SIXTY-FOURTH YEAR

The Billboard

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German Juke Box Goes International

Homegrown Product Burgeons Into Volume Exports Vs. U. S. Competition

By OMER ANDERSON

BONN, Germany—The enthusiasm of the German people for the juke box, once regarded as exclusively American as cowboys and Indians, is spreading thruout Europe.

The enthusiasm began with heavy imports of used American juke boxes following World War II, most of them of highly refurbished variety. Before long, the Germans were importing as many brand new American music machines as used. Next, they began to manufacture their own.

Last year, the Germans for the first time began volume export of homemade jukes in competition with American firms.

Now German machines are going out to most of the European countries, and to markets thruout the world. Jukes are slated to be one of the most spectacular German export successes of 1958.

The Germans are exhibiting at trade fairs from Stockholm to Damascus and points beyond. There was great interest, for instance, in German jukes shown at the Syrian fair. The German trade is also eying the Eastern Communist markets, as well as the American market. Soviet experts have visited German juke plants and placed orders.

German juke box production is supported by the magnificent German electronics industry—Europe's finest, and a strong competitor even in the American market. German radios, tape recorders, record players and other electronic items are selling well in the U. S.

In the first quarter of 1957, German juke exports jumped from 414,000 marks in 1956's first quarter, to 754,568 marks (over $188,000). This 82 per cent increase was maintained thruout the year.

The German industry is aiming primarily at dollar-exchange-short nations. But manufacturers report that countries with ample dollar exchange are buying more and more German jukes, establishing the German product as a competitor of the American machine.

Three firms dominated first quarter 1957 German juke exports — Bergmann, Hamburg (Symphonie); Wiegandt, Berlin, (Tonmaster and Diplomat), and Treff, Berlin (Piccolo). Later in the year, Tonomat, New - Isenburg, introduced its new 200-selection Telematic to the export trade, and NSM, Bingen, began large-scale export of its Fanfare.

All German juke producers attach overriding importance to the export market. By the second quarter of 1957, Tonomat, for example, was exporting around a third of its production, and Wiegandt boosted exports from 15 to 20 per cent early in the year. Bergmann is reported exporting to 25 countries. Initial deliveries of the NSM Fanfare to England and Belgium have since been expanded to other European countries.

Despite the current supremacy of the 200-selection juke in the U. S., German producers remain divided on this issue. Tonomat is

(Continued on page 103)

...s Boost ...man Hits

BRUNSWICK, Germany—The juke box is winning recognition from German music composers as an important factor in top tune popularity. One German composer, the 60-year-old Theodor Uhlisch of Brunswick, credits jukes with having lifted his "Koehlerliesel" song into the hit class.

Thanks to its German juke success, the Uhlisch tune has also become a hit in France and England as well as Switzerland and Austria.

American tunes continued last year to dominate the German top tune list. A German songstress, Margot Eskens, boomed "Cindy, Oh Cindy" into a five-month stay as Germany's top juke ditty. The Eskens' rendition then gave way to Harry Belafonte's "Banana Boat" platter.

'SINGERS ARE A BOMB,' ABC-TV WILL GO MOVIE

NEW YORK—ABC-TV is the first of the three TV networks to admit the failure of new crop programming which taps the music, nitery, circus and disk fields. The web's 1958 plans are ignoring these as well as theater, radio and longhair areas to emphasize movie names, movie properties and Hollywood-style productions.

The ABC cupboard of goodies being opened to tempt hungry advertisers this month includes 15 film series to be shot in California. The web is in as a co-producer and co-financer on 12 of them. One, "Tokyo Police," will be filmed in Japan, while three other offerings are live, Pat Weaver's "Make Me Laugh," Sumner Rosenthal's "Win a Million" and Goodson-Todman's "It's News to Me."

For several seasons, ABC used circus and carnival acts in low-budget formats as prime time fillers, but a veepee notes that "those nights are gone forever and there won't be any outdoor shows indoors on ABC in 1958."

Programming execs at the network are vocally pro-live TV, but the ratio won't be any higher than it is at present, which is 24 per cent of nighttime hours. Pat Boone will return next fall for Chevrolet, Guy Mitchell has already exited and Lawrence Welk is considered a probable return for Dodge. Chesterfield is reported finished with Frank Sinatra and his ABC future is uncertain. Web chiefs are

(Continued on page 10)

Where Is Audience For Video Culture? Asks TV Producer

'Arts' Impresario Sees Pulp Appeal Too Strong Opposition

By LEON MORSE

NEW YORK — Where is the audience for cultural programming on network TV? This is the question posed by John Houseman, executive producer of the recently cancelled "Seven Lively Arts" on CBS-TV and artistic director of the Shakespearean Festival at Stratford, Conn.

Houseman's career in the theater includes co-direction of the Mercury Theater along with Orson Welles, and notable honors in Hollywood where he produced "Lust for Life," an Academy Award picture, and "Bad and the Beautiful," much more commercial but still another Academy Award picture.

Culture Hunger

Houseman maintained that growing indications point to a hunger for culture in this country. Attendance at museums has risen as well as at symphony concerts. The sale of longhair music is also soaring. But, according to him, it seems impossible to define who this audience is and, more important, how to produce for it so that it can be reached.

Houseman claims that one can only produce cultural shows to suit one's own taste on TV. And he cites the mixed reviews for "Seven Lively Arts" as indicating that tastes are sharply diverse when it comes to cultural programming. Such diversity of cultural taste makes it impossible to mobilize critical opinion to sell the shows to the mass of the TV public.

Generally Houseman is not optimistic about the future of cultural programming on TV. The producer is well aware that TV is a medium for the masses. Virtually every weekly show caters to the desire for assembly line entertainment, he pointed out. And it is inevitable that major cultural attractions cannot do as well as their pulpy competitors. They can't get the 30.0 ratings they seem to need. The producer expressed amazement at the rating received by the Old Vic's "Romeo and Juliet."

The Shakespearean drama reached millions who had never before seen it, he stated.

Compete With Each Other

The fact, however, that the overwhelming majority of cultural programs are presented at about the same hours on Sunday afternoons, Houseman maintained, hurts them because they compete against each other for what is a small audience at best. Can one cultural show be that much better than another be questioned?

The result, he said, is that even this limited audience is cut in half. Consequently audiences for cultural programming become virtually fractional and networks are forced to take huge losses to sustain such programming.

Houseman also pointed out that much cultural programming demands that the tastes of its audiences be refined. He cited, as an example, the "Dialogue of the Carmelites" on NBC-TV. Making

(Continued on page 10)

NEWS OF THE WEEK

Nielsen Says Nat'l Ratings Don't Tell All; Cities Vary Widely . . .

New Nielsen research reveals wide spread this season in the local rating performance of national network shows, both in audience size and composition. Variance can be a 30-to-one spread, and be considerably over or under national average. ..... Page 2

SAG Demands on Commercial TV Hikes Range to 100% . . .

The Screen Actors Guild has demanded pay scale increases ranging from 15 to more than 100 per cent on telefilm production for commercials, shocking many producers and ad agencies which anticipated minor requests. SAG's five basic demands include elimination of the right to unlimited use. ..... Page 7

Distrib Attitude: '57 Was Good; Bullish Attitude for New Year . . .

Sampling of indie distributors shows an average increase in gross sales for 1957 of about 25 per cent over 1956. Distribs agreed that tho the gross was up net profits increased to a much lesser degree. Volume of Christmas merchandise being returned was seen heavier than normal and some dealers were reportedly lagging in meeting January 10 billings. Distribs, despite various current business headaches, seem bullish about market prospects for 1958. ..... Page 30

DEPARTMENTS AND FEATURES

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Sees Theater Renaissance

NEW YORK—A renaissance in the theatrical life of this country is a distinct possibility, according to John Houseman, artistic director of the Shakespearean festival. Houseman, however, feels that if any renaissance comes it will come from greater theatrical activity in the colleges and universities. They have the new theaters and the facilities.

On the writing level, they also have the youth. Houseman expects that the new crop of writers for the theater will be developed on a local and regional level.

STOP! Pg. 16-17 LOOK! ZIV

NIELSEN ISSUES WARNING

Nat'l Ratings Don't Tell Full Story; Towns Vary Widely

NEW YORK — Sponsors who assume that their national audience ratings apply equally in all markets covered by major network TV are making a colossal mistake, says the A. C. Nielsen research firm.

Current rating figures reveal, according to Nielsen, "a variation of performance from best to weakest market of as much as 30 to 1" in various basic show types.

In revealing these figures last week to advertising execs of the Association of National Advertisers, Nielsen Vice - President George Blechta pointed to the track record of the Western successes of the season.

"The average rating of six top Westerns in Baltimore," he cited as one example, "is 13 per cent above the national level. In New York, these shows fall 22 per cent below the national level."

This situation was typified by the local-vs.-national ratings of "Maverick," a popular oater, Nielsen researchers also felt. In November, "Maverick" drew a 22.0 at the national level. But the local picture varied enormously.

Seattle to Boston

In Seattle, "Maverick" drew a thumping 39.9 aired in a 7:30 p.m. delayed time spot. On the other side of the country, the same show, also aired at 7:30, drew a rating in Boston of a mere 6.3. In between, the ratings continued to jump above and below the national level of 22.0. In Dallas, it drew 34.9; in Baltimore, it drew 29.7; in Kansas City, Mo., it drew 23.4; in Los Angeles, a 14.3, and in New York, 12.3. All time periods at the local level were at 7:30, except Dallas and Kansas City which ran an hour earlier.

Such erratic local ratings, which combine to give what may be a slightly misleading "national" figure, underline the variations in habit patterns of major markets, Nielsen feels.

"For example," said researcher Blechta, "late-night viewing in New York is much more usual than it is in Dallas, as shown by sets-in-use levels of 30 per cent for New York and 7 per cent for Dallas during the 11:30 to midnight time slot."

The time period in which shows are aired frequently cause local switches in another important factor, according to Nielsen. This is the question of audience composition.

Hitchcock Picture

Again using a popular show and viewing figures of Birmingham and Columbus, O., Nielsen reported:

"Breaking down the audience to 'Alfred Hitchcock Presents' in two markets where it is seen at different times shows the early evening telecast in Birmingham at 8:30 p.m. Sundays with a greater proportion of teen-age and child viewers than the Saturday, 11 p.m. showing in Columbus."

In the Birmingham figures, Hitchcock drew 9 per cent of his viewing audience from teen-agers and 16 per cent from kids. In Columbus, with a later slot, only 6 per cent of the audience from teen-agers and only 5 per cent from the kids.

What can advertisers do to plug up the holes in markets where a national show lacks local appeal and thus delivers smaller audiences?

"A broadcast spot campaign can answer all of these requirements," said the Nielsen executive, adding that "either media, spot radio or spot television, will effectively supplement a national schedule in local markets."

Lead-Ins Philosophy Loses Rating Favor

NEW YORK—There's a growing feeling that lead-in shows don't mean a thing to ratings. Until recently, it was generally felt in the industry that a high-rated show ahead of you, or one appealing to your specific audience, would boost your rating by as much as 10 points.

The current consensus is that the concept is no longer valid or at best a moot point. "All three outlets in San Antonio have endless examples of the breakdown in this philosophy," says Bob Roth, commercial manager of KONO-TV. "It was okay for radio, which served as background in the home, to have mood or block programming. But TV demands so much attention that dial-flipping has become part of viewing."

"The success of ABC-TV's winners this year, almost all of which are islands in the night, has convinced us that lead-ins are no longer of much influence. These very hits don't do a thing for the shows which follow them," says an ABC veepee.

'Climax!' Constant

"Climax!" has had four properties precede it, drawing ratings which range from respectable to terrible, but none have had any effect on the "Climax!" ratings, which have remained constant, according to an exec of McCann-Erickson agency.

"There will always be a segment of the audience which is inherently lazy and won't flip the dial," says Dan Enright of Barry-Enright packagers. "But the segment is getting smaller, and lead-ins have less value as people grow more selective and critical." "Twenty-One," a B-E show, by the way, has maintained identical ratings while preceded by "Stanley," a flop, last season and "Wells Fargo," a hit, this season.

"Lead-outs are a different matter," opines Roth of KONO. "At least in our market, people tune in early to prepare for a show they love and hence catch the show ahead."

IF SOME ARE NSG

ABC Affils Given Sun. Sub Promise

CHICAGO—ABC-TV has made some interesting promises to affiliates on Sunday programming, guaranteeing new properties if the current ones aren't successful. On "You Asked for It," the web says it will remove the show from the 9:30 p.m. spot if it doesn't either match Sid Caesar's rating or garner a 20.0 in the second February Nielsen report.

ABC also has told affiliates which are not among the 25 markets bought by Sanka that "Scotland Yard" will have an alternate series offered at 10 p.m. if the share of audience in the Nielsen multi - network February figures don't reach 30 per cent.

"You Asked for It," now in its seventh year, moves from the Sunday 7 p.m. berth to 9:30 this week, with Jack Smith replacing Art Baker as emsee. The 7-7:30 p.m. time, which stations en masse have requested be returned to them, is being held by the web pending a Sterling Drug possible buy for "The Vise."

With sponsors in for limited networks on "Yard" and "Scott Island," ABC is getting a high percentage

'Wagon Train' Ahead Again

NEW YORK—"Wagon Train" is outdistancing its Wednesday night opposition. For the third successive rating period, the NBC-TV Western topped all its opposition in Nielsen average audience standing.

The program opened with an 18.8 "AA" on September 18. "Disneyland" got a 21.5, "I Love Lucy" a 13.9 and "The Big Record" an 18.5, "Disneyland" a 22.8 "Lucy" a 20.6 and "Big Record" 18.5. "Wagon Train's" share was a healthy 41.2. Pall Mall, incidentally, bought half hours on January 22 and February 5.

CBS Seeks to Save 2 Clients

NEW YORK — CBS-TV last week was fighting hard to save two important nighttime purchases. Purex has already given the web notice that it will cancel its alternate hour sponsorship of "Perry Mason" after the March 8 telecast. And Kellogg is also discussing the cancellation of its alternate half hour of "The Big Record."

The Purex cutback on the detective series comes as something of a surprise since the show has been improving its rating. The network, however, is confident that it can save the billings. The Kellogg axing of its music show is also not assured, and the web is trying to convince the sponsor to stay with it until the end of the season.

Sponsors Renew Four Star Shows

HOLLYWOOD — Two Four Star Film series, the Alcoa-Goodyear "Turn of Fate" and "Trackdown," sponsored by Socony-Vacuum and American Tobacco, were renewed by their sponsors last week.

Renewal is for 26 weeks in each case, carrying the programs thru to next fall.

Scott for NBC Post Vacated By Goodheart

NEW YORK—Walter Scott last week was named vice-president of TV Sales for NBC. He replaces William (Billy) Goodheart Jr., who has resigned. Moving into Scott's slot is Don Durgin, who now becomes vice-president and national sales manager.

Dean Shaffner, director of sales planning, will assume Durgin's duties. In a different division of the company Davidson Taylor has resigned as public affairs vice-president.

'Bandstand' Half Sold With Addition of Carter

NEW YORK—Carter Products has bought Thursday participations in "American Bandstand" on ABC-TV, Beginning this week. The deejay strip now has sold out half of its spots, the other buyers being Lever Bros., General Mills, Peter Paul and the Joe Lowe Corporation.

SILENT AFTER 25 YEARS

'Voice of Firestone' to Be Heard No More

NEW YORK — A program which has been for more than 25 years on radio and TV, "The Voice of Firestone" is finally reaching the end of the road. Campbell-Ewald is discussing various programming possibilities with all three networks for next season. The advertiser's future programming plans are not known, but interest seems to be high in both weekly series and spectaculars.

The longhair musical stanzas, now in the Monday 9-9:30 p.m. slot on ABC-TV, has been a victim of the struggle for audiences between the networks. After being pushed off NBC-TV several years ago, it switched to ABC, where its ratings have proved a Monday night headache there by dragging down the entire evening. Campbell-Ewald actually produced a beefed-up version of the show on one occasion, but the decision evidently was to give up on the program.

Interestingly enough, the recent Washington investigation of broadcasting can all be laid at the door of the program. When the program was pushed off NBC, it is said that the Firestones went to Senator Bricker, who started the tempest in the TV pot.

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CBS, Affils' Backs Together in Battle

WASHINGTON — The over-all tone of the conference of CBS and its affiliate stations here last week was sober. The emphasis was on stick-togetherness in the face of the dual threat of the unpredictable outcome of government investigation and the Federal Communications Commission's experiment with toll TV.

The network and its affiliates showed no lack of confidence in their combined operating strength, but resolved both formally and informally to carry the battle against the Barrow report recommendations and toll TV to Washington and keep it on a continuing basis.

Top figures in CBS—President Frank Stanton, Vice-President Salant—warned that the crisis facing networking could end in a victory or defeat as sudden and final "as the defense crisis facing the free world."

Pay television was cited as more an enemy to the public now enjoying free TV, than a final threat to networks. CBS spokesmen pointed out that the networks could, if they had to, go into pay TV with all the vigor and know-how they gave to networking. (See separate story on pay TV hearings.)

CBS officials and affiliate spokesmen agreed that the Barrow Network Study report's recommendations in the FCC slingshot could play David to the networking Goliath, and demolish the structure with one well-placed blow at option time, net ownership of stations, net business practices or net-affiliate create relationships. And still to come were FCC net study conclusions on programming, which could threaten curtailment or divestiture. (See separate story on programming.)

All agreed that Washington would play a big role in network life from here on in. "Our future lies right here in this city," said Stanton. Names of House and Senate Interstate Commerce Committee members were given to affiliates who were urged to contact legislators while in town and "tell the networking story." The glittering banquet and top entertainment provided to climax the first day's meetings set up close to 150 tables, with affiliates from each State entertaining a roster of Senators and Congressmen from his own State.

Stanton Speech

CBS President Stanton frankly told the Monday morning gathering that "we face the most serious and most direct threats to our strength as an industry." Of the government probers, particularly the Barrow proposals slashing network business structures, Stanton said, "let them not guess."

Typical of the report, Stanton pointed out, was the idea that if elimination of option time proves to be too death-dealing to clearance, the FCC might have to restore option time "quickly" to preserve networking. "This is a dangerous game to play," Stanton pointed out. He reminded probers that "loss of half an hour a week for a year can cost a network almost $3,000,000, $1,300,000 in time revenues and $1,600,000 that it must largely spend in order to maintain its over-all schedule and service to affiliates."

More Viewing During 1957 Than in 1956

NEW YORK—Viewers spent slightly more time watching TV last year than they did in 1956, according to A. C. Nielsen.

A special check-up shows an over-all gain of about 2 per cent in the number of hours spent watching television. Actual figures are 5.1 hours daily in 1957 as against an even five in 1956.

Gains by individual months were often more striking, as 1957 lagged behind 1956 during the months of February and March to pull down the over-all gain. Last October, for example, viewers spent 5.45 hours per day dialing TV as against 5.07 in 1956 and 4.81 in 1955.

Interestingly, the June-July-August period, in which many repeat film shows have been failing to hold their audiences, was slightly higher in average viewing hours last year as compared with 1956, altho by a margin of five minutes or less daily.

Parliament for Mike Wallace

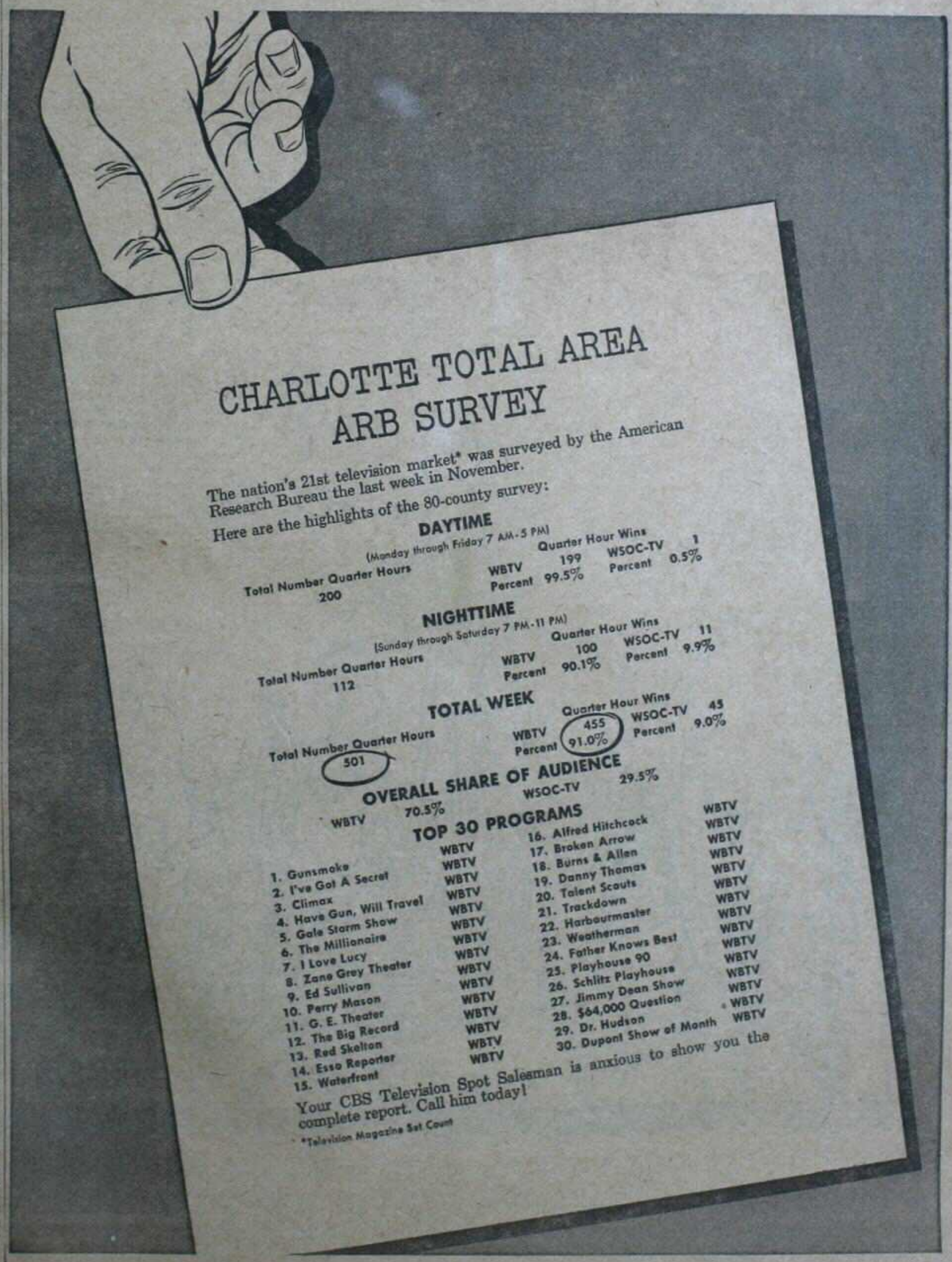
NEW YORK — Philip Morris will switch brands from Morris to Parliament on "Mike Wallace Interview" sometime next month. Sponsor reasoning has nothing to do with the ABC-TV series' content but reflects the growth of the king-size filter and the decline of the regular-size non-filter.

The company is said to have decided to cut back sharply on all advertising of the Morris brand with the idea of making a dramatic "new look" comeback in 1959.

Cyanamid Puts 'Newsreel' Into 62 Markets

NEW YORK—The farm and home division of the American Cyanamid Company has placed its "Cyanamid Farm Newsreel" on 62 stations in 25 States for a 13-week period. The quarter-hour show will be seen between 12 noon and 1 p.m., or between 6-7 p.m., peak viewing hours for farm families.

The flexible format calls for spot news coverage of farm events, news reports from the Department of Agriculture, a "Youth in the News" feature and a salute to the "Farmer of the Week." One 20-second and two one-minute commercials will be included.



ABC Gains on Friday Trendex

NEW YORK — ABC-TV's new Friday night line-up gained momentum last week, according to Trendex, with a 28.7 share of audience for the 7:30-10:30 p.m. time against a December average for Fridays of 20.1. "Colt .45" moved into the lead at 8:30 with a 15.9 in its second week after moving from 10 p.m. Frank Sinatra rose from third to second place with 15.0 against 10.4 for "M Squad" and 13.9 for "Mr. Adams and Eve."

"Walter Winchell File" also upped itself to second place with 15.3 against 21.8 for "The Line-Up" and 10.6 for NBC-TV's fights. "Rin Tin Tin" and "Jim Bowie" led their slots, but were seemingly unaffected by the new line-up, as was Patrice Munsel, whose music stanza still trails in its new 9:30 p.m. period.

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THREE DAYS' QUESTIONING

FCC Intends Full Protection Of Free During Pay's Trial

By MILDRED HALL

WASHINGTON — Three days of minute and exhaustive questioning of the Federal Communications Commission by the House Commerce Committee last week (14-17) brought strong assurances from FCC Chairman John Doerfer that free television would be fully protected during the agency's proposed three-year trial of subscription television.

Surprise witness Emanuel Celler chairman of the House Judiciary Committee, testifying Tuesday (14), gave the committee equally strong assurance that pay TV would completely swallow free. Celler said that quick profits and mass appeal would be the ultimate yardstick of the toll programming, once it was permanently authorized.

Statements issued by toll proponents themselves, assured the house group Friday (17) that it wants only to "supplement" advertising - supported programming, never supplant it; subscription proponents want a chance to "test our claims" in the court of public opinion. Skiatron, Telemeter and Zenith all reminded the House Committee that the Barrow Network Study and the Celler Antitrust Report had pointed out the monopoly features of network dominated television. The pay TV interests say they would like a chance to improve competition in TV programming.

Oren Harris, House Commerce Committee chairman, opened the hearings with strongly expressed doubts of the commission's authority to hold the toll trial, and submitted 15 questions to be answered orally and in writing by commissioners in this area. Harris said Congress should act to clarify the Communications Act.

No anti-toll bill was at the moment under consideration, but it was obvious from Harris' remarks that he felt some sort of legislative definition of the FCC's power or lack of them in the subscription TV field would be inevitable.

Celler, author of an Anti-toll Bill, made an impassioned plea to keep the airwaves free," and "keep faith with the American people, who have been led to believe that the cost of the set constitutes the "full price" of admission to broadcast programming. Celler said this was no time for the FCC to jump into "further experiment" when the free TV industry itself in need of a complete overhaul of its business practices, as noted in the FCC's own Barrow Report and other Hill reports

Celler's Fears

Celler feared that the network monopoly would eventually be

(Continued on page 15)

ABC Affils to Top Dog Spot For Late Movies

NORFOLK—Affiliates of ABC-TV have a better chance than other web's affiliates of grabbing off the cream of late-night movie viewing, thanks to the fact that ABC has little or no network activity after 10:30 p.m., EST.

That's the opinion of execs of WAVY-TV, the new ABC basic affiliate which opened here last fall, and which now offers its own movie audience figures as proof.

Using such TV feature fare as the NTA "Rocket 86" package, the

(Continued on page 15)

NBC-TV Hit By 150G and 700G Suits

HOLLYWOOD — Two suits, one claiming damages of $700,000, the other of $150,000, were filed against NBC-TV in Los Angeles last week.

The $700,000 suit, alleging piracy, was filed by Don L. Davis against the net, Entertainment Productions, Inc.; Pharmaceuticals, Inc., and the Parkson Agency in Superior Court. Davis claims that the NBC program, "What's It For?" is a theft of various radio-TV programs of his called "What Is It?," "Guess the Gadget" and "Gadget Jury," broadcast for periods of time starting in 1946 over Stations KFWB, KECA-TV, KTTV, KCOP and the CBS-TV network.

The $150,000 suit, filed in Federal Court, alleges invasion of privacy, and results from a "Robert Montgomery Presents" program entitled "One Minute to Ditch." It was filed by Navy Commander Kenneth D. Strickler, whose name was used on the program, altho he was portrayed by an actor.

MAYBE BY 1959

JD Continues Webs' Time-Show Tie Probe

WASHINGTON—The Department of Justice study of alleged tie-in of sales of network time and programming will probably continue for another year. The information was forwarded to Senate Commerce Committee Chairman Magnuson by Deputy Attorney General Lawrence E. Walsh in a letter of January 8, released last Thursday (16).

The Justice Department's progress report noted that the over-all study of "must buy" and "option time" are continuing as planned. Walsh quoted a statement of last October to the effect that the department's study of TV network practices was still "far from complete and would continue for at least another year. I know of nothing that would cause this estimate to be revised," Walsh wrote the Senator.

The department is also interested in the "considerable body of information" gathered by the Barrow Network Study group on the alleged network tie-in sales of time and shows, altho no final report was made on programming by the Barrow group. The Justice Department is also interested in Barrow findings on the "effect" of network program selection on competition with independent programs.

The investigations are going on, altho "manpower is limited," Walsh pointed out. He reminded Magnuson that six cases relative to block booking of feature films on TV were filed last spring.

AGENCY, WEB INTEREST IN SHOWS ON UPBEAT

HOLLYWOOD—Agency and network interest in new programming for next season continues on the upbeat. ABC-TV execs led by ABPT President Leonard Goldenson, Y&R V.-P. Robert Mountain, Ted Bates V.-P. Dick Pinkham, J. Walter Thompson and Scott Paper execs, all are or have been on the Coast within the last couple of weeks to look over the field.

High activity continues at Revue Productions, reportedly prepping some 20 shows. William Morris has nearly 30 blueprinted, and Warner Bros. is preparing to film a dozen, providing financing can be obtained. Screen Gems, under its new creative production chief, Harry Ackerman, continues to look for co-production deals.

This was the picture in pilot development last week:

Revue Productions—Mapping **Robinson Crusoe**, to be written and produced by Charles Marion and Sid Salkow, and starring Sterling Hayden. Prepping a yet untitled series for Fred Astaire's entry into TV, probably in a romantic comedy in which he would do some dancing. Aiming Alex Nicol to star in a psychological Western, **Yankee Bligh**, to be produced by Nat Holt, presently filming **Wells Fargo**. Co-producing **Iron Trail** with star Preston Foster and producer George Waggner, the series dealing with railroading in the early West.

Warner Bros.—Signed writer Howard Browne to script **Public Enemy**, hour-long crime melodrama skedded to be filmed in February. This marks the third hour show the firm is prepping for next season. Two new half-hour comedy properties in script stage are **The Las Vegas Story** and **Room for One More**.

ABC-TV—Set Barney Girard to produce and direct **Barbary Coast**. Adventure story laid in early San Francisco. Signed Robert Bren and Gladys Atwater to script **Tokyo Police**, mystery drama to be filmed in Japan. Made a deal with Orson Welles for production of a new concept dramatic program in Italy, with Welles to appear in each half hour.

NBC-TV—Gave producer Jack Chertok the green light on the **Barney Ruditsky Story**, based on the life of the famous New York police detective. Decided to film a comedy pilot for Arlene Francis, whose daytime series is going off the air.

CBS-TV—Entered into a co-production deal with Rod Serling for filming of **The Twilight Zone**, hour-long science fiction series. Began production of the hour Western, **Rawhide**, which Charles Marquis Warren is producing-directing. Eric Fleming and Clint Eastwood star.

Bert Leonard—Filming **Dial 116** for Screen Gems, which will syndicate the series next fall; first two episodes, culled from files of Los Angeles Fire Department rescue squad, will be ready for viewing in April. Bought **The Naked City** from the Mark Hellinger estate for serializing first half hour to be shot on location in New York in February.

Gross-Krasne—Signed Thomas Mitchell, previous star of "Mayor of the Town" and "O. Henry Playhouse," for his third G-K series, **Mr. Glencannon**, to go into production in London on January 28. Donald Hyde is the producer.

Bischoff-Wilbur Prods.—Formed by producer Sam Bischoff and writer Crane Wilbur for shooting of **Dangerous Dan McGrew**, set in Alaska at the turn of the century. Plan is to produce 13 half hours without piloting, filming to be done in the High Sierra.

Tintair's First for Half-Hour of Paar

NEW YORK — Bymart-Tintair has become the first regular half-hour sponsor of Jack Paar's "Tonight," with a Wednesday night buy in 49 markets. The beauty products firm will back its buy in 17 of the markets with a saturation spot campaign.

Tintair previously used "Tonight" for spots and then increased to an alternate week half-hour.

NABET Pact May Up Costs

BOSTON—Possible increase in labor costs of 30 to 35 per cent in live production is facing the TV industry as a result of demands by NABET on NBC-TV and ABC-TV. The two sides are reported far apart on terms.

The union last week authorized a strike vote, to be taken some time within the next few days. If a strike is authorized members could walk out midnight, January 31, unless there is a settlement or a temporary extension of the contract.

NABET is asking a 15 per cent across-the-board pay increase for all its personnel and a reduction of the work week. This, a union spokesman said, means a work week of between 32 and 37½ hours.

The union also seeks a clarification of the present basic contract, which has been in effect for almost 25 years. One important area which has not been discussed is tape, altho NABET claims jurisdiction over the new medium. This is disputed by International Alliance of Theatrical Stage Employees.

Altho so far there has been little hard bargaining, a union spokesman indicated that the two sides are far apart, and that counter-offers by the networks have been "meager."

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*FULL RANGE PROGRAMMING

OFFICIAL TO RIDE 1958 HOSS TRAILS

To Offer 3 Oaters to National Sponsors; Plans Other Series Not Western Type

NEW YORK — Official Films, long the stronghold of action-adventure telefilms lensed abroad, is going to ride the Hollywood Oater Trail in 1958, and will soon start offering national-level clients a choice of three Western series. In addition, Official is taking the plunge into actual half-hour production, and will film a New York-based detective series with its own staff production unit.

These are highlights of extensive 1958 plans revealed by Official's prexy, Hal Hackett, recently returned from a Hollywood trip in which several of the distribution deals were completed.

As its kick-off western, Official is taking over the marketing of John Wayne's Batjac Company telefilm series built around the real-life Western adventures, "Calamity Jane," following expiration of a short-term sales deal on the property between Batjac, Lee Savin and Herman Rush.

Two other Westerns will also fly the Official banner in national-level sales pitches this spring. The first of these is James L. Safier's "Western Union," an anthology series backgrounc'ed by the building of the transcontinental telegraph link. The second is "Big Foot Wallace," based on stories of the famous Indian Scout and produced by William Stevens with Chuck Conners starring.

First Series

For its first series actually produced within the shop, Official is lining up "Signal Eleven," which Hackett describes as "a male counterpart to our successful 'Decoy' series about a New York policeman."

Altho Official is going very lightly this season in overseas-based co-productions ("too many casualties this year in 'contrived' foreign shows," says Hackett), this type of television series is not getting a freeze-out in Official's 1958 plans. Due before the cameras tomorrow (21) in England is the first episode of "The Adventures of the Invisible Man," a co-production with Ralph Smart.

A production possibility during 1958 at Official is a series based on gold mining, which would be lensed on location in Canada and which may be set up as a trans-atlantic operation. However, Official, according to Hackett, has no 1948 plans of any kind for launching any new oversea series of the cloak-and-sword type despite Official reliance on them in recent years.

FOR A STIFFER PACT

SAG Commercial Pay Hike Demands Range Up to 100%

HOLLYWOOD — Demand of pay scale increases ranging from 15 to more than 100 per cent on production of telefilm commercials were made by the Screen Actors' Guild last week. Severity of the demands came as a shock to many producers and agencies, since there had been some indication SAG would ask only limited increases this year.

Chief points, and the ones over which there is likely to be the most contention, of the new SAG proposals are 1) establishing two new classes for commercials distribution; 2) elimination of the unlimited use right; 3) tightening of editing privileges; 4) the short—two-year span—of the new contract, and 5) the establishment of a new category for local participating programs.

Presently commercials are classified into three categories according to the number of cities in which telecast: C—1 to 5; B—6 to 20; A—over 20.

The proposed new pact would change Class A to: 21 to 50 cities, and would add Class AA—50 to 100 cities, and Class AAA—over 100 cities.

In computing cities, New York, Chicago and Los Angeles are weighted at seven cities each. This could change to 21 for New York and 11 apiece for Chicago and Los Angeles. Any commercials telecast in all three of these markets would automatically fall in the AAA category.

As it applies to the pay scale, this means that an on-camera actor in a spot is now guaranteed a minimum of $285 for 13 weeks' use in Class AAA as against a previous top of $140. In the new category of participation programs he may receive as high as $325.

For program commercials in Class AAA the minimum is set at $95, plus $75 for each reuse. This compares with the previous top of $75 and $50.

More important, however, to an advertiser planning multiple reuse of his commercial, was the clause placing a $650 ceiling on payment for unlimited-run commercials during a 13-week period, and $1,150 ceiling on unlimited run for 26 weeks. SAG proposes to lift this ceiling entirely.

What this means, for example, is that an advertiser might have run a commercial 20 times during a 13-week period in the past and paid $650. Should he do so in the future, under the proposed contract, he would have to pay $1,595 in the AAA category.

Under the old contract an advertiser could make one short and one long version of a commercial without it being deemed a separate commercial. SAG now proposes to declare each commercial a new production, whether it is derived from another or not.

The proposed new contract would run from March 20, 1958, to March 20, 1960. The previous pact was signed in 1953 and amended in 1955.

Another point of note is exclusivity of player's services in commercials. Under the SAG proposal a commercial would have to be used within 13 weeks of production or exclusivity rights would terminate. This to prevent occurrence of situations in which exclusivity is granted but the actor is not compensated because the commercial is not used.

Expected to participate in negotiations with SAG, which begin Monday (20), are the Association of Motion Picture Producers, the Alliance of Television Film Producers, the New York Film Producers' Association, the American Association of Advertising Agencies, as well as independent producers and agencies signatory to the commercial contract.

The proposed new scales are as follows: Compensation for use and reuse. (a) All players—Except Group Singers Off Camera.

Wild Spots—(a) used on non-interconnected stations, (b) independent of any program, (c) at station breaks only, (d) not over 30 seconds in length.

(Each 13 weeks use)

Class	On Camera	Off Camera
C	Increase $70 to $80	Increase $35 to $55
B	Increase $105 to $135	Increase $52.50 to $85
A	Increase $140 to $185	Increase $70 to $133
AA	$235	$185
AAA	$285	$235

All other spots and commercials used on local participating programs as defined in contract.

(Each 13 weeks use)

On Camera	Off Camera
$120	$ 80
$175	$125
$225	$175
$275	$225
$325	$275

Program Commercials

Class	On Camera	Off Camera
C	Increase $105 to $120	Increase $80
B	Increase ($140 to $175)	Increase ($90 to $125)

Original Use

Class	On Camera	Off Camera
A	Increase $70 to $80	Increase $45 to $55
AA	$85	$60
AAA	$95	$75

Each Reuse

Class	On Camera	Off Camera
A	Increase $50 to $60	Increase $35 to $45
AA	$65	$50
AAA	$75	$60

(b) Eliminate all discounts for prior guarantees of specified number of uses set forth in subparagraphs (c) (d) and (e) of Section V D on Page 5 of contract.

(c) Eliminate right to unlimited use in 13-week cycle and in two consecutive 13-week cycles, upon payment of designated amounts, as set forth in subparagraphs (f) and (g) of Section V D on Page 5 of Contract.

'Lassie' Synd. Rights to TPA

NEW YORK — Syndication rights to 103 episodes of "Lassie" were acquired last week by Television Programs of America. This gives TPA international distribution rights to the series, which will continue its network run on CBS-TV for Campbell Soup. The program will be given a new title for its syndication run.

"Lassie" was bought from TPA and Robert Maxwell by Wrather in September, 1956. It was then turned over to TPA for foreign distribution. TPA is also going into production with "New York, Confidential" in May. Executive producer, Leon Fromkess will produce the 39 half hours here. Lee Tracy stars in the show.

TOP OLD FILMS GET BEST AUD.

NEW YORK — The fact that TV viewing trends in feature film showcases shift back and forth to follow the hottest air offerings is underlined in the latest local Nielsen ratings of the NBC-TV flagship, WRCA-TV.

The station's Sunday night "Movie Four"—recently airing such acquisitions as "High Noon," "Purple Plain," "Bells of St. Mary's" — has jumped 190 per cent last month over the rating level of WRCA-TV programming in the time period a year previously. Its chief competition is the veteran "What's My Line?" stanza and the "Late Show" on WCBS-TV.

The rating report also shows that eight exposures of "Movie Four" during December showed an increase of 20 per cent over last November.

$1 MIL SUIT FILED

H'wood TV Backs Out, VAI Has Bag

NEW YORK — That alleged $3,000,000 deal between Republic-owned Hollywood Television Service and newly formed Video Artists, Inc., to distribute Republic's post-1948 pictures in TV blew up with a bang late last week, with VAI starting a $1,000,000 lawsuit in New York Supreme Court against HTS and its prexy, Earl Collins.

Left hanging in the air are a long list of station film buyers. Both Video Artists and Hollywood Television Service claim to represent the package in some 20 key markets including Boston, Salt Lake City, Baltimore, Pittsburgh, San Diego, Calif., Houston, Indianapolis, Milwaukee, Cleveland and others.

In mid-December, the Republic-owned subsidiary signed a firm deal with Video Artists for distribution of the 200-odd pictures, says VAI. The deal went into effect at once, but the official date for representation was January 13. At this point, the five-year deal had been okayed in writing by HTS' Earl Collins, VAI claims.

When the story broke, both VAI and HTS were swamped with queries concerning the package, both sides admit. In its 20 markets, VAI drafted over $2,000,000 in contracts.

A Rude Shock

As VAI moved last Thursday (16) to start the ball rolling on these contracts, they got a rude shock. The deal, said the Republic TV execs, was off.

VAI countered immediately, serving a summons (altho complaint has not yet been filed) from the New York Supreme Court on HTS and Collins.

HTS, meanwhile, says that there never really was a deal with VAI, altho admitting that "negotiations were in progress" to set up "licensing of a number of Republic Pictures productions for TV distribution" with VAI.

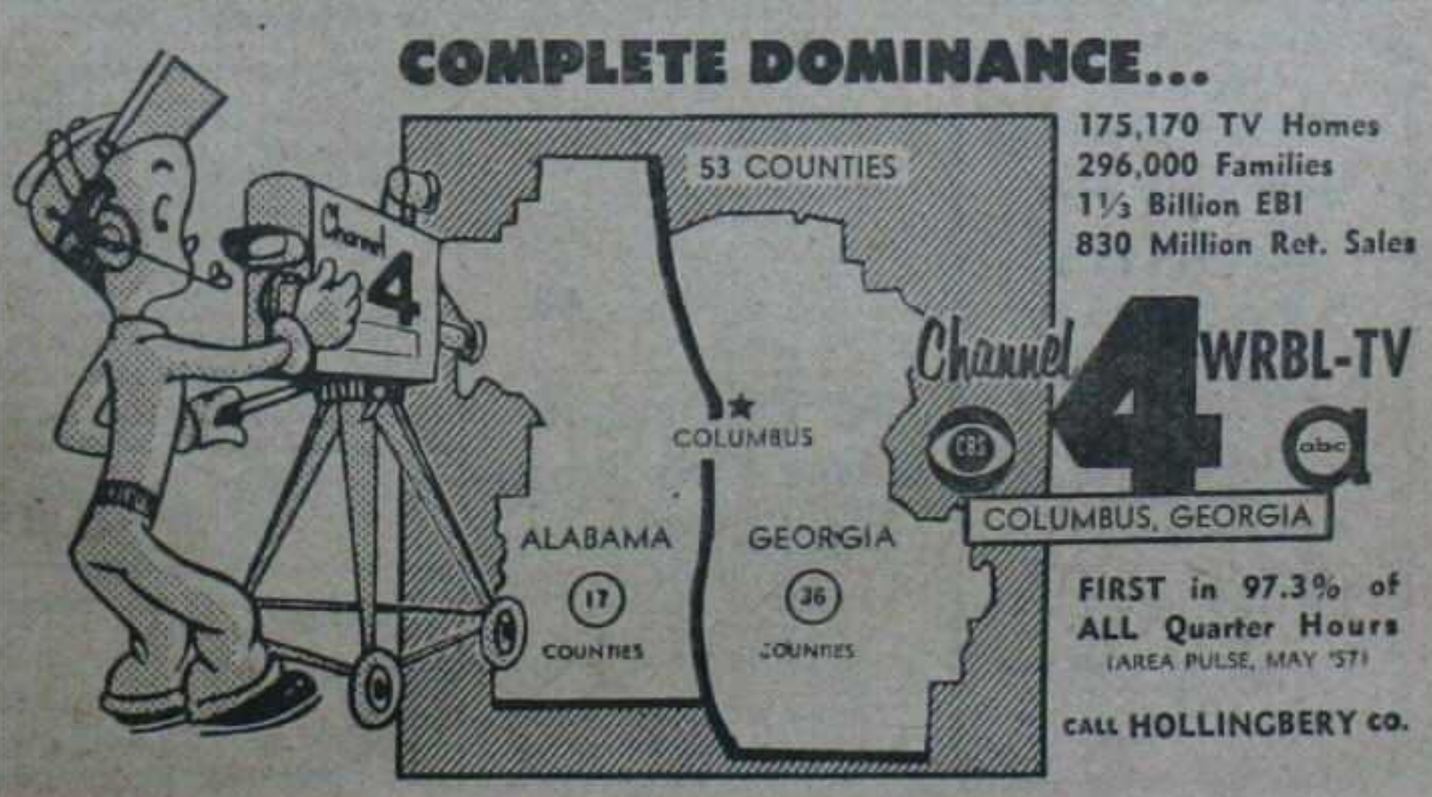
"When it became apparent that Video Artists was unable to meet its commitment on January 13 for a substantial advance payment, $401,550, Hollywood Television Service, Inc., terminated negotiations," said Earl Collins, in the firm's only official statement on the dispute.

Sig Shore denies the Republic charge. "We had the money ready from our backers, Allan and Stephen Markelson of New York. But the deal was broken off before the money was actually due; so it wasn't the real reason for the cancellation."

Trans-Lux TV Polls Success Of Britannica

NEW YORK—A 1957 survey of the 100 stations programming Encyclopedia Britannica films reveals that 60 created special formats for the library, 50 have commercial sponsors and in a dozen markets the shows are in the top 10. Distributed by Trans-Lux Television, the films have entertained their way beyond the "educational" label, according to the stations, while Sputnik created a stampede on the E. B. science file for topical news shows.

Trans-Lux adds about one half-hour a week to the library, which currently has 750 stanzas. The package was first offered 11 months ago.



SHORT SCANNINGS

The United States Air Force will use CBS-TV's "The 20th Century" program, titled, "Brainwashing," in its code of conduct training for Air Force personnel.... **Bob Henry** was set as producer of the Gisele MacKenzie show, starting January 18. He succeeded **Charles Isaacs** ... Frank Cooper Associates has set writer **Sidney Renick** on the Polly Bergen show, and **Bill Nimmo** for a news strip of his own over WPIX, New York.

"Fury," and its producers, Television Programs of America, have picked up two additional awards this past week. The United Community Funds and Councils of America, the national organization, presented "Fury" its "national award for outstanding volunteer service" and acting independently within the same week, the Los Angeles Community Chest made its award to TPA for its "continuing efforts to inform our junior citizens of the voluntary health and welfare services of our nation."

Richard L. Linkroum has been moved from executive producer of NBC-TV's participating programs to director, special program sales. . . . **Peter H. Cooper**, formerly production manager of UPA, Inc., New York, has been named manager of animation operations of Robert Lawrence Production, New York. . . . "The Real McCoys," ABC-TV comedy, will be merchandised for food, clothing, games and other products thru the Henry Saperstein organization.

Arthur E. Breider has joined MGM-TV as central division sales manager. Breider will handle the M-G-M features, TV commercials and industrial films. He comes to MGM-TV from Ziv-TV Programs. .... **H. H. (Dobby) Dobberteen** has joined Warwick & Legler as vice-president in charge of media. ... **Keith Culverhouse** has been moved up to director of sales development, Television Bureau of Advertising.... After 13 personal appearances in 1957, Screen Gems' "Rin Tin Tin" troupe will start the New Year at the 1958 Sportsman Show in Hartford, Conn., January 18 thru 25.

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Beers Biggest For Syndications

NEW YORK — Breweries use syndicated film in more markets than any other sponsor type, according to a California National Productions survey of all buys during 1957. Large beer firms rely almost twice as heavily on syndication as their smaller compatriots.

Among the 21 top brewers over the million-barrel-a-year mark, 20 sponsored a CNP or NBC-TV Films series last year. The non-user was among those general non-users of half-hour films which recorded a production decrease. Among breweries which bought shows, 73 per cent enjoyed an increase.

"The total number of brewers is steadily decreasing thru absorption and the development of regional shippers," says a spokesman for Burgermeister Beer. "Advertising and publicity designed to build sales are our hopes." Syndication provides precision coverage at lower than network cost, brewers have found, according to CNP veepee Jake Keever.

ABC-TV Options Wayne King Show

HOLLYWOOD—ABC-TV has taken an option on the Wayne King Show, musical being produced by Dave Shurr for Filmcraft Productions. King had his own show on the air during the early days of television.

The first half-hour show features Chris Warfield, the Swinging Bells and the Johnny Mann Choir.

PULSE LOCAL RATINGS FOR NOVEMBER

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

AUGUSTA, GA.

2 TV STATIONS—58,100 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—265,800 (85th in U. S.)
Buying Income—$358,459,000 (113th)
Retail Sales—$212,832,000 (120th)
Food Sales—$55,424,000 (105th)
Drug Sales—$6,643,000 (122d)
Automotive—$42,688,000 (133th)
Above figures include following counties: Richmond, Ga.; Aiken, S. C.

TOP NETWORK SHOWS

1. Danny Thomas, WRDW, M. ..48.8
2. December Bride, WRDW, M. ..41.0
3. Burns & Allen, WRDW, M. ...39.3
4. Climax! WRDW, Th. 38.8
5. Lineup, WRDW, F. 38.5
6. Gunsmoke, WRDW, S. 37.8
7. Oh! Susanna, WRDW, S. 37.5
8. Godfrey's Talent Scouts, WRDW, M. 37.0
9. Person to Person, WRDW, F. ..36.8
10. Phil Silvers, WRDW, T. 36.3
10. Trackdown, WRDW, Th. 36.3

TOP MULTI-WEEKLY SHOWS

1. CBS News, WRDW, M.-F. 31.9
2. 7:00 Report, Market, WRDW, M.-F. 30.8
3. Evening Edit., Weather (6:45 p.m.), WJBF, M.-F. 18.6
4. Western Theater, WJBF, T., F. 18.4
5. Sports, Headlines (11 p.m.), WRDW, M.-F. 18.1
6. Today's Headlines, Weather (6:45 p.m.), WRDW, M.-F. 17.5
7. Tee Vee Street, WRDW, M.-F. ..17.3
8. Edge of Night, WRDW, M.-F. 16.1
9. As the World Turns, WRDW, M.-F. 15.6
10. Secret Storm, WRDW, M.-F. ..15.0

TOP FEATURE FILMS

Once-Weekly

1. 2 on the Aisle, WRDW, Su.-5:00-6:30 .....18.8
2. Feature Movie, WJBF, S.-1:00-2:30 .....12.6
3. Movie Matinee, WRDW, S.-1:00-3:00 .....12.0

Multi-Weekly

1. Late Show, WRDW, M.-Su.-Various Times 14.5
2. 2 Gun Playhouse, WRDW, M.-F.-5:15-6:15 .....13.9
3. Movies for Mom, WRDW, M.-F.-9:00-10:00 a.m. 8.8

TOP SYNDICATED FILMS

1. Famous Fights (Winik), WJBF, W.-10:45 .....31.0
2. Waterfront (MCA), WRDW, F.-8:00 .....31.3
3. Silent Service (NBC), WRDW, T.-9:30 .....31.0
4. Men of Annapolis (Ziv), WRDW, T.-8:30 .....30.5
5. Top Plays of 1957 (Screen Gems), WRDW, Th.-7:30 ....29.3
6. Dr. Hudson's Secret Journal (MCA), WJBF, Su.-7:00 .....28.5
7. Harbor Command (Ziv), WJBF, M.-8:00 .....28.0
7. Highway Patrol (Ziv), WRDW, F.-7:30 .....28.0
9. Science Fiction Theater (Ziv), WJBF, M.-7:00 .....27.8
10. Gray Ghost (CBS), WJBF, Th.-7:30 .....27.3
11. Cisco Kid (Ziv), WJBF, F.-7:00 .....26.0
12. Mr. District Attorney (Ziv), WFBF, T.-10:30 .....25.0
13. Man Called X (Ziv), WJBF, T.-7:00 .....24.5
14. Federal Men (MCA), WRDW, W.-7:30 .....23.8
15. Susie (TPA), WJBF, M.-6:00 ..21.5
15. Man Behind the Badge (MCA), WRDW, Su.-7:00 .....21.5
17. New Orleans Police Department (NTA), WRDW, S.-6:30 .....17.0
18. †Sky King (Nabisco), WJBF, W.-6:00 .....16.8
19. Championship Bowling (Walt Schwimmer), WRDW, S.-5:45 .. 9.3
20. Paris Precinct (Guild), WJBF, Su.-11:15 .....

BALTIMORE

3 TV STATIONS—419,900 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—1,588,900 (12th in U. S.)
Buying Income—$2,560,610,000 (12th)
Retail Sales—$1,797,967,000 (12th)
Food Sales—$423,561,000 (12th)
Drug Sales—$76,176,000 (12th)
Automotive—$251,187,000 (15th)
Above figures include following counties: Anne Arundel, Baltimore City, Baltimore Co.

TOP NETWORK SHOWS

1. Playhouse 90, WMAR, Th. 41.8
2. Gunsmoke, WMAR, S. 40.3
3. Lucy-Desi Show, WMAR, W. ..39.1
4. Wyatt Earp, WJZ, T. 37.3
5. Climax! WMAR, Th. 36.3
6. Football, WMAR, Su. 36.0
7. Perry Como, WBAL, S. 35.0
8. $64,000 Question, WMAR, T. ..34.3
9. Danny Thomas, WMAR, M. ...32.3
9. Twenty-One, WBAL, M. 32.3

TOP MULTI-WEEKLY SHOWS

1. Popeye, WJZ, M.-F. 23.8
2. Mickey Mouse Club, WJZ, M.-F. 23.5
3. Public Defender, Misc., WMAR, T., Th. 20.3
4. Early Show, Misc., WJZ, M.-F. 19.2
5. 7:00 Final, Weather, WMAR, M.-F. 18.1
6. CBS News, WMAR, M.-F. 18.0
7. Buddy Dean, WJZ, M.-F. 17.9
8. Amos 'n' Andy, WMAR, M.-F. 16.9
9. Late Show, WJZ, M.-F. 15.7
10. Esso Reporter, Sports (11 p.m.), WMAR, M.-F. 13.3

TOP FEATURE FILMS

Once-Weekly

1. Best of M-G-M, WJZ, Su.-8:30-10:00 .....18.8
2. First Run Theater, WMAR, S.-11:00-Sign Off 16.5
3. Andy Hardy, WJZ, Su.-12:30-2:00 .....14.3
3. Shock, WBAL, S.-11:15-Sign Off 14.3
5. 20th Century-Fox Theater, WBAL, Su.-11:15-Sign Off 7.7

Multi-Weekly

1. Early Show, WJZ, M.-Su.-6:00-7:30 .....19.0
2. Late Show, WJZ, M.-Su.-10:30-Sign Off 16.0
3. Channel 2 Theater, WMAR, M., W.-F.-11:15-Sign Off 9.7
4. Baltimore Movietime, WJZ, M.-F.-11:00-1:00 ..... 8.3

TOP SYNDICATED FILMS

1. Men of Annapolis (Ziv), WMAR, S.-10:30 .....27.3
2. Popeye (Assoc. Artists), WJZ, F.-F.-4:45 .....23.8
3. City Detective (MCA), WMAR, W.-6:30 .....23.8
3. Highway Patrol (Ziv), WMAR, S.-7:00 .....23.8
5. Waterfront (MCA), WMAR, M.-6:30 .....21.3
6. Public Defender (Interstate), WMAR, T., Th.-6:30 .....20.3
7. †Death Valley Days (U. S. Borax), WBAL, M.-7:00 .....20.0
8. Man Behind the Badge (MCA), WMAR, F.-6:30 .....18.8
9. Casey Jones (Screen Gems), WJZ, M.-7:30 .....18.3
9. Victory at Sea (NBC), WJZ, Su.-5:00 .....18.3
9. Martin Kane (Ziv), WBAL, Su.-10:30 .....18.3
12. Esso Golden Playhouse (Offical), WMAR, Su.-7:00 ....17.5
12. Popeye (Assoc. Artists), WJZ, Su.-5:30 .....17.5
14. Brave Eagle (CBS), WMAR, S.-6:30 .....17.3
15. Amos 'n' Andy (CBS), WMAR, M.-F.-6:00 .....16.9
16. Sheriff of Cochise (NTA), WBAL, S.-10:30 .....15.8
17. Charlie Chan (TPA), WBAL, W.-7:00 .....15.5
17. Studio 59 (MCA), WJZ, W.-10:00 .....15.5
19. †Sky King (Nabisco), WMAR, S.-10:00 a.m. 14.8
20. Popeye (Assoc. Artists), WJZ, S.-5:30 .....14.3
21. Annie Oakley (CBS), WBAL, S.-5:00 .....14.0

BANGOR, ME.

2 TV STATIONS—108,000 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—110,700 (163d in U. S.)
Buying Income—$158,509,000 (197th)
Retail Sales—$138,692,000 (171st)
Food Sales—$33,425,000 (162d)
Drug Sales—$2,990,000 (216th)
Automotive—$28,579,000 (159th)
Above figures include following counties: Penobscot

TOP NETWORK SHOWS

1. Gunsmoke, WTWO, S. 46.8
2. Eddie Fisher, WABI, T. 40.1
3. Las Vegas Holiday, WABI, S. 39.8
4. Have Gun, Will Travel, WTWO, S. 37.8
4. Wyatt Earp, WABI, M. 37.8
6. Twenty-One, WABI, M. 37.3
7. Cheyenne, WABI, W. 36.8
8. Groucho Marx, WABI, Th. 35.5
9. Oh! Susanna, WTWO, S. 35.3
10. This Is Your Life, WABI, M. ...35.0

TOP MULTI-WEEKLY SHOWS

1. Western Theater, Misc., WABI, M.-F. 17.9
2. Queen for a Day, WABI, M.-F. 17.5
3. NBC News, WABI, M.-F. 16.4
4. CBS News, WTWO, M.-F. 15.5
5. Modern Romances, WABI, M.-F. 15.3
6. Matinee Theater, WABI, M.-F. 14.8
7. News, Sports (11 p.m.), WTWO, M.-F. 14.2
8. News, Sports (11 p.m.), WABI, M.-F. 14.1
9. Police Call, WABI, W., F. 13.5
10. The Price Is Right, WABI, M.-F. 11.5

TOP FEATURE FILMS

Once-Weekly

1. Premiere Performance, WABI, F.-11:00-Sign Off 16.6
2. Hollywood Showcase, WABI, Su.-11:30-Sign Off 4.5

Multi-Weekly

1. Western Theater, WABI, M.-S.-Various Times 13.8
2. Late Show, WABI, M.-Th.-Various Times 7.4
3. First Feature, WABI, M.-F.-1:00-2:30 ..... 6.8

TOP SYNDICATED FILMS

1. State Trooper (MCA), WABI, W.-7:00 .....30.5
2. Silent Service (NBC), WABI, M.-8:00 .....29.3
3. Captain David Grief (Guild), WTWO, M.-8:00 .....27.8
3. Badge 714 (NBC), WABI, S.-7:00 .....27.8
5. Men of Annapolis (Ziv), WABI, M.-7:00 .....27.3
6. Highway Patrol (Ziv), WABI, Th.-9:00 .....26.8
7. Esso Golden Playhouse (Official), WABI, T.-7:30 .....25.3
8. Man Called X (Ziv), WTWO, S.-8:30 .....21.8
9. Martin Kane (Ziv), WTWO, W.-7:00 .....21.3
9. Reader's Digest (Tele Star), WTWO, S.-10:30 .....21.3
9. Twenty-Six Men (ABC), WABI, Su.-7:00 .....21.3
12. Dr. Christian (Ziv), WTWO, M.-7:00 .....20.3
12. Dr. Hudson's Secret Journal (MCA), WABI, Su.-7:30 .....20.3
14. †Sky King (Nabisco), WABI, S.-6:00 .....19.8
15. My Little Margie (Official), WTWO, S.-6:30 .....18.3
16. Liberace (Guild), WTWO, T.-7:00 .....17.3
17. Life With Elizabeth (Guild), WTWO, S.-7:00 .....16.8
18. Police Call (NTA), WABI, W., F.-6:15 .....13.5
19. Play of the Week (NTA), WABI, M.-6:15 .....13.3
20. Federal Men (MCA), WTWO, M.-6:15 .....13.0
21. Headline (MCA), WTWO, W.-6:15 .....12.8
21. Whirlybirds (CBS), WABI, F.-7:30 .....12.8
23. Championship Bowling (Walt Schwimmer), WTWO, S.-11:30 ..10.5
24. Paris Precinct (Guild), WTWO, T.-6:15 .....10.3
25. Looney Tunes (Guild), WTWO, S.-9:00 a.m. 9.3
25. My Little Margie (Official), WTWO, Su.-12:30 ..... 9.3

STATION SIGNALS

Bob Hanna, retail sales manager of WPST-TV, Miami, has been upped to national sales manager.... KMOT-TV, Minot, N. D., has become affiliated with NBC as a primary optional interconnected affiliate.... **Jane Bresler** has joined the promotion department at WCTN-TV, Minneapolis-St. Paul, as a publicity writer. She was formerly with WCCO, Minneapolis, and prior to that was assistant editor of Focus and Men magazines in New York.

Kurt Webster, who debuted in his own half-hour TV variety strip on WAVY-TV, Portsmouth, Va., was responsible for the national revival of **Ted Weem's** "Heartaches" and received publicity in Life and Time for this. He also received a golden record, the only deejay ever awarded one. . . . **Ronald J. Pollock**, research and sales development consultant for WPIX, New York, has been moved

www.americanradiohistory.com

This weekly chart covers the latest Pulse ratings in key local markets. It includes network, local live and locally originated film shows. By pointing out leading programs, the chart provides a ready guide to outstanding spot adjacencies in each market.

Market statistics shown are derived from Sales Management's current "Survey of Buying Power," and cover only each market's metropolitan areas, as defined by government specifications. Altho they thus cannot include complete TV coverage or trading areas, they do provide comparative statistics for the chief population centers of TV stations.

The symbol † is for film series booked on a national spot basis. The symbol "U" indicates a UHF outlet. The symbol "A" points out programs originating in an overlap market, yet securing ratings of 3.0 or better in the market under study. For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

JACKSON, MISS.

2 TV STATIONS—38,200 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—163,700 (130th in U. S.)
Buying Income—$240,024,000 (143d)
Retail Sales—$183,056,000 (136th)
Food Sales—$38,202,000 (145th)
Drug Sales—$6,233,000 (135th)
Automotive—$42,979,000 (112th)
Above figures include following counties: Hinds

TOP NETWORK SHOWS

1. I've Got a Secret, WJTV, W. ..45.3
2. Millionaire, WJTV, W. ..43.3
3. Gunsmoke, WJTV, S. ..42.3
4. U. S. Steel Hour, WJTV, W. ..40.1
5. Danny Thomas, WJTV, M. ..39.3
6. Jane Wyman, WJTV, S. ..36.8
7. December Bride, WJTV, M. ..36.5
8. Playhouse of Stars, WJTV, F. ..35.8
9. $64,000 Question, WJTV, T. ..35.3
10. Lineup, WJTV, F. ..35.0

TOP MULTI-WEEKLY SHOWS

1. Popeye, WJTV, M.-F. ..23.3
2. CBS News, WJTV, M.-F. ..21.3
3. News, Sports, Weather (6 p.m.), WJTV, M.-F. ..19.4
4. NBC News, WLBT, M.-F. ..17.8
5. News, Weather, Sports (6 p.m.), WLBT, M.-F. ..17.4
6. Weather, News (10:30 p.m.), WJTV, M.-F. ..15.3
7. Little Rascals, WLBT, M.-F. ..15.1
8. Looney Tunes, WLBT, M., W.-F. ..14.9
9. Tro Gallon Mike, WJTV, M.-F. ..13.0
10. News, Sports, Weather (10:30 p.m.), WLBT, M.-F ..12.4

TOP FEATURE FILMS

Once-Weekly

1. Command Performance, WLBT, S.-9:00-10:00 ..17.8
2. Premiere Performance, WLBT, S.-10:45-Sign Off ..12.7
3. Phantom Theater, WJTV, W.-11:00-Sign Off ..9.0
4. Movie, WLBT, S.-1:30-3:00 ..8.1
4. Famous Playhouse, WJTV, Su.-11:00-Sign Off ..8.1

Multi-Weekly

1. Starlight Theater, WJTV, M., T., Th., F.-Various Times ..9.6

TOP SYNDICATED FILMS

1. Highway Patrol (Ziv), WJTV, Su.-8:30 ..30.8
2. I Spy (Guild), WJTV, Su.-8:30 ..30.3
3. Martin Kane (Ziv), WJTV, T.-8:30 ..29.3
4. Flash Gordon (Guild), WJTV, W.-6:30 ..26.9
4. Whirlybirds (CBS), WLBT, M.-7:00 ..26.9
6. If You Had a Million (CBS), WJTV, T.-9:30 ..25.5
7. State Trooper (MCA), WJTV, T.-7:30 ..23.8
7. Casey Jones (Screen Gems), WJTV, Th.-6:30 ..23.8
7. Men of Annapolis (Ziv), WLBT, Su.-9:30 ..23.8
10. Popeye (Assoc. Artists), WJTV, M.-F.-5:00 ..23.2
11. Harbor Command (Ziv), WLBT, T.-9:30 ..22.8
12. Studio 57 (MCA), Th.-10:00 ..20.3
13. Popeye (Assoc. Artists), WJTV, S.-1:45 ..15.7
14. Little Rascals (Interstate), WLBT, M.-F.-4:30 ..15.1
15. Looney Tunes (Guild), WLBT, M., W.-F.-4:45 ..14.9
16. Joe Palooka (Guild), WJTV, S.-12:30 ..14.3
17. Reader's Digest (Tele Star), WJTV, S.-6:00 ..13.5
18. †Sky King (Nabisco), WLBT, S.-10:30 a.m. ..13.3
19. Susie (TPA), WJTV, S.-12:00 ..12.8
20. O. Henry Playhouse (Gross-Krasne), WLBT, Su.-4:30 ..12.3
21. S. Donovan, Western Marshal (NBC), WLBT, Su.-5:00 ..10.3
21. Gene Autry (CBS), WLBT, S.-8:00 a.m. ..10.3
23. China Smith (NTA), WLBT, S.-12:30 ..9.9
24. Dateline Europe (Official), WLBT, S.-1:00 ..9.3

LAKE CHARLES, LA.

3 TV STATIONS—28,100 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—123,600 (165th in U. S.)
Buying Income—$189,101,000
Retail Sales—$131,940,000 (181st)
Food Sales—$25,310,000 (199th)
Drug Sales—$4,165,000 (181st)
Automotive—$25,478,000 (173d)
Above figures include following counties: Calcasieu.

TOP NETWORK SHOWS

1. Ernie Ford, KPLC, Th. ..42.8
1. Groucho Marx, KPLC, Th. ..42.8
3. People's Choice, KPLC, Th. ..41.8
4. Dragnet, KPLC, Th. ..41.5
5. Gunsmoke, KFDM, 28.3; KTAG, 12.8 S. ..41.1
6. This Is Your Life, KPLC, W. ..39.8
7. Boxing, KPLC, F. ..39.5
8. Gisele MacKenzie, KPLC, S. ..39.3
8. Las Vegas Holiday, KPLC, S. ..39.3
8. Lux Show, KPLC, Th. ..39.3
8. Meet McGraw, KPLC, T. ..39.3

TOP MULTI-WEEKLY SHOWS

1. NBC News, KPLC, M.-F. ..27.4
2. World-Sports, Weather (6 p.m.), KPLC, M.-F. ..26.8
3. KPLC-TV News (5:45 p.m.), KPLC, M.-F. ..24.3
4. Public Defender, KPLC, T., Th. ..23.4
5. Afternoon Panorama, KPLC, M., W., F. ..21.7
6. Film Feature, KPLC, M.-W., F. ..21.2
7. Gene Autry Theater, KPLC, M., T., Th. ..20.2
8. CBS News, KFDM, 13.4; KTAG, 6.4, M.-F. ..19.8
8. Roy Rogers Theater, KPLC, W., F. ..19.8
10. Queen for a Day, KPLC, M.-F. ..16.7

TOP FEATURE FILMS

Once-Weekly

1. Jim Reed Theater, KPLC, F.-10:30-Sign Off ..19.2
2. Sandman Cinema, KPLC, S.-11:00-Sign Off ..18.3
2. Western Theater, KPLC, S.-12:00-1:30 ..18.3
4. Saturday Matinee, KFDM, S.-12:30-2:00 ..6.8
5. Western of the Week, KTAG, Th.-7:30-8:30 ..6.8

Multi-Weekly

1. Showtime, KFDM, M.-F.-Various Times ..5.3

TOP SYNDICATED FILMS

1. Sheriff of Cochise (NTA), KPLC, T.-8:30 ..40.8
2. Last of the Mohicans (TPA), KPLC, W.-8:30 ..39.3
3. Reader's Digest (Tele Star), KPLC, M.-8:30 ..37.3
4. Whirlybirds (CBS), KPLC, S.-8:00 ..37.0
5. Highway Patrol (Ziv), KPLC, W.-8:00 ..36.8
6. I Married Joan (Interstate), KPLC, W.-7:30 ..35.8
7. State Trooper (MCA), KPLC, F.-8:30 ..35.3
8. Public Defender (Interstate), KPLC, F.-8:00 ..34.3
9. Esso Golden Playhouse (Official), KPLC, Su.-10:00 ..30.0
10. Harbor Command (Ziv), KPLC, M.-7:00 ..26.8
11. Charlie Chan (TPA), KPLC, F.-10:00 ..26.3
12. Public Defender (Interstate), KPLC, T., Th.-10:30 ..23.4
13. Frontier (NBC), KFDM, M.-9:00 ..20.3
14. Gene Autry (CBS), KPLC, M., T., Th.-4:00 ..20.2
15. Captain David Grief (Guild), KFDM, Su.-9:00 ..19.8
16. Boots and Saddles (NBC), KFDM, Sa.-9:30 ..18.8
17. Harbor Command (Ziv), KFDM, W.-7:30 ..17.8
18. State Trooper (MCA), KFDM, M.-9:00 ..17.3
19. Kit Carson (MCA), KFDM, Su.-4:30 ..14.3
20. Whirlybirds (CBS), KFDM, W.-6:30 ..11.8
21. Ray Milland Show (MCA), KFDM, Su.-8:00 ..13.5
22. Men of Annapolis (Ziv), KFDM, T.-9:30 ..12.5
23. Sherlock Holmes (Guild), KFDM, Th.-6:30 ..11.8
24. Highway Patrol (Ziv), KFDM, W.-8:30 ..10.3

MIAMI

4 TV STATIONS—218,200 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—765,600 (25th in U. S.)
Buying Income—$1,508,311,000
Retail Sales—$1,376,960,000 (17th)
Food Sales—$300,057,000 (18th)
Drug Sales—$51,868,000 (16th)
Automotive—$249,417,000 (16th)
Above figures include following counties: Dade

TOP NETWORK SHOWS

1. Gunsmoke, WTVJ, S. ..41.7
2. Lucy-Desi Show, WTVJ, W. ..40.1
3. Perry Como, WCKT, S. ..39.8
4. President Eisenhower, WCKT, 12; WTVJ, 22.2, Th. ..39.4
5. Playhouse 90, WTVJ, Th. ..37.7
6. Climax! WTVJ, Th. ..34.2
7. $64,000 Question, WTVJ, T. ..31.5
8. Heart Operation, WCKT, Su. ..30.0
9. Zane Grey, WTVJ, F. ..29.9
10. Red Skelton, WTVJ, T. ..29.7

TOP MULTI-WEEKLY SHOWS

1. CBS News, WTVJ, M.-F. ..23.6
2. Reuick Reporting (6:30 p.m.), WTVJ, M.-F. ..22.5
3. News, Weather (6:45 p.m.), WCKT, M.-F. ..17.5
4. Popeye Playhouse, WTVJ, M.-F. ..17.4
5. Jack-Sports, Weather (6:15 p.m.), WTVJ, M.-F. ..16.3
6. News, Weather (11:00 p.m.), WTVJ, M.-F. ..16.1
7. Science Fiction, WTVJ, M.-F. ..15.9
8. Movie 7, WCKT, M.-F. ..14.3
9. Captain Kangaroo, WTVJ, M.-F. ..13.8
10. Garry Moore, WTVJ, M.-F. ..12.1

TOP FEATURE FILMS

Once-Weekly

1. Premiere Performance, WTVJ, Su.-11:15-Sign Off ..17.0
2. M-G-M Theater, WCKT, Su.-11:00-Sign Off ..16.4
3. Saturday Morning Western, WTVJ, S.-8:00-9:00 a.m. ..16.0
4. Corral Theater, WTVJ, S.-1:00-2:00 ..15.5
5. Matinee, WTVJ, S.-3:00-4:00 ..14.1

Multi-Weekly

1. Movie 7, WCKT, M.-F.-5:00-6:45 ..14.8
2. Midday Movie, WCKT, M.-F.-1:00-2:30 ..11.1
3. Gold Coast Playhouse, WTVJ, M.-F.-8:30-10:00 a.m. ..10.1
4. 4 Star Feature, WTVJ, M.-S.-Various Times ..9.7
5. Theater of Stars, WPST, M.-S.-Various Times ..7.1

TOP SYNDICATED FILMS

1. Whirlybirds (CBS), WTVJ, Th.-7:30 ..26.7
2. Men of Annapolis (Ziv), WTVJ, T.-7:00 ..25.8
3. O. Henry Playhouse (Gross-Krasne), WTVJ, M.-7:00 ..25.2
4. Sheriff of Cochise (NTA), WCKT, T.-7:00 ..24.9
4. Harbor Command (Ziv), WTVJ, F.-7:30 ..24.9
6. Highway Patrol (Ziv), WTVJ, T.-10:30 ..23.2
7. Silent Service (NBC), WTVJ, W.-7:00 ..22.2
8. Code Three (ABC), WTVJ, S.-10:30 ..21.2
9. State Trooper (MCA), WTVJ, W.-7:30 ..19.2
10. Captain David Grief (Guild), WCKT, F.-7:00 ..18.9
10. If You Had a Million (CBS), WPST, F.-7:00 ..18.9
10. Honeymooners (CBS), WCKT, S.-:00 ..18.9
13. Reader's Digest (Tele Star), WPST, W.-7:00 ..18.2
14. Gray Ghost (CBS), WCKT, W.-7:00 ..17.9
15. Federal Men (MCA), WCKT, M.-7:00 ..17.5
15. Frontier Doctor (Hollywood TV), WTVJ, S.-6:30 ..17.5
15. Boots and Saddles (NBC), WTVJ, S.-7:00 ..17.5
18. Popeye (Assoc. Artists), WTVJ, M.-F.-5:00 ..17.4
18. Last of the Mohicans (TPA), WTVJ, Su.-6:30 ..17.4
20. Twenty-Six Men (ABC), WCKT, Th.-7:00 ..16.5
20. †Sky King (Nabisco), WTVJ, S.-10:00 a.m. ..16.5

OKLAHOMA CITY

3 TV STATIONS—119,100 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—400,000 (55th in U. S.)
Buying Income—$712,249,000 (54th)
Retail Sales—$531,761,000 (54th)
Food Sales—$111,849,000 (55th)
Drug Sales—$21,076,000 (44th)
Automotive—$105,329,000 (49th)
Above figures include following counties: Oklahoma

TOP NETWORK SHOWS

1. Gunsmoke, KWTV, S. ..48.5
2. Football, WKY, S. ..43.5
3. President Eisenhower, WKY, 21.2; KWTV, 19.5, W. ..40.7
4. Have Gun, Will Travel, KWTV, S. ..30.9
5. $64,000 Question, KWTV, T. ..29.9
6. This Is Your Life, WKY, W. ..29.5
7. Alfred Hitchcock, KWTV, Su. ..29.2
7. Ernie Ford, WKY, Th. ..29.2
7. What's My Line? KWTV, M. ..29.2
10. Danny Thomas, KWTV M. ..28.3

TOP MULTI-WEEKLY SHOWS

1. News (10:00 p.m.), WKY, M.-F. ..22.8
2. Weather, News (10:00 p.m.), KWTV, M.-F. ..21.4
3. Weather, Sports (10:15 p.m.), M.-F. ..21.3
4. News, Scoreboard (10:15 p.m.), KWTV, M.-F. ..20.3
5. News (6:00 p.m.), KWY, M.-F. ..18.4
6. Popeye Theater, KGEO, M.-F. ..17.9
7. News, Weather (6:15 p.m.), WKY, M.-F. ..17.3
8. Newsroom (12:00 Noon), WKY, M.-F. ..15.7
9. Mickey Mouse Club, KGEO, M.-F. ..15.4
10. Weather (12:15 p.m.), WKY, M.-F. ..14.5

TOP FEATURE FILMS

Once-Weekly

1. Shirley Temple, KWTV, S.-4:45-5:45 ..17.5
2. Circle 4 Ranch, WKY, S.-12:00-1:15 ..10.3
3. Sunday Showcase, WKY, Su.-11:00-1:00 ..10.1
4. Sunday Nite Movie, KGEO, Su.-8:00 10:00 ..9.6
5. Saturday Nite Show, WKY, S.-11:30-Sign Off ..8.4
5. Sunday Nite Show, WKY, Su.-10:00-Sign Off ..8.4

Multi-Weekly

1. Million Dollar Movie, KWTV, M.-F., Su.-Various Times ..13.0
2. Movietime Oklahoma, KGEO, M.-Su.-Various Times ..9.4
3. Family Movietime, KWTV, M.-F.-4:00-5:30 ..8.3
4. Late Show, KGEO, M.-F.-Various Times ..6.1
5. Midday Matinee, KGEO, M.-F.-1:00-3:00 ..2.7

TOP SYNDICATED FILMS

1. Whirlybirds (CBS), KWTV, T.-9:30 ..25.8
2. State Trooper (MCA), WKY, Th.-9:00 ..25.1
3. Silent Service (NBC), KWTV, S.-9:30 ..24.9
4. Highway Patrol (Ziv), KWTV, Th.-8:30 ..24.5
5. City Detective (MCA), KWTV, Th.-9:30 ..22.3
5. Martin Kane (Ziv), WKY, Th.-8:00 ..22.3
5. Captain David Grief (Guild), KWTV, F.-8:00 ..22.2
8. Sheriff of Cochise (NTA), WKY, F.-6:30 ..21.5
8. Gray Ghost (CBS), WKY, F.-7:00 ..21.5
10. Decoy (Official), KWTV, F.-9:00 ..19.9
11. Popeye (Assoc. Artists), KGEO, M.-F.-6:00 ..17.9
12. Studio 57 (MCA), WKY, T.-10:30 ..17.5
13. Men of Annapolis (Ziv), WKY, T.-9:30 ..16.9
14. Cisco Kid (Ziv), Su.-5:00 ..16.5
15. Casey Jones (Screen Gems), WKY, T.-6:30 ..15.9
15. Parade of Stars (MCA), WKY, F.-10:30 ..15.9
17. Annie Oakley (CBS), KWTV, F.-6:30 ..15.5
18. Boots and Saddles (NBC), KGEO, T.-9:30 ..14.5

SAVANNAH, GA.

