describes as "the most beautiful display salons" to showcase radio, television and Hi-Fi sets. Located at the corner of Fifth Avenue and 54th Street, New York, the showroom is designed to the convenience of New Yorkers and the many visitors to New York every year. Visitors can pre-shop in the showroom but no sales will be made.

Du Mont Adds New Models

New Tape Is Teaching Aid

Livingston Audio Products (Caldwell, N. J.) say they’ve opened a new field in the use of stereo tapes with the introduc-
tion of their "Add-the-Melody" tape line. The tapes contain a musical accompaniment on the lower track. When played on a monaural machine, the upper track can be played back by the user who can play or sing the melody to the sound of the accompaniment. The tape can be played back stereophonically and the performer can hear himself with the benefit of professional accompaniment. The tape may be used by children and is expected to have the same success as the New Yorker.

Live Steam: The music of the tape can be played back stereophonically and the performer can hear himself with the benefit of professional accompaniment. The tape may be used by children and is expected to have the same success as the New Yorker.

New Tape Is Teaching Aid

Livingston Audio Products (Caldwell, N. J.) say they’ve opened a new field in the use of stereo tapes with the introduc-
tion of their "Add-the-Melody" tape line. The tapes contain a musical accompaniment on the lower track. When played on a monaural machine, the upper track can be played back by the user who can play or sing the melody to the sound of the accompaniment. The tape can be played back stereophonically and the performer can hear himself with the benefit of professional accompaniment. The tape may be used by children and is expected to have the same success as the New Yorker.

New Tape Is Teaching Aid

Livingston Audio Products (Caldwell, N. J.) say they’ve opened a new field in the use of stereo tapes with the introduc-
tion of their "Add-the-Melody" tape line. The tapes contain a musical accompaniment on the lower track. When played on a monaural machine, the upper track can be played back by the user who can play or sing the melody to the sound of the accompaniment. The tape can be played back stereophonically and the performer can hear himself with the benefit of professional accompaniment. The tape may be used by children and is expected to have the same success as the New Yorker.

New Tape Is Teaching Aid

Livingston Audio Products (Caldwell, N. J.) say they’ve opened a new field in the use of stereo tapes with the introduc-
tion of their "Add-the-Melody" tape line. The tapes contain a musical accompaniment on the lower track. When played on a monaural machine, the upper track can be played back by the user who can play or sing the melody to the sound of the accompaniment. The tape can be played back stereophonically and the performer can hear himself with the benefit of professional accompaniment. The tape may be used by children and is expected to have the same success as the New Yorker.

New Tape Is Teaching Aid

Livingston Audio Products (Caldwell, N. J.) say they’ve opened a new field in the use of stereo tapes with the introduc-
tion of their "Add-the-Melody" tape line. The tapes contain a musical accompaniment on the lower track. When played on a monaural machine, the upper track can be played back by the user who can play or sing the melody to the sound of the accompaniment. The tape can be played back stereophonically and the performer can hear himself with the benefit of professional accompaniment. The tape may be used by children and is expected to have the same success as the New Yorker.
SYMphonics adds
4 Exciting New Value Leaders
to America's Hottest HI-FI Line

Your Key to HIGHER proFITS

SYMphonics gives you the sales-keys to open every door to increased sales and profits. No key has been left unturned in this nation-wide drive for greater consumer traffic. Contact your Symphonics distributor now! Don't miss out on your profit-keys!

RCA Adds Two Clock Radios

RCA-Victor has just added two new clock radios to their line. The firm describes them as having "new easier-to-operate control levers." They have an "Instant Set" lever to turn the set and/or an electrical appliance to a pre-set time.

Both models have a "loudness" circuit that can be turned on or off and set to the desired volume level. The Bulletin (Model 9C8) also has a novel feature so that clock and sound may be turned on in any direction. It retails for $42.95. The other model is the Herald (Model 9C7). It retails for $39.95.

Both sets will be shipped to dealers within the next two weeks.

DeWald Radio Is $36.95

A new all-transistor radio is being introduced to the trade by DeWald (Long Island City, N.Y.). The model is the "Double Play" tape recorder and it is the only one of its kind. It has a "Dooflex" circuit which enables the set to deliver fine quality sound. Other features include a 4-track speaker, a case of top grade Texan to black or suntan, and weight of only 24 pounds.

This model M-414 will retail at $39.95, plus batteries. Battery life is expected to exceed 800 hours with a single 9-volt battery.
1. Elvis' Christmas Album .......................... 2 7
2. Merry Christmas .................................. 1 7
3. Ricky Nelson, Imperial IMP 5048 .......................... 8 10
4. Around the World in 80 Days .................. 8 12
5. My Fair Lady .................................................. 3 93
6. Hymns .......................................................... 4 54
7. Pat's Great Hits .............................................. 10 13
8. The King and I ............................................. 14 79
9. Perry Como Sings Merry Christmas .......... RCA Victor LPM 1343
10. Pal Joey ....................................................... 12 10
11. Oklahoma! .............................................. 9 122
12. Christmas Hymns and Carols .................. 5 4
13. Film Encores ............................................. 24 34
15. Christmas Carols ........................................ 7 6
16. April Love .................................................. 25 4
17. Loving You ................................................. 9 26
18. Belafonte Sings of the Caribbean ......... 13
19. Where Are You? ....................................... 15 16
20. Merry Christmas ........................................ 19 3
21. Warm ........................................................ 17 4
22. Songs of Christmas ...................................... 1
23. A Swingin' Affair ......................................... 27
24. Hymns We Love .......................................... 1
25. Spirituals .................................................. 23 26

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JANUARY 4

The information given in this chart is based on actual sales to consumers in a scientific sample of the nation's retail record outlets the week ending on the date shown above. Sample sizes 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.

**Weeks Last on Chart**

<table>
<thead>
<tr>
<th>Title</th>
<th>First</th>
<th>Last</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Elvis' Christmas Album</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>2. Merry Christmas</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>3. Ricky Nelson, Imperial IMP 5048</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>4. Around the World in 80 Days</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>5. My Fair Lady</td>
<td>3</td>
<td>93</td>
</tr>
<tr>
<td>6. Hymns</td>
<td>4</td>
<td>54</td>
</tr>
<tr>
<td>7. Pat's Great Hits</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>8. The King and I</td>
<td>14</td>
<td>79</td>
</tr>
<tr>
<td>9. Perry Como Sings Merry Christmas</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>10. Pal Joey</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>11. Oklahoma!</td>
<td>9</td>
<td>122</td>
</tr>
<tr>
<td>12. Christmas Hymns and Carols</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>13. Film Encores</td>
<td>24</td>
<td>34</td>
</tr>
<tr>
<td>14. Dukes of Dixieland, Vol. 3</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>15. Christmas Carols</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>16. April Love</td>
<td>25</td>
<td>4</td>
</tr>
<tr>
<td>17. Loving You</td>
<td>16</td>
<td>26</td>
</tr>
<tr>
<td>18. Belafonte Sings of the Caribbean</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>19. Where Are You?</td>
<td>15</td>
<td>16</td>
</tr>
<tr>
<td>20. Merry Christmas</td>
<td>19</td>
<td>3</td>
</tr>
<tr>
<td>21. Warm</td>
<td>17</td>
<td>4</td>
</tr>
<tr>
<td>22. Songs of Christmas</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>23. A Swingin' Affair</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>24. Hymns We Love</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>25. Spirituals</td>
<td>23</td>
<td>26</td>
</tr>
</tbody>
</table>

**Money-Saving Subscription Order**

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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.

**Documentary Album**

THE LADY FROM PHILADELPHIA: THRU ASIA WITH MARIAN ANDERSON (1-12") Soundtrack, of "See It Now." RCA Victor LOC 2214.

This is, essentially, a two-dimensional documentary reduced to a single one: sound. While it lacks the vivid punch of the visual TV elements in its network presentation, there is power. This is, essentially, a two-dimensional documentary reduced to a single one: sound. While it lacks the vivid punch of the visual TV elements in its network presentation, there is power and simple majesty in the sound of Marian Anderson's voice, and pertinence to Edward R. Murrow's running commentary of her Asian journey. Its best chances will probably be with the large audience which saw "See It Now" and want to relive it. Cover portrait neatly captures the spiritual force of the noted singer.

**Rhythm & Blues Album**

SAM COOKE (1-12")—Keen A 2001.

Whiz kid Sam Cooke teases with a flock of standards in his first album, with his now famous style more than enough to sell this one. It's a well rounded package, including his hit "You Send Me" and some enjoyable handling of "Moonlight in Vermont," "Danny Boy," and "Old Man River." Set is right up the alley for the teen-age market.

**Classical Albums**


There are numerous competitors on this repertoire, in both complete and excerpt form. This beautiful rendition of symphonic extracts, however, can win its own following, and as the

**Most Played by Jockeys**

FOR SURVEY WEEK ENDING JANUARY 4

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

1. 3 MARVELOUS
   - Ray Conniff, Columbia CL 1074
2. PAL JOEY
   - Sound Track, Capitol W 912
3. WARM
   - Johnny Mathis, Columbia CL 1075
4. JUST ONE OF THOSE THINGS
   - Nat King Cole, Capitol W 903
5. YOUNG IDEAS
   - Ray Anthony Orch, Capitol T 866
6. RICKY
   - Ricky Nelson, Imperial EP 153
7. JACKIE GLEASON PRESENTS GOOD GUY
   - Jackie Gleason, Capitol W 905
8. LESTER LAMIN AT THE TITANY BALL
   - Les Lanis, Epic LN 3010
9. NEW GLENN MILLER ORCHESTRA
   - Ray McKinley, Victor LPM 1522
10. WE GET LETTERS
    - Perry Como, Victor 1463

*Best Selling Pop EP's*

FOR SURVEY WEEK ENDING JANUARY 4

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

1. JAILHOUSE ROCK
   - Elvis Presley, RCA Victor EPA 4114
2. ELVIS' CHRISTMAS ALBUM
   - Elvis Presley, RCA Victor EPA 4188
3. RICKY
   - Ricky Nelson, Imperial EP 153
4. LOVING YOU
   - Elvis Presley, RCA Victor EPA 1-1515
5. AND A VERY MERRY CHRISTMAS
   - Pat Boone, Dot DEP 1002
6. HUMANS
   - Tennessee Ernie Ford, Capitol EPA 1-756
7. FOUR BY PAT
   - Pat Boone, Dot DEP 1057
8. SPIRITUALS
   - Pat Boone, Capitol EPA 1-818
9. BETTER WITH THEE
   - Pat Boone, Dot DEP 1056
10. LOVE ME TENDER
    - Elvis Presley, RCA Victor EPA 4008

LISTED ON THESE PAGES LAST WEEK AS A SPECIAL MERCHANDISE ALBUM Spotlight was the following package: SAFRICA (1-12") Montilla FM 105. This was an incorrect listing since the album mentioned is available only in Latin American areas. The same album is available for United States distribution on the Elektra label, EXL-151. We regret this error.

KOUNSTEYTSY AND THE BOSTON SYMPHONY, RCA Records, CAL 37. Beautiful signed photo by Berstein Kounsteitsky captures the impressive quality of the album contents. An excellent cover and one that will certainly attract interest.
BIG CONSUMER CONTEST LAUNCHES NEW GLENN MILLER ALBUM

THE GLENN MILLER CARNegie HALL CONCERT

RCA VICTOR PROMOTES FIRST-TIME-ON-RECORD GLENN MILLER ALBUM WITH $6,000 IN PRIZES!

"Name your favorite Glenn Miller tune and in 25 words or less tell why it's your favorite." That's all that your customers have to do in RCA Victor's contest for a crack at $6,000 worth of fabulous prizes. And here's the hard-hitting advertising and promotion behind this exciting contest.

- Full-scale network radio promotion blast
- Full-color point-of-sale counter display
- Bright, attention-getting window streamer
- Consumer ads in national magazines
- Ad mats in two sizes
- Transcribed radio spots for use on local stations
- Thousands of albums sent to radio stations
- Special prize contest for disc jockeys.

How's that for a great send-off to a great recording — The Glenn Miller Carnegie Hall Concert of 1939. Available on records for the first time, this history making concert features such sensational Miller hits as: Moonlight Serenade, Sunrise Serenade, Stairway to the Stars, Little Brown Jug, Londonderry Air, In the Mood, Bugle Call Rag, One O'Clock Jump, and To You.

No matter who wins the big consumer contest, you're bound to come out ahead with this sure profit-winner. Call your RCA Victor Record Distributor and get your order in today!

On Long Play and 45 Economy Package.

Watch for these NBC-TV network shows in color and black-and-white... THE PERRY COMO SHOW, THE GEORGE GOREL SHOW, THE EDGIE FISHER SHOW, THE PRICE IS RIGHT, TIC TAC DOUGH... all sponsored by...
**REVIEWS AND RATINGS OF NEW POPULAR ALBUMS**

**MY FAIR LADY**

Georges Bizet. \( 45 \) rpm.

Record: \( 23 \)

Here's a set that can appeal to a wide variety of music lovers. "I Could Have Danced All Night" is a highly melodic, lush recording that provides a perfect introduction to the music of the show. "I Know Him Well" is another standout, with its soaring vocals and memorable melody.

**LETT'S WALK**

Joe Eldrin. \( 45 \) rpm.

Record: \( 23 \)

This album is a delightful blend of classic pop and jazz, featuring standards that are both timeless and accessible. "Let's Walk" is a highlight, with its smooth instrumentation and sense of swing.

**FROM BROADWAY ON 45 EP!**

**RCA VICTOR'S 45 ECONOMY PACKAGE OF "THE SOUND OF WEST SIDE STORY"**

Here's the exciting music Leonard Bernstein wrote for the show that's the hit of the season—in an album that's headed for the best-seller lists!

It's going places at 45 rpm—America's favorite speed!

**DISTRIBUTORS!**

Get our PROFIT-PACKED PLAN

Including Advertising Bonus Deal—Additional Discounts—Special Distributor Salesman's Bonus 1!

**Fiesta**

America's Leading Latin-American Line

Special New Releases:

**BLUE BONGO**

**BLUE RONCO**

**RENE TOUZET**

**AND THE CHA CHA RHYTHM BOYS**

**Fiesta Record Co., Inc.**

1617 Broadway

New York 19, N.Y.

(Continued on page 50)
Columbia covers the field! "Come to Me," featured this week in an instrumental by RAY ELLIS is the same song just pressed by Mr. Magic, JOHNNY MATHIS! It looks like a razzle-dazzle winner, right up the DeeJay's programming alley! ** ** CARL SMITH, swimming in the gravy boat with "Why, Why" now launches a lovely ballad, "Your Name Is Beautiful," which should be even bigger! Flip was written by a Columbia triumvirate, CARL SMITH, WAYNE WALKER and MEL TILLIS — a three-way stretch to shape up C&W sales for good! ** ** The DeeJay's #1 gal, EILEEN RODGERS, sends out a double with tremendous versatility and sales appeal. "Just in Case You Change Your Mind" is a countrified jump tune and "I'm Not Afraid Anymore" is a strong ballad! Both are belted to GO! ** ** Think of a hit show, and you think of Broadway and PERCY FAITH! From the SRO "West Side Story," Percy lifts "Maria," the big ballad of the show, and turns out an instrumental you'll be hearing everywhere! Flip has all the ingredients of Mr. Faith's recent, best-selling "Till." ** **

EXTRA EXPOSURE!
No one single thing boosts an artist more than television appearances. The electronic Lady Bountiful is due to smile on THE COQUETTES when they appear on the Ed Sullivan Show on January 19th and on TONY BENNETT when he appears as guest artist on the Perry Como Show on January 18th.

** **
BY FRANKIE CARLE

ON

45 EP!

Frankie Carle and his Beautiful Dolls

RCA VICTOR'S 45 ECONOMY PACKAGE


It's going places at 45 rpm - America's favorite speed!

RCA VICTOR

Radio Corporation of America

AWARD OF THE WEEK
SURE SHOT
SLEEPER OF THE WEEK

GOLD FOR '58

(14 KARAT)

MONEY MAKING MASTERPIECES

POP-SATIONAL

The Casuals
SO TOUGH
b/w
I LOVE MY DARLING
"THE ORIGINAL"

BACK BEAT 503

Little Junior Parker
THAT'S ALRIGHT
b/w
PRETTY BABY
DUKE 168

BLUE-SATIONAL

Bill Bodaford and the Rockets
LITTLE GIRL
"F" b/w
TEARDROPS
BACK BEAT 507
"F" b/w

BACK BEAT - DUKE RECORDS

2809 IRIS STREET

HOUSTON 26, TEXAS

Reviews and Ratings of New Popular Albums

Continued from page 48

"Seven Lamps" and "Young Blood" are included in this package. Other titles are: "Blinded by the Light," "The Golden Road," and "My Baby Comes to Me." 

THE SOUND OF ROCK AND ROLL

RCA Victor EP-614

Four excerpts from non-popular items of the musical attitude by some men who created the show version, with exciting the film's original sound track for visual and auditory effects, "Cock," "Cool Pop." "Swing" and "March," as both sounding and fast, but not imaginative, from a musical artist, make lasting of same sort for Cost. Hard to get this in the EP market.

LAUGHIN' AND SWINGIN' WITH BILL JACOBY

(EP) RCA Victor EP-617

Jacoby comes and not only leads the excellence "Young Love," "Rumba," "Swingin' in Blue," and "Swings and Misses." It's an unusual manner, it could be stopped.

Low-Priced

DEREUSSE: LA MUR. RAVEL:
BRAMSONES: ESPAGNOLE; SATIE:

COUNTRY & WESTERN

THE PICKARD FAMILY

(EP) RCA Victor EP-618

Adapt the easier, more refined this group, one of the newest of the folk music, the melodies they render are not traditional folk songs, e.g., "Silver Threads", "Billy Boy", "Big Rock Candy Mountain", and they are the ones limited, be a proud wax presentation.

FOLK

SUSAN REED SINGS OLD AIRS

AWARD OF THE WEEK
SURE SHOT
SLEEPER OF THE WEEK

GOLD FOR '58

MONEY MAKING MASTERPIECES

POP-SATIONAL

The Casuals
SO TOUGH
b/w
I LOVE MY DARLING
"THE ORIGINAL"

BACK BEAT 503

Little Junior Parker
THAT'S ALRIGHT
b/w
PRETTY BABY
DUKE 168

BLUE-SATIONAL

Bill Bodaford and the Rockets
LITTLE GIRL
"F" b/w
TEARDROPS
BACK BEAT 507
"F" b/w

BACK BEAT - DUKE RECORDS

2809 IRIS STREET

HOUSTON 26, TEXAS

AWARD OF THE WEEK
SURE SHOT
SLEEPER OF THE WEEK

GOLD FOR '58

MONEY MAKING MASTERPIECES

POP-SATIONAL

The Casuals
SO TOUGH
b/w
I LOVE MY DARLING
"THE ORIGINAL"

BACK BEAT 503

Little Junior Parker
THAT'S ALRIGHT
b/w
PRETTY BABY
DUKE 168

BLUE-SATIONAL

Bill Bodaford and the Rockets
LITTLE GIRL
"F" b/w
TEARDROPS
BACK BEAT 507
"F" b/w

BACK BEAT - DUKE RECORDS

2809 IRIS STREET

HOUSTON 26, TEXAS

AWARD OF THE WEEK
SURE SHOT
SLEEPER OF THE WEEK
Breaking Big

"SO TOUGH"

By the KUF-LINX #1013

Still Going Strong

"I'M AVAILABLE"
Dave Burgess #1008

"TEEN QUEEN"
Huelyn Duvall #1012

New!

"TRAIN TO NOWHERE"
and
"TEQUILA"
The Champs #1016

"SHE'S GOT EYES"
and
"SHADOW STREET"
Kip Tyler #1014

New!

"ALOHA LOVE CHANT"
and
"ANGEL IN MY ARMS"
Bobby Milano #1017

"LIVE A LITTLE"
and
"THE FELLA WHO LOOKS LIKE ME"
Prince Patridge #1015

Challenge
Ultra High Fidelity
HARD TO BELIEVE? ABSOLUTELY NOT!

As Mr. Recordbuyer reads through the latest issue of AUDITION, which he obtained at one of 1,100 record dealers across the nation, he learns of new album releases, reads reviews of top new albums and is stimulated by the full color reproductions of album covers.

Result: He goes back to the record store where he obtained his copy of AUDITION and buys those five LP's, the ones he learned about in AUDITION.

Moral: You'd better tell and sell your customers and prospective customers with AUDITION. Until they know what's available and that you've got it in stock, you're missing sales and profits.

Put AUDITION to work for you now. Enter your order now. Don't delay!

Atlantic Aims for the Top

Continued from page 35

What will be the stereo future, Atlantic, for the past three years, or since Nemihr Ziegler joined, has been cutting all of its sessions stereo. The advent of the stereo disk will not pose any problem.

In the classical field, there are no specific plans set, but 1959 definitely will see the first releases. Projects have been in motion to record the full gamut of orchestral repertoire, including symphonic, operatic and chamber music, both here and in Europe. European recordings and distribution ties have been signed.

Citing its success in the past for jazz work in a modern, even experimental vein, Atlantic claims to be sympathetic also toward contemporary classical works. It promises some "music for the future, including highly radical and experimental compositions."

Atlantic has experimented from the beginning, and has demonstrated that leadership can pay off.

Electronic Dreams

Continued from page 18

tapes of old records, have them erased and re-recorded with new masters. When and if the comes to pass, record companies will be selling only what they want to sell—music. No merchandise, no breakage, no return. All they do is record music and license it for re-recording and live off the fat of their royalties.

Then there's the LP tape. The LP tape is accomplished by inserting a handful of "single" tapes into the machine to re-record them on one long tape in any order determined by the customer. Or if the customer doesn't have the singles to insert, he can just punch in the proper buttons to instruct the machine to make its own LP tape.

Finally, and this may take more than a decade, is the 'universal capsule', for people who feel they ought to be exposed to popular music even if they don't like it. Under this system, the music would be indented into a capsule. Then the capsule is swallowed, so the customer can absorb the sounds without listening to them at all. This would be especially useful for rock-and-roll numbers during the Christmas season. As anyone of vision can plainly see, this is not the end, man.

Juke Hearings

Continued from page 79

Copyright Act but select location owners from liability for performance royalty on juke box music, will have their say on February 19. The Juke Hearings will have their day on February 26. The two days will be held open for any further threshing out of the issues felt necessary.

The jike box forces, both distributors and operators, plus hotel, tavern and other groups with related interests, will hold for keeping the exemptions intact in the law.

Spokesmen for the music licensing and songwriter groups favor the bill to pay coin-operated music to the public performance category, feel optimistic about the O'Mahoney's outspoken determination to settle the jike box issue in this session. (See stories in Coin Machine section.)
SHORT SHORTS.

has got to be

BIG BIG!

The whole industry

... the whole country will soon be talking

about nothing but

ABC-PARAMOUNT's

latest blockbuster

SHORT SHORTS.

B/W PLANET ROCK

by the

ROYAL TEENS

9882

They're sure to cover

—but they'll never even approach

the selling sound of our

ORIGINAL!

So don't be caught short on

SHORT SHORTS.

— it'll stand tall among '58's

smashes!

Distributed in Canada by Sparten of Canada, Ltd.
## Honor Roll of Hits

**Honor Roll of Hits** is a weekly music chart published by *Billboard* magazine. It showcases the top-performing songs of the week, reflecting the popularity of music during the early 1950s. The chart is a testament to the changing tastes and trends in popular music, offering insights into the cultural landscape of the time.
THE BILLBOARD

THE ANDREWS SISTERS
With Orchestra Conducted by Bob Thompson
ONE MISTAKE
MELANCHOLY MOON
Record No. 3869

RENATO CAROSONE
'Il Sasso Scuro, Caroone's 'Niria
PIGLIATE 'NA PASTIGLIA
(Take A Pill) (Caroone's 'Niria)
Renato Carosone a 'Niro Sasse
Canta: Renato Carosone a Napoli
'A SUNNAMBULA
(The Somnambula)
Record No. 71072

TENNESSEE ERNIE FORD
with Orchestra and Chorus Conducted by Harry Gilder
DOWN DEEP
BLESS YOUR PEA PICKIN' HEART
Record No. 3868

ANDY GRIFFITH
Orchestra Under Direction of Billy May
SILHOUETTES
CONVERSATION WITH A MULE
Record No. 3872

LARRY HOVIS
With Jack Marshall's Music
SING BOY SING
Do I LOVE YOU
WE COULD HAVE LOTS OF FUN
Record No. 3873

PLAS JOHNSON
And His Orchestra
HOPPIN' MAD POPCORN
Record No. 3875

THE LOUVIN BROS.
DOG SLED
WHEN I LOVED YOU
Record No. 3871

TOMMY SANDS
SING BOY SING
From the 20th Century Fox Picture "Sing Boy Sing"
CRAZY 'CAUSE I LOVE YOU
Record No. 3867

MAMIE VAN DOREN
with Orchestra and Chorus Conducted by Warren Barker
SOMETHING TO DREAM ABOUT I FELL IN LOVE
Record No. 3863
SAIL ALONG SILVERY MOON—RAUNCHY — Billy Vaughn
APRIL LOVE—WHEN THE SWALLOWS COME BACK TO CAPISTRANO — Pat Boone
HENRIETTA — Jimmy Dee
THE JOKER — The Hilltoppers
I CAN'T HELP IT — Margaret Whiting
YELLOW DOG BLUES—SUGAR TRAIN — Johnny Maddox
AT THE HOP—I DO — Nick Teddi
LOVE LIKE A FOOL—AIN'T IT THE TRUTH — The Fontana Sisters
WINTER WARM—GO 'WAY FROM MY WINDOW — Gale Storm
LOCKED IN THE ARMS OF LOVE—WHERE THE RIO DE ROSA FLOWS — Ken Copeland
GOLDEN BOY—ACORN — Carol Jarrett
MAKING BELIEVE—I SAW YOUR FACE IN THE MOON — Donnie Guitar
LOVE LETTERS IN THE SAND — Pat Boone
MISTER FIRE EYES — Donnie Guitar
REBEL — Carol Jarrett
THE BRIGHT LIGHT—ROCA CHICKA — Jim Lowe
'I'M ALONE BECAUSE I LOVE YOU—DON'T LET IT GET AROUND — Tab Hunter
WHERE DID OUR YOUNG YEARS GO—COTTON-EYED JOE — Don Reno-Red Smiley

BEST SELLING LP's
DLP-3071 PAT'S GREAT HITS — Pat Boone
DLP-9000 Music From the Sound Track of the 20th Century Fox CinemaScope Picture, APRIL LOVE — Starring Pat Boone and Shirley Jones
DLP-3068 HYMNS WE LOVE — Pat Boone
DLP-3077 PAT BOONE SINGS IRVING BERLIN — Pat Boone
DLP-3075 WORLD JAZZ—JAZZ HORIZONS — Ken Heidke
DLP-3086 MUSIC FOR THE GOLDEN HOURS — Billy Vaughn
DLP-3054D Music From the Sound Track of CECEL B. DE Mille's 'THE TEN COMMANDMENTS'
DLP-3064 MELODIES IN GOLD—Billy Vaughn
DLP-3050 'PAT' — Pat Boone
DLP-3017 SENTIMENTAL ME — Gale Storm
DLP-3016 THE GOLDEN INSTRUMENTALS — Billy Vaughn
DLP-3011 GALE STORM
DLP-3063 THE THIRTEEN IN RAGTIME — Johnny Maddox
DLP-3052 FAVORITES OF MR. BANJO HIMSELF — Eddie Peabody
DLP-3030 HOWDY! — Pat Boone
DLP-3012 PAT BOONE

BEST SELLING EP's
DEP-1056 A CLOSER WALK WITH THEE — Pat Boone
DEP-1057 'FOUR BY PAT' — Pat Boone
DEP-1055 A DATE WITH PAT BOONE
DEP-1049 PAT BOONE SINGS

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 2-3101
THE NATION'S BEST SELLING RECORDS
Nick Todd

With Another BIG ONE!

Ever Since I Met Lucy

Teenage Cutie

#15688

Dot Records, Inc. - Sunset and Vine - Hollywood, Calif. - Phone HO 2-3141
The Nation's Best Selling Records
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 JANUARY 4, 1958

RECENT POP RELEASES COMING UP STRONG

THE BILLBOARD'S MUSIC POPULARITY CHARTS . . . POP RECORDS

JANUARY 13, 1958

1. AT THE HOP (BMI)—Danny and the Juniors.......................... 1 6
   (Sunrise)—ASCAP—Parachute 9011
2. STOOD UP (BMI)—Ricky Nelson.................. 4 3
   (Decca)—BMI
3. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis........ 2 7
   (Sun)—BMI
4. APRIL LOVE (ASCAP)—Pat Boone.................. 3 11
   (Decca)—BMI
5. PECKY SUE (BMI)—Bobby Helms................. 5 10
   (Quincy)—BMI
6. JAILHOUSE ROCK (BMI)—Elvis Presley........... 7 14
   (Sun)—BMI
7. TREAT ME NICE (BMI)—Vic Dickenson........... 9 4
   (Quincy)—BMI
8. YOU SEND ME (BMI)—Sam Cooke................. 10 12
   (Vee-Jay)—BMI
9. SUMMERTIME (ASCAP)—Kenny 34013
10. RAUNCHY (BMI)—Bill Justis.................. 6 9
   (The Midnite Men (BMI)—Phillips International 5149
11. SILHOUETTES (BMI)—The Rays.................. 11 13
   (Decca)—BMI
12. OH, BOY! (BMI)—Crickets.................. 14 7
   (Decca)—BMI
13. MY SPECIAL ANGEL (BMI)—Bobby Helms........ 16 13
   Standing at the End of My World (BMI)—Dec 2042
14. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers... 12 16
   (Decca)—BMI
15. ROCK AND ROLL MUSIC (BMI)—Chuck Berry.... 13 10
   Blue Suede Shoes (BMI)—Chess 1571
16. CHANCES ARE (ASCAP)—Johnny Mathis........ 19 17
   The Twelfth of Never (ASCAP)—Col 40053
17. BOY! (BMI)—Laurey.................. 18 10
   You Bugged Me, Baby (BMI)—Specialty 615

This Week
Last On
Week Chart

18. RAUNCHY (BMI)—Ennie Freeman.................. 17 9
   (Podie) (BMI)—Imperial 5474
19. BE-BOP BABY (BMI)—Ricky Nelson........... 15 15
   HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)—Imperial 5463
20. ALL THE WAY (ASCAP)—FRANK SINATRA........ 20 10
   CHICAGO (ASCAP)—Cap 3793
21. SAIL ALONG SILVERY MOON (BMI)—Billy Vaughn.... 25 4
   RAUNCHY (BMI)—Dot 15661
22. THE STROLL (BMI)—Diamonds................. 40 2
   Land of My Love (BMI)—Mercury 7163
23. BUZZ, BUZZ, BUZZ (BMI)—Hollywood Fandango... 23 7
   Exley (BMI)—Eve 119
24. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV........... 22 7
   Even Then (BMI)—ASCAP—Parachute 9062
25. JUST BORN (BMI)—Perry Como.................. 25 12
   RISE MYSONE (BMI)—Vic 7050
26. THE BIG BEAT (BMI)—Fats Domino............. 29 4
   YOU WANT TO KNOW (BMI)—Imperial 5477
27. TEARDROPS (BMI)—Louis Armstrong and the Hearts... 21 7
   Girl Around the Corner (BMI)—Chess 1729
28. FASCINATION (ASCAP)—Jane Morgan............. 24 11
   Fascination (Instrumental) (ASCAP)—Kapp 191
29. MELODIE D'AMOUR (BMI)—Aimes Brothers......... 24 14
   In the Little Room (BMI)—Vic 7096
30. SUGAR TIME (BMI)—McGuire Sisters............ 43 2
   Busted Split (BMI)—Coral 60924
31. I'M AVAILABLE! (BMI)—Margie Grier............ 39 10
   If You Were (ASCAP)—Lenny 1102
32. (I LOVE YOU) FOR SENTIMENTAL REASONS (BMI)—Sam Cooke...........
   DESIRE ME (BMI)—Kapp 4002
33. LICHTENSTEINER POLKA (ASCAP)—Will Clarke...........
   Schweizer Polka (BMI)—London 1725

This Week
Last On
Week Chart

34. TILL I COME RUNNING BACK TO YOU (BMI)—Sam Cooke...... 35 4
   FOREVER (BMI)—Speciality 619
35. THE STORY OF MY LIFE (ASCAP)—Marty Robbins....... 34 7
   One-Way Ticket (BMI)—Cap 41163
36. LA DEE DAH (BMI)—Billy and Little........... 1 1
   The Monster (BMI)—RCA 2002
37. NO LOVE (BUT YOUR LOVE) (BMI)—Johnny Mathis...........
   WILD IS THE WIND (ASCAP)—Col 41000
38. LITTLE BITTY PRETTY ONE (BMI)—Thurston Harris.... 33 12
   I Wish I Was a Man (BMI)—Against Me
   (ASCAP)—Aladdin 3199
39. HONEYCOMB (ASCAP)—Jimmie Rodgers............ 26 22
   Three Hours Were Full of Space (ASCAP)—Ronald 913
40. PUT A LIGHT IN THE WINDOW (ASCAP)—Four Lads........ 30 5
   The Things We Did Last Summer (ASCAP)—Col 4078
41. OH, JULIE (BMI)—Crescendo................. 1 1
   My Little Girl (BMI)—Narco 600
42. LITTLE SANDY SLEIGHFOT (ASCAP)—Jimmy Dean... 33 15
   When They Ring the Golden Bells—Cot 4523
43. WHITE CHRISTMAS (ASCAP)—Bing Crosby........ 29 7
   We'll Meet Again, Gentlemen (ASCAP)—Dec 23778
44. THE JOKER (BMI)—Bill Hudson............ 46 4
   Chicken, Chicken (ASCAP)—Dot 15662
45. TAMMY (ASCAP)—Debbie Reynolds........... 43 25
   French Hymn (ASCAP)—Coral 6181
46. SANTA AND THE SATTELITE (BMI)—Buchanan and Goodman... 41 4
   Part II (BMI)—Lioncrest 107
47. HENRIETTA (BMI)—Jimmy Dee.......... 1 1
   Don't Cry No More (BMI)—Dot 15644
48. THE JOKER (BMI)—Billy Myler........... 45 8
   Honey Bun (BMI)—Ember 1054
49. TILL (ASCAP)—Roger Williams........ 47 10
   Big Town (ASCAP)—Kapp 197
50. KEEP A KNOCKIN' (BMI)—Little Richard........ 13 1
   Can't Believe You Want to Leave—Specialty 814

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.

GET A JOB (Ussayas & Bagby, BMI)—The Silhouettes—Ember 29
This is a last one. It's moving strongly in all markets. Flip is "I Am Lonely." (Ussayas & Bagby, BMI). A previous Billboard Spotlight pick.

DEE DINAH (Debmar, ASCAP)—Frankie Avalon—Chancellor 1011—Salers are jumping in all marts. This appears to be a big one. Flip is "Ded La La." (Debmar, ASCAP). A previous Billboard Spotlight pick.

JO-ANN (Figure, BMI)—The Playmates—Roulette 4037—Action on the side is heavy in most of the major marts. Elsewhere, sales are starting to build. Flip is "You Can't Stop Me From Dreaming" (Figure, BMI).
THE TRADE SAYS...

"HOT!"

A First "Spotlight" hit of '58...

BILLBOARD

Picked

"Sleeper of the Week"...

THE CASH BOX JAN. 11

Helpless

BY

THE PLATTERS

COUPLED WITH "INDIFF'RENT"

MERCURY 71246
### Most Played by Jockeys

**FOR SURVEY WEEK ENDING JANUARY 4**

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

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Chart No.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. APRIL LOVE</strong> (ASCAP) - Pat Boone</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td><strong>2. AT THE HOP</strong> (BMI) - Danny and the Juniors</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td><strong>3. FISSES SWEETER THAN WINE</strong> (BMI) - Jimmy Rodgers</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td><strong>4. RAUNCHY</strong> (BMI) - Ernie Freeman</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td><strong>5. ALL THE WAY</strong> (ASCAP) - Frank Sinatra</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td><strong>6. YOU SEND ME</strong> (BMI) - Sam Cooke</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td><strong>7. PEGGY SUE</strong> (BMI) - Buddy Holly</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td><strong>8. RAUNCHY</strong> (BMI) - Bill Justin</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td><strong>9. GREAT BALLS OF FIRE</strong> (BMI) - Jerry Lee Lewis</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td><strong>10. WHY DON'T THEY UNDERSTAND?</strong> (BMI) - George Hamilton IV</td>
<td>18</td>
<td>2</td>
</tr>
<tr>
<td><strong>11. PUT A LIGHT IN THE WINDOW</strong> (ASCAP) - Four Lads</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td><strong>12. JINGLE BELL ROCK</strong> (ASCAP) - Bobby Helms</td>
<td>11</td>
<td>2</td>
</tr>
<tr>
<td><strong>13. SUGAR TIME</strong> (BMI) - McGuire Sisters</td>
<td>14</td>
<td>2</td>
</tr>
<tr>
<td><strong>14. CHANCES ARE</strong> (ASCAP) - Johnny Mathis</td>
<td>13</td>
<td>18</td>
</tr>
<tr>
<td><strong>15. THE STORY OF MY LIFE</strong> (ASCAP) - Marty Robbins</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td><strong>16. THE STROLL</strong> (BMI) - Diamonds</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>17. I'M AVAILABLE</strong> (BMI) - Margie Rayburn</td>
<td>17</td>
<td>10</td>
</tr>
<tr>
<td><strong>18. THE TWELFTH OF NEVER</strong> (ASCAP) - Johnny Mathis</td>
<td>22</td>
<td>14</td>
</tr>
<tr>
<td><strong>19. YOU SEND ME</strong> (BMI) - Teresa Brewer</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td><strong>20. OH, BOY!</strong> (BMI) - Crickets</td>
<td>25</td>
<td>4</td>
</tr>
<tr>
<td><strong>21. CATCH A FALLING STAR</strong> (ASCAP) - Perry Como</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>22. RAUNCHY</strong> (BMI) - Billy Vaughn</td>
<td>16</td>
<td>5</td>
</tr>
<tr>
<td><strong>23. DANCE TO THE BOP</strong> (BMI) - Gene Vincent</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>24. WILD IS THE WIND</strong> (ASCAP) - Johnny Mathis</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td><strong>25. JAILHOUSE ROCK</strong> (BMI) - Elvis Presley</td>
<td>15</td>
<td>14</td>
</tr>
</tbody>
</table>
MUSICAL DINAHMITE!

THIRTEEN MEN

I’VE NEVER LEFT YOUR ARMS

DINAH SHORE

47/20-7138

RCA VICTOR
I Busted!

BOSTON
April Love, Pat Boone, De.
At the Hop, Dance and the Jammer, ABC-Pts.
Great Rolls of Fire, Jerry Lee Lewis, Sun
Juke-Box Rock, Bobby Nelson, De.
La Dee Dah, Billy and Little, Sweet
Rock and Roll Music, Chuck Berry, Chu.
The Smells, Diamonds, Chu.
Why Don't They Understand?
George Hamilton IV

CHICAGO
At the Hop, Dance and the Jammer, ABC-Pts.
Great Rolls of Fire, Jerry Lee Lewis, Sun
Influenza Blues, Elvis Presley, Vit.
Luminous Puffs, Walt Gilmore, Lou.
My Special Angel, Buddy Holly, De.
Oh, Beef Cukin, R.
Peggy Sue, Buddy Holly, Chu.
Rennie, Bill, Jr., Phil, R.

DETROIT
April Love, Pat Boone, De.
At the Hop, Dance and the Jammer, ABC-Pts.
Great Rolls of Fire, Jerry Lee Lewis, Sun
Juke-Box Rock, Bobby Nelson, De.
King-Sized Young Love, Sun
Jimmie Rodgers, R.
Oh, You, R.
Sad, Along Silver Moon, Raunky
Wanted You, Wantin' School Radio Records

EAST TEXAS
April Love, Pat Boone, De.
At the Hop, Dance and the Jammer, ABC-Pts.
Re-Box Baby, Buddy Nelson, R.
Re-Box, Buddy Vitamin, R.
Charles Arm The Twelve of New
Little, Lou.
Peggy Sue, Buddy Holly, Chu.
Rennie, Bill, Jr., Phil, R.
Wake Up Little Suzie, Family Brothers, Cdc

FLORIDA
At the Hop, Dance and the Jammer, ABC-Pts.
Great Rolls of Fire, Jerry Lee Lewis, Sun
Killer Smokey Hot Wine
Francis Rodgers, R.
Love Me Forever, Your Recipe, Pir
(One Love) You Love Your
Sauder, Frank, Chu.
Silhouettes, R.
Stand Up, Buddy Nelson, R.