2 TV STATIONS—41,400 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—167,000 (129th in U. S.)
Buying Income—$246,742,000 (140th)
Retail Sales—$178,611,000 (139th)
Food Sales—$40,263,000 (140th)
Drug Sales—$5,852,000 (142d)
Automotive—$31,879,000 (141st)
Above figures include following counties: Chatham

TOP NETWORK SHOWS

1. Danny Thomas, WTOC, M. ..46.8
1. Gunsmoke, WTOC, S. ..46.8
3. Have Gun, Will Travel, WTOC, S. ..45.3
4. Playhouse 90, WTOC, Th. ..45.0
5. Zane Grey Theater, WTOC, F. ..44.8
6. December Bride, WTOC, M. ..44.3
6. $64,000 Question, WTOC, T. ..44.3
8. Oh! Susanna, WTOC, S. ..42.5
9. Burns & Allen, WTOC, M. ..42.3
10. Alfred Hitchcock, WTOC, Su. ..41.8

TOP MULTI-WEEKLY SHOWS

1. Happy Dan, WTOC, M.-W., F. ..27.1
2. CBS News, WTOC, M.-F. ..26.5
3. Lucky Ranch, WTOC, M.-F. ..26.1
4. Final, Weather (11:00 p.m.), WTOC, M.-F. ..25.4
5. 3 Star Final, Weather (6:30 p.m.), WTOC, M.-F. ..25.3
6. Search for Tomorrow, WTOC, M.-F. ..24.5
7. Guiding Light, WTOC, M.-F. ..24.4
8. Love of Life, WTOC, M.-F. ..23.6
9. Dateline Savannah, Misc., (7 p.m.), WSAV, M.-F. ..22.3
9. Hotel Cosmopolitan, WTOC, M.-F. ..22.3

TOP FEATURE FILMS

Once-Weekly

1. Western Movie, WSAV, W.-7:30-8:30 ..26.8
2. Million $ Movie, WTOC, F.-11:15-Sign Off ..17.3
3. Matinee Theater, WTOC, S.-1:30-3:00 ..15.4
4. Premiere Performance, WSAV, S.-11:00-Sign Off ..12.4
5. Western Theater, WSAV, S.-1:00-2:00 ..11.3

Multi-Weekly

1. Lucky Eleven Ranch, WTOC, M.-Th.-5:30-6:30 ..26.1
2. Bar 3 Roundup, WSAV, M.-F.-Various Times ..17.9

TOP SYNDICATED FILMS

1. Highway Patrol (Ziv), WTOC, M.-10:00 ..39.8
2. Martin Kane (Ziv), WTOC, T.-9:30 ..36.0
3. Sheriff of Cochise (NTA), WTOC, Th.-8:00 ..34.5
4. Whirlybirds (CBS), WTOC, W.-7:00 ..31.8
5. Men of Annapolis (Ziv), WTOC, M.-7:30 ..30.8
6. Silent Service (NBC), WTOC, Su.-7:00 ..28.3
7. Hopalong Cassidy (NBC), WTOC, S.-1:00 ..26.3
8. Crunch & Des (NBC), WSAV, F.-9:30 ..21.8
9. I Search for Adventure (Bagnall), WTOC, S.-6:00 ..19.8
10. Championship Bowling (Walt Schwimmer), WSAV, S.-6:30 ..17.9
11. Federal Men (MCA), WTOC, Th.-11:15 ..12.3
12. City Detective (MCA), WTOC, W.-11:15 ..11.3
13. Headline (MCA), WTOC, M.-11:15 ..7.3

up to sales development supervisor for the station. Pollock was formerly with the NTA Film Network.

Lee D. Hirshland, station manager and former sales director of KOLO-TV, Reno, Nev., has been moved over to the AM side in the same capacity, replacing **Richard Colon** who resigned. . . . **William P. McGowan**, formerly with WCHS-TV, Charleston, W. Va., has joined the Charleston news staff of WHTN-TV. . . . **Lee Morris** and **Don Elliot Heald** have been named to the newly created posts of commercial managers for radio and TV of WSB-AM-TV, Atlanta. **Kenneth Rabat** has joined WWTV, Cadillac, Mich., as a sports and staff announcer.

Bob Dale, KFMB-TV, San Diego, Calif., announcer, was shipped back to WEWS-TV, Cleveland, all expenses paid, for one week. The purpose was to assist the station in celebrating its 10th anniversary. . . . **Jack Allen**, with a background of 32 years in radio-TV, has joined WPST-TV, Miami, as retail sales manager. . . . **William F. MacCrystall**, formerly general manager of KOAT-TV, Albuquerque, N. M., has joined the sales staff of H-R Television, Los Angeles. . . . The Raymer Company will represent WFIE-TV, Evansville, Ind. . . . **John Dillon**, promotion manager of WBTV, Charlotte, N. C., has been elected vice-president of the Charlotte Press Club.

PROGRAMMING—
the key to successful TV advertising
THE BILLBOARD—
the key to successful programming

Pierce Heads WANE

FORT WAYNE, Ind. — The Indiana Broadcasting Corporation has named R. Morris Pierce veepee and general manager of WANE-TV here. Pierce has been in charge of the Corinthian Group outlet since its debut in 1954, and will now also head up WANE, the radio outlet.

Vogue for Westerns Sparks Old Oaters

NEW YORK—The vogue for Westerns has breathed new life into some of TV's oldest oaters, which are gaining momentun in syndication as successfully as the brand-new entries are denting network charts.

"Hopalong Cassidy," a 1948 debutant, is today leading its time slots in Dallas, Baltimore, Minneapolis, Chicago, Miami, St. Louis and a dozen other markets, with rerun ratings up as much as 83 per cent, according to American Research Bureau figures. Hoppy's average share of audience, in October and November ARB reports, was 52 per cent, against a comparable 1956 figure of 29 per cent.

"Steve Donovan, Western Marshal" rates gains from 27 to 212 per cent over ARB figures for the fall of 1956 in Chicago, Cincinnati, Pittsburgh, San Francisco, Los Angeles, Kansas City, Mo., and other markets of diverse size and location. "Donovan" is averaging a 19.7 with a 54.0 per cent adult audience, in its third run in most markets.

'Frontier' Up

"Frontier" has moved into top 10 status among syndicated shows just as suddenly in Denver, Boston, Birmingham, Boise, Idaho; Bakersfield, Calif., and 15 other markets. Similarly, "Kit Carson" is experiencing a revival of interest which has lifted it to top 10 status in Spokane, Detroit and others. "Cisco Kid," "Judge Roy Bean," "Cowboy G-Men," "Frontier Doctor," "Death Valley Days" and "Brave Eagle" are among the top 10 in at least 15 markets each, a rating claim none could have made via ARB six months ago or more.

The "new" Westerns in syndication, such as "26 Men," "Sheriff of Cochise," "Boots and Saddles" and "Last of the Mohicans," are riding high, too, with the recent top 10 list in many markets containing as many as eight Western series.

Color Cartoons at KMTV Lift Outlet To First Position

OMAHA — KMTV's color cartoon cavalcade (which includes Popeye shorts) has zoomed this color-conscious station into the No. 1 spot in the market, according to station spokesmen. American Research Bureau figures for November gave KMTV five of the top 10 places in multi-weekly ratings and nighttime dominance of 49 quarter-hours against 32 for KETV and 30 for WOW-TV.

WOW led in total quarter-hours with 178 against 16 for KMTV and 114 for KETV, while KETV led in periods of direct competition, 112 to 92 and 90. The top 10 among once-a-week shows includes four KMTV entries, three from the other outlets. All five of KMTV's multi-weekly winners are color shows.

Fremantle Starts Major Expansion To Meet Demand

TORONTO—One of Canada's newest TV film distributors, Fremantle of Canada, Ltd., is launching a major expansion program to keep step with the growing demands by north-of-the-border sponsors and TV outlets for telefilm products, according to General Manager Ralph C. Ellis.

The Fremantle offshoot, which handles Canadian sales for NBC-owned California National Productions on such properties as "Silent Service" and "Boots and Saddles," has signed three new sales execs.

The new trio is J. Henry Tremblay, who will cover both French and English markets in the Maritime provinces; George B. Prokos, who will contact buyers in the Ontario area, and Adair C. Knight, who's set to cover the Western Canadian provinces.

'Silent Service' in 32 Markets Still Drubs Opposition

NEW YORK — "The Silent Service" continues to defeat both network and syndicated opposition, according to American Research Bureau figures for November. The California National Productions adventure series topped its time slots in New York, Chicago, Philadelphia, Minneapolis, Norfolk, Miami, Cleveland, Milwaukee, Seattle, Oklahoma City, Omaha, Louisville and 20 other markets.

Most frequently toppled among its competitors were "Your Hit Parade," "Person to Person," "Harbor Command," "Men of Annapolis," "Decoy" and Arthur Godfrey.

Botkin Moves to Robert Lawrence

NEW YORK—One of Compton's top film commercial producers, Glenn Botkin, is making a switch to Robert Lawrence Productions here. He'll function as production supervisor with the Lawrence firm.

Botkin has been with the Compton Agency since 1951, turning out TV commercials for Procter & Gamble, Goodyear, Sterling Drug and others.

Ampex Has Simple Tape Edit Device

REDWOOD CITY, Calif.—Ampex Corporation has developed a simple mechanical device for editing of video tape. This follows last December's revelation by Ampex (Billboard, December 2) of a break-thru making tape editing practical.

Device is a trough in which tape can be laid. Trough contains a type of T-square which moves across magnetized lines of tape along which cutting is done.

At the same time, Neal K. McNaughton, manager of the firm's professional products division, said that new orders for VT recorders have been coming in at such a rapid pace that they are now backlogged until next fall.

ABC-TV Sets Movie Sights

• *Continued from page 1*

quoted as agreeing that "sleepers are a bomb." The one possible exception is a Wayne King music stanza on film, which ABC is willing to consider if a sponsor wants it.

Film series being touted by the web include four out of Warner Bros., "House of Wax," "77 Sunset Strip," "Room for One More" and the hour-long "The 49'ers;" three out of Screen Gems, "The Fat Man," "Tales of Frankenstein" and a Donna Reed comedy; "Motorcycle" via MCA-TV; "The Texan" from Desilu and Rorick to star Rory Calhoun; the Orson Welles triple-threat showcase; a new Walt Disney half-hour; and "Barbary Coast," a turn-of-the-century adventure. Every one of them will feature Hollywood players, either big names or "rising young stars."

13 Marts Don SG's 'Crown'

HOLLWOOD — Screen Gems "Triple Crown" package, consisting of Columbia and U-I features, has been sold in 13 key Western markets, Dick Dinsmore, the company's Western sales manager, said last week.

Markets sold are KONA, Honolulu; KRON-TV, San Francisco; KHQ, Spokane; KUTA, Salt Lake City; KGAL, Billings, Mont.; KOL, Phoenix, Ariz.; KFMB, San Diego, Calif.; KNXT, Los Angeles; KBAK, Bakersfield, Calif., and KVOR, Sacramento. SG also sold the feature film package to WGR-TV, Buffalo; WROC-TV, Rochester, N. Y., and WSAV-TV, Harrisonburg, Va., all owned by the Transcontinent TV Corporation.

Shorter Pacts, Lighter Ax in 1958–Hylan

WASHINGTON — There will be a tendency on the part of advertisers and agencies to shorten the length of the initial commitment next season, particularly on new programs which are on film, according to William Hylan, vice-president of CBS-TV Sales Administration. Hylan also expects—or hopes—that programs will not be written off next year "on the basis of initial ratings," which rarely tell the long-range story.

Advertiser reluctance about commitments for network TV is understandable, when a client sponsoring a weekly half-hour program has to set aside $5,000,000 in April or May to cover a 12-month period which will not start until the following September, Hylan pointed out. The cost factor, plus stronger competition from the third network, were given as reason why "the day when there is a waiting list of advertisers for any time period which might become available is obviously past."

Speaking to the CBS affiliate conference here Monday (13), Hylan said the film programs were largely the villains in the piece. Film requires more time to prepare, and for the most part requires minimum firm contracts of 39 or 52 weeks' duration. Another drawback is the fact that there can be no corrections once the negative is in the can, and a number of advertisers haven't found the films living up to expectations.

"This could conceivably result in a trend to live programs if the purveyors of film cannot provide greater initial flexibility," said Hylan.

On ratings, Hylan said they had been used "more to victimize the medium" than to fulfill their true purpose of providing a fair yardstick. Ratings such as Nielsen and Trendex are not "for the amateur who can't see past the top 10." Nets, too, must share the blame for attaching too much importance to ratings, he said.

Hyland pointed out that if early ratings of CBS shows in the fourth or fifth week of showing had been applied to the 13th week, the network would have dumped "I've Got a Secret," "Wyatt Earp," Perry Como, "Gunsmoke," "Wells Fargo" and Danny Thomas. The CBS network will emphasize that rating threshold for success in TV is not at the level of the top 10, or top 20, Hylan points out, but far below that. "Patience is also a virtue in television."

Roach Stock Off the Market

NEW YORK—That Hal Roach stock issue has been yanked off the market. Cancellation of the underwriting agreement, first hatched nearly a year ago, with S. D. Fuller & Company is said by Hal Roach Jr. to be due to the generally poor nature of the stock market at the present time.

The axing of the stock deal is said to be no severe blow to Roach, however. Altho the offering would have brought in around $1,000,000, one of its main purposes is reportedly to move the Roach operations—for government tax purposes—out of the bracket of a family-owned business and into a public corporation in a pattern modeled on Ford Motor Company.

Also, Roach's sale of the Anne Jeffreys-Bob Sterling "Love That Jill" to Max Factor for ABC-TV exposure brings a new revenue source to balance the loss of the stock potential.

TELEPROMPTER

Firm Lands Robinson, Basilio Bout

NEW YORK — Telecast rights to the upcoming Carmin Basilio-Ray Robinson bout have been bagged by TelePrompTer, which is setting arrangements for a nationwide close-circuit network to cover 250 theaters in 200 cities.

According to the firm's prexy, Irving B. Kahn, the promoter of the match, the International Boxing Club, has been guaranteed "a seating capacity of at least 500,000—largest paying audience ever to see a fight" and minimum receipts of $275,000. Basilio and Robinson each get 30 per cent of the total fight receipts, including those of the TV deal.

Kahn figures that the multi-city telecast will bring box-office receipts of "more than $1,500,000." Chicago, the site of the bout, will be "blacked out" for a 75-mile radius. Admission tabs are expected to run between $3 and $5, with TelePrompTer getting 50 per cent of the theater take.

In announcing the fight telecast, Kahn also stated that Edward Reveaux has been named to the post of executive producer in charge of packaging industrial closed-circuit television shows for the firm's Group Communications division. Reveaux' first major assignment is to produce the 1958 Tele-Sell, a closed-circuit national sales seminar for sales executives.

NTA Files Big Damage Suit

NEW YORK — National Telefilm Associates last week filed a damage suit in the Supreme Court, State of New York, against the United Artists Corporation, its subsidiary, Gotham TV Corporation, the Chemical Corn Exchange Bank and Associated Artists Productions, Inc. NTA asked for $200,000 damages, if it obtains stock diverted by UA and Gotham, and if not, $18,000,000 damages.

NTA claims that UA instituted suit against NTA "without probable cause," and falsely represented to NTA credit courses that it had a substantial claim against it. Also alleged is that the acquisition by UA of 700,000 shares of AAP stock is of "unique and of special value" without an "adequate remedy at law."

Video Culture Goes Abegging

• *Continued from page 1*

a post-mortem analysis of "Seven Lively Arts," his own show, he said that tho the program didn't seem to work in TV terms, it did reach large audiences. He felt that the program might have had a greater impact if it were programmed regularly and viewers were able to develop a weekly habit. But the producer still wants to continue in TV, and will most likely get another assignment. His contract with CBS-TV runs until the end of 1958.

'African Patrol' Sold

HOLLYWOOD — Gross-Krasne last week sold its new syndicated adventure series, "African Patrol," to KRCA, NBC-TV o.&o. station in Los Angeles. Pact calls for a 52-week run.

GREAT PROGRAM EXCLUSIVE IN CHICAGO!!

"Ding Dong School"

with Dr. Frances Horwich

Former network program now rocking up leading audiences in the 9:00-9:30 A.M. period, Monday thru Friday. Average quarter hour rating—6.5 In December ARB!

WGN-TV Channel 9 Chicago

!

ALL THE GREATEST

FROM AMERICA'S LEADING FILM DISTRIBUTOR, THE GREATEST SELECTION OF FILM PROGRAMS IN TV HISTORY!...

195 ty

MCA

CRUSADER
starring
Brian Keith
Drama
52 half hours

STATE TROOPER
starring
Rod Cameron
Mystery-Adventure
78 half hours

HOLLYWOOD STAR PLAYHOUSE
Famous Hollywood Stars
Drama
over 400 half hours

THE ROSEMARY CLOONEY SHOW
starring
Rosemary Clooney
Musical Variety
39 half hours

WATERFRONT
starring
Preston Foster
Drama
78 half hours

IF YOU HAD A MILLION
with
Marvin Miller
Drama
39 half hours

MAN BEHIND THE BADGE
starring
Charles Bickford
Drama
39 half hours

Western Features
starring
ROY ROGERS
67 hour-long features

THE RAY MILLAND SHOW
starring
Ray Milland
Comedy
76 half hours

BE GREAT IN '58!

with your own big-time star...your own hit show...
your own choice of markets...all yours with

mca tv

FILM SYNDICATION

AMERICA'S NO. 1 DISTRIBUTOR OF TV FILM PROGRAMS

MICKEY SPILLANE'S
Mike Hammer
starring
Darren McGavin
Mystery-Adventure
39 half hours

SOLDIERS OF FORTUNE
starring
John Russell and Chick Chandler
Adventure
52 half hours

DR. HUDSON'S SECRET JOURNAL
starring
John Howard
Drama
78 half hours

FEDERAL MEN
with
Walter Greaza
Drama
39 half hours

Western Features
starring
GENE AUTRY
56 hour-long features

HEADLINE
starring
Mark Stevens
Drama
39 half hours

GUY LOMBARDO
and his Royal Canadians
Musical Variety
78 half hours

ADVENTURES OF KIT CARSON
starring
Bill Williams
Western
104 half hours

MAYOR OF THE TOWN
starring
Thomas Mitchell
39 half hours

HEART OF THE CITY
with
Pat McVey, Jane Nigh
Drama
91 half hours

PLAYHOUSE "15"
Drama
78 quarter hours

CITY DETECTIVE
starring
Rod Cameron
Mystery
65 half hours

MICKEY SPILLANE'S MIKE HAMMER

STARRING DARREN McGAVIN

ALREADY 58's GREATEST

sold 88 markets in 8 short weeks

to Regional Advertisers—Stations—Local Advertisers!

SOLD ANHEUSER-BUSCH — 16 markets

SOLD DIRECT TO 56 STATIONS — Large and Small

SOLD MARLBORO CIGARETTES

SOLD GALLO WINE

SOLD SQUIRT (CHICAGO SQUIRT BOTTLING COMPANY)

SOLD RKO TELERADIO STATIONS
— New York... Los Angeles... Boston... Detroit... Memphis

SOLD AMERICAN HOME PRODUCTS

SOLD CARLING'S RED CAP ALE

SOLD PIONEER FURNITURE COMPANY

SOLD LONE STAR BEER

SOLD BUDWEISER BEER

SOLD YANKEE STORES

RAVES FROM BUYERS!

"one big winner on our hands..."

Best new property we have added this year... superior in every way... virile... believable... with a certain type of humor I have never seen on television"
Norman Knight, Pres., Yankee Network (RKO Teleradio Pictures, Inc.)

"powerful and potent..."

Already sold out on this station for '58 to Marlboro and American Home Products... a cordite concoction... powerful and potent..."
Charles Vanda, V.P., WCAU-TV Philadelphia

act fast...

Get these 39 all-new half-hour mystery thrillers for your market today!

mca tv

FILM SYNDICATION
598 MADISON AVENUE
NEW YORK 22, N. Y. (PLAZA 9-7500)
and principal cities everywhere

www.americanradiohistory.com

The Billboard Scoreboard

TV PROGRAM REVIEWS

NETWORK REVIEW

'Beast' Is a Beautiful Opener of New Specs

By BOB BERNSTEIN

Shirley Temple's Storybook (Net)
Guest stars, Charlton Heston, Claire Bloom, E. G. Marshall. Director, Kirk Browning. Producer, Alvin Cooperman. Sponsors, John H. Breck, Inc., and National Dairy Products thru N. W. Ayer & Son.
(NBC-TV, 8-9 p.m., EST, January 12.)

"Beauty and the Beast" proved an admirable opener for this irregularly scheduled series, a class production all the way. Wisely slotted at 8 p.m. so that the youngest kiddies wouldn't have nightmares from viewing, the first stanza whetted the finer appetites of adults and older children for what's to come.

A simplicity of approach marked every department. The cast was small and unmannered, Claire Bloom in particular providing a clean, moving performance as Beauty. The script hadn't an ounce of fat but was charming without being coy, and believable without being truth. The settings and costumes were lush and lovely in color but not hoked up. If the ensuing stanzas are as tastefully done as this, we'll have a permanent anthology of fairy tales worth annual repeats.

Shirley Temple was confined to brief narration and an opening song, looking as pretty as ever but seemingly chained to one chalk mark on the studio floor. Except for audible instructions to the floor manager, the live production added a definite plus to the atmosphere of excitement and fantasy.

Sealtest's commercials were of high caliber and in keeping with the show, while Breck's shampoo blurbs were harsh, hard sell.

Tonight (Net)

NBC-TV, Friday (10), 11:15-1 p.m., EST (Caught again).

Both Jack Paar and a suprisingly good amount of his material have changed very little since 1954 when the critics from coast to coast unanimously acclaimed him "a good and clever comedian—best of his type," "a cinch to be a top TV comic," "a new Arthur Godfrey," "original and amusing," etc. The only difference between the old Paar of CBS-TV and the current NBC phenomenon is that his jokes are a little bluer, his plugs more numerous, his Elsa Maxwell much naughtier and his video audience more plentiful.

Business, of course, is better, too. So much so that the tail is now wagging the dog and it sometimes seems that the commercials are being interrupted for the show.

Paar is smooth, off-beat and most of the time winsome, but he would be wise to check his material more carefully and think a little about the common denominator of good taste which is expected of class talent.

Case in Point

A case in point was the Friday (10) stanza in which Paar presented awards to the "Best off-Broadway shows—the further off-Broadway they stay, the better." The material that followed compounded the bad taste of the segment and certainly was incongruous coming from an ex-actor whose chief complaint has been that audiences were slow to appreciate him. This, in addition, to saccharin-coated knuckle-rapping of the TV crew and Dody Goodman, on camera, surely will not endear him to those of his audience who become aware of a bad tempered immaturity.

Paar often refers to the tough climb he had to reach the top. It would be a pity if the altitude proved too much for him.

Charlotte Summers.

Sea Hunt (Synd.)

Star, Lloyd Bridges. Cast: Whit Bissel, Peter Leeds, Steven Ritch, others. Producer, Ivan Tors. Associate producer, John Florea. Writer, Arthur Weiss. Distributed in syndication by Ziv Television Productions. Reviewed in New York market premiere.
(WCBS-TV, 10:30-11 p.m., EST, January 11.)

Ziv's new "Sea Hunt" series is exciting armchair adventuring, utilizing the quiet, beautiful and deadly world under the sea as its locale and Lloyd Bridges as its heman hero, a professional diver.

The most striking thing about the show is its underwater photography, ably handled for Producer Ivan Tors—an old hand at science-fiction melodrama — by Lamar Boren. Cameras slide underwater with frogman Bridges and follow him thru schools of fish, past curious sharks and into whatever underwater action is required for story purposes.

There is a hint of other-world, outer-space adventuring in the underwater action — most of which seems perfectly genuine. In the premiere story, "Sea Hunt" involved Bridges in an emergency rescue of a jet pilot trapped alive in his crashed plane 60 feet underwater. The resultant rescue shots rank with the best action photography on view in TV.

Routine Script

The series runs into doldrums in its topside goings-on, however. The scripting level of the premiere episode was routine, peppered with the kind of mock-heroic lines that went out of fashion with "Dawn Patrol," and full of such stock situations as the grim-faced group in the office of the aircraft company wondering how they will break the news of the crash to the pilot's wife and kids.

With the right kind of story material and a heavy editorial pencil, this series can develop into top-notch fare. As it is, the kick-off show was at its best when Tors concentrated—silently—on the production values of its unusual locale.

Charles Sinclair.

Omnibus (Net)

NBC-TV, Tuesday (14), 8-9 p.m., EST (Caught again).

Elaine May and Mike Nichols are two of the funniest, freshest comics ever to use TV as a stepping-stone to national fame. They took over the "Suburban Revue" which occupied the latest "Omnibus" stanza with two sketches which wiped Bert Lahr & Company off the screen. Their zany style and inspired handling of everyday events gave the revue its only bright moments.

Alistair Cooke unbent long enough to don a skimmer and white buck shoes in narrating this "study of suburban life today and 30 years ago." The latter era was represented by a woefully misdirected production of "The Gladiola Girl," the capsule operetta which dissected the 1920's so neatly 10 years ago on Broadway by its devilish sincerity. Here it was played with an "Isn't this corn?" attitude which buried it. Lahr reprised his old woodchopper song and made what he could out of a "My Fair Lady" sketch. The humorous aspects of Suburbia remained untouched.

Union Carbide offered its usual class commercials, with an abstract wilderness for another look at raw nature.

Bob Bernstein.

SYND. REVIEW

Errol Talent Sparkles In 20-Year-Old Series

By BOB BERNSTEIN

Leon Errol Comedy Theater (Synd.)
Star, Leon Errol. Director, Louis Brock. Producer, Bert Gilroy. Distributor, Guild Films.
(Reviewed at special screening.)

The brightest, funniest comedy package to hit TV in a long time is a 20-year-old series of shorts from RKO, most of them starring the late great funnyman Leon Errol, which Guild Films is selling in 15, 30 and 60-minute formats. The nine-minute one-reelers and 18-minute two-reelers kid common occurrences and everyday situations with alternating (and sometimes simultaneous) slapstick and satire.

The amazing value of these shorts is their modern look and sound, which belies their age and certainly gives them worth above the average old-movie-house package. Errol is riotous as the bumbling newlywed who cannot quite cope with in-laws, boss or unattached women. His personality is strong enough to make him posthumously a TV star.

Barbara Jo Allen heads the expert supporting cast, which includes a dozen familiar farce faces. Production values are high, and the series seems a natural for big local ratings. A live announcer with some brief but amusing intros would be an asset. Guild Films may revive comedy in TV as it claims, after all.

Bing Crosby and His Friends (Net)

Hosts, Bing Crosby, John Daly. Director, Bob Quinlan. Producer, Cecil Barker. Sponsor, Easy Laundry Appliances thru Earle Ludgin & Company.
(CBS-TV, 5:30-7 p.m., EST, January 12.)

As a travel ad for Pebble Beach, Calif., this weird spectacular was a gasser. Shots of the rocky coastline, wind-swept palms and striking golf course were numerous and attractive. As coverage of a 17th annual pro-amateur tournament and a comedy show, both of which it professed to be, it was a failure.

The strange goings-on included fashion commentary by the new Mrs. Crosby, filmed bits with Bob Hope and Fred MacMurray, a kinescope segment from an old Red Skelton show, a golfing song sung half live and half film by Bing, no more than six sentences in 90 minutes from emsee John Daly, play by three teams on the 18th green and a frank explanation of how golfers were chosen for publicity value and a well-balanced roster.

Bob Crosby delivered the Easy Laundry commercials live, romping off with the entertainment honors. The opening credits did the show a gross disservice by starring eight or nine famous players who never appeared. It was a charity tournament and all that, but who such a telecast could have satisfied is a mystery.

Bob Bernstein.

AS CBS AFFILS MEET

Robinson Confident of CBS' Present, Future

WASHINGTON — In network programming, "there is not a night when the public cannot find at least two hours of skilled, professional, high level entertainment. It may not all be on one network—it probably won't be—but it is there, with amazing consistency."

This was the answer given to TV's "gloom and doom" critic of entertainment programming, by Hubbell Robinson Jr., CBS-TV vice-president in charge of network programs, during last week's CBS affiliate conference here. He admitted there were a fair number of "peppermint candy dramas," enough unfunny comedies and unimaginative giveaway quiz shows cluttering the evening hours, but said CBS is working top speed to replace duds and add new programming in 1958.

Van Konynenburg

A spokesman for the affiliate point of view, F. Van Konynenburg, WCCO-TV, Minneapolis, said his station was way out front during night net programs, but suffered during fringe hours. He proposed that nets set up an "annex" program department, to help affiliates better their non-net hours. Konynenburg suggested that CBS set up traveling units consisting of a "writer and other creative talent," to help affiliates. The station manager said affiliates would finance and control such units, forestalling any howl from the hill of further network control of programming.

Robinson said the net's double aim for 1958 is to invest every resource in keeping its leading programs out front, and to prepare enough new shows for 1958 to guarantee "the strongest schedule in our history." Fifteen new program projects are now in the works. These include two new comedy series, two comedy dramas and "Collector's Item," starring Vincent Price and Peter Lorre.

Western, Too

Inevitably, a new hour-long Western will come along, produced by "Gunsmoke's" creator, Charles Warren. CBS will try an anthology it claims to be "excited about," and "Front Office," a big business series starring Ralph Bellamy. They'll try six new panel shows, said Robinson, and hope for a score of two successes out of these. They'll also aim for between 15 and 25 spectaculars, with emphasis "on quality rather than quantity."

The CBS spokesman noted that a strong increase in daytime viewing has shown in the December Nielsen report, offering enough room in the near future for three networks to profit by it. CBS admits having slipped somewhat in average daytime programming, but it is replacing the weak or worn shows with new ones as fast as commitments allow.

ABC Affils

• *Continued from page 6*

United Artists "52 Award Group" and the Matty Fox "Movietime U. S. A." barter-deal films (for Latex), the station has rung up a strong rating score in American Research Bureau measurement. According to the November 13-19 report (latest available for the market), WAVY's "Early Late Show," which operates from 10:30 p.m. to midnight, attracts 92 per cent more viewers each week than the late movie show on WTAR-TV, the CBS affiliate which starts its feature showcase at 11:15 p.m.

In addition, WAVY claims to compete strongly with the various CBS network shows playing opposite its 10:30 p.m. start. "Our rating is seldom less than half of the value of the network show, and usually about two-thirds of the figure," reports the station.

The earlier scheduling of feature movies are clicking in Norfolk, the station feels, "because most people in markets outside of New York and Los Angeles like to finish up their TV viewing by midnight, and many just won't watch long features that begin after 11:00 p.m."

Radin to Alciona as V.-P.

HOLLYWOOD — Paul Radin, former v.-p. of the Ashley-Steiner Corporation, last week was named executive v.-p. and producer for Alciona Productions, formed by Yul Brynner. Alciona has an 11-picture contract with UA, and may also enter into the TV film field.

FCC Intends Full Protection

• *Continued from page 6*

carried over into pay TV, should the latter become permanent. He feared the permanence might result from the agency's "mistake" in authorizing a trial, just as the ultra high service was hurt by the FCC's mistaken intermixing of very and ultra-highs.

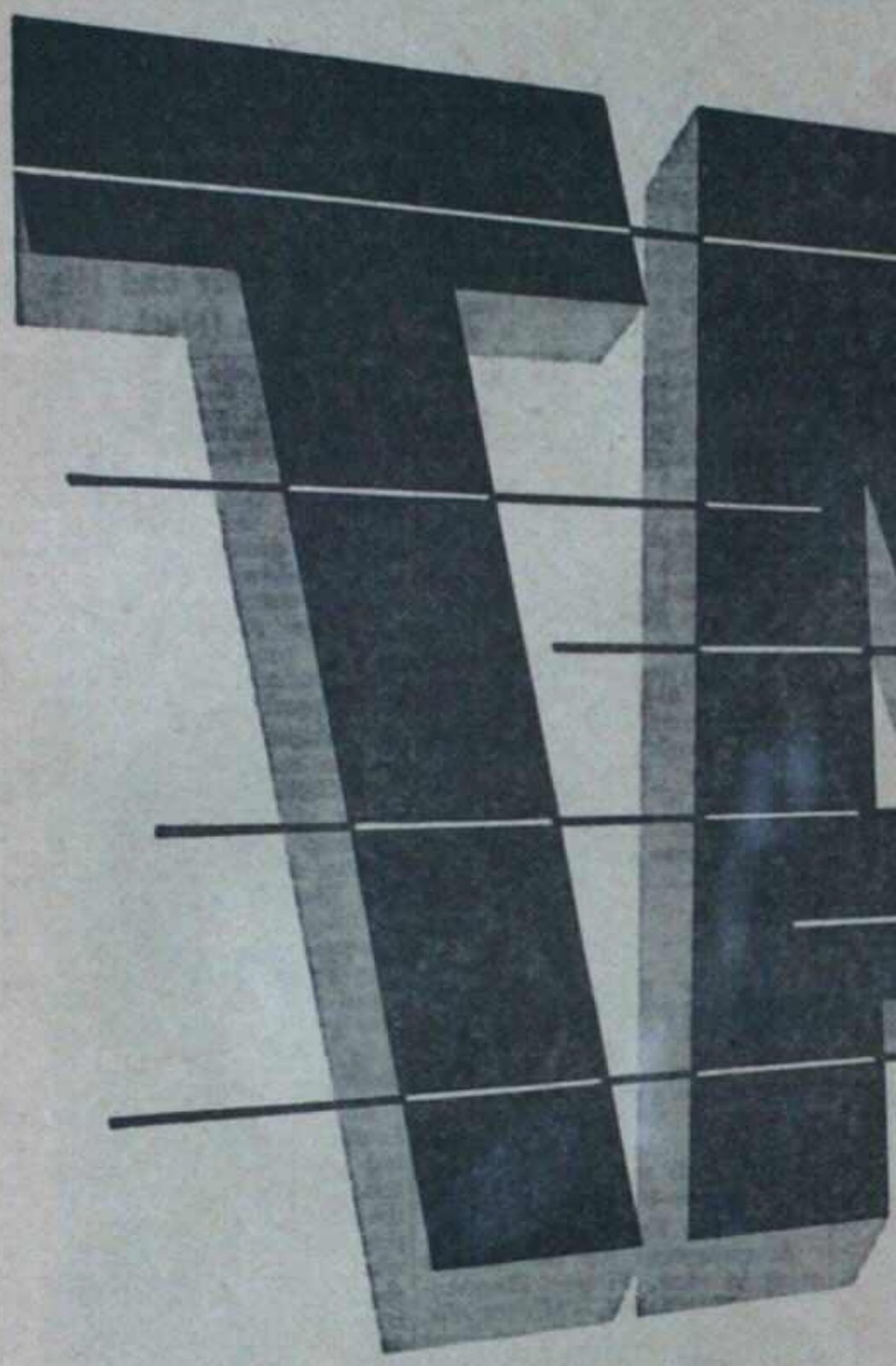
FCC chairman Doerfer, and the majority of his commissioners—Bartley has dissented to the trial from the beginning — were subjected to a round-robin quiz by every member of the House group, but consistently maintained their legal right to authorize a trial for toll under terms of the Communications Act. Doerfer feels a "court test" of the authorization will "surely come" at some point.

The agency feels it can protect free TV because the trial can be halted at any point, including refusal to process the applications themselves, if information in them indicates "any threat to the public interest." If, during the trial, pay TV shows any tendency to "supplant, rather than supplement" free TV, "we will terminate the proceedings," said Doerfer.

Representative Dingell made much of the fact that to date there had been "only one applicant," a Philadelphia UHF construction permit holder. Commissioners were somewhat divided as to whether a single applicant, if no others came forward, would constitute enough of a test. Doerfer felt that if no more stations came forward, that would be proof that "those licensees who had been clamoring for subscription TV were now unwilling to go thru with it."

Asked if entrenched pay TV interests might not want extensions of the three-year trial period, Doerfer said: "I believe this trial will either establish Pay TV or kill it. We do not contemplate any extension of time." He added that all financial risks were being born by the toll TV proponents. He also reminded the house group that hearings can be called at the FCC, or Congressional action invoked, at any point in the trial—even before a single application is processed, if new data warrants it.

ZIV's NEW, ALL NEW HALF HOUR



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- Moline
- Indianapolis
- Grand Rapids
- Rock Island
- Terre Haute
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- Kalamazoo
- Lansing
- Cadillac
- Marquette
- Bay City
- E. Lansing
- Ft. Wayne
- Cedar Rapids
- Toledo

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1958 VALUES IN NIGHTTIME NETWORK TV

HIGHLIGHT:
All-Web Cost-Per-1,000 Averages

Why Westerns Are A TV Network Hit

Action, "Morality Play" Themes Cue Rise of New Crop of Oater Telefilms

By LEON MORSE

Westerns go back to the earliest days of film making, and have been an entertainment staple up to the TV present. They are based on much that is American history, tho on TV great distortions often occur, to put it mildly.

Above all they are strong drama, and they touch on the great issues of life and death. Their "morality play" themes are often honor, manliness, love of land and of family; and they also take the great mass of city-dwellers outdoors.

Interestingly enough, it is difficult to produce a really bad Western. The standards so often applied to other forms of drama are not used here.

What has been the most successful new Western of the current season? Based only on ratings, the American Research Bureau Nationals for December, CBS-TV's "Have Gun, Will Travel" would have to take the palm. The program, however, is anchored at 9:30 Saturdays where it is preceded by "Oh, Susanah!," and followed by "Gunsmoke," the most popular Western on TV. Its sole opposition is the last half of the Lawrence Welk Show on ABC-TV. NBC-TV's Gisele MacKenzie series seems to be getting nowhere.

Actually, however, NBC's "Wagon Train," Wednesday 7:30-8:30, and ABC's "Maverick," Sunday 7:30-8:30 have distinguished themselves equally as well, if not even more. "Wagon Train" up against the stiffest kind of competition, has made the Wednesday hour for NBC, an hour that previously was

(Continued on page 20)

HOW TO USE THE ALL-WEB COST-PER-1,000 AVERAGES

The cost-per-1,000 figures shown here represent the actual costs for reaching TV homes, or men, women or children during commercial minutes. They are computed by Univac and based on national TV audience measurement by the American Research Bureau. Figures result from dividing the net commissionable costs for each show by its number of commercial minutes, and then by the number of homes or people reached.

For advertisers and agencies, the chart below and others in this section give an efficiency index for Class A network programs on a number of levels, including program types and sponsor categories.

WEB FORM CHARTS

CBS Sweeps Network Field In Basic Cost Efficiency

Despite a trend toward rising TV costs, the penetration of network TV is providing an increasingly efficient advertising medium at night for national advertisers, as the stories and charts in this section reveal. In the last half of 1957, sponsors who paid out $4.13 to reach 1,000 TV homes during a commercial minute were right smack on the hypothetical "average."

Among the three webs in the June-thru-November period, CBS-TV walked off with the honors in American Research Bureau-based findings for "most efficient" network. The CBS score, on the basis of costs to reach TV homes, came up with a score (see chart below) that alone broke thru the $4 barrier among networks for a cpm of $3.80. NBC-TV followed with $4.11 and ABC made a strong showing with $4.64.

On a qualitative basis, network TV in the latter half of 1957 continued to be most efficient in reaching women. Here, the all-network score of $4.13—exactly the same as the over-all network cost of reaching homes—per 1,000 distaff dialers is the best for an individual category of basic audience composition. It's lower by more than a dollar than the costs of reaching men and almost half of the cost of reaching children in American TV homes.

CBS also took top honors here, with a cpm mark in reaching women of $3.64, by a sizable margin the best score for a network in any individual category of basic audience. NBC followed with $4.10 and ABC was runner-up with a score of $4.85.

Men, Kids Costly

Men generally cost more to reach on the major networks than do women, indicative of the fact that more women are watching TV. The six-month average for reaching men on the major networks in the last half of 1957 was $5.33—about one-third higher than the corresponding figure for women, with the rankings (see chart) again falling CBS-NBC-ABC.

Children continue to be the hard-to-reach segment of TV viewers at night, with much of the moppet element off to bed for the night, and many of the teenagers concerned with school or social doings. What's left results in an all-network average which, for the latter half of last year, amounted to $8.29 per 1,000 children reached by the networks in Class A time. NBC's price was highest—$9.51. CBS scored the lowest figure—$7.26. And, ABC landed in between with $8.29.

What do these over-all figures mean to advertisers and agencies seeking the most efficient use of the TV medium?

They show, foremost, that television is doing a top job of reaching women at reasonable cost, and a pretty good job in reaching men efficiently. TV does reach children, but advertisers must be prepared to face a frequently higher cpm figure for this segment of the audience than for others — even when a show is geared specifically to the younger audience.

As always, the figures represent a sort of "form chart" for network TV, but do not guarantee network winners. The fact that ABC, for instance, is the highest of networks in cpm score on TV homes does not mean that individual ABC shows cannot walk off with individual top honors. Lawrence Welk proved that. Therefore sponsors and agencies should use the combined network figures mainly as an index against which to measure the efficiency of their own network buys.

Other stories in this section will report more fully on the cpm behavior of individual program types, and also on the cpm scores achieved by major categories of network advertisers.

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6-MONTH AVERAGE—JUNE-NOVEMBER, 1957

	COST PER 1000 HOMES PER COMML. MIN.				COST PER 1000 MEN PER COMML. MIN.				COST PER 1000 WOMEN PER COMML. MIN.				COST PER 1000 CHILDREN PER COMML. MIN.			
	ALL WEB AVG.	ABC	CBS	NBC	ALL WEB AVG.	ABC	CBS	NBC	ALL WEB AVG.	ABC	CBS	NBC	ALL WEB AVG.	ABC	CBS	NBC
6-MONTH AVERAGE OF ALL WEB SHOWS IN CLASS A TIME (IN DOLLARS)	4.13	4.64	3.80	4.11	5.33	5.89	4.93	5.33	4.13	4.85	3.64	4.10	8.29	8.40	7.26	9.51
6-MONTH COST-PER-1000 ANALYSIS BY PROGRAM TYPE (IN DOLLARS)																
General Drama	6.02	6.34	3.30	4.62	5.35	8.67	4.40	5.56	4.04	6.67	3.24	4.43	9.80	13.62	8.20	11.62
Comedy	4.54	5.10	4.28	4.64	6.77	7.85	6.20	6.83	4.50	5.02	4.19	4.69	5.79	6.12	5.82	5.51
Variety & Music	4.27	4.91	4.11	3.94	5.26	5.86	5.32	4.94	4.30	4.68	4.49	3.91	8.39	11.73	6.92	7.49
Quiz & Panel	3.19	5.29	2.87	3.25	3.97	4.76	3.64	4.24	2.89	4.18	2.61	3.09	7.89	7.45	8.19	10.59
Adventure-Suspense-Western	4.09	4.28	3.76	4.19	5.32	5.59	5.02	5.48	4.56	5.05	4.13	4.43	6.06	5.12	6.13	7.07
News, Sports, Miscellaneous	4.85	4.36	5.42	4.73	4.68	4.44	4.54	5.01	4.93	4.51	3.55	5.82	15.95	13.24	18.46	18.72
6-MONTH COST-PER-1000 ANALYSIS BY SPONSOR GROUPS (IN DOLLARS)																
Cigarette & Tobacco	3.96	4.75	3.75	3.96	4.96	5.49	4.83	5.04	4.74	4.37	3.71	4.07	9.19	21.20	8.54	7.06
Home-Building-General	4.51	5.71	4.16	4.09	5.54	7.08	5.11	5.06	4.36	5.62	3.79	4.31	9.68	8.97	9.26	11.72
Toiletry & Toilet Goods	4.05	5.15	3.54	3.82	5.45	6.79	4.85	5.06	4.01	5.59	3.45	3.67	8.20	9.60	7.64	7.64
Household Cleanser & Polish	3.92	6.85	3.58	3.97	5.41	15.82	4.58	5.21	3.86	9.33	3.45	3.78	7.83	12.61	8.03	7.84
Food & Beverage	4.47	4.93	3.95	4.64	6.06	6.41	5.61	6.25	4.73	5.66	3.85	4.81	6.91	5.96	6.26	9.76
Drug & Remedy	4.01	4.54	3.44	4.21	4.98	5.04	4.29	5.62	4.10	4.84	3.42	4.25	8.01	5.44	8.00	8.75
Automotive & Accessory	4.00	4.13	3.39	4.32	5.06	5.29	4.42	5.21	3.79	4.05	3.13	3.97	8.23	7.90	6.68	10.06

OATERS MAKE THE GRADE

• Continued from page 19

virtually a total loss in terms of attracting large numbers of viewers. Its success is interesting in that it combines anthology with two leading characters, which makes it something of a hybrid in form.

"Maverick" has done an equally impressive job for ABC, and perhaps even shades "Wagon Train" in accomplishment. It virtually doubles the rating of "You Asked for It," the preceding show, and more than quadruples the rating of the bowling stanza following it. Sunday evening on ABC is "Maverick." Its competition, Jack Benny, Steve Allen and Ed Sullivan is the toughest in the medium. Part of this program's spectacular success can, of course, be credited to the presence of James Garner, an important new Western hero.

Among the other factors in the success of Westerns is the way they seem to help each other when they are paired for mood programming. Monday evening's "Restless Gun," is certainly bolstered by "Wells Fargo," a pair of shows that is denting the CBS opposition badly. "Have Gun" and "Gunsmoke" on CBS have already been mentioned. Another CBS pair, however, is programmed on Fridays. "Trackdown" goes at 8 p.m., and is followed by "Zane Grey." Tho "Trackdown" has a great distance to go in the rating derby, it has shown consistent improvement.

What of the Westerns that haven't really made it? ABC's "Colt .45" which was being programmed at 10 Fridays has been shifted to 8:30 where it may get the benefit of a lift from "Jim Bowie," the preceding half hour. "Colt" not only was being presented at a late hour, but "Date With the Angels" which preceded it never won itself a following. NBC's "Californians," another late night Western, Tuesday at 10, has yet to really prove itself. The ARB was 20.3, down from 21.3. This program may be shifted next season to an earlier time period, if its rating doesn't improve.

What of the future of Westerns? Well indications are that more may be presented next fall. The only factor that may stop the Western stampede is the lack of identification they give advertisers.

Welk in a Walk as Show CPM Topper

Bandleader Holds Lead Spot for 12 Months; 'Studio One' Hot in Summer

Lawrence Welk unquestionably was TV's best buy last year in the cost-per-1,000-homes category. Not only did Welk's Saturday night stanza hold down the top position among all network shows for the entire 12 months, but his Monday evening "Top Tunes" held down second spot for four months and third for two. Welk's lowest cost-per-1,000 was 99 cents in February, 1957, at the peak of the winter viewing season; his highest was $1.25 in November, 1956, a figure certainly effected by the drop in holiday viewing.

Among the other shows, Ed Sullivan was in second position in December, 1956 and January, 1957. He slipped to third among the top network shows in February and then moved off, except for August when he went back into third for the month of August. The success of the Steve Allen Show certainly played a part in knocking Sullivan off his top cost-per-thousand perch.

Still the top quiz show in terms of cost-per-thousand results, "The $64,000 Question" has held down the third spot during four of the 12 months. However, it only appeared among the top three shows once since April.

One of the surprises of top three charts is the showing of "Studio One," the only live dramatic show among the programs. Its strength was manifested, however, mainly during the summer—July, August and September—when its opposition was second rate. Among the other shows in the top three grouping was "Twenty-One." The showing of this quiz show was sparked by the fascination with Charles Van Doren which pushed it up into high position.

Among the networks, ABC was certainly the leader because of Lawrence Welk's wonderful showing. CBS-TV had a large number of programs which did very well for their advertisers and NBC-TV, too, had a few which made their clients happy.

TOP 3 NETWORK SHOWS

Cost Per Thousand Homes
December, 1956-November, 1957

DECEMBER, 1956
1. L. Welk (ABC)..... $1.18
2. Ed Sullivan (CBS)..... 1.51
3. $64,000 Question (CBS)..... 1.79

JANUARY, 1957
1. L. Welk (ABC)..... $1.00
2. Ed Sullivan (CBS)..... 1.17
3. Godfrey's Scouts (CBS)..... 1.71

FEBRUARY
1. L. Welk (ABC)..... $0.99
2. Twenty-One (NBC)..... 1.41
3. Ed Sullivan (CBS)..... 1.61

MARCH
1. L. Welk (ABC)..... $1.06
2. Twenty-One (NBC)..... 1.20
3. $64,000 Question (CBS)..... 1.73

APRIL
1. L. Welk (ABC)..... $0.96
2. Welk's Top Tunes (ABC)..... 1.60
3. $64,000 Question (CBS)..... 1.67

MAY
1. L. Welk (ABC)..... $1.34
2. Playhouse 90 (CBS)..... 1.29
3. Welk's Top Tunes (ABC)..... 1.62

JUNE
1. L. Welk (ABC)..... $1.20
2. The Marriage (NBC)..... 1.22
3. Welk's Top Tunes (ABC)..... 1.69

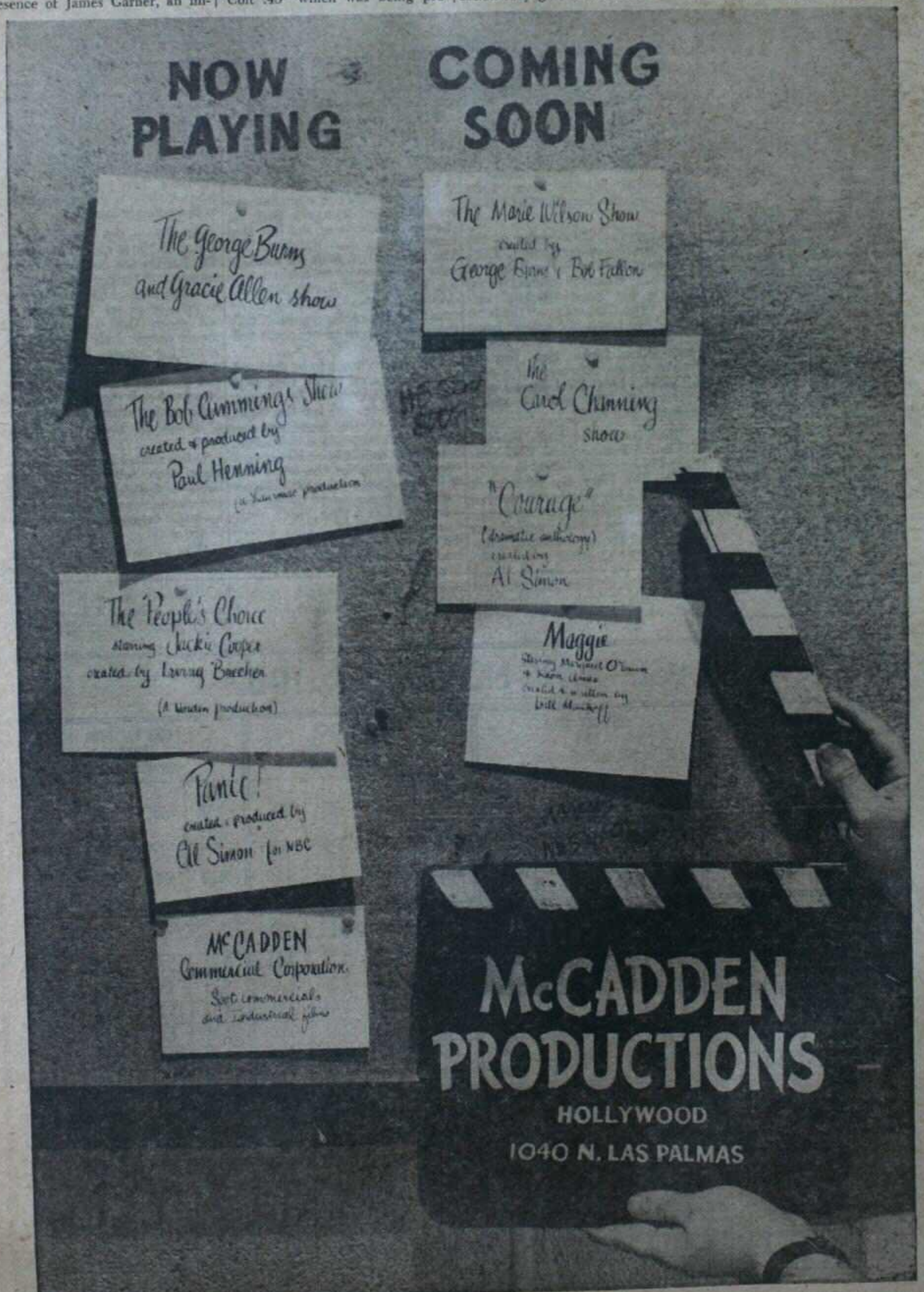
JULY
1. L. Welk (ABC)..... $1.20
2. Welk's Top Tunes (ABC)..... 1.66
3. Studio One (CBS)..... 1.84

AUGUST
1. L. Welk (ABC)..... $1.22
2. Welk's Top Tunes (ABC)..... 1.68
3. Studio One (CBS)..... 1.84

SEPTEMBER
1. L. Welk (ABC)..... $1.14
2. Studio One (CBS)..... 1.42
3. Ed Sullivan (CBS)..... 1.56

OCTOBER
1. L. Welk (ABC)..... $1.21
2. $64,000 Question (CBS)..... 1.75
3. I've Got a Secret (CBS)..... 1.78

NOVEMBER
1. L. Welk (ABC)..... $1.25
2. Welk's Top Tunes ABC)..... 16.1
3. Gunsmoke (CBS)..... 1.72



Wow! Welk Had 96c CPM During April '57 Period

Year Average Is $1.14 for Maestro Saturday Nights

It was a clean sweep last year for Lawrence Welk's Saturday night hour, with 12 wins in 12 months for an average $1.14 cost-per-thousand. Welk's delivery power was further enhanced by his "Top Tunes and New Talent" Monday series, which took second place seven times and third place twice. The Saturday show ran as low as 96 cents in April, while the Monday show scored a low of $1.60 the same month.

Ed Sullivan took second place during the first four months with $1.51, $1.17, $1.61 and $1.81, dropping to third in April with $1.78. The show reappeared in third place for July and August, climbed to second in September at

(Continued on page 25)

TOP 3 VARIETY & MUSIC SHOWS
Cost Per Thousand Homes
December, 1956-November, 1957

DECEMBER, 1956
1. L. Welk (ABC).....$1.18
2. Ed Sullivan (CBS)..... 1.51
3. Godfrey's Scouts (CBS)..... 2.09

JANUARY, 1957
1. L. Welk (ABC).....$1.00
2. Ed Sullivan (CBS)..... 1.17
3. Godfrey's Scouts (CBS)..... 1.71

FEBRUARY
1. L. Welk (ABC).....$0.99
2. Ed Sullivan (CBS)..... 1.61
3. Welk's Top Tunes (ABC)..... 1.68

MARCH
1. L. Welk (ABC).....$1.08
2. Ed Sullivan (CBS)..... 1.81
3. Godfrey's Scouts (CBS)..... 1.96

APRIL
1. L. Welk (ABC).....$0.96
2. Welk's Top Tunes (ABC)..... 1.60
3. Ed Sullivan (CBS)..... 1.78

MAY
1. L. Welk (ABC).....$1.24
2. Welk's Top Tunes (ABC)..... 1.48
3. Perry Como (NBC)..... 2.16

JUNE
1. L. Welk (ABC).....$1.20
2. Welk's Top Tunes (ABC)..... 1.69
3. Perry Como (NBC)..... 2.12

JULY
1. L. Welk (ABC).....$1.20
2. Welk's Top Tunes (ABC)..... 1.66
3. Ed Sullivan (CBS)..... 2.07

AUGUST
1. L. Welk (ABC).....$1.22
2. Welk's Top Tunes (ABC)..... 1.68
3. Ed Sullivan (CBS)..... 2.49

SEPTEMBER
1. L. Welk (ABC).....$1.14
2. Ed Sullivan (CBS)..... 1.56
3. Welk's Top Tunes (ABC)..... 1.76

OCTOBER
1. L. Welk (ABC).....$1.21
2. Welk's Top Tunes (ABC)..... 1.81
3. Ed Sullivan (CBS)..... 2.06

NOVEMBER
1. L. Welk (ABC).....$1.25
2. Welk's Top Tunes (ABC)..... 1.61
3. Ed Sullivan (CBS)..... 2.25

'Lucy,' 'Bride' Are TV Comedy Winners

Top honors for cost-per-1,000 efficiency in the comedy field clearly go to Desilu Productions. From December, 1956 thru June of last year, "I Love Lucy" and "December Bride" virtually alternated in the top spot, with "Lucy" scoring as low as $1.90 at one point and "December Bride" a $1.99 at another.

Third place honors after this high-scoring pair, during the seven-month stretch, varied widely, however. The Burns & Allen series, "Private Secretary," "Father Knows Best" and comedy shows with Bob Cummings and Phil Silvers were in and out of this position.

By July, however, the picture

(Continued on page 28)

TOP 3 COMEDY SHOWS
Cost Per Thousand Homes
December, 1956-November, 1957

DECEMBER, 1956
1. I Love Lucy (CBS).....$1.54
2. December Bride (CBS)..... 2.37
3. Burns & Allen (CBS)..... 2.85

JANUARY, 1957
1. I Love Lucy (CBS).....$1.90
2. December Bride (CBS)..... 2.16
3. Private Secretary (CBS)..... 2.47

FEBRUARY
1. December Bride (CBS).....$2.12
2. I Love Lucy (CBS)..... 2.44
3. Bob Cummings (CBS)..... 2.78

MARCH
1. I Love Lucy (CBS).....$1.95
2. December Bride (CBS)..... 1.99
3. Phil Silvers (CBS)..... 2.58

APRIL
1. I Love Lucy (CBS).....$1.99
2. December Bride (CBS)..... 2.05
3. Father Knows Best (NBC)..... 2.73

MAY
1. December Bride (CBS)..... 2.11
2. I Love Lucy (CBS)..... 2.52
3. Father Knows Best (NBC)..... 3.10

JUNE
1. December Bride (CBS).....$2.42
2. I Love Lucy (CBS)..... 2.67
3. Father Knows Best (NBC)..... 2.72

JULY
1. Whiting Girls (CBS).....$3.75
2. Father Knows Best (NBC)..... 3.75
3. Ozzie and Harriet (NBC)..... 3.94

AUGUST
1. Father Knows Best (NBC).....$3.21
2. Whiting Girls (CBS)..... 3.55
3. Phil Silvers (CBS)..... 4.12

SEPTEMBER
1. Private Secretary (CBS).....$2.36
2. Those Whiting Girls (CBS)..... 2.54
3. Father Knows Best (NBC)..... 3.11

OCTOBER
1. Whiting Girls (CBS).....$2.54
2. Father Knows Best (NBC)..... 2.73
3. Ozzie and Harriet (ABC)..... 2.81

NOVEMBER
1. Father Knows Best (NBC).....$2.66
2. Danny Thomas (CBS)..... 2.73
3. Jack Benny (CBS)..... 3.05

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Producers Groom Comedy and Adventure Shows for 1958

Producers are gambling several millions right now on their own long-range forecast of what network sponsors will want in the way of program fare for fall, 1958. And, the forecast is taking shape like this:

• Despite the successful thunder of Western hoofbeats in the rating reports, the biggest single segment of shows being readied for pilot development or spring sales are 15 situation comedy series priced in the $30,000 bracket. Altogether, they comprise no less than 28 per cent of the current crop of program hopefuls.

• Westerns aren't far behind. In the pilot stage now, or in a high degree of readiness, are 10 filmed oaters, representing 18.5 per cent of the shows about to seek sponsors. Tied with this mark, however, is the score for mystery shows of all types, from police-action stories of grim reality to the overseas in-

(Continued on page 29)

IN AND OUT

Drama CPM Scoring Marked by Turnover

Alfred Hitchcock led off the first two of the 12 months, December, 1956 thru November, 1957, with a low cpm among dramas of $2.10 and $1.74, then disappearing completely from the top three for the ensuing 10 months. "Climax!" took over for three months with lowest cost-per-1,000's of $1.96, $1.83 and $2.04, also disappearing completely thereafter.

"Playhouse 90" rose from third to second to first place for May with an excellent $1.29, dropping to second in June and then vanishing. "The Marriage," an NBC one-shot in June, led with the year's lowest of $1.22. "Studio One," which captured second place in March and third place in May and June, took over first place in July with $1.84 and held it thru August ($1.93), September ($1.42) and October ($1.98). Much of that time it was programming new live stanzas against reruns of some competitors and the absence of others.

"U. S. Steel Hour" took November honors with $2.12, after running second in August and third in September. Running strong, tho never first, was "The Millionaire," which garnered second place twice and third place thrice for a 12-month average of $2.64. "Studio One" appeared in the top three seven times in 12 tries, no drama delivering low cpm more continuously than that.

TOP 3 DRAMA SHOWS

Cost Per Thousand Homes
December, 1956-November, 1957

DECEMBER, 1956	
1. A. Hitchcock (CBS)	$2.10
2. Climax (CBS)	2.17
3. The Millionnaire (CBS)	2.53
JANUARY, 1957	
1. A. Hitchcock (CBS)	$1.74
2. G. E. Theater (CBS)	1.93
3. Climax (Chrysler, CBS)	1.95
FEBRUARY	
1. Climax (CBS)	$1.96
2. The Millionaire (CBS)	2.35
3. Playhouse 90 (CBS)	2.39
MARCH	
1. Climax (CBS)	$1.83
2. Studio One (CBS)	2.12
3. G. E. Theater (CBS)	2.22
APRIL	
1. Climax (CBS)	$2.04
2. Playhouse 90 (CBS)	2.52
3. The Millionaire (CBS)	2.67
MAY	
1. Playhouse 90 (CBS)	$1.29
2. Kraft Theater (NBC)	2.19
3. Studio One (CBS)	2.80
JUNE	
1. The Marriage (NBC)	$1.22
2. Playhouse 90 (CBS)	2.01
3. Studio One (CBS)	2.38
JULY	
1. Studio One (CBS)	$1.84
2. Spotlight Playhouse (CBS)	2.60
3. Lux Video (NBC)	3.04
AUGUST	
1. Studio One (CBS)	$1.93
2. U. S. Steel (CBS)	1.96
3. Undercurrent (CBS)	2.56
SEPTEMBER	
1. Studio One (CBS)	$1.42
2. Undercurrent (CBS)	2.02
3. U. S. Steel (CBS)	2.07
OCTOBER	
1. Studio One (CBS)	$1.98
2. Kraft Theater (NBC)	2.70
3. The Millionaire (CBS)	2.74
NOVEMBER	
1. U. S. Steel (CBS)	2.12
2. The Millionaire (CBS)	2.42
3. G. E. Theater (CBS)	2.43

Welk Had 96c CPM in April

• Continued from page 22

$1.56 and finished third in October and November for a total of 10 appearances in the top three.

Arthur Godfrey's "Talent Scouts" filled third place three times with $2.09, $1.71 and $1.96 early in the year. Perry Como's hour scored in May and June for third place figures or $2.10 and $2.12. Welk's "best buy" strength was so dominant that only five programs squeezed into the top three during the entire 12 months. Two of the five were ABC entries, two were CBS; only one represented NBC, which programs the lion's share of variety-and-music shows.

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BOXING SLUGS ITS WAY TO LOW CPM

Gillette 'Cavalcade,' ABC Wednesday Bouts Deliver U. S. Homes at Low Cost

Boxing bouts are generally tops in advertising efficiency among the series in the "News, Sports and Miscellaneous" category. And they are particularly strong (altho not reflexed thusly in the listings below, which cover cpm in homes) in reaching male viewers at low cost.

In the 12-month stretch from December, 1956 to November of last year, the Gillette-sponsored "Cavalcade of Sports" was in the top trio of shows of this type no less than 10 times, of which four saw it in the first-place spot. Its top cpm mark was $1.82, a good score.

Approaching this in popularity was the ABC-TV series of "Wednesday Night Fights" for Miles Laboratories and Mennen. The glove events appeared in the top three shows a total of nine times out of 12, four times hitting the first-place position with scores ranging from $1.88 up to $2.27.

In the scramble for other honors, the strongest contender proved to be "Person to Person," which entered the top three listings a total of six times in 12 months, hitting the top spot twice during the winter season. It thus out-classed a variety of other entries, including "Air Power," "Disneyland" and newsmen Douglas Edwards and Red Barber.

TOP 3 SPORTS & MISCELLANEOUS SHOWS

Cost Per Thousand Homes
December, 1956-November, 1957

DECEMBER, 195t.
1. Person to Person (CBS)..... $2.35
2. Meet the Press (NBC)..... 3.32
3. Air Power (CBS)..... 3.46

JANUARY, 1957
1. Doug. Edwards News (CBS).. $2.79
2. Wed. Night Fights (ABC).... 3.20
3. Person to Person (CBS)..... 3.22

FEBRUARY
1. Person to Person (CBS)..... $2.24
2. Caval. of Sports (NBC)..... 2.38
3. Meet the Press (NBC)..... 2.86

MARCH
1. Caval. of Sports (NBC)..... $1.82
2. Wed. Night Fights (ABC).... 2.23
3. Person to Person (CBS)..... 2.39

APRIL
1. Caval. of Sports (NBC)..... $1.97
2. Wed. Night Fights (ABC)..... 2.26
3. Person to Person (CBS)..... 2.55

MAY
1. Wed. Night Fights (ABC).... $1.94
2. Caval. of Sports (NBC)..... 2.08
3. Disneyland (ABC)..... 2.92

JUNE
1. Caval. of Sports (NBC)..... $2.23
2. Wed. Night Fights (ABC)..... 2.58
3. Person to Person (CBS)..... 2.77

JULY
1. Wed. Night Fights (ABC).... $2.27
2. Caval. of Sports (NBC)..... 2.48
3. Disneyland (ABC)..... 4.18

AUGUST
1. Wed. Night Fights (ABC).... $2.10
2. Caval. of Sports (NBC)..... 2.28
3. Red Barber (NBC)..... 3.68

SEPTEMBER
1. Wed. Night Fights (ABC).... $1.88
2. Caval. of Sports (NBC)..... 2.13
3. Disneyland (ABC)..... 2.46

OCTOBER
1. Caval. of Sports (ABC)..... $2.25
2. Doug. Edwards News (CBS).. 2.51
3. Red Barber (NBC)..... 2.83

NOVEMBER
1. Doug. Edwards News (CBS).. $2.07
2. Wed. Night Fights (ABC).... 2.20
3. Caval. of Sports (NBC)..... 2.36

FOR TIRED MINDS: ONE LINE MOVIE CAPSULES

NEW YORK—Hard-working execs in the television film business, who view hundreds of old and new movies, have invented a new game to play while downing a quick one in Michael's Pub.

Basically, it involves taking turns naming a specific, familiar type of movie scene, and then adding the key line which sets the whole picture. The winner is the guy who can keep the game going longest. The loser picks up the drink tab. Here are some samples:

• Thomas Mitchell in almost any Western with a birth scene: "Quick! Don't just stand there. Get me some boiling water."

• Prosecutor in the courtroom scene of any British murder mystery: "I put it to you, sir, that your entire testimony in this court is a tissue of lies."

• Squadron commander, nearing a nervous breakdown, in the "Dawn Patrol" type of drama of World War I: "Gad, Griswold, I tell you it's murder to send a mere boy up against Von Schmeerkase in an old crate like that."

• Hero, to Jessie Matthews, in a British musical film of the early 1930's: "Gosh, Daphne, you're smashing! I mean, really, you're a brick."

• June Preisser, in a collegiate musical, when everyone's worried about the old school closing for lack of funds: "Hey, gang! I've got it! Let's put on a show!"

• John Garfield, in the final scene of a typical Warner social melodrama: "All right, coppers! I'm coming out—and I'm coming out shooting!"

Clients Plan Yankee Push

NEW YORK—Ballantine Beer and R. J. Reynolds will go all-out in the New York market in promoting their enlarged 1958 schedule of 140 Yankee home and road games—a package estimated to cost nearly $2,000,000.

With the departure of the other two ball clubs both of which had beer sponsors, Ballantine in particular has an edge, and what amounts to a beer monopoly on baseball in New York.

WPIX, which will air the 77 home contests and supervise the pick-ups on the 63 road games, remains as a prime figure in New York sportscasting. The stepped-up Yankee schedule is nearly three-fourths of the total amount of telecast hours represented by the schedule last year of Yankee and Giant home games only.

NEWSMAKER PRODUCTIONS, INC.

MIKE WALLACE
TED YATES, JR.
JERRY JOHNSON

'Gunsmoke' in Front Honors Among Westerns

"Gunsmoke" has replaced "Lassie" as the top adventure, suspense or Western program in the cost-per-1,000 derby. "Lassie" was among the top three shows from December, 1956 thru April, 1957, but "Gunsmoke" came up quickly and replaced it. An improvement was also shown in the cpm figure which went down from $2.26 for "Lassie" in December to $1.71 for "Gunsmoke" in September.

Another strong contender for the top spot is "Wyatt Earp" which has been among the top three shows for most of the 12 months. Cost-per-thousand on this Western vidfilm series has been as low as $1.91, certainly a figure that makes it one of the best buys among programs of its kind.

A consistently impressive showing has also been made by CBS-TV's Thursday night hour mystery drama, "Climax!" It is the only live dramatic show to move into these stratospheric cpm heights. In July, "Adventure Theater" held the top spot, possibly because of its low cost. The show was a rerun film package.

Two vidfilm shows in addition to "Lassie" were producing impressive cost-per-thousand results for their clients but were chopped down by newer programs early in the new season. They are "Robin Hood" and "Lone Ranger." The success of "Price Is Right" did it for the hero of Sherwood Forest, while "Sergeant Preston" has given "Lone Ranger" his lumps and is responsible for his shift to another time period.

A new Western starting to show up strongly in the cost-per-thousand charts is "Wells Fargo," which took over the number two slot November, 1957.

Among the networks it was CBS-TV that has delivered the best buys. The Madison Avenue web outdistanced its competition considerably with ABC-TV in second place and NBC-TV a poor third.

TOP 3 ADVENTURE, SUSPENSE & WESTERN SHOWS

Cost Per Thousand Homes
December, 1956-November, 1957

DECEMBER, 1956
1. Lassie (CBS)..... $2.26
2. Wyatt Earp (ABC)..... 2.53
3. Robin Hood (CBS)..... 2.40

JANUARY, 1957
1. Lone Ranger (ABC)..... $2.04
2. Lassie (CBS)..... 2.13
3. Robin Hood (CBS)..... 2.35

FEBRUARY
1. Lone Ranger (ABC)..... 2.19
2. Lassie (CBS)..... 2.20
3. Wyatt Earp (ABC)..... 2.26

MARCH
1. A. Hitchcock (CBS)..... $1.92
2. Lassie (CBS)..... 2.14
3. Gunsmoke (CBS)..... 2.30

APRIL
1. Lassie (CBS)..... $2.29
2. Gunsmoke (CBS)..... 2.30
3. The Lineup (CBS)..... 2.35

MAY
1. Wyatt Earp (ABC)..... $2.39
2. Climax (CBS)..... 2.30
3. A. Hitchcock (CBS)..... 2.32

JUNE
1. Wyatt Earp (ABC)..... $2.01
2. Gunsmoke (CBS)..... 2.23
3. Climax (CBS)..... 2.42

JULY
1. Adventure Theater (NBC)..... $1.95
2. Gunsmoke (CBS)..... 2.22
3. Wyatt Earp (ABC)..... 2.53

AUGUST
1. Gunsmoke (CBS)..... $2.06
2. Adventure Theater (NBC).... 2.30
2. Climax (CBS)..... 2.30

SEPTEMBER
1. Climax (CBS)..... $1.71
2. Gunsmoke (CBS)..... 1.84
3. Wyatt Earp (APC)..... 2.20

OCTOBER
1. Gunsmoke (CBS)..... $1.82
2. Wyatt Earp (ABC)..... 1.91
3. Climax (CBS)..... 2.05

NOVEMBER
1. Gunsmoke (CBS)..... $1.72
2. Wells Fargo (NBC)..... 1.87
3. Climax (CBS)..... 2.01

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Director

RALPH EDWARDS
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with Art Baker

NBC-TV

Management: HAROLD JOVIEN, Hollywood

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"Poetess of Modern Song"

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"SHORT CUT TO HELL" Para.
"WILL SUCCESS SPOIL ROCK HUNTER" 20th
"JAMBOREE" Warners

Management: HAROLD JOVIEN, Hollywood

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Quizzers Are Leading CPM Parade Of Show Types on Major TV Webs

One year ago, ad agency execs confided freely that they and their clients considered $4.00 a fair, proper or necessary cost per thousand. Today, they won't even hazard a guess amid spiraling costs and changes in programming trends.

Quiz-and-panel continues to offer the most attractive cpm in nighttime TV, the only program type to come in under that once-standard $4.00 figure. Its all-network six-month average, for the last half of 1957, is $3.19, a healthy 90 cents ahead of its nearest competitor. The average was drawn from figures of $2.87 for CBS-TV, $3.25 for NBC-TV and $5.29 for ABC-TV, but it is worth noting that ABC today has no show on in this category. Averaging the six CBS and eight NBC entries would give the quiz-and-panel category an astonishingly low $3.06.

The six-month quiz totals also provide the lowest number among all the breakdown figures, in which CBS reaches women at $2.61.

Highest of the statistics has NBC reaching children for news and sports at $18.72, a high sum which once would have meant sponsor cancellations but today has decreasing effect on renewals.

Runners-Up

Second best in returning a low cpm for advertisers is the adventure - suspense - Western category, which has an all-web average of $4.09. CBS is again lowest with $3.76, NBC averages $4.19 and ABC has a $4.28. ABC, however, is way ahead in reaching children with a $5.12, thanks to its successful group of Westerns and "Disneyland," while CBS requires $6.13 and NBC $7.07 to reach juvenile viewers.

Variety and music takes third place among program types with a three-network average of $4.27. The number of entries during the half-year varies sharply, tho, with NBC topping its rivals with a $3.94 based on 14 shows (nine current). CBS takes second with $4.11 based on only five shows. ABC averages $4.91 for 12 shows.

Comedy scores fourth with an all-web $4.54, followed by news-sports - miscellaneous with $4.85 and drama with $6.02. Audience composition statistics tell a different story. Among men, the No. 1 program type remains quiz, but No. 2 is news-sports, No. 3 variety-music, No. 4 adventure-Western. Among women, quiz remains on top, but No. 2 is drama, No. 3 variety-music and No. 4 comedy. Among children, comedy takes the top spot, with adventure-Western No. 2, quiz No. 3 and variety-music No. 4.

American Research Bureau figures for these categories run higher than the latest available Nielsen figures, but both services agree on the strong rising trend in costs of all types except the quiz-and-panel. "There's an obvious correlation between the low cost and the fact that they're live," says an agency veepee. ABC has already announced its intention of offering sponsors the method of launching new shows live to keep costs down, switching series to film if they pay off rating-wise and cpm-wise.

A strange sidelight finds the quizzes, tho tops with adults and only third with children, being programmed earlier by the webs when the kid viewers tend to dominate the sets.

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'SECRET' BREAKS $2 QUIZ BARRIER

"I've Got a Secret" was the most consistent winner in the cpm sweepstakes among quiz and panel shows last year. The Goodson-Todman show, altho not by any means holding a monopoly on the first-place spot, appeared in the top three no less than 12 times out of 12 in the period from December, 1956 thru November, 1957.

Dollar costs in the cpm ranks for "IGAS" ran as low as $1.75 and seldom higher than $2. Best score for the period, however, and one of the best for any show on any network, went to the Barry & Enright "Twenty-One" series, which scored a neat $1.20 in reaching each 1,000 viewing homes.

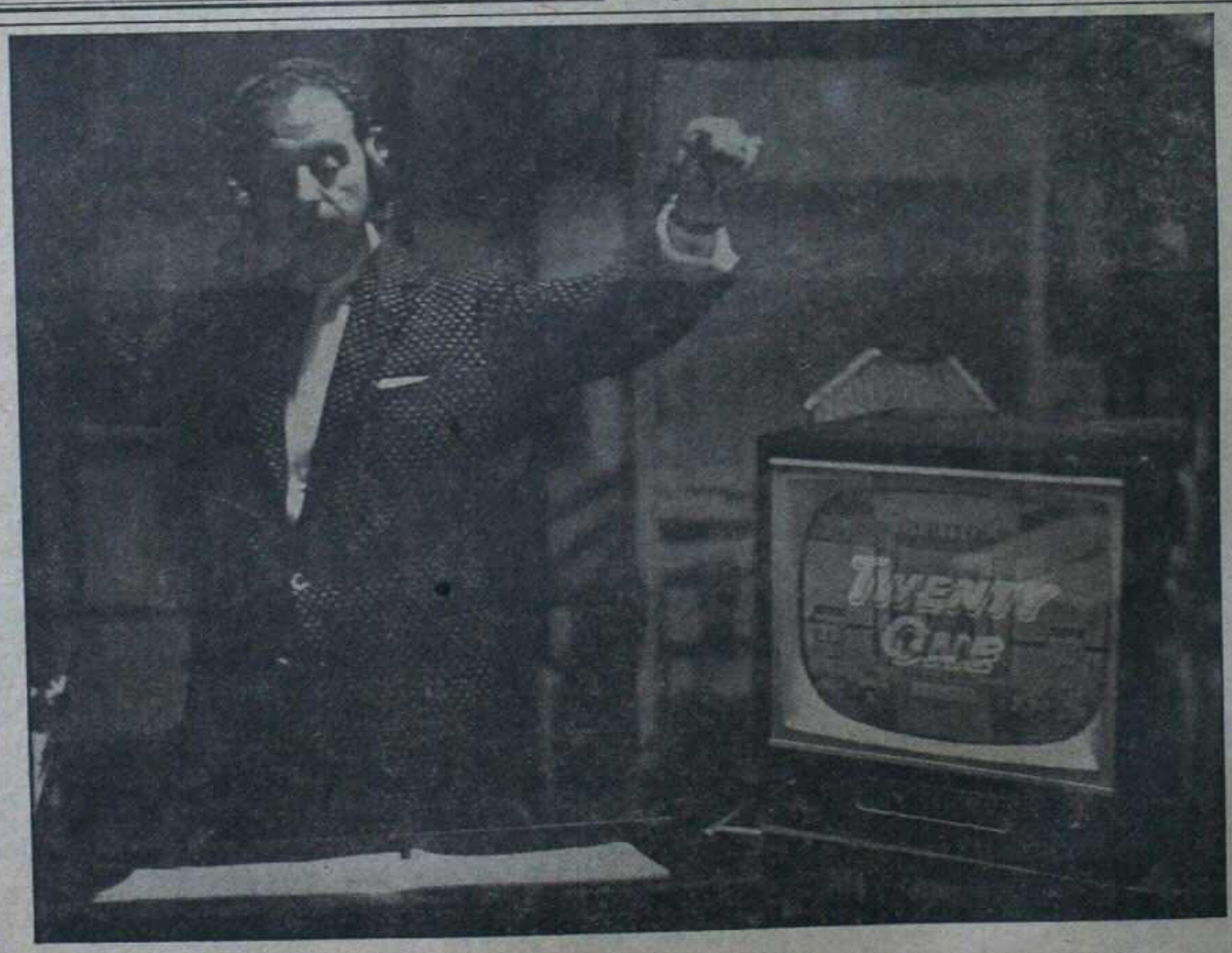
Reflecting the general popularity of the show but also reflecting the ups and downs of ratings associated with a hot winning streak of a colorful contestant, were the scores of "64,000 Question." This quizzer was in top spot five times out of 12 but was absent entirely in the ranks of the top three for two different months, August and November of last year. Its best cpm score during the period was $1.67 scored in April.

A late starter, but a strong rival at the finish, was "What's My Line," another Goodson-Todman "game" show. This panel entry ranked in the top trio in December, 1956 with $1.99, then vanished until May when it appeared in second place, then bounced to the top in June, scoring $1.98. It appeared every month thereafter, and is still going strong in the top three shows in cpm efficiency.

TOP 3 QUIZ & PANEL SHOWS

Cost Per Thousand Homes
December, 1956-November, '1957

DECEMBER, 1956	
1. $64,000 Question (CBS)	$1.79
2. I've Got a Secret (CBS)	1.92
3. What's My Line? (CBS)	1.99
JANUARY, 1957	
1. $64,000 Challenge (CBS)	$1.74
2. $64,000 Question (CBS)	1.79
3. I've Got a Secret (CBS)	1.94
FEBRUARY	
1. Twenty-One (NBC)	$1.41
2. I've Got a Secret (CBS)	1.77
3. $64,000 Question (CBS)	1.90
MARCH	
1. Twenty-One (NBC)	$1.20
2. $64,000 Question (CBS)	1.73
3. I've Got a Secret (CBS)	1.83
APRIL	
1. $64,000 Question (CBS)	$1.67
2. I've Got a Secret (CBS)	1.99
3. You Bet Your Life (NBC)	2.08
MAY	
1. $64,000 Question (CBS)	$2.05
2. What's My Line? (CBS)	2.11
3. I've Got a Secret (CBS)	2.16
JUNE	
1. What's My Line? (CBS)	$1.98
2. I've Got a Secret (CBS)	2.19
3. $64,000 Question (CBS)	2.30
JULY	
1. $64,000 Question (CBS)	$1.95
2. I've Got a Secret (CBS)	2.10
3. What's My Line? (CBS)	2.10
AUGUST	
1. Amateur Hour (NBC)	$1.96
2. I've Got a Secret (CBS)	2.18
3. What's My Line? (CBS)	2.25
SEPTEMBER	
1. I've Got a Secret (CBS)	$1.84
2. What's My Line? (CBS)	1.91
3. $64,000 Question (CBS)	2.04
OCTOBER	
1. $64,000 Question (CBS)	$1.75
2. I've Got a Secret (CBS)	1.78
3. What's My Line? (CBS)	1.97
NOVEMBER	
1. I've Got a Secret (CBS)	$1.75
2. What's My Line? (CBS)	2.03
3. People Are Funny (NBC)	2.06



Paul Taubman

MUSICAL DIRECTOR

'Lucy' 'Bride' Comedy Tops

• Continued from page 22

began to shift. "Those Whiting Girls," the perennial Lucy replacement, began to achieve Lucy's enviable efficiency position, appearing in July with $3.75, a tie for first spot with "Father Knows Best." With the summertime viewing slump at hand, none of the top-rankers in July fared as well as the winter scores.