TENA Brook and the Satins, Chu.

LOS ANGELES
April Love, Pat Boone, De.
Great Rolls of Fire, Jerry Lee Lewis, Sun
Jullibone Bois, Elvis Presley, Vit.
Klasse Smokey Ha Wine
Francis Rodgers, R.
Oh, Beef Cukin, R.
Ravish, Elvis Presley, Vit.
Rock and Roll Music, Chuck Berry, Chu.
Trendz, R.

NEW YORK AND NEWARK
At the Hop, Dance and the Jammer, ABC-Pts.
Great Rolls of Fire, Jerry Lee Lewis, Sun
King-Sized Young Love, Sun
Peggy Sue, Buddy Holly, Chu.
Rennie, Bill, Jr., Phil, R.
Rock and Roll Music, Chuck Berry, Chu.
Silhouettes, R.
Trendz, R.

N. AND THE HEARTBEAT, Chu.

NORTHERN NEW YORK STATE
April Love, Pat Boone, De.
At the Hop, Dance and the Jammer, ABC-Pts.
Jullibone Bois, Elvis Presley, Vit.

SOUTHERN OHIO
April Love, Pat Boone, De.
Re-Box Baby, Buddy Nelson, R.
Jullibone Bois, Elvis Presley, Vit.
Peggy Sue, Buddy Holly, Chu.
Rennie, Cliff Forrest, R.
She's Next, Daily Writer, Pir.
Stand Up, Buddy Nelson, R.
Wake Up Little Suzie, Family Brothers, Cdc

ST. LOUIS AND KANSAS CITY
April Love, Pat Boone, De.
At the Hop, Dance and the Jammer, ABC-Pts.
Great Rolls of Fire, Jerry Lee Lewis, Sun
Killer Smokey Ha Wine
Francis Rodgers, R.
Peggy Sue, Buddy Holly, Chu.
Stand Up Wastin' in School Radio Records
R.

WASHINGTON AND BALTIMORE
April Love, Pat Boone, De.
At the Hop, Dance and the Jammer, ABC-Pts.
Great Rolls of Fire, Jerry Lee Lewis, Sun
Killer Smokey Ha Wine
Francis Rodgers, R.
Peggy Sue, Buddy Holly, Chu.
Stand Up Wastin' in School Radio Records
R.

SOUTHERN OHIO
April Love, Pat Boone, De.
Re-Box Baby, Buddy Nelson, R.
Jullibone Bois, Elvis Presley, Vit.
Peggy Sue, Buddy Holly, Chu.
Rennie, Cliff Forrest, R.
She's Next, Daily Writer, Pir.
Stand Up, Buddy Nelson, R.
Wake Up Little Suzie, Family Brothers, Cdc

ST. LOUIS AND KANSAS CITY
April Love, Pat Boone, De.
At the Hop, Dance and the Jammer, ABC-Pts.
Great Rolls of Fire, Jerry Lee Lewis, Sun
Killer Smokey Ha Wine
Francis Rodgers, R.
Peggy Sue, Buddy Holly, Chu.
Stand Up Wastin' in School Radio Records
R.

WASHINGTON AND BALTIMORE
April Love, Pat Boone, De.
At the Hop, Dance and the Jammer, ABC-Pts.
Great Rolls of Fire, Jerry Lee Lewis, Sun
Killer Smokey Ha Wine
Francis Rodgers, R.
Peggy Sue, Buddy Holly, Chu.
Stand Up Wastin' in School Radio Records
R.
THE ACTION IS ON ROULETTE

Buddy Knox
"SWINGIN' DADDY"
R-4042

Carol Hughes
The Original
"LEND ME YOUR COMB"
R-4041

The Techniques
"HEY LITTLE GIRL"
R-4030

"YOU'RE THE GREATEST" Valarie Carr
R-4038

Count Basie
"THE KID FROM RED BANK"
R-4040

Joe Williams
"GEE BABY, AIN'T I GOOD TO YOU"
R-4039

A SOUND BET... BUY ROULETTE

www.americanradiohistory.com
BRAND NEW and A SOLID POP HIT!
JOHNNY CASH
BALLAD OF A TEENAGE QUEEN
b/w "Big River"
SUN #283
RCA VICTOR STARTS THE NEW YEAR WITH A GREAT BIG SMASH

MAGIC MOMENTS

BIG COMO-TION

WITH MITCHELL AYRES ORCHESTRA AND THE RAY CHARLES SINGERS. ARRANGEMENTS BY JOE REISMAN 47/20-7128
### Popular

**FOR WEEK 4**

1. **Juke Programming**

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RAUNCHY</strong></td>
<td>Billie Modes</td>
<td>RCA Victor 7099</td>
</tr>
<tr>
<td><strong>AT THE JERSEY SHORE</strong></td>
<td>The Dixie Cups</td>
<td>Associated 7071</td>
</tr>
<tr>
<td><strong>STAND UP</strong></td>
<td>Frank Ifield</td>
<td>Imperial 4147</td>
</tr>
<tr>
<td><strong>OH BOY!</strong></td>
<td>The Crickets</td>
<td>Imperial 4347</td>
</tr>
<tr>
<td><strong>THE BIG BEAT</strong></td>
<td>Fats Domino</td>
<td>Imperial 3477</td>
</tr>
<tr>
<td><strong>I WANT YOU TO KNOW</strong></td>
<td>The Four Tunes</td>
<td>Imperial 5003</td>
</tr>
<tr>
<td><strong>MY STORY</strong></td>
<td>Alger à la Plante</td>
<td>Imperial 4574</td>
</tr>
<tr>
<td><strong>YOU SEND ME</strong></td>
<td>Sarah Cooke</td>
<td>Imperial 5403</td>
</tr>
<tr>
<td><strong>SUMMER TIME</strong></td>
<td>The Archers</td>
<td>Imperial 5410</td>
</tr>
<tr>
<td><strong>KISSES SWEETER THAN MINE</strong></td>
<td>Jimmy Rodgers</td>
<td>Imperial 5415</td>
</tr>
<tr>
<td><strong>YOU BE SO FOOLISH</strong></td>
<td>The Royal Flames</td>
<td>Specialty 4993</td>
</tr>
<tr>
<td><strong>BE HOP BABY</strong></td>
<td>Ricky Nelson</td>
<td>Imperial 4194</td>
</tr>
<tr>
<td><strong>GREAT BALLS OF FIRE</strong></td>
<td>Jerry Lee Lewis</td>
<td>Specialty 619</td>
</tr>
<tr>
<td><strong>I DON'T WANT TO</strong></td>
<td>Roy Hamilton</td>
<td>Imperial 4195</td>
</tr>
<tr>
<td><strong>I'M A ¥OK</strong></td>
<td>Roy Hamilton</td>
<td>Imperial 4196</td>
</tr>
<tr>
<td><strong>DON'T STOP</strong></td>
<td>The Everly Brothers</td>
<td>Imperial 5098</td>
</tr>
<tr>
<td><strong>YOU CAN MAKE IT IF YOU TRY</strong></td>
<td>Johnny Mathis</td>
<td>Imperial 5100</td>
</tr>
<tr>
<td><strong>LITTLE BITTY PRETTY ONE</strong></td>
<td>Susie &amp; The Royal Teens</td>
<td>Imperial 5101</td>
</tr>
</tbody>
</table>

### Country & Western

**OPERATORS BEST BUYS**

1. **FRANKIE AVALON**

2. **THE PLAYMATES**

3. **THE SILHOUETTES**

4. **THE AMES BROTHERS**

5. **JOHNNY MATEER**

### Operators Best New Releases

1. **LA DOR DAN**

2. **DON'T LET GO**

3. **I'LL COME RUNNING BACK TO YOU**

4. **MIKE PEDERSEN**

5. **THE ROYAL TEENS**

---

*Staff recommend these records as the ones released last week that are most likely to be future juke box hits.*
Beware of Covers!

The Original

Irving Ashby

"The Big Guitar"

#5485

The Original ........ Beware of Covers!

"I'm Going To Be A Wheel Someday"

Bobby Mitchell

#5475

Imperial Records

WIVES DAY: A "Wives Day" was declared last week by WINS, New York, at which time (Wednesday, Jan. 6) all the wives of WINS deejays and newsmen took over the broadcasting duties of their respective groups. The boys took time out. Substituting on the air were Ruth (Mrs. Irwin) Smith, Jackie (Mrs. Alan) Freed, Agnes (Mrs. Jack) Lucy, Finky (Mrs. Brad) Phillips, Bea (Mrs. Paul) Sherman, Rea (Mrs. Zeke) Mammers, Helen (Mrs. Lew) Fisher. Only made one big mistake; they belonged to deejay Stan Z. Burns, bachelor.

SPINERSTATIONS: Friday the 13th was selected last month, via various station promotions. For instance, WOAM, Miami, Fla. jockeys observed the day by asking listeners to submit their most "superstitious superstitions." Winning replies were read on the air. At the same time, WOAM deejays haunted fate by walking under ladders and breaking mirrors.

KING, Seattle, jocks observed Friday the 13th, via a special salute to left-handed people, and a contest for "left-handed compliments." Prizes for the latter included tickets to "Ice Castles" on the left side of the house, etc.

STEADY ANYBODY: Frank Bell, KTXA, San Antonio, recently ran a contest to determine the pros and cons of "going steady." Results showed 60 per cent of teenagers in favor of it, while 40 per cent voted for the idea. Breakdowns of pop replies from teenagers showed that 19 per cent liked the security; 18 per cent thought it was fun; 17 per cent voted to keep it for elderly teens (17-19) only. Among the con replies, 10 per cent found the responsibility too great; 12 per cent voted for that reason, and 8 per cent thought it led to serious trouble. Replies from parents were two to one against going steady.

YESTERYEAR'S TOPS—The nation's top tunes on records as reported in The Billboard

JANUARY 17, 1956:
1. Ballerina
2. How Soon
3. Too Fat Polka
4. Serenade of the Bells
5. Hit Dance at Your Wedding
6. Golden Earrings
7. Near You
8. Civilization
9. And Mimi
10. You Docs

JANUARY 17, 1957:
1. Why Don't You Believe Me?
2. Don't Let the Stars Get in Your Eyes
3. Glow Worm
4. Keep a Capet
5. Till I Waltz Again, With You
6. You Belong to Me
7. Lady of Spain
8. Because You're Mine
9. Oh, Happy Day
10. It's in the Book

Indies Hit With Pop Single Hits

Continued from page 17

each by Guy Mitchell, Johnny Ray, Frankie Laine and Tony Bennett.

Elvis Prestley was the top singles artist of any label and also accounted for the bulk of RCA's chart records, with Pat Domingo, Pat Boone and Harry Belafonte running Prestley a fairly tight race.

A breakdown of the labels and the number of records they had on the Best Selling Charts follows:

<table>
<thead>
<tr>
<th>Label</th>
<th>Records</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia</td>
<td>21</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>12</td>
</tr>
<tr>
<td>Dot</td>
<td>10</td>
</tr>
<tr>
<td>Imperial</td>
<td>12</td>
</tr>
<tr>
<td>Decca</td>
<td>8</td>
</tr>
<tr>
<td>Atlantic</td>
<td>7</td>
</tr>
<tr>
<td>Coral</td>
<td>7</td>
</tr>
<tr>
<td>Roulette</td>
<td>6</td>
</tr>
<tr>
<td>ABC Paramount</td>
<td>6</td>
</tr>
<tr>
<td>Speciality</td>
<td>6</td>
</tr>
<tr>
<td>Cadence</td>
<td>5</td>
</tr>
<tr>
<td>Epic</td>
<td>5</td>
</tr>
<tr>
<td>Liberty</td>
<td>5</td>
</tr>
</tbody>
</table>

Most popular among the majors, but the others, too, were consistent records. One of the most popular were the recordings by Sam Cooke and the Modernaires, produced by Sam. Also, the records by the Everly Brothers, the Drifters and the Platters, were very strong, with hits on the charts. Other labels appearing with great disk during the year were RCA Victor, Capitol, Decca, Atlantic, Coral, Roulette, ABC, Speciality, Cadence and Epic.

Capitol Brass

Continued from page 17

While in England, Davis attended a number of meetings with E.M.I. and Capitol execs, under the chairmanship of E.M.I.'s managing director, L. J. Brown. Discus-
JANUARY 13, 1958

THE BILLBOARD

MUSIC-RADIO

PRESLEY'S
FIRST FOR '58
ALREADY OVER
1,000,000
ADVANCE SALES!

DON'T c/w
I BEG OF YOU

New as today's headlines (and Presley's in 'em!), a terrific pre-sold single—marking the beginning of a banner year in your record racks.

Watch for these NBC-TV network shows in color and black-and-white... THE PERRY COMO SHOW, THE GEORGE GOREL SHOW, THE EDDIE FISHER SHOW, THE PRICE IS RIGHT, Tic Tac Dough... all sponsored by...
**Best Selling Sheet Music in U. S.**

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Selling Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>April Love</td>
<td>(Faye)</td>
<td>10</td>
</tr>
<tr>
<td>2.</td>
<td>All of Me</td>
<td>(BCHAN)</td>
<td>8</td>
</tr>
<tr>
<td>3.</td>
<td>Around the World (Young)</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>4.</td>
<td>Fascination</td>
<td>(Southern)</td>
<td>32</td>
</tr>
<tr>
<td>5.</td>
<td>Kisses Sweeter Than Roses (Folkways)</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>6.</td>
<td>Liechtensteiner Polka</td>
<td>(Burlington)</td>
<td>6</td>
</tr>
<tr>
<td>7.</td>
<td>Sugar Time (Nor-Ya-Jak)</td>
<td></td>
<td>14</td>
</tr>
<tr>
<td>8.</td>
<td>Why Don't They Understand? (Hollis)</td>
<td></td>
<td>15</td>
</tr>
<tr>
<td>9.</td>
<td>Silhouettes (Rogers)</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>10.</td>
<td>Melodie d'Amour (Bayayen)</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>11.</td>
<td>Sail Along Silvery Moon (Sanely Joy)</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>12.</td>
<td>Peggy Sue (Nor-Ya-Jak)</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>13.</td>
<td>Tammy (Southern)</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>14.</td>
<td>You Send Me (Higgin)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>15.</td>
<td>Preview You Don't See Her (Immacomew)</td>
<td></td>
<td>11</td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music in Britain**

(For week ending January 4)

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Selling Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>April Love</td>
<td>(Faye)</td>
<td>10</td>
</tr>
<tr>
<td>Remember You're Mine</td>
<td>(Bayayen)</td>
<td>6</td>
</tr>
<tr>
<td>Love's He Got the Whole World In His Hands</td>
<td>(Dudley)</td>
<td>6</td>
</tr>
<tr>
<td>Be My Lover</td>
<td>(Karl)</td>
<td>9</td>
</tr>
<tr>
<td>Sugar Time</td>
<td>(Nor-Ya-Jak)</td>
<td>2</td>
</tr>
<tr>
<td>Why Don't They Understand?</td>
<td>(Hollis)</td>
<td>15</td>
</tr>
<tr>
<td>Kisses Sweeter Than Roses</td>
<td>(Folkways)</td>
<td>7</td>
</tr>
<tr>
<td>Melodie d'Amour</td>
<td>(Bayayen)</td>
<td>8</td>
</tr>
<tr>
<td>Sail Along Silvery Moon</td>
<td>(Sanely Joy)</td>
<td>1</td>
</tr>
<tr>
<td>Peggy Sue</td>
<td>(Nor-Ya-Jak)</td>
<td>10</td>
</tr>
<tr>
<td>You Send Me</td>
<td>(Higgin)</td>
<td>3</td>
</tr>
<tr>
<td>Preview You Don't See Her</td>
<td>(Immacomew)</td>
<td>11</td>
</tr>
</tbody>
</table>

**Best Selling Pop Records in Britain**

(For week ending January 4)

<table>
<thead>
<tr>
<th>Title</th>
<th>Selling Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great Balls of Fire</td>
<td>4</td>
</tr>
<tr>
<td>Here's Making Eyes at Me</td>
<td>5</td>
</tr>
<tr>
<td>Wishing on a Star</td>
<td>9</td>
</tr>
<tr>
<td>A Love Song for Little Joe</td>
<td>10</td>
</tr>
<tr>
<td>I Love You</td>
<td>11</td>
</tr>
<tr>
<td>You're the One</td>
<td>12</td>
</tr>
<tr>
<td>I'm Gonna Live</td>
<td>13</td>
</tr>
<tr>
<td>You're the One</td>
<td>14</td>
</tr>
<tr>
<td>I Love You</td>
<td>15</td>
</tr>
<tr>
<td>I'm Gonna Live</td>
<td>16</td>
</tr>
</tbody>
</table>

**Tunes With Greatest Radio-TV Audience**

Tunes, listed alphabetically, have the greatest audience on any network station program in New York, Chicago and Los Angeles. The current week's top ten are based on John G. Peirson's copyrighted Audience Coverage Index.

**Radio**

Title | Selling Points |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>All the Way</td>
<td>1</td>
</tr>
<tr>
<td>April Love</td>
<td>2</td>
</tr>
<tr>
<td>Billie</td>
<td>3</td>
</tr>
<tr>
<td>Bird</td>
<td>4</td>
</tr>
<tr>
<td>Love's</td>
<td>5</td>
</tr>
<tr>
<td>Just</td>
<td>6</td>
</tr>
<tr>
<td>In Love</td>
<td>7</td>
</tr>
<tr>
<td>Sometimes</td>
<td>8</td>
</tr>
<tr>
<td>In Love</td>
<td>9</td>
</tr>
<tr>
<td>Time</td>
<td>10</td>
</tr>
</tbody>
</table>

**Television**

Title | Selling Points |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>All the Way</td>
<td>1</td>
</tr>
<tr>
<td>April Love</td>
<td>2</td>
</tr>
<tr>
<td>Billie</td>
<td>3</td>
</tr>
<tr>
<td>Bird</td>
<td>4</td>
</tr>
<tr>
<td>Love's</td>
<td>5</td>
</tr>
<tr>
<td>Just</td>
<td>6</td>
</tr>
<tr>
<td>In Love</td>
<td>7</td>
</tr>
<tr>
<td>Sometimes</td>
<td>8</td>
</tr>
<tr>
<td>In Love</td>
<td>9</td>
</tr>
<tr>
<td>Time</td>
<td>10</td>
</tr>
</tbody>
</table>

Thanks, DJ's, and all the listeners everywhere for the Big promotional and Top sales for $8.

**Order From Distributors**

**ONE-STOP record service**

**DISTRIBUTOR-WHOLESALE**

**NOTHING ALL LABELS**

**MUSIC**

**Chicago, Ill.**

**LORMAR, Chicago, Ill.**

**THE BILLBOARD'S MUSIC POPULARITY CHARTS . . . POP RECORDS**

**JANUARY 13, 1958**

**CADENCE, 119 WEST 57TH STREET, NEW YORK, N.Y.**

**IT HAPPENED!!**

**THE ORIGINAL BILLY LOVES ME...**

**BY**

**IT'S TRAGIC BUT IT'S TRUE**

**S.O.N.G.-S.A.T.I.O.N.A.L.**

**CORY LIND**

**JACK MARSHALL ORCH.**

**Nativewind demand Smashing COAST to Coast STOP! LOOK! LISTEN!**

**Order From Distributors**

**IT'S ANYWHERE!!!**

**CENTURY-Dallas, Texas**

**CUSTOM-Cleveland, Ohio**

**LINDER-Milwaukee, Wis.**

**RASHLY-Baltimore, Md.**

**MANGOOLD-Chicago, N. C.**

**TRANS-DISC-Boston, Mass.**

**TRU-TON-Miami, Fla.**

**MIDWEST-Asbury Park, N. J.**

**MUSIC-Chicago, Ill.**

**MIDWEST-Asbury Park, N. J.**

**MUSIC-Chicago, Ill.**
New Hit Releases!

THE SHEPPARD SISTERS

"Gettin' Ready For Freddie"

AND

"The Best Thing There Is"

MERCURY 71244

THE IVORIES SING

"ME AND YOU"

h/w "I'M IN LOVE" MERCURY 71239
**Review Spotlight on...**

**POP RECORDS**

**THE AMES BROTHERS**
- RCA Victor 7142
- \_LITTLE GYPSY\_ (Winston, BMI)
- IN LOVE
  - (Planetary, ASCAP)
- The crew has a smoothly delivered rock-Caribbean theme that is similar to their current hit, "Marylebone Blues." Sock settling makes this a good bet to repeat. Flip, "In Love," is a cute, tuney number with listenable whistling and chorus support (Planetary, ASCAP).

**FERLIN HUSKY**
- Capitol 5062
- \_WANG DANG DOO DAND\_ (Raleigh-Norsl, ASCAP)
- WHAT CHA DOIN? AFTER SCHOOL
  - (Bee Gee, BMI)
- The two sides are the artists' strongest in recent tries. "Wang Dang Doon" from his forthcoming p.c is a rockabilly that is pieced with appeal. Cheerful choruses and guitar work are effective. "What Cha," the flip, is a rockabilly that is also nicely rendered. Both sides are also contenders for d.c.o.w.

**THE ROYAL TEENS**
- ABC-Paramount 9882
- \_SHORT SHORTS\_ (Admiration, BMI)
- Side is a purloined master from Power Records. The group delivers the rocker-with-vigor. Teens can go for the funny sound and solid beat. Flip, "Planet Rock," is an instrumental rocker that can also go well (Brunswick, BMI).

**MIKE PEDICIN\_QUINTET**
- Cameo 125
- \_SHAKE A HAND\_ (BMI, BMI)
- Pellegrino revives the old Faye Adams' trick in a rolling, rhythmic setting. A danceable beat and an infectious group vocal give the side strong potential. Flip, "The Dickie Doe," is a rhythm-soulody (Shapiro-Bernstein, ASCAP).

**HABRIDGE\_BURRAGE**
- Cobro 5022
- \_SHE KNOCKS ME OUT\_ (Ansel, BMI)
- A HEART (FILLED WITH PAIN)
  - (Ansel, BMI)
- SEE REVIEW IN R&R. SPOTLIGHT SECTION.

**POP TALENT**

**THE JAYE SISTERS**
- Atlantic 11721
- \_GOING TO THE RIVER\_ (Commodore, BMI)
- FITTER PATTER BOOM ROOM
  - (Lowell-Progressive, BMI)
- Two great performances by the talented group. "Going to the River" is a fats Domino-Dave Bartholomew tune, and the chicks belt it in a Domino-flavored style. "Fitter Patter," the flip, is a cuter version-with-a bright sound and plenty of appeal. Either side could take off.

**POP DISK JOCKEY PROGRAMMING**

**GEORGE CATES**
- Coral 41046
- \_DANCE FROM "BONJOUR TRISTESSE"\_ (Coral, BMI)
- Cates' interpretation of the happy sounding theme from the soon-to-be-released film should delight listenettes. The well-orchestrated theme has a festive air and provides a fine programming change of pace. Flip, "Show Me," is a pretty melody that features a listenable trumpet against chorus support (Southern, ASCAP).

**JOHNNY AND JACK**
- RCA Victor 7137
- \_CAMEL WALK STROLL\_ (Cedarwood, BMI)
- \_STOP THE WORLD\_
  - (McCall, BMI)
- The great d.c.w. artists have a strong pop bid that can elide with teen listenettes. The stroll is the current dance rage, and the duo's rockabilly delivery of the rhythm tune can find favor. Flip, "Stop the World," is an interesting weeper that also rates spins.

*Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.*
ALWAYS POPPIN' UP WITH THE HITS!

LITTLE GYPSY IN LOVE

with
Hugo Winterhalter
and His Orchestra

47/20-7142
Victor Preps
- Continued from page 22
the basis of sincerity and originality. In case of ties, duplicate prizes will be awarded. Employees of RCA, its distributors and all agencies are ineligible.

These are the prizes: First prize: a Mark I combination phonograph radio - stereo tape recorder valued at $2,000. Second: RCA Victor De Luxe Alexander color TV valued at $500. Third: RCA Victor Stanwyck color-TV, value $350. There will be 14 additional prizes including stereo tape recorders, portable TV sets, transistor radios, phonograph and cassette players.

To pull the contest along, Vici-

tor will ship dealers a full-color point of sale piece, a window-street advertisement, and will run consumer ads in major publications.

The company also will supply outlines of units 140 and 280 line sizes, and transcribed radio show for local use. The album itself will be supplied to Victor's entire jockey list, numbering about 500 listeners.

Jocks also will be enabled to get in on some prizes via a special winner contest which will run up to February 28. Each jock is being invited to tell in 25 words or less about the Miller item he likes most to program. First prize will be a brown-eye color TV, and there will be 10 second prizes, of portable TV sets.

Welk Buys
- Continued from page 18
than 500 copyrights in the catalog are such tunes as "I Want a Girl Just Like the Girl That Married Dear Old Dad," "Row, Row, Row," "When My Baby Smiles at Me," "I'm a Girl in a Caged Cage," "Wait Till the Sun Shines Nellie," "On a Sunny Afternoon," and "Strike Up the Band." Most of the tunes were already in the renewal period.

Initial plans for exploiting the copyrights include new albums by the Welk band and singers, featuring the tunes, plus performances of the tunes on the Welk TV sets. Dubs by other artists are also expected to be lined up.

Welk also owns another ASCAP firm, Champagne Music, in addition to the Von Tilzer acquisition.

The attorney, Morton Miller of Miller and Miller, represented Welk in the negotiations.

Bond Exchange
- Continued from page 15
other. First, his band must be well enough known in the States to make the exchange. Second, there must be a guarantee of a fair showing to a jazz audience, and third, an assurance that the tour will not cause embarrassment to Negro musicians or orchestras.

The continued insistence here that something is seriously wrong with the way in which the exchanges have worked out so far does not prevent most British play- ers and music-lovers looking for- ward to seeing leading American bands. It seems that if the scheme is to continue a more water-tight system will have to be worked out.

"Music Man' LP's
- Continued from page 16
are also available in Europe, where the "Music Man" story and program- ming information also going to playkeys. In excess of 1,500 copies of the Broadway album will also go to stations who are subscribers to Capital's pop programming ser-

cvice.

Dealer aids include die-cut display pieces of all three packages, divider cards, window streamers and giant party blower-ups for win-

dow use.
WALKIN' JOHNNIE

MARIO

THE SWINGERS

Plastic

Jan.

AMERICAN 1812

PEDICIN

trade.

BLUES

WILLIAMS

and

I

JULIE

ROYALES

5101

ASHAMED

1958

Orchestra

78'5

Quintet

also

INC.

LEE

STRAVINSKY:

OFFENBACII:

COME FLY

77,

Orchestra

ork

Review

Capitol

ork

Colin

Menuhin,

there

PAO

Bowl Symphony

RECORDING

THE

Bowl Symphony

5221

Ork

excellent

version.

here

to

cover

color

to

a

album

surprised

choice

be

be

pick

as

a

a

Title

a

title

of

an

name

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the
Around the Horn

Accadeses are doo Red O'meally and the family with The Nashville Banner, for an excellent Christmas program and formulating WSM's new official "Grand Ole Opry" History Picture Book, the first of which rolled off the presses last week in a handsome picture book, which is being pitched to "Opry" patrons at $1 a copy, for the opry's 50th anniversary. Works of its kind ever turned show no sense. The book is put out with four-color shots of the various "Opry" stars, plus the usual black-and-white photos, the book gives the history of "Grand Ole Opry" and pictures virtually all of the "Opry" stars of the past and present. Biographical data on the present-day features are also listed, together with photos of the various WSM officials and "Opry" staff members. Wrapped around an excellent print job on good stock is an attractive cover sprinkled with more top-notch color shots of stars with "Opry" names, O'Donnell, who in the past has handled public relations for "Opry," part-time basis, was assisted in his work on the book by William C. "Billy" Kilpatrick, general director of "Opry.""
Your Name Is Beautiful
AND
You’re So Easy To Love

You’re Bound to Go for
CARL SMITH

"By Wayne Walker and Mel Tillis, the two top writers of 1957."

COLUMBIA RECORDS

Personal Management: Jim Denny Artist Bureau
hours of meditation at a local Buddhist temple. Here he gets certain visions, which is later transmitted to the fans on his next tour on a large scale.

Meanwhile, Ahmet Ertegun and Jerry Wexler are taking a brief rest from the Beverly Hills Hotel, in California.

The KirbyStone Four have a new record coming called "Sunday Night at Eight O'Clock," in which they overlay a running narrative of Ed Sullivan.... The Del Vientos, who are currently on tour, have been, according to Ed Sullivan.... The Del Vientos, who are currently on tour, have been...the Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.

The Jodimors, a group which supposedly has a member of the Bill Haley aggregation, have been signed by Kirby Stone. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 22, Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group, according to Jocko Henderson, popular rock and roll disc jockey and admirer of the band. The Count has been suffering from a kidney ailment.
With the Jockeys

Balliol-Wire Bob Strick is spinning the country wax at KOAM, Pittsburg, Kan., having recently shifted from KIMO, Independence, Mo., and plans to revive his weekly news letter. Aside from the plater shows, KOAM spots three country and western acts each evening. Others on the deck staff there are Tommy Sneeke, Virgil Glenn, Landon Hale and Webb Cardwell... Happy Har,"

Continued from page 78

Johnny Cash and the Tennessee Two, Roy Acuff and His, and the Wilburn Brothers, June Wall and Donnie Browne, are very busy in the Upper Midwest area at Battle Creek, Mich., January 14; Long Beach, Calif., January 15; Saginaw, Mich., 15, and Kalamazoo, Mich., 16 and 17. The January 17 package plays Sandi Ste. Marie, Ont., and then jumps hub to the Canadian border for a Saturday date (18) in Niagara Falls, N.Y., spending the tour in Toledo January 19. Details of the tour were set by Cash's manager, Ron Hall, with promoters Phil Simon, Phil Roach and Bob Yaffe.

Carl Perkins starts a series of Western club dates at Pocatello, Idaho, January 15, playing Idaho, Ore., January 16, and then the Oregon Theater, Portland.

Buddy Knox, of "Big D and Harlen," is set to record a new release, "Swinging Daddy," out this week... Johnny Cash special (16) in Detroit and Windsor, Ont., visiting the deejays to lay his new country release, "Ballad of a Teen-Age Queen."

The following records, also reviewed by The Billboard music staff, were used to compile this report:

CASTALIONS: Come Back (Capitol) Hi-Fi 7104

A Number of Releases This Week

The Jockeys

Balliol-Wire Bob Strick is spinning the country wax at KOAM, Pittsburg, Kan., having recently shifted from KIMO, Independence, Mo., and plans to revive his weekly news letter. Aside from the plater shows, KOAM spots three country and western acts each evening. Others on the deck staff there are Tommy Sneeke, Virgil Glenn, Landon Hale and Webb Cardwell... Happy Har,

With the Jockeys

Balliol-Wire Bob Strick is spinning the country wax at KOAM, Pittsburg, Kan., having recently shifted from KIMO, Independence, Mo., and plans to revive his weekly news letter. Aside from the plater shows, KOAM spots three country and western acts each evening. Others on the deck staff there are Tommy Sneeke, Virgil Glenn, Landon Hale and Webb Cardwell... Happy Har,

Johnny Cash and the Tennessee Two, Roy Acuff and His, and the Wilburn Brothers, June Wall and Donnie Browne, are very busy in the Upper Midwest area at Battle Creek, Mich., January 14; Long Beach, Calif., January 15; Saginaw, Mich., 15, and Kalamazoo, Mich., 16 and 17. The January 17 package plays Sandi Ste. Marie, Ont., and then jumps hub to the Canadian border for a Saturday date (18) in Niagara Falls, N.Y., spending the tour in Toledo January 19. Details of the tour were set by Cash's manager, Ron Hall, with promoters Phil Simon, Phil Roach and Bob Yaffe.

Carl Perkins starts a series of Western club dates at Pocatello, Idaho, January 15, playing Idaho, Ore., January 16, and then the Oregon Theater, Portland.

Buddy Knox, of "Big D and Harlen," is set to record a new release, "Swinging Daddy," out this week... Johnny Cash special (16) in Detroit and Windsor, Ont., visiting the deejays to lay his new country release, "Ballad of a Teen-Age Queen."

The following records, also reviewed by The Billboard music staff, were used to compile this report:

CASTALIONS: Come Back (Capitol) Hi-Fi 7104

A Number of Releases This Week

The Jockeys

Balliol-Wire Bob Strick is spinning the country wax at KOAM, Pittsburg, Kan., having recently shifted from KIMO, Independence, Mo., and plans to revive his weekly news letter. Aside from the plater shows, KOAM spots three country and western acts each evening. Others on the deck staff there are Tommy Sneeke, Virgil Glenn, Landon Hale and Webb Cardwell... Happy Har,
Special Section
To Cover Insurance

January 20 Articles to Point Up
Growing Importance of Coverage

CHICAGO — The mounting im-
plications of tax law coverage
age for the operator of outdoor
amusements will be pointed out in
special section of the January 20
issue of The Billboard, it was an-
ounced. Special topics to be treated
will be liability, adequate coverage,
the value of qualified insurance ex-
perts, special coverage and hard-
ship-filler arrangements.

An article on liability points out
that this coverage is a complex
matter that demands wide cover-
age and the attention of experts.
Included are the questions what
is covered by standard policies
what is covered by comprehensive
from the field, will tell what
show owners, bookers and sponsors
the need for adequate coverage.

The ignorance of adequate
coverage will be stressed. It will be
pointed out that operators
should be certain they are covered
for all eventualities and that the
amount of their insurance is enough
to cover inflated prices, higher re-
placement cost and outstanding jury
awards.

Sponsors Important

The value of specialists who are
not qualified to give show insur-
ance and how they are often the
only ones that can give adequate
service, will be brought to the
special issue.

Special attention will be given
details on how and where insur-
ance is available for carnivals,
topic shows, circuses, park rides,
horse shows, stock cars, circuses,
performers, amusements, rodeos, firework
airs, carnivals, trade shows and other

(Continued on page 82)

OUTDOOR

January 13, 1958

DATE CONFLICTS
HURT KANSAS FAIRS

Carnival Bookings Are Limited;
Elmer Bryant Elected President

TOPEKA — The concentration
of Kansas events in the month of
August again backfired at the
35th Annual meeting of the Kansas
Fairs Association and, as a result
an estimated 15 to 20 fairs left the
corridor with no guarantee of a
contract. The meeting was held in
the Jayhawk Hotel here Monday through
Wednesday.

Of the 91 county events in the
month of August, while a total of 41 are
currently scheduled to run during
the last two weeks of the month.

One of the most important de-
velopments of the three-day confab
was the election of Elmer Dighton,
as president; Joe Cook, Columbus,
vice-president; Ernest Fager, Jr.,
treasurer, and Mike Bann, Topeka,
secretary.

Carl H. Heyer, 1957 president,
was in the chair for the business
and Sunday operations were conducted
be the Kansas State Fair, and Mrs. R. D.
Rettle, secretary of Marshall Coun-
ty Fair. Open discussion on a
number of timely topics was held at the
Wednesday morning session. Approximately
300 attended the fair
garden at Tuesday night's banquet.

Missouri Assn.
Meeting Draws
Strong Turnout

JEFFERSON CITY, Mo. — Aid-
ed by good weather the first
in a number of years, there
was a strong turnout at the meet-
ing of the Missouri Association of
Fairs and Agricultural Exhibitions
here Thursday and Friday with
Governor Hetzer.

Highlighting the two-day meet-
ing included the attendance of John
Williamson, director of agriculture,
and Lt. George, Edwad, who delivered
the welcoming address.

Arthur Ervin, secretary-mas-
ter of the Missouri State Fair, Sedalia,
showed colored motion pictures of
the Hamiloniand aisle at the
Sedalia schola at Al Sweeney,
president of National Speedways,
Inc., showed a government film
entitled "Uncle Sam Goes to War"
and a report of foreign events.

There was a strong turnout at
Thursday night's banquet.

Bittler Dies; Coaster
Builder, Park Operator

READING, Pa. — W. Arthur
Morris, secretary-treasurer of the
Reading Fairs, succeeding
Charles W. Swoyer, who had
been the long-time manager.

The association came at the
Saturday (4) annual meeting of the
Agricultural and Horticultural
Association of Berks County, the
fair sponsors.

W. ARTHUR MORRIS

Swoyer, who was named sec-
tary-treasurer, was asked to be
relieved of some of his duties be-
cause of failing health. He has
been secretary since 1924 with
the exception of one year. Morris
has assisted him since the death of
the late Paul E. Hosty.

The new secretary has been
active in the promotion depart-
ment of the fair for more than
30 years.

John S. Gies was returned by
the board to his 26th term as
president and Harter Emsmeyer
was named first vice — president.

Other officers are George W.
Schuler, second vice-president;
Albert L. Swoyer, treasurer, and
Howard E. Miller assistant secretary.

Kid Day Changed

The agricultural group oper-
ated by the West Side Fair, held in
the Fairgrounds except the Fair-
grounds Market and Fairground
Skatepark, and that association,
it decided to shift the county
school children's day from fall
from Friday to Wednesday, and to
leave the city school kids' day
unchanged.

The Middlesex County Fair
approved the move.

The Middlesex County Fair
approved the move.

Added to the board of directors
were Bertolito G. Brunbach,
president, the New Jersey State
Agricultural Assn. and John
Simmons, operator of a local hearing
aid service. Re-elected board
members of the Agricultural
Agricultural and Horticultural
Association of Berks County, the
fair sponsors.

MORRIS SUCCEEDS
READING'S SWOYER

RAISING ISSUE OVER
BLUE LAWS

HARRISBURG, Pa. — Raising
issue over blue laws has stimu-
lated formation of a State legis-
lative committee to study the
constitution. Certain enterprises
from Harrisburg to how the blue
laws are interpreted and applied.

Representatives reelected give the picture a spot-
ty appearance, and efforts are to
prairie-runners;

Publicity is to favor amusements
privacy favorable to amusement

fairs, carnivals, trade shows and other

Missouri Association of Fairs and Agricultural Exhibitions

Almost every year, there
was a strong turnout at the meeting
of the Missouri Association of
Fairs and Agricultural Exhibitions
here Thursday and Friday with
Governor Hetzer.

Highlighting the meeting
included the attendance of John
Williamson, director of agriculture,
and Lt. George, Edward, who delivered
the welcoming address.

Arthur Ervin, secretary-mas-
ter of the Missouri State Fair, Sedalia,
showed colored motion pictures of
the Hamilonian and Main events at the
Sedalia schola at Al Sweeney,
president of National Speedways,
Inc., showed a government film
entitled "Uncle Sam Goes to War"
and a report of foreign events.

There was a strong turnout at
Thursday night's banquet.

Hoosier Assn.
ELECTS WINGATE
'58 PRESIDENT

INDIANAPOLIS — Governor
William F. Milligan was elected
governor of Indiana Tuesday evening
by 3 of the 24 storefront counties
and District Fairs at its annual convention here
Sunday through Tuesday.

He succeeds L. R. Humes,
who resigned the office.

Other directors re-elected were: M. Monroe Neller,
Frankfurt; Dr. E. M. Magee, Portland; C. D. Bus-
sell, North Vernon, and Joseph L.
Dunn, Terre Haute.

Lt. Governor Crawford Parker, who is also commis-
sioner of agriculture and
industrial development, has
named Fair Field Manager, who
will serve as commissioner of the 58th season, pointing out
that there are many opportunities for
attendees, including fair and
events.

Friday spoke Canse indicated for L. Dog
Cassidy, Kentucky State Fair, and
John E. Thier, manager of WPM,
Himberkshinse served as toast-
master at the Tuesday evening banquet which was well attended.

Central N. Y. Fairs
See More Mutual $$

SYRACUSE — Some 80 persons
tended the annual meeting of the
Central New York Agricultural
Association of Fairs and
Agricultural and Horticultural
Syndicate on Saturday (4) with
the number registering 30 fairs. At
the election, Ted Curr, of the
Onondaga County Fair, Cambridg
was re-elected president.

Other officers are Vice-pres-
ident, Elmer Bryant, Jr., of
Onondaga County Fair, Whitney Point;
and Secretary-treasurer, Robert S. Turn-
er, of the Chenango County Fair
Agricultural Association.

Several topics of interest were
1 discussed, including plans for fair
and awards to be introduced by the
State Legislative, giving fair
admittance to a number of

 Baumert, a brother; Charles, Allestoon, and two
grandchildren.

An additional revenue from par-
take balances receipts, for capi-
tal and permanent improvements.

Following luncheon, James A.
Cox, traveling secretary of the State's Division of
Fairs, conducted an informal dia-
log on handling tourist business
and not-so-successful promotions
and other ventures at 57 fair.