After July, the situation went along in pretty much the same vein, with "Father Knows Best" hitting the top rank with $3.21 in August, appearing in the top trio in September and October and again hitting top place with a low $2.66 in November. Once established, "Those Whiting Girls" also continued its strong showing.

Veteran Jack Benny made the upper bracket in November to round out the period covered in this report, scoring $3.05 as a cost-per-1,000 in reaching TV homes. This was the only appearances by the Benny series in the top trio during the year covered.

Producers Groom Comedy and Adventure Shows for 1958

• *Continued from page 25*

trigue type. At latest count, 10 mysteries are in work, also representing 18.5 per cent of hopefuls

• Ahead of both these categories, but lagging after situation comedy, are the adventure shows, also upped in budgets to $30,000 or more. This in itself represents a notable upbeat, as the he-man, two-fisted adventure yarn, whether costumed in the garb of Merry Englande or the South Seas has not been a strong trend this season. However, no less than 13 shows—five of them dealing with flying, in and out of the Air Forces—are in the adventure hopper for a score of 24 per cent of the total.

• From this point on, the remainder of show hopefuls for next fall are in the minority. There are two music shows, one with Wayne King and the other with Louis Prima. There are three dramatic anthologies, built around a central theme or character, and a program maverick, the air-tested "People" series from Jack Webb's Mark VII Productions.

That, in brief, is the picture.

"We don't want to pitch sponsors the idea of fighting an established Western with another Western," says one Hollywood telefilmaker. "We're going to put our sales emphasis behind the idea of comedy vs. Westerns or mysteries vs. Westerns. We're avoiding music shows, which haven't properly clicked this season and which probably won't be in demand this spring."

Adds the production v.-p. of one of the largest independent telefilmeries: "Westerns are just creating a public appetite for stories that have the same basically simple action appeal—in a more modern setting. That's why we are exploring fields of jet flight, American historical adventure, and the like."

Not all producers are planning to come up with programs basically tailored as competition for Westerns.

"Sure, we're planning two Western series," said one vidfilm production chief. "There are lots of dramatic and comedy shows that are shaky at the moment but not facing Western opposition. And, there'll be a replacement market at the network level on the few Westerns which haven't currently been a hit."

The success this season of Westerns is having a profound effect on the planning of new shows. New packages are, for the most part, being designed either to (1) fight the Westerns openly, or (2) join the herd.

Here's how the picture looks on key show developments, in the principal categories:

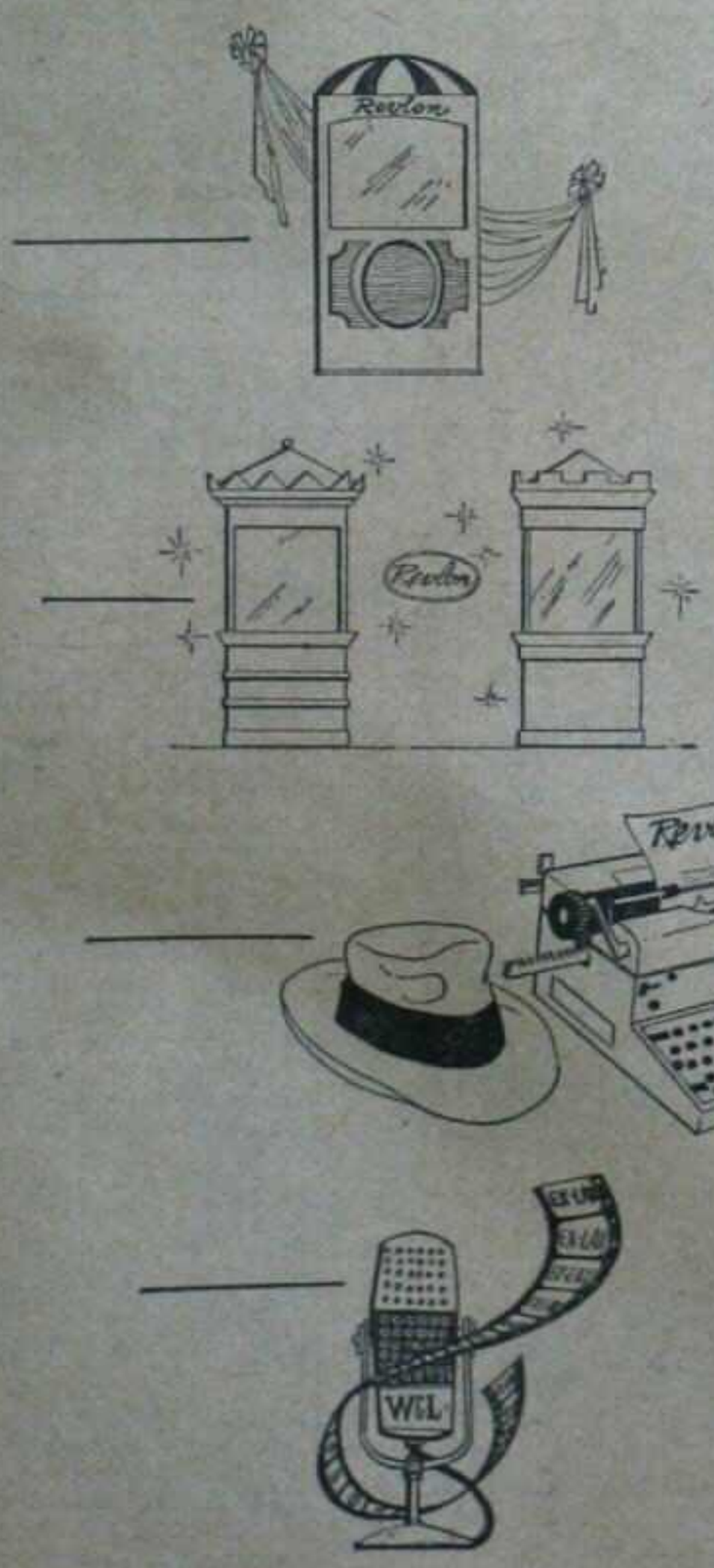
Situation comedies — "My Love Affair With the State of Maine," being readied by CBS; "Maggie," the Margaret O'Brien starrer from McCadden and ABC-TV; "Dear George," from Screen Gems; the Sharpe-Lewis "Three Wishes"; Hal Roach's "Cindy" series; the revived "McGarry and His Mouse" from the same firm; Metro's "Min and Bill" revival; "Joan of Arkansas," with Joan Davis, due from NBC; Screen Gems' "Minerva" and one other in the works for Donna Reed; Zsa Zsa's "Personal Service" telefilmers, and a battery of comedy shows, including "Mr. Belvedere," from Twentieth Century-Fox, among other new vehicles.

Adventure Shows — The air-minded crop include "U. S. Air Force" from Desilu, Joseph M. Schenck's "Survival," the "Flight" series (same title) from both Desilu and McCadden, and TPA's "Air Line Hostess." Not counted in this tabulation, but on the horizon, is a possible show from Ziv TV about the new Air Force Academy. Others vary from the Jackson-Weston "Adventures of Tom Sawyer" to a TPA project called "Cannonball," dealing with truckers.

Westerns—Ziv has at least two on tap, including "McKenzie's Raiders" and "Bat Masterson," the latter just signed for production. Others vary from Goodson-Todman's "The Quill and the Gun" to an hour-long Western being built at CBS under the guiding hand of Charles Marquis Warren, the original producer of the "Gunsmoke" series. Warner Bros., having scored well this year—particularly with "Maverick"—in the Western field, has another, "The '49'ers" in the corral, and Harris-McWhorter are grooming a logical running mate to the existing stories of legendary Western gunmen, "Stories of Doc Holliday."

Mysteries — Take your choice there's all kinds. CBS has two in the works, one patterned after "Climax!" and the other starring Vincent Price as an art collector dealing in criminology. Sharpe-Lewis have "Half Hour to Kill" and Jack Webb is blueprinting "The D.A.'s Man." There are serious-minded shows, such as Desilu's "Grand Jury," and there are lighthearted mysteries such as CBS-TV's projected "Personal and Private" starring Mickey Rooney.

James C. Petrillo
President
AMERICAN FEDERATION OF MUSICIANS



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Flexibility Keys Victor's New A&R Singles Set-Up

Sholes Realigns Staff to Promote All-Out Individual Incentive

NEW YORK — Steve Sholes, RCA Victor's a.&r. chief for single records, has realigned his staff in order to achieve what he considers "the most flexible a.&r. set-up in the industry."

Under the new plan, publishers will be able to channel any type of pop material to any eight members of Sholes' 12-man staff. Four members will handle specialty material. The plan is also designed to provide incentive and responsibility to individual a.&r. men thru proper recognition of their work.

Sholes' staff will also consider album and single material for the Vik label, Victor subsidiary—thus giving Vik, for the first time, representation on the West Coast and Nashville, as well as in New York. Vik artists, Sholes pointed out: "will have access to the abundance of excellent material received by our a.&r. people."

Pop Operation

The pop staff is set up as follows:

All material in the New York office will be handled by Herman Diaz Jr., Joe Reisman, Hugo Winterhalter, Leiber and Stroller and Henri Rene. Ed Heller, of Victor's album department, will spend part of his time on singles, under Sholes.

All material on the West Coast will be channeled thru Dick Pierce and Cy Rady in the Hollywood office.

All material in Nashville is to be submitted to Chet Atkins.

Specialty Departments

The Country & Western, International, Sacred and Children's departments is set up as follows:

C.&w. material will be handled by Brad McCuen in New York and Chet Atkins in Nashville.

All International material will be handled in New York by John Camacho.

Sacred material will be recorded by Brad McCuen in New York, by Chet Atkins in Nashville and Paul Michelson in Hollywood.

Children's records are to be cut in New York by McCuen.

In addition to his functions in the Victor singles division, Diaz will also record exclusively all Vik albums.

Incentive

Sholes has established a policy of listing the name of the producer on the disk label. The producer he defines as the man who contributed most to the making of the disking session—generally, altho not necessarily, the man in the control room. "We have no one genius," Sholes stated, "and it is our intention to get the best out of each man in the a.&r. operation.

Sholes will also hold a weekly meeting — on Fridays — to discuss

(Continued on page 42)

Simon Exits, Rolontz Back

NEW YORK—Bill Simon, Associate Music Editor of The Billboard, has left the staff to join the Book-of-the-Month Club's record division, which was recently expanded thru the alliance with RCA Victor and the formation of the RCA Victor Society of Great Music. Bob Rolontz, formerly a.&r. exec with Vik Records, is replacing Simon on The Billboard.

Col. Phonos to Get '58 High-Gear Push

Campaign Blueprint Budgets $1 Mil For First 6 Months of Power Drive

NEW YORK—Columbia Records has blueprinted a high-geared campaign to merchandise its phonograph line. According to Milt Selkowitz, national sales manager for phonographs, the campaign will total a million dollars during the first half of the year. Titled "Promotion in Depth," the drive will highlight a special offer of a $40 value premium album package for $9.95. This offer is made to purchasers of all sets over $119.95.

The "Depth" idea derives from Columbia's engineering concept, "Directed Electromotive Power," which provides unprecedented reproduction of sound, according to Columbia.

The album offer features top stars in the Columbia catalog. Packaged in an attractive box are 18 LP's, including albums by Eugene Ormandy and the Philadelphia Orchestra, Leonard Bernstein, the New York Philharmonic, Bruno Walter, Robert Casadesus, Isaac Stern, Andre Kostelanetz, Erroll Garner, Percy Faith, Tony Bennett, Four Lads, Les Elgart's Band, Norman Luboff Choir and Sammy Kaye.

Selkowitz stated the industry's largest phono line (38 models, including phonos, radio, tape recorder and combinations, as well extensive national magazine advertising in Life, The New Yorker, New York Times, Saturday Review and other publications. Television films, radio spot scripts and newspaper ad mats will be available for local use. A heavy bar-

(Continued on page 42)

Fiscal Disk Take $10 Mil, Says Dot

HOLLYWOOD — Sales of Dot Records for the fiscal year ending March, 1958, will reach the $10 million mark if they maintain the present average, according to President Randy Wood.

Wood reported that unit sales thus far this month have already topped 1,500,000, with new releases by the Mills Brothers, Pat Boone, Gale Storm and Nick Todd expected to substantially swell that figure.

Firm is increasing its price of 45 r.p.m. records to 98 cents this week, with 78's going at $1.15, and EP's and LP's remaining unchanged at $1.29 and $3.98, respectively.

Dot's sales will better the mark established during the preceding year by approximately 30 per cent, said Wood. Label topped all other firms in racking up seven records on The Billboard's list of Best Selling Records for 1957 (The Billboard, December 23), outdistancing Columbia and RCA Victor, who had six hits each in the Top 50 list.

Firm plans to place heavy emphasis on its album product in 1958, and will release approximately 70 LP's. Special sales and merchandising aids, i.e., browser boxes, photo blowups and window display units, are being earmarked for dealers, distributors and rack jobbers. In addition to the present Dot promotion staff, company plans to hire new personnel to be based in eight key cities in the East and Midwest.

Dot will enter stereo tape business shortly, and will produce a line of 7½ i.p.s. tapes for in-line heads, with Christine Hamilton, Dot vice-president in charge of

(Continued on page 42)

Indie Distribs Have Qualms Despite 1957 Sales Upswing

Grosses Soar But Net Profits Ratio Doesn't Keep Pace

By REN GREVATT

NEW YORK — Gross record sales increased from 20 to 30 per cent in 1957 over 1956, according to unofficial figures obtained this week from a cross section of indie distributors. Despite the generally healthy trend indicated, distrib spokesman were not without their qualms about various aspects of the business.

For one thing, most agreed that, tho the gross figures were considerably up, this did not mean the same was true of net profits. The cost of doing business hasn't stopped going up and up either. "You have to sell more to make the same amount of profit as you did last year," was the way one put it.

There were various reactions on the matter of payment of bills and packages sent back for return by dealers following the January 10 billing date, which is also, in some cases, the third and final date for payment on fall delayed billing programs. Jerry Blaine, chief of the Cosnat network, said that exchanges are not unusually large, except in the case of specific

(Continued on page 42)

DUKE'S 'HEART' DISK A CAREER MILESTONE

NEW YORK—Release of Duke Ellington's new Columbia disk, "My Heart, My Mind, My Everything," is a sort of milestone in the career of the fabled composer. It is one of the few tunes for which he has written both the words and the music, and it marks his 33rd year as a record artist.

During this period Ellington has recorded over 1,250 compositions, and has written over 500 compositions. His first composition, in the early 1920's, was "Soda Foutain Rag." His first recording, released in 1925 on the Perfect label, was "I'm Gonna Hang Around My Sugar," backed with "Trombone Blues."

During his 33 years as a recording artist, Ellington has survived many fads and trends from the Mickey Mouse bands of the 1920's to current Rock and Roll; and he has become a symbol for American jazz all over the world—with his disks available from Hong Kong to Chicago.

Howard S. Richmond, who publishes "My Heart" in his Cromwell firm is setting a number of commemorative Ellington programs on radio and TV segs.

Scotti Joins Merc. Staff

CHICAGO—Lou Scotti, former Midwest sales rep for Angel Records, joined the Mercury staff last week as Midwest Regional representative. Basing in Chicago, Scotti will oversee distrib relations in Cincinnati, Detroit, Indianapolis, Minneapolis-St. Paul and St. Louis, and supervise the work of Merc field men in those cities.

VICTOR FINDS FAULTS IN STEREO DISK TEST

NEW YORK—"Exhaustive tests in our Indianapolis plant have proved conclusively that stereo disks, played on present monaural equipment, are not compatible." This is the substance of a statement issued this week by the Engineering and Manufacturing Committee of RCA Victor Records.

According to the statement of the engineers: "A stereo disk, played monaurally, will dissemi-nate a sound of music. But the net hearing result is comparable to that obtained from a worn pre-hi-fidelity record. Even with the best high fidelity pickups now available some stereo records played monaurally also exhibit considerable distortion on the first play. Another problem is that music from the two channels of a stereo recording does not always combine properly to give a satisfactory output.

"With stereo disks," the report continues, "the reproducer stylus should be free to move both vertically and laterally with equal ease to successfully trace the stereo groove. Standard and high fidelity cartridges now in use are designed to have excellent freedom for lateral motion of the stylus but comparatively little freedom for vertical motion. The result is that a stylus on present day pick-ups cannot successfully trace all of the vertical modulation in the stereo record groove."

The report concludes "We are definitely convinced the stereo disk is not a replacement for the present day fine-groove record as far as high fidelity monaural sound is concerned. However, played on proper stereo equipment which is not yet on the market, the stereo disk will give full-dimensional sound now found only on tape."

Roulette Debs New Jazz Line With 5 Albums

NEW YORK — Roulette Records is launching its new jazz line, the Birdland Series, this week, via the release of five new LP's.

At the same time, the label is releasing its first classical album—"The Orchestra That Refused to Die—A Tribute to Arturo Toscanini,"—taken from the tapes of the famous "conductorless" concert presented by the former NBC Symphony following Toscanini's retirement. The package, a double-pocket (2-12" LP's,) will retail at $9.25.

The new Birdland packages include "Basie," with the Count Basie Ork, Joe Williams' "A Man Ain't Supposed to Cry," "Movin' In," with Specs Powell & Company, "Appearing Nightly" by the Mitchell-Ruff Duo, and the Herb Pomeroy Ork's "Life Is a Many Splendored Gig." The Basie and

(Continued on page 42)

Cap Disk Club Winds Up 2d Mailings

HOLLYWOOD — The Capitol Record Club completed its second mailing to potential subscribers last week, utilizing the mailing list of Art Treasures of the World, the latter one of the many mail-order operations of John Stevenson.

Mail solicitation was not restricted to any one locale, such as the initial test was, but was nationwide. Altho authentic figures could not be ascertained, list is reported to be in excess of 150,000 names. Campaign duplicated the previous mail-order effort by Capitol, offering subscribers three free albums for membership in the club. Potential members had a choice of 12 albums to make their selections from, and a choice of membership in any one of four divisions.

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BIG SOUND! BIG BEAT! BIG HIT!

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BIG GUITAR

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DAVID ROSE

AND HIS ORCHESTRA

SWINGING SHEPHERD BLUES

K12608

ART MOONEY

AND HIS ORCHESTRA

THE RIVER KWAI MARCH (COLONEL BOGEY)

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

K12590

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Pubbers May Twist Toehold For Renewed Trade Esteem

By JOEL FRIEDMAN

HOLLYWOOD—Increased activity of music publishers in the pop disk business and a like increased work load for a.&r. men in the album field has prompted tradesters to ponder whether or not some of the lost control of the music business may be returning to publishers.

The situation is spotlighted by the recent activities of many publishers, i.e. the acquisition of much of the Bally catalog by Gene Goodman; the leasing of masters to major and indie firms by Trinity Music, and the disclosure last week that Hal Webman will establish a recording wing in his new affiliation at Larry Spier, Inc., to produce masters. While these are only isolated activities, they are indicative of similar efforts being made by other publishers on a large scale.

The theory that publishers may be able to regain some control is best exemplified by the vast amount of masters publishers are producing these days. The pubs point out that it's necessary that they make expensive demonstration records when submitting a song to an a.&r. man. It's the feeling of many that they'd rather spend additional coin and get three or four sides out of a recording session and own the masters produced.

Other publishers, perhaps a bit more outspoken, in no uncertain terms point out that 1) making and owning their own masters offers them tax advantages, and 2) "rather than give up a piece of a song or spend the money on payola, I'd rather put it into a good recording."

It's easy enough, they say, to get a decent master released, and if the majors won't take it, they can get the necessary exposure via indie diskery releases.

They're of the opinion that the majors don't carry any more weight with the disk jockeys than do the indies, and in some cases, far less. There are few major publishing operations that don't make their own demonstration records, i.e., Mills Music, Frank Loesser, Chappell, etc.

The dearth of activity among music publishers, dwindling sheet music sales and the difficulty pubs have had in getting songs recorded has prompted many in the industry to query just what the function of a publisher was these days when compared with the once esteemed office pubs held.

Additionally, the growth of the independent label and the vast number of active indies is currently prompting the publishing coterie into directing more effort in these directions than with the majors.

Decca Adds 9 Phono Models

NEW YORK — Decca Records has added nine new phonos and a new speaker enclosure to its previously announced 1958 phonograph line. Suggested list prices range from $19.95 to $299.95.

At the high end of the line is the Riverside Deluxe, a hi fi console with AM-FM tuner, available in mahogany or limed oak. Two finishes are priced at $289.95 and $299.95 respectively. On the low end is the Palm Beach, a three-speed manual with front mounted speaker at $19.95.

In between, there are such units as the Clinton at $69.95; the Benton, a budget hi fi unit at $89.95; the Allegheny, a hi fi console at $99.95; the Demonstrator, a hi fi manual phono with a Garrard turntable, at $139.95; the Crawford hi fi console with AM radio, at $145.00; and the Shelby Deluxe, which is the Crawford plus AM-FM tuner, at $225.00. Speaker enclosures are priced at $29.95. With the new additions, the line consists of 26 models.

Vanguard Sets Special Feb. Beethoven Buy

NEW YORK — Vanguard Records is offering a special "Buy of the Month" for the month of February only. Included in the offer are four disks, each containing a Beethoven symphony with a bonus overture.

Dealer cost from now until February 28 is to be $1.85 each with a suggested list price of $2.98. Starting March 1, the list will revert to the standard $4.98 tag with normal dealer mark-up.

The performances are by Sir Adrian Boult conducting the Philharmonic Promenade Orchestra of London. Sets are as follows: "Symphony Number 3" (Erioca) with the "Coriolan Overture"; "Symphony Number 5" with the "Leonore Overture Number 3"; "Symphony Number 6" (Pastoral) with "Fidelio Overture," and "Symphony Number 7" with the "Egmont Overture."

2d Gold Platter For Ricky Nelson

HOLLYWOOD—Ricky Nelson will receive his second gold disk shortly, as sales of the teenager's Imperial etching of "Stood Up" passed the million mark last week, according to label topper Lew Chudd.

Chudd declared that a total of seven pressing plants have been working on the Nelson single, EP and LP, claiming that in excess of 250,000 albums have thus far been sold. Package has been in The Billboard charts eight of the nine weeks since its release.

Chudd leaves for New York next week to launch the first Yvonne DeCarlo entry, "That's Love." Miss DeCarlo will tour six key cities with Chudd to promote the wax.

See Defense Move to Void Cleffers Suit

NEW YORK — One of the strategic moves of the defendants in the Songwriters of America suit, it is understood, is likely to be the filing of a motion in Federal Court asking that the suit be dismissed. Such a motion would claim that the litigants are not the proper parties of interest. Sources close to the scene state that the defendants' motion poses a legal nicety: that the defendants rights have been assigned to publishers and to ASCAP; and, therefore, the court would not have jurisdiction unless ASCAP and perhaps publishers joined the defendants in the suit.

Not all legalists, of course, would agree with this point of view; but it has been ascertained that some feel it is a valid point.

Big question, of course, is when would such a motion be filed. Again, sources close to the picture have averred that it is in the "printing stage"—that it is currently being prepared. One legalist with direct pipe lines to the defendants' side of the controversy confirmed that thought has been given to the maneuver and indicated the motion would be made.

"Sometimes," he said, "this is done in the initial stages of a trial, and sometimes prior to the trial." There seemed to be considerable belief that the motion might be filed prior to a trial.

Woolford Gets New Columbia Classics Slot

NEW YORK — John Woolford has joined Columbia Records in the newly-created post of Product Manager, Classical Albums, according to an announcement last week by Hal Cook, Columbia vice-president in charge of sales. Creation of the post indicates the label's emphasis on new album product in 1958, Cook noted. He added that Woolford would have marketing responsibility for all Masterworks releases as well as classical product in the stereo tape and Harmony lines. Woolford will be assisted by Peter Munves.

Woolford has been associated with Angel Records since its introduction in this country in 1953, and previously served as manager of the Baltimore Symphony, the Louisville Orchestra and Assistant Manager of the New York Philharmonic.

KWK EXECS TAB R&R A SMASH

NEW YORK — Local station KWK here literally "broke" away from its rock and roll listeners last week, via a decision to ban all r.&r. disks starting this Monday (20).

In a move to dramatize the demise of rock and roll on KWK, the station designated last week (13-20) as "Record Breaking Week," during which period KWK jocks broke all r.&r. records in the station's library, smashing each disk on mike after giving it a farewell spin on the air.

Participating in the platter-pillory — characterized by KWK prexy Robert T. Convey as "simply a weeding out of undesirable music"—were deejays Gil Newsome, Ed Wilson, Jack & Jerry and Reed Farrell. Henceforth KWK's disk programming will be aimed at adult listeners.

First Carlton Release Is Koeb Master

NEW YORK—Altho Joe Carlton's new record firm, Carlton Records, has signed a flock of new artists, the label's first release will be a master, which Carlton purchased last week from Boston songwriter Arthur Korb.

The disk—tagged "The Prince of Players" — spotlights warbler Tommy Frederick and the Hi-Notes, and Carlton said he shelled out $6,400 for it. Platter will be released this week. Meanwhile, the exec said he has tabled all other releases to get this one underway.

Temporarily shelved platters include "Sunglasses After Dark," by Dwight Pullen; "The Place," by

(Continued on page 76)

NORTH-OF-BORDER WAX

See Final '57 Canadian Disk Sale Tally $25 Mil

By HARRY ALLEN

TORONTO — Canadian record sales at retail level for 1957 are likely to be about $25,000,000. The total industry sales for the year thru October were $20,685,109. Gradually the 78's are being replaced by the 45's, with the EP's on the upgrade.

In the last two years, report distributors, there has been a tremendous growth of the 12-inch pop LP's. The public recognizes the excellent value for dollar spent and the attractive covers help push the records. A growing interest in chamber music is noticed by the distributors. The children's market has dropped off. This is blamed on the lack of specialized selling. The field needs development, say distributors.

For a long time, Montreal was looked upon as the jazz center of the country. This is no longer true. Toronto is far and away the best. A continuing stream of imported and visiting jazz artists to this city, as well as a healthy growth locally, have been the main factors.

When it comes to concerts as a whole, Toronto and Montreal are on a par, with Montreal leaning towards artists of French origin, while symphony is stronger in To-

(Continued on page 76)

WTRY to Sked 24-Hour Music

TROY, N. Y. — Local station WTRY, which recently was purchased by WAVZ, of New Haven, Conn., is inaugurating a new 24-hour music policy patterned after that of its new parent station.

WAVZ program director Tiny Markle and music director Jimmy Peters are here on the local scene setting up personnel and policy. Markle has signed on the following jocks to date: John Mounteer, 6-9 a.m.; Ernie Anderson, 9-12 a.m.; Dick Brown, 1-3 p.m., and Paul Jones, 3-7 p.m.

Riverside 1958 Start Covers Broad Field

NEW YORK—A wide range of jazz, folk, specialty and spoken word material features the initial 1958 package release from Riverside Records.

Of the 11 sets, six are in the jazz field. These are highlighted by "Blues for Tomorrow," with a series of unreleased blues readings by Sonny Rollins, Coleman Hawkins, Art Bladkey, Mundell Lowe and others; "Jazz for Lovers," with ballads by Coleman Hawkins, Zoot Sims, Clark Terry and Kenny Dorham; "Great Ideas of Western Mann," by Herbie Mann's Californians; "San Francisco Suite," with the Freddy Redd Trio; "That's Him," with thrush Abbey Lincoln, and "Seven Standard and a Blues," with the Ernie Henry Quartet, featuring Wynton Kelly, Wilbur Ware and Philly Joe Jones.

In the folk idiom, the label has "Yiddish Folk Songs," with Ruth Rubin; "Timber-R-R," which has lumberjack songs by Paul Clayton, and "Banjo Songs of the Blue Ridge and Great Smokies," by Obray Ramsey. In the specialty category is "A Frenchman in New York," by Luc Poret, while the Modern Voices series contains a recording of Eleanor Roosevelt in conversation with Ben Grauer.

Weiss Brings New Imports For Morris

NEW YORK — Robert Weiss, who represents E. H. Morris Music abroad, was in town last week for confabs with Morris and general professional manager Sidney Kornheiser.

Discussions centered around four new tune imports, which Weiss has acquired for the firm, including the English speaking rights in the Western Hemisphere to two songs — "Margaret" and "Rose" — penned by French Warbler Henri Salvador, who wrote "Melodie D'Amour," "Tambourin Mexicain" and "Bonjour Paree."

Morris has assigned U. S. writers to pen English lyrics for all four tunes. "Tambourin Mexicain" has been cut by 29 different French artists to date. Weiss arrives in Hollywood this week, and is scheduled to fly back to Paris, via the Polar route, on February 5.

PHILLY SYMPH AIRS FIRST 'LIVE' STEREO BROADCAST

PHILADELPHIA — The first series of "live" stereophonic sound broadcasts by a major symphony orchestra will be performed by the Philadelphia Orchestra, Eugene Ormandy conducting, over WFLN, beginning Friday, March 14. Announcement was made jointly by Donald L. Engle, orchestra manager, and Raymond S. Green, executive vice-president of WFLN. The six broadcasts will conclude Friday, April 25. The opener will mark the debut of WFLN's new station, WFLN-AM.

The complete series is being offered to a group of stations across the country. To date, seven have now agreed to carry all the concerts and more are expected to join the symphonic web. Their success will determine the possibility of their becoming an annual feature, said Engle.

To cue off the sterophonic "live" series on March 14, the orchestra will be heard on WFLN in a taped version of the January 3 concert.

Philadelphia's first regularly scheduled binaural broadcasts, adapting the two-dimensional techniques of stereophonic sound thru AM and FM radio, are heard on WFIL-AM and FM each Sunday from 10 to 11 p.m., titled "Dimensions in Sound."

The stereophonic sound system used on the program is achieved thru the use of special stereo tapes, plus the combined facilities of the two WFIL broadcasting stations.

To hear these programs, listeners tune their AM radio to WFIL and their FM receiver to WFIL-FM. The speakers should be located along one wall, from six to 12 feet apart. Speakers must be balanced as to volume to obtain maximum stereophonic reproduction.

Here's the New "Frankie" they're Screaming for!

FRANKIE AVALON

has his first great SMASH!

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b/w

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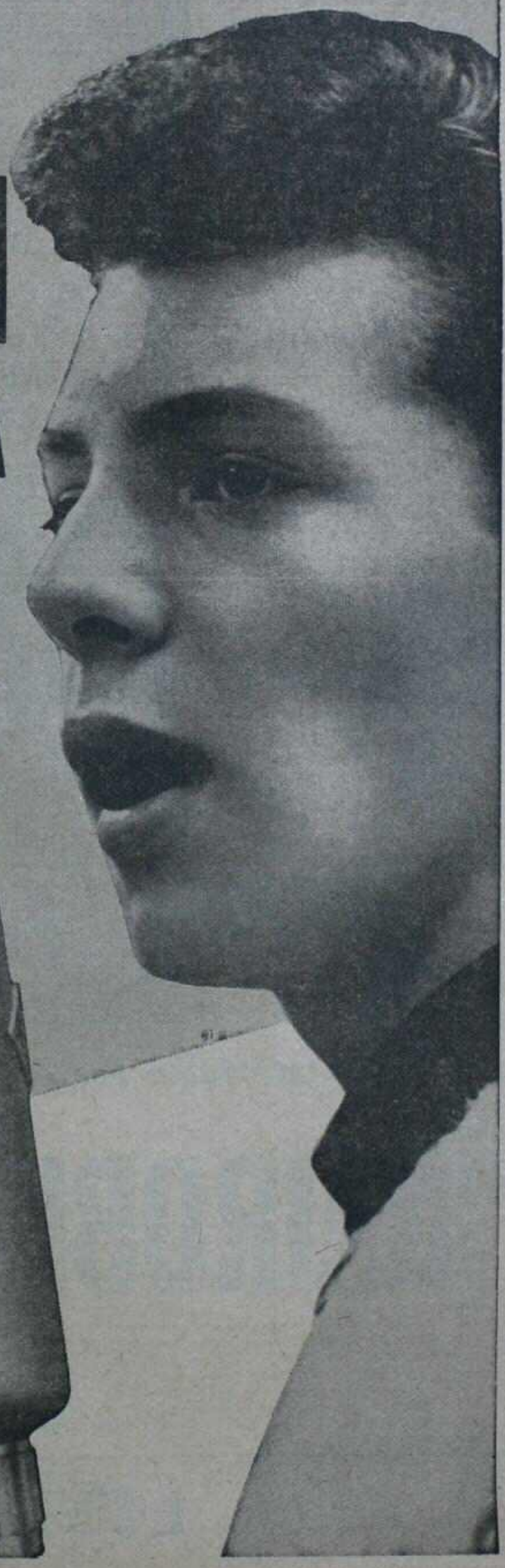

Frankie *sings* as well as swings!
This young gentleman—
and that's what he is—makes it BIG!

And CHANCELLOR's got 2 more great ones in the wings!
Watch for the sensational debut of

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LET'S TRY AGAIN

C-1013 and

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singing

I'M HAPPY

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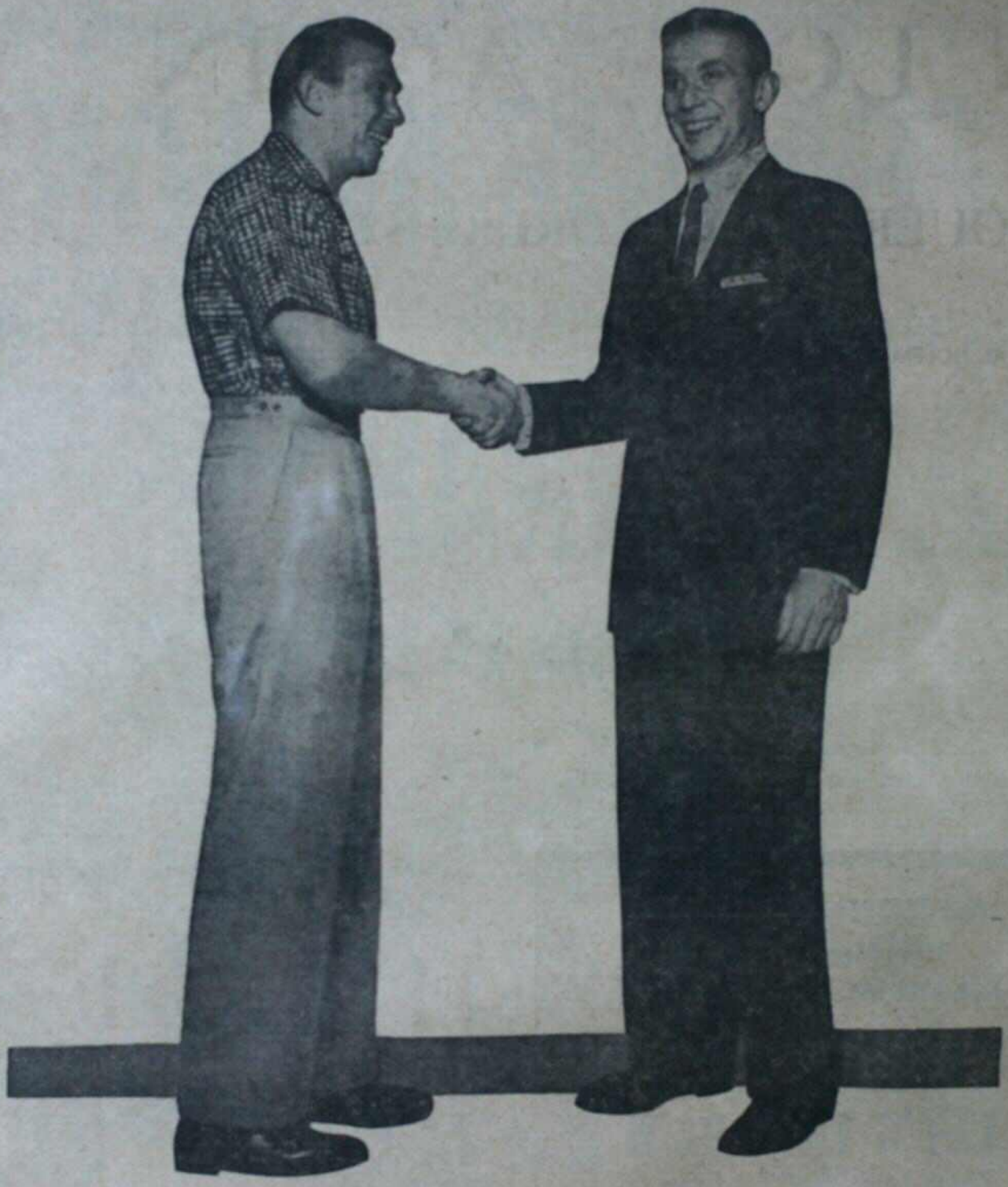

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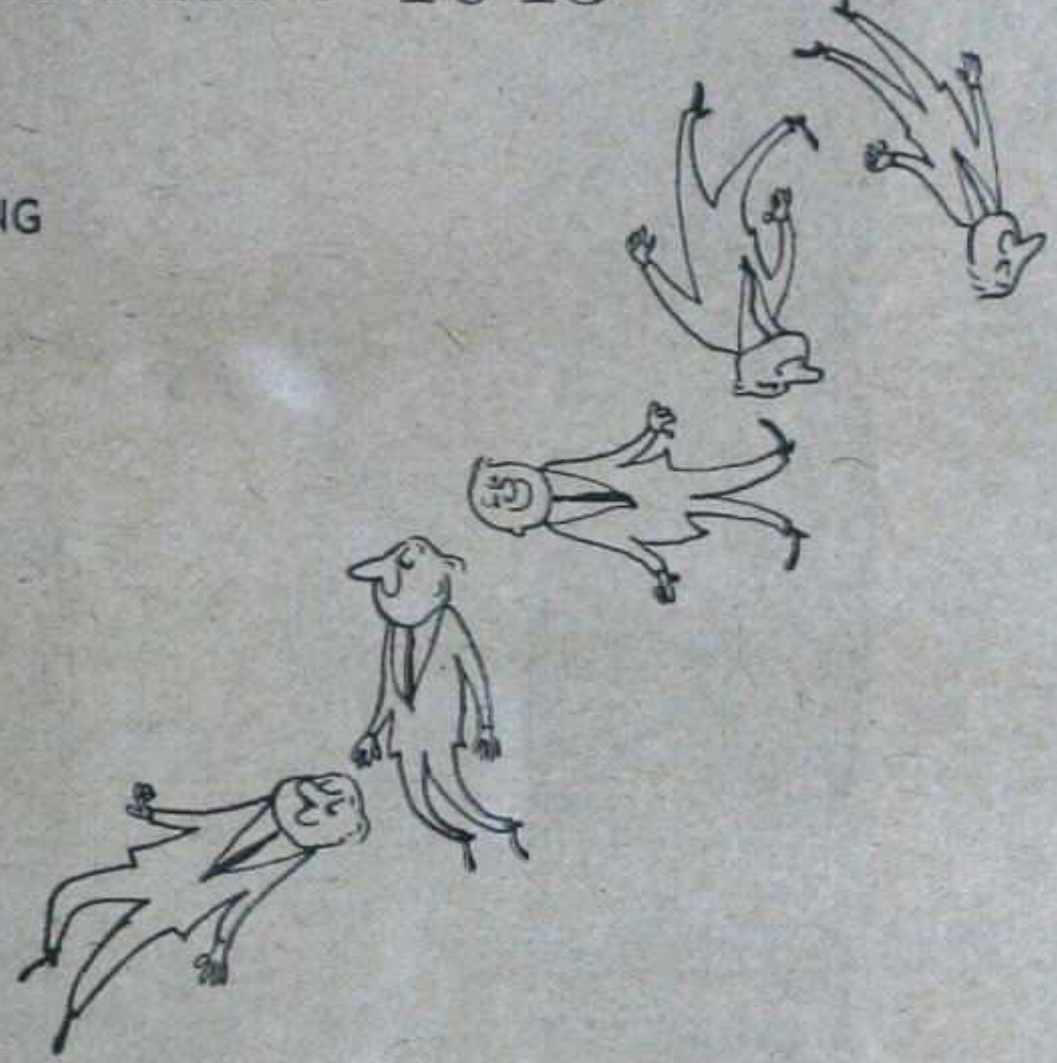
OH-OH, I'M FALLING IN LOVE AGAIN

on ROULETTE RECORDS-4045

written by AL HOFFMAN and DICK MANNING



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Merc Skeds Expanded '58 Classic LP Output

NEW YORK—Mercury Records is releasing 14 new albums during January and February. The label's classical division chief, Wilma Cozart, estimates that Mercury will market between 75 and 100 LP's during 1958, as compared to 50 in 1957. The label's current classical catalog includes 180 LP's, all newly recorded since 1951.

Mercury's new classical LP lineup for January includes: "March Time" with Frederick Fennel conducting the Eastman Symphonic Wind Ensemble; Brahms' "Variations on a Theme by Haydn" and "Hungarian Dances" by the London Symphony, conductor Antal Dorati; Prokofiev's suite from "The Love for Three Oranges" and the "Scythian Suite," London Symphony, Dorati; Beethoven's "Eroica," Minneapolis Symphony, Dorati; Ives' "Three Places in New England" and "Third Symphony," Eastman Rochester Symphony, conductor Howard Hanson; Schubert's "Fantasy in C" and "Duo Sonata," Rafael Druian, violin, John Simms, piano; "Suppe Overtures," Halley Orchestra, conductor Sir John Barbirolli; Ravel's "Mother Goose Suite," Chabrier's "Bourree Fantasque," Roussel's "Suite in F," and Barraud's "Offrande a une Ombre," Detroit Symphony, conductor Paul Paray.

The February album release includes the following: Dvorak's "Symphony No. 2," Halle Orchestra, Barbirolli; Verdi Overtures, London Symphony, Dorati; Haydn's "Military Symphony" and "Clock Symphony," London Symphony, Dorati; Organist Marcel Dupre, at New York's St. Thomas Church organ, playing Franck's "Piece Heroique" and "Three Chorales"; Victor Herbert's "Cello Concerto" and Peter's "Sinfonia in G" Eastman - Rochester Symphony, Hanson; Grieg's "Peer Gynt Suite," "Symphonic Dances," and "Elegiac Melodies," Halle Orchestra, Barbirolli.

Miss Cozart recorded six LP's with the Minneapolis Symphony and Dorati last month, and is currently readying Mercury's first Maria Callas album for release early this spring.

'Our Boys Come First,' Say SPA

NEW YORK—"We will always be concerned with a writer's rights, no matter where or by whom he may be employed." In these words, a spokesman for the Songwriters Protective Association summed up what were called the continuing aims of the group, in the wake of the failure of merger negotiations with the Composers and Lyricists Guild of America.

The statement was taken to mean that with the strengthened West Coast SPA committee, headed up by Harry Ruby and co-chairman Paul Francis Webster, SPA would not hesitate to cover writer members in their dealings with such specific entities as motion picture and TV film producers. This would likely be done via inclusion of SPA contracts on all pic and TV assignments for cleffers.

It was on the issue of representation of songwriters in the television

(Continued on page 77)

Victor Makes Polaroid Tie

NEW YORK—RCA Victor has made a promotional tie-up with Polaroid Land Cameras, whereby the label will hold a display contest for dealers throout the country next month.

The contest will spotlight 48 Victor cover-conversion albums (16 pop and 30 Red Seal) and dealers will be provided with giant four by four-foot color posters illustrating 20 of the LP's.

Slogan at the top of the poster will read "For Music You Want When You Want It—RCA Victor Records," while the bottom will carry a photo of the Polaroid Land Camera and the slogan "For the Picture You Want When You Want It—Polaroid Land Cameras."

Salesmen equipped with several hundred Polaroid cameras, will visit dealers in their territory, and take pictures of the best window displays built around the poster, following which they will present the camera to the dealer.

Col's Shapiro On S. A. Trek

NEW YORK — Nat Shapiro, chief of overseas operations for Columbia Records, left Sunday (19) for a two-week tour of Chile, Argentina and Brazil.

Shapiro will go over 1958 artists and repertoire planning with the company's affiliates in these Latin American territories. He'll also scout new material, on the trek, for Columbia's "Adventures in Sound" series. Also on the agenda, are conferences with the Phillips people in Argentina and Chile. Phillips handles the Epic line in those countries.

Victor Preps Big '58 Hypo For Red Seals

NEW YORK—The RCA Victor Red Seal Division has signed six new artists to recording contracts, and blue-printed a flock of new recording projects for 1958.

New pactees include 22-year-old Polish pianist Andre Tchaikovsky, violinist Henry Szerying, dramatic soprano Leonie Rysanek, Canadian contralto Maureen Forrester, Leontyne Price and Cesare Valletti.

Among the new projects will be wax versions of the "Berlioz Requiem" and the Tennessee Williams opera "Lord Byron's Love Letters." Latter is being prepared in accordance with an agreement concluded last year with music publisher G. Ricordi, calling for a series of LP's by internationally famous composers.

Also on the 1958 agenda is an expansion of the Chamber Music program initiated last November with both the Festival and Julliard String Quartets participating.

New additions to the Rome recorded group of complet operas will be "Orfeo," "Madame Butterfly," "La Gioconda" and "Lucia Di Lammermoor"; and Giorgio Tozzi will make his solo album debut singing operatic arias from Mozart and Verdi.

Arturo Rubinstein will continue recording concerto repertoire, specifically "Saint Saens" "Piano Concerto No. 2," De Falla's "Nights in the Gardens of Spain," and Franck's "Symphonic Variations."

LEWIS VS. DANKWORTH

Bandleader Happy to Make Stateside Tour

LONDON — "Frankly, I think the States is an invaluable shop window for British bands. My boys are dead keen to go to the States again." Thus went the reply of bandleader Vic Lewis to the Johnny Dankworth blast last week against the whole British-American band exchange set-up.

Dankworth, following his turndown of an offer to tour the States as the exchange for the Glenn Miller band, now here on tour, had described the situation as a "farce." "Our Musicians Union has been made a laughing stock," Dankworth said. The Lewis band has been substituted for Dankworth as the Miller exchange unit and will do a 21-day tour in America with Sarah Vaughan.

"If my band plays on a bill with Bill Haley, the Platters and the Teen-agers," Lewis told Dankworth via a letter published in the Melody Maker, "at least we're getting a good hearing. Disk jockeys are always keen to have an Englishman on the air, too—all of which helps the record promotion.

"Maybe you can afford to stick out until you go over as the star of a show. But remember, even Ted Heath had artists like Carmen McRae and the Hi-Lo's on his last tour. And he had been over three times. Money? My concern is to keep the band working. So long as the money is fair and has receive Union sanction, why should we complain. You have a point about the "concerts only" ruling but refusing to go is not going to help matters. The first thing is to get known to Americans.

"Finally, that color question. No one is more anti-color bar than I am. But I believe it is outside a bandleader's province to make his music a political issue. We have no right to dictate terms to the Americans. We need American

(Continued on page 77)

Cello Quartet Decca Highl't

NEW YORK — The debut of the New York Philharmonic Cello Quartet is the feature of the Decca Gold Label release of January 27. The quartet, headed by Laszlo Varga, performs original compositions for four cellos by Emanuel Moor and Josef Jongen and works, in transcription, by Bartok and Vivaldi.

Also included in the release is a set by the Berlin Philharmonic Orchestra under Hans Rosband containing performances of Haydn's Oxford and London Symphonies.

CANADA TO ROCK AGAIN TO R&R BEAT IN '58

TORONTO — Survey of Canadian record companies shows rock and roll will still be with us in 1958.

Other trends will be us. Many records will lean toward instrumental rather than vocal versions. Ballads will become much more popular. Sale of stereophonic tape recordings will increase. Many more people will be buying 45's and the record business will be bigger than ever.

Frank Jones, of Columbia Records, one of those who sticks with rock and roll, figures ballads will come into their own right. He points to the success of Johnny Mathis who had two songs on the top 10 at the same time.

George Offer, of Apex Records, distributors of Decca and Coral disks, thinks business will remain steady for six months, "then we will see a steady climb of sales again."

Lee Farley, of Quality Records, looks for more instrumental music, but still rock and roll.

R. G. Simpson, sales and promotion manager, RCA Victor Company, Ltd., sees the year as a whole being better than 1957. The first six months, however, will run under the same period last year.

"We believe it will be a time of consolidation for a lot of dealers and that the smart merchant will get the business by going after it, rather than simply waiting for customers as everyone has been prone to do in the last lush couple of years."

Industry Mourns Wattenberg Passing

NEW YORK—The music fraternity noted with sorrow the death Thursday (16) of Sidney W. Wattenberg, well known as an expert on copyright law and for his legal work on behalf of numerous clients in the music business. Wattenberg, who was 47, had been in ill health for a year, following major surgery.

The veteran attorney was a member, with his brother Philip, of the firm of Wattenberg and Wattenberg, long identified with the music industry. He had been general counsel of the Music Publishers Protective Association for 20 years. About 15 years ago, at the time of his father's passing Wattenberg moved in personally as general counsel for Max Dreyfuss and the entire Chappell group of holdings.

Since its inception, 18 years ago, Wattenberg had also been attorney for the National Music Council, an organization whose members included many musical organizations and societies which were national in scope. These included ASCAP, BMI, SPA and numerous educational and cultural bodies. Last year, he wrote, introduced and was instrumental in the passage in both houses of Congress of a bill granting a federal charter to the Council.

As an expert in the copyright field, Wattenberg was actively associated with many government committees and organizations with a stake in this field. He also played a key role in drafting the provisions of the present international copyright convention.

Widely known as a friend of

(Continued on page 77)

Victor Inks Reisman to New Pact

NEW YORK — Joe Reisman has signed a new pact with Victor as an artist, according to an announcement last week by Steve Sholes, a.&r. chief for single records.

Reisman's new deal calls for more extensive a.&r. work, as part of the realignment program in Sholes' department (see separate story). Formerly an artist and musical director, Reisman will now handle, in addition, the selection and recording of material for pop artists on both RCA Victor and Vik.

Since joining the company three and one-half years ago, Reisman has had three gold records made under his supervision—"Papa Loves Mambo," "Hot Diggity" and "Round and Round," all by Perry Como. A fourth, Como's "Catch a Falling Star," is nearing the three-quarter million mark.

2d Generation Gets Into Act

HOLLYWOOD — Jubilee Records will record an album of standards by the late Gus Kahn, with artist and repertoire topper Morty Palitz inking Donald and Lois Kahn for the package here last week.

Album is to be titled "Yes Sir, That's My Baby" and marks the disk debut of Don and Lois, son and daughter-in-law of the late composer. Palitz is expected to remain here for another week of recording activity.

Myles to Cut Own Tunes for Gallo

NEW YORK — Gallo Records has signed 21-year-old Pittsburgh warbler Dave Myles to a recording contract.

Myles, who writes his own material, will record four of his own tunes for Gallo this month, with his first single for the label scheduled for early February release.

Que Label Takes Over GNP Set-Up

HOLLYWOOD — Que Records has acquired the premises and equipment of GNP Custom Recorders, with formal transfer expected to take place by February 1. Deal was disclosed here last week by Gene Norman, president of the latter firm, and Norman Houle and Art Suchesk of the Que firm.

Houle and Suchesk, latter formerly with Radio Recorders here, will make their offices in the Pantages Theater Building and will install new recording equipment there. Firm will offer services for stereo and monaural recording, 16-mil magnetic recording as well as dubbing, transfer, editing and disk recording.

Norman will move his diskery operations to new offices located near his Crescendo and Interlude niteries on the Sunset Strip here. Walt Heebner, general manager of the GNP Record Company, declared the move to be an important step in the consolidation of the three labels, GNP, Whippet and Dixieland Jubilee.

Thrush Kallen to Exit Decca Ranks

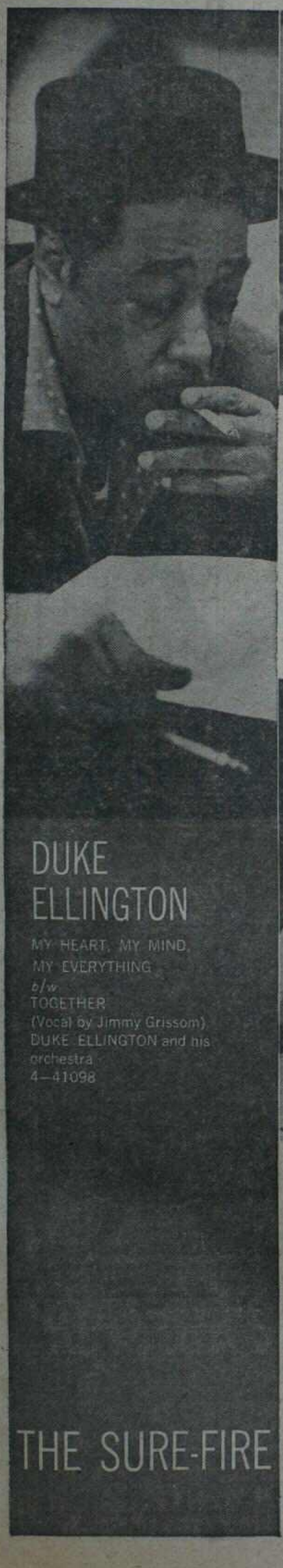
NEW YORK — Thrush Kitty Kallen, with Decca Records for the last three years, is leaving the company. At press time Buci Granoff, her manager, was close to wrapping up a pact with another label.

Kitty Kallen during her tenure with Decca had several very big disks, including "Little Things Mean a Lot" and "In the Chapel in the Moonlight."

Victor Names Head Custom Sales Rep.

NEW YORK—James L. Head has been appointed sales representative of the RCA Victor custom record sales department, succeeding James R. Cunnison, who has been transferred to the commercial record department.

Head, formerly sales rep in the Chicago office of RCA's custom department, has been with RCA Victor for 17 years.



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b/w
TOMORROW'S MY LUCKY DAY
with BUDDY COLE and his orchestra
4—41104

"LITTLE" JIMMY DICKENS

FAMILY REUNION
b/w
WHATEVER YOU WERE
4—41079

DORIS DAY

TEACHER'S PET
(from the Paramount Picture "Teacher's Pet")
b/w
BLUES IN THE NIGHT
with FRANK De VOL and his orchestra
4—41103

BILLY WALKER

I NEED IT
b/w
PUT YOUR HAND IN MINE
4—41099

THE WORD ON PLAYS

DORIS DAY spins in on a winner, the title song from her new Paramount Picture, "Teacher's Pet," a Carole Lombard type of comedy co-starring Clark Gable. Miss Day is top box office, and the exposure from filmdom gives this tune a running head-start! • • • BING CROSBY'S two sides are from the CBS Television Golf Show which Der Bingle Emceed! Televison exposure plus two great tunes plus Mr. Music himself put these halfway down the home stretch before the race has begun! • • • The DUKE presents another original with "Heart, Mind, Everything" and couples it with the '28 standard, "Together," for a sales-stormer in the best ELLINGTON tradition! • • •

Extra Exposure!

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FEW CHICK HITS BUT FEM TITLES BURGEON

NEW YORK—Girl singers may not be making the singles best seller charts often these days, but there is a definite trend toward the use of fem names in tune titles.

Current best sellers on the charts include Buddy Holly's "Peggy Sue" the Every's "Wake Up Little Susie," Perry Como's "Ivy Rose," the Crescendo's "Oh, Julie," and the Playmates' "Jo-Ann." Just off the listings are the still potent best sellers "Diana," by Paul Anka and Jimmy Dee's "Henrietta," while Frankie Avalon's "Dede Dinah" and Clint Miller's "Bertha Lou" are coming up strong, and Jim Reeve's "Anna Maria" is No. 3 on the country and western deejay charts.

Among the new singles releases utilizing fem tags in their titles are the following: "Ever Since I Met Lucy," cut by Mark Stone on Kapp and Nick Todd on Dot; Percy Faith's "Maria," Alan Dale's "Cindy and I," Billy Eckstine's "Gigi," Johnny Cash's "Give My Love to Rose," Guy Lombardo's "Lida Rose," Jimmy McPartland's "Marian the Librarian," Bobby Lee Trammell's "Shirley Lee," Frankie Laine's "Annabel Lee," and Harry James' "Andrea."

Also in tune with the fem name trend this month is Barry De Vorzon's "Barbara Jean" on Victor, Pat Shannon's "Maybelle," Bob Smith's "Molly, By Golly" on Jubilee, Billy Brown's "Meet Me in the Alley, Sally," Joe (Fingers) Carr and Pee Wee Hunt's "Kitty," Irving Fields' "Syncopated Sadie," "Flirty Gertie" by the Jiv-a-Tones on Felsted, Little Richard's "Good Golly Miss Molly, and two Tally slicings —Al Hendrix's "Rhonda Lee" and Wally Lewis' "Kathleen," backed by "Donna."

New wax versions of oldies bearing fem names include Kenny Bowers' "Honeysuckle Rose," the Treniers' "Goodnight Irene," Bobby Troup's "Tangerine," and Ronnie Deuville's "Laura." The polka disk field this week contributed "Betty's Polka" by Stan Antonuk, Johnny Bomba's "Mary, Marry Me," and Walter Solek's "Julie Anna."

Uncontested victor for "most unusual girl's name in a song title" honors, of course, go to Larry Williams' "Bony Moronie" ("I Gotta Girl Named Bony Moronie"), which is No. 20 on the bes' seller chart this week.

Charge Singer Broke Contract

NEW YORK — Eugene Mumford, singer, was named defendent in a suit brought in Supreme Court here this week by Old Town Records. Suit seeks to enjoin Mumford from recording for any other firm except Old Town.

Complaint alleges that Mumford signed a recording contract with Old Town in April 1956. Mumford later breached the contract, according to the charges, when he made recordings for Liberty Records and other firms. Billy Ward and the Dominoes, had hits on "Stardust," "Deep Purple," and was heard on the group's album, "Sea of Glass." All these disks were on Liberty. Litigants in the case will appear January 29 on an order to show cause why an injunction should not be issued to stop Mumford's recording work for other firms.

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M-G-M Sets Big Push on Three 'Gigi' Albums

NEW YORK—One of M-G-M Records' biggest-ever sound track album promotions will get under way this week when the diskery chief, Arnold Maxin, treks to Hollywood for conferences with Howard Strickling and other top studio men on plans for the "Gigi" track package.

The week-long sessions will deal with advertising and promotion for three "Gigi" sets, including an instrumental version by David Rose and a jazz reading by Dick Hyman, as well as the track album. The latter, however, will receive prime attention in all promotion.

Already in the promotion mill are a sales contest for distributors and salesmen, a dealer-exhibitor window display contest, shipment of sound track albums to 2,000 radio stations, theater previews for dealers, jockeys, etc., in key cities and heavy trade as well as consumer advertising plans. Special display material is also going out to dealers.

Vox Releases Again Stress Originality

NEW YORK—Vox Records releases for January continue the company's policy of presenting untrammeled repertoire and original, longer-playing programming. Also, the label makes a point this month of extending its several running "series."

In the latter categories, Vox has managed to group three popular Mozart symphonies, the "Linz,"

(Continued on page 76)

5TH NEWPORT JAZZ FETE SET

NEWPORT, R. I. — The Fifth Annual Newport Jazz Festival will be held again this year in Freebody Park from July 3 thru 6. The series of lectures, group discussions and studies of jazz that were started last year will be continued. Langston Hughes, poet and author of the play "Simply Heavenly," Marshall Brown, musical educator and director of the Farmingdale High School Band, and Clark Simons, prominent Providence investment banker, have been added to the Festival's board of directors.

Victor Kidisk Sales Jump 184% in '57

NEW YORK — Sale of RCA Victor Bluebird kiddie records increased 184 per cent during 1957 over the previous year. According to Harry Jenkins, manager of the Victor singles department, over 60 per cent of the total volume was accomplished thru rack jobbers. "Supermarkets are proving themselves a ready-made outlet for well-packaged, low - priced kiddie goods," Jenkins said. He added that LP's and 45 r.p.m. disks accounted for 80 per cent of all sales.

Success is attributed to a four-way program set up last year, which includes: 1) polyethylene-wrapped, four-color covered LP's at $1.98, 2) release of Victor pop hits on the Bluebird singles line at 49 cents, 3) extensive release on singles and albums of music

(Continued on page 76)

Christy Label Makes Debut

HOLLYWOOD—Christy Records, headed by band leader Joe Jaros and Peter Uharriet, entered the disk arena last week, inking singer Cory Lind to a term recording contract. New label will make Los Gatos, Calif., its home base of operations.

Label plans to enter the LP field as well and is currently setting national and foreign distribution. Uharriet will leave on a three-month promotion tour shortly, visiting with jockeys and distributors in key cities.

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Less that eight months ago, Sam Cooke was a member of the great gospel group known as the Soul Stirrers. He had already tasted the wine of success with that group's spiritual hits on the Specialty label. Last April a.&r. man, Bumps Blackwell, cut Cooke in some solo efforts in the pop field, also for Specialty.

That was the beginning of his career as a single artist, Cooke told me this week. He was in town for a five-day engagement at Brooklyn's Club Elegante. "The first records weren't released at the time," Cooke said. "Then Blackwell and I got together in June and cut more sides. Most of these masters he bought from Specialty. The sides later were the beginning of the Keen label in California. The first record was released in August and since then, well, everybody's been awfully good to me."

Thus it is that today, Sam Cooke is on the best selling charts with three different records on two different labels. One of the disks, on Specialty, is one of those that was not sold to Blackwell. This has become a hit for Specialty, which is reminiscent of the time about a year ago, when Eddie Heywood had "Canadian Sunset," on RCA Victor and "Soft Summer Breeze," on Mercury on the charts simultaneously.

Cooke could never be classified as a purely rock and roll artist or a blues singer, but he attributes his success to his six years with the Soul Stirrers and a deep feeling and love for the blues nevertheless. "Gospel and blues, after all, are very close together," he pointed out, "and you can't help being influenced by them, when you have those feelings in your soul."

He has a wide range of artist likes, "tho I hardly ever get a chance to listen to records any more. I'm too busy singing myself. But I think Frank Sinatra's phrasing and intonation are the greatest. Lavern Baker and Billie Holiday are both wonderful to hear, and I'd say that Presley is a real terrific performer." On the jazz scene, Cooke likes artists he can understand, and among these he lists Dizzie Gillespie and Count Basie.

Sam Cooke will do the Patti Page "Big Record" show Wednesday (29) after which he hits the road for a February-long tour at the head of a package which will include Ernie Freeman, Thurston Harris, the Silhouettes and the Chantelles. He's also slated to do the Steve Allen show, the Eddie Fisher show and the Jimmy Dean show on TV in coming weeks.

Two titans of the rock and roll world may soon lock horns in a major talent booking battle. Irving Feld, whose "Biggest Show of Stars" tours have become front runners in the package attraction field, sends his first 1958 edition out on April 6 for a 10 to 12 week trek, across the nation. On the other hand, New York jock, Alan Freed, often billed as the "King of Rock and Roll," will go on his first package road tour on March 28 for at least six weeks. Both have always been able to corral the topmost acts for shows up till now, but not until now have dates conflicted. Freed has already signed up Jerry Lee Lewis, one man tornado from Sun Records, as well as the Lubbock, Tex., sensations, the Crickets. Reached last week, Feld said he would have no comment on his line-up till about February 15. But with two top tours bidding, it may be a great day indeed for the acts that are hot at that moment. And the way the disk business is now,

(Continued on page 77)

Henderson to Up Concert Sked in '58

NEW YORK — NBC music director Skitch Henderson will step up his schedule of concert dates during 1958. The maestro, whose NBC assignments include "Bandstand" and the Steve Allen show, will do approximately 20 dates, as compared with 14 during 1957. The expanded schedule is in line with Henderson's desire to more fully expose the works of American composers.

Booked by Columbia Artists, Henderson appears as guest conductor with well-known symphonic groups in various cities. Ultimately, he hopes to do symphonic work exclusively.

Henderson's 1958 itinerary is not entirely set. He will play Montreal on March 28; Toronto, March 30, and then Miami, St. Louis, and probably Baltimore and a number of Midwest and Western cities. In Montreal he will conduct the CBC Symphony, in Louisville the Louisville Symphony, etc. Henderson's belief is that the field is wide open for popularizing the work of American composers. Other symphonic groups have only skimmed the surface, he feels, inasmuch as their repertoire is generally European-based.

Recent Inkings of Cleffers As Pop Artists Can Cue Trend

NEW YORK—The signing as artists of songwriters Al Hoffman and Dick Manning by the new Carlton Record label and that of Bob Merrill by Roulette points up what may develop into a new trend in the pop music field.

The trend, of course, actually started in the country and western and rhythm and blues fields, years ago, where it has long been common practice for top recording artists to write their own material as well as hits for others—i.e. the late Hank Williams, Chuck Berry, etc.

Now that rockabilly and rock and roll artists have virtually taken over the pop charts, the jack-of-all-musical-trades policy has apparently begun to influence established pop songwriters. At any rate, Roulette released Merrill's first single—"Nairobi" and "Jump When I Say Frog"—last week. Merrill, who wrote the score for Gwen Verdon's Broadway musical "New Girl in Town," and penned "Doggie in the Window" among other pop hits—is currently making the deejay-interview rounds on a cross-country trek.

Hoffman and Manning's debut as a warbling-duo will be made shortly, via the waxing of "Junior Miss" and "I'll Wait." Both Merrill and the Hoffman Manning team cut their own tunes.

Songwriting artists and/or warbling songwriters currently active on the record scene include the Everly Brothers, Paul Anka (who penned his own best-selling disk "Diana"), Melvin "Singing the Blues" Endsley, Ivory Joe Hunter, Ray Charles, Otis Blackwell, Ross Bagdasarian, Buddy Knox, Jim Bowen, Bob Crewe, Marty Robbins, Billy Myles, Jim Lowe, Don Gibson, Fats Domino, Lincoln Chase, Ernest Tubb, Eddy Arnold, Mickey and Sylvia, Larry Williams, Gil Garfield and Bunny Botkin (who record for Verve as the Fraternity Brothers), Johnny Ray, Frankie Lymon and many others.

Seeco Inks Ameche For 'Celeb' Series

NEW YORK — Don Ameche has been signed to an exclusive recording contract by Seeco Records.

Plans for the artist's first album for the label's "Celebrity Series" are already being made. The set will be recorded in February, and Dewey Bergman, who produced the Jose Melis and Elsa Maxwell disks as part of the same series, will be arranger and conductor on the session.

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BOSTON CATS

Hub Solons Dig Satchmo The Most

BOSTON — Louis Armstrong, in for an eight-day stand at Blinstrub's Village, really had the House jumping this week. He also did the same to the Senate when he brought his combo right into the hallowed legislative halls.

Legislators, page boys, employees and court officers applauded, stamped their feet and screamed as the Armstrong group entertained. Instead of the staid introductions usually heard in the chamber, "Satchmo" addressed his audience as "handsome cats." Jazz was heard for the first time in the 300-year history of the Massachusetts Legislature.

A citation was read praising Armstrong as "the ambassador of good will, who thru his artistry brought comfort, pleasure and understanding to people thruout the world."

Satchmo began with the "Star Spangled Banner" (jazz version) and held the audience spellbound with everything from "St. Louis Blues" to "When the Saints Come Marching In."

HOLLYWOOD—Film star Jack Carson was signed to a recording contract with indie Design Records last week, with the pact calling for a minimum of 20 sides a year.

First venture will be a children's album, with Roy Freeman, Design a.&r. topper, here to discuss material with Carson this week.

R&R SAGS IN TEEN-AGE POLL

NEW YORK — Rock and roll isn't as strong with teenagers today as it was last year at this time, according to a recent survey conducted by the Gilbert Youth Research Organization for the New York Journal-American Newspaper.

In the organization's "Favorite Male Singer" poll, Perry Como was No. 1 this year (polling 23 per cent of the boys' votes and 26 per cent of the girls' while Elvis Presley—No. 1 last year with 33 per cent of the total votes —placed fourth. Other favorites were in the following order: Frank Sinatra, second; Pat Boone, third; Tommy Sands, fifth, and Eddie Fisher, sixth.

Breaking the poll down by sexes, the girls put Boone, second; Presley, third; Sinatra, fourth; and Sands and Fisher, a tie for fifth. The boys picked Sinatra, second; Boone, third; Sands, fourth; Presley, fifth; and Fisher, sixth.

Kogan Cuts 1st U. S. Disk

NEW YORK—RCA Victor has recorded the first American disk by Russian violinist Leonid Kogan, who arrived here last Monday (6) for a seven-week concert tour of the United States and Canada. He was accompanied by his wife, Elizabeth, sister of pianist Emil Gilels and a well-known violinist in her own right.

His initial recording for the label is the Khachaturian "Violin Concerto" and Saint-Saen's "Havanaise" with Pierre Monteaux conducting the Boston Symphony Orchestra. The work was recorded on January 12 and will be rushed to dealers thruout the country as soon as possible.

Legality of Cabaret Card Is Challenged

NEW YORK — The constitutionality of the New York Police "cabaret card" may soon be tested in the courts. In the first known attempt to bring the matter to a test case, attorney Maxwell T. Cohen served summonses Tuesday (7) on Police Commissioner Stephen P. Kennedy, Deputy Police Commissioner James L. McElroy, and the 13 members of the Board of Trustees of the Police Pension Fund, on behalf of pianist Beril Rubenstein and cleffer-bandleader Johnny Richards.

Since 1931, employees of cabarets, including musicians, waiters and performers have been required to obtain the cards from the police bureau, at a fee of $2, in order to work.

In the complaint, it is alleged that the card practice is unconstitutional and discriminatory against musicians because a turn-down of an application can prevent them from making a living in their profession. It's also alleged that the system can prevent an employer from using the services of an artist if the artist is rejected by the bureau. Finally, the complaint states that there is no statute authorizing the police to charge for the cards and turn the fees over to the pension fund.

THEME SONG FOR MID-YEAR GRADS

NEW YORK—Altho most labels aim disks with graduation-themes for a June release, Mercury is taking a new approach on Cardigan's new platter, "Your Graduation Means Goodby."

According to Mercury's publicity director Tommy Schlesinger the disk will be airmed at mid-winter high school graduates, long neglected by Tin Pan Alley scribes.

Ameche Inks Seeco Pact

NEW YORK — Seeco Records has signed actor-singer Don Ameche to an exclusive recording contract. Ameche, who has starred in TV musicals and in the Broadway legiter "Silk Stockings," will cut for the label's "Celebrity Series," which recently has produced platters by such as Jose Melis, Hildegarde and Elsa Maxwell.

His first dates will be cut in February under the direction of arranger-conductor Dewey Bergman.

Meanwhile, Seeco and its Dawn Jazz subsidiary have filled out their distribution picture. Abbott Lutz, ex-Columbia sales exec who took over as national sales manager two weeks ago, has added seven new distribs, bringing the total to 35 in the U. S. A.

Victor to Cut Barber Opera

NEW YORK—RCA Victor will record Samuel Barber's new opera "Vanessa," which had its world premiere at the Metropolitan Opera House here last Wednesday (15), via a special arrangement with the Met and the Book of the Month Club.

Victor obtained recording rights to the opera, which received rave reviews, within 12 hours of its premiere. The original-cast LP will be made available to dealers as well as being sold thru the Metropolitan Opera Record Club, which is under the director of the Book of the Month Club."

"Vanessa," with libretto by Gian-Carlo Menotti, spotlighted Eleanor Steber in the title role, supported by Rosalind Elias, Regina Resnik, Nicolai Gedda, Giorgio Tozzi, George Cehanovsky and Robert Nagy.

New Indie Pacts Rick Armstrong

HOLLYWOOD — New indie tagged Tender Records was officially launched here last week with the inking of singer Rick Armstrong. Label is helmed by Jean Fadely, who is currently setting national distribution.

First sides by Armstrong is the standard "Do I Worry" and "I'm Hiding Behind My Heart." Armstrong is a former disk jockey and most recently sang with the Norm Petty Trio.

GORDON MAC RAE
HAS A GREAT NEW SOUND!
"NOW"
BY PAT BALLARD
CAPITOL # 3864
Published by
BOURNE, INC. 136 W. 52 St., N. Y. 19
LESTER SIMS, Gen. Prof. Mgr.

Indie Distribs Have Qualms

• Continued from page 30

Christmas merchandise. On the other hand, Blaine said that payments are substantially behind normal for this time. "I think the economy of the country today is something to think about," declared Blaine.

"From October on, things got worse and worse right thru Christmas." Blaine added. "Both July and August of 1957 were better than December for us. But over-all, we're up from about $3.8 million in 1956 to $4.8 million in 1957, an increase of 24 per cent. Our Newark and Cleveland branches both tripled their business. Manufacturers put the dealers in the driver's seat with their dates and percentage deals and as long as they get that, dealers will always do business."

Johnny Halonka, of Alpha Distributors, New York, said his business is up 25 per cent over 1956. "We can thank three big albums for part of that—sets by Ricky Nelson, the Everly Brothers and the Barrie Sisters. But our real big thing was Sam Cooke. The singles are still the life blood and hit singles or the lack of them can make you or break you. Our credit situation is good, because of the hit singles. When the dealers need you, they pay you promptly."

Portem's Bob Pare, also in New York, says his firm is close to 30 per cent above 1956 grosses. "And if the present rate for this month continues, January will be the biggest month of sales we've ever had. I don't share the utter pessimism of some," says Pare, "We're doing too well. I think our policy of not trying to carry more labels than we can handle is paying off. We have a limited number of labels, with a limited number of package releases. That means we can fully exploit every release. It's very possible that you will see some manufacturers adopting this technique of fewer releases. It makes sense, doesn't it?"

Some dealers have already expressed mild concern about what they call the threat of stereo disks. "Dealers may say they're afraid of stereo obsoleting inventory, but we can only judge by what they are ordering," says Pare, "and they are buying from us. We look for a great year as long as people buy and sell intelligently."

Bill Godlewski of Eastern Allied Distributors, East Hartford, Conn., admitting that business was up in 1957, deplored the intrusion of careless rack-jobbing. "Rack jobbers and one-stops are opening every cigar and candy store as a new record dealer and it's hurting the established dealers. It's getting so that everybody wants only the cream and fewer and fewer are selling catalog. The racks are helping decrease the catalog business and that used to be good for a lot of gravy." Godlewski said he understood that some labels were not so ready to put out blanket guarantees to rack operators as they used to be because of the problem of frequently heavy returns.

Al Levine of Ideal Distributors, New York, said his firm was "about 20 per cent ahead of last year (1956) in gross sales, and he looks to the new management set-up at M-G-M Records to make this an even better year for him. Levine said that the label's catalog had been of great value right along, but agreed that new product was becoming increasingly important.

Leonard Smith, distributor, one-stop and rack jobber of Albany, N. Y., says he enjoyed his greatest year in 1957 and looks forward to a much bigger return this year. "But with the desperate discounting going on in packaged goods," he says, "We've still got to depend on the single hits to do the big job." Smith says his dealers are ordering more carefully after an experience of building up too high an inventory on some of the fall album programs last year. "Besides, how can they make any money on albums with the price structure you have. New York discounters hurt our dealers up here plenty. Singles are their solace."

Defending rack sales, Smith posed a question: Has it ever hit the toothpaste business or the cigarette business in general because supermarkets as well as the corner drug store sells them? Both businesses are as high or higher than ever. And it's the same way with the record business. I have more than 500 racks on location and I still serve dealers. And I can show you that these dealers are making more money than ever. There are 170 million people in this country. So you get a million seller. Twenty-five per cent of the sales go to juke operators. The comer sale of 750,000 to a population of 170 million isn't even scratching the surface. This business has a great future, believe me!"

Practically all distribs reached indicated that strictly Christmas merchandise in the season just past went very poorly and is now coming back in droves. "Perhaps the buyers are looking for longer term value than just a seasonal item for their dollar," was one comment. There was also general agreement on the point that dealers are ordering, but that they are being considerably more cagey on what they order. This, the feeling ran, could be a prelude to the decline of catalog value and to less emphasis on buckshot release psychology on the part of diskeries.

"NOW"

Gordon MacRae—Capitol 3864

"EVER SINCE I MET LUCY"

Nick Todd—DOT 15688

Mark Stone—KAPP 205

BOURNE—ABC MUSIC

136 West 52 St. New York 19

RUSTY WELLINGTON

is the first man to reach the moon (vocally, of course) and there he sits in his . . .

"ROCKING CHAIR ON THE MOON"

b/w

"I LOST MY SOMEONE TO SOMEBODY ELSE"

and He's now on MGM Records

Valleybrook PUBLICATIONS, Inc.

Pic Theme Tops UA '58 Tee-Off

NEW YORK — United Artists Records has kicked off its 1958 release program with three new singles releases, highlighted by the theme song from the UA film, "The Quiet American." Pic has its premiere at the Playhouse, Washington, Wednesday (22). Also featured in the new release are disks by new discoveries, Warren Miller and Al Taylor and the Poodles.

"Song from the Quiet American," from the score by Mario Nascimbene is performed on the disk by Ray Martin and his ork and chorus. Full color sleeve for the disk carries photos of Audie Murphy, Michael Redgrave, Claude Dauphin and Georgia Moll, stars of the pic.

Disk Take $10 Mil

• Continued from page 30

sales, to handle the marketing of stereo tape.

Label added singer Kay Cee Jones to its talent roster last week and also wrapped up the album rights to the upcoming Hallmark Hall of Fame TV show, "Hans Brinker," set for NBC-TV February 9. Show stars Tab Hunter, Peggy King and Jarmila Novotna, latter of the Metropolitan Opera Company. Approval for Miss King's appearance in the Dot package was granted by Columbia Records.

Miss Jones formerly waxed for Decca, and joins the Dot family via the sale of a master titled "Kinda Like Love" and "Johnny Johnny." Prior to her association with Decca she appeared on the now defunct Mills Music Marquee label.

Henry Onerati, Dot vice-president in charge of Eastern operations, returned to his New York headquarters last week following a round of policy meetings finalizing product and promotion plans for 1958.

Victor Flexibility

• Continued from page 30

a.&r. problems and to develop ideas. All the staffers will attend. "It will be a brain-picking session," he stated.

Victor execs feel the new a.&r. set-up will be of such flexibility as to enable it to take advantage of market information gleaned by Harry Jenkins' recently reorganized field operation.

Sholes stated that he is aiming for consistent, sustained promotion on behalf of his artists. Adding that he liked to keep the roster within a workable size, Sholes said that an artist must have the benefit of a regular release schedule. Altho the business is so frantic that this is not always possible, Sholes indicated that he—together with his aide, Chick Crumpacker — would make a great effort to see that artists are not neglected in this regard. "We aim for four or five disks a year for most big artists," he said.

Columbia Phonos

• Continued from page 30

rage of point of sale material is also included in the campaign.

Selkowitz regards 1958 as high fidelity's greatest sales year. He stated: "Altho forecasts in certain lines of business are pessimistic, the high fidelity field presents a tremendously encouraging picture. The trend in the 'sound' business is upward. Columbia maintained high levels of business thruout 1957, with big volume increases in the final quarter of the year. We expect to continue with even accelerated volume in 1958."

Roulette Debs

• Continued from page 30

Williams albums will also be made available as EP's.

The Birdland series cues Roulette's entrance into the consumer advertising field, via special ads, which will appear in various consumer mags in February and March. The line will be backed by an intensive promotional campaign, including special display material for dealers.

MUSIC AS WRITTEN

Morrow-Carbone in Exploitation Team-Up . . .