Worked at Longleaf, a
position of particular interest. Joseph Godin, of
Intervale, Zephyrink Company, was
in charge of sound and film, and
photography display, there were

Beaver Island, a

Fairs, carnivals, trade shows and other

(Continued on page 82)

GAC-Hamid
Inks Minn.
Fair Loop

ST. PAUL — The GAC-Hamid
Agency closed to provide the night
grandstand show for the five
member Valley Circuit at the Min-
nesota State Fair meet-
ing at the St. Paul Coliseum. The cir-
cuit provide a program of acts for the
events which are at Malmoen, Roses,
Roseville, Farmington and Warren.

Lady annually invited by the
agency, stepped here by veteran
performers including Ada, Fairbanks and Stoeva.
PCSA Installs Jimmy Lantz

LOS ANGELES—Officers of the Pacific Coast Showmen’s Association for 1958 were installed by Harry Fink, past president, in the club room as part of the weekly meeting Monday night (6).

The ceremonies inaugurated the administration of Michael Jenny, past president; Arthur E. Anderson, first vice-president; Joseph (Red) Dauer, second vice-president; Matthew Herald, third vice-president; H. D. (Bill) Matthews, secretary, and Al Webber, treasurer.

Past Presidents Edward Harris and Joe Glacy were installed as five-year members of the board of trustees and the cemetery committee, respectively. The new board of governors was also installed.

ARENAS & AUDITORIUMS

Pensacola Attracts Shows; Geography Is One Factor

By Tom Paskinson

Reading of routes for many types of shows developed the impression that once a touring company gets into Pensacola there is a very strong probability that it will stop at Pensacola’s Municipal Auditorium.

Speaking moderately, the area will do its best to encourage the fair share of road companies. He gives credit to the proximity of all force and large area of industry at Pensacola, saying that these help bring business to Auditorium events.

The fiscal year ending with September was good, and so far this year the building is running about 15 percent ahead. It has done better business since opening in 1955 and operates on a budget breaks even on this.

Show-Me It Gets at least its share. Geography helps locally the 206-mile drawing territory helps, too. As Winkie has observed, any show that plays Florida and then goes West is bound to make Pensacola. It works well in the other direction also.

“Vigor” played Pensacola this fall and reported it was the best stand in the South this time. The Climax circus played a stage engagement here for a major industry, which also sponsored a dance for employees twice weekly. The Black Hills Passion Play did very well for two days in December.

More attractions include the NBC Opera Company, which appeared in the fall, the Ballet Russe de Monte Carlo, and the Chicago Opera Ballet, which is coming this season. The Pensacola Music Association is bringing the Ballet Theater and the Detroit Symphony.

That association also is in touch with a group that may bring a repeat of legit shows. The Columbia Artists production of “No Time for Sergeants” wasted some time. Winkie reported the building couldn’t give the necessary time. That is a hit in the South and units come about every month. Some are booked by John Kelli, some by A. V. Barnwell.

The Florida Music Traveling Show played Pensacola once and plans to repeat.

Gus Tate’s basketball team played January 2 and the Golden Gophers were scheduled for February. Happy Kellons’ Honey Boy Midgets are coming in January.

Pensacola also has its home-promoted events. There is a frequent schedule of gospel sing, and “The Cowboy’s Song” is to be May 14-17 this year. The Jaycees have an Auto Show in January and a Sports Show in March.

Gene Rowe of New Orleans will produce a Home Show in the Pensacola area on a semi- and-roll door descent schedule for teenagers is being set by an Atlantic organization.

The Ellingtons in Indianapolis are expected this week.

Geography, military personnel and payroll, new industry, and successful experience in the past—they all combine to keep the Pensacola building busy.

ROUND-UP

WORLD’S MOST UNIQUE RIDE

FRANK HRUBEZ & CO.

2800 S. 25th St. Salem, Ore.

Phone: EM 7-1417


TIEFL MFG. CO.

Phone: 0-3401-L Anchorage, Alaska


MERRY-GO-ROUNDS


NEW MODERN AMUSEMENT EQUIPMENT

KIDDIE RIDES

ADULT RIDES

MINIATURE TRAINS

ROLLER COASTERS

FERRIS WHEELS

MERRY-GO-ROUNDS

SHOOTING GALLERIES

FUN HOUSES

Write today for complete catalog 30 UED RIDES ON HAND

15.00.

KING AMUSEMENT CO., INC.

P. O. BOX 508

MT. CLEMENS, MICH

ДЛЯ ЛУЧШЕГО ПРОСМОТРА

1958

BEAUTIFUL

FLUORESCENT

LIGHTS

LIGHT COLUMN

FOR LITERATURE AND PARTICULARS, WRITE, WRITE OR PHONE

P. O. BOX 306

Phone: 4-6863

SELLER MFG. CO.

MINNEAPOLIS, MINNESOTA

(Continued on page 82)
**INDIO, Calif.—The Riverside County Fair and Date Festival will feature the Cirque Araby show on February 25-26, last two days of its 10-day run, R. M. C. Fullenwider, fair manager and executive producer of the circus, announced.**

The circus will be of the European type, one ring, and will occupy the horse show arena. All performers will be at work in Arabic costumes, fitting into the Arabian Nights theme of the fair. The event is expected to feature the Arabian Nights pageant for which it has gained nationwide fame.

Assisting Fullenwider in the circus production are Joe and Newton (Carolina) Bruns, of the Hollywood Theatre Agency, which has booked the booking contracts here for approximately 10 years.

Cirque Araby will feature Giscl and Ch Вы не указали язык для перевода, несмотря на то, что вы выбрали его. Необходимо указать язык для переводчика.

BIRTHS

DAN—Son, Boscia Vantzin, to Mr. and Mrs. Benny Doce, December 17, in the home of the parents, 9242 South Ashland Ave., Chicago.

HURLER—A son, George Jr. to George and Jane Ahlanbi at Dayton, O., recently. Father has just joined circus as performers and contract, both show open and consecutive and catering busi-

MOYER—A son, Terrall Steven Moye, to Mr. and Mrs. Don Moye, December 27, at Covington, Kent., Wash. Father is former animal home owner and parents are with Sells Bros. Circus.

VAN DER MEE, J. P. (Joseph)—Funeral for Mr. Van der Meen, whose obituary appeared in the January 12 issue, will be Friday, January 17, at 10 a.m. in the home of the parents, 2201 North Broad Street, Chicago, Ill. Interment, Roseland Cemetery.

Carnival Routes


Ice Shows


Miscellaneous

Auntie Minnie (Constance Bennett) body taken to Bison, N. D. for cremation. Body Beautiful (Mindy Carson) Cat on a Hot Tea Road (Victor 

MARRIAGES

MARRIAGE


HOLTZMANN—Fred W., 65, of a carnival ownership and theatre, recently at home in Conway, S. Car., was survived by his brother, Thomas, and two sisters, Mrs. Mary F. Barlett and Dorothy, Ypsilanti, Mich. Burial in Conway.

CLINES—John F., 85, former circus and theatrical agent, recently at home in Conway, S. Car., was survived by his brother, Thomas, and two sisters, Mrs. Mary F. Barlett and Dorothy, Ypsilanti, Mich. Burial in Conway.

ATOMIC BALLOON GAME

New and exciting game family built from plywood. A Penny Makes Money. Buy from Sylva E. Wakefield, 204 North 2nd St., Allentown, Pa. Phone: Order for Copyright and Blueprint.

MR. JOSEPH KING

1934 Hotel Lincoln

Chicago, Ill.

CHICAGO, ILLINOIS

INSURANCE

For the Assuring Industry

SAM SOLOMON

"The Showmen's Insurance Men" 505 N. Michigan Ave., Chicago, Ill. Phone: 1st Chicago 1-5955 or 2757

OPEN A DRIVE-IN THEATRE

AT LOW COST

Now and perhaps the most successful excursion in the past 12 years was the 30 to 40 caravans of the Roadside Drive-In Theatre Company, Miami Beach, December 27 of a heart attack at his home. Rosebud Showman's Association, Survived by his widow, Frances. Burial December 31 in Tampa.

BOULLE—Henry A., 62, connected for years with grandstand shows at Chicago and England. Ex-employee of the Boston Athenaum and the Indianapolis International Alliance of Theatrical Stage Employees, Local 285, was in the business for 25 years. He was a member of the Shrine of Judah, and the Masonic Order. Ex-employee of the Boston Athenaum and the Indianapolis International Alliance of Theatrical Stage Employees, Local 285, was in the business for 25 years. He was a member of the Shrine of Judah, and the Masonic Order. Ex-employee of the Boston Athenaum and the Indianapolis International Alliance of Theatrical Stage Employees, Local 285, was in the business for 25 years. He was a member of the Shrine of Judah, and the Masonic Order. Ex-employee of the Boston Athenaum and the Indianapolis International Alliance of Theatrical Stage Employees, Local 285, was in the business for 25 years. He was a member of the Shrine of Judah, and the Masonic Order. Ex-employee of the Boston Athenaum and the Indianapolis International Alliance of Theatrical Stage Employees, Local 285, was in the business for 25 years. He was a member of the Shrine of Judah, and the Masonic Order.

CLINES—John F., 85, former circus and theatrical agent, recently at home in Conway, S. Car., was survived by his brother, Thomas, and two sisters, Mrs. Mary F. Barlett and Dorothy, Ypsilanti, Mich. Burial in Conway.

HOLTZMANN—Fred W., 65, of a carnival ownership and theatre, recently at home in Conway, S. Car., was survived by his brother, Thomas, and two sisters, Mrs. Mary F. Barlett and Dorothy, Ypsilanti, Mich. Burial in Conway.

CLINES—John F., 85, former circus and theatrical agent, recently at home in Conway, S. Car., was survived by his brother, Thomas, and two sisters, Mrs. Mary F. Barlett and Dorothy, Ypsilanti, Mich. Burial in Conway.

HOLTZMANN—Fred W., 65, of a carnival ownership and theatre, recently at home in Conway, S. Car., was survived by his brother, Thomas, and two sisters, Mrs. Mary F. Barlett and Dorothy, Ypsilanti, Mich. Burial in Conway.

CLINES—John F., 85, former circus and theatrical agent, recently at home in Conway, S. Car., was survived by his brother, Thomas, and two sisters, Mrs. Mary F. Barlett and Dorothy, Ypsilanti, Mich. Burial in Conway.

HOLTZMANN—Fred W., 65, of a carnival ownership and theatre, recently at home in Conway, S. Car., was survived by his brother, Thomas, and two sisters, Mrs. Mary F. Barlett and Dorothy, Ypsilanti, Mich. Burial in Conway.

CLINES—John F., 85, former circus and theatrical agent, recently at home in Conway, S. Car., was survived by his brother, Thomas, and two sisters, Mrs. Mary F. Barlett and Dorothy, Ypsilanti, Mich. Burial in Conway.
Minnesota State Racks Up 97G Net

Inadequate Parking Space Cited As Foremost Fairgrounds Problem

ST. PAUL — Net profit of the 1957 Minnesota State Fair was $97,382, a new record, reported at the annual meeting of the Minnesota State Agricultural Society held at the Twin Paul Hotel.

The three-day attendance of 1,954,454 and the fair’s unexpected large receipts were largely responsible for the profit,” said Mn. "An anticipated loss of $137,150 had been set up in the 1957 budget.

Exhibits in nearly every department of the fair hit new highs. Ams said. Livestock entries were so large that every available foot of space was occupied, and some cattle entries could not be accepted.

Inadequate parking space continues to be the No. 1 problem of the fair, said Secretary Douglas K. Baldwin in his report.

"Again, as in recent years, it was necessary to close the approach to the automobile traffic on one day of the fair,” Baldwin said. "Even this as we added more than 600 stalls of parking space as could be stoned, was insufficient.

The fair is planning to put inquiring for continued study by the fair board."

Three New Marks

Three new daily attendance records were established in 1957. Baldwin reported. The three record days were: Opening Saturday, Monday, August 13, and the second Saturday, August 24.

Attendance on Thursday was only 118,000 short of the old record.

More than $225,000 was spent out of earnings and the cash reserve on the fair for permanent improvements, improvements to the 1957 fair. Baldwin reported. New construction included the grandstands.

The 40 new rows of seats in the grandstands were equipped with movable folding chairs at a cost of $185,510.62, a new publicity building was established, and numerous other buildings were re-equipped and repaired.

R. C. Sorensen, treasurer of the fair, reported that receipts on November 30, end of the fiscal year, were $1,349,554, a deficit of $125,788.79 from the cash balance of the previous year. The permanent property portfolio is valued at $137,504.04. Total resources of the fair on November 1, 1957, were valued at $9,659,586.45.

Jack Reynolds to Conclude Ohio Conclave

COLUMBUS, O. — Jack Reynolds, general manager of the Eastern States Fair Association, Springfield, Mass., will be the key speaker at the Wednesday (15) banquet of the Ohio State Agricultural Society.

Goldie Schleifer, executive secretary, announced Reynolds, the immediate past president of the International Association of Fairs & Expositions.

Myers Y. Cooper, former Ohio governor, will serve as toastmaster. D. Robert Jones, manager of the Ohio State Fair, will also speak.

Over 100 fair executives have made reservations for the early-week broadcast which will be held on the morning of the same day.

Schultz Leaves Weyburn, Sask.

WEYBURN, Sask. — Roy Smith, secretary, announced the Weyburn Agricultural Society for the past 10 years, has resigned because of pressure of business. His successor is W. W. Weir.

At the annual meeting, Murray McFadden was re-elected to his second term as president. Immediate past president is Monty Adolph. Vice-presidents are Edward G. Andrews, treasurer. Fred C. Zabel was named honorary vice-president and Roy Smith an honorary director.

Minela Sets ‘58, Revival, Dates Mulled

WILLIAMSBURG, N. Y. — The Minela Flea Fair is being revived this year after a spotty history covering recent seasons. It was last held in 1956. A new, permanent site is to be used this season.

Governor Oscar Roosevelt, Jr., chairman of the fair, granted the business operation race committee last year. It is overwhelmingly in favor of a fair. It is claimed by some of the men who have been active in the past, to meet on Saturday (15) to fix the dates and other details.

The fair was suspended in 1955 after 113 continuous annual runs, due to the unfairness of the State Thoroughbred in Yorkers. Work threatened to continue in the Thoroughbred, which had an option on holding its meet at Westbury under the conditions.

Exercising of the option killed the dates earmarked for the fair. In 1956, Golden harvest sale season was held at the new plant and the dates were filled with.

Plenty Exhibit Space

Bosch said a study had shown the fairgrounds need more exhibit space. There are 24,000 square feet of rentable area on the main floor and 14,000 on the mezzanine, reachable by escalator, ramp and elevator.

Two permanent buildings originated in 1842 as a produce display in Minela. The structure was purchased by J. Alfred Valentine, who is also president of the fair association. The buildings are the Shady, Nassa and Suffolk Counties.

QUIET CONCLAVE

Minn. Assn. Again Names Jessen Prez

ST. PAUL — The annual meeting of the Minnesota Federation of Food, Drug and Cosmetic Stores was held, and "the quietest in years" by Federation Secretary Hubert Rashton of Mankato.

The three-day conclave at the St. Paul Hotel was "down to business," labor affair as it was elections that were conceived. All officers and directors of the county fair organization were re-elected Monday, Tuesday and Wednesday morning.

The roster includes president, Murray Jensen, of St. Charles; vice-president, Harold M. Peterson, Minneapolis; treasurer, Clyde E. Kenyon, Faribault; secretary, J. F. Murdock, Spring Grove. Director for the coming year are Jesse Olson, Windsor; Joseph Nolls, St. Paul; O. C. Goss, St. Paul; Conkle and W. J. Low, Faribault; M. W. Zipoy, Hopkins; George Rentz, Minneapolis; Robert Wells, Clinton, and O. M. Muths, Warren.

The directors handled only one minor grievance in swift order at their Sunday (15) dinner session. The only fireside took place Monday when the county fair office was closed after a State-wide inspection of fair and carnival electrical facilities last summer and fall. According to Rashton, State inspectors moved in on fairs all over the State, in many instances on the day they opened and demanded more stricter specifications of electrical equipment. Altho the inspectors backed down in most cases, the affair caused hard feeling.

Ransom said the State law requiring rigid annual inspection of electrical equipment has been on the books since 1930, but hasn’t been regularly enforced. President Jensen said the committee of fair secretaries to work with a committee of carnival representatives and arrange a meeting with.

West Virginia Assn. Elects Johnson

CHARLESTON, W. VA. — Frederick Johnson, manager of the Southern West Virginia Agricultural and Industrial Fair, Clarksburg, was elected president of the West Virginia Association of Fairs at the annual meeting association Friday and Saturday (3-4).

Fifteen fairs and numerous farm-supply fairs turned out for the affair at the Restlove Hotel. The Friday evening banquet was highlighted by a beauty contest at the Huntington Civic Fair. Meetawan, was crowned Miss West Virginia Association of Fairs. She is Margaret Ann Tinsley of Bartley, who will be hostess at next year’s $4,000 gala state fair.

Named vice-president of the association was Ralph Vencini, manager of the fair in Martin County, West Virginia. Heret’z Theatrical Agency, Huntington.

TENN. STATE PLANS TO ADD 4,500 SEATS

NASHVILLE — Plans that would double the grandstand seating capacity of the Tennessee State Fair here were announced last week by Judge Beverly Bray president.

Bray said he plans to ask the board to consider a plan to add close to 4,500 bleacher seats at a cost of about $40,000.

There are about 4,500 seats (Continued on page 86)

DOUBLE UP

Tenn. State Plans to Add 4,500 Seats

NASHVILLE — Plans that would double the grandstand seating capacity of the Tennessee State Fair here were announced last week by Judge Beverly Bray president.

Bray said he plans to ask the board to consider a plan to add close to 4,500 bleacher seats at a cost of about $40,000.

There are about 4,500 seats (Continued on page 86)

QUIET CONCLAVE

Minn. Assn. Again Names Jessen Prez

ST. PAUL — The annual meeting of the Minnesota Federation of Food, Drug and Cosmetic Stores was held, and "the quietest in years" by Federation Secretary Hubert Rashton of Mankato.

The three-day conclave at the St. Paul Hotel was "down to business," labor affair as it was elections that were conceived. All officers and directors of the county fair organization were re-elected Monday, Tuesday and Wednesday morning.

The roster includes president, Murray Jensen, of St. Charles; vice-president, Harold M. Peterson, Minneapolis; treasurer, Clyde E. Kenyon, Faribault; secretary, J. F. Murdock, Spring Grove. Director for the coming year are Jesse Olson, Windsor; Joseph Nolls, St. Paul; O. C. Goss, St. Paul; Conkle and W. J. Low, Faribault; M. W. Zipoy, Hopkins; George Rentz, Minneapolis; Robert Wells, Clinton, and O. M. Muths, Warren.

The directors handled only one minor grievance in swift order at their Sunday (15) dinner session. The only fireside took place Monday when the county fair office was closed after a State-wide inspection of fair and carnival electrical facilities last summer and fall. According to Rashton, State inspectors moved in on fairs all over the State, in many instances on the day they opened and demanded more stricter specifications of electrical equipment. Altho the inspectors backed down in most cases, the affair caused hard feeling.

Ransom said the State law requiring rigid annual inspection of electrical equipment has been on the books since 1930, but hasn’t been regularly enforced. President Jensen said the committee of fair secretaries to work with a committee of carnival representatives and arrange a meeting with. Illinois State Total Gross Up $31,845

SPRINGFIELD, III. — Total revenue of the Illinois State Fair were $443,538, up $31,845 over the previous year, J. B. S. Rial, official last week.

Work on a plant improvement program is under way here, and since the 1957 fair over 200 trees have been planted, the heath is progressing on the $500,000 modernization program.

Specifications have been drawn and contracts will be let for 10 new buildings. The partnership of the swing pavilion. Power electric power substations will be added due to increased power consumption by exhibitors and concrete.

Vinton, Ia., Lights Oval

VINTON, Ia. — Benton County Fair has voted to light its quarter-mile race track in an attempt to sell its still-dated program of stock car racing. In 1957 financial figures on the speed events were off...

Albany Subs Panels for Speakers

ALBANY, N. Y. — New idea is in the book for the winter meeting of the American Legion here. The New York State Association of Veterans Agencies, meeting at the Sheraton-Eyck Hotel, January 27-23, has taken a nip to pep up its program. Speakers have been abolishing its favor panels. Many fairs are prepared to tout their own horns with exhibits. Every fair has promised to contribute at least one idea to the meeting.

Representative George C. Sippel, representing the Big City Erie County Fair at Hamburg, says that while timing up its business convention he heard that one of the more progressive fairs had resolved never to erect another so-called conventional structures on its grounds and that several have been embarked on sweeping beautification programs.

The main ballroom of the hotel has been reserved for the meeting. In the winter session, a grandstand show presented indoors as the featured attraction.

Miss Bebe Says...
PACKS SCORES 60% HAVANA INCREASE
Weather Worrisome But Politics Settled; Optional Week Skipped; Plan Rodeo

HAVANA, Cuba — The Ton Packs Circuit completed its run of the Spanish Islands on Monday (6), with a 60 per cent increase over last year's business being reported.

Jack Leontini, packs staff man who made both engagements, said that this year's business was very good.

Last year's business was condemned, King of American Circuses, played the date, and it came during a time of political unrest.

Leontini said that this time an opt-in for an additional week was not taken up because the block ticket sales that usually would be made for that extra time already had been made in the previous days.

Weather was bad thru much of the run and on January 2, Havana firemen evacuated women and children from the Sports Palace because heavy seas were pounding the waterfront and it was feared the structure would go. Good business was resumed the next day.

The packs organization is scheduled to return to Cuba in March to produce a holiday at the new Sports City. This is a new area with a change in the time of the week, and was to be F-1 opened on February 19 with a boxing card.

Lancaster Adds Names to R-B Defendant List

SARASOTA, Fla. — An amended complaint in the legal action against a railway company that carried the Ringling-Barnum circuses was filed in circuit court here (14). It had the immediate affect of postponing the court hearing that was to have been held Tuesday (13).

It also revealed that the Forty-Niners Circus, which is said to have paid a total of 40 per cent of the Ringling stock, are divided, some of them siding with Mr. and Mrs. John N. Ringling, against the J. N. Ringling.

The amended complaint was filed by the Stuart Lancaster group. He and his mother, Mrs. Hester Ringling Sanford, now are joined in the case by his brother, Charles R. Lancaster. The three are now acting as not only agents and directors but also as beneficiaries in the Edith Ringling trust.

List Jimmy, Brother

The three have added more names to the list of people they are acting against in the suit. The revised complaint is against these people:

John Ringling North, Henry Ringling North, Joseph A. Connelly, plus Dan Gordon Judge, James Ringling and Charles Ringling.

Dan Gordon Judge is trustee of the Stuart Lancaster Estate and was also named in an earlier but separate suit filed by the Lancaster group. The earlier suit asked their removal as trustee.

James Ringling and Charles Ringling are sons of the late Robert Ringling and they have been among the Four-Niners for some years.

Last year, it was revealed that James and Charles Ringling indicated in a letter that they have been among the Four-Niners for some years.

The Lancaster group said that he had gone out of the business to support John Ringling North and Charles Ringling in their action against the North group. He said, however, that naming these three brothers in the amended suit was made because the group believed that the trustees were not protecting the interests of the estate.

This suit was filed in 1949 and it is stated that they have not been properly managed and that their estates have suffered.

The suit was filed on a petition of the court to order the trustees to manage the estate.

The suit was filed in 1949 and it is stated that they have been improperly managed and that their estates have suffered.

The suit was filed in 1949 and it is stated that they have been improperly managed and that their estates have suffered.

The suit was filed in 1949 and it is stated that they have been improperly managed and that their estates have suffered.

The suit was filed in 1949 and it is stated that they have been improperly managed and that their estates have suffered.

The suit was filed in 1949 and it is stated that they have been improperly managed and that their estates have suffered.

The suit was filed in 1949 and it is stated that they have been improperly managed and that their estates have suffered.

The suit was filed in 1949 and it is stated that they have been improperly managed and that their estates have suffered.

The suit was filed in 1949 and it is stated that they have been improperly managed and that their estates have suffered.

The suit was filed in 1949 and it is stated that they have been improperly managed and that their estates have suffered.

The suit was filed in 1949 and it is stated that they have been improperly managed and that their estates have suffered.
Disneyland Draws 4,200,000; Parent Firm Buys More Stock

ANAHEIM, Calif. — Gross income from Disneyland, Inc., operators of the park here, amounted to $2,010,680 for the year ending September 28, a record high, WDP President Roy O. Disney said last week in his annual report.

Despite rising to $2,010,680 for the year 1957 compared with $1,305,680 for 1956, and next year the park will have earned its 16,000,000th visitor, Disney said.

Guest spending for parking, admission, rides, amusements and souvenirs amounted to $2,010,680 for the 1957 fiscal year compared with $1,305,680 for the previous year.

Net income for WDP was $5,360,541, equal to $2.01 a share on 1,494,011 common shares outstanding. The previous year's net income was $2,423,541, equal to $2.01 a share on 1,105,680 shares.

Net income before taxes amounted to $5,360,541, the company said.

The company's board of directors declared a dividend of 8 cents a share.

High Quality KIDDE RIDES
KIDDE RIDES—Kiddie rides are being built for sale and lease by the Disneyland Company, which is the parent company of the Disneyland Park and Disneyland Resort. The company said that it will begin selling the rides to small amusement parks and other entertainment facilities.

The rides are being built in collaboration with the Disney Design Group, which is responsible for the design and development of the Disneyland theme park.

The rides include various types of kiddie rides, such as roller coasters, bumper cars, and Ferris wheels. They are designed to appeal to children of different ages and abilities. The rides are also designed to be safe and reliable, with built-in safety features and regular maintenance checks.

Disneyland resort is one of the largest and most recognized amusement parks in the world, known for its entertainment, cultural attractions, and educational programs. It is a popular destination for tourists and families alike.

Sales and Marketing

The company is actively seeking to expand its market reach by targeting small amusement parks and other entertainment facilities across the United States. These facilities can benefit from the high-quality rides provided by the company, which can help to attract more visitors and increase revenue.

The company is committed to providing exceptional customer service and support to ensure customer satisfaction. It is also dedicated to developing new and innovative products to meet the evolving needs of the market.

Financial Performance

The company has achieved strong financial performance, with a significant increase in net income from $1,305,680 in 1956 to $5,360,541 in 2023. This growth can be attributed to the company's successful marketing strategies, effective operations, and strong customer base.

Disneyland resort has also played a significant role in the local economy, generating millions of dollars in revenue and providing employment opportunities for thousands of people. It is a vital contributor to the community and an important asset to the region.

Conclusion

In conclusion, the Disneyland Company has demonstrated its commitment to providing high-quality kiddie rides to small amusement parks and other entertainment facilities. The company has achieved strong financial performance and has played a significant role in the local economy. It is a model for other companies to follow in creating innovative and successful products for a wide range of markets.
Miami — The Miami Showmen’s Association made its initial plans at the Eden Roc Hotel a memorable one on Monday (6) with more than 600 member club friends getting together for the large annual meeting. At the conclusion of the affairs, the Association received a special recognition from Miami Beach police chief, Capt. A. C. Wright, who made the presentation of a special recognition for their 50th annual meeting of the Miami Showmen’s Association to the Miami Showmen’s Association. The presentation was made in recognition of the outstanding work of the Miami Showmen’s Association for the past 50 years. The Miami Showmen’s Association was established in 1958 and is one of the oldest and most influential organizations in the area. It is dedicated to the promotion of the entertainment industry, including circuses, carnivals, and similar events. The association has been instrumental in providing support and resources to the industry, working to ensure the safety and success of events and performers alike. The Miami Showmen’s Association includes members from various parts of the region, and its members are involved in a wide range of activities, from business management to event production. The association also works to support community initiatives and charitable causes, making a positive impact on the local community. As the Miami Showmen’s Association celebrates its 50th year, it continues to serve as a vital resource for the entertainment industry, fostering growth and innovation while honoring its rich history. Through the years, the association has seen many changes in the industry, from the rise of new technologies to the evolving nature of events, but its commitment to excellence and dedication to its members remains steadfast. The Miami Showmen’s Association is a testament to the resilience and adaptability of the entertainment industry, and its members are proud to be part of a tradition that has lasting significance.
HARRIS AND SLATE
Installed by NSA

NEW YORK—An election in-
stallation ceremony marred by
the Eastern newspapers went
as scheduled on Wednesday (8) for
the National Association of
Journalists, with J. Jeff Harris
taking office as president.

Harris, Massachusetts railway
operator, succeeds Morris Ratakian,
who reported the snowfall pre-
vented automobile travel in his part
of Connecticut and thereby kept
him from attending.

George A. Hamill Sr., president
of the board, conducted the ceremo-
ny. Present besides Harris were
Alfred Greco, Frank Bohan, Ted
Tubiak, third vice-president, and
Sid Levine, club counsel.

Hamill emphasized the out-
standing efforts and emphasized their part in
making the occupancy of the new
chateau at 122 West 55th Street a
success. He also voiced in-
dependence of the new administra-
tion in view of the financial obli-
gation the club may undertake in ac-
quiring a permanent home in mid-
town Manhattan.

Wires Read

Wires of congratulations were
received from John H. Clark, Ben-
jamin Leavitt, Miami; Jack and
Bess Gallagher, Washington; Ben
Friedman, Miami Beach; and Jack
and Irving Rosenthal, Palisades (N. J.)

Harris' first official act was to re-
appoint Mr. Weinberg as sergeant
at arms.

The board of governors this year
consists of Harry Apple, Vincent
Anderson, David Brown, Morris Brown, John Chris-
topher, Roy Cohn, Norman Y.
Chausbisky Sr., Patty Connolly,
Charles Davenport, Louis Dufour,
Morris Elk, Walter Fried, Dick
Greis, Max Grober, Eli Goralsky,
Ben, Herbert; Howard, Aaron Hymes, Ben Helfd, Bill Jones, Harry
Kaplan, Henry Kaufman, Irving Kir-
by, and Jack Pennington.

Also, Sonny Levin, Victor Link,
Roger Littlefield, Jim McHugh,
Hy Mort, Burt Nagley, Burt Naples,
Sam Perl, Shimon Rapaport, Abe
Seligman, Sam Seligman, Sam Stein,
Charles Sechert, Bud Sellens-
berger, Jack Trehimb, Ben Weiss, Sam
Wolff, George Wolfe, Jack Williams
and Mike Wynn. A re-
newed committee was formed for
the late Bill Moore, who had been
nominated for the board prior to
his death.

Frank J. Kuba, formerly of the
Ward C, served as usher for the
patient in Veterans Hospital,
Fort Wayne, Ind., and would like
to receive mail from friends.

BUSINESS MANAGER

W. J. B. SHOWS
NOW BOOKING FOR 1958
Rides, Shows and Concessions in
Michigan—Ohio—Indiana
Write WILLIAM B. JACOBS
Swanton, Ohio.

Sunset Amusement Company
Opening EXCELSIOR SPRINGS, MO., Thursday, April 24
Closing AMERICAN EAGLE FARM, Carutherville, Ill., October 5

Arizona
Chandler—Chandler Rides, Ph. 16-18
Phoenix—Pineview, Ph. 16-18
Prescott—Prescott Del, 504-505, Ph. 16-18

California
Los Angeles—Great Western Show, Del. 14-16

Colorado
Colorado Springs—This Week, 14-16

Connecticut
Bridgeport—Connecticut Sportmen's & Barn Shows, Del. 14-16

Florida
West Palm—Tonawanda Club Show, Del. 14-16

Georgia
Atlanta—International Barn & Vacation Show (Port Alexander), 14-16

Illinois
Chicago—Chicago National Barn Show, Del. 14-16

Iowa
Des Moines—Des Moines Barn & Flower Show, Del. 14-16

Kansas
Kansas City—Kansas City Show, Del. 14-16

Kentucky
Louisville—Louisville Show, Del. 14-16

Massachusetts
Boston—Western Barn Show, Del. 14-16

Michigan
Clio—Clio Show, Del. 14-16

Minnesota
St. Paul—Glenwood Show, Ph. 16-18

Montana
Missoula—Missoula Show, Del. 14-16

Nebraska

New York—New York Show, Del. 14-16

Ohio
Cincinnati—Annual Barn and Field Day, Del. 14-16

Pennsylvania
Philadelphia—Philadelphia International Show, Del. 14-16

South Dakota
Sioux Falls—Sioux Falls Show, Del. 14-16

Texas
El Paso—El Paso Show, Del. 14-16

Virginia
Richmond—Richmond Show, Del. 14-16

Washington
Seattle—Seattle Show, Del. 14-16

Wisconsin
Madison—Madison Show, Del. 14-16

Wanted

WANTED
Nos. 1 and 14 Rides, Send All Inquiries to
J. W. RAPKIN, Box 221, Blalock, Ind.
CLUB ACTIVITIES
Showmen's League of America

CHICAGO—In the absence of all officers, Past-President Robert (Bob) Baciaglupi was elected president Thursday (9) meeting assisted by two other past-presidents, Carl Kenneth Brown, former president, and Al C. Samuels, former secretary. President Jack Daniel was present, as were program chairman Steve Baciaglupi, editor, and Paul Olson, outgoing president.

The meeting was continued until Monday, at which time it was decided to hold the meeting at the Hotel Statler.

National Showmen's Association

NEW YORK—J. Jeff Harris, Installation committee chairman, conducted his first regular meeting, on January 22. At his installation, an amount of gold from Japan was presented to the association, and a thank you was given by the membership.

The association held its annual meeting on January 23.

Michigan Showmen's Association

DETROIT—President Jack Daniel presided at the regular Monday (30) meeting. Also present were C. L. Lawlor, secretary, and J. L. R. Silvers, treasurer. The meeting was well attended.

The annual dinner was held on January 22, at the Hotel Statler.

Miami Showmen's Association

MIAMI—A meeting of 200 members attended the meeting of January 7 presided over by the new president, Ben Weiss. The annual dinner was held on January 20, at the Hotel Statler.

The meeting was well attended.

St. Paul Meet

Continued from page 97

PCSA Auxiliary

Continued from page 97

Copley State Shows, Hal Gelinas, treasurer, conducted his annual banquet, at the Hotel Statler, January 18, in honor of the members of the association.

Missouri State Stock Car Racing Club, conducted its annual banquet, at the Hotel Statler, January 16, in honor of the members of the association.

The annual dinner was held on January 18, at the Hotel Statler.

St. Paul Meet

Continued from page 97

Hugo's Novelty Exhibition Shows

New Ready to Book

A. P. LANTIS

For Sale

Large 60 by 80 inch hanger, brown cloth, new, recently finished, currently carried. Can be obtained from

MORRIS GOLD

1223 Broadway, New York, N. Y.

WANTED

Contact for Jamb and August dates in Kansas City, Missouri. May be obtained by

A. P. LANTIS

For Sale

P. O. Box 259

Kansas City, Missouri

Can Place

Sells gold for cash in the amount of $100,000.

Mr. Showman

an uncommon publication

"Some Money With Johnny"

The Billy Rose Music Hall, New York, N. Y.

Mr. Showman

an uncommon publication

"Some Money With Johnny"

The Billy Rose Music Hall, New York, N. Y.
COMING EVENTS

* Continued from page 68

Kent—New England Home Show (Manchester) at New Hampshire, April 18-20.

Tennessee—Amelia Earhart, Jan. 18-20.

Texas—Texas—At the World's Fair, Jan. 18-20.

Utah—Littleton, Denver Auto Show, March 18-20;

Vermont—Montpelier, March 18-20.


Letter List

* Continued from page 98


Minnesota—Minneapolis—Minneapolis Auto Show, March 21-24.

Missouri—St. Louis—St. Louis Auto Show, March 21-24.

Nebraska—Omaha—Omaha Auto Show, March 21-24.


Ohio—Cleveland—Cleveland Auto Show, March 21-24.


Texas—Houston—Houston Auto Show, March 21-24.

Utah—Salt Lake City—Salt Lake City Auto Show, March 21-24.


MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

MAIL ON HAND AT CHICAGO OFFICE
1851 Wabash Ave.
Chicago 1, III.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

MAIL ON HAND AT PHILADELPHIA OFFICE
1412 Chestnut St.
Philadelphia 6, Pa.

MAIL ON HAND AT CONCORD OFFICE
140 Washington St.
Concord, N. H.

MAIL ON HAND AT MIAMI OFFICE
3900 Biscayne Blvd.
Miami 53, Fla.

MAIL ON HAND AT SAN FRANCISCO OFFICE
44 Post St.
San Francisco 35, Calif.

MAIL ON HAND AT LOS ANGELES OFFICE
1000 West 8th St.
Los Angeles 15, Calif.

MAIL ON HAND AT HOUSTON OFFICE
6202 Bissonnet
Houston 56, Texas.
CARLTON DEATH: LOSS TO MOA, LEGAL WORLD

WASHINGTON — The sudden death of Chauncey P. Carlton, Jr., recently appointed legal counsel to the Michigan Opera Association of America, is a loss not only to the opera world, but to the friends and colleagues of the field of opera, as well.

Carter, 39, had more than a decade of experience with the Washington law firm of Kirkland, Fleming, Green, Michigan. He left the firm during the last year to go into the practice of copyright law with his father, Chauncey Carter Sr.

In his years of service to the MOA, Carlton was a hard worker and an effective member of the executive committee of the organization.

The MOA president believes the music business is rapidly approaching a point where the same type of legal knowledge and advice that is required in the music business will be required in the future.

Dip in Revenue
"It looks as this year will see a slight dip in revenue," says Baker, "and the challenge that lies ahead in 1958 may result in a separation of the men from the boys in the music industry."

The MOA president believes the music business is rapidly approaching a point where the same type of legal knowledge and advice that is required in the music business will be required in the future.

N. J. Police Seek Former Operator for Questioning

NEWARK, N. J. — State police are seeking a man named Azarow, formerly associated with the forerunner of the MOA, for questioning about the suspected illegal operation of a cigarette machine and coin-operated phonograph.

According to police, Azarow, who operated a coin-operated phonograph, was seen in the company of a state law enforcement official.

The New York State troopers have linked Azarow with a New York police official with an attempt to keep a carbon copy of the state troopers, former convicts, from getting to the state police.

Azarow, who is wanted for a number of violations, is said to have been involved with the New York State Law Enforcement Council, and is also a former representative of a cigarette machine manufacturer.

UMO Re-Elects Small; Prep State Tax Battle

DETROIT — Roy Small was unopposed for a third term as president of the United Music Operators of Michigan (UMO) at the first meeting of the recently elected officers here Monday night (6), at the Flat Shoals Free Methodist Church.

Recorder of the meeting was devised to a discussion of State Supplemental Tax and general membership problems and business conditions in the header.

The meeting of UMO is currently being concentrated on State Legislative activities. The regular section of the Michigan State Legislature began last week at Lansing, and taxation of coin-operated phonographs will be an issue before the body.

There is increased speculation, particularly in the Detroit Apple market, that the Detroit Apple market will be reorganized, and that a new cabinet and executive board will be formed in the area.

A related report is circulated by Oscar Sierles, With the Detroit City and European and overseas countries.

Local 19 Enjoined by State Court

Justice McGivern Reverses Decision; Bars Juke Box Union From Picketing

NEW YORK — Justice Owen McGivern of the New York Supreme Court, reversing a previous decision of the local 19, has enjoined an injunction against Local 19, Cigarette and Coin Vending Machine Employees Union, Inc., officers, of La Bella Music Company, Inc., and vendors of juke boxes.

The injunction had been sought by the New Jersey, New York, which has a contract with Local 10, Retail Clerks International, AFL-CIO, for services of juke boxes of its members.

Last month McGivern had refused to grant the temporary injunction on the ground that Local 19 was a labor organization in which the contents of the complaint by the plaintiffs were not proved.

Dip in Revenue
"As soon as the injunction was handed down, Joe Gudman and Sam Manzak, counsel for the plaintiffs, moved for a rehearing in an unsuccessful appeal. Justice McGivern reversed his earlier decision, granted the rehearing, and handed down the temporary injunction."

In handing down his latest directive, Justice McGivern cited the following reasons:

1. The injunction is necessary to prevent the continuance of the operations of the defendants as a violation of the law.
2. The injunction is necessary to prevent the continuance of the operations of the defendants as a violation of the law.
3. The injunction is necessary to prevent the continuance of the operations of the defendants as a violation of the law.

The injunction was handed down by Judge Ford, Circuit Court judge.

Origin
The whole story started about seven months ago (The Billboard, November 25), when an ordinance passed by the city (October 5) and plausibly kept in the dark for some time, came to light.

It permitted the North Miami Amateur Baseball Association, deeming a profit concern, to operate all coins equipment on an exclusive basis. But the association was not continued in a state of aggravated flux. Some 14 of the city's operating firms kept their machines plugged into the wall, tho no one knows how many, under what conditions they will stay.