Buddy Morrow, who has handled the Buddy Morrow and Ralph Materie bands is teaming up with Vince Carbone, formerly with the Dorsey Brothers band, in a joint exploitation operation, with new offices at 550 Fifth Avenue, New York. The boys will handle, in addition to the two bands, Frankie Lester, Bill Justis, Jimmy Palmer and the Campus Jazz Festival.

For Carnegie Hall . . .

An all-star Dixieland jazz concert will be held in Carnegie Hall on Saturday, February 1. Dodey Goodman, comedienne on the Jack Paar TV show will be emsee. The line-up includes over 40 well-known jazz personalities. Among those appearing will be Wild Bill Davidson, Bobby Hackett, Stan Rubin, Jimmy McPartland, Pee Wee Russell, Bud Freeman, William Smith, Roy Eldridge and Max Kaminsky.

Is Nathan Building New Hit Records Quarters . . .

Is Nathan, Hit Records distributor in Cincinnati, has purchased a site for a new one-floor office and warehouse building at 3414-16 Colerain Avenue, that city. New location, which will front on Colerain and the new Expressway now under construction, will afford ample parking space for customers. Over-all cost will run around $175,000, Nathan says. Hit Records will occupy some 25,000 square feet of floor space, with the remainder of the building being leased to another tenant. New plant is expected to be ready for occupancy by June 1. Nathan has been at his present location, 1043 Central Avenue, since 1950.

New York

Judy Scott is skedded for the **Merv Griffin** WABC radio network show January 27, 28 and 29. . . . **Bobby Scott** goes into New York's Cafe Bohemia for four weeks starting January 20. . . . **The Four Voices** will be at Long Island's Shell House on January 24 and 25. . . . **Teddi King** has been booked for the **Dick Haymes** CBS network radio show on February 2.

Mike Cassone, a.&r. chief for newly formed Roman Records, announces their first pop release, "Honey Bunch" backed with "Old Enough to Know." The tune was waxed by **The Four Barons**. . . . A new diskery, Phonograph Records, has been formed by **Paul Geallis**. Geallis, who figures the name is a natural, has listed "Baby, Please Don't Go" backed with "Just Leave Me Alone" by **Jo Ann Henderson** as the first release. Headquarters for the new firm will be 15 South Austin Blvd., Chicago.

The Rover Boys are skedded for a six-week engagement at the Versailes in Miami starting January 24. . . . **Ashley Miller**, a Columbia artist and the former top organist at Radio City Music Hall, is currently holding forth at New York's Sheraton-McAlpin Hotel.

The Tony Scott Quartet is packing them in at New York's Minton's. The group has been booked for an indefinite stay. . . . "Kings Go Forth," the forthcoming United artists pic will have guest appearances by **Pete Candoli** and **Red Norvo**, two of today's top jazz names. The film stars **Frank Sinatra, Natalie Wood** and **Tony Curtis**. . . . Directional Enterprises' **Jerry Levy** and **Fred Amsel**, have formed a new music publishing firm with **Lou Carter**, singing hackie of **Perry Como** fame. The new firm will be called Cab Music Publishing Company.

AMP-3 Records has moved into new offices at 701 Seventh Ave., New York. . . . **Roger Coleman**, pianist, is set at New Orleans' Hotel Roosevelt until January 22.

M-G-M to Give 'Gigi' LP's Plush Push

NEW YORK — M-G-M Records is set for saturation album coverage of the forthcoming M-G-M picture, "Gigi," which stars Leslie Caron. Group of three packages on the score by Frederick Loewe and Allan Jay Lerner will be highlighted by the original sound track. Other sets include an instrumental version by David Rose and ork and a jazz interpretation by Dick Hyman.

The diskery is tying in with the parent pic firm in joint exploitation plans. Promotion program will include a distributor sale contest, shipment of sound track promotion albums to 2,000 radio stations, sound track album previews for critics in key cities, previews of the pic for dealers, jocks and record librarians, and concentrated trade and consumer ad campaigns.

For dealers, there'll be animated window displays, a dealer demo disk of excerpts from the sound track album, with commentary by a well-known deejay, 12-inch square dummy album covers and delivery of sample albums to dealers in key cities by local Leslie Caron doubles.

Randall to Manage British Pubbery

NEW YORK — Bill Randall, formerly with Chappell and Leeds, has joined Florida Music Company of London as general manager.

Randall will handle exploitation on tunes from American catalogs acquired by Florida topper Jeffrey S. Kruger during his recent visit to the U. S.

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

'KATSUMI LOVE THEME'

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

M. WITMARK & SONS

ONE-STOP SERVICE

Writers Supplies
Music Plates and Printing
Recording and Record Manufacture

MUSIC-MART

798 Carnegie Hall, NYC 19. JU 6-5043
Send for free catalog.

SONGWRITERS-PUBLISHERS

Professional demo records. We produce demo records for the nation's leading writers and publishers. 7 Vocalists (male, female); 9 Instruments, Ampex Tape, finest Hi-Fi disc equip. (45 or 78), top engineers, acoustic sound studios. Piano or Organ & Vocal: 1 Song, $9.50; 2 Songs, $16.00. Add any or all of these instruments for $3.00 each per song: Guitar, Sax, Bass Fiddle, Steel Guitar, Violin, Clarinet, Drums.

WRITE FOR FREE INFO SHEET

DEMONSTRATION RECORD COMPANY

BOX 4, STA. C (our fifth year of operation) LINCOLN, NEBRASKA

NEW CORAL RECORDS RELEASES

Dorothy Collins

(I LOVE A)

VIOLIN

•

I WANT IT TO BE RIGHT

9-61939

George Cates chorus and orchestra

DANCE FROM BONJOUR TRISTESSE

•

SHOW ME

(Tausend und ein nacht)

9-61946

Billboard, Jan. 13, 1958

• *Review Spotlight on . .*

GEORGE CATES. Coral 61946. . . .DANCE FROM "BONJOUR TRISTESSE" (Carlet, BMI)

Cates' interpretation of the happy sounding theme from the soon-to-be-released film should delight listeners. 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 Desmond

TEMPERAMENTAL ME

•

GOODBYE TO NAPLES

9-61934

Betty Madigan

UNDER YOUR SPELL

•

TELL ME NOW

9-61933

Lou Graham

WEE WILLIE BROWN

•

SO MEAN TO ME

9-61931

Four Knights

WHEN YOUR LOVER HAS GONE

THE FOUR MINUTE MILE

9-61936

CORAL RECORDS

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

News and Notes

NEW SALES HEAD: Tom Aldrich takes over as industrial sales manager for Rockbar, national distributors for Collaro Record Changers and Goodmans Loudspeakers. Aldrich comes to the post from Presto Recording, where he was sales and ad manager.

One reason given for the recent entry of RCA Victor into disk club merchandising was sagging sales of classical repertory. Story in Tide Magazine states that classical sales dropped in 1957 to 15 per cent of dollar volume. This compares to 17½ per cent of dollar volume in 1956.

TOUCH TAPE: Audio Devices expects to have a recording tape with Mylar base on the market in several months. The addition to their line will be called Super-Thin Audiotape on Tempered Mylar. It will have double length and double strength. Audio Devices is producing the tape now in limited quantities. Full production depends on availability of the tempered Mylar from Du Pont.

Polk Bros., Chicago, teams up with 10 hi-fi manufacturers in promoting a Hi-Fi Show. The show, now in progress, ends February 15. The promotion uses 850 24-sheet posters, a million free-admission tickets, 30 full-page newspaper ads, TV and radio spots. Polk Bros. have five stores in Chicago and Joliet, Ill. Co-operating manufacturers are Admiral, Braun, Columbia, Grundig, Philco, Motorola, RCA Victor, Siemens, Webcor and Zenith.

TWO-CHANNEL SOUND: WFIL-AM and WFIL-FM has begun regularly scheduled stereo broadcasts in the Philadelphia area. Sponsorship is by Radio Electric Company. Stereo sound comes from commercial two-channel tapes. The program is heard every Sunday night between 10 and 11 o'clock.

Motorola will continue its two major ad campaigns—the More to Enjoy series in The Saturday Evening Post and a million-dollar newspaper campaign. New for 1958's first six months is a nation-wide consumer contest which offers the winner a trip for two to the Brussels World Fair and a weekend in Paris.

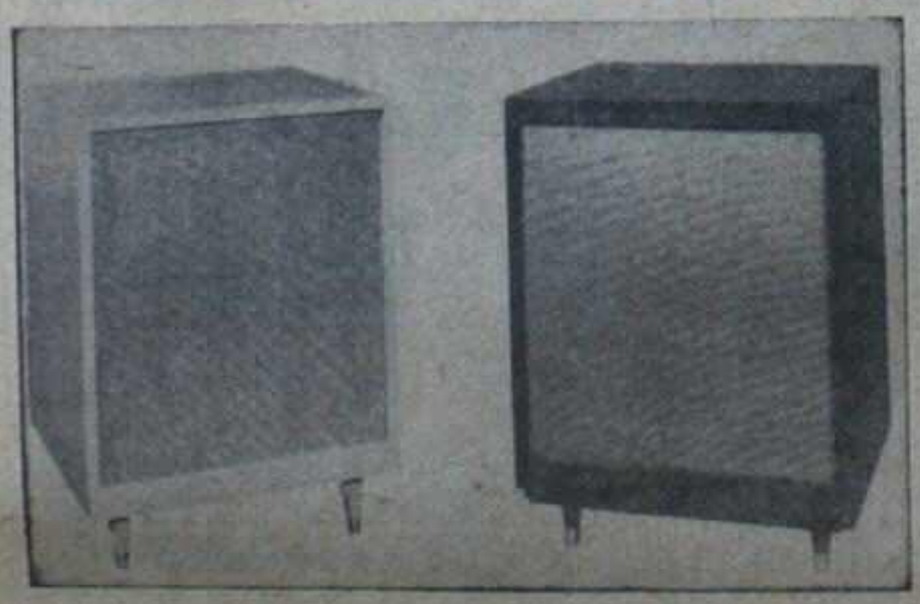
TV PREMIUM: A free custom base for its Black Knight, 17-inch portable TV sets will be offered by Sylvania as its February Promotion-of-the-Month. The brass base usually carries a $9.95 list price. It will cost consumers nothing with the purchase of any one of three portables introduced by Sylvania last month. The promotion ends February 28.

Each month for the past three months was a record breaker for OORadio Indus-

(Continued on page 56)

At left is shown Westinghouse's Granada, an AM radio-phono combination designed as a table consolette. It is available in three finishes—Mahogany, limed oak or fruitwood. It is styled in a lift-lid wood cabinet, with charcoal and white control panel. Components include heavy-duty, four-speed changer, AM tuner, an eight-inch and two four-inch speakers and a four-watt amplifier.

Units below are speaker and record storage cabinets in three finshes, introduced to complement its line of hi-fi phonos and radio-phono combinations. The units have matched eight-inch and four-inch speakers, plus on-off and volume controls. Over 200 records can be stored in the cabinet.



STOP, THIEF!

Where Are Those Missing Records?

- **The professional shoplifter is the dealer's worst enemy**
- **But he isn't the only cause of shrinking inventories**

By RALPH FREAS

A perennial headache for disk dealers is pilferage. The ugly part about it is that dealers often don't know if someone is swiping merchandise. And if they're sure they don't know who's doing it and can't control it.

The most recent report on this problem comes from Aaron Applebaum, Bergenfield, N. J., dealer. For weeks, Aaron told The Billboard, he would find whole sections of his LP display missing. Thirty-five and 40 albums at a time would disappear almost right under his nose.

A Pair of Pros

He was getting frantic about it and, in trying to find someone to pin the deed on, was watching his clerks, the clean-up men; just about everyone. But the pilferage continued.

"I never saw the thieves until the day I caught them," he said. "They were professionals. They waited until I left the store for lunch before they went to work.

"There were two of them, men, about 35 years old. I wasn't the only one they hit. They had been working the entire neighborhood.

"When I went out for lunch, I left one girl clerk behind the checkout counter. One of the men would talk to her, ask her for a non-existant record, talk to her about anything under the sun. While she was occupied this way, the other man would be browsing thru my LP's and stuffing them into a briefcase.

Caught in the Act

"Well, one day, as usual, I went out to lunch. It happened that the girl who worked for me was being visited by a friend of hers. After I went out, the two thieves walked in and started going thru their routine. My girl was intelligent enough to suspect what they were doing, and sent her friend out for me.

"As I came back into the shop, the two men started to leave. I stopped the one with the briefcase and told him to open it. He opened it—just like that—and took out a dozen LP's. He put them on the counter and started walking out again.

The Chase

"'Wait a minute,' I said. He said: 'You got your records, haven't you,' and he started down the street. I followed him, thinking I could get their license number if they got into a car.

"They fooled me. They hopped on a bus that had just stopped across the street and, before I could do anything, the bus took off. I called the police right away and they sent a squad car after the bus. They got them. They were booked for a misdemeanor and the judge gave them 30 days."

Not all dealers are as lucky as Aaron Applebaum. And even tho he was lucky enough to catch the thieves, he lost plenty before he caught them.

Sure of Theft

One of the interesting aspects of Applebaum's story is that he was able to know that thieves were responsible. Many dealers who suffer inventory shrinkage only think that pilferage is to blame. There are many other causes. Most dealers unaware, or unable to check, blame shrinkage on pilferage.

Writing in a recent issue of Advertising Age, E. B. Weiss discusses the reluctance with which liquor and cosmetic dealers approach self-service and open display. He points out that it's a pretty simple matter for a customer in a liquor store to pocket a pint flask. Weiss could have made the same statement about stereo tapes in a record shop.

Other Shrinkage

But, and the point is well taken, Weiss says that the shoplifter is a bigger bogey in the minds of most retailers than he is in life. He says that no retailer knows what percentage of his total shrinkage is caused by delivery errors, marking room errors, warehouse errors, accounting errors, employee pilferage, cash register pilferage and shopper pilferage. Yet, most retailers complain loudest and longest about shopper pilferage.

Complete Controls

Pilferage by the amateur shoplifter is, Weiss maintains, the smallest factor in inventory shrinkage. The professional shoplifter, he says, wasn't deterred when merchandise was kept behind glass. He will develop new tricks to fit any situation.

Finally, says Weiss, shrinkage is part of the cost of doing business and it will always be thus. Shrinkage generally, in which faulty control is at fault, will only be eliminated when retailers have electronic sale recording, electronic merchandise handling, electronic receiving and marking.

Nine Models Added To Symphonic Line

Seven new hi-fi phonos and a special dealer promotion are the materials with which Symphonic Radio and Electronic Corporation will build their winter and spring campaign. The new models and plans were unveiled by the firm's execs at a special sales and distributor convention in Florida last week.

For an undisclosed period the firm will sponsor a special trade-in deal. The terms of the deal are these: they will offer a $40 trade-in allowance on any old model phonograph brought in by the customer. The $40 will apply only on the purchase of the Model 1277 redio phonograph that regularly lists for $299.95. Thus, under the terms of the trade-in, the customer receives a four-speed automatic phonograph console with AM-FM radio and four-speaker system for $259.95.

To enable dealers to promote the trade-in offer on the local level, Symphonic is making co-op advertising money available. The firm also has an extensive advertising and promotion campaign to offer.

The Symphonic line consisted of 22 models. There were four manual players, two 45 rpm players, there four-speed automatics, three radio phono combinations, four hi-fi portables and six wooden table and console models. The units added to the line fall into the wooden table and console model category.

The additions to the line are:

The Model 1267—a four-speed automatic table model phono in mahogany or blonde. List price is $89.95.

The Model 1268—a four-speed automatic console phono in mahogany or blonde. List price is $119.95.

The Model 1269—four-speed automatic console phono with AM radio in mahogany or blonde. List price is $139.95.

The Model 1275—four-speed automatic console with AM-FM radio in mahogany, blonde, or fruitwood. The unit has three speakers and lists for $179.95.

The Model 1277—four-speed automatic console with AM-FM radio in mahogany or blonde. The unit has four speakers and lists for $299.95. This is the model on which the $40 trade-in applies.

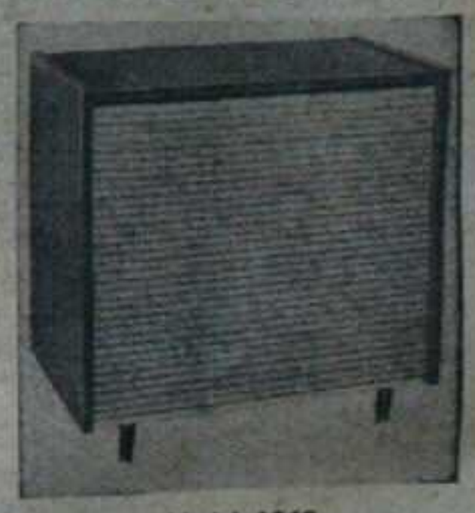
The Model 1277—same as the above in walnut. List price is $314.95.

The Model 1272—four-speed automatic AM-FM radio-phonograph available in mahogany or blond. The unit features a diamond needle, four speakers and the list price is $349.95.

The Model 1272 — same as above in walnut or ebony. List price is $269.95.

The Model 1266—This unit is a separate four-speaker enclosure which includes volume and presence controls. Available in mahogany, blonde or walnut, it is a companion to Model 1260 or 1272. It lists at $99.95.

In addition to their phonograph line, the firm also has a monaural tape recorder and a tape recorder with stereophonic playback.



Model 1269

Model 1267

Model 1273

Recorded Tape Reviews

LATIN RENDEZVOUS

Francois De Haan, piano; Robert Brown, piano; Jack Phillips, Hammond organ. Omegatape ST-2029 ($11.95).

A collection of nine Latin American instrumentals on this new tape have been put together in a neat package featuring a displayable Senorita to stop a shopper's eye. Performances by the group have the benefit of good stereo spread and satisfactory recording job. Appeal largely limited to the strictly Latin music fan.

EMPEROR WALTZ, ON THE BEAUTIFUL BLUE DANUBE

(Johann Strauss Jr.) Fritz Reiner and the Chicago Symphony; RCA Victor ACS-87 ($10.95).

The Strauss waltz classics come to new life in these brilliant stereo versions by the Chicago Symphony. Each is elaborately arranged for the large orchestra and each has seven minutes or more of playing time. An excellent demo tape for the merchandising of stereo units in stores and just as good for home listening. Worth up-front display.

HAWAIIAN LUAU

The Polynesians. Bel Canto ST-35 ($9.95).

Here's a set of seven songs of the Islands, sung and played by the Polynesians instrumental and vocal quartet. The set opens with the sound of the rolling surf at Waikiki, which is one of the more impressive aspects of the tape. Otherwise, the performance of the familiar tunes, tho well enough recorded, is not inspiring. Label has better ammunition than this.

HONEYMOON IN PARIS

Paris Theater Orchestra. Bel Canto ST-33 ($11.95).

Here is a delightful set which finds six songs and medleys associated with Paris beautifully captured in stereo. The orchestra is a full one and its treatments of "I Love Paris," and a medley from "Can Can" is truly a treat. This could become a highly popular bit of merchandise, and can be safely recommended to the new stereo set owner particularly.

THE RITE OF SPRING (Stravinsky)

Southwest German Radio Orchestra, Baden-Baden. Phonotapes-Sonore S-909 ($12.95)

One of the composer's most extreme departures in terms of harmony and rhythm structure, this work has enjoyed consistent sales on a number of important disk versions, including those by the New York Philharmonic and Philadelphia orchestras. Now, the demanding opus, on both performer and listener, takes on impressive new color and sound in this excellent stereo version. A real listening adventure that can definitely sell with proper merchandising.

GEORGE FEYER AND HIS ORCHESTRA PLAY JEROME KERN

Phonotapes-Sonore S-901 ($12.95)

GEORGE FEYER AND HIS ORCHESTRA PLAY COLE PORTER

Phonotapes-Sonore S-906 ($12.95)

Feyer's numerous disks featuring Broadway show material have been strong sellers and these latest, both of which employ a full ork with the Feyer piano for the first time, are particularly well-adapted to stereo. The tape treatments add considerably to the appeal of the disks with the excellent stereo reproduction. There are 13 perennials in the Porter group and a similar number in the companion set. Porter set has a fine cover shot of New York at night but both rate generous display.

BARBERSHOP QUARTET

Of the Cadet Glee Club, West Point. Phonotapes-Sonore SC-401 ($4.95)

One of a series of budget-priced stereo tapes known as the Cameo group, this short-reel job (approximately 15 minutes) features a barbershop group of cadets caught at a live performance. Audience laughter and applause gives it an authentic sound but the quartet itself is disappointing. Even at the price, this does not rate as a real bargain. There are stronger pop low-pricers around.

SOUNDS OF SPORTS CAR RACES

Phonotapes-Sonore, SC-405 ($4.95)

This one is strictly for the sound

(Continued on page 58)

SYMPHONIC

Gives You the Key that Opens the Sales Door to Greater Hi-Fi Profits!

HIgher proFIts

All Dealers Supplied with Special $40.00 Trade-In Certificates for Store and Mail Distribution

$40. TRADE-IN PROMOTION

Trade In! Trade Up!

There are millions of old phonographs in homes throughout the nation just waiting for a trade-in offer that will get them out of attics, cellars and closets . . . and Symphonic has it for you!

HIGH FIDELITY PHONOGRAPH COMBINATION WITH AM-FM RADIO

- Four-speakers: One-12" woofer, One-10" mid-range, Two-3½" tweeters. • Electronic crossover speaker network.
- 40 to 16,000 cps frequency response. • 18 watt power output.
- FM band 88 to 108 mc, AM band 535 to 1650 kc.
- Loudness, bass and treble controls and equalizer switch.
- Extra extended bass and treble controls.
- Jamproof, intermix 4-speed automatic record changer. Automatic shut-off.
- Sonotone ceramic cartridge with dual sapphire needles.
- Speaker selector switch selects internal, external or both.
- Input jack for tape recorder or TV.
- In choice of Mahogany, Walnut or Blonde.

Console Model 1277

Regular List 299.95

259.95

WITH TRADE-IN

Slightly Higher South and West

Write to Symphonic Dept. BI-20 For Nearest Distributor

Symphonic Is America's Largest Exclusive Phonograph Manufacturer

Symphonic

SYMPHONIC RADIO & ELECTRONIC CORP.
America's Largest Exclusive Manufacturer of Phonographs
235 JERSEY AVE NEW BRUNSWICK, N J

DOUBLE WARRANTY
Only Symphonic has a one year warranty on parts and tubes, plus three months' service.

NATIONAL ADVERTISING
Symphonic's most intensive campaign in leading national magazines and newspapers.

GOOD HOUSEKEEPING
Only Symphonic Phonographs and Tape Recorders have the Good Housekeeping Seal.

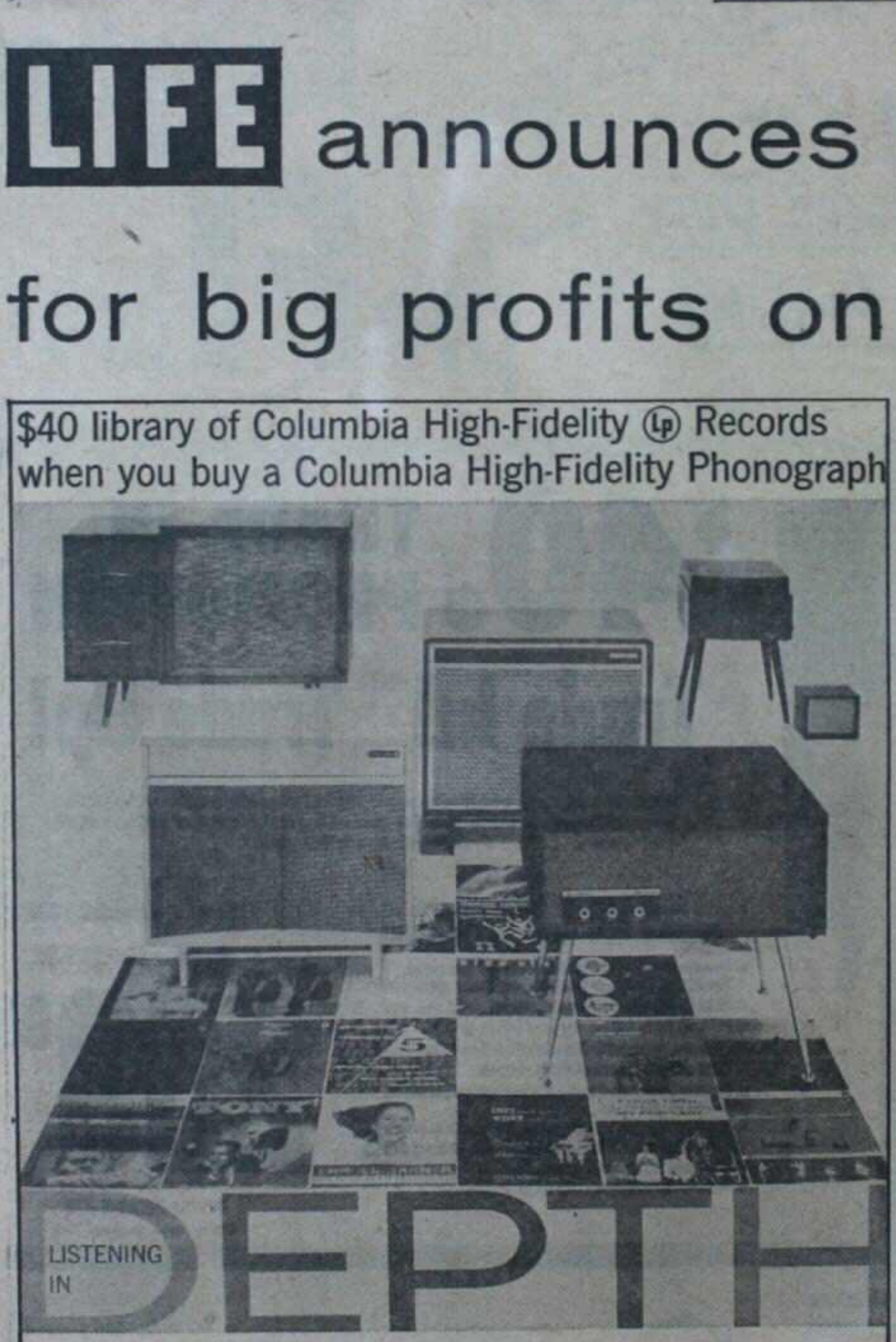
NATION-WIDE SERVICE
Symphonic Phonographs and Tape Recorders are serviced by a nation-wide network.

www.americanradiohistory.com

PROFIT IN DEPTH

LIFE announces the biggest for big profits on Columbia's

$40 library of Columbia High-Fidelity (lp) Records when you buy a Columbia High-Fidelity Phonograph



STARTING DATE: *February 24.*

PLACE: Life *Magazine—*
in big four-color pages!

OFFER: *An anniversary package of ten classical or popular Columbia (lp) records worth $40.55 for only $9.95 when your customers buy a Columbia high-fidelity phonograph!*

Here's the biggest high-fidelity event of the year—yours to build big spring business. To celebrate the tenth anniversary of the modern (lp) record—and the first big months of "Listening in Depth" on Columbia Phonographs—we've lined up every great name in the

COLUMBIA

A fabulous "birthday present" for you—from Columbia, the Greatest Name in Sound! Exactly ten years ago, Columbia invented the (lp) record and paved the way for high fidelity. Now Columbia revolutionizes high fidelity again with "Listening in Depth" on Columbia "360" Phonographs for 1958. This new adventure in sound comes to you because of an exclusive Columbia engineering principle called D.E.P.* (Directed Electromotive Power).

To celebrate these great milestones, your local Columbia Phonographs dealer is now featuring "Listening in Depth" on Columbia Phonographs—with a special reward for you. With your purchase of a Columbia High-Fidelity Phonograph (starting at $119.95) he will include ten of the 12-inch Columbia (lp) High-Fidelity Records shown above—a beautifully packaged library of favorite classical or popular music worth $40—yours for only $9.95! Offer limited—see your dealer today!

from $29.95 to $1,995... COLUMBIA PHONOGRAPHS

DTH

hi-fi event of '58

(Lp) Anniversary!

business to help you sell more phonographs! Percy Faith, Tony Bennett, Erroll Garner, Dimitri Mitropoulos, Leonard Bernstein and many others! We've made special displays, ad mats and radio spots! And we've even compiled a booklet that gives you the low-down on hi-fi (see box). Your customers are talking about the eye-catching "Listening in Depth" ads that ran all fall, in *Life*, *The New Yorker*, and the New York *Times* Home Fashions Magazine Section. They hear about it on TV and radio. And now, in all the same places, they'll learn that you're offering the biggest high-fidelity bargain in the industry! Call your Columbia distributor today for your supply of promotion materials and albums!

PHONOGRAPHS

Columbia's new "Guide to Hi-Fi Sales" gives you the low-down on Hi-Fi! Use this coupon to get your FREE copy no matter what you've been selling!

HOW TO SELL HI-FI!

Guide to Hi-Fi Sales. In timely recognition of the billion dollar high-fidelity business inspired and developed in a great part by Columbia's origination of the (Lp) record and the first "packaged" high-fidelity phonograph (the "360"), a serious attempt is made here to provide product information and sales tips for the Columbia Phonographs dealer, by **Columbia Phonographs**, the Greatest Name in Sound.

Whether you already have a hi-fi department or not, you can profit from the tested selling ideas in this new free booklet. It tells you how to set up your hi-fi department for bigger sales. It contains sales tips, demonstration techniques, probable questions and the right answers! Easy-to-understand explanation of high fidelity terms and phrases. Get your share of profit-in-depth! Columbia Phonographs are easy to sell! Fast turnover, high profit! Send for your free copy of this idea-filled booklet by mailing this coupon today! You are under no obligation.

Columbia Records
DEPT. G, 799—7th Avenue, New York, New York

Rush me "Guide to Hi-Fi Sales"—Free!

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Firm_____

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City_____ Zone____ State_____

MR. MANUFACTURER . . .

Nothing is Sold Until a Dealer Buys!

The dealer's got to be sold first. And there's no better place than in his trade paper . . . when he's reading with his mind wide open . . . for your sales story.

SELL THE RECORD DEALERS ACROSS THE NATION IN THE BILLBOARD'S

SPRING PROMOTION ISSUE

This Important, vital Issue will be

DATED MARCH 10TH

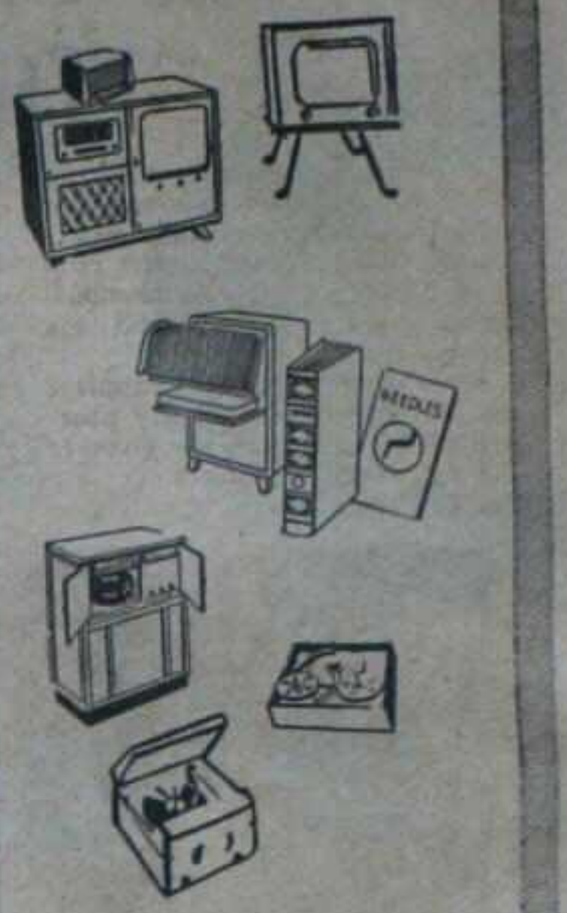
IT WILL CONTAIN THE BILLBOARD'S ANNUAL DEALER SURVEY RESULTS ON

How dealers rate and sell your products. What makes? What Kinds?

How dealers do business.

New trends and developments.

What dealers expect for 1958.



If you manufacture

PHONOGRAPHS
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TAPE RECORDERS
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PORTABLES

or what have you? . . .

9 out of 10 Record Dealers also sell phonographs and other home entertainment equipment

Tell and Sell them your new lines . . . your new promotional plans to help them sell more.

Do It In

THE BILLBOARD'S SPRING PROMOTION ISSUE!

Start planning now

You increase sales if the dealer increases his sales.

Capitol Ships "Love" Displays

Capitol continues to turn out top-flight display material for dealer use in promoting steady album flow. The current crop of full-color, three dimentional displays are built around the theme, "I Love Music."

More than eighteen displays are in the current display package. Strong emphasis is given to the new show albums and, for the first time, there is a large center-piece display on stereophonic tapes.

The sound track albums—"Sing, Boy, Sing," "A Farewell to Arms" and "The Girl Most Likely"—each have a die-cut, three dimentional display devoted to them. In addition, there is a large centerpiece display with the legend "great sound tracks exclusively on Capitol" devoted to 10 of the show albums. Included are the three most recent releases mentioned above.

The stereo tape centerpiece ties in stereo players with tapes. The left hand panel illustrates the two players. The right hand panel shows the full-color covers of the 12 new stereo tapes from the firm. Six are popular and six are classical. These panels bracket a boy-girl scene under a header panel which reads, "An exciting new dimension: Stereophonic Sound."

A prominent aspect of all Capitol displays and album covers is the bas-relief medallion containing the "FDS" symbol. Capitol is promoting it as "The greatest symbol in sound."

CLANCY IS V-M AWARD WINNER

BENTON HARBOR, Mich. — VM Corporation's annual "Presidents Award" was presented Tuesday to Joe Clancy of Joe Clancy & Company, Angola, Ind., manufacturer's reps. The firm covers Indiana, Ohio and Kentucky. The award, given annually to the VM "rep" with the best record in sales to quota, dealer development and promotion participation was presented to Clancy by Victor Miller, V-M's president, during the firm's annual sales seminar.

In presenting the award, a handsomely framed document on parchment, Miller lauded the Clancy organization's long years of intensive effort in behalf of V-M. Clancy in accepting the award, called upon his key associates to share in the spotlight.

The firm has headquarters at Angola, Ind., where Clancy and John Carney are stationed. Branch offices at Indianapolis, Ind., and Akron, O., are managed respectively by Bernie Clancy and Tom Carney.

RACKS AGAIN

Dealers Do Work, Racks Get Gravy

- **Tennessee dealer wants to know if anyone thinks racks are good.**
- **Scores lack of promotion on the part of rack jobbers**

There is probably no subject that riles some record dealers more than the mention of rack-jobbing. Recently, The Billboard published a letter from G. W. Walsh, Dallas, Tex., dealer who is convinced that racks in supermarkets in his area are doing him irreparable harm. Mr. Walsh's remarks are strongly seconded by another dealer in another part of the country, Nashville, Tenn.

The name of Tennessee correspondent is Gene Julian. He is the manager of Gene's Record Shop. He believes that "there was more truth in what Mr. Walsh said than anything" he has seen to date on this subject.

The Billboard invites comments on all aspects of record merchandising from dealers in all parts of the world. So, sound off. Address your comments to Record Merchandising Editor, The Billboard, 1564 Broadway, New York 36, N. Y.

A Good Thing?

Says Mr. Julian: "I would like some dealer to tell me that he believes racks have been a good thing. My business is, and always has been, records. If anyone can find some product other than records in my shop he can carry it away at no charge.

"Let's face it, I can't do everything in this world and do a good job of it. I can, and do, try and find good records that people will enjoy. Then I go out and plug these records with all the energy I have. I give records to deejays and try to get air plays for them. I play them over the loudspeakers in my store. I put ads in the papers, telling people how great I think these records are. I print up lists of best selling records and send them out to every record fan I know about. I take them to schools and dances so that the young people can hear them.

"I work hard at this because it is my only business. Other hard-working dealers work with me. But what happens after I and other dealers get a record going and it hits the top 50?

Can Take or Leave It

"The racks get the record at the high point of sale. It's easy money to them. They can get the records on a 100 per cent return and I can not do this most of the time. Why is that? It is because the distributor knows I have got to get records or go out of business. But a rack-jobber can take it or leave it. Records are just another side-line to him.

"I have never been 'hush-hush' about my name or my business. I am a hard-working record dealer named

Gene Julian"
Gene's Record Shop
716 Gallatin Road
Nashville, Tenn.

(Advertisement)

'IRISH' Recording Tape Pleases Customers Of Florida Hi-Fi Dealer

"My customers are quality-minded—and they like the quality of IRISH Ferro-Sheen recording tape!" says Bill Dowman, owner of the Better Listening Studio of St. Petersburg, Florida, and one of the Gulf Coast's best known hi-fi dealers.

"Our climatic conditions demand the best in equipment and tape," explains Mr. Dowman. "IRISH Ferro-Sheen tapes meet the test—the oxide does not flake off and gum up the magnetic heads. What's more, the IRISH line is attractively packaged and, most important to me and my customers, backed by an experienced and reliable manufacturer."

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

(Advertisement)

Best Portable Hi-Fi!
V-M 556
by Voice of Music

COMING SOON!
WEBCOR HI-FI
VALUE FAIR

1958 LINE OF HI-FI
RECORD RACKS
RECORD STANDS
RECORD CABINETS
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TV STANDS
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WARNECK INDUSTRIES
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LOS ANGELES 42, CALIF.
We manufacture a complete line!

FAN MAIL GLOSSY PHOTOS
All sizes — quantities — color or black and white. Post cards, mounted blow-ups. It will pay you to see our free samples and complete price list before ordering anywhere. Write today for new low prices, samples, etc.
MULSON STUDIO
Box 1941 Bridgeport, Conn.

SELL THE HI-FI SOUND THAT SURROUNDS!

THE ALLEGHENY features the sound that surrounds in one big, beautiful hi-fi package . . . priced unbelievably low! Has 4-speed changer with automatic shut-off, high fidelity amplifier, two speakers with crossover network. DP-270 rich Mahogany, DF-271 lustrous Blonde cabinets!

THE BENTON features the sound that surrounds in one compact, deluxe hi-fi portable . . . priced just right! Features 4-speed changer with automatic shut-off, two matched speakers, hi-fi amplifier. Get in touch with your Decca Salesman for the sound that sells! DP 290 two-tone case!

ALL U. L. APPROVED

DECCA® hi-fonic® PHONOGRAPHS
A NEW WORLD OF HI-FI SOUND

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JANUARY 11

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

This Week		Last Week	Weeks on Chart
1.	**Ricky** Ricky Nelson, Imperial IMP 9048	3	11
2.	**My Fair Lady** Original Cast, Columbia OL 5090	5	94
3.	**Around the World in 80 Days** Sound Track, Decca DL 9046	4	43
4.	**Pat's Great Hits** Pat Boone, Dot DLP 3071	7	14
5.	**The King and I** Sound Track, Capitol W 740	8	80
6.	**Film Encores** Mantovani, London LL 1700	13	35
7.	**Hymns** Tennessee Ernie Ford, Capitol T 756	6	56
8.	**Pal Joey** Sound Track, Capitol W 912	10	11
9.	**Dukes of Dixieland, Vol. 3** Audio Fidelity, AFLP 1851	14	14
10.	**Oklahoma!** Sound Track, Capitol SAO 595	11	123
11.	**Belafonte Sings of the Caribbean** Harry Belafonte, RCA Victor LPM 1505	18	14
12.	**April Love** Sound Track, Dot DLP 9000	16	5
13.	**Loving You** Elvis Presley, RCA Victor LPM 1515	17	27
14.	**Warm** Johnny Mathis, Columbia CL 1078	21	5
15.	**The Eddy Duchin Story** Sound Track, Decca DL 8189	—	71
16.	**A Swingin' Affair** Frank Sinatra, Capitol W 803	—	28
17.	**Songs of the Fabulous Fifties** Roger Williams, Kapp KXL 5000	—	37
18.	**'S Marvelous** Ray Conniff, Columbia CL 1074	—	4
19.	**The Roaring Twenties** Charleston City All-Stars, Grand Award GA 33-340	—	6
20.	**Annie Get Your Gun** TV Cast, Capitol W 913	—	3
21.	**Spirituals** Tennessee Ernie Ford, Capitol T 818	25	27
22.	**Love Is the Thing** Nat King Cole, Capitol W 824	—	32
23.	**Wonderful, Wonderful** Johnny Mathis, Columbia CL 1028	—	16
24.	**Music for Lovers Only** Jackie Gleason, Capitol W 475	—	3
25.	**Hymns We Love** Pat Boone, Dot DLP 3068	24	2

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

☐ Payment enclosed ☐ Bill me 859

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Occupation or Title_____

Company_____

Address_____

City_____ Zone____ State_____

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

• Review Spotlight on . . .

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

Popular Album

THE MUSIC MAN (1-12")—Original Cast. Capitol WAO 990

Meredith Willson's "The Music Man" was hailed by Broadway critics as the best musical since "My Fair Lady," and the original cast album may easily be the biggest LP sales bonanza for dealers since "Lady," and, of course, a powerful jockey item. The handsomely packaged (double fold) $5.98 album spotlights a happy, richly nostalgic score, highlighted by the sock vocal showmanship of Robert Preston, plus excellent work by Barbara Cook and the Buffalo Bills, a great barbershop quartet. "Marian the Librarian," sung by Preston, is particularly infectious on wax.

Jazz Albums

MANNY ALBAM & THE JAZZ GREATS OF OUR TIME VOL. 2 (1-12")—Coral CRL 57142

A fitting sequel to Volume 1, characterized by more of Albam's inventive and tasteful cleffing and arranging and presented by several of the top names and newcomers in jazz today. The seven swinging sets include four Albam originals and "How Long Has This Been Going On," "It's De-Lovely" and "Jive At Five." Neat compact arrangements complement rather than hamper soloists. Excellent notes.

TOUR DE FORCE: THE TRUMPETS OF ROY ELDRIDGE, DIZZY GILLESPIE & HARRY EDISON (1-12")—Verve MGV 8212

A trumpet seminar with all three comentators—Dizzy Gillespie, Harry Edison, Roy Eldridge—speaking in stirring terms, spanning jazz trumpet styles of last two decades. Thruout set, mastery of these hornmen is in evidence; whether on extended jam session tune or ballad, their musical stories are woven to completeness. Superlative rhythmic support. Drop the needle anywhere for demonstration purposes.

NEW YORK JAZZ (1-12") — The Sonny Stitt quartet. Verve MGV 8219

Exhilarating alto and tenor blowing by Stitt, who plays with rare fire and security thruout this showcase. Projecting with emotional directness, Stitt's facility on both instruments makes his message all the more cogent. Energizing rhythm accompaniment by Ray Brown, bass; Jo Jones, drums; and the sensitively tasteful Jimmy Jones at the piano lends a feeling of wholeness to this modern jazz adventure. Should sell to jazz fans who enjoy open, pungently propulsive brand of modern jazz.

Special Merit Jazz Album

MODERN JAZZ PERSPECTIVE (1-12") — Don

(Continued on page 52)

— Album Cover of the Week —

NURSERY SONGS AND STORIES BY GENE KELLY. Columbia CL 1063. Charming sketches by Irene Haas provide an attractive and alluring cover, and one that will spark boys.

• Most Played by Jockeys

FOR SURVEY WEEK ENDING JANUARY 11

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

1. 'S MARVELOUS
   Ray Conniff .....Columbia CL 1074
2. JUST ONE OF THOSE THINGS
   Nat King Cole .....Capitol W 903
3. WARM
   Johnny Mathis .....Columbia CL 1078
4. PAL JOEY
   Sound Track .....Capitol W 912
5. YOUNG IDEAS
   Ray Anthony Orch. .....Capitol T 866
5. LESTER LANIN AT THE TIFFANY BALL
   Lester Lanin .....Epic LN 3010
7. WE GET LETTERS
   Perry Como .....Victor 1463
8. WHERE ARE YOU?
   Frank Sinatra .....Capitol W 855
9. AROUND THE WORLD IN 80 DAYS
   Sound Track .....Decca DL 9046
10. A SWINGIN' AFFAIR
    Frank Sinatra .....Capitol W 803

Best Selling Pop EP's

FOR SURVEY WEEK ENDING JANUARY 11

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1. JAILHOUSE ROCK
   Elvis Presley .....RCA Victor EPA 4114
2. RICKY
   Ricky Nelson .....Imperial EP 153
3. LOVING YOU
   Elvis Presley .....RCA Victor EPA 1-1515
4. HYMNS
   Tennessee Ernie Ford ..Capitol EAP 1-756
5. FOUR BY PAT
   Pat Boone .....Dot DEP 1057
6. JUST A CLOSER WALK WITH THEE
   Pat Boone .....Dot DEP 1056
7. JUST FOR YOU
   Elvis Presley .....RCA Victor EPA 4041
8. ELVIS
   Elvis Presley .....RCA Victor EPA 992
9. ELVIS PRESLEY
   .....RCA Victor EPB 1254
10. SPIRITUALS
    Tennessee Ernie Ford ..Capitol EAP 1-818

• Reviews and Ratings of New Popular Albums

THE LURE OF FRANCE.....88
Andre Kostelanetz Ork (1-12")
Columbia CL 1054
Powerful sequel to Kostelanetz's "Lure of Spain" and "Lure of Tropics." Ornamented by inventive arrangements and especially good sound, set makes the most of two fields by dividing material between pops and lighter classics. Among former are "Mademoiselle de Paris," "April in Paris"; latter include "Clair de Lune," "Can-Can." Good for a long run.

DECADE ON BROADWAY '28 - '45.....83
Guy Lombardo Ork (1-12")
Capitol T 916
A dozen great tunes from the show music category—all of them introduced in the decade indicated in the album title. "Where or When," "Bewitched," "I Got Plenty of Nuttin'," "September Song" and others of the great period. Lombardo's ork does these in the maestro's typically sweet style—with vocals. Should sell well.

DANCE CRAZE 80
(1-12")
Capitol T 927
A smart package. Various sides are performances of various dances, as the Bunny Hop, Tango, Continental, Black Bottom, Calypso, Balboa—12 in all. Bands include Ray Anthony, Dave Cavanaugh, Billy May, Guy Lombardo, etc. Liner notes give instructions for all of the dances. Obviously a lot for the money. This package merits some extra attention by dealers.

VIVA! 80
Percy Faith Ork (1-12")
Columbia CL 1075
Highly attractive presentations of Mexican folk and popular themes by orkster Faith. Colorful orking and excellent sound help give the set wide appeal. Selections include "Granada," "Mexican Hat Dance" and "Estrallita." Good programming change of pace for jocks.

SONGS OF THE ISLANDS:
Columbia CL 1067
Connoisseurs of island melodies have long known that Robbins is a master of this material. Frankly, this package is outstanding. Marty Robbins' performances indicate his craftsmanship, fine phrasing and delivery. Songs include "Sweet Leilani," "My Isle of Golden Dreams," "Aloha Oe" etc. Robbins' fans will be satisfied, and new listeners—the burghers—will be gassed.

LOVE THEMES FROM HOLLYWOOD 77
Victor Young Ork (1-12")
Decca DL 8364
The late movie composer's romantic settings of themes from films is an attractive item. Prime appeal will be to the movie-goer. The market is loaded with similar-type sets, but displays may lure buys. Themes include "Spellbound," "My Foolish Heart" and "You My Love."

THE GIRL MOST LIKELY 77
Soundtrack (1-12")
Capitol W 930
Attractive score by Hugh Martin and Ralph Blane from the forthcoming film which stars Jane Powell, Cliff Robertson and Kaye Ballard. Sales will be affected by pic reviews. Listenable orking is by Nelson Riddle. The movie-goer should find this to his liking.

FREDDY MARTIN IN HI-FI.....77
(1-12")
Capitol W 900
Freddy Martin has been a name to conjure with for years in the band field and this newly recorded set of Martin trademarks should prove worthwhile inventory in the general field of society dance music. Tunes include "Why Don't We Do This More Often," "Symphony," "Managua Nicaragua," etc. Smoother jock segs will find this listenable programming too.

IMAGINATION: THE KING SISTERS 76
(1-12")
Capitol T 919
The gals in their initial package, following a recent single of "Imagination" and "That Old Feeling" which got plenty of jock support, display a fine modern sound, very close to the style of the Hi-Lo's. The three of the four in this group are veterans (younger sister Marilyn has replaced Donna) the quartet, with a beautiful band backing by Alvino Rey, sounds better than ever. Jocks will like this and could easily plug it into counter profits. Good cover shot of the four.

TEEN ROCK 76
Boyd Raeburn Ork & Ginnie Powell Vocals (1-12")
Columbia CL 1073
Raeburn blends tasteful swing stylings of the thirties with a danceable rock and roll beat, but former rhythm flavor still dominates package. Thus, altho title and cover photo (youngsters dancing) are aimed at teen-age set, contents may have more appeal for older buyers. Tasteful jockey wax.

AN ENCHANTED EVENING 76
Jesse Crawford, Organ (1-12")
Decca DL 8649
Crawford has a loyal following, and this package, (spotlighting a group of Richard Rodgers tunes) should please his fans and Rodgers collectors as well. Crawford displays his usual expert organ solo work on the title tune, "It Might as Well Be Spring," "If I Loved You," etc.

I WISH YOU LOVE.....75
Keely Smith (1-12")
Capitol T 914
Miss Smith, frau of Louis Prima, has a smartly swinging style and in this package, she's at her relaxed and satisfying best on such tunes as "If We Never Meet Again" and "As You Desire Me." Nelson Riddle comes thru with his usual tasty backings. Gal has won good publicity lately and has been seen on TV. This, plus a nod from the jocks, could give the set some impetus. Worth pushing.

ACCENTUATE THE POSITIVE.....75
Johnny Mercer (1-12")
Capitol T 907
Conversions of several sides formerly done by the artist. Most of the tunes were cleffed by Mercer. The set features some of his most memorable show and film tunes. Selections include "One for My Baby (And One for the Road)," "Candy" and "On the Atchinson, Topeka and the Santa Fe." The composer's fans will go for this. Good jockey album.

FRENCH SAX: FRANCK POURCEL ..75
(1-12")
Capitol T 10126
This album in Capitol's international series is a sequel to "La Femme," a good selling package. Like "La Femme," it presents the beautiful alto sax stylings of Franck Pourcel. Recording has a lush sound—Pourcel having used 45 musicians for the performances. Tunes are drawn from American, British and French composers and include "Rain on the Seine," "All or Nothing at All," etc. A sexy cover makes a good display piece.

A FAREWELL TO ARMS.....75
Sound Track (1-12")
Capitol W 918
Primary appeal of this package is to movie fans, who may buy it on strength of film tie-up. Movie, starring Rock Hudson and Jennifer Jones, is a big one, and cover shot of two stars is a definite sales-plus. Background music, penned in a classical vein by Mario Nascimbene, is effectively dramatic but too heavy for pop jockey shows.

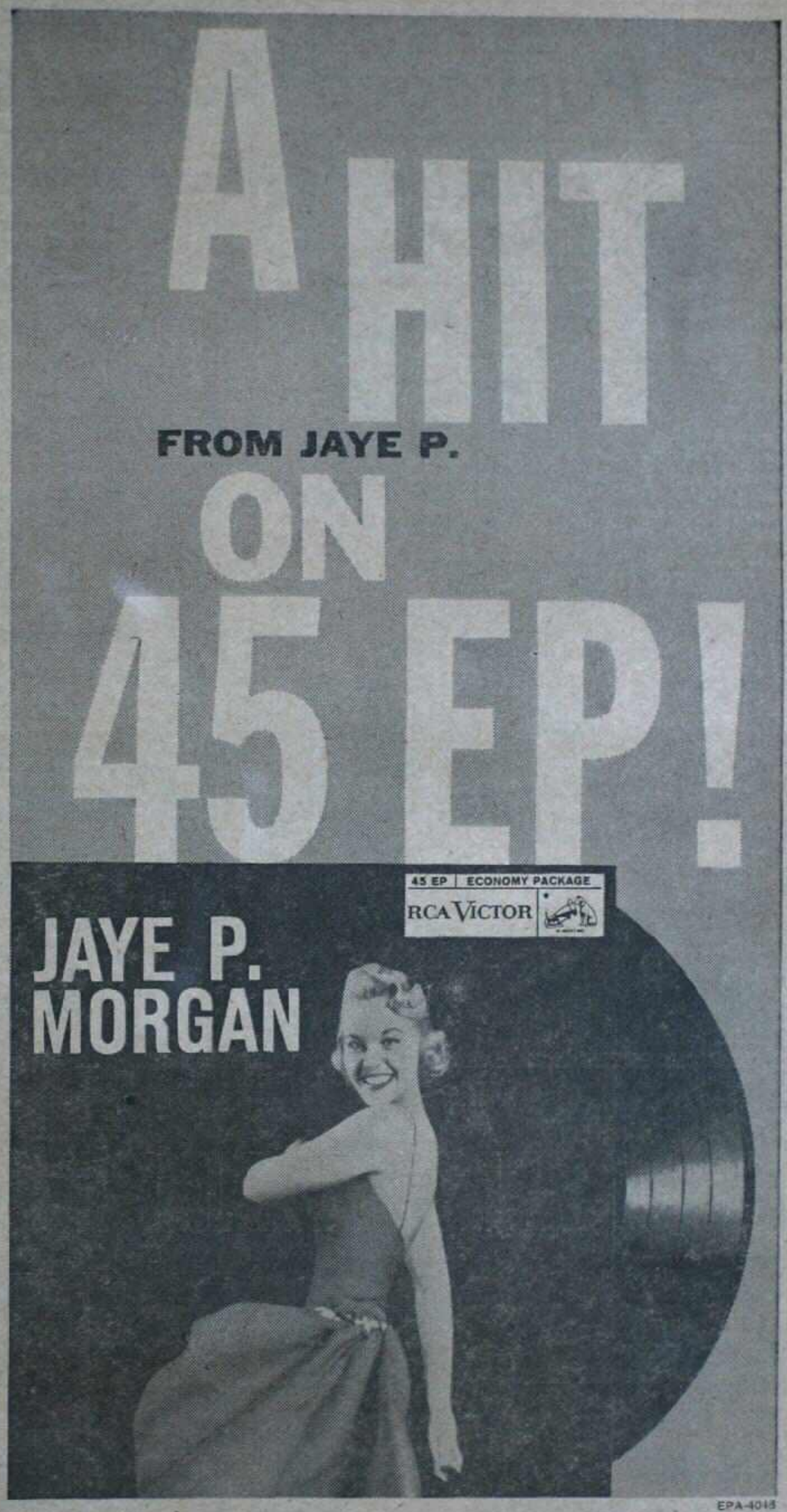
DREAM TIME 74
Wayne King Ork (1-12")
Decca DL 8663
Primarily listening, rather than dancing music, this set finds King taking temporary leave of the "Waltz King" tag to offer a number of pop songs of the day like "Fascination," "Tammy," and "My Heart Reminds Me." The emphasis is on a heavy string section which makes the package a good mood set—at home or for late-hour jockey turns. Easy going stuff that can do business with the help of the name.

BRANDON SWINGS 74
Henry Brandon Ork (1-12")
Urania UJ 1210
Brandon, who has a name in Mid-West banddom, plays a provocative brand of "businessman's bop," blending a consistent beat with tasteful jazz-flavored instrumentation. The results are eminently danceable and listenable. Spinable wax for discriminating jocks. Selections include "Take the A Train," "Lullaby of Birdland," etc.

MUSIC ON THE MOVE WITH THE TROUBADORS VIA KAPP
(4-12")
The Troubadors in Rome.....74
Kapp KL 1068
The Troubadors in Spain.....73
Kapp KL 1069
The Troubadors in the Land of the Gypsies.....72
Kapp KL 1070
The Troubadors in Hawaii.....70
Kapp KL 1071
A nicely packaged set of four volumes that can be purchased individually or as a group. Each album spotlights lush and romantic settings of songs from the respective countries. The Troubadors have become known via their attractive support given various other artists on the label's single releases. These sets can establish them in the LP field. Covers are ideal for display.

THEMES OF DISTINCTION FROM GREAT MOTION PICTURES.....73

(Continued on page 52)



RCA VICTOR's 45 ECONOMY PACKAGE OF "JAYE P. MORGAN." Jaye P. picks four winners: "Ooh, He's A Tiger," "Unconditional Surrender," "I'd Like to Take You Home with Me," and "Echo of Love." Result: a new album that's going to make pop sales history from coast to coast.

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

RCA VICTOR
Trade(s) ®
RADIO CORPORATION OF AMERICA

"SO IF YOU'RE THE BARRY SISTERS, HOW COME ARCHIE DIDN'T PUT YOU ON A CADENCE LP?" The kids may not be the McCoy, but the Barry Sisters are. Never before have two sheine meidlach sung so hamish. Archie thinks they have more heart than *Yiddishe Momme*. We think you'll agree once you hear their Cadence LP.

THE BARRY SISTERS SING, CLP 4001. $4.98. Roshinkes Und Mandlin, Abi Gezunt, Otchi Chornia, Ay Ay Hora, Der Alter Tzigeuner, My Mother's Sabbath Candles, Beltz, Shein Vi Di Levone, My Yiddishe Momme, Beit Mich Abisele, Roumania, Vi Iz Dus Gesele.

CADENCE
119 WEST 57th STREET, NEW YORK

• Review Spotlight on Albums . . .

• Continued from page 50

Byrd, Gigi Gryce & the Jazz Lab Quintet With Jackie Paris. Columbia CL 1058
An album that sketches "some basic changes in jazz perspectives during the first four decades of this century," with heavy emphasis on the modern aspect. Performances are gen-generally excellent, both in the basic quintet instrumentation and on tunes where three or four horns are added for color or bigger sound. The scat singing of Jackie Paris, notably on "Early Morning Blues," is a kick. Fine writing, blowing, and interesting album format make this recommendable, salable.

Children's Albums

TOM GLAZER SINGS FOR FUN AND PLAY (1-12")—Young People's Records YPR 7002
The set is a collection of previoulsy issued 78's. However, the numbers retain their charm and appeal and are still strong bets to go well in this market. The package is an eye-catcher. Flaps open to reveal art based on the song lyrics. The tunes are carefully selected and likely to be meaningful to children. Numbers include "Building a City," "What the Lighthouse Sees," etc. Lyrics are included on back cover. Good, clear recording by Glazer.

NURSERY SONGS AND STORIES BY GENE KELLY (1-12")—Columbia CL 1063
A sock cover (featuring Irene Haas' charming drawings on the front and Kelly on the back) and the film star's sales appeal to adults makes this package a potent entry in the kiddie field. Kelly (ably backed by a chorus) sings a group of familiar nursery songs ("Jack and Jill," etc.) on one side, and narrates a couple of stories ("Shoemaker and the Elfs," etc.) on the flip, registering best on the latter.

Sound

THE SOUNDS OF HOLLAND (1-12")—Capitol T 10133
An exciting adventure in sound! Hans Conreid introduces and comments upon the various items which are excellently reproduced. Sounds covered include trains, boat whistles, traffic noises, barrel organs, the Royal Palace Chimes and several other interesting audio expressions. A natural for hi-fi bugs.

Low-Priced Album

MY FAIR LADY & THE KING AND I (1-12")—Al Goodman Ork, Vocals by Lola Fisher & Richard Torigi. Promenade 2061
For the price this is a real bargain. The top hits from both of the Broadway classics are presented with charm and appeal by the artists with excellent ork settings. Set should have wide appeal. Miss Fisher, former understudy to Julie Andrews in "My Fair Lady," gives package some name appeal.

Semi-Classical Album

SONGS OF LATIN AMERICA (1-12") — The Roger Wagner Chorale. Capitol PAO 8408
The latest in this series should carry forward previous success. Material is well chosen, nicely arranged and performed. These are adaptations, not authentic stylings, and they blend exotic charm with popular appeal. Selections from Cuba, Mexico, Brazil, etc., include "La Cumparsita," "Estrellita," "Adios Muchachos" and "Siboney," along with some less familiar items.

• Reviews and Ratings of New Popular Albums

• Continued from page 51

Bill Snyder, His Piano & Ork (1-12")
Decca DL 8629
Lush backing and attractive piano solo work by Snyder are highlighted in this package of listenable film themes, including "Tammy," "Laura," "Love Is a Many Splendored Thing," etc. Spinable wax for mood music segs.

SUGAR & SPICE.....73
Victor Young Ork (1-12")
Decca DL 8466
A fine instrumental mood set which includes classical, semi-classical and popular selections. Jocks may find this a good source for quality music segs. Selections include "Bolero," "Together" and "Sabre Dance."

MUSICAL COCKTAIL PARTY WITH CEDRIC DUMONT ORK 73
(1-12")
Decca DL 8600
This can best be described as bubbly music. It's bright, with a happy, continental type sound. Strings, harp, accordion, etc., dominate the disk, which was well cut by the Deutsche Grammophon people in Germany. Liner notes by the maestro himself tie in a recipe of his own making for a cocktail to go with each selection. Mood music that's different enough to be interesting.

HEART OF PARIS 72
Roger Roger Ork (1-12")
Decca DL 8599
Lush, sweet-stringed instrumental treatments of haunting continental themes ("Jalousie," "The Song From Moulin Rouge," etc.) are served up in tasteful style by the French ork leader. Flavorsome wax for deejay segs.

STRINGS, MOONLIGHT & YOU.....71
Helmut Zacharias Ork (1-12")
Decca DL 8594
A mood music set which features a rarity in this day and age, a pop violinist. The accent is on strings in the ensemble with Zacharias taking solo spots with his fiddle. Tunes are attractively offbeat. Instead of the usual group of standards, there are tunes like "Auf Wiedersch'n, Sweetheart," "Port Au Prince," "Love Came Like a Miracle," etc. Nice performances that could sell with a push.

MAY I HAVE THIS WALTZ.....71
Music by Gainsborough (1-12")
Decca DL 8585
Tastefully-arranged waltzes with lush orchestral tone. Much of the material derives from such great show writers as Friml, Romberg, Herbert, etc. Included are "Sympathy," "The Road to Paradise," "Sweethearts." Good sound.

HAWAIIAN MUSIC 70
Ken Griffin at the Organ (1-12")
Columbia CL 1062
The late Ken Griffin's fans will like this package of performances of Hawaiian tunes. Material is enjoying a revival of popularity right now, and therefore has more than usual interest. "Sweet Leilani," "Drifting and Dreaming," "Blue Hawaii" etc. are included.

PORTRAITS IN HI-FI.....70
George Siravo Ork (1-12")
Decca DL 8464
Here are a dozen Siravo originals, most of them light, bouncy, frothy and on the happy side. Most of the tunes have a danceable tempo but stress is laid on gimmicky effects in the ork—use of flute, oboe, xylophone etc. in various spots to create interesting sounds. Listenable background set.

MUSIC FOR CARDS, CONVERSATION & CUDDLING 69
Harry Hermann Ork (1-12")
Decca DL 8563
A package of instrumental performances, lush and soothing in quality. Material is Continental in quality—primarily Viennese, written by Kalman, Benatsky, Stolz etc. Cover is attractive, having a panel of four pictures which depict the title. Moderate potential.

LET'S FALL IN LOVE.....68
Jack Haskell (1-12")
Jubilee JLP 1036
Veteran chanter Haskell sings a dozen moody, romantic standards like "Let's Fall in Love," and "I'm Thru With Love," to the accompaniment of twin guitars by Barry Galbraith and Jimmy Raney and bassist Trigger Alpert. Singing is pleasant enough baritone balladry but the package offers little to make it stand out over the pack. Cover lacks imagination and lack of strong name power figures to be a handicap.

DANCE PARTY 65
Peppy Prince Ork (1-12")
Dootto DL 240
This is a West Coast dance band with the emphasis on the rock and roll beat. Arrangements in some cases of the multi-tempoed material have a dated quality but if dancing's the dish, this would fill the bill satisfactorily. Figures as largely a local item where the name is known. Good name value on competing dance sets will make it rough going for this in the general market.

International

CANCIONES DE LA PELICULA "EL ULTIMO CUPLE".....74
Sarita Montiel (1-12")
London LL 1772
Sultry film actress Sarita Montiel is offered here in a series of Spanish language songs more popular early in this century. The performances are taken from her appearance in a film titled, "El Ultimo Cuple." Accompaniment is varied, and includes a mixed chorus, a male chorus and in some cases simply piano and ork. Pleasant enough work for the initiated and the photo of the heavy lidded star on the cover could move copies in the right markets.

HUNGARIAN MOODS 72
Benedict Silberman's Chorus & Ork (1-12")
Capitol T 10107
One of the label's "Capitol of the World" series, this is a fine package of Hungarian instrumental music. Benedict Silberman's 50-piece orchestra is lush with crying violins, throbbing cymbalons. Performances are full of gypsy fire, gaiety or sadness. Repertoire was recorded abroad, and most of it is Hungarian, with brief excursions into related material.

VIENNESE ZITHERS 71
Instrumentals by Karl Jancik & Franz Brandlhofer (1-12")
Capitol T 10076
A distinctive package in Cap's "Capitol of the World" series. Jancik and Brandlhofer are noted zither virtuosi. This album represents their American disk debut. Material is

(Continued on page 54)

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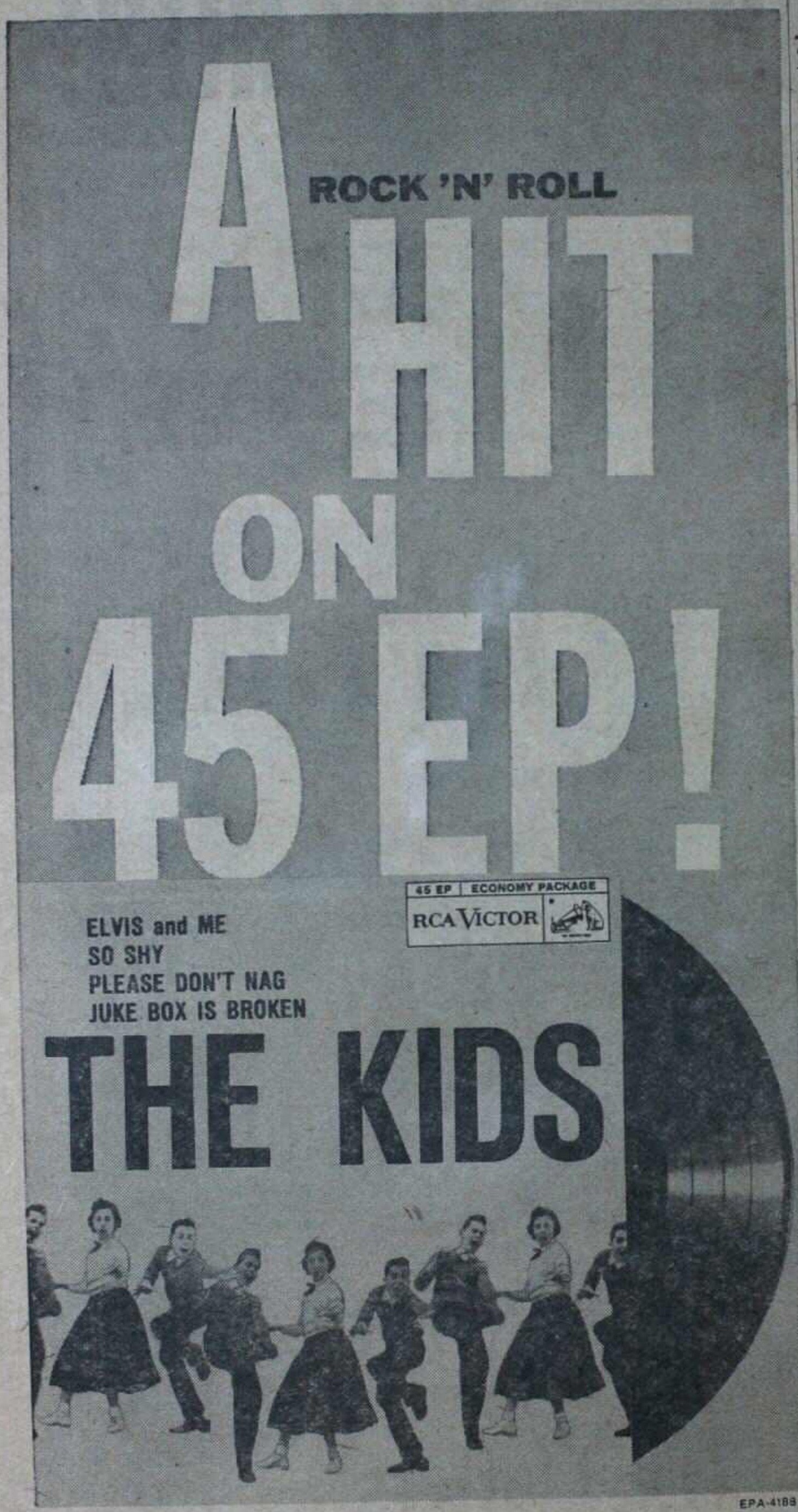


• Reviews and Ratings of New Popular Albums

• Continued from page 52

made up of pop music of Austria—pieces full of charm and grace. Specialized material, well recorded.

Spoken Word

"VEEP" ALBEN W. BARKLEY TELLS HIS OWN STORY 77
Interviewed by Sidney Shalett (1-12")
Folkways FS 3870
This one would be mainly for the historical minded—and likely Democrats at that. For this group it makes a fascinating documentary of a career. High spots include Barkley's own angle to the famous "Dear Alben" episode with President Roosevelt and the story of his temporary break with the president. Taped interview excerpts are well handled by author Sidney Shalett, who helped prepare the Barkley biography. Interesting specialty merchandise includes a complete printed transcript of the recorded interview.

Band

DAGENHAM GIRL PIPERS 79
(1-12")
Capitol T 10125
Bagpiping is something of a recorded music novelty anyway, but an all-girl pipe band is as rare as a team of lady lumberjacks. Britain's famed Dagenham Girl Pipers are even more offbeat. In this well-recorded, handsomely-packaged Capitol entry, the lassies skirl away with vim and vigor that would do credit to the Black Watch, running thru the roster of favorite pipe marches and some Yankee tunes like "Over There." It's a braw and bonny disk, and surefire with U. S. fanciers of traditional Scotch piping.

Polka

HEY! POLSKIE! HEY! POLKA!.....77
Ray Bodzilek Ork (1-12")
Capitol T 923
Here's a sprightly package of happy, high-kicking Polish terp wax. Bodzilek, who has a following in the Cleveland area, provides a variety of tempos, including several rousing polkas, two obereks, and a lilting "Flamingo Waltz." The group's first LP is a lively entry in its specialized field.

Specialty

OVER SIXTEEN: VOLUME 2.....70
(1-12")
Jubilee JLP 2019
These are narrated jokes from the best-selling joke book of the same title by J. M. Elgart. An organ interlude separates each episode. Some of the jokes are amusing. Displays can lure buys, but prime appeal will be in novelty or specialty market.

Folk

THE WANDERING MINSTREL.....76
Gerard Campbell (1-12")
London LL 1714
Campbell is an Irish folk singer of considerable merit. He has an attractive-husky baritone quality and a heavy Irish dialect in his singing that has its charm. Tho Campbell uses a guitar for his self-accompaniment—which is not usual in Ireland, the 18 songs are altogether Irish and appealingly sung. For the folk field, fair enough merchandise.

• Reviews and Ratings of New Classical Albums

THE SOUND OF WAGNER (1-12")—Concert Arts Symphony Orch. (Leinsdorf). Capitol PAO 8411 82
Strong merchandise. Folder type packaging features notes and music for the basic themes of the works performed which include orchestral selections from five Wagnerian operas, "Lohengrin," (Prelude to Act III); "Tannhauser," (Overture); and "Die Walkure," (Ride of the Valkyries,) among others. Cover also includes complete personnel of the orchestra and notes and photo of the conductor. Colorful cover for strong display.

AN EVENING AT THE LYRIC OPERA OF CHICAGO (1-12")—Renata Tebaldi, Soprano; Various Artists & Orch. of the Lyric Opera (Solti). London X 5320 82
A gala concert preserved on disks. Opera lovers will not want to miss selections which these artists have not recorded elsewhere. Highlights are duet from "La Gioconda," Tebaldi's performance of aria from "Mefistofele" and Bastianini's singing in aria from "Andrea Chenier." Recording of orchestra is not up to London's usual standard.

BACH: PARTITAS NOS. 5 & 6 (1-12")—Glenn Gould, Piano. Columbia ML 5186 80
This release recaptures the excitement of artist's unusually well received "Goldberg Variations." Fine recording projects Gould's exhilarating and vigorous playing which combines technique and understanding.

SCHUBERT: UNFINISHED SYMPHONY; BACH: CAPRICCIO; SUITE NO. 1 (1-12")—Casals Festival Orch. (Casals), (Schneider); Rudolf Serkin, Piano. Columbia ML 5236.....79
Unique memento of "Festival Casals de Puerto Rico 1957" preserves Casal's rehearsal of First Movement of "Unfinished," just preceding his heart attack. Interest here centers on artist's notable personality, of course, with little attention to sound. Balance of disk is given over to two splendid readings of works by Bach, recorded with good fidelity.

WAGNER: DIE WALKURE EXCERPTS (1-12")—Kirsten Flagstad, Soprano; Otto Edelmann, Bass, Set Svanholm, Tenor; Vienna Philharmonic Orch (Solti). London A 4225 79
Fine recording captures movement of operatic scene. Ensemble is good and style is ideal. Soloists are among best available, altho Flagstad's vocal prowess is not up to par. Complete third act and portion of second act presented here have little opposition on disks.

RIMSKY - KORSAKOV: CHRISTMAS EVE, SADKO, FLIGHT OF THE BUMBLE-BEE, DUBINUSHKA (1-12")—L'Orchestre De La Suisse Romande (Ansermet). London LL 1733.....76
Ansermet is justly regarded as an expert in this area. His ability to produce subtle colors and delicate textures gets all possible assistance here from first-rate instrumentalists and sound engineers. The composer, of course, represents a master orchestrator, and most of these particular selections have not been overworked. Cover is traffic-stopper.

BRAHMS RECITAL (1-12") — Kirsten Flagstad, London 5319 76
Flagstad's voice has less than its former glory but her artistry is as evident as ever. She brings great intensity to her performance of Brahm's "Four Serious Songs" which occupies one side of disk. Remainder of program covers earlier works. Fine accompaniments by Edwin McArthur.

BEETHOVEN: "EMPEROR" CONCERTO (1-12")—Clifford Curzon, Piano & Vienna Philharmonic Orch (Knappertsbusch). London LL 1557.....76
Wide-range recording is a leading feature of this release. Performance is strong, disciplined, but lacks warmth of some other versions. Orchestral share is admirable for its skill, but somewhat lacking as interpretive asset. Weighty opposition already available on disks.

BRAHMS: VARIATIONS ON A THEME OF HADYN; ACADEMIC FESTIVAL OVERTURE; TRAGIC OVERTURE (1-12") — Vienna Philharmonic Orch (Knappertsbusch). London LL 1752.....73
Splendid recorded sound marks these performances of often-duplicated repertory. There is solid feeling of orchestral ensemble and unusually well realized instrumental timbres. Reading is on the careful, stolid side.

MOZART: QUARTET FOR PIANO & STRINGS K. 493; SCHUBERT: SONATA FOR VIOLIN & PIANO IN A MINOR (1-12")—Eugene Istomin, Pianist; Isaac Stern, Violinist, Alexander Schneider, Violinist, Milton Katims, Violinist; Mischa Schneider, Cellist; Mieczyslaw Horszowski, Pianist. Columbia ML 5237 73
This disk stems from the 1957 "Festival Casals de Puerto Rico," and retains some of the incidental audience sounds. Performances are excellent, with Mozart Quartet best all-around version available. Aside from Festival tie-in, package might have been strengthened by different coupling.

DUETS WITH THE SPANISH GUITAR (1-12") — Laurindo Almeida, Guitar; Martin Ruderman, Flute; Salli Terri, Contralto. Capitol PAO 8406.....72
Delightful material in which Almeida modestly assumes a secondary but useful role. Half the selections, charmingly sung by Salli Terri, represent Brazilian composers. The other pieces, chiefly by French writers including Faure, Ibert and Ravel, feature expert flute solos.

BACH: SONATA NO. 1 FOR VIOLIN; PARTITA NO. 2 (1-12")—Ruggiero Ricci, Violinist. London LL 1706.....71
Remarkable virtuoso performances of

(Continued on page 58)

HOTTEST WITH THE NEW HITS!

"BELONGING TO SOMEONE"
PATTI PAGE
MERCURY 71247

Mercury RECORDS

The Sheppard Sisters
"GETTIN' READY FOR FREDDIE"

AND

"THE BEST THING THERE IS"

MERCURY 71244

The Del Vikings
"SNOWBOUND"

MERCURY 71241

The Platters
"HELPLESS"

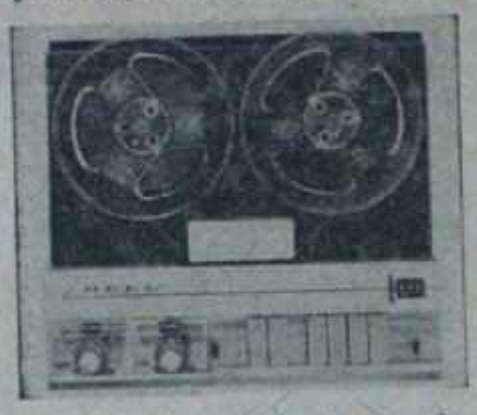
MERCURY 71246

NEW PRODUCTS

BELL OFFERS TAPE TRANSPORT . . .

Bell Sound Systems (Columbus, O.) has added a tape transport to their line. The unit lends itself to sale thru audio salons and music dealers with heavy audiophile traffic. The transport is available in several different models for different functions. There is the T-200 with monaural erase-record-playback at $99.95. The T-201 has stereo inline and staggered playback transport only ($109.95). The T-202 combines the features of T-200 and T-201 for $119.95. The T-203 combines the features of the T-202 with erase-record features in both the inline and staggered stereo. The T-202 is priced at $139.95.

Other important features of the unit include an index counter, piano key controls and a selective



stereophonic switch to transfer operation from inline to staggered head operation.

MASCO HAS PHONO ATTACHMENT FOR $50.00 . . .

The Mark Simpson firm (Long Island City, N. Y.) has introduced a phono to be used with their amplifiers. It retails for $50.00. The phono top attachment can be used with any of the firm's amplifiers, from the 18-watt

model to the 100-watt. The MP-3 phono plugs directly into the rear of the amplifier. It comes complete with mounting hardware.

The two phonos above are from the new 1958 Decca line (see separate story in Music Section). The model at left is the Allegheny console. It retails at $99.95. The unit is available in mahogany or blonde and contains a four-speed changer. Its speaker system consists of an eight-inch woofer and four-inch tweeter, with crossover network. There is also a jack attachment of an external speaker. Frequency response, according to Decca, spans 60 to 18,000 cps. The model at right is the Palm Beach, a three-speed manual portable, featuring a front-mounted speaker and an eight-inch turntable with recessed section for playing 45 r.p.m. disks. The Palm Beach is at the low end of the Decca line and retails for $19.95.

PORTRAIT OF A PHILOSOPHER

No we're not kidding. GUITAR SLIM is a philosopher. His songs are exclusively concerned with the earthy truisms of life. And because of their quality they never fade away; as you travel across the country and keep tuned in on the radio, it is fantastic how many of his hits of the past are continually aired.

GUITAR SLIM's new record is an event. For the first time, he has been recorded in Atlantic's New York studios. While we succeeded in keeping the "low down" folk flavor of Slim's New Orleans blues style, by recording him in our ultra-modern hi-fi studios, we were able to inject a crazy, new sound that makes his disks more exciting than ever.

"I Won't Mind At All" is in the vein of Guitar Slim's great hit "The Things I Used To Do" which stayed on the best-seller charts for 42 weeks in 1954. "Hello, How Ya' Been, Goodbye" in a lilting blues-march tempo. Both feature the twanging blues guitar and raspy, but unforgettable blues voice of Guitar Slim, backed by Lloyd Lambert's fine rock & roll band from New Orleans.

I WON'T MIND AT ALL

HELLO, HOW YA' BEEN, GOODBYE

Guitar Slim Atco 6108

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"Best R & B Vocal Group of 1957" (Cash Box Poll)

Searchin' | Young Blood

Idol With the Golden Head | My Baby Comes To Me

ATCO EP 4501

ATCO

Atco Recording Corp., 157 West 57 Street, New York 19, N. Y.