Local operators quickly rallied Wind Music Makers, Inc., largest operating firm, who filed a restraining order, charging the city had acted illegally.

But as yet, no date has been set, and operators continue to run their machines in effect without license.

The city has been given 30 days to change the law to that effect.

The defendants' first effort was to restrains the city's button selection systems, the only machines placed on sale to the public, on which the city commissary kept for failure to have a license, if the operators had believed their machines.

The injunction was taken out in the name of Music Makers, it included any and all interested parties.

Operators have continued to keep the machines on location and in operation. Many have taken copies of the original order and placed them in the windows of their machines as titles of licenses.

What the outcome of the case will be, or if in effect it will (Continued on page 106).

1-Stop Opens At Syracuse

SYRACUSE — The One-Stop Record Sales Syracuse Corporation, which opened its doors in business on Thursday, has been in operation for six years.

In operation, the one-stop will record from major labels and independent at wholesale prices, and offer a large selection of records.

The new franchise holder has been in the music business for a long time. He plans to have a branch of One-Stop Records in the future.

The new franchise holder has been in the music business for a long time. He plans to have a branch of One-Stop Records in the future.

Hub Replaces Gen. Music as AMI Distrib

Baltimore — Hub Enterprises, 4407 Eastway Ave., has been named the AMI distributor in the Mid-Atlantic area.

The new franchise holder has been in the music business for a long time. He plans to have a branch of One-Stop Records in the future.
Background Music
Booms But Softly

Sweet Melodies Bend No Ears But
Lure 50 Million Listeners Daily

Continued from page 1

a broad and continuing scale in the past 20 years, and in particular parts of the country, it has blossomed into a major business. Today, it is expanding side by side with the American industry.

Four years and a half of 1959, background music was mainly a central studio type of operation, with music piped out over telephone lines to subscribers' places of business. FM radio stations entered the scene in 1949 and 1950. In 1959, background music was played out to music subscribers along with program material furnished by the Clear Sounds Corporation, a subsidiary of the J. F. Seeberg Corporation, Chicago, Ill. It is the largest producer of background music in the world, with 120 stations covering all the major cities in the United States.

The J. F. Seeberg Corporation is a subsidiary of the Clear Sounds Corporation, Chicago, Ill. It is the largest producer of background music in the world, with 120 stations covering all the major cities in the United States.

Background music is now available in a number of ways:

1. A network service, with music piped out over telephone lines to subscribers' places of business.
2. A network service, with music piped out over telephone lines to subscribers' places of business.
3. A network service, with music piped out over telephone lines to subscribers' places of business.

In addition to these, there are many other methods of providing background music to subscribers, including:

1. A network service, with music piped out over telephone lines to subscribers' places of business.
2. A network service, with music piped out over telephone lines to subscribers' places of business.
3. A network service, with music piped out over telephone lines to subscribers' places of business.

Many of these methods are available for use in various parts of the country, and it is estimated that there are about 300,000 subscribers using these services. The self-contained units are used by many commercial enterprises, such as restaurants, hotels, and department stores. The units are designed to provide a variety of music selections, and are often used in conjunction with other advertising devices, such as signs and window displays.

Juke box operators can be found in almost every part of the country, and are a very important part of the background music industry. They operate juke boxes and other music dispensing machines in various locations, such as restaurants, hotels, and other public places. They are responsible for selecting the music to be played, and for maintaining the machines in good working order.

The juke box industry is a relatively small one, but it is growing rapidly. It is estimated that there are about 50,000 juke box operators in the United States, and that the industry is growing at a rate of about 5% per year.

The income of juke box operators varies widely, depending on the location and type of operation. In some areas, they may earn as much as $50,000 per year, while in others they may only earn a few hundred dollars. The income of juke box operators is subject to income tax, and they are required to file a tax return each year.

Juke box operators are an important part of the background music industry, and they play a vital role in providing music to the public. They are responsible for selecting the music to be played, and for maintaining the machines in good working order. They are an important part of the entertainment industry, and they play a vital role in providing music to the public.
unbumpable!

This is the Showbox Model "H". The juke box with location staying power. Just look: clean-lined styling that's years ahead of anything in sight. Just listen: exclusive multi-horn high fidelity sound that tags it as the juke box with class.

Here's show-stage lighting that says "come on and play me". Instant eye-level visibility of all 200 titles—all of the time. Widest expanse of crystal clear wrap-around in the industry. Easiest to play, fastest selection system. No books to page, no drums to turn, no dials to twist. Just simple, push-button speed and accuracy. No wonder the Model "H" stays on, plays on. AMI operators don't get bumped! Call your AMI distributor today!

AMI
Incorporated
1000 Union Avenue, N. E.
Chicago GRAND RAPIDS Milwaukee

Originators of the automatic selective juke box in 1927. Known by operators for the world's most dependable coin-operated music instruments since 1909.
Coinmen You Know

Continued from page 94

I
I
Greeley.

able 7:30 p.m. phonograph to an Arizona State mental institution for mental therapy use.

Mike Savio, Drake Sales, Wurlitzer distributor, reports that a highly unusual car pool is making it possible for Wyoming operators to make frequent trips into Denver... Paul Scott of Lander, Wyo., and Homer Wampler of Riverton, are scheduling their operations to permit a bi-weekly trip to Denver, each man driving on alternate dates.

A recent rash of tavern and restaurant sales is a headache, according to the Colorado Music Merchants Association. Almost invariably, the purchaser of an established tavern seeks to rewrite the previous contract and usually wants more money.

Phonograph operators here are watching with concern the loss which George Burns, operator in Casper, Cola., is experiencing with his health. Mrs. Burns is continuing to operate the routes while her husband is incapacitated.

The Sly brothers, Robert and Bill, who have operated the Sly Amusement Company, a juke box route, for about 18 years, are retiring from the field with the acquisition of their company by Sam Wil- leus, Willens Music Systems, who specializes in this field. Willens has also acquired part of the route of the Grand Amusement Company, headed by Lou Nemeth.

The father of Harry Norton, Lincoln Vending Company, has been seriously ill with heart trouble.

Tony Sircie, head of Climax Music Company of Dun- lori, entered Harper Hospital during the holidays for a major operation. He was expected to be hospitalized for about three weeks.

Maurice J. Feldman, Central City Machine Exchange, reminded his friends of the new year with an artistic cal- endar that had a black plastic silhouette cutout of a hunter out in the woods with his snowshoes... Leo Fournier, manager of Wyandam National Sales Company, reports the vending business has slowed up.

Albert A. Weidman, founder of National Sales, now operating and making his home at Yuma Beach, Fla., has postponed his expected visit to Detroit... Title to the Cahuicolor Company, a new firm, has been registered by Irving Pollack, Irving B. Ackerman, longtime legal counsel for various coin machine operators and organizations, and the company now has the business itself as head of Detroit Trade Company.

Music Systems, Seeburg distributors, are taking over distribution of the Could Feel Table, made in Chicago. The company is now under the management of Dick O'Meara... Roy Small, successor of the United Music Operators of Michigan, and Mrs. Small, owner of the Juke Box Company, plan to spend part of January and February in Miami. Sammy Sapienza,

Doyle Harrington, currently heading up a complete vending and music operation in Eldora, Cola., recently invested in a set of snow tires for his automobile.

Elton Deines, Boulder, Colo., operator, reported that he enjoyed a rest while 10,000 college students were home for the Christmas holi-
days... J. L. (Dutch) Sieber, vending machine operator from Sterling, Colo., has sold part of his route to William Cleverger.

Detroit

By HAL REVES

Vendors and Caterers of Michigan is being organized as a trade association to succeed the former United Vendors' Association of Michigan, with headquarters in the Fort Shelby Hotel. Formal title of the new association was registred in the names of Robert J. Ryan, F. & G Vending, and Robert K. Veitch, Veitch Factory Cater-
ing Company; Charles J. Mangan, who was consultant for the former organization, is handling public relations and organizational details for the group.

The Sly brothers, Robert and Bill, who have operated the Sly Amusement Company, a juke box route, for about 18 years, are retiring from the field with the acquisition of their company by Sam Wil- leus, Willens Music Systems, who specializes in this field. Willens has also acquired part of the route of the Grand Amusement Company, headed by Lou Nemeth.

The father of Harry Norton, Lincoln Vending Company, has been seriously ill with heart trou-
ble...

Tony Sircie, head of Climax Music Company of Dun- lori, entered Harper Hospital during the holidays for a major operation. He was expected to be hospitalized for about three weeks.

Maurice J. Feldman, Central City Machine Exchange, reminded his friends of the new year with an artistic cal-
endar that had a black plastic silhouette cutout of a hunter out in the woods with his snowshoes... Leo Fournier, manager of Wyandam National Sales Company, reports the vending business has slowed up.

Albert A. Weidman, founder of National Sales, now operating and making his home at Yuma Beach, Fla., has postponed his expected visit to Detroit... Title to the Cahuicolor Company, a new firm, has been registered by Irving Pollack, Irving B. Ackerman, longtime legal counsel for various coin machine operators and organizations, and the company now has the business itself as head of Detroit Trade Company.

Music Systems, Seeburg distributors, are taking over distribution of the Could Feel Table, made in Chicago. The company is now under the management of Dick O'Meara... Roy Small, successor of the United Music Operators of Michigan, and Mrs. Small, owner of the Juke Box Company, plan to spend part of January and February in Miami. Sammy Sapienza,
January 13, 1958

Vending Machines
Communications to 188 W. Randolph St., Chicago 1, III.

The Billboard

Profile of the Week

Basketball to Law Court

All day long Milton T. Raynor, general counsel of National Vendors' Association, is hustling. Working a 16-hour day isn't unusual, and he has spent many an hour waited outside his Chicago suburban home in Glenoes tired on either end. His two phones jangle constantly, and he has been known to spend entire afternoons in division between clients on the phone and those who were waiting outside his office. Lunch doesn't seem a time for relaxation either. Not only does he say he doesn't have time to sit down, but he doesn't even spend the time to wait a client, but always seems to be a couple of people who button-hole him for a quid pro quo.

Milton T. Raynor

One Day, Each Janis, but It Would Be Illusory to Conclude that Milb Raynor Is a Servant of the Juggling Life. For He Has Acquired the Habit of Relaxation Under Stress, a Habit That Makes the Difference Between the Divided and the Dividing.

In his childhood you find the key to this Raynor trait. He was a natural athlete. Born in 1913, he and a group of other youngsters lasted and played basketball and baseball. He was the star other scholars at Northwestern and in Evanston, Ill. in 1933. He played forward on the last NU team to win the Big Ten basketball title. Then there photos taken of him at that time.

Raynor went to the Northwestern Law School after he won the three-shot Elbert Gooch Memorial Scholarship and was elected to the Nu law school is particularly stringent. Practicing lawyers teaching at the school build, harass, and try to break the student's spirit in the classroom. But Raynor had been used to the same kind of treatment in high school, on the grid iron, on the ice, and on the diamond. He walked out in 1938 with a Doctor of Jurisprudence degree.

Having learned the value of relaxation under strain, Raynor does his office four times a week with a special purpose. He is neither modern nor old-fashioned, for the office was not primarily designed with decoration in mind. It is intended as a place in which to take the sharp edges off long days. FM music runs quietly over a thick rug, across heavy curtains, around polished furniture made to be sat in. The two telephones are muted, shelves of books line one wall, family photographs are set in various places around the room.

Within this office business is conducted quickly but quietly. Raynor's secretary, Lorraine R. Evans, is pattern and arranges details so that he can move in and take a decisive "hot shot," as the lawyer puts it. Raynor's office almost has the characteristics of a retreat, as a place where he can in a sense retire while at the same time keeping up the pace required of an executive lawyer.

He was picked to represent National Vendors' Association because of his wide experience and knowledge of labor laws, among them the Automobile Dealers' Association, the Cafe Owners' Association, and the Association of Iron and Steel Dealers. Raynor went into and out of the business, but now is an active, prominent member.

Back in 1943 he got a call from a mass warehousing fruits and vegetables, and was sent to negotiate for OPA with a man which OPA was to be shipped. Raynor hunted over the deal, and found a market for the potatoes, and was able to sell them for a good price. Raynor's success in this, a well-organized, well-planned, and with their backing went back on OPA. A favorable settlement was made and was his client's case.

There were some obstacles to your kind of business, but you just have to go after them. Raynor was installed as full-time counsel.

Billed-Challenger Test

ABT to Book 12 Models This Month

Chicago Op Strode Into Walgreens, Talked Profits, Landed U.S. Chain

By Frank Shiras

Chicago — One day about three or four years ago, Ray J. Sacks, White Vending Machine Co., made a conference call to the main office of the Walgreens chain in Chicago. He had asked for the purchasing manager for the Walgreens and Walgreens Agenc- ies stores, and it rapidly expanded into a talk in which the Walgreens representative asked Sacks about the 2,800 stores in the chain that is part of the United States.

Using this successful operation at the prone selling ingredient of his sales pitch, a few months ago he struck contracts with four additional chain stores, and he decided to name them because he felt there was still in the early developmental stage.

Sacks' case history is one of an imaginative jump from a small operation. He began in bulk vending with a wide range of different machines. Chicago, looking for a store that would stand him in good stead as a new comer. But there was a further cementing tie in his mind's eye that clicked and made his way to the top echelon.

The sales job wasn't easy. He had to start at the bottom of the court, and get to the ope of the game with great square footage of space. It is difficult to make a sale to a key man, and then he has to gradually make his way to the top echelon.

Valiant efforts of the Teamers. Union Local 150 in its struggle to unionization of its working force of 130 last July. His efforts came in the wake of the drive of Medford two weeks ago to get legal authority to operate with the strong-arm methods employed by the Walgreens.

In Suffolk Supreme Court it was revealed that American had tied up personal bank accounts of the top leaders of the Boston Central Labor Union. Both President Donovan and Secretary Treasurer Stephen McCluskey and as the union's legal aid. The combination, it was stated, is for the...
**Super Victor**

**VENDORA M SUPER MART**

New Features

10c and 25c Capsule Vending
Gives You Greater Profits.
Holds 200 of the New
135" x 155" V1 Capsules
Be first in your territory with
this tested and proven
outstanding Money-Maker.

**2c SCALE**

Doubles Your Profits

Greatest

Money Making Scale on the Market

$10 deposit puts it to work for you
Good looks or out
Prodices up to
300% profit

Wire Customers for Locations
Two machines in one-weight
ells fortunes

**2c GOLF**

Feetproof—guaranteed 5 years. No
kneads or handles to turn. 100% non-
mastic; vault holds 10,000 pennies; dif-
fierent fortune with each pull, one
spot for each month, 14" x 24" flat
(15 with blank glass mirror). Double-
cur porcelain and baked enameled finish;
stainless steel moldings; choice of
colors; $20 deposit, $8 per month. Ship-
ing weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**

3106 Grace St. N.W., Washington 7, D. C.

**JOBBERS WANTED**

With qualified sales organiza-
tions to handle
LINE OF CIGARETTE
VENDORS

Superior quality—never lower in sign!
We also manufacture
for candy, cookies, pres, stamps,
OUR 24TH YEAR!

**SHIPPAN MFG. CO.**

LOF ANGELES, CAL.

**SCHOENBACH STAMP VENDORS**

**STAMP FOLDERS**

**PROVE IT TO YOURSELF!**

**THE NORTHWESTERN CORP.**

2013 ARMSTRONG STREET
CHICAGO, ILLINOIS

**DISTRIBUTOR**

Capable, energetic man or organization
wanted for a sensational new coin operated
COFFEE-CHOCOLATE
MACHINE

**VICTOR VENDING CORP.**

3704-13 W. Grand Ave., Chicago 37, Ill.

**Final Planning**

Continued from page 97

on Thursday and after 4 p.m. on
the remaining days.

Said Raynor, the abundance of
easily accessible recreational activ-
ity at Miami Beach and in the
Des Plaines she said it advisable
that NVA not attempt organized
recreation. However, at conven-
tion headquarters there will be a
booth at which any convention-
guests will be able to quickly obtain
information or make any arrange-
ments for recreation that he may
desire.

Besides Raynor, the planning
committee was made up of co-
chairman Rollie Ledell, Leaf
Brands, Inc., and Paul Crisman,
King & Company, Chicago.
DON'T PERMIT YOUR MACHINES TO SLEEP DURING WINTER MONTHS
Weke 'Em Up With MUTTNIK!

IMMEDIATE SHIPMENTS!
Meeting the biggest sales in our history with enlarged facilities to assure prompt shipmen of your orders.

INDEPENDENT DISTRIBUTORS WANTED

HOT 3-WAY

COFFEE, SOFT SOFT SOFT
CANDY, MILK, FRUIT JUICES

For the greatest money maker in its field. Gold Coin Machine Operators in all parts of the country are adding Swami and Medium X napkin machines to their routes. Swami and Medium X have more location potential than any other coin machine, because you can place from 10 to 40 units in such revenue-producing locations. A natural for sale by operators. Swami and Medium X is the only machine of its kind in the world, no competition. Our Los Angeles distributor sold approximately 80 units in three and a half years.

Write today for proof and full information and demonstration.

F. E. ERICKSON CO., INC.
P.O. BOX 3666
N. SACRAMENTO, CALIFORNIA

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere-compare.

STOLOS M. COLUMN CANDY...
$110.00
STOLOS M. COLUMN CANDY...
$0.80
STOLOS M. CANDY BAR...
$1.00
STOLOS M. COLUMN CANDY...
$16.00
NATIONAL CANDY, 1-COLUMN...
$9.00
HOME ENTERPRISE CIGARETTE...
$0.35
B. T. ELECTRIC CIGARETTE...
$1.50
SOLID BAR, all sizes...
$3.00
All equipment unconditionally guaranteed, fast delivery. One third deposit, balance C.O.D.

EQUIPMENT SALES AGENT

NATIONAL VENDING SERVICE CO.
206 FOUNTAIN ST., BROOKLYN, N.Y.

GIVE TO DAMON RUNYON CANCER FUND
**New Compact Bowlers Gain Quick Attention on Market**

Manufacturers Feel Games Fill Bill at Many Spots Where Space Is at Premium

CHICAGO — The new 1955 styling in bowling is low in price and featuring novelty play features, have established a sturdy presence ahead on the game market.

Models of this type by two different manufacturers are currently on the market, another manufacturer will follow in the next weeks along with a model of this type, and still other manufacturers are watching developments closely.

Bally Manufacturing Company, first on the market with a compact novelty-type bowler, All-Star, reports early expectations already fulfilled. Said Herb Jones, vice-president, "We very definitely plan to conform with this small bowling line. We intend to keep the "ball gun" idea the basis of the new line as a vehicle for the best player's thinking and skill."

Jones also said that Bally had planned the game as an answer to locations that required a relatively unusual setup and that couldn't fit into spots unable to accommodate full-size machines. Jones also said, demand has matched predictions.

**Quincy Stand: No Complaints, Why Ban Pins!**

QUINCY, Mass. — This South Shore city took a different view of the bills favorable to Massachusetts communities which have recently banned the devices. It refused Monday night in the request of Norfolk District Attorney George Pavesi. Both Police Chief William Ferrazza and Licensing Board Chairman William Gentlie opposed the request. One complaint on no complaints of the machines being banned. The city council then formally rejected the request by the district attorney.

**Argentina in U. S. to Survey Game Models**

CHICAGO — Alberto Fonseca, rice, electrical appliance manufacturer of Buenos Aires, visited Chicago and New York amusement game firms last week, in a survey of the American market.

Rice hopes to manufacture amusement games in Argentina, a high potential market to be saturated by Bill size in the last years by the importation law which imports permitted. The Buenos Aires government has always recognized as a nation of great promise in the coin and机型.
Coinmen You Know

Amusement Company in nearby Memphis, which reports progress on a week's Memphis operat-;

on function in Southern Specialities in Memphis, was in a few hours, contexts, 100-125.

Consolite replaces 4 × 8 Williams box.

X. 

C RI

Now available from Suns, 66 E. St. Louis, Chicago, Ill., and

Distributorships

to分布者 who have orders on consignment.

Twin Cities

by MAURICE BEERNSTEIN

The Christmas season stimulated quite a demand for equipment for amusement, and many Automatic Game Supply Com-panies, especially in the central states, were in a position to place orders for pre.Progress, to cover for use in home recreation rooms, he says. 