News and Notes

• Continued from page 44

tries, makers of Irish Brand recording tape. October sales were 32 per cent over October, 1956. November sales were up 48 per cent and December was ahead of December, 1956, by 79 per cent.

Pye, Ltd., one of England's biggest firms, introduces its line of hi-fi, radio, phonographs, recorders and other equipment into the U. S. market next month. Ram Electric Sales will be national distributor. Advertising in consumer and trade publications starts in March. Ad agency is Van Brunt & Company.

Tape Reviews

• Continued from page 45

bug and, in that classification, it's a powerful piece of merchandise. The sounds were recorded at the International Sports Car Grand Prix, Watkins Glen, N. Y. It would be difficult to find more realism than this on tape. The set is part of the label's Cameo Series of shorter recordings and at $4.98 it should have a happy sales life.

'Water Boy' Suit Settled

NEW YORK—A settlement has been reached in a suit brought last March by the publishing firm of Boosey and Hawkes against Shari Music and RCA Victor Records, in connection with the tune, "Water Boy."

Shari is a publishing firm owned by Harry Belafonte. The suit stemmed from the use of the song by Belafonte on a disk in which the publisher was listed as Shari. The firm claimed that the song had been adapted from a p.d. tune.

Boosey and Hawkes claimed that it held a legitimate copyright on the tune. Under the settlement, it was reported that Shari acknowledged the claims of the plaintiff. All monies paid to Shari by Victor have been paid over to Boosey and Hawker and it was agreed that any future pressings of the disk would carry the latter firm name as publisher.

TRUE HIGH FIDELITY

LONDON RECORDS

• Reviews and Ratings of New Classical Albums

• Continued from page 54

challenging material which includes the famous "Chaconne" (in Partita No. 2). Ricci makes light of technical difficulties with great flair, occasionally indulges in strident tone. Good potential within its restricted field; must contend with strong competition.

BEETHOVEN: "APPASSIONATA" & "WALDSTEIN" SONATAS (1-12")—Louis Kentner, Piano. Capitol PAO 8409 69

Kentner adopts a fittingly dramatic approach and receives every assistance from the audio department. However, he sometimes sacrifices control and depth of insight. Altho this is a thoroughly respectable disk, formidable competition minimizes its potential.

BUSONI: CONCERTO FOR VIOLIN & ORCHESTRA; SONATA FOR VIOLIN & PIANO (1-12")—Joseph Szigeti, Violin; Mieczyslaw Horszowski, Piano; The Little Orchestra Society (Scherman). Columbia ML 5224 68

Fairly adventurous programming has little competition, but is unlikely to win large permanent segment of classical trade. Music is readily understood and performance is deeply felt, altho marred by some lapses in intonation.

• Reviews and Ratings of New Jazz Albums

THE HIGH AND THE MIGHTY 82
Lionel Hampton Quintet (1-12")
Verve MGV 8228
A well balanced set that spots three ballads and three 'swingers.' Hamp is in especially fine form on the quicker tunes, essaying crackling solo continuity, functioning as an inspirational focal center, lifting the other players to better things. Pianist O. Peterson is his flexible self, excellent in both contexts. Overall, a fine brace of performances underwritten by firm rhythmic feeling. Heaviest sale to swing-oriented customers, but appealing regardless of stylistic affiliation.

I HAD THE CRAZIEST DREAM 80
Dave Pell Octet (1-12")
Capitol T 925
The warm, melodic, identifiable Pell group sounds abound here. The arrangements by Bill Holman, Shorty Rogers, Marty Paich, J. Montrose and Wes Hensel are musically of interest and exciting in performance, tho retaining basic Pell formula of ready melodic understandability. Tenorist Pell, trumpeter D. Fagerquist and the late Bob Gordon on baritone take solo honors. Listenable, equally danceable, this album of "mortgage-paying jazz" should have wide audience, strong sale.

VERY COOL 79
Lee Konitz (1-12")
Verve MGV 8209
Small group modern jazz of the cohesive, thoughtful brand, most memorable for rare 'unit' feeling: flow in ensemble, interplay between the horns. Altoist Konitz, perhaps not as overtly fiery as others on the instrument, has great facility and a surging undercurrent of emotion to his work. Trumpeter Don Ferrara and pianist Sal Mosca turn in noteworthy performances and have individuality in soloing. More discerning modern buyer will take to this.

TEXAS! (U. S. A.) 79
The Rampart Street Paraders (1-12")
Columbia CL 1061
Vibrant, happy-sounding, well-played Dixie by players highly conversant with the essentials of this style: Eddie Miller, tenor; M. Matlock, clarinet; A. Lincoln, trombone; etc. The repertoire here is a little different, in that emphasis is on Western tunes, i.e. "I'm an Old Cowhand," "Red River Valley," etc., that prove most compatible in Dixie treatment. Strong rhythmic surge, excellent sound make this highly appetizing to traditional buyers.

SHOWCASE 76
Ted Heath Ork (1-12")
London LL 1737
Composed of previously released singles by the Heath band, set is typical in that ork is sharply rehearsed, essays a variety of orchestral colors, has well-married sound. Diversified material, provocatively arranged in manner that is simultaneously understandable and interesting, lends sales appeal. Should do well with all who go for big band sound. Try "Bernie's Tune" as demo-track. Recorded sound is exemplary.

SITTIN' IN 75
Dizzy Gillespie, Stan Getz, Coleman Hawkins, Paul Gonsalves (1-12")
Verve MGV 8225
A set with an essentially jam session format that spots extended blowing on two tunes and two ballad medleys. Will interest modern jazz fan, for a variety of "mainstream" tenor styles and approaches are exposed. Ballad medleys in general, and Gillespie and Getz, in particular, are consistently of musical interest. Sales lie with those buyers who like their jazz straight—with little or no written framework, ornamentation.

STAN GETZ IN STOCKHOLM 75
(1-12")
Verve MGV 8213
Most impressive on brace of four ballads, tenorist Getz fashions his solos with all the architectural logic, lyrical flavoring, natural beauty of line that have identified him over the years. On the quicker things, the essaying high level of competence in veering to the "tip-toeing" coolness of his earlier style, he tends to lack vibrancy and depthful strength, probably attributable to rather bland, uninspiring Swedish rhythm section. However, Getz's name, general proficiency of his work and attractive cover presages sales interest within jazz coterie. Informative notes by Nat Nentoff.

HARRY BABASIN & THE JAZZ PICKERS WITH TERRY GIBBS 74
(1-12")
Mode MOD LP 119
Softly swinging modern spotting cello, guitar and bass creating identifying group sound. Novelty instrumentation, sound, functional writing with substantial solos by guest star Terry Gibbs, vibes; Babasin, cello; propulsive rhythm playing—notably drummer Bill Douglas—could well beguile the modern buyer. Try "De Ge" as demo band.

RED HOT!

Ernie Freeman

Jackie Walker

THE TUTTLE

and

"OH LONESOME ME"

"LEAPS AND BOUNDS"

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HONOR ROLL OF HITS

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THE NATION'S TOP TUNES

For survey week ending January 11

This Week | Last Week | Weeks on Chart

1. April Love — 1 | 13
By Fain & Webster—Published by Leo Feist (ASCAP)
BEST SELLING RECORD: Pat Boone, Dot 15660.

2. At the Hop — 3 | 7
By Singer-Medora-White—Published by Singular (BMI)
BEST SELLING RECORDS: Danny and the Juniors, ABC-Paramount 9871.
RECORD AVAILABLE: Nick Todd, Dot 15675.

3. Raunchy — 2 | 9
By Justis-Manker—Published by Hi-Lo Music (BMI)
BEST SELLING RECORDS: Ernie Freeman, Imperial 5474; Bill Justis, Phillips International 3519.
RECORDS AVAILABLE: Muvva (Guitar) Hubbard, ABC-Paramount 9869; Billy Vaughn, Dot 15661; Shady Wall, Dec 30539.

4. Peggy Sue — 5 | 9
By Jerry Allison & Norman Petty—Published by Nor-Va-Jak-Peer International Music
BEST SELLING RECORD: Buddy Holly, Coral 61885.
RECORDS AVAILABLE: Jackie Walker, Imperial 5473; Rusty York, King 5103.

5. Kisses Sweeter Than Wine — 4 | 9
By Paul Campbell and Joel Newman—Published by Folkways (BMI)
BEST SELLING RECORD: Jimmie Rodgers, Roulette 4031.
RECORDS AVAILABLE: Three-Thirds, AFS 301; Weavers, Decca 27670.

6. You Send Me — 6 | 13
By L. C. Cooke—Published by Higuera (BMI)
BEST SELLING RECORD: Sam Cooke, Keen 34013.
RECORDS AVAILABLE: Jesse Belvin, Modern 1025; Teresa Brewer, Coral 61898; Plas Johnson, Cap 3835.

7. All the Way — 7 | 11
By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP)
BEST SELLING RECORD: Frank Sinatra, Cap 3793.
RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Dec 30453; Norvelle Reid/J. Pleis, Dec 30444; Walter Scharf, Jubilee 5300.

8. Great Balls of Fire — 8 | 7
By Jack Hammer-Otis Blackwell—Published by BRS-Hill & Range (BMI)
BEST SELLING RECORD: Jerry Lee Lewis, Sun 281.
RECORD AVAILABLE: Georgia Gibbs, Vic 7098.

9. Sugartime — 11 | 2
By Charlie Phillips-Odis Echols—Published by Nor-Va-Jak (BMI)
BEST SELLING RECORD: McGuire Sisters, Coral 61924.
RECORD AVAILABLE: Charlie Phillips, Coral 61908.

10. Why Don't They Understand? — 10 | 7
By Joe Henderson-Jack Fishman—Published by Hollis Music (BMI)
BEST SELLING RECORD: George Hamilton IV, ABC-Paramount 9862.

Second Ten

11. The Stroll — 21 | 2
By Clyde Otis-Nancy Lee—Published by Meridian Music (BMI)
BEST SELLING RECORD: Diamonds, Mercury 71242.
RECORD AVAILABLE: Lancers, Coral 61930.

12. Stood Up — 15 | 3
By D. Dickerson-E. Herrold—Published by Commodore Music (BMI)
BEST SELLING RECORD: Ricky Nelson, Imperial 5483.

13. Jailhouse Rock — 12 | 15
By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI)
BEST SELLING RECORD: Elvis Presley, Vic 7035.

14. Fascination — 16 | 23
By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP)
BEST SELLING RECORD: Jane Morgan, Kapp 191.
RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamalton, London 1758; Dick Jacobs, Coral 61864; Don Johnson, Kandy 111; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5239; Dinah Shore, Vic 6980; Ethel Smith, Dec 30421; Troubadours, Kapp 191.

15. Silhouettes — 13 | 14
By B. Crewe and F. Slay—Published by Regent Music (BMI)
BEST SELLING RECORD: Rays, Cameo 117.
RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9956; Dean Jones, M-G-M 12580.

16. Oh, Boy! — 18 | 6
By Sonny West, Bill Tilghman, Norman Petty—Published by Nor-Va-Jak (BMI)
BEST SELLING RECORD: Crickets, Brunswick 9-55035.

17. Liechtensteiner Polka — 14 | 9
By Koutcher-Lindt—Published by Burlington (ASCAP)
BEST SELLING RECORD: Will Glahe, London 1755.
RECORDS AVAILABLE: Lawrence Welk, Coral 61900; Li'l Wally Orch, Banana 510.

18. Jingle Bell Rock — 9 | 4
By Joe Beal-Jim Boothe—Published by Cornell Music (ASCAP)
BEST SELLING RECORD: Bobby Helms, Dec 30513.

19. Chances Are — 17 | 19
By Stillman & R. Allen—Published by Kerwin Music (ASCAP)
BEST SELLING RECORD: Johnny Mathis, Col 40993.

20. La De Dah — — | 1
By Slay-Crewe—Published by Cooley (BMI)
BEST SELLING RECORD: Billy and Lillie, Swan 4002.

Third Ten

20. Sail Along Silvery Moon — — | 1
By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP)
BEST SELLING RECORD: Billy Vaughn, Dot 15661.

22. Around the World — 22 | 32
By Victor Young—Published by Victor Young Publications (ASCAP)
RECORDS AVAILABLE: Georgie Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 6853; Mantovani, London 1746; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Victor Young and Bing Crosby, Dec 30262; Lawrence Welk, Coral 61741.

23. Buzz, Buzz, Buzz — 27 | 5
By J. Gray & R. Byrd—Published by Cash (BMI)
RECORDS AVAILABLE: Rusty Draper, Mercury 71221; Hollywood Flames, Ebb 119.

24. Put a Light in the Window — 24 | 7
By Rhoda Roberts-Kenny Jacobson—Published by Planetary (ASCAP)
RECORD AVAILABLE: Four Lads, Col 41058.

25. My Special Angel — 19 | 14
By Jimmy Duncan—Published by Merge (BMI)
RECORDS AVAILABLE: Bobby Helms, Dec 30423; Frank D'Rone, Mercury 71193; Sonny Land Trio, Prep 115.

26. Rock and Roll Music — 26 | 10
By Chuck Berry—Published by Arc Music (BMI)
RECORD AVAILABLE: Chuck Berry, Chess 1671.

27. Oh, Julie — — | 1
By Moffett-Ball—Published by Excellorec (BMI)
RECORDS AVAILABLE: Crescendos, Nasco 6005; Sammy Salvo, Vic 7097; Guy Williams and His Charms, De Luxe 6158.

28. Wake Up Little Susie — 25 | 17
By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI)
RECORD AVAILABLE: Everly Brothers, Cadence 1337.

29. Melodie D'Amour — 20 | 16
By Leo Johns-Henri Salvador—Published by Rayven Music (BMI)
RECORDS AVAILABLE: Ames Brothers, Vic 7046; Marty Gold, Vik 0303; Edmundo Ros, London 1751.

30. Be-Bop Baby — 23 | 16
By P. Loughurst—Published by Travis Music (BMI)
RECORD AVAILABLE: Ricky Nelson, Imperial 5463.

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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 11, 1958

This Week		Last Week	Weeks on Chart
1.	**AT THE HOP** (BMI)—Danny and the Juniors Sometimes (BMI)—ABC-Paramount 9871	1	7
2.	**STOOD UP** (BMI)—Ricky Nelson **WAITIN' IN SCHOOL** (BMI)—Imperial 5483	2	4
3.	**GREAT BALLS OF FIRE** (BMI)—Jerry Lee Lewis **YOU WIN AGAIN** (BMI)—Sun 281	3	8
4.	**APRIL LOVE** (ASCAP)—Pat Boone **WHEN THE SWALLOWS COME BACK TO CAPISTRANO** (ASCAP)—Dot 15660	4	12
5.	**PEGGY SUE** (BMI)—Buddy Holly Everyday (BMI)—Coral 61885	5	11
6.	**JAILHOUSE ROCK** (BMI)—Elvis Presley Treat Me Nice (BMI)—Vic 7035	6	15
7.	**RAUNCHY** (BMI)—Bill Justis The Nidnite Man (BMI)—Phillips International 3519	10	10
8.	**KISSES SWEETER THAN WINE** (BMI)—Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Roulette 4031	9	9
9.	**YOU SEND ME** (BMI)—Sam Cooke **SUMMERTIME** (ASCAP)—Keen 34013	8	13
10.	**SILHOUETTES** (BMI)—The Rays **DADDY COOL** (BMI)—Cameo 117	11	14
11.	**OH, BOY!** (BMI)—Crickets Not Fade Away (BMI)—Brunswick 55035	12	8
12.	**THE STROLL** (BMI)—Diamonds Land of Beauty (BMI)—Mercury 71242	22	3
13.	**LA DEE DAH** (BMI)—Billy and Lillie The Monster (BMI)—Swan 4002	36	2
14.	**BUZZ, BUZZ, BUZZ** (BMI)—Hollywood Flames Crazy (BMI)—Ebb 119	23	8
15.	**SUGARTIME** (BMI)—McGuire Sisters Banana Split (BMI)—Coral 61924	30	3
16.	**SAIL ALONG SILVERY MOON** (ASCAP)—Billy Vaughn **RAUNCHY** (BMI)—Dot 15661	21	5
17.	**CHANCES ARE** (ASCAP)—Johnny Mathis **THE TWELFTH OF NEVER** (ASCAP)—Col 40993	16	18
18.	**ROCK AND ROLL MUSIC** (BMI)—Chuck Berry Blue Feeling (BMI)—Chess 1671	15	11
19.	**JINGLE BELL ROCK**—Bobby Helms Captain Santa Claus—Decca 30513	7	5
20.	**BONY MORONIE** (BMI)—Larry Williams **YOU BUG ME, BABY** (BMI)—Specialty 615	17	11
21.	**MY SPECIAL ANGEL** (BMI)—Bobby Helms Standing at the End of My World (BMI)—Dec 30423	13	14
22.	**WAKE UP LITTLE SUSIE** (BMI)—Everly Brothers Maybe Tomorrow (BMI)—Cadence 1337	14	17
23.	**RAUNCHY** (BMI)—Ernie Freeman Puddin' (BMI)—Imperial 5474	18	10
24.	**BE-BOP BABY** (BMI)—Ricky Nelson **HAVE I TOLD YOU LATELY THAT I LOVE YOU?** (BMI)—Imperial 5463	19	16
25.	**ALL THE WAY** (ASCAP)—Frank Sinatra **CHICAGO** (ASCAP)—Cap 3793	20	21
26.	**WHY DON'T THEY UNDERSTAND?** (BMI)—George Hamilton IV Even Tho' (BMI)—ABC-Paramount 9862	24	8
27.	**JUST BORN** (BMI)—Perry Como **IVY ROSE** (ASCAP)—Vic 7050	25	13
28.	**FASCINATION** (ASCAP)—Jane Morgan Fascination (Instrumental) (ASCAP)—Kapp 191	28	20
29.	**LIECHTENSTEINER POLKA** (ASCAP)—Will Glahe Schweitzer Polka (BMI)—London 1755	33	10
30.	**(I LOVE YOU) FOR SENTIMENTAL REASONS** (BMI)—Sam Cooke **DESIRE ME** (BMI)—Keen 4002	32	4
31.	**THE BIG BEAT** (BMI)—Fats Domino **I WANT YOU TO KNOW** (BMI)—Imperial 5477	26	5
32.	**TEARDROPS** (BMI)—Lee Andrews and the Hearts Girl Around the Corner (BMI)—Chess 1675	27	8
33.	**OH, JULIE** (BMI)—Crescendos My Little Girl (BMI)—Nasco 6005	41	2
34.	**GET A JOB** (BMI)—Silhouettes I Am Lonely (BMI)—Ember 1029	—	1
35.	**WILD IS THE WIND** (ASCAP)—Johnny Mathis **NO LOVE (BUT YOUR LOVE)** (BMI)—Col 41060	37	6
36.	**I'LL COME RUNNING BACK TO YOU** (BMI)—Sam Cooke **FOREVER** (BMI)—Specialty 619	34	5
37.	**THE STORY OF MY LIFE** (ASCAP)—Marty Robbins Once-a-Week Date (BMI)—Col 41013	35	8
38.	**I'M AVAILABLE** (BMI)—Margie Rayburn If You Were (ASCAP)—Liberty 55102	31	11
39.	**HONEYCOMB** (ASCAP)—Jimmie Rodgers Their Hearts Were Full of Spring (ASCAP)—Roulette 4015	39	23
40.	**PUT A LIGHT IN THE WINDOW** (ASCAP)—Four Lads The Things We Did Last Summer (ASCAP)—Col 41058	40	6
41.	**MELODIE D'AMOUR** (BMI)—Ames Brothers So Little Time (BMI)—Vic 7046	29	15
42.	**LITTLE BITTY PRETTY ONE** (BMI)—Thurston Harris I Hope You Won't Hold It Against Me (ASCAP)—Aladdin 3398	38	13
43.	**DON'T LET GO** (BMI)—Roy Hamilton The Right to Love (BMI)—Epic 9257	—	1
44.	**JO-ANN** (BMI)—Playmates You Can't Stop Me From Dreaming (BMI)—Roulette 4037	—	1
45.	**A VERY SPECIAL LOVE** (ASCAP)—Johnny Nash Won't You Let Me Share My Love? (BMI)—ABC-Paramount 9874	—	1
46.	**MARCH FROM THE RIVER KWAI AND COLONEL BOGEY** (ASCAP)—Mitch Miller Hey! Little Baby (BMI)—Col 41066	—	1
47.	**THE JOKER** (BMI)—Hilltoppers Chicken, Chicken (ASCAP)—Dot 15662	44	5
48.	**MAYBE** (BMI)—Chantels Come My Little Baby (BMI)—End 1005	—	1
49.	**THE JOKER** (BMI)—Billy Myles Honey Bee (BMI)—Ember 1026	48	9
50.	**HEY, SCHOOLGIRL** (BMI)—Tom and Jerry Dancin' Wild (BMI)—Big 613	—	2

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.

DON'T (Presley, BMI)

I BEG OF YOU (Presley, BMI)—**Elvis Presley**—RCA Victor 7150—Both sides are big in all markets. "Don't" has edge.

COME TO ME (Korwin, ASCAP)—**Johnny Mathis**—Columbia 41082—This side is also hot in r.&b. marts. Flip is "When I Am With You" (Mathis, ASCAP).

MAGIC MOMENTS (Famous, ASCAP)

CATCH A FALLING STAR (Marvin, ASCAP)—**Perry Como**—RCA Victor 7128—"Magic Moments" is currently the stronger side. Flip, "Catch a Falling Star," is also hot.

WITCHCRAFT (Morris, ASCAP)

TELL HER YOU LOVE HER (Mr. Music, BMI)—**Frank Sinatra**—Capitol 3859—"Witchcraft" is getting more action now, but "Tell Her You Love Her" is also scoring.

ANGEL SMILE (Winneton, BMI)—**Nat King Cole**—Capitol 3860—The side is doing well in both pop and r.&b. markets. Flip is "Back in My Arms" (Weiss & Barry, BMI).

YOU ARE MY DESTINY (Pamco, BMI)—**Paul Anka**—ABC-Paramount 9880—The side is strong in all markets. Flip is "When I Stop Loving You" (Figure, BMI).

All are previous Billboard Spotlight picks.

RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING JANUARY 11

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Catch a Falling Star
Magic Moments.....*Perry Como*
(ASCAP); (ASCAP) RCA Victor 7128

Dede Dinah.....*Frankie Avalon*
(ASCAP) Chancellor 1011

You Are My Destiny.....*Paul Anka*
(BMI) ABC-Paramount 9880

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Most Played by Jockeys

FOR SURVEY WEEK ENDING JANUARY 11

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

This Week		Last Week	Weeks on Chart
1.	APRIL LOVE (ASCAP)—Pat Boone When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660	1	13
2.	AT THE HOP (BMI)—Danny and the Juniors Sometimes (BMI)—ABC-Paramount 9871	2	5
3.	KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Roulette 4031	3	10
4.	PEGGY SUE (BMI)—Buddy Holly Everyday (BMI)—Coral 61885	7	10
5.	RAUNCHY (BMI)—Ernie Freeman Puddin' (BMI)—Imperial 5474	4	8
6.	ALL THE WAY (ASCAP)—Frank Sinatra Chicago (ASCAP)—Cap 3793	5	13
7.	YOU SEND ME (BMI)—Sam Cooke Summertime (ASCAP)—Keen 34013	6	12
8.	RAUNCHY (BMI)—Bill Justis The Midnite Man (BMI)—Phillips International 3519	8	9
9.	GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis You Win Again (BMI)—Sun 281	9	7
10.	SUGARTIME (BMI)—McGuire Sisters Banana Split (BMI)—Coral 61924	13	3
11.	WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV Even Tho' (BMI)—ABC-Paramount 9862	10	3
12.	PUT A LIGHT IN THE WINDOW (ASCAP)—Four Lads The Things We Did Last Summer (ASCAP)—Col 41058	11	7
13.	THE STROLL (BMI)—Diamonds Land of Beauty (BMI)—Mercury 71242	16	2
14.	MAGIC MOMENTS (ASCAP)—Perry Como Catch a Falling Star (ASCAP)—Vic 7128	—	1
15.	YOU SEND ME (BMI)—Teresa Brewer Would I Were (ASCAP)—Coral 61898	19	11
16.	RAUNCHY (BMI)—Billy Vaughn Sail Along Silvery Moon (ASCAP)—Dot 15661	22	6
17.	CATCH A FALLING STAR (ASCAP)—Perry Como Magic Moments (ASCAP)—Vic 7128	21	2
18.	JAILHOUSE ROCK (BMI)—Elvis Presley Treat Me Nice (BMI)—Vic 7035	25	15
19.	WITCHCRAFT (ASCAP)—Frank Sinatra Tell Her You Love Her (BMI)—Cap 3859	—	1
20.	A VERY SPECIAL LOVE (ASCAP)—Debbie Reynolds I Saw a Country Boy (ASCAP)—Coral 61897	—	1
21.	TEARDROPS (BMI)—Lee Andrews and the Hearts Girl Around the Corner (BMI)—Chess 1675	—	1
22.	26 MILES (BMI)—Four Preps It's You (ASCAP)—Cap 3845	—	1
23.	OH, BOY! (BMI)—Crickets Not Fade Away (BMI)—Brunswick 55035	20	5
24.	WAITIN' IN SCHOOL (BMI)—Ricky Nelson Stood Up (BMI)—Imperial 5483	—	1
25.	I'M AVAILABLE (BMI)—Margie Rayburn If You Were (ASCAP)—Liberty 55102	17	11

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"THE STROLL" as originated by the

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BY THE

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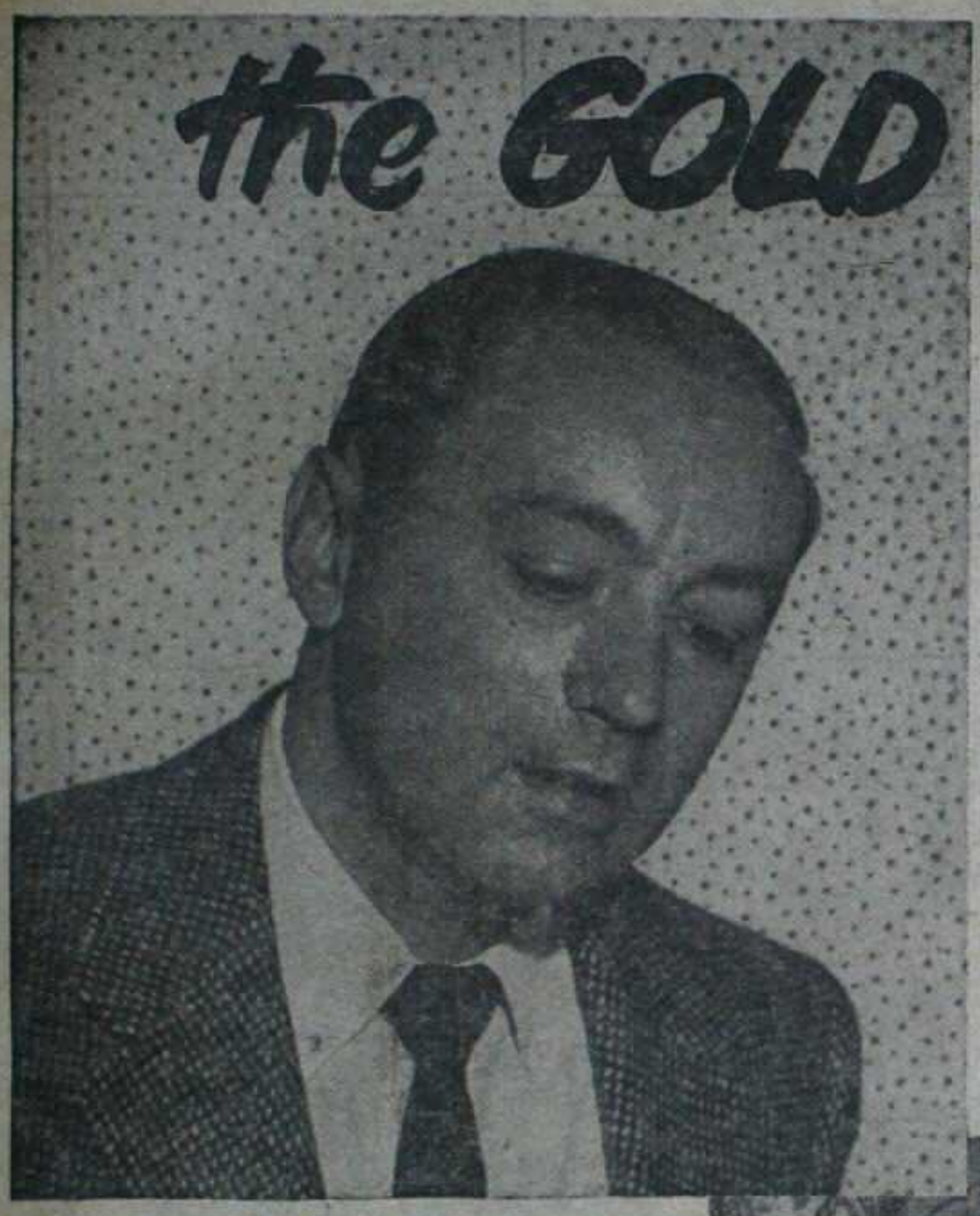

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AND HIS ORCHESTRA

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"A FAREWELL TO ARMS"

SHOW ME

(David O. Selznick
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Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 11

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Great Balls of Fire
Jerry Lee Lewis, Sun
Jingle Bell Rock, Bobby Helms, Dec.
La Dee Dah, Billy and Lillie, Swan
The Stroll, Diamonds, Mer.
Waitin' in School/Stood Up
Ricky Nelson, Imp.
You Send Me, Sam Cooke, Keen

CHICAGO

At the Hop
Danny and the Juniors, ABC-Para.
Buzz, Buzz, Buzz, Hollywood Flames, Bbb
Great Balls of Fire, Jerry Lee Lewis, Sun
La Dee Dah, Billy and Lillie, Swan
Liechtensteiner Polka, Will Glaha, Lon.
Oh, Boy! Crickets, Brk.
Peggy Sue, Buddy Holly, Cor.
Stood Up, Ricky Nelson, Imp.

DETROIT

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Great Balls of Fire, Jerry Lee Lewis, Sun
Jingle Bell Rock, Bobby Helms, Dec.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rlt.
Oh, Julie, Crescendos, Nac.
Sail Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Waitin' in School/Stood Up
Ricky Nelson, Imp.

EAST TEXAS

At the Hop
Danny and the Juniors, ABC-Para.
Bony Moronie, Larry Williams, Spe.
Chances Are/Twelfth of Never
Johnny Mathis, Col.
Great Balls of Fire, Jerry Lee Lewis, Sun
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.
Stood Up/Waitin' in School
Ricky Nelson, Imp.
Wake Up Little Susie, Everly Brothers, Cdc.

FLORIDA

Fascination, Jane Morgan, Kapp
Great Balls of Fire, Jerry Lee Lewis, Sun
Kisses Sweeter Than Wine
Jimmie Rodgers, Rlt.
Love Me Forever, Four Esquires, Pra.
Raunchy, Bill Justis, Phil. Intl.
Stood Up/Waitin' in School
Ricky Nelson, Imp.
Silhouettes, Rays, Cam.
Teardrops
Lee Andrews and the Hearts, Chx.

LOS ANGELES

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Bony Moronie/You Bug Me, Baby
Larry Williams, Spe.
Oh, Boy! Crickets, Brk.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
Silhouettes, Rays, Cam.
Waitin' in School/Stood Up
Ricky Nelson, Imp.

NEW YORK AND NEWARK

All the Way, Frank Sinatra, Cap.
April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Buzz, Buzz, Buzz, Hollywood Flames, Bbb
Great Balls of Fire, Jerry Lee Lewis, Sun
La Dee Dah, Billy and Lillie, Swan
Raunchy, Bill Justis, Phil. Intl.
Silhouettes, Rays, Cam.

NORTHERN NEW YORK STATE

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Jailhouse Rock, Elvis Presley, Vic.
Peggy Sue, Buddy Holly, Cor.
Jingle Bell Rock, Bobby Helms, Dec.
Raunchy, Bill Justis, Phil. Intl.
The Story of My Life, Marty Robbins, Col.
You Send Me, Sam Cooke, Keen

NORTHERN OHIO

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Be-Bop Baby, Ricky Nelson, Imp.
Great Balls of Fire, Jerry Lee Lewis, Sun
Oh, Boy! Crickets, Brk.
Sail Along Silvery Moon, Billy Vaughn, Dot
Stood Up/Waitin' in School
Ricky Nelson, Imp.
The Story of My Life, Marty Robbins, Col.

NORTHWEST

At the Hop
Danny and the Juniors, ABC-Para.
Chances Are/Twelfth of Never
Johnny Mathis, Col.
Great Balls of Fire, Jerry Lee Lewis, Sun
Henrietta, Jimmy Dee, Dot
Jingle Bell Rock, Bobby Helms, Dec.
Raunchy, Ernie Freeman, Imp.
Stood Up/Waitin' in School
Ricky Nelson, Imp.
Twenty-Six Miles, Four Preps, Cap.

PHILADELPHIA

All the Way/Chicago, Frank Sinatra, Cap.
April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Fascination, Jane Morgan, Kapp
Honeycomb, Jimmie Rodgers, Rlt.
Ivy Rose/Just Born, Perry Como, Vic.
Jailhouse Rock, Elvis Presley, Vic.
Melodie D'Amour, Ames Brothers, Vic.

SAN FRANCISCO AND OAKLAND

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Bony Moronie/You Bug Me, Baby
Larry Williams, Spe.
Great Balls of Fire, Jerry Lee Lewis, Sun
Kisses Sweeter Than Wine
Jimmie Rodgers, Rlt.
Raunchy, Ernie Freeman, Imp.
Stoop Up/Waitin' in School
Ricky Nelson, Imp.
You Send Me/Summertime
Sam Cooke, Keen

SOUTHERN OHIO

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Be-Bop Baby, Ricky Nelson, Imp.
Great Balls of Fire, Jerry Lee Lewis, Sun
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
She's Neat, Dale Wright, Fir.
Stood Up, Ricky Nelson, Imp.

ST. LOUIS AND KANSAS CITY

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Great Balls of Fire, Jerry Lee Lewis, Sun
Kisses Sweeter Than Wine
Jimmie Rodgers, Rlt.
Peggy Sue, Buddy Holly, Cor.
Stood Up/Waitin' in School
Ricky Nelson, Imp.
The Stroll, Diamonds, Mer.
You Send Me/Summertime
Sam Cooke, Keen

WASHINGTON AND BALTIMORE

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Buzz, Buzz, Buzz, Hollywood Flames, Bbb
Dede Dinah, Frankie Avalon, Cic.
Oh, Julie, Crescendos, Nac.
Raunchy, Bill Justis, Phil. Intl.
Rock and Roll Music, Chuck Berry, Chx
Wake Up Little Susie, Everly Brothers, Cdc.

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b/w

"TALK OF THE TOWN"

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released by 20th Century-Fox

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The Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING JANUARY 11, 1958

POPULAR

SILHOUETTES ★ THE RAYS ★ DADDY COOL Cameo 117	RAUNCHY ★ BILL JUSTIS ★ THE MIDNITE MAN Phillips, International 3519	PEGGY SUE ★ BUDDY HOLLY ★ EVERYDAY Coral 61985
MY SPECIAL ANGEL ★ BOBBY HELMS ★ STANDING AT THE END OF MY WORLD Decca 30423	THE STROLL ★ THE DIAMONDS ★ LAND OF BEAUTY Mercury 71242	STOOD UP ★ RICKY NELSON ★ WAITIN' IN SCHOOL Imperial 5483
WAKE UP LITTLE SUSIE ★ EVERLY BROTHERS ★ MAYBE TOMORROW Cadence 1337	NEW HIT (I LOVE YOU) FOR SENTIMENTAL REASONS ★ SAM COOKE ★ DESIRE ME Keen 4002	OH, BOY! ★ THE CRICKETTS ★ NOT FADE AWAY Brunswick 55035
ROCK AND ROLL MUSIC ★ CHUCK BERRY ★ BLUE FEELING Chess 1671	LA DEE DAH ★ BILLY & LILLIE ★ THE MONSTER Swan 4002	JUST BORN ★ PERRY COMO ★ IVY ROSE RCA Victor 7050
ALL THE WAY ★ FRANK SINATRA ★ CHICAGO Capitol 3793	WHY DON'T THEY UNDERSTAND ★ GEORGE HAMILTON ★ EVEN THO' ABC-Paramount 9862	RAUNCHY ★ ERNIE FREEMAN ★ PUDDIN' Imperial 5474
AT THE HOP ★ DANNY AND THE JUNIORS ★ SOMETIMES ABC-Paramount 9871	YOU SEND ME ★ SAM COOKE ★ SUMMERTIME Keen 34013	LIECHTENSTEINER POLKA ★ WILL GLAHE ★ SCHWEITZER POLKA London 1755
JINGLE BELL ROCK ★ BOBBY HELMS ★ CAPTAIN SANTA CLAUS Decca 30513	KISSES SWEETER THAN WINE ★ JIMMIE RODGERS ★ BETTER LOVED YOU'LL NEVER BE Roulette 4031	FASCINATION ★ JANE MORGAN ★ FASCINATION (INSTRUMENTAL) Kapp 191
APRIL LOVE ★ PAT BOONE ★ WHEN THE SWALLOWS COME BACK TO CAPISTRANO Dot 15660	BUZZ, BUZZ, BUZZ ★ HOLLYWOOD FLAMES ★ CRAZY Ebb 119	BONY MORONIE ★ LARRY WILLIAMS ★ YOU BUG ME, BABY Specialty 615
SAIL ALONG SILVERY MOON ★ BILLY VAUGHN ★ RAUNCHY Dot 15561	BE BOP BABY ★ RICKY NELSON ★ Have I Told You Lately That I Love You Imperial 5463	SUGARTIME ★ THE McGUIRE SISTERS ★ BANANA SPLIT Coral 61924
JAILHOUSE ROCK ★ ELVIS PRESLEY ★ TREAT ME NICE RCA Victor 7035	CHANCES ARE ★ JOHNNY MATHIS ★ THE TWELFTH OF NEVER Columbia 4992	GREAT BALLS OF FIRE ★ JERRY LEE LEWIS ★ YOU WIN AGAIN Sun 281

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

GEISHA GIRL ★ HANK LOCKLIN ★ LIVIN' ALONE RCA Victor 6984	I FOUND MY GIRL IN THE U. S. A. ★ JIMMIE SKINNER ★ CARROLL COUNTY BLUES Mercury 71192
HOME OF THE BLUES ★ JOHNNY CASH ★ GIVE MY LOVE TO ROSE Sun 279	MY SHOES KEEP WALKING BACK TO YOU ★ RAY PRICE ★ DON'T DO ME THIS WAY Columbia 40951
THE STORY OF MY LIFE ★ MARTY ROBBINS ★ ONCE-A-WEEK DATE Columbia 41013	

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

TEARDROPS ★ LEE ANDREWS & THE HEARTS ★ GIRL AROUND THE CORNER Chess 1675	DON'T LET GO ★ ROY HAMILTON ★ THE RIGHT TO LOVE Epic 9257
I'LL COME RUNNING BACK TO YOU ★ SAM COOKE ★ FOREVER Specialty 619	YOU CAN MAKE IT, IF YOU TRY ★ GENE ALLISON ★ HEY, HEY I LOVE YOU Vee Jay 713
LITTLE BITTY PRETTY ONE ★ THURSTON HARRIS ★ I HOPE YOU DON'T HOLD IT AGAINST ME Aladdin 3398	

OPERATORS BEST BUYS

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

BEST BUY PAUL ANKA.....You Are My Destiny When I Stop Loving You ABC-Paramount 9880	BEST BUY JOHNNY CASH..... Ballad of a Teenage Queen Big River Sun 283
BEST BUY PERRY COMO.....Magic Moments Catch a Falling Star RCA Victor 7128	BEST BUY NAT KING COLE.....Angel Smile Back in My Arms Capitol 3860
BEST BUY JOHNNY MATHIS.....Come to Me When I Am With You Columbia 41082	BEST BUY ELVIS PRESLEY.....Don't I Beg of You RCA Victor 7150
BEST BUY FRANK SINATRA.....Witchcraft Tell Her You Love Her Capitol 3859	

OPERATORS BEST NEW RELEASES

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

OPINION EDDY ARNOLD.....I Need Somebody Too Soon to Know RCA Victor 7143	OPINION EDDIE COCHRAN..... Jeannie, Jeannie, Jeannie Pocketful of Hearts Liberty 55123
OPINION THE EVERLY BROTHERS..... This Little Girl of Mine Should We Tell Him Cadence 1342	OPINION ERNIE FREEMAN.....The Turtle Loops and Sounds Imperial 5486
OPINION LITTLE RICHARD..... Good Golly, Miss Molly Hey-Hey-Hey-Hey! Specialty 624	OPINION THE TWIN-TONES.....Flip-Skip My Dear RCA Victor 7148
OPINION KITTY WELLS.....She's No Angel I Can't Stop Loving You Decca 30551	

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and his Quintet

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c/w

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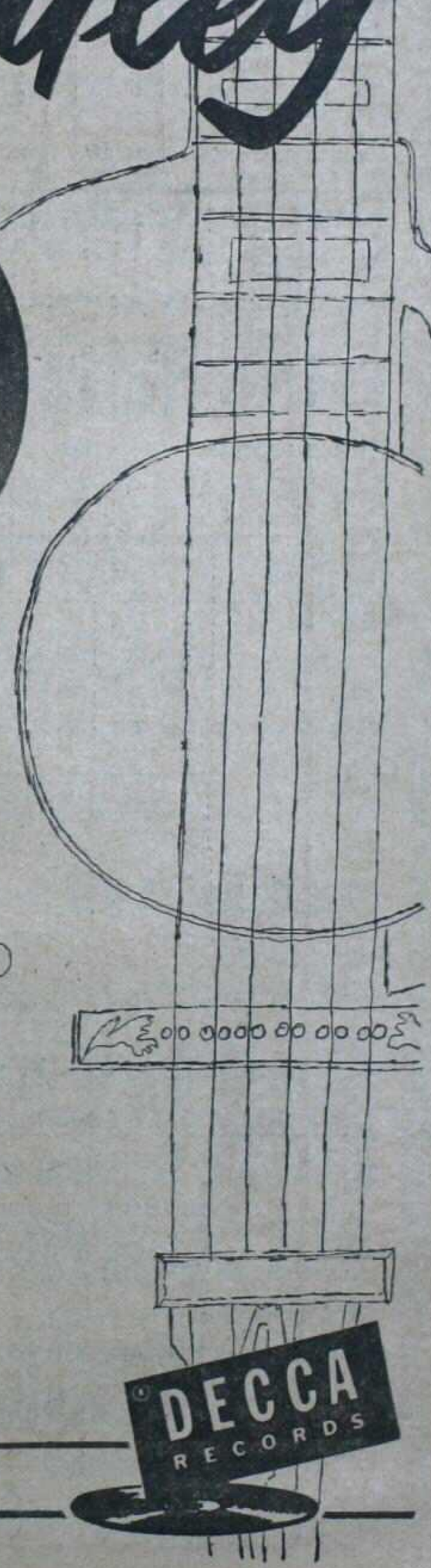
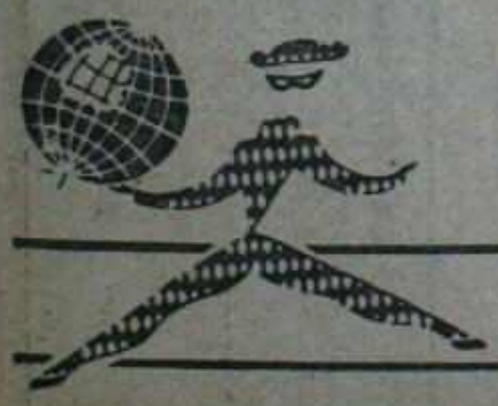
Decca 9-30564





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• Review Spotlight on . . .

POP RECORDS

THE EVERLY BROTHERS....Cadence 1342....**THIS LITTLE GIRL OF MINE** (Progressive, BMI)
SHOULD WE TELL HIM .....(Acuff-Rose, BMI)
The talented duo have a strong contender with these two choice sides from their EP and LP. "Little Girl" is an agreeable rockabilly performance on the old Ray Charles tune. Flip, "Should We Tell Him," is also a rockabilly tune, and it's delivered with the same sock approach. Either can score in all fields.

LITTLE RICHARD....Specialty 624.....**GOOD GOLLY, MISS MOLLY** (Venice, BMI)
The frantic cat at his vigorous best on this rocker. Ork backing is good and helps give side potential. It can click in both pop and r.&b. marts. Flip is a blues, "Hey-Hey-Hey-Hey!" (Venice, BMI).

THE TWIN TONES....RCA Victor 7148.....**THE FLIP-SKIP** (Figure, BMI)
MY DEAR .....(Figure, BMI)
"Flip-Skip" is a stroll, and the strong selling by the pair makes it a likely bet in all markets. Flip, "My Dear," is a rockaballad that is also presented with appeal. Both can attract coin. Tri-market appeal.

ERNIE FREEMAN....Imperial 5486.....**THE TUTTLE** (Stanford, BMI)
Freeman is currently riding high with "Raunchy," and this similarly presented theme could also be a winner. The artist's capable alto work is nicely supported by funky, rhythmic ork support. Also a threat in r.&b. marts. Flip, "Leaps and Bounds," is an up-tempo rocker (Billace, BMI).

EDDIE COCHRAN....Liberty 55123.....**JEANNIE, JEANNIE, JEANNIE** (House of Fortune, BMI)
This is a powerful side by the artist who hasn't clicked recently. Exuberant delivery on this catchy rockabilly could put him back on top. Rhythmic guitar and piano backing help sell the side. Flip, "Pocketful of Hearts," is a subdued rocker-type. (American, BMI).

EDDY ARNOLD....RCA Victor 7143.....**I NEED SOMEBODY** (Raleigh-Trinity, BMI)
Arnold gives out with a smooth delivery on this highly attractive theme. The tune has the feel of a country blues. Listenable chorus and ork support nicely assist. Flip, "Too Soon to Know," is a ballad (Acuff-Rose, BMI).

TOMMY FREDERICK & THE HI-NOTES....Carlton 1.....
.....**THE PRINCE OF PLAYERS** (Marks, BMI)
I'M NOT PRETENDING .....(Holiday, BMI)
An impressive debut by the label and artist. "Prince" is a smoothly delivered rockaballad that shows a pleasant vocal by Frederick with excellent group support. Flip is presented in a similar manner and also figures to be in there. Two dangerous sides.

POP TALENT

BOBBY LEE TRAMMELL....ABC-Paramount 9890.....
.....**I SURE DO LOVE YOU, BABY** (Dandelion, BMI)
SHIRLEY LEE .....(Dandelion, BMI)
Trammell impresses with two fine deliveries on tunes that he cleffed himself. Both are rockabillies, and the artist chants them with appeal against infectious guitar backing. The sides bear watching, and the artist can develop into an important personality. The disk was purchased from Fabor records.

POP DISK JOCKEY PROGRAMMING

JIMMIE McPARTLAND'S ALL-STARS....Epic 9261.....
.....**MARIAN THE LIBRARIAN** (Frank, ASCAP)
SEVENTY-SIX TROMBONES .....(Frank, ASCAP)
Spins of either of these attractive tunes from the Broadway smash, "Music Man," will be a treat. The pop jazz treatments are Dixie-based. "Marian," especially, with a slow, sneaky sound and beat is strong jockey material.

THE ANDREWS SISTERS....Capitol 3869.....**ONE MISTAKE** (Planetary, ASCAP)
MELANCHOLY MOON .....(Morris, ASCAP)
"One Mistake" is a plaintive, country-styled ballad with a churchy flavor, and it's handed a sock vocal. Flip, "Moon," is a haunting ballad sung with feeling. Fine piping by the veteran chicks should find favor with both teens and adults.

MARTY WILSON....Decca 30544.....**SUPER SONIC** (Lark, BMI)
An unusual and excellent instrumental with a driving rhythm and solid, precise instrumentation. Chorus accompaniment helps create the mood of the title. Wax well worth whirls! Flip, "I'm All Woke Up," is also an instrumental (Eby, BMI).

• Reviews of New Pop Records

RUSS HAMILTON
I Had a Dream 81
KAPP 204—Not the old-timer, this is a new cleffing by Hamilton which traces the development of a romance. Has a catchy flavor and with Hamilton's unique style and delicate British dialect, there could be good action. Possible successor to "Rainbow." **(Robbins, ASCAP)**
My Mother's Eyes....80
This is the oldie, familiar thru George Jessel's oft-repeated versions. This reading has little connection with Jessel's treatment but the reading is fair enough. **(Feist, ASCAP)**

DAVE RICH
I've Thought It Over 80
RCA VICTOR 7141 — Compelling rockaballad sung with plenty of heart and sincerity. Another dual-market side by Rich. **(Tree, BMI)**
School Blues....80
Rich, who formerly warbled old style c.&w., turns rockabilly on this side, which has powerful teen-appeal and a hypnotic beat. Watch it, both pop and c.&w. **(Acuff-Rose, BMI)**

THE FIVE KEYS
From Me to You 79
CAPITOL 3861—Boys put plenty of emotional power into moving Lincoln Chase ballad. Both sides have multi-market appeal. **(Studio, BMI)**
Whippety Whirl....76
Verveful vocalizing by lead singer and group on catchy r.&r. rhythm-novelty. Watch it. **(Shapiro-Bernstein, ASCAP)**

GOGI GRANT
Bonjour Tristesse 78
RCA VICTOR 7146 — The bluesy ballad from the Columbia film of the same title gets a subtle performance by the thrush. Song is sure to get action. Watch it. **(Carlot, BMI)**
Chinese Nightingale....76
A quality song. Lyric and arrangement are touched with Oriental flavor. Gogi Grant does it with a sensitive quality. Tune should benefit from tie-up with Shirley Temple's new TV show. **(Fullarton, ASCAP)**

DORIS DAY
Teacher's Pet 78
COLUMBIA 41103—The title tune from Miss Day's new pic has male chorus support with rhythm by ukelele, guitar and drums. Whole effort has a nice sound with a good commercial appeal. Worth spins and it could move. **(Jaywin, BMI)**
Blues in the Night....73
A smart, ultra stylish version of the great Mercer-Arlen tune. Simple piano, vibes backing makes a nice setting for Miss Day's treatment. Good jock material. **(Remick, ASCAP)**

DOROTHY COLLINS
I Want It to Be Right 77
CORAL 61919—A slow, emotional and quavering ballad here with Miss Collins painting a picture of the life she wants. Good material sung in warm and classy fashion. A nice reading that could move with plugging. **(Gateway, ASCAP)**
(I Love a) Violin....77
A bouncy tune that's simple but melodic. Thrush gets choral support in the pleasant reading. Side is worth support tho flip may have an edge. **(Thompson, ASCAP)**

TENNESSEE ERNIE FORD
Bless Your Pea Pickin' Heart.....76
CAPITOL 3868—Lively rhythm side with a lyric which has the touch of special material. Ernie Ford is strong with this type of unusual material. Deejays will find it out of the common groove. Title stems from Ford's trade-marked catch-phrase on TV. **(Snyder, ASCAP)**
Down Deep....76
Another unusual song, expertly performed and recorded. In contrast to flip, this one is bluesy in structure, with an uncommon bouncy arrangement. **(Arthur, BMI)**

JACK HUDDLE
Starlight 76
KAPP 207—Bouncy little country ditty is warbled in attractive rockabilly style by Huddle. **(Melody Lane, BMI)**
Believe Me....73
Wistful interpretation of a gentle rockaballad. Merits spins. **(Melody Lane, BMI)**

YVONNE DE CARLO
That's Love 75
IMPERIAL 5484—The movie star is surprisingly effective on a catchy rockabilly item. Provocative wax for jocks in search of chatter material. **(Sheldon, BMI)**
The Secret of Love....73
Gal displays rich, deep-voiced piping on dramatic rockaballad. Effective, but flip is more commercial side. **(Travis, BMI)**

CAROLE BENNETT
Too Late to Cry.....78
VERVE 10114—Gal packs plenty of emotion into a powerful tune. Both sides deserve play. **(Montauk, BMI)**
I Could Go On and On....72
Piquant performance by canary on a pretty ballad with a lilting tempo. Nice jockey wax. **(Spier, ASCAP)**

THE COUPLINGS
Young Dove's Calling.....73
JOSIE 831—Nice sound by the crew on a subdued rocker. Backing here is attractive. **(Nash, BMI)**
I Can See....71
Good group performance on a rockaballad. Subdued, plucked string and piano backing is effective. **(Nash, BMI)**

DINAH SHORE
Thirteen Men 74
RCA VICTOR 7138—Tricky novelty with exotic tempo is thrushed with vivacity by canary. **(Danby, ASCAP)**
I've Never Left Your Arms....73
Pleasant chirping of haunting ballad with lush backing. **(Empress, ASCAP)**

BETTY MADIGAN
Under Your Spell 74
CORAL 61933—Listenable chirping on a rockaballad. Vocal interplay with the chorus is cute. It could step out. **(Diana, ASCAP)**
Tell Me How....73
Very agreeable vocal by the chick on a cute, medium-beat number that has a slight rockabilly feel. Guitar and chorus backing lend nice support. **(Stardust, BMI)**

THE FOUR KNIGHTS
The Four Minute Mile.....74
CORAL 61936—Listenable harmonies by the group on a snappy theme. This is the first by the crew on this label. If pushed, this could create interest. **(Johnstone-Montel, BMI)**
When Your Lover Has Gone....71
The bass has a Jimmy Ricks sound on this medium-tempo go on the standard. Flip appears stronger. **(Remick, ASCAP)**

RONNIE DEAUVILLE
Laura 73
ERA 1056—As a result of the artist's appearance on a recent "This Is Your Life" TV show, his album became a brief big seller. Old-type pop backing accompanies the pleasant vocal. Good conversation disk for jocks. **(Robbins, ASCAP)**
It Wasn't Much of a Town....73
Warm reading of a pretty ballad. Delivery and lush backing are similar. Potential appears the same as flip. **(Warman, BMI)**

BILLY WALKER
Put Your Hand in Mine.....73
COLUMBIA 41099—A pretty country ballad, slow in tempo and with considerable sentiment in the lyric. Walker, supported by a chorus, does it with heart. **(Peer, BMI)**
I Need It....72
Rockaballad. Walker's vocal is showcased by strings and a chorus. Nice wax, with pop appeal. **(Slim Willet, BMI)**

DUKE ELLINGTON ORK
Together 73
COLUMBIA 41098—Good treatment of the evergreen by vocalist Jimmy Grissom with excellent orking by Ellington. Fine deejay item. **(De Sylva, Brown & Henderson, ASCAP)**
My Heart, My Mind, My Everything....71
Another good vocal by Grissom on an Ellington theme. Mood orking by the orkster is highly listenable. Also a good jockey item. **(Crowwell, ASCAP)**

VERA LYNN
Across the Bridge 73
LONDON 1773—This is from the film of the same name. Tune has an insistent quality, with catchy double time rhythm backing Miss Lynn's dedicated reading. Reminiscent of tunes soldiers sing of their love back home. Good performance can get plays. **(Piccadilly, BMI)**
If I Were You....68
A pleasant enough ballad by Miss

(Continued on page 75)

ALL THE BIG HITS UNDER ONE ROOF

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CAMEO #127

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CAMEO #126

Headin' for the Charts ★★★ **SHAKE A HAND** ★★★ **Mike Pedicin Quintet**
CAMEO #125

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SWAN #4001

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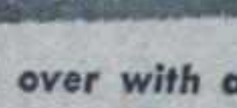

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Top 100 Sides

STORE RECORDED SALES — NEW YORK UNIVERSITY SCHOOL OF RETAILING — THE BILLBOARD

FOR SURVEY WEEK ENDING JANUARY 11

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist, Label	Last Week
1.	**AT THE HOP,** Danny and the Juniors, ABC-Paramount	1
2.	**GREAT BALLS OF FIRE,** Jerry Lee Lewis, Sun	2
3.	**APRIL LOVE,** Pat Boone, Dot	3
4.	**PEGGY SUE,** Buddy Holly, Coral	4
5.	**STOOD UP,** Ricky Nelson, Imperial	8
6.	**JAILHOUSE ROCK,** Elvis Presley, Victor	7
7.	**RAUNCHY,** Bill Justis, Phillips International	10
8.	**KISSES SWEETER THAN WINE,** Jimmie Rodgers, Roulette	9
9.	**YOU SEND ME,** Sam Cooke, Keen	5
10.	**OH, BOY!** Crickets, Brunswick	13
11.	**SILHOUETTES,** Rays, Cameo	11
12.	**THE STROLL,** Diamonds, Mercury	22
13.	**LA DEE DAH,** Billy and Lillie, Swan	32
14.	**BUZZ, BUZZ, BUZZ,** Hollywood Flames, Ebb	23
15.	**SUGARTIME,** McGuire Sisters, Coral	28
16.	**ROCK AND ROLL MUSIC,** Chuck Berry, Chess	15
17.	**JINGLE BELL ROCK,** Bobby Helms, Decca	6
18.	**MY SPECIAL ANGEL,** Bobby Helms, Decca	13
19.	**WAKE UP LITTLE SUSIE,** Everly Brothers, Cadence	14
20.	**CHANCES ARE,** Johnny Mathis, Columbia	18
21.	**RAUNCHY,** Ernie Freeman, Imperial	16
22.	**BE-BOP BABY,** Ricky Nelson, Imperial	17
23.	**WHY DON'T THEY UNDERSTAND?** George Hamilton IV, ABC-Paramount	24
24.	**WAITIN' IN SCHOOL,** Ricky Nelson, Imperial	21
25.	**BONY MORONIE,** Larry Williams, Specialty	20
26.	**ALL THE WAY,** Frank Sinatra, Capitol	19
27.	**FASCINATION,** Jane Morgan, Kapp	26
28.	**SAIL ALONG SILVERY MOON,** Billy Vaughn, Dot	33
29.	**LIECHTENSTEINER POLKA,** Will Glahe, London	30
30.	**TEARDROPS,** Lee Andrews and the Hearts, Chess	25
31.	**OH JULIE,** Crescendos, Nasco	41
32.	**GET A JOB,** Silhouettes, Ember	—
33.	**THE STORY OF MY LIFE,** Marty Robbins, Columbia	31
34.	**I'M AVAILABLE,** Margie Rayburn, Liberty	29
35.	**HONEYCOMB,** Jimmie Rodgers, Roulette	35
36.	**PUT A LIGHT IN THE WINDOW,** Four Lads, Columbia	37
37.	**I'LL COME RUNNING BACK TO YOU,** Sam Cooke, Specialty	36
38.	**JUST BORN,** Perry Como, Victor	40
39.	**MELODIE D'AMOUR,** Ames Brothers, Victor	27
40.	**LITTLE BITTY PRETTY ONE,** Thurston Harris, Aladdin	33
41.	**RAUNCHY,** Billy Vaughn, Dot	39
42.	**THE BIG BEAT,** Fats Domino, Imperial	38
43.	**DON'T LET GO,** Roy Hamilton, Epic	73
44.	**(I LOVE YOU) FOR SENTIMENTAL REASONS,** Sam Cooke, Keen	46
45.	**JO ANN,** Playmates, Roulette	—
46.	**A VERY SPECIAL LOVE,** Johnny Nash, ABC-Paramount	66
47.	**MARCH FROM "THE RIVER KWAI" AND "COLONEL BOGEY,"** Mitch Miller, Columbia	60
48.	**DESIRE ME,** Sam Cooke, Keen	47
49.	**THE JOKER,** Hilltoppers, Dot	44
50.	**IVY ROSE,** Perry Como, Victor	43

This chart is now a compilation of dealer unit sales by record sides for the same survey period that is reflected in the Best Sellers in Stores chart. This chart, therefore, is now reflecting each week the Top 100 sides not records as sold in stores thruout the nation.

51.	**WILD IS THE WIND,** Johnny Mathis, Columbia	52
52.	**I WANT YOU TO KNOW,** Fats Domino, Imperial	49
53.	**THE JOKER,** Billy Myles, Ember	53
53.	**MAYBE,** Chantels, End	—
55.	**NO LOVE (BUT YOUR LOVE),** Johnny Mathis, Columbia	48
56.	**HEY! SCHOOLGIRL,** Tom and Jerry, Big	73
57.	**DO WHAT YOU DID,** Thurston Harris, Aladdin	81
58.	**TAMMY,** Debbie Reynolds, Coral	49
59.	**COULD THIS BE MAGIC?** Dubs, Gone	58
59.	**PRETEND YOU DON'T SEE HER,** Jerry Vale, Columbia	63
59.	**WALKIN' WITH MR. LEE,** Lee Allen, Ember	77
62.	**HENRIETTA,** Jimmie Dee, Dot	53
62.	**YOU ARE MY DESTINY,** Paul Anka, ABC-Paramount	—
62.	**PENNY LOAFERS AND BOBBY SOCKS,** Joe Bennett and the Sparkletones, ABC-Paramount	57
65.	**SHE'S NEAT,** Dale Wright, Fraternity	70
65.	**DEDE DINAH,** Frankie Avalon, Chancellor	—
67.	**DANCE TO THE BOP,** Gene Vincent, Capitol	60
68.	**TILL,** Roger Williams, Kapp	53
68.	**KEEP A' KNOCKIN',** Little Richard, Specialty	53
70.	**HEY! LITTLE SCHOOL GIRL,** Techniques, Roulette	67
70.	**HARD TIMES (THE SLOP),** Noble (Thin Man) Watts, Baton	77
72.	**LOVE ME FOREVER,** Four Esquires, Paris	73
73.	**THIS IS THE NIGHT,** Valiants, Keen	84
73.	**YOU'RE THE GREATEST,** Billy Scott, Cameo	77
75.	**YOU BUG ME, BABY,** Larry Williams, Specialty	59
76.	**SANTA AND THE SATELLITE,** Buckanan & Goodman, Luniverse	36
76.	**THE TWELFTH OF NEVER,** Johnny Mathis, Columbia	67
78.	**MAGIC MOMENTS,** Perry Como, Victor	—
78.	**ROCK-A-CHICKA,** Warner Mack, Decca	—
78.	**YOU SEND ME,** Teresa Brewer, Coral	67
81.	**AT THE HOP,** Nick Todd, Dot	70
81.	**SOFT,** Bill Doggett, King	94
83.	**I'LL REMEMBER TODAY,** Patti Page, Mercury	91
83.	**SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER),** Ray Charles, Atlantic	81
85.	**AROUND THE WORLD,** Victor Young, Decca	77
85.	**FARTHER UP THE ROAD,** Bobby (Blue) Bland, Duke	—
85.	**HAPPY, HAPPY BIRTHDAY, BABY,** Tune Weavers, Checker	63
85.	**TWENTY-SIX MILES,** Four Preps, Capitol	—
89.	**ALONE,** Shepherd Sisters, Lance	76
89.	**MR. LEE,** Bobbettes, Atlantic	96
89.	**WHOLE LOTTA SHAKIN' GOIN' ON,** Jerry Lee Lewis, Sun	81
92.	**DIANA,** Paul Anka, ABC-Paramount	84
92.	**HULA LOVE,** Buddy Knox, Roulette	60
92.	**WHITE CHRISTMAS,** Bing Crosby, Decca	44
96.	**YOU CAN MAKE IT IF YOU TRY,** Gene Allison, Vee Jay	65
96.	**LOVE BUG CRAWL,** Jimmy Edwards, Mercury	—
96.	**LITTLE SANDY SLEIGHFOOT,** Jimmy Dean, Columbia	42
98.	**GEISHA GIRL,** Hank Locklin, Victor	90
99.	**CATCH A FALLING STAR,** Perry Como, Victor	—
99.	**MR. FIRE EYES,** Bonnie Guitar, Dot	—

BEST SELLERS!

JOHNNIE PATE Quintet
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JOHNNIE PATE Orchestra
WALKIN' WITH MR. LEE
Federal 12314

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LEAPS AND BOUNDS
Parts 1 and 2
King 5101

OTIS WILLIAMS and HIS CHARMS
OH JULIE
DeLuxe 6158

EARL BOSTIC
SOUTHERN FRIED
b/w
NO NAME JIVE
King 5106

JOSEPHINE
King 5092

THE "5" ROYALES
DEDICATED TO THE ONE I LOVE
King 5098

RUSTY AND BONNIE
LA DEE DAH
King 5110

TINY BRADSHAW
SHORT SHORTS
King 5114

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Everybody benefits when everybody gives
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• Reviews of New Pop Records

• Continued from page 72

Lynn, sung in her usual clean, high quality style. Flip seems action side, however. (Marlyn, ASCAP)

PAT SHANNON
Maybelle 72
DECCA 30545—Strong chanting effort by the new country-based cat. Shannon sings and wails in fine style with chorus support. Good sound could shake loose some coin. (Copar-Ridgeway, BMI)
Knock, Knock....71
Good talent in a country-rockabilly groove supported with guitars and a horn. A catchy medium rhythm job that wears nicely. Nice performance. (Forrest-Ridgeway, BMI)

JOHNNY DESMOND
Farewell to Naples 72
CORAL 61934—Capable vocal by the artist on a pretty ballad with an Italian folkish quality. Mandolins are prominently featured in support. Jocks may go for it. (Weiss & Barry, BMI)
Temperamental You....70
The pretty ballad is given a smooth treatment by the artist with chorus support. The side reminds of "Sentimental Me." (Sanjud, ASCAP)

AL HENDRIX
Go Daddy, Rock 72
TALLY 119 — Blues instrumental. A good rhythm figure marks the arrangement. Horns and the rhythm get a good funky sound. (Owen, BMI)
Rhonda Lee....70
Blues. Hendrix chants it with authentic feeling and a touch of shouting. Backing has a solid rhythm figure. (Owen, BMI)

THE PICKS
Look to the Future.....71
COLUMBIA 41096—Pretty rockaballad is given a smooth, attractive warble by the group. The crew has an Ames sound. Organ and rhythm support pace the vocal. (Nor-Va-Jak, BMI)
Moondreams 71
Listenable harmonies by the crew on a pretty beguine cleffed by Norman Petty. It appears as strong as flip. (Nor-Va-Jak, BMI)

WALLY LEWIS
Kathleen 71
TALLY 117—Pleasant chanting. Song is teen-slanted, but also has a touch of folk quality, abetted by the dominant guitar in the accompaniment. (Lu-Tal, BMI)
Donna....71
Melody is Western-flavored. Lewis' vocal is unaffected and carries considerable charm. A good coupling. (Lu-Tal, BMI)

BOB MERRILL
Nakuhi 71
ROULETTE 4042—Merrill, one of the most successful cleffers of pop tunes, makes his debut as a warbler with a peppy rendition on a happy theme with fem chorus support. (Favorite-Valyr, ASCAP)
Jump When I Say Frog....70
Sanppy delivery on a folkish theme. As with flip, Merrill wrote the song. Fem chorus support is equally effective here. The artist's first effort can do biz. (Planetary-Valyr, ASCAP)

FRANCK POURCEL
Kisses 71
CAPITOL 3870—Sweet, stringed instrumental treatment of lovely ballad. Good spin material for mood segs. (Beechwood, BMI)
Armen's Theme....70
Quality instrumental treatment of the delightful theme. However, earlier versions of tune may have grabbed off most of the jockey play. (ABC, ASCAP)

LAURIE LOMAN
Leaves in the Wind.....71
ERA 1057—Pleasant reading of a chorus and ork support are listenable. Fair chances. (Nightengale, ASCAP)
Sittin' By the Window....69
Soft, sultry go on a ballad with male chorus and guitar support. Flip appears stronger. (Thunderbird, ASCAP)

THE ROBINS
Snowball 71
WHIPPET 212—Pleasant sound by the group on a rocker that features a listenable go by the lead. Group and ork backing help pace the side. (Fairway, BMI)
You Wanted Fun....68
So-so rendition of rockabilly that is very similar to many others available. Fair chances. (Merge, BMI)

HENRI ROSE
September Song 70
DEL-FI 4101—Soft lush setting of the evergreen features excellent mandolin, piano and choral work. An excellent mood side for jocks. (Crawford, ASCAP)

Caravan....70
Exciting instrumental treatment of the standard with frantic choral sounds and drums. The bridge is given a jazz treatment. Good jockey item. (American Academy of Music, ASCAP)

GLORIA MARCH
Baby of Mine.....70
ERA 1058—Pretty rockabilly tune with fine guitar backing. The side has also been done by The Chordettes. Multiple track. (Thunderbird, ASCAP)
Nippon Wishing Well....68
Multiple track vocal on a medium-beat tune with attractive use of Eastern harmonies. Sort of an Oriental-type rocker. Good performance. (Music Productions, ASCAP)

JIMMIE LEWIS & THE VOLUMES
In My Heart 69
IVY 104—Tender and delicate rock and roll vocal by Lewis assisted by far-off, ethereal female voices in the background. Fair ballad tho it says

(Continued on page 76)

RECENT POP RELEASES
COMING UP STRONG

FOR SURVEY WEEK ENDING JANUARY 4

STORE RECORDED SALES — NEW YORK UNIVERSITY SCHOOL OF RETAILING • THE BILLBOARD •

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.

YOU CAN MAKE IT IF YOU TRY.... *Gene Allison*
(BMI) Vee Jay 256

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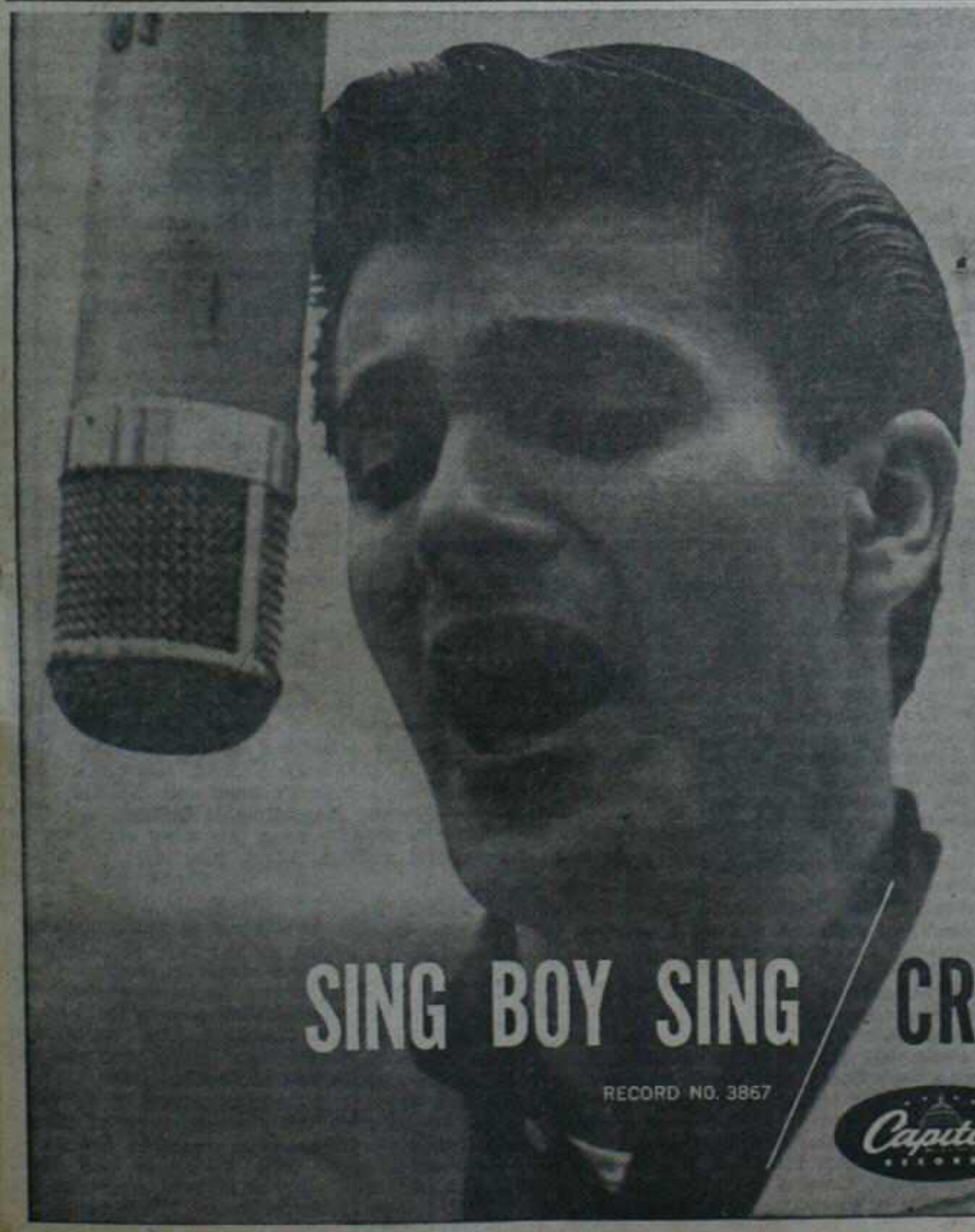

TOMMY SANDS

scores again with another gold record hit from his first starring motion picture "Sing Boy Sing"

(This is a film version of the TV show "The Singin' Idol" that sent Tommy sky-rocketing to the heights of recorded fame)

SING BOY SING / CRAZY 'CAUSE I LOVE YOU

RECORD NO. 3867

Capitol Records

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Ray Scrivner, Murray Nash and Eddie Hill, of Murray Nash Associates, Nashville, were Cincinnati visitors last Monday (13) en route back to the Tennessee city from Dayton, O., where they had gone on business. While in Cincy, the trio called on local deejays, librarians and distributors. Hill is a new member of Murray Nash Associates, which currently has a big one riding in "Little Pigeon," Sal Mineo's new Epic release. On the trip, the Kentucky State gendarmes relieved Hill of $21 after he had demonstrated to his associates how fast his new Edsel would go.

Ted Daffan, writer of such tunes as "Tangled Mind," "I've Got $5 and It's Saturday Night," "I'm a Fool to Care," "Born to Care" and others, has moved to Nashville to become associated with the Hank Snow Music Center, of which **Joseph Talbot** is manager. Latter was formerly steel guitarist with the Snow unit. . . .

Dave G. Ruff, of Westport Records, Kansas City, Mo., reports that his firm has just added 12 new distributors from coast to coast. He says further that **Alvis Wayne's** "Don't Mean Maybe" is the hottest wax item Westport has ever had. Deejays may obtain a copy by writing to Dave at Westport Enterprises, Inc., Kansas City 11, Mo.

Curley Rhodes, record promotion man for Cedwarwood Publishing Company, Nashville, had Johnny and Jack on the road with him last week, visiting radio stations and record distributors thru the South to promote Johnny and Jack's new "Camel-Walk Stroll." Curley also worked on other current Cedarwood releases, including the Country Lads' "Alone in Love," Shady Wall's "I'll Get By Somehow," Jo Davis' "Believe It or Not," Shirley Caddell's "I've Never Been in Love," George Morgan's "Perfect Romance," and "Sweet, Sweet Lips"; Brenda

(Continued on page 77)

• Reviews of New Pop Records

• Continued from page 75

nothing new. **(Walnut & Wildcat, BMI)**

I Saw a Cottage in My Dreams . . . 64
Lewis offers another quavering, deeply felt ballad reading in the rock and roll setting. Flip has a bit more. **(Walnut, BMI)**

JAMES (SUGARBOY) CRAWFORD

She's the One . . . 68
IMPERIAL 5468—Side has a modified rhumba beat with "Sugarboy" Crawford singing and shouting in a bluesy style about the chick. Good sound on the arrangement with flashy piano. Spins possible. **(Travis, BMI)**

No One But You Dear . . . 65
Crawford makes only moderate impression on medium-paced side with the Domino inspired New Orleans street sound. Strong rhythm with little vocal potential. **(Travis, BMI)**

BING CROSBY

Straight Down the Middle . . . 67
COLUMBIA 41104—This is a tie-in angle with Crosby's big recent golf doings at Pebble Beach. The reference is to a golf "pellet" and sound effects of the smack come thru. Possible jock angles here. Good backing from Buddy Cole and big ork. **(Morris, ASCAP)**

Tomorrow's My Lucky Day . . . 66
Another golf-angled tune, "Tomorrow," being the day the fellow gets out to the golf club for a round. Pleasant, swingy tune with lyrics pretty much inside for golfers only. Same jock angles for this side. **(Burke & Van Heusen, ASCAP)**

FRANTIC FREDDIE

Tickle the Ivories . . . 66
LONDON 1775—Side is dedicated mainly to rickey tick, barroom type piano sounds with support from ukulele. It's a fair enough tinny sound that might do well in tavern jukes. **(Remick, ASCAP)**

Swedish Polka . . . 64
Piano shows the way thruout on this simple tune. High end of the keyboard gets a stiff workout. Sound gets rather monotonous toward the finish. **(Mills, ASCAP)**

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

VERNA FLYNN: **A Gypsy Once Told Me/Unless You Are Near**—Vellez 1402
FRANK PANE: **Hold Me/Learning**—Choice 856
BARNEY SPENCER: **Candles in the Chapel/Beginner's Luck**—Vellez 1401
WILBUR STEINBERG ORK: **Ramblin' Blues/Mop Bop Boogie**—Hut 4401
STU STUART: **Too Fat Baby/A Ranch, a Pony and a Girl**—Emge 1003

International

ALFONS BAUER

In Munchen Steht Ein Hofbrauhaus . . . 74
CAPITOL 71069—"In Munich there is a Hofbrau House," is the message here, sung in German by the chorus in oom-pah-pah waltz time. A good recording but strictly for the nationalistic market. Fine in its class. **(Wiga Gabriel)**

Watschentanz . . . 73
A waltz, translated as "Bavarian Dance." Great sound with another German language lyric by several lads with Comedian Quartet. Has a bright flavor, good for jukes. **(Beechwood, BMI)**

Sacred

THE SULLIVAN FAMILY

Happy on My Way . . . 73
SANDY 1006—Old-fashioned, hill type sacred material. Fiddle, and banjo pickin' come thru nicely behind the group vocal. Fair for the down home territories. **(Burnt Oak, BMI)**

I Can See God's Moving Hand . . . 71
Gal in the solo spot here has touches of the Kitty Wells quality. Dedicated hill country reading in the medium rhythm sacred opus. **(Burnt Oak, BMI)**

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For window display ideas for dealers

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My Name.....

Name of Store or Station.....

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City.....State.....

Canadian Sales

• Continued from page 32

ronto. Sales of chamber music records seem equally strong in Toronto, Montreal and, most peculiarly, Vancouver, on the west coast of Canada.

An influx of solo artists to Vancouver has contributed to a healthy buying interest in disks featuring single artists. This is true in Montreal and Toronto as well.

A fast pickup on issuance of new musical comedy disks is noticed by the record companies especially in Montreal, Ottawa and Toronto because of the proximity to New York City. The demand is almost immediate upon the opening of the shows.

In popular music the influence of the U. S. is felt uniformly across the country. The hits start in the U. S., with none taking off by themselves in this country. Deejays in Canada keep abreast of the newest tunes, both on their own and from the influence of aware promotion men who are hip on their own new releases.

Peculiarly enough country and western music, popular in both the Maritimes and Ontario, is not so popular in the western provinces. Personal appearances of the recording artists have meant much to the records, altho the p.a.'s themselves do well in the western provinces.

Rock 'n roll is strong everywhere in Canada.

Local recordings — especially of French-Canadian music — are being done by all companies, including Columbia, Decca and Victor. The independent distributors are bringing in French records from France, i.e. French rock 'n roll. The French-Canadians like c.&w.

The Quebec population seeks hit parade tunes, only in French. These, too, are brought in from France, while the c.&w. is recorded in this country. Jigs and reels are strong, while jazz doesn't go over too big in the sticks of Quebec Province. Strongest workers for the French Canadian trade have been Apex and RCA.

Cultural music in this country receives its biggest impetus from the Canadian Broadcasting Corporation, the state-owned radio system.

As in the U. S., merchandising of hi-fi meant much to the record field.

Another influence has been the Stratford Music Festival with its terrific publicity. Last year, Duke Ellington's "Such Sweet Thunder" moved fast and furiously.

Vox Releases

• Continued from page 40

"Haffner" and No. 32 in G Major, on a single disk. These, like several previously issued Mozart groupings, are played by the Pro Music Symphony, conducted by Jonel Perlea. Also, there is an added set of two Haydn Harpsichord concerti, as played by Helma Elsner, Reinhold Barchet and the Pro Music group (Reinhardt).

A Vox "first" is the Liszt opera transcriptions for piano, as played by Alfred Brendel. Donizetti, Wagner, Weber, Verdi and Bellini excerpts are represented. Another rarely recorded group is the Bach: Two and Three Part Inventions, played here by veteran pianist Alexander Borovsky.

For the hi-fi bugs, Vox has collated a group of orchestral dance pieces from the classics, involving such as Weinberger, Smetana, Weber, R. Strauss and Tchaikowsky. Hollreiser conducts the Bamberg Symphony.

In the pop vein, there is a new addition to Vox's Cook's Tour series, this one taking in the Caribbean. There is a set of Italian folk songs sung by Murray Dickie, and a set of highlights from Kalman's operetta, "Czardas Princess," recorded in Vienna.

• Best Selling Sheet Music in U. S.

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

This Week		Last Week	Weeks on Chart
1.	APRIL LOVE (Feist)	1	11
2.	ALL THE WAY (Barton)	2	10
3.	FASCINATION (Southern)	4	23
4.	AROUND THE WORLD (Young)	3	31
5.	KISSES SWEETER THAN WINE (Folkways)	5	7
6.	SUGARTIME (Nor-Va-Jak)	7	3
7.	LIECHTENSTEINER POLKA (Burlington)	6	7
7.	PEGGY SUE (Nor-Va-Jak)	12	3
9.	WHY DON'T THEY UNDERSTAND? (Hollis)	8	4
10.	SILHOUETTES (Regent)	9	11
11.	SAIL ALONG SILVERY MOON (Santly Joy)	11	2
12.	MELODIE D'AMOUR (Rayven)	10	14
13.	PRETEND YOU DON'T SEE HER (Rosemeadow)	15	5
14.	RAUNCHY (Hi-Lo)	15	4
15.	YOU SEND ME (Higuera)	14	6

• Best Selling Pop Records in Britain

(For week ending January 11)

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

This Week		Last Week
1.	GREAT BALLS OF FIRE—Jerry Lee Lewis (London)	1
2.	MA, HE'S MAKING EYES AT ME—Johnny Otis Show/Maria Adams (Capitol)	3
3.	ALL THE WAY—Frank Sinatra (Capitol)	5
4.	OH BOY!—Crickets (Coral)	10
5.	MY SPECIAL ANGEL—Malcolm Vaughan (HMV)	4
6.	KISSES SWEETER THAN WINE—Jimmie Rodgers (Columbia)	5
7.	PEGGY SUE—Buddy Holly (Coral)	9
8.	KISSES SWEETER THAN WINE—Frankie Vaughan (Philips)	12
9.	WAKE UP LITTLE SUSIE—Everly Brothers (London)	3
10.	I LOVE YOU BABY—Paul Anka (Columbia)	7
11.	REET PETITE—Jackie Wilson (Coral)	8
12.	APRIL LOVE—Pat Boone (London)	14
13.	ALONE—Petula Clark (Pye-Nixa)	13
14.	JACK O' DIAMONDS—Lonnie Donegan (Pye-Nixa)	15
15.	I'M LEFT, SHE'S RIGHT—Elvis Presley (HMV)	—
16.	ALONE—Southlanders (Decca)	19
17.	THE STORY OF MY LIFE—Michael Holliday (Columbia)	—
18.	THE STORY OF MY LIFE—Gary Miller (Pye-Nixa)	—
19.	HE'S GOT THE WHOLE WORLD IN HIS HANDS—Laurie London (Parlophone)	17
20.	DIANA—Paul Anka (Columbia)	18

• Tunes With Greatest Radio-TV Audience

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

Radio

A Very Special Love (R)—Korwin—ASCAP
All the Way (R) (F)—Maraville—ASCAP
April Love (R) (F)—Feist—ASCAP
Belonging to Someone (R)—Lear—ASCAP
Catch a Falling Star (R)—Marvin—BMI
Katsumi Love Theme (R) (F)—Witmark—ASCAP
Kisses Sweeter Than Wine (R)—Folkways—BMI
Las Vegas (R) (F)—Peer—BMI
Last Song and Dance (R)—Bregman, Vocco & Conn—ASCAP
Liechtensteiner Polka (R) — Burlington — ASCAP
Love Me Forever (R)—Greta—BMI
Magic Moments (R)—Famous—ASCAP
March From the River Kwai—Colonel Bogey (R) (F)—Columbia Pictures—Boosey & Hawkes—ASCAP
Melodie D'Amour (R)—Rayven—BMI
Object of My Affection (R) — Bourne — ASCAP
Pretend You Don't See Her (R)—Rosemeadow—ASCAP
Put a Light in the Window (R)—Planetary—ASCAP
Sayonara (R) (F)—Berlin—ASCAP
Seventy-Six Trombones (R)—Frank—ASCAP
Story of My Life (R)—Famous—ASCAP
Sugartime (R)—Nor-Va-Jak—BMI
Swedish Polka (R)—Mills—ASCAP
Swinging Shepherd Blues (R)—Bennell—BMI
Tell Her You Love Her (R)—Mr. Music—BMI
That's Why I Was Born (R)—Jantra-Planetary—ASCAP
Till (R)—Chappell—ASCAP
Till There Was You (R)—Frank—ASCAP
Why Don't They Understand? (R)—Angel—BMI
Wild Is the Wind (R) (F)—Jungnickel—ASCAP
Witchcraft (R)—Morris—ASCAP
You Send Me (R)—Higuera—BMI

Television

A Million Miles From Nowhere (R)—Raleigh—BMI
A Very Special Love (R)—Korwin—ASCAP
Ain't It the Truth? (R)—Feist—ASCAP
All the Way (R) (F)—Maraville—ASCAP
April Love (R) (F)—Feist—ASCAP
Are You Sincere? (R)—Cedarwood—BMI
At the Hop (R)—Singular—BMI
Betty & Dupree (R)—Northern—ASCAP
Chances Are (R)—Korwin—ASCAP
Click-Clack (R)—Grant & Dan—BMI
Clover in the Meadow (R)—Feist—ASCAP
Down Deep (R)—Arthur—BMI
Get a Job (R)—Ulysses-Bagby, Wildcat—BMI
Kisses Sweeter Than Wine (R)—Folkways—BMI
LA DEE DAH (R)—Conley—BMI
Liechtensteiner Polka (R) — Burlington — ASCAP
Little Pigeon (R)—Nash—BMI
Maybe (R)—Enoi—BMI
Object of My Affection (R) — Bourne — ASCAP
Peggy Sue (R)—Nor-Va-Jak—BMI
Raunchy (R)—Hi-Lo—BMI
Sad Sack (R)—Paramount—ASCAP
Sayonara (R) (F)—Berlin—ASCAP
Shake a Hand (R)—Angel—BMI
Short Shorts (R)—Admiration—BMI
Sugartime (R)—Nor-Va-Jak—BMI
Swinging Shepherd Blues (R)—Bennell—BMI
Till There Was You (R)—Frank—ASCAP
Unspoken Love (R)—Diana—ASCAP
Waitin' School (R)—Reeve—BMI

Victor Kidisk

• Continued from page 40

from favorite TV programs, and 4) emphasis on personalities and name artists on the line.

Plans for this year include the release of approximately three singles a month and 10 LP's during the year—about the same as last year. First-quarter package release is headed by "Shariland," with Shari Lewis; "Peter Pan," with the original motion picture cast, plus "Black Beauty and Other Great Stories." The last named is reported to be the first disk version of the story. There are also plans for conversion of a number of catalog items.

Carlton Release

• Continued from page 32

Johnny Brantley and his All-Stars, a lush instrumental version of "Gigi" by trumpeter Charles Margulis (featured on Eddie Fisher's "Oh My Papa" disk), "Junior Miss" (not the TV tune) and "I'll Wait" by songwriters Al Hoffman and Dick Manning (see story elsewhere in this issue), plus sides by Kenny Rogers, Tex Curtis, and Johnny Johnny Foster.

In a move to spark maximum effort on the part of distributor salesmen, Carleton is offering two voluntary sales incentive programs, one featuring a bonus for "suggestions leading to hits," the other a cent-a-record commission on the sale of all Carleton disks.

New appointments at the label include the assignment of Morris Diamond as promotion director in the New York area and Ruth Clenott as regional promotion director in Boston, Rhode Island.

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VOX JOX

By JUNE BUNDY

DEEJAY MEET: The First Annual Pop Music Disk Jockey Convention and Seminar, which will be held March 7-8-9 at the Muehlebach Hotel, Kansas City, Mo., has finalized sponsorship of various functions by the record companies.

Following a welcoming cocktail party Friday, March 7 (hosted by the Storz stations—sponsor of the convention), jockeys will be entertained Saturday, March 8, by Atlantic Records at breakfast; Columbia, luncheon; Roulette, cocktails, and Dot, banquet. On Sunday, March 9, Mercury will host a breakfast, while RCA Victor will sponsor a luncheon. Talent lined up for the Saturday night show, March 8, includes Don Rondo, Lavern Baker and Eileen Rodgers.

HOPS TO ORDER BY EDWARDS: Deejay Tom Edwards, WERE, Cleveland, one of the most promotional-minded jocks in the field, is making himself available as a record hop consultant for jocks and stations in other cities. For a flat fee, plus expenses, Edwards will take his color slide show and other hop gimmicks, records, and, when necessary, his own phono equipment to any city designated and present a hop.

Edwards will also work with jocks and stations in advance of hops, providing them with special spot material, etc. He plans to set it up so that record artists on tour will guest at the hops when they are in the area. Edwards' color slide show, featuring photos of 348 different record artists, was recently offered as a service to jocks in other cities, and is currently utilized by Frank Bell, KSTA, San Antonio; Larry Kane, KXYZ, Houston, and Lou Barile, WIBX, Utica, N. Y.

GIMMIX: Donald King, WBML, Macon, Ga., is running a contest on Betty Johnson's new Atlantic disk "The Little Blue Man." King is asking listeners to draw their conception of "the little blue man," with copies of the platter as prizes for the best entries. . . . Don Bell, KIOA, Des Moines, is conducting a contest to find record artists rhymes. Dialers write rhymes about their favorite artists, using letters from their names to start each line. Bell reads the best rhymes on the air and sends rhymsters a package of three records.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JANUARY 24, 1948
1. Ballerina
2. How Soon?
3. Serenade of the Bells
4. I'll Dance at Your Wedding
5. Golden Earrings
6. Too Fat Polka
7. Near You
8. Civilization
9. I'm Looking Over a Four-Leaf Clover
10. Beg Your Pardon

JANUARY 24, 1953
1. Don't Let the Stars Get in Your Eyes
2. Why Don't You Believe Me?
3. Till I Waltz Again With You
4. Glow Worm
5. Keep It a Secret
6. Oh, Happy Day
7. Have You Heard?
8. Tell Me You're Mine
9. Because You're Mine
10. You Belong to Me

Bandleaders Happy Stateside

• Continued from page 36

bands here. We need to go to the States. Only by full co-operation can we make jazz truly international."

In the States, prior to his departure for England, Saturday (18), Jack Green of the Willard Alexander Office, who set up the original Miller-Dankworth deal, said he was sorry Dankworth "felt that way" about his tour and the Union exchange program. Green pointed out that when Ted Heath first came to the States, he was not a big name, but that his visits there helped build the name. Heath, incidentally, has done well on his American tours.

"We offered him the Birdland tour," said Green, "which was supposed to go out in February. When that tour faded out, we offered Dankworth a strong independent package which would have included Sarah Vaughan, Kai Winding and either Johnny Mathis or Sam Cooke. I'm really sorry Johnny feels so badly about this and I hope the day will come when we can yet have him tour the States."

Meanwhile in New York, it was learned that the International Executive Board of the American Federation of Musicians will meet in that city on February 6. "It is quite possible that the matter of U. S.-British band exchanges may come up for discussion and review in the light of current developments," the spokesman said. This came in the wake not only of the Dankworth statement but also in light of reports published in British papers recently to the effect that the British Musicians Union favored limiting the number of band exchanges in the future.

Our Boys First

• Continued from page 36

industry that SPA and CLGA locked horns in a jurisdictional dispute last year. At that time, an NLRB decision denied CLGA the right to seek an election in the TV field. Following this, the now-defunct merger negotiations were started.

Meanwhile, sources close to the scene of the recent negotiations believed that the breakdown came as the result of fears on the part of CLGA that a national body which might have been set up, due to the superior numbers of members within SPA, would have been able to work its veto power to the disadvantage of CLGA's acknowledged functions.

Industry Mourns

• Continued from page 36

publishers, Wattenberg took part in a host of court actions involving publisher appeals, and as an "amicus curiae," was successful in winning favorable decisions for publishers. He was also a prime mover last year in the drive to amend the personal withholding tax law's allegedly unfair effects on publishers. The ammendment has already passed the House of Representatives.

Surviving are Wattenberg's widow, Madelyn; his mother, Sadie B. Wattenberg; his children, Francine and Richard; and a brother, Philip. Funeral services were held Sunday (19) at the Frank E. Campbell Chapel, New York City.

ON THE BEAT

• Continued from page 40

there could easily be several brand new comets on the horizon by then, that nobody has even heard of at this writing.

With the help of two great cats, Liberace and Herman Lubinsky, the first disk by Ricky Aquary and the Keys will soon be off the presses. The San Antonio chanter was spotted in Las Vegas, Nev., by the pianist who took him to Hollywood. There Aquary was quickly signed for an appearance in the Jerry Lewis pic, "Rockabye Baby," and there it was, too, that the Lubinsky forces moved in quickly to sign up the new talent. Lubinsky says that there's a frantic scramble among the majors to buy the contract, but Herman is not letting go. Lubinsky is also set to fracture the blues-buying trade with an LP of old Joe Turner material, which he acquired in the purchase of the National Records masters. "See if you don't think it's a gas," he told us.

Paul Sherman, billed as "WINS' crown prince of rock and roll," emseed a show at St. Nicholas Sports Center here Friday (10) which headlined Roy Hamilton, the Dubs, Thurston Harris, the Chantelles, the Five Satins, Jo Ann Campbell, the Spirals and Lavern Ray and the Raytones. . . . Coral's Tina Robin is doing a two-weeker at the Flamboyan Hotel, Puerto Rico. On Friday (31) she starts a 10-day stand at the Fontainebleu, Miami Beach.

Dzondira LaIsaac, writing from Houston, says the Don Robey discovery, the Casuals, have hit the top with their disk of "So Tough," on Back-Beat label. "Record-wise they are riding a tidal wave of popularity, are flooding airlanes the country over with the flavorful vocal gymnastics in this 'sure to be a million-plus seller.' As rock-sational box office magnets they are influencing people and sputniking record sales!" That's what the lady said.

British skiffle king, Lonnie Donegan, may be back on these shores soon. A deal is in the works for him to go on tour with the Alan Freed package with a spot on the Big Record show just before the tour leaves. A spokesman at the William Morris office said he has received an open offer from the "Grand Ole Opry" in Nashville, to spot Donegan any time he is in the States. . . . Fats Domino, now on his way to the Coast via Texas, will fly back home to New Orleans to do a one-nighter benefit for his wife's (Protestant) church. This comes in the wake of other benefit performances by Domino, a Catholic, for his own church in the home town.

Leroy Smith, Rocky Mountain rock booker, has lined up a strong series of acts for his territory for the balance of the winter. Friday (17) B. B. King played Cheyenne, Wyo., and he follows with dates in Denver, Colorado Springs and Pueblo. Fats Domino plays El Paso Thursday (23) with other dates set for Tuscon, Phoenix and Albuquerque. Domino later will play the same line-up of towns hit by King. Roy Hamilton is slated for Denver on February 26, while Lavern Baker and Lloyd Price are being booked for the same general territory in March. Booker Smith also operates the Rhythm Record Shop in Denver and has a nightly radio show of rock and roll music.

FOLK TALENT & TUNES

• Continued from page 76

Lee's "Rock the Bop," and the Winters Brothers' "Yours for a Lifetime." . . . Martha Lynn, of "Louisiana Hayride," Shreveport, has been inked by Pep Records. She was formerly on the RCA Victor label.

Hoosier Hayride Enterprises wound up a 13-week contract with **Hobie Hart**, of the Court Theater, Auburn, Ind., January 18, with "Hoosier Hayride" transferring its activity to the Wayne Theater, Fort Wayne, Ind., beginning January 25. The show will follow basically the same concept as before, offering one show starting at 7 p.m. each Saturday, with a direct broadcast carried by Station WGL. Seats are pegged at 75 cents for adults and 35 cents for kids. **Patricia Corbat** continues to handle publicity for the troupe. . . . **Jimmie Rodgers Snow** recently spent a seven-day vacation with his friend, **Elvis Presley**, in Memphis.

"Peach State Jamboree," Swainsboro, Ga., which celebrates its fifth anniversary in February, numbers among its regulars such names as Annie Lou and Danny Dill, formerly of "Grand Ole Opry"; Johnny Elgin, Lin Wheeler, Joe Waters and the Mello-Tones, Joannie Sammons, Clem Hayshaker, Jimmy Fennell and the Sunny Mountain Cut-Ups. Johnny and Jack and the Tennessee Mountain Boys, with Kitty Wells, guested on the show last Saturday (18), with Webb Pierce coming in January 25. . . . Bill Brock left the West Coast last week to play a string of dates in Texas, Oklahoma and Louisiana, including a guest show on "Louisiana Hayride," Shreveport, February 1. Bill's newest on the Pep label is "Let's Make New Memories" b/w "Why Must I Be the One?" Deejays may obtain a copy by writing to him at 9652 Winchell Street, Rivera, Calif.

Jim Carroll, of KTLU, Rusk, Tex., has set the **Plainsmen** and the **Christianaires**, gospel-singing groups, for a major gospel sing to be held at City High School Auditorium in Rusk next Saturday (25). Carroll plans to work similar shows thruout East Texas on a regular basis, featuring the best c.&w. and gospel troupes available. . . . **Wally Lewis'** newest on the Tally label is "Kathleen" b/w "Donna." Deejay copies may be obtained by writing to Wally at Tally Records, 601 East 18th Street, Bakersfield. . . . **Georgie Riddle**, entertainer-deejay at WARU, Peru, Ind., the last nine months, has taken on the additional duties of program director at the station. He doubles six nights a week at the Rainbow Club in Peru and February 22 makes a return guest shot with "Hoosier Hayride" at the Wayne Theater, Fort Wayne, Ind.

Betty Luther has joined **Charlie Aldrich** and cast at Riverside Rancho, Los Angeles, which features a show-dance each Friday and Saturday night, with a half-hour radio show over KXLA at 10:30 p.m. Aldrich is sporting a new western swing band and a cast that includes **Smiley Monroe**, Sharon Grimes, Elaine DuPont, Al Rifle and Sue Jackson. Jerry Lee Lewis comes in Saturday (25) for his first Los Angeles date, to be followed a week later by Marty Robbins. Ray Price makes the stand February 8. . . . Dallas agent Skippy Settle says he has Chubby Chambers, 365-pound song man, appearing with "Big D Jamboree," Dallas, and the Country Cut-Ups, comedy team, on "Cowtown Hoedown," Fort Worth. **Skippy also reports doing well with a new label featuring Blue Grass music in hi fi. He invites deejays to join his mailing list by writing to him at Box 4121, Dallas.**

Stuart Hamblin has debuted a new TV show on Channel 9, Los Angeles. Appearing with him are his wife and their two daughters along with **Beverly Dooley** and **Wesley and Marilyn Tuttle**. Hamblin's musical combo comprises **Slim Duncan, Phil Stevens, Harry Hart, Gaylord Carter** and **Bob Armstrong**. Show is aired from 5-6 p.m., Saturdays. . . . **Jimmy Martin** and his Blue Grass band, heard on the Decca label, and **Pete Stamper**, formerly with "Ozark Jubilee," guested with "Louisiana Hayride," Shreveport, Saturday (18). . . . **Tillman Franks**, of Station KWKH's Artist Service, Shreveport, La., is sending samples of **James O'Gwynn's** new release, "Two Little Hearts," to deejays who'll write him.

Country musicians in the Washington sector combined over the weekend to stage a a two-day benefit show for the family of Kenny Fisher, local

(Continued on page 78)

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• This Week's C&W Best Buys

BALLAD OF A TEENAGE QUEEN (Knox, BMI)—Johnny Cash—Sun 283—This looks like another big one for cash. It's also going well in pop marts. Flip is "Big River" (Hi-Lo, BMI). A previous Billboard Spotlight pick.

• Review Spotlight on . . .

C&W RECORDS

THE EVERLY BROTHERS
This Little Girl of Mine (Progressive, BMI)
Should We Tell Him (Acuff-Rose, BMI) Cadence 1342
See review in Pop Spotlight section.

KITTY WELLS
She's No Angel (Acuff-Rose, BMI)
I Can't Stop Loving You (Acuff-Rose, BMI)—Decca 30551—Miss Wells is at her best on these two fine sides. "Angel" is a weeper waltz, and the chick gives it a quality performance in the "pure" Hank Williams tradition. Flip, "I Can't Stop," is a cover of the country ballad, cleffed and introduced by Don Gibson.

EDDY ARNOLD
I Need Somebody (Raleigh & Trwinity, BMI)—RCA Victor 7143
See review in Pop Spotlight section.

THE TWIN-TONES
The Flip-Skip (Figure, BMI)
My Dear (Figure, BMI) RCA Victor 7148
See review in Pop Spotlight section.

C&W TALENT

JOHNNY ELGIN
Yes, I Love You (Cedarwood, BMI)
Sittin' at Home With the Blue (Cedarwood, BMI)—Roulette 7005—"Yes" is an appealing delivery by the talented newcomer on a pop weeper with chorus support. Flip, "Sittin'," is a winning performance on a "modern" treatment of a honky-tonker. Smooth presentation by the artist gives evidence that he can become a name in the field.

• Reviews of New C&W Records

THE LOUVIN BROTHERS
When I Loved You.....77
CAPITOL 3871—Boys wail effectively on sock weeper with excellent lyrics. Excellent disk for traditional jocks. **(Acuff-Rose, BMI)**
Dog Sled.....76
Catchy country ditty, utilizes a whip-crack gimmick, a la "Mule Train." Brothers show plenty of sales-savvy on vocal. **(Acuff-Rose, BMI)**

"LITTLE" JIMMY DICKENS
Whatever You Were.....76
COLUMBIA 41079—The cat is telling his love that it doesn't make any difference what she was. He still digs her. Fine performance on the waltz. Fine performance on the waltz. Vocal is nicely backed with country strings. **(Acuff-Rose, BMI)**
Family Reunion.....76
Nice sound by the artist on a happy sounding hoe-down theme. Delivery is traditional country style. **(Acuff-Rose, BMI)**

BOB LUMAN
Your Love.....73
IMPERIAL 8315—A moderate paced confessional to the lovely chick. Luman has fair enough adenoidal rockabilly quality. Has certain ruralized touches of Fats Domino. A pleasant side that jocks might spin. **(Roosevelt, BMI)**
Make Up Your Mind, Baby....70
A bouncy rockabilly tune by Luman. Interesting dual guitar picking backs the effort. Good performance of fair material. **(Commodore, BMI)**

PHIL GRAY
Somebody's Got My Baby.....72
ROBBINS 1002—Rockabilly blues gets a cheerful warble by the artist, who has a Presley sound. Backing is of the "Sun" type with chorus support. **(Be-Are, BMI)**
Crazy Fool....72
Listenable outing on a rockaballad. Performance and backing are good. Side rates exposure and could do biz. Dual-market pop and c.&w. appeal. **(Be-Are, BMI)**

THE ZIRCONS
I Need It.....70
WINSTON 1020—This version of the song has an arrangement with a lot of rhythm. Like the Walker side, this has pop appeal. **(Slim Willet, BMI)**
Only One Love....68
A love song with a touch of sacred quality. Lead singer is effective, with piano backing predominant. **(Slim Willet, BMI)**

JIMMIE DAWSON
If I Can't Have You.....70
IOWANA 806 — The medium-beat weeper is rendered in traditional c.&w. style. Good sound by the artist. **(Fairway, BMI)**
Hot Tamale Wagon....68
Cute, bouncy item that tells of a tamale vendor. Side has a slight ranchero flavor. Good side for c.&w. jocks. Fair chances. **(Fairway, BMI)**

BILLIE LUKE
Lonely Arms.....67
RODEO 128—A weeper of the traditional type. There's a good authentic feeling here. Jocks looking for wax with the old but true sound have it here. **(Flex, BMI)**.
I'm in Heaven....64
A sensitive lyric in which the lover thinks he's in heaven in the presence of his beloved. Simple backing for the adequate vocal. Nice but not too commercial. **(Flex, BMI)**

HASKELL MAY
Party Line.....68
SUNDOWN 102 — Country blues. Haskell May gets an authentic feeling and solid beat into his performance. **(Druf, BMI)**
Blind Blind Heart....64
A weeper in the traditional vocal style, with usual string backing. Adequate. **(Durf, BMI)**

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

COWBOY WILLIE: Buckeye Waltz/Young in Mind—Fireside 28837

TONY FARR: What's the Use/You're the Only One—Enterprise 1308

The Cash Box says:
"The Westport label could have a hit on its hands with this terrific rock and roller that Alvis Wayne drives out in dynamic fashion. Side has the sound that the kids in all markets should go wild for. . . ."
Nov. 9, 1957, Issue

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FOLK TALENT AND TUNES

• Continued from page 77

guitarist and singer, who was shot to death recently by a crazed gunman at the night club where he was working, and B. J. Mainer, the club blind pianist, who was critically wounded in the same fray. One show and dance was held at the Capitol Arena, Washington, Saturday night (18), and another Sunday night (19) at the Dixie Pig Club in nearby Maryland. Handling arrangements for the benefit were Tiny Jenkins, of Connie B. Gay's "Town and Country Time," and Ralph Case, local c.&w. talent booker.

Ramblin' Red Ross, much-traveled c.&w. singer, is reported to have signed with Sage & Sand Records, Hollywood, to record 12 of his own compositions with the backing of his western rhythm band, the **Stampeders**. First tunes to be cut are "There's Nothing Left to Lose," "Why Did You Leave Me These Blues?," "I Wish I Had a Sweetheart" and "I Haven't Got a Single Thing to Do." Ross' songs have been published and released by Gordon V. Thompson, Ltd., Toronto, and Bob Miller, Inc., New York. . . . **Johnny Elgin**, of "Peach State Jamboree," Swainsboro, Ga., has just had his initial release on the Roulette label. Platter couples "Yes, I Love You," with "Sittin' at Home With the Blues." Deejays may obtain a copy by writing to **Johnnie Bailes**, Station WJAT, Swainsboro.

"Red River Jamboree," Paris, Tex., now in its 16th month of operation under the direction of Roy Glenn and Pee Wee Reid, has as regular features Nan Castle, Don McKnight, the Huggins Kids (Lanny, Gary and Mickey), Tommy Holmes, Jerry and Glenn Hammons, the Musical Keeners (Glenn, Yvonne and Clinton), the Three Cases (Jerry, Johnny and J. C.), Robbie England, William Harris and the Ramblers, Pappy Durham, Patricia Erwin, the Hammons Sisters (Linda and Johnnie), Paul Castleberry, Jack Beard and Billy Avance.

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 11

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

Birmingham
1. **Great Balls of Fire** Jerry Lee Lewis, Sun
2. **Kisses Sweeter Than Wine** Jimmie Rodgers, Rit.
3. **The Story of My Life** Marty Robbins, Col.
4. **Uh Huh,** Sonny James, Cap.
5. **Jailhouse Rock,** Elvis Presley, Vic.
6. **My Special Angel,** Bobby Helms, Dec.

Dallas-Fort Worth
1. **Geisha Girl,** Hank Locklin, Vic.
2. **My Special Angel,** Bobby Helms, Dec.
4. **Is It Wrong?** Warner Mack, Dec.
5. **Jailhouse Rock,** Elvis Presley, Vic.
6. **Great Balls of Fire** Jerry Lee Lewis, Sun
7. **The Story of My Life** Marty Robbins, Col.
8. **I Found My Girl in the U. S. A.** Jimmy Skinner, Mer.
9. **Wake Up Little Susie** Everly Brothers, Cdc.
10. **Kisses Sweeter Than Wine** Jimmie Rodgers, Rit.

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

Memphis
1. **The Story of My Life** Marty Robbins, Col.
2. **My Special Angel,** Bobby Helms, Dec.
3. **Great Balls of Fire** Jerry Lee Lewis, Sun
4. **Rock-a-Chicka,** Warner Mack, Dec.
5. **Wake Up Little Susie** Everly Brothers, Cdc.
6. **I Found My Girl in the U. S. A.** Jimmy Skinner, Mer.

Nashville
1. **The Story of My Life** Marty Robbins, Col.
2. **Great Balls of Fire** Jerry Lee Lewis, Sun
3. **Geisha Girl,** Hank Locklin, Vic.
4. **My Special Angel,** Bobby Helms, Dec.
5. **Wake Up Little Susie** Everly Brothers, Cdc.
6. **I Heard the Bluebirds Sing** Jim Edward, Maxine and Bonnie Brown, Vic.
7. **I Found My Girl in the U. S. A.** Jimmy Skinner, Mer.
8. **Raunchy,** Bill Justis, Phil. Intl.

New Orleans
1. **My Special Angel,** Bobby Helms, Dec.
2. **Jailhouse Rock,** Elvis Presley, Vic.
3. **The Story of My Life** Marty Robbins, Col.
4. **Great Balls of Fire** Jerry Lee Lewis, Sun
5. **Anna Marie,** Jim Reeves, Vic.
6. **Wake Up Little Susie** Everly Brothers, Cdc.
7. **Raunchy,** Bill Justis, Phil. Intl.

St. Louis
1. **The Story of My Life** Marty Robbins, Col.
2. **Great Balls of Fire** Jerry Lee Lewis, Sun
3. **Raunchy,** Bill Justis, Phil. Intl.
4. **Uh Huh,** Sonny James, Cap.
5. **My Special Angel,** Bobby Helms, Dec.

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING JANUARY 11

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

This Week		Last Week	Weeks on Chart
1.	**THE STORY OF MY LIFE** (ASCAP)—Marty Robbins Once-a-Week Date (BMI)—Col 41013	3	9
2.	**GREAT BALLS OF FIRE** (BMI)—Jerry Lee Lewis You Win Again (BMI)—Sun 281	1	8
3.	**MY SPECIAL ANGEL** (BMI)—Bobby Helms Standing at the End of My World (BMI)—Dec 30423	2	15
4.	**JAILHOUSE ROCK** (BMI)—Elvis Presley Treat Me Nice (BMI)—Vic 7035	4	15
5.	**WAKE UP LITTLE SUSIE** (BMI)—Everly Brothers Maybe Tomorrow (BMI)—Cadence 1337	5	17
6.	**KISSES SWEETER THAN WINE** (BMI)—Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Roulette 4031	6	7
7.	**GEISHA GIRL** (BMI)—Hank Locklin Livin' Alone (BMI)—Vic 6984	8	22
8.	**RAUNCHY** (BMI)—Bill Justis The Midnite Man (BMI)—Phillips International 3519	7	9
9.	**I FOUND MY GIRL IN THE U. S. A.** (BMI)—Jimmie Skinner Carroll County Blues (BMI)—Mercury 71192	10	9
10.	**FRAULEIN** (BMI)—Bolly Helms Heartsick Feeling (BMI)—Dec 30194	9	53
11.	**RAUNCHY** (BMI)—Ernie Freeman Puddin' (BMI)—Imperial 5474	14	2
12.	**WAITIN' IN SCHOOL** (BMI)—Ricky Nelson **STOOD UP** (BMI)—Imperial 5483	—	1
13.	**HOME OF THE BLUES** (BMI)—Johnny Cash **GIVE ME LOVE TO ROSE** (BMI)—Sun 279	13	19
14.	**IS IT WRONG?** (BMI)—Warner Mack Baby Squeeze Me (BMI)—Dec 30301	11	23
15.	**MY SHOES KEEP WALKING BACK TO YOU**—Ray Price Don't Do This to Me (BMI)—Col 40951	15	24

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING JANUARY 11

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

This Week		Last Week	Weeks on Chart
1.	**THE STORY OF MY LIFE**—Marty Robbins Col 41013—ASCAP	1	8
2.	**MY SPECIAL ANGEL**—Bobby Helms Dec 30423—BMI	2	15
3.	**ANNA MARIE**—Jim Reeves Vic 7070—BMI	3	7
4.	**WAKE UP LITTLE SUSIE**—Everly Brothers Cadence 1337—BMI	5	16
5.	**BALLAD OF A TEENAGE QUEEN**—Johnny Cash Sun 283—BMI	—	1
6.	**HOME OF THE BLUES**—Johnny Cash Sun 279—BMI	4	17
7.	**I FOUND MY GIRL IN THE U.S.A.**—Jimmie Skinner Mercury 71192—BMI	7	9
8.	**KISSES SWEETER THAN WINE**—Jimmie Rodgers Roulette 4031—BMI	10	5
9.	**HOLIDAY FOR LOVE**—Webb Pierce Dec 30419—BMI	9	16
10.	**GREAT BALLS OF FIRE**—Jerry Lee Lewis Sun 281—BMI	15	5
11.	**GEISHA GIRL**—Hank Locklin Vic 6984—BMI	6	20
12.	**ONE WEEK LATER**—Webb Pierce and Kitty Wells Dec 30489—BMI	—	1
13.	**MY SHOES KEEP WALKING BACK TO YOU**—Ray Price Col 40951—BMI	12	25
14.	**JAILHOUSE ROCK**—Elvis Presley Vic 7035—BMI	13	14
15.	**WHY, WHY?**—Carl Smith Col 40984—BMI	—	17

SENSATIONAL
"GREAT BALLS OF FIRE"
JERRY LEE LEWIS
Sun 281

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

PIERCING THE BULLSEYE

WEBB PIERCE

The Billboard, January 13 issue

• Review Spotlight on . . .

C&W RECORDS

WEBB PIERCE
New Panhandle Rag (Peer, BMI)
How Long (Cedarwood, BMI)—Decca 30550—The artist is at his best on these two fine sides. "New Panhandle Rag" is a rockabilly ballad that is delivered against bright chorus support. The side has a poppish sound. "How Long," the flip, is a country weeper-waltz and has more of a traditional c.&w. feeling.

NEW PANHANDLE RAG

Decca 30550

Deejay Copies of this record are available upon request.

A NEW WORLD OF SOUND

DECCA RECORDS

• This Week's R&B Best Buys

DON'T (Presley, BMI)
1 BEG OF YOU (Presley, BMI)—Elvis Presley—RCA Victor 7150
COME TO ME (Korwin, ASCAP)—Johnny Mathis—Columbia 41082
ANGEL SMILE (Winneton, BMI)—Nat King Cole—Capitol 3860
See comments under Pop Best Buys.

• Review Spotlight on . . .

R&B RECORDS

LITTLE RICHARD
Good Golly, Miss Molly (Venice, BMI) Specialty 624
See review in Pop Spotlight section.

THE TWIN-TONES
The Flip-Skip (Figure, BMI)
My Dear (Figure, BMI) RCA Victor 7148
See review in Pop Spotlight section.

ERNIE FREEMAN
The Tuttle (Stanford, BMI) Imperial 5486
See review in Pop Spotlight section.

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 11

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

Atlanta

1. **Don't Let Go,** Roy Hamilton, Epic
2. **At the Hop** Danny and the Juniors, ABC-Para.
3. **Peggy Sue,** Buddy Holly, Cor.
4. **Bony Moronie,** Larry Williams, Spe.
5. **Get a Job,** Silhouettes, Emb.
6. **Great Balls of Fire** Jerry Lee Lewis, Sun
7. **Oh, Julie,** Crescendos, Nsc.
8. **Raunchy,** Bill Justis, Phil. Intl.
9. **Teardrops** Lee Andrews and the Hearts, Chs.
10. **You Can Make It If You Try** Gene Allison, V J

Charlotte

1. **Raunchy,** Ernie Freeman, Imp.
2. **You Send Me,** Sam Cooke, Keen
3. **Peggy Sue,** Buddy Holly, Cor.
4. **At the Hop** Danny and the Juniors, ABC-Para.
5. **Great Balls of Fire** Jerry Lee Lewis, Sun
6. **Jailhouse Rock,** Elvis Presley, Vic.
7. **Stood Up,** Ricky Nelson, Imp.
8. **Be-Bop Baby,** Ricky Nelson, Imp.
9. **Get a Job,** Silhouettes, Emb.

Chicago

1. **At the Hop** Danny and the Juniors, ABC-Para.
2. **Peggy Sue,** Buddy Holly, Cor.
3. **La Dee Dah,** Billy and Lillie, Swan
5. **Get a Job,** Silhouettes, Emb.
6. **Why Don't They Understand?** George Hamilton IV, ABC-Para.
7. **Oh, Boy!** Crickets, Brk.
8. **Kisses Sweeter Than Wine** Jimmie Rodgers, Rlt.
9. **Stood Up,** Ricky Nelson, Imp.
10. **My Special Angel,** Bobby Helms, Dec.

Cincinnati

1. **You Can Make It If You Try** Gene Allison, V J
2. **Don't Let Go,** Roy Hamilton, Epic
3. **(I Love You) For Sentimental Reasons** Sam Cooke, Keen
4. **I'll Come Running Back to You** Sam Cooke, Spe.
5. **Oh, Julie,** Crescendos, Nsc.

Detroit

1. **At the Hop** Danny and the Juniors, ABC-Para.
2. **You Send Me,** Sam Cooke, Keen
3. **Get a Job,** Silhouettes, Emb.
4. **I'll Come Running Back to You** Sam Cooke, Spe.
5. **Teardrops** Lee Andrews and the Hearts, Chs.
6. **Peggy Sue,** Buddy Holly, Cor.
7. **Bony Moronie,** Larry Williams, Spe.
8. **Great Balls of Fire** Jerry Lee Lewis, Sun
9. **The Stroll,** Diamonds, Mer.
10. **Swinging Shepherd Blues** Johnny Pate Quintet, Fed.

Los Angeles

1. **Raunchy,** Ernie Freeman, Imp.
2. **At the Hop** Danny and the Juniors, ABC-Para.
3. **Kisses Sweeter Than Wine** Jimmie Rodgers, Rlt.
4. **I'll Come Running Back to You** Sam Cooke, Spe.
5. **Peggy Sue,** Buddy Holly, Cor.
6. **You Send Me,** Sam Cooke, Keen
7. **Great Balls of Fire** Jerry Lee Lewis, Sun
8. **Buzz, Buzz, Buzz** Hollywood Flames, Ebb
9. **Teardrops** Lee Andrews and the Hearts, Chs.
10. **My Special Angel,** Bobby Helms, Dec.

New Orleans

1. **Raunchy,** Ernie Freeman, Imp.
2. **I'll Come Running Back to You** Sam Cooke, Spe.
3. **You Send Me,** Sam Cooke, Spe.
4. **At the Hop** Danny and the Juniors, ABC-Para.
5. **Great Balls of Fire** Jerry Lee Lewis, Sun
6. **Teardrops** Lee Andrews and the Hearts, Chs.
7. **You Can Make It If You Try** Gene Allison, V J
8. **My Special Angel,** Bobby Helms, Dec.
9. **Bony Moronie,** Larry Williams, Spe.

New York

1. **At the Hop** Danny and the Juniors, ABC-Para.
2. **Raunchy,** Bill Justis, Phil. Intl.
3. **La Dee Dah,** Billy and Lillie, Swan
4. **Great Balls of Fire** Jerry Lee Lewis, Sun
5. **Get a Job,** Silhouettes, Emb.
6. **Rock and Roll Music,** Chuck Berry, Chs.
7. **You Send Me,** Sam Cooke, Keen
8. **Don't Let Go,** Roy Hamilton, Epic
9. **Buzz, Buzz, Buzz** Hollywood Flames, Ebb
10. **Kisses Sweeter Than Wine** Jimmie Rodgers, Rlt.

Philadelphia

1. **You Send Me,** Sam Cooke, Keen
2. **I'll Come Running Back to You** Sam Cooke, Spe.
3. **Maybe,** Chantels, End
4. **Get a Job,** Silhouettes, Emb.
5. **At the Hop** Danny and the Juniors, ABC-Para.
6. **Buzz, Buzz, Buzz** Hollywood Flames, Ebb
7. **Rock and Roll Music,** Chuck Berry, Chs.

St. Louis

1. **At the Hop** Danny and the Juniors, ABC-Para.
2. **You Can Make It If You Try** Gene Allison, V J
3. **Raunchy,** Bill Justis, Phil. Intl.
4. **I'll Come Running Back to You** Sam Cooke, Spe.
5. **Don't Let Go,** Roy Hamilton, Epic
6. **Oh, Boy!** Crickets, Brk.
7. **The Stroll,** Diamonds, Mer.
8. **Great Balls of Fire** Jerry Lee Lewis, Sun

Washington, D. C.

1. **At the Hop** Danny and the Juniors, ABC-Para.
2. **Don't Let Go,** Roy Hamilton, Epic
3. **Get a Job,** Silhouettes, Emb.
4. **I'll Come Running Back to You** Sam Cooke, Spe.
5. **You Send Me,** Sam Cooke, Keen
6. **Great Balls of Fire** Jerry Lee Lewis, Sun
7. **Maybe,** Chantels, End
8. **Raunchy,** Bill Justis, Phil. Intl.
9. **Stood Up,** Ricky Nelson, Imp.

• Reviews of New R&B Records

JOE TEX

Just for You and Me.....78
ACE 544—"The rock and roll cowboy" belts out an effective rendition of meaningful blues-ballad, with a solid beat. Merits spins. **(Ace, BMI)**

Cut It Out....73
Vigorous vocal stint on a rockin' tune with a driving beat. **(Ace, BMI)**

THE CLEFTONES

Lover Boy.....74
GEE 1048—Blues with an unusual lyric. The group's chanting is backed by smartly-arranged instrumentation featuring a precise, insistent beat. **(Patricia, BMI)**

Beginners at Love....73
Teen-slanted ballad with conventional triplet figure by the piano. Lead chanter does a good job, putting a lot of heart into his effort. **(Kahl, BMI)**

THE CHAMPIONS

I'm So Blue.....72
ACE 541—A bluesy ballad, refined and extremely tearful in sentiment. Backing has conventional piano triplets, chorus and horns. A nice job. **(Sherlyn, BMI)**

Cute Little Baby....69
Blues, chanted in stylized fashion, with occasional yelps, and high-pitched sounds. A rhythmic, staccato backing is used. Midway, disk changes rhythm pattern to a striding beat. **(Sherlyn, BMI)**

THE HEARTBEATS

After New Year's Eve.....68
GEE 1047—Another ballad in which the lyric is a post mortem of the Holiday season. "Did you have a ball on New Year's Eve?" he asks. It's chanted in a sensitive style. **(Kahl, BMI)**

500 Miles to Go....67
A ballad in the extremely refined style, in which the lover promises to swim the sea and crawl thru the snow to reach his beloved. **(Jason, BMI)**

EARL KING

I'll Never Get Tired.....69
ACE 543—This is the Domino-type side. King does a fair vocal. **(Ace, BMI)**

Well'O Well'O Well'O Baby....66
A blues. Lyric is ordinary. Instrumentation has some funky quality and King's vocal is okay. **(Ace, BMI)**

• Number of Releases This Week

Label	Pop	R&B	C&W
ACE	—	3	—
CAPITOL	4	—	2
CHOICE	1	—	—
COLUMBIA	5	—	1
CORAL	4	—	—
DECCA	2	—	1
DEL-FI	1	—	—
EMGE	1	—	—
ENTERPRISE	—	—	1
EPIC	1	—	—
ERA	3	—	—
FIRESIDE	—	—	1
FABOR	1	—	—
GEE	—	2	—
HUT	1	—	—
IMPERIAL	2	—	1
IOWANA	—	—	1
IVY	1	—	—
JOSIE	1	—	—
KAPP	2	—	—
LONDON	2	—	—
RCA VICTOR	5	—	—
ROBBINS	—	—	1
RODEO	—	—	1
ROULETTE	2	—	—
SUNDOWN	—	—	1
TALLY	2	—	—
VELLEZ	2	—	—
VERVE	1	—	—
WHIPPET	1	—	—
WINSTON	—	—	1
TOTALS	45	5	12

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JANUARY 11

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

This Week		Last Week	Weeks on Chart
1.	AT THE HOP (BMI)—Danny and the Juniors Sometimes (BMI)—ABC-Paramount 9871	1	6
2.	PEGGY SUE (BMI)—Buddy Holly Everyday (BMI)—Coral 61885	4	8
3.	RAUNCHY (BMI)—Ernie Freeman Puddin' (BMI)—Imperial 5474	2	8
4.	RAUNCHY (BMI)—Bill Justis The Midnite Man (BMI)—Phillips International 3519	6	9
5.	YOU SEND ME (BMI)—Sam Cooke Summertime (ASCAP)—Keen 34013	5	13
6.	GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis You Win Again (BMI)—Sun 281	3	7
7.	GET A JOB (BMI)—Silhouettes I Am Lonely (BMI)—Ember 1029	—	1
8.	I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke Forever (BMI)—Specialty 619	7	5
9.	LA DEE DAH (BMI)—Billy and Lillie The Monster (BMI)—Swan 4002	—	1
10.	DON'T LET GO (BMI)—Roy Hamilton The Right to Love (BMI)—Epic 9257	—	1
11.	BUZZ, BUZZ, BUZZ (BMI)—Hollywood Flames Crazy (BMI)—Ebb 119	12	9
12.	THE STROLL (BMI)—Diamonds Land of Beauty (BMI)—Mercury 71242	—	1
13.	STOOD UP (BMI)—Ricky Nelson WAITIN' IN SCHOOL (BMI)—Imperial 5483	—	1
14.	KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Roulette 4031	8	6
15.	JAILHOUSE ROCK (BMI)—Elvis Presley Treat Me Nice (BMI)—Vic 7035	9	13

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JANUARY 11

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

This Week		Last Week	Weeks on Chart
1.	RAUNCHY—Bill Justis Phillips International 3519—BMI	9	7
2.	RAUNCHY—Ernie Freeman Imperial 5474—BMI	1	9
3.	I'LL COME RUNNING BACK TO YOU—Sam Cooke Specialty 619—BMI	5	4
4.	AT THE HOP—Danny and the Juniors ABC-Paramount 9871—BMI	2	5
5.	YOU SEND ME—Sam Cooke Keen 34013—BMI	7	14
6.	THE STROLL—Diamonds Mercury 71242—BMI	12	3
7.	GREAT BALLS OF FIRE—Jerry Lee Lewis Sun 281—BMI	3	6
8.	TEARDROPS—Lee Andrews and the Hearts Chess 1675—BMI	4	3
9.	DANCE TO THE BOP—Gene Vincent Cap 3839—BMI	8	3
10.	YOU CAN MAKE IT IF YOU TRY—Gene Allison Vee Jay 256—BMI	10	5
11.	LITTLE BITTY PRETTY ONE—Thurston Harris Aladdin 3398—BMI	13	11
12.	PEGGY SUE—Buddy Holly Coral 61885—BMI	6	7
13.	THE JOKER—Billy Myles Ember 1026—BMI	—	1
14.	BABY I DON'T CARE—Elvis Presley Vic 4114—(This is a tune from the EP Jailhouse Rock) Vic EPA 4114	—	1
15.	SILHOUETTES—The Rays Cameo 117—BMI	14	13

ONE FOR THE MONEY
"I FEEL LIKE A MILLION"
b/w
"THE PATTY CAKE"
#702
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United Distributors, 2029 South Michigan, Chicago, Ill.
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SO TOUGH*
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Distributors Wanted
For Gospel, Spiritual, Blues Records now in stock—
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"I Got a Seat in God's Kingdom Waiting for Me"—No. 44-85
"My Dying Day Is Coming After Awhile"—No. 44-86
"Faith Reaches Out"—No. 21-42
"Lord, I'm Coming Home to Thee"—No. 21-41
"Sweet Potato Child"—No. 45-41
"Rock & Rhythm Boogie"—No. 45-40
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Wisconsin Fairmen Told to Look Ahead

Masterson Describes Future; R. B. Harris Re-Elected Prez

By CHARLIE BYRNES

MILWAUKEE—Wisconsin fair executives were told to look to the future by Willard (Bill) Masterson, manager of the Wisconsin Association of Fairs. The meeting was held here Wednesday and Thursday (15-16) in the Schroeder Hotel.

Masterson pointed out that fairs should prepare for the population boom. He pointed out that today's population of 173 million would swell to 250 million by 1980, the value of all goods will double, there would be a great wave of 20-year-olds, there will be fewer farms and less people living on farms, more income and more leisure time.

"Review your fair plant—if possible, study the possibility of more space. The coming generations will be forever grateful for the additional land that we purchased in the 1950's. Key your exhibits for the young people. Your grandstand attractions also. Diversify your fair—there will be fewer farmers to play to. Show your agricultural exhibits so they will be attractive to the city person. Show agriculture from the consumer side," Masterson recommended.

Charles B. Drewry, supervisor of county and district fairs, reported that 1957 was a banner season in

(Continued on page 98)

Aut Swenson Contracts Two N. C. Fairs

ST. PAUL — The Swenson Thrillcade will invade Southeastern fair territory this year, having signed to play the Southern States Fair, Charlotte, N. C., and the Cleveland County Fair, Shelby, N. C. Aut Swenson, owner-manager of the show, announced signing for these fairs a the Minnesota meeting here last week.

The contract at both events calls for three performances and a possible fourth, Swenson said, depending on the fair's schedule of other grandstand attractions.

Swenson also reported that Thrillcade will play three night performances at this year's Arkansas-Oklahoma District Free Fair at Fort Smith, Ark. In 1957 it gave two night shows.

Icetime Pacts Midwest Fairs

CHICAGO—The ice show, Icetime, which last year made its initial outdoor appearance under the banner of Barnes-Carruthers Theatrical Enterprises, has been booked into two major Midwest fairs, Harry Hirsch, producer, announced.

Show is set for the Northern Wisconsin District Fair, Chippewa Falls, July 29-August 3, and the Steele County Free Fair, Owatonna, Minn.

Bob Frellson, choreographer at the Conrad Hilton Hotel ice show here, will handle those chores with the show and Frank Ventre, veteran arranger, will do the musical score. Hirsch reported he had signed Cactus, the Lovable Horse, and Pluto as the comedy features.

Smith Named New Manager Of Mayo Aud

ROCHESTER, Minn. — Cal Smith has been named manager of the Mayo Civic Auditorium here. He succeeds Miss Alberta Chance.

Smith formerly was station manager and radio program director for radio-television station KROC, Rochester. He has been a resident of Rochester since 1940. The appointment was made by the Board of Park Commissioners.

Conn. Indoor Fair Signs MCA Talent

HARTFORD, Conn. — The eight-day Greater Hartford Fair, scheduled for Hartford Armory, March 15-22, will have line-up of acts provided by Music Corporation of America, said Manager Paul Ollis.

Herb Shriner is being featured, and cowboy artist Tex Ritter and comic Candy Candido are also signed. There will be other supporting acts, as yet unnamed.

St. Paul Fete Inks Names

ST. PAUL—Television and record name performers will highlight this year's St. Paul Winter Carnival which opens here Friday (24) for a 10-day run.

Names skedded for appearances include George Gobel; Michael Ansara, of "Broken Arrow" note; Fran Allison, Jack Bailey, Jim Backus, and Richard Simmons, who is Sergeant Preston.

INSURANCE FEATURES PAGES 88-91

Bill Wynne Renamed Prez By Tenn. Fairs

NASHVILLE — G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis, was re-elected president of the Association of Tennessee Fairs at its annual meeting here Thursday and Friday (16-17) in the Noel Hotel.

Jack Vinson, Newport, was renamed secretary and the three vice-presidents re-elected were Ernest Thurman, T. H. Loke and D. B. Carter.

In the annual contest, the Dyer County Fair, Dyersburg, won top honors as the best county fair in the State. The Chattanooga-Hamilton County Interstate Fair won in the district category while all regional fairs entered were classed as supe-

(Continued on page 95)

Ohio Fairs Advised: Stress Youth, Names

COLUMBUS, O. — Fair managers were advised to look to youth and to big name attractions as major factors in hiking attendances at their future expositions as more than 1,000 fair officials, concessionaires, entertainers and others gathered for 33rd annual convention of the Ohio Fair Managers Association here. Conclave was held Tuesday thru Thursday (14-16).

Former Governor Myers Y. Cooper, a champion of fairs for half a century, said:

"Fairs are not losing ground at all in Ohio, but instead the interest and participation of our young people have kept them alive and vital."

Goldi Scheible, executive secretary of the association, said:

"More than 3,000,000 people attended Ohio fairs last year, which is an increase in attendance. I personally feel that emphasis should be put on the youth activities. Get the young people interested in the fair and they are bound to bring their parents along."

Governor Cooper said Ohio fairs started to decline several years ago, but that youth activities began to catch fire and they have become the core of most fairs ever since.

Ohio State Fair Manager D. Robert Jones told delegates that name attractions pull fairgoers thru the turnstiles and should be considered as stimulants to over-all attendance.

Rename Murray

James D. Murray, of Napoleon, was re-elected president at the annual meeting. Others re-named were Russell W. Alt, Baltimore, first vice-president; Bryan P. Sandles, Springfield, second vice-president; Goldie V. Scheible, executive secretary, and Henry G. Richards, Mt. Vernon, treasurer.

The convention adopted six resolutions submitted by Chairman

(Continued on page 84)

George Whitney Dies; Plan Monday Funeral

SAN FRANCISCO—George K. Whitney, 67, famed West Coast showman and owner of Whitney's Playland-at-the-Beach amusement park, died at Stanford Hospital here early Friday (January 17). He had been in failing health for three months and critically ill for the past few weeks.

Funeral arrangements were incomplete late Friday except that services would be Monday (20) with Halstead's Funeral Home in charge.

Survivors include his widow, Mrs. Eva C. Whitney; a son, George Whitney Jr., who is associated in the park management; and a daughter, Mrs. Floyd Gilman, whose husband is manager of the park.

The senior Whitney began show business as a youth in Seattle, where he had a Penny Arcade. He and a brother went to Alaska in 1909 to play the Yukon Exposition, and in this period they were pioneers in the quick-photo operation.

Subsequently, Whitney and J. D. Williams were partners in a motion picture company. They went to Australia and opened an amusement park but the oncoming of World War I caused it to fail.

Whitney then returned to San Francisco. He opened a shooting gallery at the amusement park he ultimately was to own.

His career was the subject of an article in the Saturday Evening Post a few years ago.

In recent seasons he acquired the Cliff House and Suttro's Baths, San Francisco establishments, and operated them as well as the big amusement park.

He was a member and director of the National Association of Amusement Parks, Pools and Beaches for many years. Other activities included Masonic organizations, including the Shrine, and work in connection with boys' clubs and camps in the San Francisco area.

Missouri Fairs Plans Queen

JEFFERSON CITY, Mo.—The Missouri Association of Agricultural Fairs and Exhibitions voted at its recent convention here to sponsor a State-wide queen contest, with winners at the country fair level to go on to the Missouri State Fair, Sedalia. The winner at Sedalia is to go to Chicago for the queen contest sponsored by the International Association of Fairs and Expositions.

N. C. Turnout Big; Curb Aid Project

Carnival Agents, Attraction Reps Attend Confab in Sizable Numbers

By IRWIN KIRBY

RALEIGH, N. C.—A decision to curb for the time being its efforts for State aid was made by the North Carolina Association of Agricultural Fairs at its 25th annual meeting last week in the Sir Walter Hotel.

As in recent years, the usual hefty attendance was in the offing. No less than two dozen midway, grandstand and miscellaneous suppliers were in circulation on Thursday. The banquet promised to be another overflow affair.

The printed association program, and much of the formal procedures, were dedicated to the political advancement of L. Y. (Stag) Ballentine, commissioner of agriculture, who is being boosted by fairmen for higher State office. A standby at the State meeting, Ballentine is a former lieutenant governor and has held his present position for 10 years.

The Rev. A. W. Foster, secretary of the Cleveland County Negro Fair, opened the Friday (17) activities with invocation. Mayor W. G. Enloe greeted the conventiongoers and Clyde Probst, Cabarrus County Fair manager, responded. Roll was called by J. Sib Dorton Jr., of Charlotte, secretary-treasurer and Corbin Green of Hickory, president of the association, gave his report.

Carnivals in evidence included Thomas Joyland, James E. Strates, World of Mirth, Prell's Broadway, O. C. Buck, George Clyde Smith, Virginia Greater, Cetlin & Wilson, Marks-Manning, Amusements of America, Beam's Attractions, Frank Dickerson's, Smiley Amusements. Suppliers included Triangle Posters, Southern Poster Printing, Tony Vitale Fireworks, Spencer Fireworks, Jack Kochman Hell Drivers, Cooke and Rose Attractions, Wilson Storey Entertainment Enterprises, GAC-Hamid, Inc., Sam Nunis Speedways, Regalia Manufacturing Company, Pepsi-Cola, Aut Swenson Thrillcade.

Frank Grout Dies at 67

MEMPHIS—Frank M Grout, 67, one of the founders of the Memphis Cotton Carnival and former treasurer of the Mid-South Fair here, died here Saturday (11).

He was founder and chairman of the board of the Colonial Baking Company, past president of the Memphis Chamber of Commerce and Kiwanis Club and had served as president of the West Tennessee Sportsman's Association and the Memphis Skeet Club.

Survivors include his widow, a son, M. Wayne, and a daughter, Mrs. T. K. Slaughter.

Capades Takes Atlantic City Option for '58

ATLANTIC CITY — "Ice Capades" will be back in Convention Hall next summer, it was announced by Philip E. M. Thompson, manager of the hall, as John H. Harris, president of Ice Capades, Inc., picked up the option for another year.

It will open July 18 and run thru August 31, Thompson said. An annual attraction here since 1940—with the exception of World War II, when the Hall was occupied by the Army—the producer signed a five-year contract last year with a renewal clause for each year.

The contract gives the Auditorium 10 per cent of the gate receipts up to $300,000 and 15 per cent on all above that figure. In addition, the city receives 3 per cent in luxury tax.

Thompson said the show's run last summer produced more than $30,000 for the Auditorium, plus rental from concessions. This figure does not include the money taken in from the luxury tax on tickets.

Regina, Sask., Ups Show License Fees

REGINA, Sask.—City council has increased business licenses by one-third, effective January 1, 1958. Carnivals or circuses of more than 30 rail cars or trucks, now charged $500 a day, will pay $770 a day.

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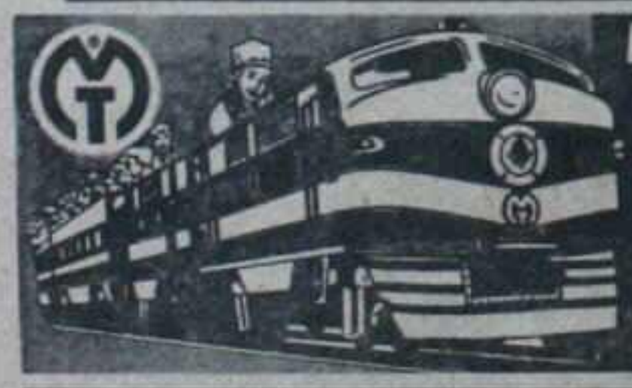

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ARENAS & AUDITORIUMS

Merchandise Mart Opens Furniture Show to Public

By TOM PARKINSON

EXPOSITION AND TRADE show people will be watching results of the innovation in operation of the furniture showings at the Merchandise Mart in Chicago this month.

For all its 27-year history, until now, the Merchandise Mart has held strongly to a policy that admitted no one other than buyers at wholesale.

Friday, its regular January market closed and the Mart immediately reopened the same exhibits on a policy that welcomed the public. The public showing of furniture and other household goods and equipment will continue thru January 26. Tickets are 90 cents and are available at many public utility offices.

A GIANT PROMOTION program is tied in with the public showings. A $30,000 ranch house, complete with lot and all furnishings and appliances, will be given away as a prize. About $100,000 is being spent on local and national prizes.

Merchandise Mart's management sees this turnabout in policy as "an aggressive move to increase sales." No sales will be allowed at the display rooms, but the public can see what's new on the market and then buy thru regular retail outlets.

MEANWHILE, A FEW blocks away the American Furniture Mart has issued a statement to its exhibitors that it will remain "a true wholesale market" and that it opposes "open house." One of the principal interests of exhibitors there continues to be keeping out all except bona fide furniture buyers who represent retail outlets. Some not only want to exclude the public but also to eliminate chance that someone might see a new item and attempt to duplicate it for a rival firm.

The Merchandise Mart, like the American Furniture Mart, leases display rooms on a year-around basis, and change in policy on public admissions does not indicate any other change. There are no facilities there for other shows, for example.

This change in Chicago is one of a series in the business. Regional shows in such locations as High Point, N. C. and Minneapolis Municipal Auditorium are giving the national shows competition. The Chicago organizations have made changes in the number of annual markets held.

RCA MEETING

Rodeo Assn. Nixes Network TV Shows

DENVER—The annual meeting of the Rodeo Cowboys' Association has clamped down on television of rodeos, retained the no-trade-out rule for another year and ruled that non-members may enter sanctioned rodeos under certain conditions. The meeting closed here Thursday (9).

On the TV angle, Jack Strangler, president of the Pendleton (Ore.) Roundup, said:

"We have no intention of letting rodeo go down the drain the way boxing has and we're not going to let ourselves get caught in the same trap that is now killing off the minor leagues in baseball.

"A little bit of rodeo on TV is a fine thing," Stranglar said, "but we're (the rodeo producers) solid behind RCA in their policy of only a few selected telecasts each year."

Under RCA rules, no rodeo may be televised without permission of the rodeo involved and the RCA. Last season CBS was permitted a one-hour telecast of the Pendleton event and there was only one other network showing of RCA activities.

After approving some 300 rodeos, the association agreed to go along with the rule which stopped the practice of top performers trading their scheduled time for riding with other competitors. This has made it possible for stars to run up their winnings by competing in more than one rodeo at the same time. Under this practice, customers saw the well-known riders at one or two performances and watched the lesser known riders the rest of the time.

The association dropped plans this year to start a new semi-pro division for contestants riding as local riders in RCA-sanctioned rodeos. Under the plan adopted, non-members can enter RCA events during 1958 upon purchase of a $5 permit. The permit holders can enter rodeos until he wins a total of $1,000 in prize money. After that he must become a regular RCA member or give up the permit.

Nine of 40 Target Cities In ANTA Fold

NEW YORK—Plans are progressing steadily for the 40-theater circuit proposal of the American National Theater and Academy, described here last year to auditorium-arena convention goers. Object of ANTA is to encourage establishment of 40 chapters around the country to promote local showings of legit shows.

Willard Fwire, executive director, spoke about the plan in New York. He is touring at present, scanning theater properties and encouraging chapter formation.

Nine communities have responded to date, including Los Angeles, Monterey, Calif.; Atlanta, Indianapolis, Chicago and Shreveport, La. The 40 cities would form a route of one-week engagements.

Shows would be produced at four production centers, one on each coast, one in Chicago, and one in Houston or Dallas, Tex. An output of 10 plays is contemplated.

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Wis. Fair Circuit Shuffles '58 Dates

MILWAUKEE— The Northern Wisconsin Circuit of fairs, which usually makes news at the Wisconsin fair meeting here each year thru bookings its attractions, made additional news last week by reshuffling its dates and tossing many attraction reps for a loop.

Under its new dates, the first two fairs, Medford and Antigo overlap; there are three open days between two of the fairs, Ladysmith and Neillsville, eight open days between two others and three days between another two.

As a result, three different carnivals will play the loop. Belle City Shows, which has had the circuit for several years, will play Antigo, Merrill, Ladysmith, Wausaukee, Shawano and Weyauwega. Charles Panacek, owner, found the eight open days a turn in his favor and booked the Rhinelander fair to fill the hole. McKenna's Rides will play Medford on the loop and Pedersen's Dairy State Shows will provide the midway attractions at Neillsville.

K. B. Pedersen also reported booking the Mondovi fair, new to his route and repeat stands at Amherst and Eagle River fairs.

Chuck Zemater Jr., of the office bearing his name, announced that he had booked most of the grandstand shows on the loop. Included were Antigo, Merrill, Ladysmith, Wausaukee, Neillsville and Shawano. Plans for these fairs were to change programs daily at these fairs. A tentative program called for a Minnie Pearl show on one day, an amateur show on one day and a thrill show the remaining day of the three-day fairs.

Attraction, carnival and fair supply reps were out in force.

Included were Leo and Dave Albright, Albright's Stage Circus; Sam J. Levy Sr., Randolph Avery, Barnes-Carruthers Theatrical Enterprises; Charles D. Brasch, Mr. and Mrs. Charles L. Brasch, Robert L. Brasch, Howard Voss, Mrs. Howard Brasch, Brasch Bros.' Shows; Roger Coleman, Woody Woodrich, Mr. and Mrs. Fred Porcceddu, Rex Fuller, Illinois Fireworks; Mrs. Roger Dick, Crash Dick thrill show; A. B. Colleen, Mr. and Mrs. E. M. Goldbach, Antonette Colleen, Star Fireworks; Bill Dobson, Dobson United Shows; Hal Garven, Earl Dunn, Hal Garven Productions.

Mr. and Mrs. T. P. Eichelsoerfer, Mr. and Mrs. Kurt Kuehn, William Lindemann, Regalia Mfg. Co.; Ginny Groeschel, J. C. Hoeline, Bill Rothe, Hal Schroeder, Miriam Scanlon, Artists Corp., of America; Rusty Hagen, Hagen Entertainment Service; Irish Horan, Holden thrill show; Mel Hummitzsch, Loretta Hummitzsch, William Schwartz, Hummitzsch Agency; Ed Larkee, Charles Larkee, Larry Loucks, Mr. and Mrs. Frank Klein, Tip Top Shows; Mr. and Mrs. Jack Lindahl, Robert Lecture, Boyle Woolfolk Agency; Don Magnan, T. B. Skarning, Skarning Entertainment; Earl Newberry, Leo Overland, Trans World Daredevils; E. Louis Rich, Venita Rich, Venita Rich Talent Contest Revue; Johnny Rivers, Golden Horse Troupe; Patricia Smith, Patenjim Auto Racing; Clinton Spielbauer, Spielbauer Fireworks; A. W. Strehlow, Strehlow Booking Agency.

Maggie and Scottie Swan, Maggie and Scottie Show; Ernie Young, Frank Taylor, GAC-Hamid; E. L. Winrod, Garbick Rides; John Lempart, showmen's supplies and equipment; Frank Winkley, Auto Racing, Inc.; Charles Zemater Sr. and Jr., Jack Zemater, Charles Zemater Agency; Mr. and Mrs. W. J. Creapo, concessions; Frank and Jack Duffield, Thearle - Duffield Fireworks, Inc.; James Engel, John Kaishian, Hale's Corner Stock Car Promotion; William Gersbach, concessions; H. Krueger, novelties; Sam Menchin, Harry Shaughnessy, Lake Shore Amusements; Austin Trull, clown; Ernie Farrow, Wallace Bros.' Shows; Ned Torti, Wisconsin DeLuxe Co.; Louis J. Berger, Olson Shows.

Art Swenson, Tom Durant, Swenson Thrillcade; Gene Holter, Holter's Animals; E. A. Bodart, Reginald Bodart, concessions; George Ferguson, WLS Attractions; Mickey Stark, Gold Bond Shows; Jake Jacobson, Gus Sun Agency; Ray Swanner, concessions; Lucky Moeller, Jim Denny Agency; Joe Green, F. O. Pool, Gladstone Exposition Shows; Wayne Hanson, Badger State Auto Racing; R. Barnes, Barnes Rodeo; Doyle (Doc) O'Kelly, Pearl Weydt, Weydt Amusement Co.; Jack Kaplan.

Black Re-Elected By S. C. Fair Assn.

COLUMBIA, S. C.—Paul Black and Tom Moore Craig of Spartanburg, S. C., were re-elected president and secretary-treasurer, respectively, at the state fair association meeting Wednesday (15) in the Jefferson Hotel.

Attendance was somewhat less than previous years, altho the program was one of the more interesting ones. A vast majority of entertainment booking, it was reported, had been accomplished prior to the meeting, to which a half-dozen midway representatives and around 10 other suppliers turned out in addition to fairmen. Present were the James E. Strates, World of Mirth, Smiley Amusements, O. C. Buck, Amusements of America and Virginia Greater Shows. George Hamid Sr., George Hamid Jr., and Henry Hamid of GAC-Hamid; George Flint of Barnes-Carruthers; Harry and Ed Cooke of Cooke and Rose Attractions, Ben Allen of Posters, Inc., Bernie Shapiro of Southern Poster Printing, Regalia Manufacturing, Bill Bullwinkell of Fair Publishing House, J. Farr of Pepsi-Cola, Wilson Storey Amusement Enterprises, Webb Sound Service, Jack Kochman Hell Drivers, Tony Vitale Fireworks, and Ben Weiss and son, concessions. There were 125 persons at the banquet at which GAC-Hamid and Cooke and Rose collaborated on an excellent entertainment card. Speakers included J. Sib Dorton Jr. of the North Carolina Association, Paul Black, Wilson Storey and George Flint.

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This will also interest you: One day my wheel man was sick and I got me two local kids and the three of us put it up in about 55 minutes.

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FAIR MEETINGS

The Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 19-21. Harry B. Kelley, Hillsdale, secretary.

Association of Alabama Fairs, Jefferson Davis Hotel, Montgomery January 20-21. Christie W. Summer, Jasper, secretary.

Massachusetts Agricultural Fairs Association, Hotel Bradford, Boston, January 20-21. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 22-23. Roy E. Symons, Skowhegan, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 23-24. L. Doc Cassidy, Kentucky State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 23-25. A. D. Scott, Fargo, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 26-28. C. C Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 26-28. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 27-28. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 27-28. H. C. McClellan, Arlington, secretary.

Western Canada Fairs Association, Bessborough Hotel, Saskatoon, Sask., January 27-28. George K. Ross, Prince Albert, Sask., secretary-treasurer.

South Dakota Fair & Exposition Association, Pierre, January 29. Kenneth E. Johnson, Colome, secretary-treasurer.

Pennsylvania State Association of County Fairs, Americus Hotel, Allentown, January 29-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Association of Fairs, Youngblood Hotel, Enid, February 2-4. Roy Davis, Enid, president.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 5. N. S. Hand, Jackson, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 6-8. Bob Murdoch, 102 East Locust Street, Tyler, secretary.

Louisiana Fair and Festival Association, Bentley Hotel, Alexandria, February 9-10. Adolph Netter, Donaldsonville, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 10-11. Clyde E. Byrd, Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Berlin High School, Berlin, Conn., April 12. J. C. Bartlett, North Haven, Conn., secretary.

Ohio Youth

• Continued from page 81

George W. Connelly, of Fulton County. One asked the association to support legislation against the practice of making concessionaires buy Ohio license plates for their brief trips into the state. Another resolution called for the appointment of a committee to study the "advisability of changing the location of our annual conventions."

Commendations were also made for Dr. James R. Hay, Ohio Director of Agriculture, for "his interest, assistance and cooperation to the Ohio Fair Managers Association and Ohio fairs, individually and collectively, as this service is deeply appreciated."

The Fulton County Fair, Wauseon, won the Myers Y. Cooper Trophy, which is awarded annually to the top county event of the year. Other finalists were Cuyahoga County, Wood County and Gallia County Junior Fair.

Carnival Routes

American Midway: LaFeria, Tex.; (Citrus Fiesta) Mission 27-Feb.2.
Glades Am. Co.: LaBelle, Fla., 27-Feb. 1.
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THE FINAL CURTAIN

ADAMS—Eldon Wassen, 73, veteran circus man, January 6 in Hapeville, Ga.

ALLEN—Tom W., longtime carnival operator and only living charter member of the Showmen's League of America, January 14 in Waynesville, Mo. (Details in Carnival section)

BRIDGES—Mrs. Laura M., mother of Myrnella Montague, who with her husband, Duke, is a rep show trouper, January 8 in Panguitch, Utah. Surviving are five daughters and three sons.

BROWN—Charles, 65, long associated with the Moose Jaw (Sask.) Exhibition, January 4 in Moose Jaw. He had supervised employment of midway help and grandstand ticket takers. Survived by his widow, two sons and a daughter.

CARTWRIGHT—John F., charter member of the Circus Fans' Association, January 8 in Bowling Green, Ky. Survived by a sister, Stella.

FOSS—John D., 79, circus advance agent and show owner, at Jamestown, N. D. Sunday (January 12). At one time he operated shows with the Barney Bros. and Lemon Bros. titles. He was general agent for King Bros., Bud Anderson, C. W. Montgomery, Bell Bros., Wallace & Clark, George W. Cole and Tex Carson circuses, as well as others. He and Bill Ehr had a whale show at one time. Burial was under direction of the Elks Lodge at Jamestown. Regular pallbearers were Bill Ehr, Moeris Weber, Matt McDonna, George Mason, John Bernabucci Ben Miller. Honorary pallbearers were Pete Siebrand, Jack Turner, John (Shorty) Lynn, Ted Wilson, Floyd King and Ellrey Reynolds.

GROUT—Frank M., 67, one of the founders of the Memphis Cotton Carnival and former treasurer of the Mid-South Fair, Memphis, January 11 in that city. (Details in Outdoor department).

HANNON—Harry F., 83, working department boss on Ringling Bros. and Barnum & Bailey Circus from 1913 thru 1954. Among his positions were those in the electrical and train departments. He also had been with the Pawnee Bill Show and Buffalo Bill's Wild West Show. Among survivors is a sister, Mrs. Arthur Beatty, Lewistown, Pa. Burial was at Lewistown.

HARDY—Harry J., 75, one time president of the Grenfell (Sask.) Fair, January 6 in Regina, Sask. Survived by his widow, four sisters and a brother.

HUBBARD—Chester Wray, 6, son of magician Paul Hubbard, who has worked with a number of outdoor shows, January 9 in General Hospital, Charleston, W. Va., of a spasm convulsion. Survived by his parents and four sisters, Pauline, Maxine, Linda Sue and Irene. Burial in Springhill Cemetery, Charleston, January 15.

KENNEDY—Lachlan, 81, member of the Craik (Sask.) Fair board and longtime cattle exhibitor, recently in Craik.

MERRITT—Otha A., 70, stepfather of Joe H. Sharp of American Beauty Shows, December 20 in Garden Grove, Calif. Burial was in Wichita. Survivors also include his widow, three sisters and three brothers.

SARGENT—Wesley W, 97, first operator of Whalom Park, Fitchburg, Mass., which he opened in 1892. He also built and operated Whalom Theater. He died January 12. He was a retired president of the Fitchburg & Leominster Railway Company having started his transportation career in 1880 as a horsecar driver. He joined the F & L Railway in 1896 as superintendent and retired as president in 1926. He leaves a son, Grafton F. of Fitchburg, and a daughter, Mrs. W. Herbert Green of Leominster. Burial was from the Bosk Funeral Home, Fitchburg, January 14.

WARD—Arthur, 82, veteran member of the Swift Current (Sask.) Fair, recently in Cutbank, Sask. Survived by his widow, two sons and two brothers.

WHITNEY—George, 67, owner of Whitney's Playland-at-the-Beach, San Francisco, in a San Francisco hospital Friday (17). (Details in Outdoor Section.)

Circus Routes

Cristiani Bros.: Perrine, Fla., 20; Pompano Beach 21; Wilton Manor 22; West Hollywood 23; Ojus 24; South Miami 25; (mat.) Sweetwater 26.
Davenport, Orrin: Grand Rapids, Mich., 20-25; Saginaw 26-Feb. 1.
Polack Bros. Circus: Flint, Mich., 19-25; Hammond, Ind., 29-Feb. 2.
Ringling Bros. and Barnum & Bailey: Little Rock, Ark., 24-26; Nashville, Tenn., 28-30; Montgomery, Ala., Feb. 1-2; (fair) Tampa, Fla., 5-7; Miami 13-16.

Ice Shows

Ice Capades, 17th Edition: Edmonton, Ala., 20-25; Calgary 27-Feb. 1; Winnipeg, Man., 3-8.
Ice Capades, 18th Edition: Providence, R. I., 20-22; New Haven, Conn., 23-29; Washington, D. C., 30-Feb. 12.
Shipstads & Johnson's Ice Follies: New York, N. Y., 20-26; Syracuse 28-Feb. 2; Toronto, Ont., 3-7.

Miscellaneous

Matchstick City: Miami, Fla., 20-Feb.1.
Royal Ballet: Montreal, Que., 21-24.

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ROLLER RUMBLINGS

Hub-Sponsored Icers Hurt Rollery Owners

BOSTON—The growing trend, nationally, of city sponsored skating facilities in competition with established privately owned roller rinks was underscored here January 11 when the first of the Metropolitan District Commission's three $250,000 ice skating rinks opened in Hyde Park with ceremony, a fancy skating exhibition and a large crowd in attendance.

The dual facility rink is comprised of a 185 by 85-foot rink and a smaller children's rink.

The additional facility means more competition for roller rinks in the Boston area and puts emphasis on the importance of the roller-skating industry putting forth its strongest efforts to combat such activity by municipalities and church and fraternal groups.

The situation is by no means limited to Boston, as many similar reports have been received from other sections of the country, but the conditions in the Hub are among the worst ever reported. What's more, the situation is expected to become even tougher for Boston roller rink operators.

Two other MDC rinks will be opened shortly under the plan, one in the Arlington-Belmont area and the other in Medford. This is part of a $20 million long-range recreational program for the area which includes rinks, swimming pools and other recreational facilities.

The two ice rinks in operation in the Boston area now show only a small deficit of less than $2,000 per year with nearly 50,000 paying customers supporting the rinks. One is proposed for Boston Common but is still being considered. It has been suggested that a rink in the heart of the city would certainly pay for itself.

MILWAUKEE — The county Tuesday (7) was asked to build an artificial ice rink at the Stadium large enough to accommodate skating meets.

The request was submitted by the Wisconsin Skating Association, president of which is Ray O. Fischer. A resolution asking that the association representatives be given a chance to be heard by the board's parks and recreation committee was introduced by supervisor Robert Schmidt.

The county board last fall put $114,000 in the 1958 budget to build the rink and instructed the park commission to develop plans.

The association asked that the rink be large enough so that speed skating events could be held there. The association said it should be at least 120 by 250 feet. The association could start its season December 1 instead of January 1 each year if it had such a rink available, Fischer said. The season usually ends about February 23. The association would like to hold six meets on the rink and also weekly practice sessions.

The association is composed of 11 clubs with about 350 members.

$75,000 Fire Strikes Polk Rollery, Detroit . . .

DETROIT — The midtown Polk's Enterprise Roller Rink was virtually destroyed by fire of unknown origin early Sunday (12) morning, with loss estimated at $75,000. The fire was a five-alarm spectacle that lasted for hours and made history when 115 firemen coming to work at their respective stations at a change of shift were driven to the fire in taxicabs to take over.

The rink had been operated for sometime by Nute Polk, and was formerly known as the 12th Street Roll-Arena under the management successively of Jacob Chicorel and then of Isidor and Helen Goodman.

Western Night Repeater at Mineola . . .

MINEOLA, N. Y. — Western Night, the January 10 attraction at Earl Van Horn's Mineola Roller Rink, is being repeated February 28 after the rink management had received numerous requests for another such party, it was announced last week.

The January 10 affair featured Western games, including the popular jail house gimmick. The rink gave 17-jewel watches to the best-dressed cowboys and cowgirls at the party. The annual affair has always been advertised as the one night in the year when dungarees are permitted in the rink.

Upcoming events on the rink's special events calendar include a Friday (24) trio yoo-doo night at which $30 in cash prizes will be awarded, a similar session Saturday morning, February 1, at which shoe skates will be given winners, and a Valentine party the night of February 14.

A Wednesday matinee, aimed at the school children trade, has been added to the rink's operating schedule this year. It runs from 3:15 to 5:30. The 50-cent admission price includes rental of shoe skates. The schedule calls for nightly operations, except Mondays, at 70 cents; a Saturday morning children's session, 10 to 12:30, 35 cents; Saturday and holiday matinees, 50 cents, and Sunday matinees, 70 cents.

Wood Predicts 20 Big Parks Will Be Built

DALLAS—C. V. Wood, head of a park designing firm and former executive at Disneyland, predicted that about 20 giant amusement parks, modeled after the Disney enterprise, will spring up in the U. S. in the next five years.