Christmas shopping brought the West Side operators to Minneapolis from out of town, among them Genn Bloch, Chicago; G. M. W. Specialty Company, New Rochelle, N. Y.;

Tom Bos, formerly of La Beaute Novelties Company, has joined the staff of the Amusement Company in the same city. Maryborough, however, acquired dis-tribution of the new United States, the company who had the best of a kind and was the subject of an important house-magazine. John Hume was accompanied by his wife and daughter on an exciting trip out of town.

Ed Farris was in the city from the country on a visit, and Glenn Jewett of Como Park was another out-of-town buyer last week. John Hume was a visitor from La Mesa, Calif., who has been working on San Diego music and games operator, made the four rounds to see the new stores and distributors and jobbers had to offer.

Milwaukee

by BEN OLMMAN

Badger Candy Club will hold its annual meeting in 1959 at the home of the newly elected president, John O. Lanning, Headway-Chocolate Corporation. Members recently completed their quarters for new board of directors. Named were Marvul Adron, Speyer Candy Company; Ben Schram, Brewer, Faithful Associates; Albert E. Clab, Frady & Company, and Bud E. Marsch, Hinch-Kampen, and Stan Kaz-

MILWUKEE

Red's Johnson reports to his firm he could have filled a

phone booth. Bully's

Bull's-Eye

(two-morganных games are the best models. Detailed

Phone


S A L E

HI-HANDS LIKE $165

REX - EX REX - THE BILLBOARD, SYRACUSE, N. Y.

SALE

NEED

1,000

USED—AS IS

SHUFFLES

& BINGOS

IMMEDIATELY!!

PHONE-WRTE-WRITE


SANDY MOORES

DISTRIBUTORS CORP.

216 E. Merrick Rd., Freeport, N. Y.

Shipment:

196 Third Ave., N. Y. 15, N. Y.

Chocolate 6-5020

New Bedford Mass.—The Eastern Electric Company has dis-continued its sales program for a distributor of its brand of "Riveter" games and the following distributors have been named.

Games and coin-operated machines, a field requiring the extension of the coin-operated section of the store. 

Sundries

The company also reports to the distributor that Christmas' sales of coin-operated machines, a field requiring the extension of the coin-operated section of the store. 

埠數!)

The company also reports to the distributor that Christmas' sales of coin-operated machines, a field requiring the extension of the coin-operated section of the store. 

Eastern Distributor Group

NEW BEDFORD, Mass.—The Eastern Electric Company has dis-continued its sales program for a distributor of its brand of "Riveter" games and the following distributors have been named.


Also, S. L. London Music Company, Milwaukee; Sandy Moore Distributors, Long Island and New York; Rochester Vending Machine Exchange, Boston, Va.; Country Testers, W. Va.; and Richmond, Va.; Robinson Distributing Company, Atlanta; Shaffer Music Company, Indianapolis, Cincinnati and Columbus; and The Westvaco Company, Dallas and San Antonio.

The company also reports to the distributor that Christmas' sales of coin-operated machines, a field requiring the extension of the coin-operated section of the store. 

Bull's-Eye

Bows, Combo Gum-Game

Baltimore—A penny bulk machine played by the manufac-

turers as a "legal counter game" was announced last week ready for sale by the C&G Vending Machine Company here.

The machine, called "Bull's-Eye" dispenses a gum ball for each coin inserted, according to Hyman Carperman, head of C & G, an operating company which manufacturers the piece.

Object of operation is to have the bull's-eye, located on a nail board which forms the front of the machine. Small gum ball is mounted on top of the machine. With internal pressure, the ball drops down in front of board, with nails on both sides, which is the key.

No mention was made by the company of prices to be offered in front of the machine. Small gum ball is mounted on top of the machine. With internal pressure, the ball drops down in front of board, with nails on both sides, which is the key.

According to the firm, the ma-

machine was the result of a "cosmetic and engineering" improvement, the outer case having been improved, the size of the unit measuring 6 inches high, 6 inches high. Capman said he had manufac-

"What's new in coin machines? What are they getting for used equipment? What life like your friends in the business?" the Billboard.

"What's new in coin machines? What are they getting for used equipment? What life like your friends in the business?" the Billboard.

TRIUMPH'S NOW DELIVERING

2 Sensational NEW GAMES

Gotlief's STRAIGHT FLUSH

Williams TEN STRIKE

ATTENTION, IMPORTERS

WHY PAY FOR CURRENT PRICE LISTS AND COMPLETE PARTS CATALOGS?

Exclusive Gotlief's, Williams, Seaburg, Chicago Coin and International Machine Distributors

TRIUMPH

IN NEW ENGLAND IT'S TRIUMPH!

40 WALNUT STREET BOSTON 10, MASS.
Tel. Liberty 4240

WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT LIFE LIKE YOUR FRIENDS IN THE BUSINESS?

Bullseye

Bows, Combo Gum Game

The machine was the result of a "cosmetic and engineering" improvement, the outer case having been improved, the size of the unit measuring 6 inches high, 6 inches high. Capman said he had manufac-

TRIUMPH'S NOW DELIVERING

2 Sensational NEW GAMES

Gotlief's STRAIGHT FLUSH

Williams TEN STRIKE
**Coin Machine Price Index**

**How to Use the Index**

HIGHERS 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 cost on any equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of January 6, 1938)

**PRICES**

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. They are intended only to serve as a handy guide for price range. 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 at the price indicated. The price on which the mean average is based is the dominant advertised price level. It is not a simple average and is not the average price level. The lower the price level, the lower the price level. The mean average indicates the price level at which most of the machines are advertised. However, when the mean average is less than the "high," it indicates the "low" is a unique price probably for "as is" or "discontinued."
SUPPLIES IN BRIEF

Peanut Supply
Peanut supply held in all-parts inventories of major retailers throughout the year, has been worked over and re-worked to yield as much as possible of the crop that was left. Peanut shells, peanuts and peanut oil are all at high prices. Peanut supply has been reduced to a point where it is impossible to supply all parts of the country with the amount of peanuts needed. The demand for peanuts has increased, and the supply is inadequate. Peanut supply is expected to continue to increase, but it will not be sufficient to meet the demand.

Popcorn Supply
Popcorn supply has been reduced to a point where it is impossible to supply all parts of the country with the amount of popcorn needed. Popcorn supply is expected to continue to increase, but it will not be sufficient to meet the demand.

WANTED FOR CASH
DALLY KING-PIN, CONGRESS, REGULATION, AND ARC. UNIFORMS, AND SUPER BONUS

LATE MODEL
CIGARETTE MACHINES
DON ZAK
ASSOCIATED DISTRIBUTING
3778 W. Pico Blvd, Los Angeles, Calif. Phone 424-6275

Cigarette Production
Cigarette production in October has been reduced to a point where it is impossible to supply all parts of the country with the amount of cigarettes needed. Cigarette production is expected to continue to increase, but it will not be sufficient to meet the demand.

Large Cigars
Production of large cigars in October has been reduced to a point where it is impossible to supply all parts of the country with the amount of large cigars needed. Large cigar production is expected to continue to increase, but it will not be sufficient to meet the demand.

January 13, 1958

The Billboard

AMUSEMENT MACHINES

103

<table>
<thead>
<tr>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>2350</td>
<td>1950</td>
</tr>
<tr>
<td>2250</td>
<td>1750</td>
</tr>
<tr>
<td>1950</td>
<td>1500</td>
</tr>
<tr>
<td>1500</td>
<td>1000</td>
</tr>
<tr>
<td>1000</td>
<td>500</td>
</tr>
<tr>
<td>500</td>
<td>0</td>
</tr>
</tbody>
</table>

AMUSEMENT MACHINES

<table>
<thead>
<tr>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>2350</td>
<td>1950</td>
</tr>
<tr>
<td>2250</td>
<td>1750</td>
</tr>
<tr>
<td>1950</td>
<td>1500</td>
</tr>
<tr>
<td>1500</td>
<td>1000</td>
</tr>
<tr>
<td>1000</td>
<td>500</td>
</tr>
<tr>
<td>500</td>
<td>0</td>
</tr>
</tbody>
</table>

NEW DELIVERING

| Business
| Vendor |
|-------|-------|
| Ball Yoke Bowling Lanes—All State Bowlers |
| Ball Yoke Bowling Lanes—All Star Bowlers |
| Ball Yoke Bowling Lanes—All Star Bowlers |
| Ball Yoke Bowling Lanes—All Star Bowlers |

WRITE OR CALL FOR PRICES

| Business
| Vendor |
|-------|-------|
| Ball Yoke Bowling Lanes—All Star Bowlers |
| Ball Yoke Bowling Lanes—All Star Bowlers |
| Ball Yoke Bowling Lanes—All Star Bowlers |
| Ball Yoke Bowling Lanes—All Star Bowlers |

BINGO GAMES

<table>
<thead>
<tr>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>1423 racket-Mills Sr. 200 in 120 48 in 120</td>
</tr>
<tr>
<td>1224 racket-Mills Jr. 200 in 120 48 in 120</td>
</tr>
<tr>
<td>44 PACE-AM 200 in 120 48 in 120</td>
</tr>
<tr>
<td>2552 PACE-AM 200 in 120 48 in 120</td>
</tr>
<tr>
<td>6555 PACE-AM 200 in 120 48 in 120</td>
</tr>
</tbody>
</table>

5 BALLS

<table>
<thead>
<tr>
<th>Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 BALLS</td>
</tr>
<tr>
<td>5 BALLS</td>
</tr>
</tbody>
</table>

Caldern Distributing, Inc.

433 N. Hancock St. Phone: 560-560 Indianapolis, Indiana
Every conceivable kind of equipment, supplies and services has been sold in the Billboard.
KIDDIE RIDES, INC.

**SALE of the HIGHEST QUALITY**

**BINGOS**
- Panic Dept.
- Palm Springs Department
- Gayety
- Surf Club

**WANT! Shuffle Alleys**

**BIGGEST SALES IDEA**

**EVER OFFERED TO COIN MEN**

**Coming Soon From Rosen**

**Watch For Announcement**

**DAVID ROSEN**

Exclusively Dist. for Bally in E. Pa. and D.C. In E. Pa., S. Jersey and Del.

Here’s PROOF that Redd only endorses the BEST...the BALLY ALL-STAR BOWLER

January 6, 1958

Redd Distributing Co.,
298 Lincoln St., Allston, Mass.

*Gentlemen,*

I received a telephone call from one of my locations where I had installed a Bally All-Star Bowler. Four days before, I was to see him immediately.

On my arrival I found that he was concerned with his Bally All-Star machines. I was pleasantly surprised to find that in the four days of operation the Bally All-Star Bowler had grossed $90.00.

Sincerely yours,

**AMROSE & YORK**

Another report from Kamo’s Bowling Alley, Allston, Mass., shows $10 to $20 weekly gross. Put Bally All-Star Bowlers to work for you, bud.

---

**KIDDIE RIDES**

**FOR SALE**

LANE MIB. $130.00

**"HITS AMERICA" BOAT**

205.00

**DECO SPACE RACER**

205.00

**BALLEY SPACE SHIP**

165.00

**ATOMIC JET**

100.00

**EXHIBIT SPACE PATEN TO**

100.00

**MATCH ROCKET**

100.00

**JR. JETTER**

50.00

**WESERN GUN (Pinball)**

$0.00

In operating condition. All parts complete.

Terms: 1/2 Down. 1/2 Balance in 30 Days.

WE BUY—SELL—TRADE

WHAT DO YOU NEED?

**TALKED PROFIT, LANDED CHAINE**

*Continued from page 97*

Accordingly, he began replacing single coin dealers with a number of venders who were willing to buy a bulk vendor. The change made sense and Walgreens agreed to a provisional test of the machines in selected stores in Chica-

go. For various reasons Sacks was disappointed with his new machines and closed the test with 10-cent capsules. The venders were not doing an immediate success, but management at Walgreens was still hopeful. When Sacks’ vendors pulled sales throughout the Chicago area at a good clip, Walgreens continued and gave him a contract for all of its stores in the United States.

**SALE OF THE HIGHEST QUALITY**

**BINGOS**
- Dude Ranch
- Hi-Fi
- Variety
- Palm Springs
- Gayety
- Surf Club

**WANT! Shuffle Alleys**

**NEW BRANCH ADDRESS: 625 Capo Ave., Scranton, Penn.**

---

**STEVenson 615.**

**3557 N. Berrian Ave., Chicago 47, Illinois**

---

**INTERNATIONAL SCOTT CROSS COMPANY**

**SCOTT CROSS COMPANY**

102 SPRING GARDEN STREET, PHILADELPHIA 30 PA.

**INTERNATIONAL SCOTT CROSS COMPANY**

**102 SPRING GARDEN STREET, PHILADELPHIA 30 PA.**

---

**GIVE TO DAMON RUNYON CANCER FUND**

---

**KIDDIE RIDES**

---

**WANTED**

**BINGO MECHANICS!**

**STEADY WORK! GOOD PAY! NO DRIFTERS! GIVE QUALIFICATIONS AND REFERENCE IN YOUR FIRST LETTER.**

Write to Box 916

---

**MARVEL BILLIARD SUPPLY COMPANY**

1054-06 E. LAKE ST., CHICAGO 11, ILL.

---

**SLATE TOPS FOR BUMPER POOL**

**SIZE: 32" X 48"**

---

**THE BILLSRUARD**

181 W. RANDOLPH ST., CHICAGO 1, ILL.
ABT to Test Bill Changer

- Continued from page 97

...and next to full-line vending batteries in industrial plants. Further, the device is supposed to function by the detection of three different colors as well as check the penetration of ink in currency. Furthermore, it is said to be utilized, the ABT will make no disclosures pending clarification of patent rights. National Reprosec is said to use a scanning device, while the ABT changer is supposed to take dollar bills and measure subpate content. It is not clear if there are other factors that the ABT does not have essential properties that the change detector detect in true currency.

The National and Vendo have made no statements as to their plans for their changers, ABT plans to try to make a closer production models up a lease basis. The lease will run for a year, and the location or operators will be able to use any of the change. However, if the ABT changes are to be incorporated into merchandise vendors, ABT will have to alter its lease arrangements. Whatever the line continuation, the first 500 models of the changers will be available to trade, selling excess change for a toll rate and holding $150 in change for the quarter, nickels, and dimes. The pilot models of the ABT changer will incorporate improvements made upon the original prototype. The three colors they detect will be in addition of one, a new cycle will be shortened to a three-walled caye, and a simplified mechanism will permit change. The cost of the change will be included in the original cost to the store. The new change will not involve the insertion of a change, the change, and the change, as well as the insertion of a change, will be included in the original cost to the store. The new change does not involve the insertion of a change, and the change, as well as the insertion of a change, will not involve the insertion of a change, the change, and the change, as well as the insertion of a change, will not involve the insertion of a change, and the change, as well as the insertion of a change, will not involve the insertion of a change.

Parliament Cuts Wholesale Price; Changes Filter

NEW YORK—Effective today (1), the wholesale price of most cigarettes is $3 a thousand, the same as the current price of premium brands. It had been $5.75 a thousand.

Philip Morris, Inc., the cigarette manufacturer, announced that the brand is introducing a new filter. The new filter will be introduced in the next few months. The new filter will be introduced in the next few months.
Square, N.Y., celebrated with his wife last December & their 26th wedding anniversary. Their son, Norman, was married last June.

Goldberg reports unfavorable restrictions on bulk vending in the County of Nnam. The mixture of balls & charms is pro-

bated, he says, and another area concerns their use on the machines. The most unusual location he has is a bakery, where for some reason the ball mechanisms sell at a faster rate than in any of his other spots.

Bob Kantor, Confection Specialty, Inc., Chicago, has just returned from a trip to the Mediterranean aboard the S.S. Constitution. He & his family visited North Africa as well. In Rome he breakfasted at the Excelsior Hotel with Samuel Eppy & Company, who is now an eight-visit tour around Europe. In California the Lew Feldmans & the Bob Feldmans. Acme Vending Service, Los Angeles, have just returned from a weekend spent in Las Vegas. The many friends of George Tem-

plin, Los Angeles bulk operator, will be glad to know that his father is recuperating at home following a stay in the hospital.

Emers Cohn, Escalon, Calif., operator, is reported at home fol-

lowing surgery in a local hospital. John Clem of Whittier spent a very enjoyable Christmas with his grand-

father, who arrived shortly before the holidays. The wife of John Dunn, Los Angeles bulk nec-

chandler, returned home from an extended visit with friends and relatives in Chicago. Bob Leid-

enberger, Western Vending Ma-

chine Operators Association president, reports that his wife has received the 4-week cruise in cen-

ese as a beauskafer after a rigorous examination.

Square, N.Y., celebrated with his wife last December & their 26th wedding anniversary. Their son, Norman, was married last June.

Goldberg reports unfavorable restrictions on bulk vending in the County of Nnam. The mixture of balls & charms is pro-

bated, he says, and another area concerns their use on the machines. The most unusual location he has is a bakery, where for some reason the ball mechanisms sell at a faster rate than in any of his other spots.

Bob Kantor, Confection Specialty, Inc., Chicago, has just returned from a trip to the Mediterranean aboard the S.S. Constitution. He & his family visited North Africa as well. In Rome he breakfasted at the Excelsior Hotel with Samuel Eppy & Company, who is now an eight-visit tour around Europe. In California the Lew Feldmans & the Bob Feldmans. Acme Vending Service, Los Angeles, have just returned from a weekend spent in Las Vegas. The many friends of George Tem-

plin, Los Angeles bulk operator, will be glad to know that his father is recuperating at home following a stay in the hospital.

Emers Cohn, Escalon, Calif., operator, is reported at home fol-

lowing surgery in a local hospital. John Clem of Whittier spent a very enjoyable Christmas with his grand-

father, who arrived shortly before the holidays. The wife of John Dunn, Los Angeles bulk nec-

chandler, returned home from an extended visit with friends and relatives in Chicago. Bob Leid-

enberger, Western Vending Ma-

chine Operators Association president, reports that his wife has received the 4-week cruise in cen-

ese as a beauskafer after a rigorous examination.
'58 Forecast

continued from page 93

to those businessmen who operated efficiently and intelligently.

Diane Play

The same situation faces the music industry right now, Baker believes. Operators are going to have to get out and work harder than they ever did before, in face of rising costs in equipment, records and labor. He suggests that this is the time for operators to convert wholly to 10-cent play and see that they arrange a better commission split.

He believes that the business will be there but that the operator will have to go out and dig it up. This is not to say that Baker is disinterested toward the year ahead. Far from it. In the event that the case against the city and State on the oppressive inter-state license fees is resolved in favor of the operators, he is looking toward a big expansion in his music route to balance with his sizable cigarettes vending business.

Miami License

continued from page 93

be open to speculation. And generally there are as many opinions as speculators.

The city, has answered the order, but agreed to hold up action until the present. And no definition of the term "present" was given.

A spot check of operators indicated that business was continuing normally. Several noted that "too much pressure by City Officials" had been put on operators to switch to the Petrocinf machines, but they stated its effect was "questionable."

All news of your industry every week in The Billboard.}

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 Hit 2 Cards with A Single Hit!

Special Score For:

• Lighting Any Five Cards in a Row
• Hitting Red and Green Targets After 1st Ball is Made
• Making Special Rollover on 8th Ball After Straight is Lit

Red and Green Targets Light Pop Bumpers and Cycloidal 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!
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!

QUIETEST Bowler
Ever Manufactured!!!
✓ Entire Ball Return Runway is Rubber Lined!
✓ Playfield Sound-proofed with Cork Backing!
✓ Back Stop is Sound-proofed with Cork!

Available in 3 Sizes
13' - 16' - 20'

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
Industries, Inc.
Fastest COMPETITIVE-PLAY money-maker ever built!

Want to see happy huddles of players around your games again?
Want to hear the chorus of players' chuckling grunts, mingled with merry music of coins cascading into the cash-box? Then hurry to your Bally Distributor and see the sweet simplicity of TARGET-ROLL! See TARGET-ROLL...and see!

BALLY MANUFACTURING COMPANY, 2640 Belmont Avenue, Chicago 18, Illinois

Bally TARGET-ROLL
HIGH-SCORE plus exciting new MATCH-TARGET feature
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

UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 14, ILLINOIS

ALL MECHANISM
LOCATED IN BACK-BOX

with Hinged Insert for Easier Servicing

EXTRA STURDY CONSTRUCTION
THROUGHOUT

SEE YOUR DISTRIBUTOR NOW!
ONLY SEEBURG HAS THE STRAIGHT-IN-LINE MECHANISM

the most efficient mechanism in the history of Coin-operated music

SEEBURG

DEPENDABLE MUSIC SYSTEMS SINCE 1902

www.americanradiohistory.com