Wood was here in connection with plans for the proposed Great Southwest Land, between Fort Worth and Dallas. His Marco Engineering Company is designing this layout as well as others, including the new park at Denver.

Wood also said that similar parks are being built at Mexico City and Caracas, Venezuela.

Jersey Resort Sees Big Year

WILDWOOD, N. J.—Greater Wildwood expects as good a resort season this year as in 1957. Mayors Ralph G. James, of Wildwood, Edwin S. Nesbitt, of Wildwood Crest and George Busfield, of North Wildwood, agree last summer was the best in the city's history. And they feel if the resorts get a break in the weather and business in the metropolitan areas holds, the 1958 summer season should be profitable.

James feels the long Memorial Day and July 4 weekends will boost the season in tremendous fashion. State Disabled American Veteran and Veterans of Foreign Wars conventions are slated for June. The season will be climaxed in September with the State American Legion convention. This, James contends, will make for the "biggest and longest seasor ever."

Atlantic City Fixing Fountain

ATLANTIC CITY — One of Atlantic City's landmarks — the Illuminated Fountain at Park Place —will be back in operation in 1958, thanks to a $30,000 appropriation in the city budget.

The 25-year-old fountain, with its multi-colored water display, often has been out of commission and last summer it broke down completely.

Will Plan Zoo

EDMONTON, Alta. — City council has hired the firm of McFadzean and Everly, Ltd., of Montreal, to plan a zoo for Edmonton's Laurier Park. Construction may start this summer.

The firm will prepare a general plan for the 107-acre site, plan the engineering and plan a children's zoo. Eventual cost of the project is expected to exceed $1,000,000.

New York Alters Law On Unlicensed Help

NEW YORK—Legislation has been passed to ease the pressures on ride and game operators who hire unlicensed agents in midseason. Operators take on school-aged and other unlicensed help during peak hours, with no opportunity to make formal application with the Department of Licenses. Hundreds of operators at the city's parks and shore spots are affected.

Under the new provision, the operator can give notice in writing by registered or certified mail of the hiring of unlicensed help. Then there is a three-day period in which to make formal application.

The City Council approved amendments devised by A. Joseph Geist, president of Rockaways Playland, and Walter Feldersman. Amendment to Local Law 70 reads as follows:

"Employment of an unlicensed attendant by a common show operator shall be deemed cause for revocation or suspension of his license, except that whenever an operator of a common show has given notice in writing by registered or certified mail on the date of employment addressed to the Department of Licenses of the employment of the unlicensed attendant, giving the name and address of such person; whether male or female; age; weight; color of hair and color eyes and within three business days succeeding, formal application for a license for such attendant shall be made. After said three-day period this exception shall terminate. This exception shall be applied only once during a license year to the same attendant."

In New York City, common show applies to riding devices, concession or Arcade game, and large-capacity film theaters.

Diver Loses Pool Plea

HARTFORD, Conn.—A Hartford man who broke his neck eight years ago in a shallow dive at Savin Rock Park, West Haven, Conn., has lost a Superior Court law suit resulting from the accident.

Allah S. Scheinblum, 27, sued the Wilcox Realty Company of New Haven, Conn., park operator, charging it failed to warn bathers of the shallows near the raft. Wilcox claimed he dove without first seeing how deep the water was. The jury deliberated about one hour before returning the verdict in favor of the company.

Claim Results From Injury At High-Striker

RICHMOND, Va., — Counsel for Barbara Lee Jones, a 9-year-old, filed a $50,000 suit in Federal District Court here, alleging she was injured when struck by a mallet while passing a "bell-ringing" device.

The suit set forth that the girl was hit on the head last September 1 while an amusement park employe was demonstrating how to ring the bell.

Defendants named in the suit are the Colonial Beach Hotel Corporation, Reno Sky Park, Inc., and Delbert W. Conner, Emmagine Conner and Dennis R. Conner, trading as Reno Amusement Park and Kiddieland.

Slusky Buys Train Units For Houston

HOUSTON—Louis Slusky, of Park Concession, Inc., here has bought an Allan Herschell Company Miniature Train for operation at the city's Hermann Park. It has three locomotive power units and a capacity of 225 adults per trip.

The track is about two miles long and goes over an 80-foot trestle. The train is expected to operate the year around.

Fire Threatens Revere Beach

BOSTON—A two-alarm blaze this week (13) threatened the beach-front installations at Revere Beach when fire started in the basement of Lindy's Restaurant in the heart of this big amusement spot.

Firemen fought to control the blaze for two hours and were hampered by strong winds blowing off the ocean. It was finally subdued at a damage cost of some $30,000. None of the amusement spots or rides was affected.

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Polack Opens Tour; Performers Named

FLINT, Mich. — Polack Bros. Circus opened its new season here Sunday (19). The show plays IMA Auditorium a week and then makes Hammond and Fort Wayne, Ind., and Madison, Wis., before its long Chicago stand.

Performers include:

George Hanneford Family, bareback; Princess Tajana, aerial; Victorias, perch; Flying Palacios, return; Rose Gold Trio, aerial; Ronnie Lewis Trio; Sikorskas (Melitta & Wicons); two aerial numbers directed by Barbette.

Wazzan Troupe, acrobats; Six Frielanis, cycles; Original Gutis, knockabout; Jenniers' Seals; Janet Chuckel's dogs and ponies; and the Besalou Elephants with Mac and Peggy MacDonald.

Clowns include Gene Randow, Harold Simmons, Johnny Cirillano, Chucles Facer, and a newly arrived Italian musical clown trio, the Bizzarro Brothers.

Wilson Storey, Atlanta Shrine Sign Contract

ATLANTA—Contract for producing the Atlanta Shrine Circus, May 3-11, has been awarded to Wilson Storey, Sarasota booker and producer. At the same time, Storey announced that he has contracted to repeat at the Macon, Ga., Shrine show next fall.

The Atlanta date was played by Hamid-Morton Circus for several years and last season was produced by the Eastern unit of Polack Bros. Circus.

Grand Rapids Stand Opens Davenport Tour

GRAND RAPIDS, Mich.—Orrin Davenport Circus opened its winter tour this week with its annual stand at the Municipal Auditorium.

It comes after a highly successful fall tour by the Davenport organization, playing Houston and Kansas City Shrine dates.

Davenport said the Houston Shrine enjoyed its best business in 10 years and that the Kansas City Shrine played to the best business it has had in the past few seasons.

It also was announced that the Davenport show will add a stand at Duluth, Minn., to its advance route. This opens April 21. The projected stand at Brandon, Man., has been taken out of the route.

Running order for the Grand Rapids show, Monday (20), thru Saturday (25), follows:

Prof. George J. Keller, wild animals; clowns, with Dick Lewis' table rock; Franklin and Astrid, hand-balancing; Joanne and Corinne, cloud swings; Joe Lemke's Chimps; Betty Pasco; clowns, featuring Sherman Brothers; Hubert Castle, tight wire; clowns, with Francisco; the Roberts, casting act; Victor Julian's dogs; Les Geraldos, double trapeze; Wazzan Troupe, Arabian act; Four Kovacs, trampoline; Johnson and Owens, bars; clowns, with Frankie Saluto and Jimmy Armstrong; Miss Day, Miss Mag Trebor and Miss Dearo, aerial number; Zavatta Family, riding act; Artie and Ed Widaman's Elephants, Kalusers' Bears. Clowns include Ernie Burch and Carl Marx.

Davies, McMahon, Stevenson Named Among Hagen Staffers

OKLAHOMA CITY — Ayres Davies will be superintendent of the Hagen Bros.' Circus this year, and Joe McMahon continues as agent of the show owned by Howard Suesz.

Sid Stevenson, formerly with Kelly-Miller, has joined as auditor for Hagen Bros. Little Bob Stevens will again have the Hagen concessions. Jack LaPearl also will be with Hagen, Suesz announced.

The show has ordered a new and larger top, and has been adding animals, new seats and other equipment.

Famous Cole Constructing New Quarters

HUGO, Okla. — New winter quarters for the Famous Cole Circus are being built adjacent to the Kelly-Miller circus quarters here.

The show wintered last year in Texas and earlier used temporary quarters here. The new site will have an animal barn and a shop building, among other facilities.

Co-owner and manager of the show is Herb Walters. Equipment and animals, including a rhino, are now at the fairgrounds. But elephants are at the Kelly-Miller barn.

Twenty-two bulls now are quartered at the Kelly-Miller kraal. Latest arrival is a young elephant, Suzie, purchased in Liberal, Kan., and delivered here for the Carson & Barnes Circus. In addition to the Kelly-Miller, Famous Cole and Carson-Barnes bulls are the three Miller-Woodcock elephants.

Jacobs Show In San Antone

SAN ANTONIO — Terrell Jacobs Circus has been playing shopping centers in this area. Show gives three performances daily and four shows on Saturdays. In addition to the acts there are 12 rides and 10 games.

Performance lists Capt. Bill Hutchinson and His Wild Animals; a baby elephant act; trained horse; Alcedos, high act; and Jack Klippel clown.

Model Builders Elect Officers

WASHINGTON, Pa.—Gaylord Hartman has been re-elected president of the Circus Model Builders and Owners Association in the postal balloting just completed. The term is for two years.

Also re-elected are William Heist, Harrisburg, Pa., vice-president; Maurice Allaire, Portland, Me., director of publicity; William Donahue, Torrington, Conn., secretary-treasurer, and Charles Lockier, Auburn, N. Y., superintendent of construction.

Regional officers are Arthur Gunther, Glastonbury, Conn.; W. Sam Shearer, New Cumberland, Pa.; Thomas Gibson, Keokuk, Ia.; Gordon Borders, Los Angeles, and Ed Gripps, Brantford, Ont.

Members of the organizations have miniature circuses. They are organized into 25 district "rings" and five regional "lots."

Union Calls R-B Unfair

NEW YORK — Ringling-Barnum circus has been labeled "unfair" by the Association of Theatrical Press Agents and Managers. Mae Hong, press agent who joined about a week ago, has been called back to New York.

At issue is the period from January thru February, when the show will be on the road, but the union's 1957 contract has expired. The proposed 1958 contract would not become effective until the new season starts in March.

Circus Fan Uses Show Cage Ideas For Cattle Ships

SAN FRANCISCO — Design of circus cages and shifting cages have been adapted to a new type of equipment for stabling livestock or wild animals aboard ship.

The equipment has been designed by Jerry Booker, circus fan who works for the Pacific Far East Lines, Inc., here. Twenty-five of the cattle cages have been built.

Each unit holds six animals. There are doors at each end so units can be placed together to form a runway like animal trainers use at their arena entrances for animals. Shipping circles point out that the new equipment eliminates hazards of handling animals at sea.

Adams Turning To Ball Parks; Couls Joins

APPLETON, Wis. — Adams Bros. Circus, which recently closed its initial tour, will reopen April 14 on the Texas Gulf coast and work northward with the weather, Owner Bill Griffith said.

Bob Couls, manager of Hagen Bros. Circus for the past several years, has joined the Adams Bros. staff, Griffith announced, and more staffers are to be named shortly.

The show operated indoors this winter. It will be a ball park and fairgrounds unit starting in April. Three trucks are being delivered this month. Show will carry two poles, one ring and a canvas backdrop. Jenda Smaha is to break an elephant for the show.

Seven phone crews are working, but the show also will use mailing pieces billing and newspaper ads. Most of the performers from the winter show have been hired for the summer show, Griffith said.

Framing Nelson Show

CLARKSBURG, Miss. — Plans for a new show, Nelson Bros. Circus, to open indoors March 15, have been announced by General Agent John J. Doyle. He said owners are Tom and Mike Carmody. The show is planning to open in Illinois and head for California. Plans are to carry about 30 people.

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P.S.: Wilson, urgent; call me.

Jacksonville Goes to Free Talent; Inks C&W

JACKSONVILLE, Fla.—Cetlin & Wilson Shows won the midway award Tuesday (14) for the Greater Jacksonville Fair, its fourth year at the Gator Bowl event originated in 1955.

Ted Chapeau, executive vice-president who manages the fair, said there was intense competition for the 1958 edition's midway, but that satisfaction with past operations transcended other considerations.

Also decided by the board, which includes the city mayor as a member, was the concept of a free grandstand show this year. Talent has not yet been contracted. The auto show put on by local dealers was successful enough to encourage plans for a 100-cars-plus showing under canvas next time. A tent 220 feet by 200 is being sought.

C. A. Moore Named Prez Of Minn. State

ST. PAUL — C. A. Moore, 70-year-old retired farmer from Hutchinson, Minn., was elected president of the Minnesota State Agricultural Society at its 99th annual meeting in the Hotel St. Paul Wednesday (8).

Moore, a veteran of 10 years on the board of managers which operates the Minnesota State Fair, succeeds retiring president T. H. Arens of Aitkin, who served two years as president.

Anthony Geiger, secretary of the Jackson County Fair in Jackson, Minn., was elected to the board to complete the remaining two years of Moore's term.

In other election business on the final day of the society's three-day meeting, Robert R. Andrews, of Minneapolis, was re-elected vice-president, and A. E. Thompson, of Spicer, and Charles Christianson, of Roseau, were re-elected to three-year terms on the board of managers.

The new president has been in farming near Hutchinson all his life. He attended the University of Minnesota College of Agriculture and is past president and board member of the McLeod County Agricultural Society.

The State Agricultural Society heard addresses from out-going president Arens, Gov. Orville Freeman of Minnesota, and G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis.

Wynne stressed the importance of keeping fairs in tune with the atomic age. He declared that the shift of population from farms and small towns to large metropolitan centers imposes the necessity of balancing agricultural displays with exhibits designed to appeal to city dwellers.

A. W. Shackleford Resigns as Prexy Of Lethbridge Ex

LETHBRIDGE, Alta.—A. W. Shackleford has resigned as president of the Lethbridge and District Exhibition and from the board of directors so as to be able to devote his full time to his duties as mayor of the city.

A new president and two vice-presidents will be elected at a future meeting of the board. Shackleford had served as president of the board since it was formed in 1946 and had been associated with the exhibition for 25 years.

In his report to the annual meeting, Shackleford said the exhibition's liquid assets now amount to nearly $45,000. The figure includes a $10,500 reserve fund account which he suggested should be increased to $15,000 for protection against any eventuality such as a complete washout from weather or other causes.

The financial statement showed a net profit of $7,400 on the year's operations. An operating profit of $27,576, only $350 less than in 1956, was reported. Capital expenditures totaled $28,237.

Texas State To Air-Cool Electric Bldg.

DALLAS—The State Fair of Texas will air condition its Electric Building, one of the largest exhibit structures on the fairgrounds, in time for the 1958 fair, October 4-19, it has been announced.

The air-conditioning job will cost an estimated $100,000. It will be a joint project of the fair and the Dallas Power and Light Company.

The air-conditioning project will give the fair three large completely air-conditioned structures—the 4,126-seat Music Hall and the Women's Building with 50,000 square feet of floor space.

The Electric Building is utilized during the fair for an Electric Show which is co-ordinated by Dallas Power and Light Company. During the remainder of the year, it is rented for trade shows and similar functions.

Oshkosh, Wis., Names Misky

OSHKOSH, Wis. — Robert J. Misky was elected secretary-manager of Winnebago County Fair here at a recent meeting of the board. He succeeds the late Taylor G. Brown, who had served in the position for 38 years prior to his death last year.

Other officers are Lewis C. Magnusen, president; George Ryf, vice-president; Hugh Gear and Don Lloyd, second vice-presidents, and Carl Fugleberg, treasurer.

Gladstone Exposition Shows will provide the 1958 midway and Gene Holter's animal show has been booked for the grandstand.

Prince Albert Nets $3,344 on 1957 Operations

PRINCE ALBERT, Sask.—A net cash surplus of $3,344 on the year's operations to September 30 was reported at the annual meeting of the Prince Albert Agricultural Society.

The figure is $2,293 less than in 1956 because $1,800 was spent on repairs and maintenance and administrative expenses were up.

Gate receipts at the summer fair totaled $12,054 and grandstand

(Continued on page 95)

Joe Monsour To Address Texas Meet

DALLAS—The program of the 31st annual convention of the Texas Association of Fairs and Expositions here February 6-8 will feature addresses by Joe T. Monsour, president of the International Association of Fairs and Expositions, and Dr. W. L. Stangel, for many years general superintendent of the State Fair of Texas livestock department.

Monsour, manager of the Louisiana State Fair, will talk on plans and activities of the IAFE. Dr. Stangel will speak on "How to Improve Livestock Shows."

A number of unusual panels will also be included on the convention program.

One will present outstanding members of 4-H Clubs, the Future Farmers and Future Homemakers, along with 4-H and FHA supervisors, in a program which will take as its theme, "How Fairs can Better Serve the Youth of Texas."

Another panel on "How Fairs Can Be Improved" will have a group of fair participants in discussion. The panel will include a large commercial exhibitor, a livestock breeder, a carnival operator and a booking agent.

And a panel of staff members from the State Fair of Texas will describe the operation of their departments. Included will be Thad Ricks, publicity and advertising; Mrs. Leah Jarrett, women's activities; Dave Robb, gates operations; and Joe Rucker, special events.

Colorado State Exec Seeks More Plant Insurance

PUEBLO, Colo.—A. C. Vitullo, administrative assistant for the Colorado State Fair Commission, has petitioned the State for an increase in insurance coverage on fairgrounds buildings.

According to Vitullo, the structures are now insured for about one-sixth of their real value. In a petition to the State Legislature, he asked for an extra $6,430 in order to boost the coverage from its present 10 per cent to about 80 per cent.

He said that according to a recent appraisal, the present insurable value of the buildings is $1,458,406. The proposed increase would hike premiums from the present $2,354 annually, to $8,784.

PROMOTION AIDS SUCCESS OF GA. MEET

ATLANTA—An evidence of heavy promotion effort is the success of Monday's (13) meeting of the Georgia Association of Agricultural Fairs, which last year had only 12 members. Secretary Joe Pruett, of Macon, flooded the State with promotional material consisting of bulletins, gimmick letters and messages printed on Day-Glo card stock. Result: 100 persons turned out at the Dinkler Plaza Hotel, 69 representing 25 fairs and 31 from 18 suppliers, and the association added its 30th member fair. Goal for next year is 50 of the State's 80 events.

Banquet Climaxes Missouri Conclave

Victor Gray Succeeds Singleton; Truman Nickerson Named President

JEFFERSON CITY, Mo.—The 13th annual convention of the Missouri Association of Fairs and Agricultural Exhibitions wound up its two-day meeting here Friday night (10) with an elaborate banquet in the hall of the Governor Hotel. Over 300 turned out for the high point of the conclave.

H. M. Garlock, association president, served as toastmaster and Ed Roberson, immediate past-president, received a gift for his services.

Leading speaker of the sessions was John Sam Williamson, Missouri commissioner of agriculture, who disclosed that the State had paid out in excess of $65,000 in aid to 147 county fairs, horse shows and 4-H events.

Other leading subjects to be discussed by delegates were financing, entertainment, problems and operations.

Rollo Singleton, secretary-treasurer for the past eight years, retired from that position as he is no longer with the Department of Agriculture. Victor Gray was named to succeed Singleton.

Truman Nickerson, Bethany, was named president and five vice-presidents were elected as follows: Clifford Fish, Kahoka; Roswell L. Wayne, Buffalo; Tom Nichwonder, Platte City; A. E. Birk, Cape Girardeau, and Harold Kendall, California.

Talent in the floor show, provided thru the Tom Drake Agency, included Tom and Tiny Twist, acro; Jed Starkey, country comedy; Tarzan, chimp; Bobby Jean, novelty; Upside-Down Marvels, contortion; Billy Papon, pantomime, and Benny Melton, songs. Music was provided by Judy Conrad's Men of Music.

Oregon State Extends Run

SALEM, Ore. — The Oregon State Fair has extended its 1958 run to 10 days, Howard Maple, executive secretary, announced.

Generally an eight-day event, this year's annual will operate August 28 thru September 6, having added two days on the front end of the run.

La. State Elects Prez

SHREVEPORT, La. — V. V. Whittington, local banker, was elected president of the Louisiana State Fair here Monday (13), succeeding N. C. McGowen, who held the post the past two years.

Other officers elected were R. McL. Jeter, vice-president; Paul Sippel, vice-president; J. B. Querbes Jr., treasurer, and Joe Monsour, secretary-manager.

Winter Fairs

Arizona

Mesa-Maricopa Co. Fair, March 27-30.

California

Indio—Riverside County Fair & National Date Festival, Feb. 14-23.
Imperial — California Mid-Winter Fair, March 1-9.

Florida

Bradenton—Manatee Co. Fair, Jan. 27-Feb. 1. Harper Kendrick.
Clewiston—Sugarland Expo, Jan. 28-Feb. 1. D. G. Pearcy.
De Land—Volusia Co. Fair, March 3-9. Lee Maxwell.
Eustis—Lake Co. Fair & Flower Show, March 10-15. Karl Lehmann.
Fanum Springs—Suwanee River Cattle Show, Feb. 19-21. L. C. Cobb, Trenton.
Fort Lauderdale—Broward Co. Fair, March 7-15. Jack Finch, Gen. Mgr.
Fort Myers—Southwest Fla. Fair, Feb. 3-8. Robert Hippelheuser.
Kissimmee — Kissimmee Valley Livestock Show, Feb. 19-23. O. L. Partin.
LaBelle—Hendry Co. Fair, Jan. 28-Feb. 2. Frank Polhill.
Largo—Pinellas Co. Fair & Horse Show, Feb. 25-March 1. J. H. Logan.
Madison—North Fla. Livestock Show & Sale, Feb. 24-25. O. R. Hamrick Jr.
Miami—Southeast Fla. & Dade Co. Youth Show, Jan. 18-26. Ralph E. Huffaker.
Ocala—Southeastern Pat Stock Show & Sale, March 3-7. Louis Gilbreath.
Orlando—Central Fla. Fair, Feb. 24-March 1. C. T. Bickford.
Plant City—Fla. Strawberry Festival, Feb. 17-22. Fred W. Nutter.
Sarasota—Sarasota Co. Agri. Fair, March 10-15. K. A. Clark.
Sebring—Highlands Co. Fair, Feb. 24-March 1. B. J. Harris Jr.
Tampa—Fla. State Fair, Feb. 4-15. J. C. Huskisson.
West Palm Beach—Palm Beach Co. Fair, Jan. 24-Feb. 1. Lamar Allen.
Winter Haven—Fla. Citrus Expo. Feb. 15-22. Robert J. Eastman.

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POLICIES, PREMIUMS, PERCENTAGES

Liability Insurance Vital To Amusement Business

By TOM PARKINSON

INSURANCE for outdoor shows and allied amusements is a highly technical field. What showmen insure and how they go about it is a business that has the attention of only a few specialized agents, brokers and underwriting companies.

Biggest branch of the business has to do with liability coverage. This is to insure against claims due to bodily injury to spectators and property damage to non-show property.

Other types of coverage are taken out by shows and many kinds are essential, but generally it is the public liability coverage that is counted most important.

Premium charges on show liability insurance usually are determined on a percentage basis. Sometimes a flat fee per day is charged, and there is talk in the industry now of entirely new ways of setting the price, but usual coverage is paid on a percentage basis.

Sometimes that percentage is of the gross taken in by a show. Sometimes it is a percentage of the amount involved in a contract.

Amount of the percentage is determined either by the insuring company or the broker. Factors which influence any change from the standard percentage in each case include the show's accident experience in the past, its credit rating, the section of the country it plays in some cases, and some others.

Parks, Carnivals

Two biggest divisions in this liability insurance are those for coverage of amusement parks on the one hand and carnivals on the other.

At a park, the rates are different for each amusement ride on the midway. Other rates also are computed for insuring games, rinks, ballrooms, parking lots and other elements of the park. Premiums for each of these items are added together to arrive at the basic overall price of insurance on the park.

In the case of a carnival, all rides are lumped together regardless of what types or even how many there are. The whole lineup is insured for a specified percentage of the show's gross. Backend shows are insured at another percentage in most cases and at a flat fee in some instances. Games are insured for a weekly fee.

Measure Ride Safety

An insurance agent has explained one reason for this difference. It is that a national bureau of casualty underwriters maintains statistics on various types of devices and other attractions at amusement parks. They have figures to show which are safest, which are more inclined to be involved in accidental injuries. They have measured the relative safety of coasters, various flat rides, trains, aerial rides, kiddie rides and the others. And rates are set on this basis.

Rates Published

These rates vary from about 20 cents per $100 of gross on games to something between $1 and $3.50 per $100 of gross on various classes of rides. Other devices are rated at levels up to $7 and $10 per $100.

One set of park rates is prepared and published by a bureau and thru an insurance company with which the National Association of Amusement Parks, Pools and Beaches is affiliated. Another set of rates is prepared by Lloyd's insurance establishments of England. These tables differ in price by a margin of about 10 per cent. They also differ in that each includes or excludes certain auxiliary coverages and benefits.

Virtually all show insurance offices will write park insurance, but the same is not true of some other types, including carnival insurance.

Estimate Percentage

For carnivals, no tables of rates are published and little in the form of statistics is available to the average company or agent. Those companies which will insure carnivals often have been induced to do so by one or more brokers who have experience in the field, both as to the financial and actuarial parts and as to a knowledge of the show business.

With little statistical material to go on, the solution has been to set percentages by estimate at the outset. Then these are adjusted if it develops that the insurance can be provided at a lower price or if it must be increased because of accident payments.

Most insurance sources said they are charging about 3 per cent for insuring carnival rides. Some charge 4 per cent, and all basic rates are subject to change according to conditions on each show.

In the same way, carnival shows are insured for about 1 per cent, altho in some cases the premium for these is figured at a flat fee in the vicinity of $1.25. Concession stores and games are insured at a similar flat fee for liability coverage.

Storm, Fire Damage

Insurance brokers point out that carnival liability coverage applies to the show grounds, the trucks, actions of employees and some other factors. Show owners can

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Special
INSURANCE
Section

Specialized Agents Essential to Shows

WHY a specialist for show insurance? The question is answered quickly by the showman who ventures into a standard insurance office and asks for coverage on a midway, a Merry-Go-Round or a menagerie.

The answer is that no one other than the specialists can or will write insurance on these unusual risks. Reasons for this are numerous but they boil down to the fact that the average insurance agent knows nothing about show business and neither do the companies he represents.

Therefore, they don't know how frequent or how severe are the accidents and injuries on amusement rides, for example.

On the other hand, show insurance specialists have access to the answers and they have induced one or more companies to sell the kind of insurance shows want.

In underwriting terms, the specialist has a market for show insurance. That is, when a showman wants insurance, this broker can find a company that will provide the policy.

Good Record Vital

That market is established by the broker's ability to produce a volume of income plus a "good experience" — or a minimum of losses and claims. If there are too many accidents among those who are insured by a given broker, the company will decline to take any more business from him.

Therefore, the broker, too, insists on safety and care. He will back away from any showman who has a bad record for accidents. The alternative is to increase the rates charged for insuring these poor risks.

Local agents not only lack experience in writing amusement insurance, but the odds are tremendous that their companies don't have any other policies in this class. Consequently, the companies don't have trained inspection engineers.

But perhaps more vital to the picture is the fact that these companies without other amusement policies won't take one or a few because of the potential loss. One accident can wipe out all the premimum money they could hope to get from a single amusement account in all of 25 years. In order to be interested at all, the company must be assured of a "book" of show policies being sold. They must be assured of having several shows on their lists of insured, and that is where the specialized broker comes into the picture again.

Multiple Markets

An additional factor is that specialists usually have access to several companies that will write show policies, and thus supply a multiple market. Local agents, on the other hand, rarely can expect

(Continued on page 90)

URGE MORE COVERAGE

Huge Jury Awards Point Up Need For Higher Limits of Liability

BIGGER grosses and box-car figures have come to the jury rooms. The courts are awarding bigger and bigger amounts in damage suits.

Insurance experts say that the same attitude prevails in cases that are settled out of court. It takes more money to pay damage losses.

Consequently, people whose business subjects them to the possibilities of damage suits and insurance claims are being urged by responsible insurance agents to increase their limits of coverage.

The point is that altho one may have insurance, there is no assurance the insurance is enough. If you have $50,000 worth of insurance and someone wins a claim for $75,000, you have to come up with the difference.

Insurance rates are figured on a basic amount, often expressed as "$5,000 and $10,000." That means, a policy for these amounts would pay up to $5,000 to any one individual winning a claim or up to $10,000 for any single accident in which several people might have claims.

Urge Higher Limits

In some fields, five-and-ten covers the shock area; it is enough to cover the great majority of claims. But insurance people generally agree that such small amounts are inadequate in most cases. The amounts now are starting places, units for basing rates, but not enough in themselves.

As a matter of fact they have urged larger amounts for some time and now are recommending that their clients take even more insurance in order to be covered in case a free-spending jury gets a swing at a policyholder's layout.

Many show operators have held policies that will pay up to $25,000 for one person or $50,000 for one accident; others have $50,000-and-$100,000 coverage now.

But virtually every insurance agent who was questioned about the problem, said he now is recommending that his clients increase their coverage to limits of $100,000 and $300,000.

Telling and Taking

"We're telling them it's needed, and they are taking out the added insurance," is the way one broker worded it. And others also declared that their policyholders are taking their advice to increase the limits. Several agents have pointed out that their professional responsibility to clients is to recommend adequate coverage.

The agents point out that the difference in price between adequate and inadequate coverage is relatively small. Additional thousands of coverage cost less than the initial thousands.

"It is tremendously important," declared another broker. He is suggesting $100,000 and $300,000 coverage, with added provisions for paying up to $25,000 for property damage. Most other agents also

(Continued on page 90)

CERTIFICATES

Proof of Coverage Frequently Needed

CARNIVALS, parks and fairs are among those show operations most often having need for proof that someone else actually has the insurance he claims to hold.

While there is some difference of opinion among insurance men, most of them agree that a Certificate of Insurance is adequate proof that the other operator does have insurance.

This sort of proof should be required under several situations that recur often in show business.

Fairs should require such proof from the carnivals that play the grounds, insurance men state.

Carnivals, in turn, should require independent ride or show owners to show proof of insurance. Amusement parks, too, need proof from independent operators that adequate insurance is in force.

Similarly, both auspices and showground owners should require Certificates of Insurance from carnivals, circuses, thrill shows, rodeos or any other kind of show that they contract with.

Lapse Notice Required

Advocates of this type of proof say that law requires notice be sent to all holders of such certificates in case the show allows the insurance to lapse. In contrast, they say, viewing the policy itself is not proof of insurance because it may not be paid up.

Critics, meanwhile, complain that a Certificate of Insurance says the party concerned holds insurance coverage "subject to the limitations of the policy." The latter certificate phrase doesn't tell what those limitations are, they pointed out.

Some insurance agents will not permit carnivals or parks they insure to take on independent operators unless the independents also are taken into the carnival's insurance. This way, they are more certain that coverage is provided in case of accident on the independent's equipment. Insurance written in the National Association of Amusement Parks, Pools and Beaches' plan makes provision for including independents at the same rate as the park gets.

Some other park insurance men require that independent operators take their insurance in the same company as the park itself. This means added business for the agent, but that is secondary to the assurance it gives that all parties are adequately covered.

RAIN

Do Something On Weather: Insure It

SOMETIMES it is the subject of laughs among showmen who would like to do something about the weather. Rain insurance nevertheless is a positive type of coverage and one with many applications.

Rates are based on how likely it is that rain will fall on the day that is being insured. One major insurance company noted that it uses the Farmers' Almanac in setting rates, since that book gives an idea of how often it rains on each date of the year.

A standard policy covers a four-hour period, and that is enough for almost all show requirements. In June, July or August, such a policy might cost $60 per $1,000 for the four hours. It would cost more at other seasons. A major amusement park last year bought rain insurance for a day when it had a large picnic scheduled. But coverage would have been too costly if it was insurance against all loss. Instead, this policy covered only the amount of the ham which was required by the crowd. If the picnic was rained out, the park could recover the cost of any spoilage in the ham.

One of the few insurance companies writing rain insurance said that it will do so sometime and that the price usually varies from about $8 to $20 per $100. Demand for rain insurance took a spurt last summer for this company and the buyers included a large number of horse shows.

SPECIAL FAIR NEEDS

Contingency Policies Urged for Fair 'Gaps'

FAIRGROUNDS, despite their permanent location and seemingly commonplace insurance risks, are among show business facilities that require extra attention and special knowledge on the part of the agency.

That is the observation of some of the insurance men who write coverage for the nation's fairs.

First, insurance men say, fairs need public liability insurance of their own. This is in addition to standard insurance for fire and other risks.

A second and sometimes greater problem for fairs is co-ordinating insurance coverage of all the shows, exhibits, independent concessionaires and others that come on the grounds during the annual run.

Recommendation of one insurance agent is for the fair to take a contingency policy. Generally, this policy is to fill the gaps in or between the various coverages provided by insurance held by exhibitors and showmen on the grounds.

Require Proof

All authorities agree that it is most important for a fair to insist on proof of coverage from the shows and exhibits that come in. Most say a Certificate of Insurance is adequate proof that the other party has the insurance he claims.

A special task is to avoid duplication of risks, says an agent. There is no point in both the fair and the carnival holding insurance for accidents on the carnival's rides. It is vital, however, that (1) the fair be included by endorsement as an insured party under the carnival's policy, and (2) the fair make certain it knows what the carnival's policy covers and that the fair takes out insurance of its own to cover other losses.

With independent ride operators, exhibitors, concessionaires and other groups taking part in a fair, it is certain there will be a wide variation in the limits of coverage each carries. One of the purposes of a contingency policy is to bring all limits to a uniform level.

In illustration, one high-striker operator might have limits of $5,000/$10,000 while a cattle exhibitor carries limits of $25,000/$50,000. If a customer is hit by the maul and sues for $20,000, the fair's contingency policy pays the judgment. If a man is hit by a cow, however, and sues for $20,000, the fair could be covered by endorsement on the exhibitor's insurance and the contingency policy would not be used.

Flat Fee System

One show insurance specialist is charging premiums on a new basis. Under this system, a fair that grosses up to $15,000 is charged $200 premiums for year-round coverage. The off-season coverage protects the fair against claims arising out of injury to children playing on the grounds in winter, or similar circumstances. The basic rate goes up as the fair's gross increases.

This basic premium, however, does not provide for coverage on days the fairgrounds are rented for still-date events. For these times an additional flat fee is charged. Both the still-date fee and the basic price of the insurance can be charged back to the renters of space on the fairgrounds.

Higher limits are urged on fairs by one of the specialists, who points out that the increases cost only a little more than basic coverage. Another agent declares no fair, regardless of size, should be without coverage up to $100,000 per individual and $300,000 per single accident.

Special

INSURANCE

Section

Endorsements Are Simple, May Be Vital

IT IS a simple matter for fairs, sponsors, parks, carnivals, lot owners or track owners to be included in the coverage held by the shows with which they share liability for a short time.

Insurance men in the field point out that brokers will provide endorsements which extend the insurance protection to others.

For example, a sponsor or auspices of a one-day circus can be included in the show's insurance for that day. Under almost all conditions there is no extra charge for this to anyone. Yet the procedure serves to protect all parties from liability claims.

CHECK YOUR POLICY

Midway & Highway? Dual Coverage Vital

STANDARD insurance for carnivals and similar traveling shows covers liability for injuries and damage on the midway. But whether a policy also covers the same show on the highway is another question.

Most insurance brokers specializing in show coverages say that highway coverage doesn't come automatically and show owners should check with their brokers to see how they stand. There is little logic in paying for coverage for Mondays thru Saturdays, only to find that a Sunday move isn't covered.

Some leading carnival insurance agents state that their policies offer three phases of coverage. One is the all-important protection against claims arising out of injuries to the public on the midway. Another is coverage for injuries inflicted by a show employee on an outsider.

The third is highway coverage. This type is called cargo insurance, and it is protection against damage to loads, such as an amusement ride or other show equipment.

Cargo Vs. Marine

One agent commenting on cargo insurance said that applies to fire on the highway, to collision and upset. But he cautioned that a cargo claim isn't payable unless the truck also is damaged. The truck itself, however, is covered by other insurance, which agents state is readily available from show coverage specialists.

Some authorities suggest that inland marine insurance is the type that should be taken for the coverage others get from cargo insurance. This special type provides for coverage against fire, wind, wreck, flood and any other perils that the buyer cares to buy. Again, the truck is excluded from this coverage in most cases.

Another agency points up the difference in this way. Cargo insurance provides for physical damage only and on the road only. Inland marine coverage includes fire and can include other perils and it applies at all times and places.

One of the added types of coverage available on such equipment as carnival rides is theft insurance. An agent points out that in at least some of the coverage of this type, an entire ride can be paid for if it is stolen, but if a part of it, such as a seat from a Ferris Wheel, is stolen, there is no recovery from the insurance. A second exception is that theft by an employee of the show is not covered by the insurance, he said.

Most Companies Use Low Rates On Kiddie Rides

While one insurance company requires that kiddie rides be rated the same as major rides, other firms quote lower rates for kiddie versions of various rides.

Generally, Kiddieland coverage is written in the same way as parks insurance. Most kiddie rides may be insured at lower rates than major devices.

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PREMIUMS?

Weather May Decide Amount Due

NEARLY all show business insurance premiums are figured on the basis of a percentage of the gross.

Now one agent is studying the possibilities for charging on a new basis. His idea is to set rates on a scale that varies with the weather.

The theory is that a direct ratio exists between how much business is done and how good the weather is. In the summer, weather is good and that's when outdoor show business thrives. So that's when premiums would be assessed. In the winter, both show and insurance business would be down.

Further, summer rains would reduce the crowds and the business done by the policy holder. Therefore, insurance rates would come down for that day, too.

Still in a preliminary status, the plan is intended to put premiums on a readily determined sliding scale in which there can be a minimum of difference as various people compute it.

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Think You've Anticipated Every Claim?

HAVE you tried to prepare for every kind of claim that might be made against a show operation? Here is an illustration of just how far the public will go in making claims against an amusement operation and insurance firm:

Two customers at a stock car race discovered they had become sunburned in the open grandstand. They bought sunburn lotion and sent the bill to the race promoter. He sent it to his insurance company.

The company, meeting requirements of State regulations, opened a file on each of the two claims. The required forms were processed. Checks were drawn and mailed. Thru the completion of more documents and forms, the case was legally closed. To the insurance company processing the claims—a procedure in which each step is required by law—the cost amounted to $50 for settling a $1.89 claim.

More Coverage

• *Continued from page 88*

suggest that the property-damage coverage be in that neighborhood. In any case, it is important to have enough coverage to allow for the increased evaluations now being placed on various types of property.

They also point out that it is important to have higher limits of coverage on such additional insurance as that for products liability.

Sees $500,000 Need

One show insurance specialist has decided the time has come to recommend going beyond the $100,000 / $300,000 combination that he and others have been suggesting most often.

With newspapers carrying items about big judgments awarded against many companies in damage suits, and with reports circulating that a carnival owner recently was jolted to the tune of $100,000 by a jury, this agent declares many operations now need up to $500,000 coverage for a single individual and up to $500,000 for a single accident.

Once there is an accident that jeopardizes a large crowd, he states, it is not difficult to imagine that damage claims would quickly reach the $500,000 mark.

The same agent points out that there are exceptions to these needs for higher and higher limits. Generally, the exceptions are geographical. The Dakotas, for example, seem to produce lower jury awards than do such States as Florida, Pennsylvania and Illinois. Thus, in North and South Dakota, and perhaps some other areas, the need for higher limits is not yet so great.

Another insurance office calls special attention to the demand for temporary increases in the limits of insurance policies. Some cities have legal requirements for as much as $1,000,000 in insurance coverage. Shows of various types which play these stands find it necessary to take on added insurance for limited time that is played in the

Special Agents

• *Continued from page 88*

to have even one company that will write the insurance.

Demand for contacts with several companies comes this way. Each company sets a limit on the amount of insurance it will sell to a single show account. Perhaps one would insure a given show for $500,000, but no more. Then it is necessary for the specialized broker to go to a second company for coverage beyond that. Need for such amounts of insurance comes up often, particularly in meeting requirements of cities that require $1,000,000 in public liability for some organizations.

Market is far and away the most important factor. But there are others. One is that claims can be adjusted and disposed of quickly by experts. Local agents usually would not have connections with adjusting firms on a national basis. Show specialists normally can claim they will have an adjuster on the scene of an accident within a very few hours, regardless of where the show is when an accident strikes. This creates good will for the show. And it gives tangible proof to the claimant that the show does have insurance; this often eases the path of the show and lessens the obstacles thrown up by an injured party.

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Liability Insurance Vital

• Continued from page 88

add coverage for food and food handlers for winter quarters, and for show equipment on the highway.

Apart from liability coverage, carnivals also can buy insurance for damage to its equipment by flood, fire, wind, rain or other perils. Altho this coverage is handled by show experts, fire insurance for fixed installations like parks and fairs is handled by local insurance agents.

Kiddieland insurance is written in the same way as parks coverage and specialists usually can supply it best. The so-called bureau rates on kiddie rides are considerably lower than those on major rides, but not all insurance is written on this basis.

Indoor, Outdoor Circuses

Circus insurance, like other show coverage, is paid for by a percentage of the gross. The percentages usually are in the same range as those charged carnivals, or about 3 to 4 per cent. Brokers point out that this included all income on the show, side shows, grandstands, concert and concessions.

There is no direct difference in rates for a show that has one type of seats or another, for example. Any savings is reflected in the lack of claims and consequent decision by the insurance company that it can supply the coverage for less.

Indoor circuses are insured at about the same rates, tho sometimes about a half percentage point lower, than outdoor shows.

Racing Patrons, Drivers

Auto racing spectators' liability insurance usually is written at a flat fee per day. Details or rates depend upon not only the type of cars but also construction of the track, rules about pit operation and more factors. Fence construction is important. The same insurance applies to drag strips and similar variations as well as to big car races, midget races and stock car races.

Drivers and other participants in auto racing now may obtain accident insurance which provides up to $5,000 for medical payments and up to $40 per week for disability indemnity. This is different from liability insurance, since it applies to participants rather than to the public.

Rodeo insurance is generally available for grounds and spectators, and it is figured in a way similar to auto races. A sample calculation shows a one-day fee for rodeo insurance would be about $36.

Fireworks liability is provided for a flat fee per day or for a percentage of the contract held by the producer. Like many types of coverage, this one provides a deductible clause for property damage. One agency is writing fireworks insurance for a flat fee on the first day, two-thirds of that fee for the second day, one-third for the third day and one-quarter for the fourth day.

Driving ranges may be insured for approximately 62 cents per $100 of gross. One insurance broker is offering driving range insurance at a flat fee with the added provision that a certain rebate will be made for days of poor weather in the operation season.

Fairs, Pools

Coverage for fairs includes liability insurance at a percentage of the gross, and such other variations as contingency insurance to cover risks not covered by insurance that is held by other attractions on the fairgrounds. There are variations on the percentage deal. One agency is recommending a flat fee arrangement which gives year-round coverage, except for those days that still-date events are in operation on the grounds.

Swimming pool insurance is available from show specialists, but some of them say it is not difficult to buy this locally. Pools at parks are covered under the regular park insurance, such as that endorsed by NAAPPB, that organization covers pools, ballrooms or race tracks only if they are a part of an amusement park.

PER CENTS SLOW RATE INCREASE —UNTIL NOW?

Rates for liability insurance on amusemen' establishments haven't changed much in recent years, but one company states that it will make an increase next season and Lloyd's brokers say new rate tables are on the way.

Reason cited by one broker for there having been little increase in most cases recently is that rates are based on percentages. As show grosses have been going up, insurance companies earned increased income on the percentage deal.

But show grosses leveled off last season, and percentages paid to insurance companies were down. Authorities say the companies may up some percentages by a fraction in order to make up the difference.

Fairs Careless On Insurance, Survey Finds

INSURANCE authorities warn that fairs need special liability coverage of their own, with adequate limits of coverage. They also urge fairs to insist on proof of coverage and on endorsement of the carnival's policy to benefit the fair.

Yet a survey reported at the IAFE convention in December showed that:

Ten of the top 31 fairs failed to get a certificate from the carnival saying the carnival had insurance.

Nineteen of the top 31 failed to have the carnival insert the name of the fair as one of the

(Continued on page 95)

WINTER INSURANCE?

Protection May End At Season's Close

SOME showmen who buy good insurance and wide coverage for summer months have been negligent about getting adequate protection for winter time.

Insurance men agree that every show owner should determine what coverage does continue into the winter and what portion of his insurance applies only during the operating season.

In some cases, insurance is written so that it goes out of effect on a specified date. With this type, a showman must arrange with the company for any portion of the season beyond that fixed date.

In other cases, the insurance ceases application whenever the show quits for the season and goes to quarters.

Whatever the situation, insurance authorities say, the show owner should notify his broker when his season closes, and then be sure the winter risks are covered.

Those risks include liability on winter quarters, fire damage to equipment in quarters, liability on trucks, and other points. In some

(Continued on page 95)

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Oregon State Fair Inks West Coast

Bobby Cohn Closes Two-Year Contract With Salem Annual

SALEM, Ore. — West Coast Shows has been awarded a two-year contract to supply rides, concessions and shows at the Oregon State Fair with Bobby Cohn, general agent, to act both for the show and fair in producing the midway, Howard Maple, fair secretary, said here.

The signing of the Oregon State Fair gives West Coast its strongest route in the State as it has played the Multnomah County Fair in Gresham. The State Fair contract was held by K. R. (Andy) Andersen's Ranier Shows for the past nine years.

West Coast will have control over what Maple described as "Sections A, B, and C" and will supply carnival attractions for these division, either from its own equipment or book it. Robert Bolinger, who has had rides in the park for a number of years, will work with Cohn, the manager said. Cohn will also handle the booking of food concessions outside of the buildings.

Cohn told The Billboard that the kiddieland will be in the main carnival area and that on the opening of the 10-day fair, August 28, a kids' day will be featured for the first time. He added that an arrangement had been made with a soft drink bottling company to distribute 1,000,000 tickets for free fair admission to kids in the area.

Paul Ail will handle the grandstand concessions and programs.

C&W Awarded Repeat for Jacksonville

PETERSBURG, Va.—The Cetlin & Wilson Shows, quartered here, will return to the Greater Jacksonville (Fla.) Fair this season, Jack Wilson reports. Award of the contract was announced Tuesday (14) by Ted Chapeau, executive vice-president of the fair.

The majority of C&W's fairs are under contract, including latter-season appearances at Virginia State Fair, Richmond; Piedmont Interstate Fair, Spartanburg; Cape Fear Fair, Fayetteville, N. C.; Georgia State Fair, Macon, and Jacksonville.

New to the route and breaking its jump south from the Midwest will be the West Virginia State Fair, Ronceverte. The Indiana State Fair, Indianapolis, and Reading (Pa.) Fair are also contracted.

This is the fourth year for the Jacksonville event, which has been played by Jack Wilson and Issy Cetlin's aggregation since its inception.

Most Southern Fair Midway Pacts Set

RALEIGH, N. C.—With railroad shows having solved most of their routing problems, the dominating elements at Southern fair meetings were the return of the John Marks title to the roads, withdrawal of Reithoffer Shows from the South, and date-shuffling by Amusements of America.

A dozen carnivals turned out at the Sir Walter Hotel on Thursday (16), the day prior to the North Carolina Association of Agricultural Fairs meeting. Several were all but completely booked for the 1958 season. Several had firm commitments to complete their routes, and were merely awaiting signed contracts. Few hunted dates.

Of the railroaders, Cetlin & Wilson Shows has concern about only two weeks, one of them breaking the jump from Ionia, Mich., to Ronceverte, W. Va., and the other falling between Albany, Ga., and Jacksonville, Fla. Other fair dates set are Indianapolis, Reading, Richmond, Fayetteville, N. C., Greenwood, Spartanburg, S. C., and Macon, Ga.

World of Mirth Shows' latter season fairs were expected to go unchanged, namely, Greensboro and Winston-Salem, N. C., Anderson and Columbia, S. C., and Augusta, Ga. James E. Strates Shows will begin its Southern tour at Charlotte, N. C., instead of Shelby, it is reported, because of a Billy Graham crusade which would normally precede, and presumably stifle, the Southern States Fair in Charlotte. J. S. (Doc) Dorton is reversing the two spots' dates, running Charlotte the week prior to the September 21 Graham kickoff. Other Dixie fairs for Strates have been Danville, Va., Raleigh, and Greenville and Florence, S. C.

A three-week gap in the O. C. Buck Shows was filled in since the Chicago conventions, beginning with a four-day fair in Reidsville, N. C., to break the long haul from the fair in Bath, N. Y. Rutherfordtown and Carthage, N. C., have been added, to be followed by Rocky Mount, N. C.; Union, S. C., Greenville, N. C., and South Boston, Va. Buck's New York fairs are Plattsburg, Governeur, Elmira, Malone and Bath.

Virginia Greater Shows has three or four weeks of fairs pending, agent Bill Murray reported, with contracts signed for Kingstree, Manning, Bennettsville and Sumter all in South Carolina.

Amusements of America will

(Continued on page 95)

STYLE NOTES

Distaff Side Sparkles at St. Paul Ball

ST. PAUL — Ladies attending the Midwest Showmen's Association first annual banquet and ball here Monday (6) were gowned in dazzling creations.

Mrs. William T. Collins, president of the Ladies' Auxiliary, came in a blue lace Ceil Chapman with rhinestones and sequins circling the scoop neck. Mrs. Frank Winkley, first vice-president, was in a Kelly green satin bell top skirt dress with green satin shoes and a corsage of camellias at her waist. Mrs. Charles Carroll, second vice-president, wore a Dior gown in green with rhinestones and Barbara Hoff, secretary-treasurer, chose a strapless pink satin sheath.

Belle Signor, chaplain, was in a bright red paisley sheath topped with a white satin feather hat. A waltz-length black chiffon number topped with a mink stole was selected by Angela Conroy, while Blake Lambert wore an iridescent gold and blue bouffant creation. Evelyn Spence wore a black taffeta gown trimmed with bugle beads and Hazel Erickson a lovely black princess dress from Saks. A jet-black gown was selected by

(Continued on page 95)

TOP TURNOUT

Show Folks Banquet Draws Record 300

SAN FRANCISCO — A new standard in annual banquets for the Show Folks of America was set here at the Sheraton-Palace Hotel's Gold Room Sunday night (12) when the annual affair was held and attended by a record 300 members and guests.

Forrest Tucker, screen and television star of the "Crunch and Des" series, emseed. Bobby Cohn was the toastmaster.

Seated on the dais were Jimmy Lantz, president of Pacific Coast Showmen's Association; M. (Whitey) Monette, representing the Showmen's League of America; Ed Hellwig, SFA president; Helen Vaughn, PCSA Auxiliary president; Alex Freedman, SFA president-elect; Bonnie Townsend, SFA recording secretary; Matt Herman, Greater Tampa Showmen's Association; Arthur Andersen, PCSA first vice-president; Leona Stevens, SFA first vice-president; Margaret Farmer, Arizona Showmen's Association; Sam Abbott, The Billboard; Ruth Davis, president Regular Associated Troupers; Lou Leonard, Miami Showmen's Association; Dave Cavagnaro, director, Napa District Fair; Joyce Carla, Queen of SFA banquet and ball; Oscar Mattley, second vice-president, SFA; Mike Krekos, chairman of the event, and Charlotte Porter, SFA past president and treasurer.

President Hellwig was presented

(Continued on page 95)

Tom Allen, Former Show Owner, Dies

WAYNESVILLE, Mo.—Funeral services were held here Thursday (16) for Tom W. Allen, longtime outdoor showman, who died here Tuesday (14).

Allen was at one time co-owner with C. A. Wortham of the Wortham & Allen Shows, C. A. Wortham Shows and the Tom Allen Shows. One of the biggest operations of its time. He was also a partner with John Francis in the original John Francis Shows.

Allen was the last charter member of the Showmen's League of America and has held a membership in the International Association of Showmen for many years.

He retired from show business close to 20 years ago and since that time has operated tourist courts and commercial property in Waynesville.

Survivors include his daughter, Louis Allen Garner. His wife, Nelle, preceded him in death nine weeks ago.

Burial was in this city.

Merriam Adds New Iowa, Minn. Fairs

OGDEN, Ia.—Merriam's Midway Shows has added several new Iowa fairs and one in Minnesota for 1958, Alva Merriam, manager, announced here at winter quarters.

New to the show's Iowa route are events at West Union, Vinton and Waukon with repeat stands at Algona and Guthrie Center. New addition in Minnesota is the Cambridge fair with repeat dates at Park Rapids, Canby and Cannon Falls. Marvin Henderson, general agent, attended the St. Paul meeting.

New rides this year include a Miler Roller Coaster and Race Cars and a Horse and Buggy ride from King Amusement Company.

Staff, in addition to Mr. and Mrs. Alva Merriam, include Dale Merriam, ride foreman; Russell Frey, special agent, and Henderson. Mr. and Mrs. A. B. Cundiff will have their cafe on the show for the eighth season.

Orange Show Inks Babcock

SAN BERNARDINO, Calif.—The National Orange Show will feature the Frank W. Babcock United Shows on its midway for 11 days starting April 10. The contract was signed for the carnival to supply rides, shows and 800 feet of concessions.

The exposition is expected to offer about 2,000 feet of concession space. Of this amount, from 1,000 to 1,250 will be handled by Cechchini & Levaggi as agents for the Orange Show. C&L will operate here similarly to the set-up at the Southern California Exposition in Del Mar.

Detroit Club Names Murray President

DETROIT—Cameron D. Murray, manager of the Wade Greater Shows, was elected president of the Michigan Showmen's Association at the annual election on Monday (13).

Other officers are Calvin L. Lovejoy, first vice-president; Edor Burge, second vice-president; William Silver, third vice-president; Max Kahn, treasurer; Irving (Stash) Rubin, executive secretary; Paul Greeley, recording secretary; Jerry Gordon and Jack Segal, chaplains; Sam Fine and Tim Galo, sergeants-at-arms.

Elected directors were: George Kane, Sam Burd, Charles Duma, Arthur Rosenthal, Maynard Ostrow, Rex Allen, Harry Peltier, Frank Cook, Fred Silber, Sam Stone, Marvin Keys, Sam Ginsburg, Irving Quist, David Greenberg and Jack Segal.

The new officers were installed immediately.

Du Quoin Fair Signs Heth

DU QUOIN, Ill.—The Heth Shows have repacted the Du Quoin (Ill.) State Fair for '58 and also added a new fair the Effingham County Fair, Altamont, N.Y., to its route. Announcement of the signing of the two contracts was made by Al Kunz, owner-manager of the show.

Fred McGuinness Named Publisher

REGINA, Sask. — Fred McGuinness, formerly of Regina and Winnipeg, has been named publisher of the Medicine Hat (Alta.) News, succeeding T. Roy Osborne, who retired January 1. McGuinness has been assistant publisher since 1955. A few years ago he did publicity for Royal American Shows during their Western Canadian tours.

Freedman Takes Over As Show Folks Prez

SAN FRANCISCO — Alex Freedman was installed as president of the Show Folks of America at special Monday (13) ceremonies conducted by Municipal Judge Gerald Levin and Nathan Cohn.

Also installed were Harry Myers, first vice-president; Sam Dolman, second vice-president, and Earl Leonard, third vice-president. Re-elected and praised for their efforts in behalf of the club were Charlotte Porter, treasurer; Joe Clemons, financial secretary; Lola Cox, corresponding secretary, and Bonnie Townsend, recording secretary.

The 30 directors installed by Judge Levin were Teddy Texeira, Charles Albright, Bobby Cohn, Harry Martin, Louis Leos, Lola Krekos, Barbara Hellwig, Hazel Christensen, Isabelle Myers, John Provenzale, Joe Barell, Barney Stevens, Leona Stevens, Flossie Fitzgerald, Sam Landesman, Jimmie Lynch, James Redder, Del Emery, Joe Richards, Ray Cox, Ewell Harrison, Oscar Mattley, Bill Coles, Al Rodio, Harry Baker, Ernest Santanni, Ruth Davis, Arthur Unger, Dave Cavagnaro, and Mary Texeira.

WITH THE LADIES

Fem Gowns Sparkle At Troupers' Ball

By VIRGINIA KLINE

LOS ANGELES—Rivaling the importance of the mortgage-burning at the annual banquet and ball of the Regular Associated Troupers, was the brilliance of the gowns and accessories worn by the ladies. The event was held at Larry Potter's Supper Club and some 225 dined, celebrated and danced thruout the evening.

Dick Haynes emseed the doings and injected much color into the introductions of old officers, new officers and special guests.

Mrs. William Davis, new president, wore a flattering number by Suzy, the floor-length skirt of muted pink, tight at the waistline to mold with the swirled bodice of blue lace regal with beads. The new second vice-president, Mrs. Pete Sutton, chose a soignee white evening suit by Loper, topped by a white beaver hat with rim of uncurled ostrich. Mrs. Walter Patchett, fourth vice-president, wore a Berin black lace, the skirt full and short, the neckline rounded. The treasurer, Mrs. Fred Smith, selected a Piquret waltz-length number in French rose, and Mrs. Ruth Wolff a Dior ensemble, the bouffant skirt of white tulle and the bodice of red velvet.

Selects Chiffon

Mrs. Ed Kennedy, outgoing first vice-president, came in a chiffon number from Perette, its soft folds in richest blonde gold draped to a slender sheath. Mrs. Alex Stewart's Parnis gown was pale green in chiffon tapered in fragile lines. Mrs. Olivia Waldron was striking in black, the suave lines planned by Fath to accent her severe hair dress and classic lines. Mrs. Steve Vaughn selected a white lame Paquin, the fullness of the side panels falling to soft uncluttered lines. A Rentner model in silver cloth was selected by Mrs. Abe Goldstein and Mrs. M. H. Ellison wore Empress blue in an I. Magnin number.

Mrs. Dick Scearce wore a Sophia gown in ceramic blue, the bodice strapless, the skirt full. Rose Westlake wore a sari-sheath floral print designed by Vali and Mrs. A. J. Scott a heaven blue gown with low bodice and sheathed skirt. Royal blue was selected by Mrs. Dave Freidenheim, the lines severe, the waist line of rhinestones to match the buckles on her shoes. Mrs. Eugene Bagby's Magnin number was carmine red, the fabric embroidered while Mrs. Zoe Wick's gown was Egyptian blue, its dark smartness from Langs on Wilshire.

Chooses Orchid

Mrs. Emily Bailey chose an orchid Troy model, the neckline soft and the skirt long. Mrs. Ed Harris was in a strapless number by Rosenstein while Mrs. Marshall Brown wore a black Ritter creation. Mrs. C. H. Allton wore a blue evening coat over her coral rose gown from Lavin and Mrs. Jimmie Lantz came in a black Thorpe with silver accessories. A dahlia red gown by Balenciaga was chosen by Mrs. Larry Nathan while Mrs. William Meyer came in a cloud blue Carnegie. Mrs. Sam Shaphran wore pastel pink in an Irene designed gown.

Mrs. Vera Downie's gown by Adrienne was of powder blue while Mrs. J. B. Dauer wore a Chinese straight-line costume in green. Mrs. Jimmie Smith wore a short black Jablow number, the skirt ankle-length, the neckline tapered softly. Mrs. Harold Robideaux's gown was by Trigere, the color cloud blue, the bodice deeply decollette thru a veil-like yoke. A Dior gown of pearl white lace was selected by Mrs. Jetta Clancy and Mrs. Ellis Hendry chose a Maurice black number. Mrs. Charles Crowell wore gold lame blazing with sequins by I. Magnin while Mrs. George W. Reeves chose a Greta original, the color black with short skirt.

A Monte-Sano gown of party pink was worn by Mrs. Judith Cardwell while Mrs. Rose Fitzgerald chose an I. Magnin number in camellia pink. Mrs. Lucille King, first president of Troupers, wore a Mangone in flame red sculptured in soft lines of draper. Mrs. Mary Dewey wore a tafetta gown in subtle shades of orchid by Dior and Mrs. Jenny Riegel's Fath number was of cruise blue. Mrs. John T. Backman chose her grown from the collection of Schiaparelli in rouge red. A Sophia in beige amber was worn by Mrs. Theo Forstall and a Reiz number with white tulle skirt was worn by Mrs. Louis Bacigalupi.

Magnin Model

Mrs. Florence Lushby's gown was sapphire blue from the shop of Magnin. Mrs. Norman Schue came in a blue Adele Simpson. Mrs. Sunshine Jackson wore a Pollie model in black topped with a mink wrap. Mrs. Fay Curran came in a Juillard number, the silvered stripes of the fabric forming a picture collar for the bodice. Mrs. Edward Butler came in a black Chapman model, the shoulders broadened by a shirred yoke and the skirt floor-length. A Lille model in rose beige was chosen by Mrs. Myrtle Hutt, while Mrs. Maree Rhodes chose a dawn beige from Magnin. A black Lang model was chosen by Mrs. Trudi De Santi while Mrs. Jack Kenyon wore wave blue in a Dior gown. A white Garnegie was chosen by Mrs. Doreen Dyke while Mrs. Ruth Gilman wore black in a glitter-weave fabric. Mrs. Toney Spring wore a Foster gown in gold and brown lame while Mimi Couch chose a misty blue print from Copeland.

Mrs. Cecil Cutler was charming in a black Fath number while Mrs. Ida Kaford chose a Dache in honey beige. Tillie Palmateer, bazaar chairman, wore a black by Puttullos the bodice shimmering with sequins. Mrs. James Campbell chose a black gown from Cotillion of cocktail length and enchantingly feminine.

Margie Mansell Re-Elected Prez By Detroit Fems

DETROIT — Margie Mansell was re-elected president of the Michigan Showmen's Association Auxiliary at the annual meeting on Monday night (13).

Others elected included: Revel Galo, first vice-president; Tina Weiner, second vice-president; Lottie Johnson, third vice-president; Grace Ziegler, treasurer; and Edna Burd, secretary.

Elected directors were: Rose Morrison, Margaret Stapleton, Viola Lippa, Mary Clothier, Pat Crognale, Gertrude Quist, Marian Fodal, Leona Bennett, Ann Stone, and Ruby Wedger.

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HELP: Foremen and Second Men for all major Rides, report to Largo, Fla., Fairgrounds Winter Quarters at once. All must be licensed semi drivers.

All wires BLUE GRASS SHOWS, Tampa, Fla.
Phone C. C. GROSCURTH, Gen. Mgr., REdwood 7-3867, Tampa, Fla., or M. G. STOKES, Secy., REdwood 6-2774.

DRAGO AMUSEMENTS

NOW BOOKING FOR '58 SEASON

Want Shows and Concessions. Want Bingo on percentage, Hi-Striker, Photo, Ice Cream or Frozen Custard, Ball Game, Short Range, String Game or any other Concessions working for stock. Absolutely no gypsies or flats. Want some clean Shows. Have a few open dates, would like to hear from some committees. Will attend the Illinois Fair meeting. Want to buy for cash: Short-Arm Octopus, must be A-1. Mr. Bell—bingo man, contact me at once. All replies:

1711 E. Markland Ave. Kokomo, Ind.

JIMMIE CHANOS SHOWS

Now booking for 1958. Show opens April 28, Muncie, Ind.

SHOW WILL CARRY 12 RIDES AND SHOWS.

Want legitimate Concessions of all kinds—Basketball, Pitch-Till-You-Win, Ball Games of all kinds, Long and Short Range Shooting Gallery, Bear Pitch. Want Cookhouse that caters to show people; must be clean and neat. Want Shows with own outfit, Girl Show with two or more girls, Snake Show, Monkey Show, Wildlife. Want Ride Help of all kind for Merry-Go-Round, Ferris Wheel, Octopus, Rolloplane, Flying Scooter, Caterpillar, Roller Coaster. Want Foremen for five Kiddie Rides, also want Electrician for transformer, string wire and cut-ins. We have no Light Plants.

All replies to JIMMIE CHANOS, 11 N.W. 70th St., Miami 50, Fla.

FOR SALE

Cookhouse, Truck, Deep Freeze, 5 Kw. Power Plant. Good canvas, 16x24, 24 stools, Indiana kitchen. Everything ready to operate including stock. Cost over $5,000.00, will sacrifice.

J. P. MURRAY
5837 Hamilton Ave., Cincinnati 24, Ohio

JAMES E. STRATES SHOWS, INC.

OPENING WINTER HAVEN, FLA., FEB. 15; FOLLOWED BY ORLANDO, HOMESTEAD AND FORT LAUDERDALE

All people holding contracts contact winter quarters.
Concessions—Shows—Ride Men, old and new, contact us now, we are ready to book.
New Dinner Cook for Cookhouse for Florida Fairs.
Address: P. O. BOX 55, ORLANDO, FLA. (PHONE: CARDEN 4-2987.)

FOR SALE
C-CRUISE
With or without transportation. A-1, ready to go.
P. O. BOX 142
Atlanta, Kansas

CARNIVAL WANTED

Ferris Wheel, Merry-Go-Round and Kiddie Rides. Concessions of all kind including Bingo.
CHEYENNE RIVER FAIR, August 22, 23 and 24, 1958
Contact Frank Ducheneaux, Chairman, Cheyenne River Sioux Tribe, Cheyenne Agency, South Dakota.

WANT TO BUY

Late model 16 big Eli Wheel.
R. L. ARNOLD
3907 Seventh Ave.
Chattanooga 7, Tenn.
Phone: MA 3-0267

WANT—SIDE SHOW HELP—WANT

TICKET SELLERS—TALKERS—ACTS OF ALL KINDS
FOR TAMPA FAIR AND SEASON OF 1958 WITH ROYAL AMERICAN SHOWS.
CONTACT:
DICK BEST
Box 2168, Sarasota, Fla.

WANT TO BUY

Allan Herschell 3-abreast MERRY-GO-ROUND. CASH—for quick deal.
H. E. BENSON
212½ E. Front St. Tyler, Texas
Phone: 2-5725 after 6 P.M.

SUNSET AMUSEMENT CO.

HELP: Electrician (transformers), Front Gate, Caterpillar, Dodgem, Rocko, Tilt.
CONCESSIONS: Pitches, Photos, Long and Short Galleries, Age and Weight, Striker, Foot Long, Cookhouse and Penny Arcade.
P. O. BOX 468 DANVILLE, ILLINOIS

FOR SALE

25 Kw. Generator, Hercules motor, $500.00.
A. LEONARD
Taft, Fla.

AGENTS—WANTED—AGENTS

Fort Worth, Tex., Stock Show, opening Jan. 24; followed by San Antonio, Houston, San Angelo and Mercedes Stock Shows; Corpus Christi Buccaneer Days and Battle of Flowers, San Antonio.
Alibi and Hanky Pank Agents. All old Agents be in Fort Worth Wednesday, January 22. Drunks and habits, stay away.
GEORGE JONES, c/o Bill Hames Shows, Fort Worth, Tex.

www.americanradiohistory.com

Coast Club Honors All Past Prexies

SAN FRANCISCO — Nine of the 12 presidents who have served Show Folks of America during its 14 years attended the annual Past Presidents' Night held in the club rooms here Saturday night (11)

The time of the event was changed to permit out-of-town visitors here for the Memorial Services, banquet and ball, and installation services to attend. The party also kicked-off a three-day schedule of the important events.

With Al Rodin as chairman, festivities started with a cocktail hour followed by a buffet supper served by Barbara Hellwig, Etta Lasky, Marilyn Rodin, Beatrice Harrison, Michele Lasky, and Ivy Gomez. Ewell Harrison and Charles Fagan were in charge of beverages.

Members and guests were welcomed to the clubrooms by Ed Hellwig. Rodin made a presentation of engraved wallets to the nine presidents in attendance. They were Sam Corensen, M. (Whitey) Monette, Eddie Burke, Mike Krekos, Doris Monette, Jack Christensen, Charlotte Porter and E. S. Fitzgerald. Two past presidents, Corensen and Miss Porter each served two terms. Mary Ragan Kanthe and Harry Seber were unable to attend. Fred Weidman died while in office.

Special guests introduced included Ruth Davis, president, Regular Associated Troupers; Jimmy Lantz, president, Pacific Coast Showmen's Association; Helen Vaughn, president, PCSA Auxiliary; Steve Vaughn, past president, Regular Associated Troupers; Morosa and Matt Herman, officers of PCSA and its Auxiliary; Bill Davis, officer, Troupers; Dave Cavagnaro, SFA director; Sam Abbott, The Billboard, and Virginia Kline, club fashion writer.

Hellwig introduced show personnel present. This included Eleanor and Orville N. Crafts, Noradene and Ray Cox, Beatrice and Ewell Harrison, and Kitty and Dick Scearce.

The entertainment was presented by Duke Navarro and featured Pastor Valle-Garay, emsee; Peggy Lacitinola, dancer; Patty Galligan, acrobatic dances; Ronnie McGlynn tap dancer, and Kathy Taylor, guitar and vocals.

Mrs. Mac (Barbara) McGinley is sporting a new Buick, a Christmas gift from her husband.

Club Activities

Showmen's League of America

CHICAGO — First Vice-President Bill Carsky opened the Thursday (16) meeting in the absence of the president. Also on the platform were Vice-President Ed Sopenar, Secretary Hank Shelby and three past-presidents, Fred H. Kressmann, Ned Torti and Lefty Ohren.

A drawing for the building bond debentures was held and an additional $7,500 was paid off making a total of $37,000 paid out in a little over a year.

R. Brylick was reported hospitalized in Canada and Bob Richards in Augustana Hospital, Chicago.

From out-of-town were Dick Best, Tampa; Bill Torti, Milwaukee and Sam Sapson, San Antonio. Lou Leonard was back from California.

Membership was saddened by the death of Tom Allen, last charter member.

Archie Geyer and Grover McDonald are new members.

Pacific Coast Showmen's Association

Ladies' Auxiliary

A total of 60 members turned out for the regular meeting which was called to order by President Berta Harris, who then dismissed her committees and turned over the gavel to the new president, Helen Vaughn.

Virginia Kline was invited to the platform and Mrs. Evelyn Stone was introduced as a guest of Grace Goss. Letters were read from Dora L. Carson, Al Flint, Dorothy Endfield and Mike Stenik.

Reported ailing were Babe Herman, Sally Flint and Marosa Herman. Awards were made to Clara Andersen and Katherine Doolan, while door prizes, donated by Helen Vaughn, Blanche Henderson and Marie Tait, went to Dorothy Stone, Nancy Myers and Margaret Farmer.

Clara Andersen, Peggy Steinberg and June Meyer made donations to the Heart Fund and bazaar.

Caravans, Inc.

CHICAGO — Attendance was light at the recent meeting due to inclement weather. Margaret Levine, first vice-president, conducted the meeting in the absence of President Isabell Brantman, who was vacationing in California.

A moment of silent prayer was observed in respect to Jeanette Wall. President Brantman and Wanda Derpa went to Milwaukee to pay their respects upon her death.

Letters read from Edith Streibich and the auxiliaries of the Pacific Coast Showmen's Association, National Showmen's Association and the Missouri Show Women's Club. Mr. and Mrs. R. Swaider announced the birth of a daughter, Susan Marie.

Mae Sopenar reported Josephine Haywood was in Monroe County Hospital, Forsyth, Ga. It was reported that Frances Berger was in Augustana Hospital and Mollie Foster in American Hospital.

National Showmen's Association

Ladies' Auxiliary

Installation was held January 6 at a dinner in the Great Northern Hotel with Dolly McCormick handling the proceedings. Mildred Peterson, incoming president, received the gavel from Bess Hamid, pinch-hitting for Ann Brown, outgoing president, who is vacationing in Miami.

Bess Hamid also distributed the gifts. Mildred Peterson presided over her first meeting on January 8, greeting Mae Hong, publicist on the Ringling circus, Molly Rosenthal and Jai Lita, who had been absent from several meetings.

First membership application received by Molly Rosenthal, membership chairman, came from the former Flo Conner, who became the bride of Louis D. King on Christmas day. Seeking a gold card for membership activities this year is Choo-Choo Rosenfield, wife of radio's Big Joe, who attended the installations.

Margaret McKee, ways and means chairman, reported a Valentine Party is scheduled for February 19. A candle-lighting ceremony was held to commemorate the 13th wedding anniversary of Mae and Al McKee, and to solemnize the passing of William B. Moore, husband of member Irene Moore. Candles also were lit for the recovery of those on the sick list, for the anniversary of Kismet, and in honor of the new officers. On the sick list were Midge Cohen, Carroll Luhmann, Mary Pendrake, and the husbands of Dorothy Packtman Goldberg and Bunny Kassow, and the mother of Mildred Ford.

Eileen Weisman and her committee served sandwiches, coffee, and a huge whipped cream cake inscribed to the new officers.

Greater Tampa Showmen's Association

Ladies' Auxiliary

The January 8 meeting was called to order by President Vera Cox. Chaplain Ella Stophel reported the sick list included Josephine Haywood, Myrtle Jeter and Marvel Wilson.

Nora Reinhardt, flower queen, was honored at a dinner in Luigi's Restaurant. Evie Belew is president of the Clover Garden Club.

Sally Brown will be in charge of refreshments at the secret pal revealing party. Assisting will be Bertie Perrot, Dot Mercy, Ginger Mercy, Thelma Evans, Carol Miller, Sue Walters, Ruth Grimsell, Dolores Brewer, Marie Caughey, Maxine Cyr and Gussie Livingston. Esther Young will handle the entertainment.

The Past-Presidents' Club will install officers at the Desert Ranch Inn in St. Petersburg with Evelyn Long to take office.

MIDWAY CONFAB

Fred G. Wright, concessionaire, is confined in Hillborough County Hospital, Tampa, where he'd like to receive mail. . . . **Walter B. Fox** writes that recent visitors to his Mobile apartment included **Mr. and Mrs. Harry Bartlett, Johnnie Adams, Mr. and Mrs. Gene Massingale, Charlie Crichton and Charles H. King.**

Mary (Boots) Hamblin, wife of **Claud (Jack) Hamblin**, veteran outdoor showman, is back at their Lake Village, Ark., home after being hospitalized for injuries sustained in an auto-truck crash. The Hamblins have been off the road the past two seasons.

C. L. (Popeye) Kenkle is wintering in DeLeon Spings, Fla., where he's doing banner and sign work and rebuilding show fronts. . . . **Tony Maruco** and family visited **William, Lorene and Charles Bejarano** recently in Mexico City. All went fishing and Lorene came up with the biggest catch, a four-foot barracuda.

Jack Leipard, office assistant on Cetlin & Wilson Shows, has been named manager of the Chattanooga Symphony Orchestra. Prior to joining C-W, Leipard managed the Arkansas State Symphony, the Virgina Symphony and had served as a rep for Community Concerts, Inc.

Esther Lester was released recently from a York, Pa., hospital where she underwent leg surgery. . . . **Billy Logsdon** is sporting a new Cadillac and will drive to New Orleans for the Mardi Gras. . . . **R. W. Tilton** writes that Satellite Shows recently closed a five-week tour near Charleston, S. C. **Max Maxim** headed for Mobile; **Tilton** to Baltimore; **Mr. and Mrs. Wally Jackson**, Charleston, and **Merriam Stevens** to Baltimore. **Billy Sunshine** was set to work some clubs.

Warren and Flora McMenus, food concessionaires at fairs, will open their 10th year of service on the West Coast at Riverside County Fair and National Date Festival, Indio, for 10 days starting February 14. This year the McMenuses will have stands at seven fairs and home shows. Following Indio, they will operate at the National Orange Show, San Bernardino; Southern California Exposition, Del Mar; Orange County Fair, Costa Mesa; California State Fair and Exposition, Sacramento; Los Angeles County Fair, Pomona, and Arizona State Fair, Phoenix.

Kenneth R. (Wooden Legs) Smith is convalescing at his home, Star Route, Box 115, Columbus, Mass., after being discharged from a hospital. . . . **Walter Fox** reports from Mobile that **Shan Wilcox's** rides have been booked for the Mardi Gras there. **Frank Peppers** will again use the downtown lot.

Kenny Revling, talker on **Leon Claxton's** Harlem in Havana show on Royal American, is currently with **Dave Friedman's** Apex Films as a lecturer.

Edward C. William, currently in Southwestern State Hospital, Marion, Va., would appreciate mail. . . . **Sherrie Dean** has joined **Lavoni La Vie's** night club act as featured exotic.

Mr. and Mrs. Chester I. Levin, owners of the Midwest Merchandise Company, Kansas City, Mo., sailed from New York January 7 for a 110-day world cruise aboard the Holland-American Liner Statendam.

Show, Supply Firms Attend Mo. Conclave

JEFFERSON CITY, Mo.—Attraction representatives and sales personnel of carnival and fair supply houses were out in force at the Missouri fair meeting here Thursday and Friday (9-10).

Included were: Al Sweeney, National Speedways, Inc.; W. O. King, King Amusement Co.; Fred H. Kressmann, William (Billy) Senior and George Flint, Barnes-Carruthers Theatrical Enterprises; Leo Overland, Trans-World Dare Devils; H. W. Bartholomew and Joe Sharp, American Beauty Shows; Kenneth Garman, Sunset Amusement Co.; Paul Turner, Turner Sound System; Mr. and Mrs. Floyd O. Kile, Floyd O. Kile Shows; Aut Swenson and Tom Durant, Swenson Thrillcade; Keith McCabe and Glen Boyd, E. C. Staats & Co.; Frank Sharp and John Will, Regalia Mfg. Co.; Jack Duffield, Thearle-Duffield Fireworks, Inc.; Fred Herrin, Jr., Paramount Fireworks Co.; Mr. and Mrs. Fielding Graham, Holiday Amusement Co.; W. T. Hall, Hall's Shows of Tomorrow; Dom Drake, Hazel Randall and Jackie Haynes, Tom Drake Agency.

Darrell Hornbeck, Atterbury-Hornbeck Enterprises; J. C. Michaels and J. C. Michaels, Jr., J. C. Michaels Attractions; Norman V. Burnett, Burnett Fireworks Co.; Harold N. Wald and Ben Wisdom, Wald & Company Fireworks; Mrs. Pearl G. Evans, William E. Evans, Donald Evans and Ivan (Whitey) Mikaelsen, Evans United Shows; Ben C. Truex and Harry Peebles, Truex-Peebles Enterprises; Everett Winrod, Monarch Exposition Shows; Ted Cory, Heart of America Shows; John Kemp, Kemp United Amusements; Dutch Schrader, Rose City Rides; Lewis Garver, Missouri-Arkansas Shows; Leroy S. Hackmann, Hackmann Sound Service; Mr. and Mrs. Ed Campbell, Campbell Rides; John & Bill Dillard, Sonny Myers Amusements; William Garrett, Garrett Sound Co.; Forrest Poole and Joe O. Greene, Gladstone Exposition Shows.

W. E. Mahaffey, Mahaffey Bros. Tent & Awning Co.; Earl D. Backer Blue Grass Shows; B. E. Miller, Gala Exposition Co.; Mr. and Mrs. W. R. Lashbrook, Orla Lashbrook & Son Tent & Awning Co.; G. G. Hoey, Pinkerton Detective Agency; Bob Alsobrook, Mercury Shows; Bob Craddock, Gust Karras Sports Promotions; Til Taylor, Joie Chitwood Thrill Shows; Ray Duckworth, United Speedways; John Planalp, CAC-Hamid; Mrs. Sidney Belmont and Miss Alice Belmont, Belmont Amusement Service; Johnny Rivers, Golden Horse Troupe; Gene Holter, Gene Holter's Ostrich Races; Bob Murphy, Young-Bundy Motors; Sunny Bernet, Global Entertainment Service; Buff Hottle and Euby Cobb, Buff Hottle Shows; H. C. Wallace, Wallace Concessions; Stu Tomber and Dick Mueller, C. R. Frank National Supply Co.; Bessie Eek, Eek Hammond Organ Co.; M. S. Albright, Albright Concessions; Harry A. Smith, Smith Exhibit Booth Co. and Schafer 20th Century Shows.

Now Booking for

LAREDO, TEX., 60th WASHINGTON BIRTHDAY CELEBRATION

February 18-March 2, Inclusive

RIDES: Whip, Dark Ride, Caterpillar and Rocket. SHOWS: Monkey Speedway, Motordrome, Sideshow, Illusion, Big Snake, Mechanical Show, Funhouse and Fat Show. Mr. Boutell, write. CONCESSIONS: Nickel Pitches, Parakeets, Bears and Lamps, Hanky Panks, Photos, Scales, Long Range, Novelties and High Striker. POSITIVELY NO RACKETS, NO COUNT, PEEK OR SKILLOS TOLERATED. Merchandise only. Write or wire

J. GEO. LOOS
P. O. BOX 455, LAREDO, TEXAS

GLADES AMUSEMENT CO.

WANTS FOR SIX FLORIDA FAIRS STARTING AT CLEWISTON, FLA., JANUARY 27-FEBRUARY 1

CONCESSIONS—Legitimate Concessions of all kinds.
SHOWS—All kinds of Grind Shows—must have own equipment and in first-class condition.
BINGO—Can place for balance of fairs after Clewiston; Mort Messias, contact. All answer to

MR. JERRY SADDLEMIRE, LaBelle, Fla.
Phone: Orange 5-2131
Will be on Clewiston Fairgrounds starting Saturday, Jan. 25.

SIDE SHOW PEOPLE

WANTED

Have built completely new Side Show and want people for 7 weeks of Florida Fairs before opening regular season. Need everything from Ticket Sellers (must drive semi) to Annex Attraction. Opening Jan. 27, Palmetto, Fla. Want to hear from Talkers and Inside Lecturer.

GIRL SHOW FOR SALE

Built on semi and includes tractor, lighting and revolving stage. Can be seen at Palmetto. Price $1,500.00.

JOE SCIORTINO
2102 W. Waters Ave. Tampa, Fla.
Phone: WEbster 6-7473
No collect phones or wires.

COMING EVENTS

Arizona

Chandler—Chandler Rodeo, Feb. 15-16.
Phoenix—Phoenix Rodeo, March 22.
Phoenix—Phoenix Rodeo, March 13-16.
Phoenix—Parada Del Sol, Jan. 31-Feb. 2. Scottsdale Jr. Chamber of Commerce.
Phoenix—All-Western Stampede, Feb. 8-16. Western Saddle Club.
Phoenix—Phoenix Automobile Show (Coliseum), Jan. 21-26.
Phoenix—Arizona Sports, Vacation & Boat Show (State Fairgrounds), Feb. 16-23.
Phoenix — World Championship Rodeo (Fairgrounds), March 13-16. Jaycees.
Tucson—Tucson Rodeo, Feb. 20-23.
Tucson—Tucson Rodeo, March 20-30.
Yuma—Silver Spur Rodeo, Feb. 8-9.

California

Los Angeles—Do-It-Yourself Show (Pan Pacific Aud.), March 20-30. Ted Bentley.
San Francisco—San Francisco Natl. Sports & Boat Show (Cow Palace), Feb. 26-March 9.
Stockton—Do-It-Yourself and Hi-Fi Stereo Show (Civic Aud.), March 7-9. George Westcott.

Colorado

Denver—Denver Automobile Show (Coliseum), Feb. 10-15.

Connecticut

Hartford—Connecticut Sportsmen & Boat Show (Armory), Jan. 18-25. R. E. Aldrich.
Hartford—8th Annual National Autorama Expo., Feb. 19-23 (Conn. State Armory). Joe Kizis.
Hartford—Greater Hartford Fair (Armory), March 15-22.
New Haven—Connecticut Boat Show (Arena), March 20-23. Milton Cottler.

District of Columbia

Washington—National Capital Flower & Garden Show (Armory), March 6-12.

Florida

Daytona Beach—Volusia Co. Home Show, March 15-19.
Fort Pierce—St. Lucie Co. Home Show, Feb. 15-19. Al Stern, Pilot Club, Arcade Bldg.
Goulds—S. Fla. Mardi Gras & Home Show, Feb. 7-16. Kiwanis Club.
Hollywood—Hollywood Home Show, Jan. 25-30. Al Stern, Box 202.
Homestead—Homestead Rodeo, Feb. 1-2.
Jacksonville — Jacksonville Boat Show (Gator Bowl), March 6-9. John Graham.
Homestead—South Fla. State Fair, March 6-16. Joseph Bellotf, 905 Chamber of Commerce Bldg., Miami.
Miami—International Air Show & Expo. (Master Field), Jan. 23-26.
Miami—Charity Horse Show, Jan. 29-Feb. 2.
Tampa—Tampa Auto Show (Fort Hesterly Armory), Jan. 23-26.

Georgia

Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 28-March 7. Atlanta Marine Trades Assn.

Illinois

Chicago—Chicago National Boat Show (Intl. Amphitheater), Feb. 7-16. Guy Hughes.
Chicago—Chicago Sportsmen's & Vacation Show (Intl. Amphitheater), Feb. 21-March 2. Mel R. Morrison.
Chicago—Modern Living Expo. & Flower Show, March 22-30.
Peoria—Peoria Area Sports, Boat, Home & Vacation Show (Robertson Field House), March 25-30. Sidney J. Page.

Indiana

Fort Wayne—Fort Wayne Sports, Vacation & Boat Show (Coliseum), Jan. 23-26. E. M. Berg.
Indianapolis — Indianapolis Automobile Show (State Fairgrounds), Jan. 17-25.
Indianapolis — Indianapolis Sports Show (Fairgrounds Coliseum), March 7-16. Melvin T. Ross.

Iowa

Des Moines—Des Moines Home & Flower Show, Feb. 22-March 2.
Des Moines—Iowa Sports & Vacation Show (Veterans' Memorial Aud.), March 27-April 1. Des Moines Register & Tribune.
Ottumwa—Iowa-Missouri Outdoor America Show (Coliseum), March 21-23. John Underwood.
Waterloo—Northeast Ia. Sports, Vacation & Travel Show (Hippodrome Aud.), March 13-16. Jaycees.

Kansas

Wichita Kansas Sports, Boat & Travel Show (Forum), Feb. 12-16. R. G. Langenwalter.

Kentucky

Louisville — Louisville Automobile Show (Fairgrounds), Feb. 1-9.
Louisville—Central America Sports, Vacation, Outdoor & Boat Show (Fairgrounds), March 2-9. W. Arthur Sorrell.

Louisiana

Baton Rouge—E. Baton Rouge Parish Fair, Feb. 22-25. C. L. Flowers.
Baton Rouge—Baton Rouge Rodeo, March 1-8.
St. Francisville—West Feliciana Parish Fair, Feb. 23-24. W. D. Magee.

Massachusetts

Boston—New England Poultry Show (Mechanics Hall), Jan. 22-25.
Boston—New England Sportsmen's & Boat Show (Mechanics Bldg.), Feb. 1-9. Albert C. Bau.
Boston—New England Home Show (Mechanics Hall), Feb. 14-19.
Boston—Eastern Dog Show (Mechanics Hall), Feb. 22-25.
Boston—New England Spring Flower Show, March 9-16.

Michigan

Detroit—Detroit Automobile Show (Artillery Armory), Jan. 16-26.
Detroit — Detroit Boat Show (Artillery) (Armory), Feb. 22-March 2. Frank Jenkins.
Detroit — Detroit Builders Show, March 8-16.
Detroit—Michigan Flower & Home Show, March 22-30.
Grand Rapids—Greater Mich. Home Show, March 10-16.
Grand Rapids—West Mich. Sports & Boat Show (Civic Aud.), March 24-29. J. D. Locks.

Minnesota

Minneapolis — Northwest Builders' Show, March 15-23.

Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 31-Feb. 9. F. W. Kahler.
Springfield — Springfield Sports Show, March 5-9. Metro Club, Wesley Braxeal.
St. Louis—Builders Home Show (Arena), Feb. 8-16. Mel Doernhoefer.
St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 21-March 2. Wendell Emrick.

Nebraska

Omaha—Omaha Sports, Vacation & Boat Show (Civic Aud.), March 4-9. F. W. Kahler.

New York

Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb. 22-March 2. Marine Trades Assn. of Western New York.
Hempstead—Marine Recreational Show of Long Island (Exhn. Bldg.), Feb. 8-16.
Jamaica—Long Island Boat & Sportsmen's Show (Armory), March 8-16. Albert J. Chase.
New York—National Motor Boat Show (Coliseum), Jan. 17-26. Joseph C. Choate.
New York—New York Outdoor Exposition (Coliseum), Feb. 22-March 2. New York Mirror.
New York—National Photographic Show (Coliseum), Feb. 17-23.
New York—World Wide Travel Show (Coliseum), March 8-16.
New York—International Flower Show (Coliseum), March 9-15.
Rochester — Rochester Automobile Show (War Memorial Hall), Feb. 1-8.
Syracuse—Syracuse Auto Show, Feb. 18-22.

Ohio

Cincinnati—Cincinnati Auto Show (Music Hall), Jan. 18-26.
Cincinnati—Tri-State Garden & Modern Living Expo., Feb. 8-16.
Cleveland — Cleveland Mid-America Boat Show (Public Hall), Jan. 25-Feb. 2. Irving Gray.
Cleveland—American & Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 14-23. A. W. Newman.
Cleveland—Cleveland Home & Flower Show, March 1-9.
Columbus—Columbus Auto Show (Veterans' Memorial Bldg.), Feb. 15-24.
Columbus — Columbus Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), March 22-30. Ben Cowall.
Columbus — Garden Show (Fairgrounds Coliseum), Feb. 22-March 2. Ben Cowall.
Dayton—Dayton Sports & Boat Show (Coliseum), April 10-13. Ward Collopy, 133 Warren St.
Toledo—Toledo Sports, Home, Boat & Auto Show (Civic Aud.), Feb. 1-9. Paul Spor.
Toledo—Toledo Home & Travel Show (Civic Aud.), March 8-16. Milt H. Tarloff.
Toledo—Northwest Ohio Garden & Flower Show, March 25-30.

Oklahoma

Oklahoma City — Midwest Boat, Sports, Travel & Vacation Show (Municipal Aud.), March 9-16. Jack Wright.

Pennsylvania

Harrisburg—Central Pa. Builders' Show, March 3-8.
Harrisburg — Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 24-29. J. W. G. Altland.
Pittsburgh—Pittsburgh Automobile Show (Hunt Natl. Guard Armory), Jan. 18-25.
Philadelphia—Philadelphia Home Show, Feb. 10-15.
Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 28-March 8. Clinton W. Smullen.
Reading—Greater Reading Home & Building Show, March 22-29.

Tennessee

Nashville—Great Lakes of the South Outdoors Show (Fairgrounds Coliseum), March 11-16. Amon C. Evans.

Texas

Amarillo—Amarillo Rodeo, Jan. 18-25.
Fort Worth—Fort Worth Rodeo, Jan. 24-Feb. 2.
Brownsville—Charro Days, Feb. 13-16. M. G. Dennis, 1006 Van Buren St.
Dallas—Southwest Boat Show (Aud.), Feb. 25-March 2. Ira W. Curry.
El Paso—Southwest Livestock Show & Rodeo (Coliseum), Feb. 3-9. Chamber of Commerce.
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 24-Feb. 2. Wm. R. Watt.
Fort Worth—Fort Worth Boat Show (Will Rogers Annex), Feb. 19-23. Fort Worth Marine Trades Assn.
Houston—Houston Automobile Show, Jan. 25-Feb. 2.
Houston—Houston Fat Stock Show, Feb. 19-March 2. Herman Engle.
Houston—Houston Boat, Sports & Vacation Show (Coliseum, March 18-22. Variety Club of Houston.
Laredo—Washington Birthday Celebration, Feb. 18-March 2. J. George Loos, Box 435.
Mission—Tex Citrus Fiesta, Jan. 28-Feb. 2. Don M. Brashear, Box 1471.
San Antonio—San Antonio Auto Show (Bexar Co. Coliseum), Jan. 17-22. Auto Dealers' Assn.
San Antonio—Livestock Expo. & Rodeo, Feb. 7-16.
San Antonio—San Antonio Sports & Boat Show (Bexar Co. Coliseum), March 4-9. Charles Coffin.
Uvalde—Uvalde Co. Jr. Stock Show & Sale, Jan. 31-Feb. 1. W. B. Sherrill.

Virginia

Richmond—Virginia Motor Boat & Sportsmen's Show (Arena), March 18-22. John E. Raine.

Washington

Spokane—Spokane Sports Show (Coliseum), March 18-23. Tom O'Loughlin.

West Virginia

Huntington—Huntington Automobile Show (Memorial Field House), Jan. 22-25.

Wisconsin

Milwaukee—Milwaukee Auto Show, Feb. 8-16.
Milwaukee—Milwaukee Home Show, March 8-16.
Milwaukee—Milwaukee Sentinel Sports & Vacation Show and Great Lakes Boat Show (Arena), March 25-30. Charles D. Collins.

SEARCHLIGHTS

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Style Notes

• Continued from page 92

Blanche Moore while Gladys Erickson was charming in a navy blue lace waltz creation with pearl accessories. Peggy Junkin came in a brown squaw dress trimmed with gold braid.

Mrs. Orville Freeman, wife of Minnesota's governor, was charming in a green gown trimmed with satin. Marge Cramond, an honored guest, wore a teal blue satin Chinese dress made in Hong Kong. Penny Carr wore a black velvet stole over her black lace gown and Colleen Libby came in a shirred backless creation. Louise O'Neil also wore black, with a peek-a-boo veil. Her daughter-in-law, Kathleen O'Neil, was fetching in pink chiffon with a white cashmere jeweled sweater. Susan Ryan was charming in cream-colored lace.

Mrs. Lillian Ray, an out-of-town member, appeared in a dazzling red velvet gown with a mink stole. Geneva Hazen wore a halter gown in white and black print while Mrs. Stan Muckle was in a stunning black and metallic striped creation. Jean Haddad came in a black and white sheath with sequin trim while Erma Frederickson was in aqua crepe. Mrs. Fred Fredel was lovely in green velveteen with star dust in her hair and Helen Ehmann wore a beige sheath.

Katherine Little, president of the Lone Star Showmen's Club, came in aqua lace with mother of pearl necklace. Mary Dean wore a striking black velvet number trimmed in white while Mrs. C. A. Moore wore a honey-brown gown. Neva Lanke sparkled in black crepe with sequined bodice, Nancy Benson dance in royal blue satin and Mrs. Tom Moore wore blue topped with furs.

Winter Insurance

• Continued from page 91

instances, a broker will advise that one type or another may not be required.

Local Fire Policy

If a show is covered by inland marine or cargo insurance, the broker must be notified when and where the show goes into quarters. Otherwise, the insurance may not be valid.

Several show specialists recommend that once in quarters the show should contact a local agent for fire insurance applying to the quarters only, not the season's tour.

Of special concern to showmen is the insurance on trucks during the winter. In-season coverage may well end when the show goes to the barn. Then it is time for a special insurance clause which is based on the knowledge that, while the show moves perhaps 40 trucks in the season, it will need to move only one or two at a time during the winter.

One agency speaks about coverage applying to one driver and one truck for the winter, thus providing for errand-running and freight hauling. Another agency comments that insurance is available which covers, not the whole fleet at one time, but first one truck and then another. This is usable during the winter when each truck is used rarely.

Southern Pacts

• Continued from page 92

make its initial appearance at Hagerstown, Md., agent Morris Vivona reports. Also set are Huntington, Pa.; Petersburg, Va.; Charleston, S. C., white and colored fairs; Fredericksburg, Va.; Burlington, N. C., and Lancaster, S. C. The show has surrendered its three New York dates—Batavia, Morris and Rochester—and has substituted other fairs for Leaksville and Henderson.

Penn Premier has Indiana, Pa., Staunton, Va., and Mount Airy, N. C., all set, and was rounding its Southern dates out with fairs contracted at the Raleigh meeting.

Newberry, S. C., was added to the John Marks-Ross Manning route. Previously set were Lynchburg, Charlottesville, Roanoke and Woodstock, Va.; Henderson, Hickory, Albemarle and Monroe, N. C.; Orangeburg, S. C., and Athens, Ga.

Marks is combining with Ross Manning for fairs only, after having retired and relinquishing his fair route two years ago. The Reithoffer outfit played four South Carolina fairs in 1957 but will not venture south in 1958.

Prell's Broadway Shows has two fairs pending. Reported set are Harrington, Del.; Carlisle, Pa., and Cumberland, Md.; Portsmouth, Va.; Gastonia, Goldsboro, Salisbury, and Wilson, N. C.; Frederick, Md., and Rockhill, Laurens and Columbia, S. C., colored fair.

Top Turnout

• Continued from page 92

with a gold life membership card by Cohn.

Congratulatory messages were read from the Heart of America Association, Norman and Lillian Schue, Arizona Showmen's Association, Michigan Showmen's Association, Al Flint of the Pacific Coast Showmen's Association, Lucille and Sam Dolman, and Tillie Palmateer.

Krekos, chairman of the event, was assisted by Al Rodin as vice-chairman. The executive committee included James Redder, Harry Martin, Dora Redder, Dave Long, Charlotte Porter, Earl Leonard, E. S. Fitzgerald, and Leona Stevens. Publicity was handled by Art Craner and Sam Abbott.

Wynne Renamed

• Continued from page 81

rior. Buford Ellington, commissioner of agriculture, made the presentations.

Judy Parker, representing the Carroll County Fair, Huntington, was named Miss Tennessee Fair Queen and was awarded a trip to Florida. The annual banquet, held Thursday night (16), drew an overflow crowd. Attendance at the business sessions during the confab were crowded and attendance was double that of any previous year.

Fairs Careless

• Continued from page 91

covered parties during the time the show was at that fair.

Several fairs carried no policy of their own.

Numerous fairs agreed their liability limits were too low, and a large porportion said that they would increase limits this year.

Prince Albert

• Continued from page 87

receipts were $9,191. The society received $16,875 from concession privileges and total donations amounted to $1,236.

Expenditures during 1957 totaled $47,131, including $14,350 prize money.

Ruth Davis Installed By Troupers

LOS ANGELES—Ruth Davis was installed as president of the Regular Associated Troupers at recent ceremonies held in the clubrooms.

Also taking office were Ray Marrian, first vice-president; June Sutton, second vice-president; Ed Kennedy, third vice-president; Annabelle Patchett, fourth vice-president; Ruth Wolff Wood, secretary; Helen Brainerd Smith, treasurer, and Ted LeFors, treasurer.

Lucille King, founder of the club, presented Steve Vaughn with a gold life membership card which annually goes to the outgoing president.

Myrtle Hutt lighted a candle for all the auxiliaries thruout the country and Bill Davis did the same for the men's organizations. Kitty Scearce stood on the rostrum and unfurled a red and white silk banner for each club. These will be sent to the various organizations.

A ham dinner was served and the members danced to the music of Jimmy Manley's orchestra.

QUITTING BUSINESS SALE

5 new Kid Rides built by San Antonio Roller Works. Used 7 weeks. Merry-Go-Round on trailer, Ferris Wheel on trailer, Spinaroo on trailer, Cars, Pony Carts, like new. Will carry some paper. Will sell one or all. Complete set of patterns for 3 Parker-style Horses and one Spillman Horse. All adult size. Used to make aluminum horses. 2 matched Parker wood Horses with high manes, good condition. Set of 20 like new Allan Herschell Telescopes with bases. 1 set 7-sister gears with 8 sections for 16 sweep ride. New with pinion. 1 new bull gear and set of pinions. Also pattern for pinions and bull gear. 1 Car Ride, almost complete, cheap. Used Cars, lots of other items.
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$6.50 EACH
Round, waterproof cases. Expansion or leather band. (17-Jewel, $7.50)

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MERCHANDISE TOPICS

Kim & Cioffi, Philadelphia manufacturer and distributor of novelty goods, reports that the name button fad has snowballed into a national trend, with the items being sold in department stores thruout the country. With the Christmas season out of the way, stores which had a huge success with the 3½-inch buttons which are imprinted with any one of over 450 names, are reordering the item in large quantities in the hope of making it a permanent stock item. The buttons come in red and white and bear a boy's or girl's name in red. The firm also sells blanks for personal imprinting and gag titles for specialty stores, and Willie Kim reports heavy demand for the item from other outlets such as auctions, chains, farmers' marts and street venders.

Ace Toy Manufacturing Co., 536 Broadway, New York, has come out with a drinking picnic rabbit, a follow-up to the drinking bear. The drinking rabbit comes in bright pastel color and is plush covered. It actualy pours and drinks continuously. It is battery operated and individually boxed. Ace Toy urges that you order now at only $36 a dozen. Ace also has plush begging rabbits of various sizes and prices. Send for the firm's free brochures of over 400 plush items and carnival goods.

Pritt Novelty Company, 12 West 27th Street, New York, announced that in a few weeks it will be moving to new and larger quarters at 22 West 21st Street. Al are invited to stop in and see the many items Pritt has on display, including party gags, games, puzzles, joker novelties, toys and a Pritt original, Dazzle Eyes. Pritt is a manufacturer and distributor of Gagmaster products, and welcomes all visitors and inquiries.

Packard Jewelry Company, 45 West 25th Street, New York, offers direct from costume jewelry manufacturers such fast sellers as miracle prayer crosses, rhinestone rings for men and women, necklace and earring sets and many other items. Packard suggests that you send for its latest free catalog, consisting of 48 illustrated pages, of proven money makers.

Pearl Sales Company, P. O. Box 675, El Paso, Tex., offers to send to readers of The Billboard a special catalog of hand-tooled Mexican purses and wallets, hand-painted skirts and 100 per cent wool jackets, men's hand-tooled belts, and fishing and hunting knives. They also carry a large stock of Mexican tarnish-proof rings and other merchandise at low prices. A request from you will bring you their catalog.

The merchandise you have been looking for is ready to be shipped from the warehouse of **Premium Supply Corporation**, 2201 Washington Avenue, St. Louis. Included are lamps, clocks, enamelware, housewares, aluminum ware, decorated tinware, toys, glassware, blankets, hampers, hassocks, plaster, slum, flying birds, whips, balloons, hats, canes, ball gum and special bingo merchandise. A new catalog is ready which will be sent on request. To obtain the proper listing the firm requests that you state in detail your business and the type of goods in which you are interested.

PIPES FOR PITCHMEN

By BILL BAKER

VETERAN . . .
coil worker John Oliver is in Pinecrest Sanitarium, Beckley, W. Va., and would like to hear from friends, including Paul Hawkins, Frank Curry, A. Roberts, Harold Neuman, Jimmie Kerns, John Switzer and Chuck Miller.

E. C. PARDEE . . .
cards from Knoxville, Tenn., asking that Bottles Stover send in another pipe. "My friends, Little Kentuck and Jimmie Wilson, are getting some of the leftovers from the tobacco markets," says Pardee.

"I WANT . . .
to thank Harry Day for his kind advice," scribes Clifford E. Horton from New Haven, Conn. "I recently received a nice letter from 89-year-old Doc Blanton, who is still working in his Greensboro, N. C., area." Horton, who reported plans to play the Hartford (Conn.) Sportsmen's Show, which opened January 18, said it is becoming increasingly difficult to get into such shows. "The only pitchmen I run across in this area are working in stores," he said. "The Pipes column is certainly a wonderful medium for the fraternity and I wonder why it isn't more widely used by pitchmen. No doubt they read it and let the other fellow do the writing."

TRIPES TAYLOR . . .
sends greetings from Pittsburgh and the report that horns and hats went great New Year's Eve along the Smoky City's Fifth Avenue until rain dissolved the crowd. Lou Freeman, the old-timer, is now pitching on a part-time basis in Pittsburgh, office work now claiming most of his time. Tripes also infos that Bob Windsor recently made some good scores at Gimbel's there, pitching rug cleaner. According to Tripes, Windsor is now a student of hypnotism and claiming the subject to be easy, since "he's in a trance most of the time, anyway."

"AS I SIT . . .
here in the hotel and look out over the snow covered terrain, I feel sorry for the boys who have to get out and fight it for a buck," writes Frank Curry from Cookeville, Tenn. "It was a great pleasure to run across Harry Day in the Carolinas, and we of the trade offer him a rising vote of thanks for his sound advise in the Pipes column. We sure missed Dick Sisco and his wife, Doodybee, this past season. They laid off and spent the summer at their home in Cincinnati. Latest reports are that he will hit the road this year, and I sure hope so because he has one of the most beautiful free shows in the country. Eddie Bristow advised that he will shake the dust of Bennettsville, S. C., off his heels and come out with some kind of tent show this year. It seems that the North Carolina license department has organized a welcome committee for pitchmen. I ran into them in places they had never before bothered the boys, and believe me, they don't square around easily. I have not met a j.c.l. in the med business in 10 years. If there are any, I would like to read pipes from them. I, for one, have always tried to help them. Unless some new workers show up, the business will die. So let's hear from you, boys. Some of the boys might like to know that the Florida State reader for putting on a show in which sales are made is $25 a day. Would like to read pipes from Rev. W. Y. Rowe, Eddie Gould, Charlie Hudson, Marilyn Monroe and Hubert Lane."

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44 Pieces—$17.95
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800 OUTER SPACE GAGS, $2; ORIGINAL material. 1,500 Gags, $10; 800, $5; 500, $3. Eddie Gay, 342 West 72nd St., New York 23, New York. fe3

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STINKBOMBS — POTENT AROMA! $5.50 hundred, postpaid. Joke and Novelty shops, write: Kits, 1462 Drake Way, San Pablo 10, Calif. ch-tfn

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YOUR OWN BUSINESS — SUITS, $1.50; Overcoats, 65c; Mackinaws, 35c; Shoes, 13½c; Ladies' Coats, 30c; Dresses, 15c. Enormous profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place, Chicago. ch-np

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FOR SALE—2 DOBERMAN MALES, WELL trained, hind legs, broke to ride and other tricks. Also small somersault Dog. Dog Act, 4501 St. Clair, East St. Louis, Ill.

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Fastest, tamest Wrestling Bear in the business; large year-old European brown male, $400. Extra large, beautiful 10-month-old male Lion, leads perfect, tame as a dog and a real wrestler, $400. 2-year-old Pony Mule, 35 inches tall, fastest bucking mule in the business, $400. Finest working single Chimp, 5-year-old male; rides tricycle, skates, rolls globe, etc.; exceptional routine; $650 with props and cage. **R. E. LEONARD, 325 South Jefferson, Junction City, Kansas. Phone: Cedar 8-3260.**

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A REAL OPPORTUNITY!

Established and Operating Arcade, Souvenirs, Novelties and Army Goods Store in Killeen, Bell County, Tex., near the Gate of Fort Hood!

Post Office Box No. 901, Killeen, Texas

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

CHANCE OF LIFE TIME—WANTED PARTner for fast growing Amusement Park, 9 Rides, Miniature Golf, Arcade, Eating Concession. Money maker. Write John Farish, 10 So. Virginia Ave., Pennsgrove, N. J. Phone: Pennsgrove 33. Small investment—big return.

FOR SALE—OLD EST. SHOW PRINTING Plant. Great opportunity for Supt.-Mgr. familiar with poster work; anyone wide acquaintance among show people. Easy terms; will teach the business; ideal plant; thousands stock designs. Box 617, Mason City, Iowa.

FREE DAILY-DOUBLE LONG SHOT SYStem. A money maker. Write for your copy now. P. O. Box 6421-B, Jacksonville 5, Florida. ja27

JAPAN DIRECTORY—145 JAPANESE MANufacturing exporters, plus directory of Japan Trade Publications, Japan opportunities. Just $1 today. Nippon Annai, Box 6266-B, Spokane 28, Wash. fe10

SALESMEN, AGENTS, ROUTE MEN, INstallment Sellers, Auctioneers, Premium Dealers, etc. Big profits selling household items at tremendous discounts. Free catalog. V. Joseph Co., Dept. BB56, 160-14 119th Ave., Jamaica 34, N. Y.

WANT PORTABLE RINK, 60X100 OR BIGger. Preferably lease, will buy. Box C-264, c/o The Billboard, Cincinnati 22, O. ja27

COSTUMES, UNIFORMS, WARDROBES

FLASHY CLOWN SUITS, $15; GIRL SHOW, Ballyhoo, Strip Wardrobe. Wigs, Plumes, Rhinestones. Free lists. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: Union 3-9509.

FOOD AND DRINK CONCESSION SUPPLIES

ABOUT ALL MAKES OF POPPERS, CARAmel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. fe24

FOR SALE—SECONDHAND SHOW PROPERTY

ALLAN HERSCHELL LOOPER AND ELI 26 Baby Ferris Wheel, reasonable, good condition. Stored in New Jersey. Will erect. Vivona Bros., 163 South 21st St., Irvington, N. J. ja20

BAND ORGANS FOR MERRY-GO-ROUND, Arcade Equipment all kinds. Sell, trade for Kiddie Rides. Frederick, 2263 Newton, Detroit 11, Mich. ja20

BUILD MAJOR RIDES—COMPLETE PLANS: Chairplane, $10; Octopus, $15; Dark Ride, Ferris Wheel, Flying Scooter, $25 each; free Plan Catalog. Brill, Box 875, Peoria, Illinois.

EIGHTEEN SURPLUS SEMI-TRAILERS FOR sale, nice condition, good tires, new paint, vacuum brakes, corrugated steel sides, Open and Closed Trailers from 20 to 30 ft. in length. No reasonable offer refused. King, 82 Orchard St., Mt. Clemens, Michigan ja20

FLYING ACT RIGGING, COMPLETE FOR indoor or outdoor dates. Bob Fisher, 805 44th Ave. N., St. Petersburg, Fla. Phone 53-8584.

FOR SALE — ALLAN HERSCHELL SKYfighter; Beat Ride, with Fruehauf Trailer, good condition. Neil DeGroot, R.F.D. #2, Derry, N. H. Tel.: 624-W. ja27

FOR SALE — SMITH & SMITH CHAIRplane, 24 seats, adults, children, like new. Ulehla, 126 Hamilton Ave., Stamford, Conn. fe10

FOR SALE—MECHANICAL FARM IN 15 FT. trailer, ticket box, p.a. set included. Ready to show; first seven hundred fifty. Berry Lankston, Mathews, Louisiana. ja20

FOR SALE—THREE (3) ELECTRO-FREEZE Custard Machines, $500, excellent condition. Contact: Venice Amusement Corp., Grant Ave. & Boardwalk, Seaside Heights, New Jersey. SEaside Park 9-1100. ch

FOR SALE—NEW 12X18 BLUE CONCESsion Top, rings all around for snap on awning and wall. Top only $75; 8x8 Top, Frame and Floss Machine, $200, machine good as new; three Tip Up Boards, balls and crate, $25; one VAC-Ball Game, complete, $25; two Ford Vanettes, one with trailer hitch, $300 and $500; Trail True Dolly, $30. Lee Larsen, Batesville, Ark.

LATE '49 1½ TON FORD TRUCK, SPECIAL built, all steel 12 ft. body, insulated, stable type doors front and side, equipped with saddle tank, trailer hitch and electric brake hook-up for same. Excellent condition. Price $800. Joe Hodgini, Route 1, Peru, Ind.

1953 DODGE TRACTOR; 27' FRUEHAUF Animal Trailer; Van with furnished living quarters; low Back Loading Gate and Side Door; all new Tires, ready to go, $2,250. Cash. Rare Bird Farm, Kendall, Fla.

SALT WATER TAFFY OUTFIT. LATEST model kiss wrapper Hildreth puller mounted on Chevrolet truck. Glass enclosed, air conditioned. Charles W. Ague, Riverview, Fla.

TRAINS — ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, $1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. fe10

12 PONIES, CONSISTING OF 9 FEMALES, 3 males, all for $750. F.O.B. Amite, La. Truck available for hauling. No time for letter writing. Phone day or night 9317. P. L. Cobb, Amite, La.

USED PRETZEL TOP AND SIDEWALL, approximately 40'x50', fair condition; best offer. Ph.: Newfane Spring 8-9417, New Rialto Park, Olcott, N. Y.

WAREHOUSE CLEARANCE—3 ROOT BEER Barrels, 45, 17 and 8 gal.; 2 Carbonators; 1 Temprite unit. 2 Dry Popcorn Poppers, gas type for Caramel Corn, Popcorn truck and Trailer. Write only if you mean business. Food Supply Co., Box 216, Winona, Minn.

INSTRUCTIONS BOOKS & CARTOONS

"WHY HORSES WIN," 33 CHAPTERS, formerly $5; now only $1. Ford's School for Racing Fans, Box 289, Radio City Station, New York City 19. ch-ja27

MAGICAL APPARATUS

ELECTRONIC HYPNOTIZER, $29.50; Pocket Tape Recorders, $59.50; ½ dozen, $297; 30 Towels, $3.95; Coin Radio, $24.95; IT. TV Remote Control, $9.95. World Export, Box 929, Indio, Calif.

NEW 152-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting. Sub-Miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50c. Nelson Enterprises, 336 South High, Columbus, Ohio. ja27

MISCELLANEOUS

PICTURE POST CARDS, 1,000 FOR $12. Made from your photograph. Raum's, 4154 North Fifth St., Philadelphia 40, Pa.

PERSONALS

IMPORTANT — ANYONE KNOWING BUD McConn get in touch with his wife, 524 S. Ryholt, Indianapolis, Ind. Telephone: Chappel 1-6030, Vera.

MIAMI REMAILING SERVICE—LETTERS, 25c; Cards, 10c. Confidential Mailing Service, 9445 N.W. 32nd Ave., Miami, Fla. ja27

YOUR GLOSSY PHOTO ON 500 POSTcards, $9.95. Also Photo Business Cards. Samples free. Write today. Kardko, Box 322, Toledo 1, Ohio. ja27

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PRINTING

ALWAYS FASTEST SERVICE — QUALITY 3-color posters! 14x22 Window Cards, $8 hundred; 17x26 size, $12.50 hundred. Tribune Press, Dept. 158, Earl Park, Ind. mh24

MIDWAY SPECIAL—200 BUSINESS CARDS, 200 8½x11 Letterheads, 200 6¾ Envelopes, $5 Postpaid. Printing by Ace, Box 262, Lyndhurst, N. J. ja20

QUALITY PRINTING, REASONABLE prices; satisfied customers. Business Printing Forms, Booklets. Send copy for estimate. Mercury Press, Box 69B, Marengo, Iowa. fe10

SHIPPING LABELS ATTRACTIVELY priced. Two colors, 2,000 only, $5; 1,000, $3.75. Samples on request. Savemore, 216 W. Jackson, Chicago 6, Ill. ch-ja20

200 8½X11 LETTERHEADS AND 200 6¾ Envelopes, $3.95, black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. ja27

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-174, Chicago 32, Ill. ja27

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. A-109, New York 11, N. Y. np

EARN 60% PROFIT OFFERING BRANDnew ready-cut Baby Shoe Kits to individuals or stores. Tremendous seller full or part time. Sample 25c. Literature free. Redikut's, Loganville 104, Wis. ch-np

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1, Illinois. ch-ma26

SIDELINE OR FULLTIME—SELL NATIONally advertised Chain Link Fences. Free information. Bell Fence Manufacturers, 130 College, Beaumont, Tex. ch

USED VENDING MACHINES WANTED—We're headquarters for all Bulk Vending Merchandise. Will pay top price for your used Victor Troopers, Baby Grands, Acorn or Northwestern Gum and Capsule Machines. Write or call. Also send for our Price List. Graff Vending Supply Co., 2817 W. Davis St., Dallas 2, Tex. fe24

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — WORLD'S finest; best outfits; complete with free instructions; all supplies; free catalogue. Owen Jensen, 120 West 83rd St., Los Angeles 3, California. ja20

WANTED TO BUY

WANTED TO BUY—TRAINED DOGS, THE younger the better. Send full details. Box A-199, Billboard, 1520 N. Gower, Hollywood 28, Calif. np

WANTED — COMPLETE SET OF SPECImens, and Inside for Unborn Show; also other Curiosities. Joe Kara, 1544 St. Antoine St., Montreal, Can. fe3

WANTED TO BUY—A LOOPER. CONTACT: F. G. Wood, General Delivery, Kinsley, Kansas. ja27

WANTED — PORTABLE GRANDSTANDS, seating stage, ice rink freezing plant—120 tons and Zamboni ice machine, amplifier system. Must be in good condition. A. Carlson, Island Garden, West Hempstead, N. Y. Ivanhoe 2-7603. fe3

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REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum $4. CASH WITH COPY.

Forms Close Wednesday for the Following Week's Issue

I'LL SEND YOU FREE STOCKING SAMPLE. Newest advancement in hosiery since discovery of nylon. Patented full-length, stays up without supporters, amazingly comfortable. Nationally advertised price $1.95. Make money fast introducing to friends at $1 pair. American Mills, Dept. 637, Indianapolis, Ind. mh24

WESTERN BANDS WANTED TO CUT EP phonograph records. Each cutting 2 songs to the record. Must record our songs only, and each pay $33.75 on pressing fees. Royalty Basis. Box 192, Avery, Tex.

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ADVERTISEMENTS
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Remittance in full must accompany all ads for publication in this column.
No charge accounts.
Forms Close Wednesday for the Following Week's Issue

CIRCUS & CARNIVAL

ALL 'ROUND CARNIVAL OFFICE MAN, Concession Manager, Lot Man, Contracting Agent, Asst. Manager or what have you? Will join with or without my own rides, shows and concessions. Prefer Sunday School show in the East. Write: Box C-265, c/o The Billboard, Cincinnati 22, O.

MISCELLANEOUS

EX-GI WITH MISERABLE BACKGROUND desires new field of endeavor and chance to turn over new leaf. Can travel, will relocate. Qualifications: Single, age 27, high school grad; holds 6 military discharges for over 7 yrs.' service (1 honorable—Army, 1 general—Air Force, 2 undesirables—Army, 1 undesirable—Marines, 1 undesirable—Air Force); underwent basic training 5 times. Type: Operate various office machines. Traveled U.S.A., Alaska and Europe. Good work record for past year. TV, radio, book and motion picture rights to life story available to interested parties. **BOX C-267, c/o Billboard, Cincinnati 22, Ohio.**

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F Diehl, Route 3, Staunton, Va. je2 '58

MUSICIANS

A-1 RINK ORGANIST AVAILABLE — FIFteen years' experience best rinks. Sober, dependable, references. Will locate anywhere. Box C-266, c/o The Billboard, Cincinnati 22, O. ja27

AT LIBERTY — ALTO SAX, DOUBING tenor and clarinet. Good reader, transpose at sight. Tone, fake, etc. Paul Donnelly, Box 522, Albert Lea, Minn. ja20

AVAILABLE IMMEDIATELY — PIANO Man, experienced in small combo work. No character. For details, wire or write: Don Altenberger, Karnak, Ill.

CARSONS HILLBILLY JAMBOREE BOOKing for '58. Featuring Lee Webb and W. Va. Pals of one of nation's top Jamboree radio shows, and Nickie Green's Cumberland Mt. Boys, Decca Recording Stars. Radio & T.V. stations interested, write Carson's Jamboree Attractions, Gen. Del., Salem, O. ja27

DRUMMER AVAILABLE IMMEDIATELY—Age thirty, good appearance; read, play shows all styles, Latins; prefer locations. Dick Glerum, 1941 W. McNichols Road, Detroit 3, Mich. University 4-4237. fe10

GUITAR — MODERN, LEAD, RHYTHM. Ten years top combos. Vocals. Solo. Harmony; double Bass. Musician. Apt. 114, Harmon Hotel, Minneapolis, Minn.

PIANIST — EXPERIENCED ALL-ROUND soloist for hotel or cocktail lounge; some singing. Also for combos: Shows, swing, Latin, concert. Location only; union. Write c/o Pianist, Town Hotel, Key West, Fla. ja27

STRING BASS DESIRES LOCATION IN organized combo after Jan. 15. Play two and four beat, concert, Latin, Dixie, shows, double vocals. Excellent references, car. All replies considered. Write, wire or call Musician, 520 Pine, Waterloo, Iowa. Phone: Ad 4-8383. fe3

TRUMPET, VOCALS, SOME ARRANGE. Show, combo, name experience. Sober, reliable. Prefer location, but consider. Musician, 1407 W. Garden St., Pensacola, Florida.

TENOR, CLAR., MARTIN STYLE. AGE 35, sober, locations. Experienced, shows, fake, transpose. Ed Bollek, Phone 22531, Ext. 244, Columbus, Ind. ja27

3 GIRLS — TRUMPET, ALTO-TENOR SAX, Piano. Experienced, dance work or combo. Available May 1958. Charline Bamhaner, 1212 Elm St., Fairbury, Nebr. np

TENOR SAX, CLEAN CUT, GOOD READER with nice tone. Double clarinet. Write: Richard Daniel, 1819 Old Shell Road, Mobile, Alabama.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. fe3

"CRASH" BROWN, KING OF THE WORLD'S stuntmen. Dynamite Tower Act, Atomic Death Chair, Flaming Coffin Blast, Original Cast Dynamite; smashing, crashing automobiles with all the glass, no braces; leaps automobile off 36 ft. ramp in leap of death bus jump, motorcycle maniacs, motorcycle ramp to ramp fire jump; Satan's Escape; ice block, brick and board wall crashes. One act or full show for any occasion. Acts as new as tomorrow, alive with death. If you want acts or a show that is not cut and dried, but definitely death defying, entirely new and different, contact: "Crash" Brown, Thrill-O-Rama, Westmoreland, Tenn. fe3

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Reconditioned, guaranteed like new. Wholesale only—25% with order, bal. COD. 24 hr. service. 5-day money-back guarantee. Send money order or certified check. Send 50c for big new 1958 catalog; applied on first order. Phone: DEarborn 2-2977.

MIDWEST WATCH CO.

5 S. WABASH AVE., CHICAGO 3, ILL.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Abercrombie, James
Adams, Ray N.
Al
Ackley, James
Ackley, Mrs. Jimmy
Agney, Harry
(Bingo)
Aldrich, Sam
Alfred, Ray
Allan, Eugene & Mrs.
Allen, Rex & Margetta
Allen, Roy (Spec)
Alvite, Larry
Anderson, Bob
Andrews, Guy C.
April, A. J.
(License Plate, 35¢ due)
Arthur, Jack
Aunt Marys Fudge
Austin, Wm. R.
Baddeley, Bill
Barker, Bernard
Brent
Barnes, Tommie
Barrett, C. J.
Barry, D. M.
Bays, Dick
Beal, Glenn
Bejarano, Bandido
Billy
Bell, Louis A. & Mrs.
BelMar, John J.
Bennett, Elbert & Mrs.
Best, Dick & Mrs.
Bistany, Leo
Black, B. H.
Black, Jack
Broeffle, H. J.
Boseley, Lake & Mrs.
Bradshaw, Paul
Russell
Bright, James & A.
Broulette, Albert V.
Burrell, Billy
Burridge, Frank M.
Cain, Albert
Campbell, Chas.
Cannon, John
Carawan, C. L. & Mrs.
Carey, Lee
Carsey, B. T.
Carter, Dave & Mrs.
Catalano, Peter
Chapman, E. A.
Chauncins, Whitehorse
Clark, Harold L.
Cluney, Yvonne
Coon, Andre Alan
Cooper, Quey
Copeland, Carl
Costello, James
Joseph
Cox Loftin G.
Coyne, Thomas J.
Craden, S. K. & Mrs.
Criswell, John
Crooks, J. C.
Crowe Jr., Clyde
Darling, Cris & Al
Davidson, J. E.
Davis, Bud
Davis, E. & R.
Dean, Gerri
DeCoste, Romaine
Alonzo
Del Grosso, Daniel
Delano, W. M.
Dell, M. E.
Delawater, John W.
Delock, David
Dewey, Roger B.
Diggs, Edgar Lee
Doherty, William
Dohmen, Wm.
Dorner, Louise, M.
Dougherty, Charles
Doyle, Henry M.
Drew Jr., John F.
Driggers, John
DuBoise, Felix
Dudash, Patricia
Dumont, Margaret
Eastwood, K.
Eberly, Bob or Ray
Eicher, Jimmie
Elrod, Jack
Engert, Howard
Evans, Ray
Exline, Ed
Fagan, Earl W.
Fagan, Margaret
Ferrone, Mrs. Chris
Flavine, Benny
Foster, Al
Freese, Grant
Friedenheim, Morris
Frisbie, Alfred L.
Fryman, Earnest
Eulas
Gayton, Kinny
Gear, Frank H.
Gilchrist, Allan
Gilchrist, Mrs. Allan
Gilmore, Louise Reid
(or Virginia Lee Reid)
Glines, Morris
Gloth, Louis
Golden, Raynell
Mrs.
Goodreau, Mrs. Ruth
Gordon, George
Goulds, Jacques
Grant, R. H.
Graves, Mrs. Finley
Jackson
Gray, William
Groffo, George
Haines, Frank (agent & phoneman)
Hale, F. J. & Mrs.
Halstead, Arthur R.
Hammerbath, J. J.
Hapka, Don
Harris, James V.
Harwitz, Halyn
High, William A.
Hill, Justin & E.
Hill, Ralph E.
Hintzman, Donrell
(Don)
Holland, Elwood F.
Hoyte, Don E.
Hubbard, James
Crathon
Hubbard, Paul
Hulbund, Charles
Hunter, Robert E.
Hurt, Betty
Huston, Lee
Hutchinson, Bill
Jackson, Wm. J.
Jeffery, Jeff
Jenkins, Cora Ann
Johnson, R. L.
Johnson, L. C.
Johnson, Mike
Joseph, Pete
Jurden, Donald E.
Kalhaugh, William D.
Kellems, Happy
Kidd, Charles
King, Richard
Kiser, G. R.
Kiser, Tubby
Knirk, John W.
La Breche, Mrs. Frieda
La Grow, Howard
Lagroe, Mr.
Lancaster, Les (Doc)
Langley, Maynard
Lau, J. L.
Lawrence, Roy M.
Lewis, Everett E.
Lilly, George W.
Lohsen, Mrs. Irene
Lombard, Charles
Lovejoy, Frank & Mrs.
Lowe, George D.
Lucas or Lucus, Mrs. George
MacFadden, Fred J.
McCloskey, Mac
McDaniels, E. J.
McGary, E. C.
McGill, Rosa
McGregor, Robert
(Bobbie)
McKeown, Clark
McLane, Francis J.
McLean or McLeon, Albert & Mrs.
McNeece, Mrs. Gladys
McRorie, Arthur L.
Mahoney, James
Mahs, G. L. & Mrs.
Malbin, Edward
Manstein, Wallace
Manstein, William W.
Martin, Clyde
Marion, Betty
Mason, WaRay
Matthews, Mrs. Margaret c/o Ruby Haag
Mattison, Walter
Mayo, Bill
Meah, Johnny
Medro, Alfredo
Merrow, Rose
Meyer, Colleen
(Jackie)
Millette, Ira
Mitchell, C.
Mitchell, Lee
Mitchell, Pete & Mrs.
Mitchell, Tennis
Montello, James
Morgan, Clayton W.
Morgan, Joseph
Quinn
Morris, Bill
Moyer, Edward
Mueller, Paul M.
Mullen, Margaret
Bryan
Munroe, Jack & Mrs.
Murphy, Charles
Murphy, R. F.
Murphy, Sam
Myers, Bob
Narsmore, Mrs. Dolly
Nazarechuk, Nicholas & Helen
Neland, Walter
Nelson, Glenn
Nevius, Jack
Nipps, William M.
Norman, Charles W.
O'Connell, Robert E.
O'Donald, Chicki
(dogs)
O'Neill, Dennis M.
O'Riley, Jimmie
Oliver, Jack L.
Ortiz, Norma Jean
Pannebaker, D. E.
Park, Franklin L.
Park, Ora O.
Pasco, Bud & Betty
Pascoe, Jimmy
Pearson, Carl T.
Pelcher, Anthony
Peternel, Frank A.
Phillips, Connie & Mr.
Pike, Bill
Porter, Florence
Porter, J. B.
Powers, Mrs. Nellie R.
Price, George & Marie
Priest Sr., William B.
Raley, Harold
Ralston, Vaughn
Ray, William
Reichert, F.
Reynolds, Paul
Rich, Kathryn
Richmond, Edward A
Rite, Robert & Mrs.
Robertson, R. & L.
Rodgers, Jack
Ruff, Jerry
Ryan, Pat or Mickey
Sakobie, James
Sanders, Alfred
Saunders, J. C.
Schroyer, Donald Cecil
Schuck, Julius C.
Seevers, Lewis H.
Seifer, Howard
Shaffer, Melvin
Sharp, Max
Slagle, Robert N.
Shepard, Willard M.
Sheriff, Leon
Shoat, Nora
Simpson, William L.
Smith, Melvin R.
Smith, Willie Love
Sparks, Robert M.
Star, Faith
Starkey, John
Starr, Hedy Jo
Steffen, Samuel
Stephenson, Oney J.
Stevens, H. G.
Stevens, Pop
(Cookhouse)
Stiles, W. C.
Stokes, Miller & Steve
Stoltz, L. F.
Stone, Mrs. Jean
Stout, Slim
Sullivan, Frank L.
Surran, Frank H.
Swank, Ruth
Tarzan, Sam
Taylor, William Allen
Templeton, Ralph E.
Timberlake, Billy
Todd, Doc
Tolley, Virgil
Tommendahl, Larry & Mrs.
Tyski, Walter
Viars, Steven Le Roy
Vinson, Jack E.
Wabasha, Joe
Waid, Frank
Walker, William
Walton, Raymond
Watkins, Louis
Warner, John
Warwick, Stanley & Mrs.
Watson, Harry Taft
Whitlock, Mrs. N.
Whited, Murel C.
Whitmore, Ruben Lee
Wilburn, Houston
Wilder, Dan
Williams, Michael LeRoy
Wilson, Robert
Yates, Claude F.
Young, Leo & Norma

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188 W. Randolph St.
Chicago 1, Ill.

Anderson, Henry
Ayers, Claude
Crabtree, Jimmie
Gilson, Phillip
Hudson, William
Johns, Celia
Johnston, Brooks Edward
Murphy, Joe
Nolan, James L.
Powers, Babe
Robinson, Robert J.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

Bavana, Joe
Bepuler, Kenneth
Day, Gordon
De Haven, Carter
Decker, Ralph
Demetry, Peter
Edwards, Lew
Earle, Beatrix
Hall, A.
Hall, Bill
Happy, Jenny
Harris, Irving
Karp, Vincent
Kingsbury, Howard
King, Rex
Kolb, Fred
Roth, Lottie
McLoughlan, Edward
MacNall, John
Mitchell, Frank & Dolly
Monian, Al
Mooney, Hal
Patelam, Phil (Peanuts)
Presson, Ruth
Rector, George
Reese, Leonard W.
Richards, Cyril
Robinson, Russell
Rosenthal, Raymond
Silverlake, May
Slaizovich, Wallace & Edith
Vistaloro, Michel
Walterstein, Jerry
White, W.
Yates, Robert
Young, Charles

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Ames Sr., Jack
Antonett, Willie
Ayers, Trohie
Baird, Al & Tinsey
Bason, William W.
Blackhawk, Tomas
Bluestein, Sam
Brigamos, Charles E.
Burges, David E.
Burge, Lloyd
Burke, Mrs. Virginia
Burnes, William J.
Caldwell, E. S.
Calolan, C. A.
Campbell, Mr. & Mrs. A. M.
Campanili, William D.
Charles, Michael
Cooper, Ray
Cowboy Mac
Dairympie, Mrs. Marcelyn
Davies, Fred C.
Dearing, Ralph E.
Delaney, Bernice Billie
Delfef, Richard
Dick, Daniel Davidson
DiMaggio, Anthony
Eddington, C.
Ferguson, Mrs. Danny
Flemming, Blaine (Specks)
Gann, Bill
Gilbert, Mr. & Mrs. A. L.
Gospodarski, Larry P.
Graves, Floyd A.
Grutel, Jack
Guynn, B. H.
Hagan, Viola
Hagan-Wallace Circus
Hall, Mr. & Mrs. Edward L.
Hampton, Dudley
Harper, Floyd Wm.
Harris, Allen
Harris, Frank
Hoffman, Donald Steve
Hoot, Scott
Horn, Dan
Hoyt, Clyde
Humphrey, Charles H.
Ingram, Albert Eugene
Jeffries Jr., Elmer
Johnson, Johnie
Jones, George
Jones, Willie E.
Jurden, Donald E.
Kelley, Mr. & Mrs. Ed
Kerma, Prince Ertel
Kidd, Mr.
Kloth, Richard F.
King, Sally
LaRue, Tina
LaTouche, Galen
Leeright, J. R.
Lewis, L. D.
Light, June
Locke, Leona
Lee, James Henry
Logsdon, Walter
Loy, Verna
Lurkas, Constances
Lyons, Sam
McGinley, Barbara
McGuire, Arthur R.
McIntosh, Rufus J.
McWhorter, Thea.
Malbin, Edward
Matthews, Sport & Alice
Mitchell, H. Duke
Montgomery, F. A. (Monty)
Norwood, Wm. H.
Ogilvie, Lem B.
Pettit, Mrs. Louis
Pierce, Patrick Martin
Peterson, Guy E.
Powers, L. D.
Prevost, David J.
Proper, Fred C.
Radford, Mrs. Lela Mae
Radford, Roswell
Rhodes, Jesse
Rice, W. B.
Richards, J. T.
Richardson, Mr. & Mrs. Joe G.
Richson, Betty & Joe
Robertson, Mrs. Laquille
Rurelito, Emil B.
Sallee, Charles
Sakobie, Myrtle Mae
Sandusky, A. D.
Schnell, Carlyle
Scott, Sam
Shrieks in the Night
Silva, Mrs. Mickie
Silva, William
Staples, Carl Woodrow
Stoddard, Jack
Stutz, Mr. & Mrs. Jim
Stutzman, Mr. & Mrs. J. R.
Taylor, Curtis Lee
Timberlake, Billy
Trinkler, Raymond
Valentine, Henry
Vinint, Bill
Vinson, Jack
Vomberg Jr., Jack
Wetherbee, Harold H.
Wilkerson, Georwge
Williams, Edward C.
York, Carl

Badgers Told to Look Ahead

• Continued from page 81

Wisconsin. Of 50 fairs checked, 37 made a profit, 12 broke even and 11 wound up in the red, he said. Based on incomplete returns, Chippewa Falls led in attendance with a paid count of 73,032, followed by Superior, 65,881; Wausau, 64,012, and Elkhorn, 45,805. Wisconsin fairs paid out a record $404,807.60 in premiums, exceeding the $400,000 mark for the first time.

R. B. Harris, Elkhorn, was reelected president for 1958. Also renamed were William H. Dougherty, Spooner, vice-president, and Win H. Eldridge, Plymouth, secretary-treasurer. Directors, in addition to the officers, include Harold Lochner, Portage; C. J. McAleavy, Wausau; Harlan Seyforth, Ellsworth, and William Steckling, Merrill. A. H. Thayer was renamed sergeant at arms.

Other speakers on the program included William Rowe, Indiana Lumberman's Mutual Insurance Company; Marlowe Nelson, University of Wisconsin, and Don N. McDowell, director of the Wisconsin Department of Agriculture.

High points of the meeting were the cheese party on Wednesday evening and the Thursday night banquet. Robert T. Moratz, Shawano, served as toastmaster at the latter, with Dr. C. W. Carey as chairman.

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PROFILE OF THE WEEK

Began As Student Op

Talking with Jack Nelson Jr., one would quickly sense his basic optimism and candor. He would be impressed with Nelson's natural tact and engaging manner.

Owner of Logan Distributing Company in Chicago, and vice-president of National Vending Machine Distributors, Inc., Nelson spent his teens at Roosevelt Military Academy in Aledo, Ill. In 1942, the Veterans of Foreign Wars elected him the outstanding cadet of the State of Illinois. He was batallion commander of the cadet corps and captain of the academy's football team, playing center. Even then it must have hard to ruffle his disposition, for it wasn't long before everyone was calling him Smiling Jack.

Nelson joined the Marines in 1943 and took boot training at Parris Island, N. C. Even now he has vivid memories of discipline on that tight little island—donning fire buckets and doing close-order drill at 2 a.m., climbing in trees and shouting until hoarse, marching waist deep thru the island's now famous river. Officers Candidate School at Quantico, Va., has its share of memories as well, particularly the final phase of training during which an hour less sleep was allowed each night. The crucial mock battle that terminated training was performed with four hour's sleep

JACK NELSON JR.

. . . outstanding cadet

But Nelson went thru the ordeal handily and earned his bar. He got orders for the Far East just after the war ended. He served as a second lieutenant at Pearl Harbor, Guam, and in Tsing Tao, China, where he repatriated Japanese prisoners of war. The Marines had given him two years of college work at Western Michigan College, where he inscribed his name into local football annals with "The Famous Kick." Western Michigan was winning 35 to 0, and the partisan crowd was jubilant. Nelson made his first entry into the game for a kickoff. The PA system blared out his name, drums in the band thundered, and Nelson blooped the ball 12 yards.

After serving a 42-month hitch in the Marines he decided to finish college. He enrolled at Northwestern University, Evanston, Ill., in the School of Commerce. It was there that he first started in bulk vending. Tho the GI Bill was a big help, it wasn't enough. He and a friend bought 150 small nut machines with stands that had felt bases, and put them on location in bars. Apparently customers liked being able to push a machine up and down the bar at their leisure, for they earned the two students $150 a week for a mere day and a half spent servicing the venders.

His father, Jack Nelson Sr., was a bulk distributor in Chicago, and Jack entered the business as his partner in 1947. He took over the business after his father's untimely death in 1956, when he was general sales manager of Bally Manufacturing Company. In his varied business career, Nelson Sr. had also been employed as manager of The Billboard's Chicago office for a number of years. A man with a highly developed sense of civic duty, he once received an award from Marshall Field thru the Chicago Sun Times for his role in stimulating the public to write servicemen away from home.

Logan Distributing Company grew steadily, so much so that by the end of last year Jack made his long-planned move to larger, more sufficient quarters. (The Billboard, December 9.) The firm now distributes for 24 different manufacturers, handles 15 types of gum, 6 types of bulk candy, and 225 types of charms that total 3 million in number. The key to his growth Nelson sees as careful guidance of fledgling operators that come knocking at his door.

Nelson is convinced that the days of classic vending—a simple machine on a simple metal stand—are numbered, and he encourages the beginning part-time operator to use and experiment with new ideas. Nelson plugs hard for multiple installations, point-of-sale gimmicks, and tailoring the bulk machine to the needs of different types of locations. Utilizing his business know-how learned at college, he shows the new operator how to keep books, explains problems of insurance, and the optimum way to amortize equipment.

Like his father, Jack is active in civic functions. He is currently chairman of the Elm-Mor Community Association in suburban Morton Grove, where he lives. As chairman, he arranges such affairs as banquet-dances, Halloween parties and picnics for the community. Very successful was a Street Dance held last year. Allied in spirit to the Viennese communal custom of singing, dancing, and quaffing wine, the Elm-Mor community blocked off a street and turned out en masse for a fraternal good time.

Born in 1925, Nelson married the former Margaret Perry of Chicago in 1950 and they now have two sons, Barry Jack, 5, and Mark, 10 months. He spends Sunday mornings at the Mayfair Lutheran church where he teaches Sunday School to a group of second-grade boys. He likes to use some of his free time playing golf and bowling. Football is a spectator sport for him now, tho he remains a loyal fan—he hasn't missed seeing a game of the Chicago Bears for the past five years.

BULK BANTER

By FRANK SHIRAS

Jim Contis, former restaurant and tavern owner, has formed Lu-Con Vending Company in Chicago. Contis reports that two months ago he bought Spot Vending Company from **Eli Soto**. At present his route is made up of bulk machines, and he expects to add nickel candy and cigarette venders within the next few months. . . . **David Yurmark** says he couldn't find a single bulk machine in Havana, Cuba during his recent trip. Florida he found equally as surprising: "In Miami Beach I doubt if I saw 25 machines on location, and the ones I did see were in such poor condition that it hurt. A good operator could do quite well there."

The father of **Lewis M. SaPlata**, Lewis Vending Service, Springfield, Mo., died January 5, at the age of

(Continued on page 100)

Calif. Distributing Firm Expands Bulk Vending Program

SAN FRANCISCO—William J. Newman Company, Inc., is expanding its program of bulk vending and George Bennett, a veteran coin machine man, has been named sales director, Ted Essad, secretary-treasurer-manager of the firm, said here last week.

Augmenting the sales force of the distributing firm are Leo Ghilardi and Fred Holzgang, salesmen, and Frank Yelton, who will handle sales on the floor as well as on the road.

Bennett will work closely with Art Simpson, the firm's president, and Essad. Bennett, who came to

(Continued on page 102)

Chicago Firm Has Silver King Parts

CHICAGO — Paul Crisman, King & Company, announced last week availability of spare parts for Silver King bulk vending machines. In particular, said Crisman, the firm has a full stock of globes.

Adolf Theis, Aurora, Illinois, stated that in March, 1957, he bought at auction Silver King patents, tools, dies, and blue prints. He said other parties purchased all existing spare parts and that patterns for the machines were melted down.

Tho originally intending to manufacture Silver King machines, he stated that he has since changed his mind. He said further that there is a possibility he will sell the dies to an unnamed party who would presumably resume manufacture of some spare parts.

Street address of King & Company is 2700 W. Lake St., Chicago, Illinois.

News in Brief

Subsidies of Ops by Cig Mfrs. May End . . .

Subsidies of cigarette operators by cigarette manufacturers, caused by a shortage of column space in venders, may be on the way out. FTC is scrutinizing system, and manufacturers themselves have doubts. One major firm considering a finance program in which operators establish credit at a major bank, obtain equipment loans at bank interest. Is expected that subsidies would die natural death

(Continued on page 101)

1958 to Be Record Year for Cig Ops

NEW YORK—In terms of gross business, cigarette vending machine operators will probably have the best 12 months ever during 1958. In the year just ended, Americans smoked a record 410 billion cigarettes, about 18 billion more than they did the previous year. And trade sources predict that the increased cigarette consumption will continue during 1958.

The filter market continued to grow during 1957, rising from less than 10 per cent of the market in 1953 to about 40 per cent of the market today.

With the growth of filters, the operator has been forced into multi-pricing of his cigarettes. This means that single-price equipment, with limited selectivity, is impractical on most locations.

Convert, Replace

For a while, the operator had tried to absorb the price differential between regulars and filters. But as filters grew in popularity, he was forced to convert and replace his equipment so that he could charge anywhere from 2 cents to five cents more for filters.

During 1958, the operators will probably lay out a record amount of money for new equipment to keep pace with the trend toward filters. Another factor which should contribute to the need for increased selectivity—and hence more new machine sales—is the growth of mentholated brands.

While mentholated cigarettes are not yet a major factor in the industry, their sales nearly doubled last year, and virtually every manufacturer has an entry in the mentholated market.

New Packs

Another development in 1957 was the growth of the flip-top pack to about 15 per cent of the market.

(Continued on page 102)

Mandell Sees Growth Of 2-Cent Bulk Vending

NEW YORK — Increasing use of 2-cent vending in the bulk field was predicted by Moe Mandell, head of Northwestern Sales and Service here.

According to Mandell, ball gum will stay at a penny, but rising costs in most confectionery items will force operators into 2-cent vending.

Penny vending still offers the operator a fair profit in ball gum, but rising chocolate prices have squeezed profits to a dangerous margin in confections. The operator can try to reduce costs by cutting down on portions, but he is in danger of reaching the point of public resistance.

With 2-cent vend, the operator can absorb more price increases and still come out ahead. He can also increase portions if he wishes.

One factor which could slow up any trend toward 2-cent vending is the conversion cost. In order for an operator to move to 2-cent vending, he must replace his 1-cent machine. Machine manufacturers are more prone to make new machines rather than conversion units.

Mandell feels that the ending of the boom economy will help bulk vending. He pointed out that during the depression, bulk vending collections held up very well.

In times of economic hardship, explained Mandell, the penny assumes more importance and people who wouldn't bother buying items which sell for a penny or two become bulk-vending customers.

State Bulk Vending Taxes and Licenses

Below is a summary of annual State fees and licensing regulations imposed upon bulk venders. General regulations and fees affecting all business enterprises in a State are not included. For example, the general sales tax in those States having one is not quoted.

The first 24 States, by alphabetical order, are summarized below. Responses were received directly from the appropriate State agency.

ALABAMA—Penny venders taxed $1 each; each vender taking coin equal to or greater than 5 cents is taxed $8. In lieu of above, $30 may be paid in counties of 60,000 or less, $60 in counties up to 125,000, $80 in counties over 125,000.

ARIZONA—No information received from State.

ARKANSAS—A set $20 license required for any number of machines.

CALIFORNIA—Permit, covering all machines of an operator, is required.

COLORADO—No licensing regulations.

CONNECTICUT—No licensing regulations.

(Continued on page 102)

1956 Candy Sales to Ops Down 4% From 1955 High

WASHINGTON—The nation's candy manufacturers are beginning to feel the dent in sales made by vending machine operators' switch to cookies and other snack items.

Commerce Department's report on the confectionery industry issued two weeks ago (7) paints a rosy picture of the candy industry generally, but points out that sales to vending operators by manufacturer-wholesalers decreased 4 per cent in 1956 from 1955. In 1955, sales to vending operators had increased 7 per cent over the previous year.

According to the report, sales of U. S. manufacturing confectioners reached the highest level in history during 1956, with an output of 2,893,000,000 pounds, valued at manufacturers' sales level at $1,071,000,000. This represented

(Continued on page 101)

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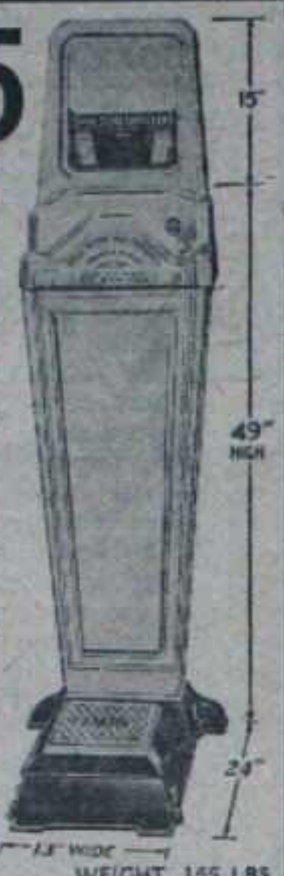

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STONER 8-COLUMN CANDY, 160 cap., postwar changemaker	175.00
STONER 8-COLUMN CANDY, postwar, 5-10-20	165.00
NATIONAL CANDY, 9-column	90.00
ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb.	85.00
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Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 33½", width 4⅝", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet, capacity approximately 200 combs; size of comb, 4¼" long, 1⅛" wide, 7/64" thick.

PRICE OF MACHINE 10c Operation—	Each
Single	$24.15
2 to 11	19.38
12 to 49	18.05
50 or more	17.40

PRICE OF COMBS	Gross
1 to 24 gross	$3.50
25 to 49 gross	3.25
50 to 100 gross	3.00

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Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

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OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, California

Bulk Banter

• Continued from page 99

85. SaPlata has kept working, as his father—a man who raised six children to believe in the integrity of daily work—would have wanted. Looking ahead several months, SaPlata expects business to pick up sharply early in May and continue high the rest of the year. He finds that ball gum and charms sell best in his area, so long as new charms are used as much as possible. Altho his peanut machines are doing well, reports SaPlata, he is planning on replacing at least 30 per cent of the machines with candy and chicle-gum venders.

Art Simpson is back home in San Francisco at the William J. Newman Company, Inc., of which he is president, following a lengthy vacation in Battle Creek, Mich. Simpson visited his daughters there. While he was away from the firm, Ted Essad, the firm's secretary-treasurer, kept things rolling. . . . Loren Paulson of Bay Area Niks is adding more tab gum machines, to his route. . . . Dick Boak, San Francisco, is passing out cigars on the occasion of the arrival of a new daughter at his home. This is the fourth daughter for the Boaks. . . . Frank Mercier, veteran San Francisco operator, has purchased the tab gum route of Art Benofsky. Mercier has been an operator over 25 years.

The cold weather is affecting Milwaukee operators in different ways. Fred J. Laube, who operated a string of peanut venders, sold his route last week. . . . Arnold Aebi, former pinball game operator, keeps his hand in the coin-machine business with a route of gum and capsule venders. Cold weather, he claims, has cut down the receipts of most of his spots, altho current winter sales are a bit over those of last year. He vends strictly in groceries, delicatessens and a few supermarkets. "Some of my best spots are supermarkets," he says. He reports that 30 per cent commissions are standard in the Milwaukee area for gum machines, while capsules average 25 per cent.

"The outlook for 1958's bulk-vending business is at least as good as it was last year," contends Leroy Enders, who just completed his twelfth year in the business. Most of his machines are peanut venders, altho he also vends candy bars, gum and cigarettes. He covers 12 counties and goes as far north as Fond du Lac, operating over 500 pieces of equipment. One of his top spots is the Waukesha YMCA. Cost of supplies, according to Enders, is the biggest hurdle facing the bulk operator today. . . .

Penny ball gum equipment comprises the bulk of the route operated by J. C. Evans in Milwaukee County. A vet in the vending business, Evans got his start back in the depression days of 1933.

Mrs. Harris Gaylord, Detroit, reports that plans for active national distribution of the new lucky bulk vender are maturing. Her husband, national distributor, plans an advertising program in the trade press late in January.

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Advance Comb Machine	12.95
Atlas 5c Capsule Machine	9.95
Model "V" BG Wheel Mach.	8.95
3-Col. Shipman Machine	22.50
2-Col. Stamp Machine	12.50
Silver King, 1c or 5c Mach.	8.50
N. W. Model 49, 5c Machine	12.50
Master 1c and 5c Machine	8.50
3-Col. Hot Nut Machine	22.50
Dugranier 6-Col. 1c Tab	14.50
Mills 6-Col. 1c Tab	17.50
Recond. Popcorn Set Mach.	65.00
Factory Recond. Popcorn Set	100.00

MERCHANDISE

Filled Capsules, per M	$18.50
Rake's Special Mix Charms, All Feature, per M	9.00
30 lbs. 450 Cashew, whole cln.	20.10
30 lbs. Deluxe Mixed Nuts, cln.	17.10
25 lbs. Hersheyettes 1c or 5c size, cln.	10.75
30 lbs. Rainbow Peanuts, cln.	8.40

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Send for 1958 Catalog-Mdse. List! All Machines Completely Checked and Ready for Location. Order With Complete Confidence. 1/3 Dep., Bal. C.O.D.

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609-A Spring Garden St.,

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SLEEPY MACHINES ARE WAKING UP DURING COLD WINTER MONTHS by using our MUTTNICK!

It's a timely gimmick that will give your machines some real action. This cute little dog sits on a platform, looking sadly through the crystal dome, actually begging for the customers to feed the machine so he can be taken out. Vends one at a time in all machines. Assrd. colors.

$7.50 per 500 Pieces

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7 KEENEY VENDERS

Bring 7-Way Profits!

- New Keeney "22" Riviera Electric Cigarette Vender
- Coffee • Soup
- Coffee/Chocolate Sr.
- Coffee/Chocolate Jr.
- 4-Way Cold Drinks
- 4-Way Auto-Maid Milks and Fruit Juices

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Now offering Northwestern TAB VENDING EQUIPMENT

You'll hit the jackpot with this selective tab vender. Our specialty is helping more operators make more money

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GIMMICKS CHARMS CHARMS GIMMICKS RINGS BEADS BEADS

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Filling orders on these NEW sensational items!

★ TEXAS SPUR Action Feature! ★ HORSE'S WHOSIT Just for Laughs!

★ FOUNTAIN PEN ★ BABY BOTTLE New!

★ CRAZY PIN Color Plated!

SURE-LOCK, the perfect capsule. Outstanding items. Send $2.50 and receive 100 high quality filled capsules. Contains our complete line.

"World's Largest Selection of Miniature Charms"

NEW! ATLAS MASTER MACHINE Natl. Sales Agents

NATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES

PENNY KING COMPANY

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Hot Drink Unit

A new vending machine that dispenses FRESH hot coffee, FRESH hot chocolate and FRESH hot soup. Big profit with a low retail price tag. Particularly attractive for marginal and secondary location. Dispenses nationally advertised product whose prestige, letter and personal salesman follow-up makes your selling easier and reduces leg-work. Write for further information.

Unusual Opportunity for specialty salesmen and specialty sales organizations.

Manufacturers Alliance Corporation
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...PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

Washington

By DELORES NEWCOMB

Michael Bushdid, president of Michael Enterprises, and operator of the Game Room at Washington's National Airport, is beginning an entirely new venture. He will put background music in planes operated by American Airlines. According to Bushdid, an installation of this type has never been made before. Full details will not be available until next week. Bushdid is working with WMAL on the deal. Past successes in background music installations prompted him to launch this venture. The Game Room is "coming along fine, too," he adds.

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With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS 3 SIZES.

None finer quality—none lower in cost! We also manufacture vendors for candy, cookies, pens, stamps, perfumes.

OUR 26th YEAR!

SHIPMAN MFG. CO.
LOS ANGELES 23, CALIF.

DATE DAGGER PINS

Wear them Crossed if you're going steady. Wear them side by side if you're unattached.

VACUUM PLATED WITH PINS
LOTS OF 1,000 ..... $15.00 M
LOTS OF 5,000 ..... 13.50 M

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Penny-Nickel BALL GUM-CHARM VENDOR

CAN BE FINANCED! Write for Full Details

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City ..... Zone .... State .....
Occupation .....

News in Brief From Field

• Continued from page 99

when machine columns numbered as high as popular brand types.

Steel Products Has New Packet Vender . . .

Steel Products Company, New York, has a new two-selection dry-ingredient packet vender for coffee, soups, hot chocolate and other standard instant drinks. Has two 10-cent coin mechanisms, holds 120 packages, sanitary delivery door and simple front-loading servicing. Dimensions approximately 15" by 10" by 36". Weight is 43 pounds. Price $64.50.

Panel Enclosures by Master-Kraft Co. . . .

New front-panel enclosures for battery installations being manufactured by Master-Kraft Fixture Company, Baltimore. Named the Vend-Teria, has cut-outs to fit all makes of machines, of steel construction with white plastic signs, continuous illuminated canopy, piano hinges on panel doors, and face doors made of plastic. Available front door widths are 30, 36, 42 and 48 inches.

Denver Op Devises 3-Pt. Sales Talk . . .

Three-point plan for selling intermediate-type location prospects has been devised by Floyd Kimf, general manager of Western Vending Company, Denver, Colo. Careful timing is used in repeatedly inviting prospect to lunch, taking him afterwards for short trip to a Western vending installation, follow-up visit to Western's modern office and operating headquarters. Kimf reports success with at least 20 hard-to-sell prospects.

Florida Juice Cost Up 40 Per Cent . . .

Because of recent cold snap, frozen juice concentrate is marketing at wholesale prices at Florida processing plants up to 40 per cent above pre-freeze price levels. Another reason for price rise is fact that processors anticipated heavy new crop and allowed warehouse stocks to drop. Only small yields are coming from oranges unaffected by cold weather.

Canco: Can Drink Sales Rose 16.2 Per Cent in '57 . . .

American Can Company estimates soft-drink can sales increased by 16.2 per cent in 1957 compared to previous year. This represents rise from 314 million to 365 million cans. Canco reports shipments of own solft-drink cans increased 31 per cent during first 10 months of 1957 compared to same period of 1956. Shipments thruout industry rose 18.9 per cent for same period.

Candy Sales

• Continued from page 99

a rise of 6 per cent in poundage and 4 per cent in value over 1955. Figures are based on reported sales in both years by firms whose operations comprise 73 per cent of confectionery industry sales.

Combined sales of 277 manufacturer-wholesalers reporting amounted to $701,308,000 in 1955, and jumped 3.8 per cent to $727,689,000 in 1956. Of these firms, 233 reported by type of customer and listed a decrease of 4.1 per cent in sales to venders in 1956. Sales to other outlets increased from 5.5 per cent to 11.5 per cent.

Candy sales made directly to venders by bar good manufacturers in 1956 decreased 3.2 per cent, and accounted for 8 per cent of manufacturers' volume, Commerce says. Sales to other outlets increased from 3.7 per cent to 8.7 per cent.

On the other hand, firms classified as general-line houses increased their sales to venders by 2.9 per cent in 1956 over the previous year. Sales to other outlets, however, increased from 3.8 per cent to 20.7 per cent.

Most of the candy consumed in 1956 was in the small, individual units of bar goods, other 5 and 10-cent specialties and penny goods. Per capita consumption reached 17.4 pounds, compared with 16.6 in 1955.

Commerce Department compiled the report at the request and with the financial support of the National Confectioners' Association. The report is the result of a cooperative effort by the Census Bureau and the Food Industries Division of commerce's business and defense services administration.

VENDING MACHINES — Parts, Supplies; Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hersheys, 320 or 620 ct.; Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. KING & CO., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

Ball and VENDING GUMS

AT BIG SAVINGS

Direct LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct.	27¢ lb.
Chicle Ball Gum, 130 ct.	35¢ lb.
Clor-o-Vend Ball Gum	40¢ lb.
Clor-o-Vend Chicks, 320 ct.	40¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	27¢ lb.
Tab (short stick), 100 ct.	38¢ box
5-Stick Gum, 100 packs	$1.98

F.O.B. Factory *150 Lb. Lots*

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34 YEARS OF MANUFACTURING EXPERIENCE
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TOPPER 1c BALL GUM VENDOR

$13.25 ea.

$12.75 EACH 100 or more

Packed and sold 4 per case.

Write for Lowest Prices on our complete line of
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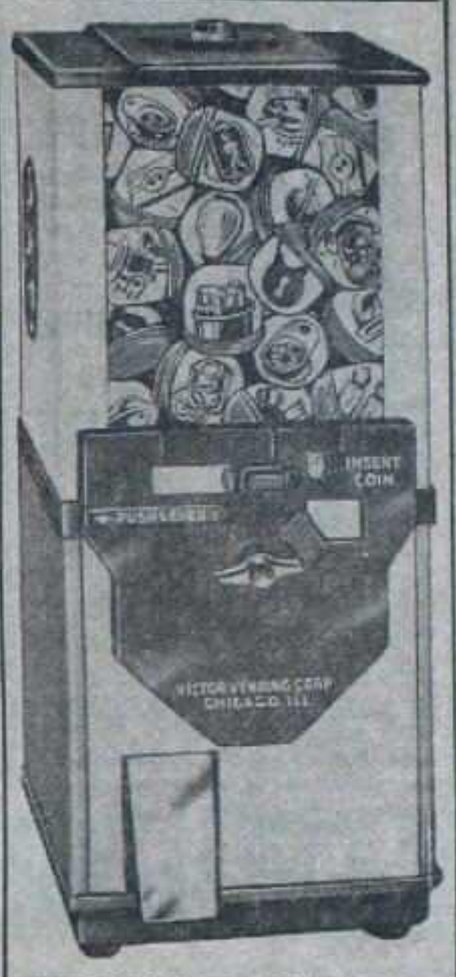

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10c and 25c Capsule Vending Gives You Greater Profits.
Holds 200 of the New 1½" x 1½" V1 Capsules

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Mfrs. of Famous Line of TOPPER Vendors

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LIVE DISTRIBUTORS WANTED

For the greatest money maker in its field, Coin Machine Operators in all parts of the country are adding Swami and Madam X napkin machines to their routes.

Swami and Madam X has more location potential than any other coin machine, because you can place from 10 to 40 or more units in each restaurant location. A natural for juke box operators.

Swami and Madam X is the only machine of its kind in the world, no competition. Our Los Angeles distributor sold approximately 50,000 units in three and a half years.

Write today for proof and free information and demonstration.

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For full information on our complete line of profit-making venders write to—

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2813 Armstrong St. Morris, Ill.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	$14.50
N.W. DeLuxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Perc.	7.95
N.W. Model #33, 1¢ Perc. Converted for 100 ct. B.G.	4.50
Silver King 1¢ B.G. or Mdse.	8.00
ABT Guns	30.00
Acorn, 1¢ or 5¢	9.50

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	$ .85
Pistachio Nuts, Jumbo Queen	.49
Pistachio Nuts, Large Tulip	.66
Pistachio Nuts, Vendor's Mix	.57
Pistachio Nuts, Sheik	.43
Cashew Whole	.66
Cashew Butts	.56
Peanuts, Jumbo	.42
Spanish	.33
Mixed Nuts	.57
Tabby-Lets, 320 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.33
Jelly Beans	.38
Licorice Gems	.38
Leaflets, 650 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.47
Rain-Blo Gum, 60 ct.	$ .28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Blo Ball Gum, 100 ct.	.33
200 lb. minimum, prepaid on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

THERE ARE BIG PROFITS IN NUTS

GET YOUR SHARE WITH

Northwestern

49 NUT VENDOR

Interchangeable SANI-CARRY globe for faster servicing. Displays merchandise to best advantage. Also available in Hot Nut.

STAMP FOLDERS, Lowest Prices. . Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
445 W. 36th St. New York 18, N. Y.
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BERNARD K. BITTERMAN
Victor Vending
Sales and Service

Put Muttnick with Sputnik and profits go Upnick. Order today.

TIME PAYMENT PLAN
WRITE FOR FREE 40-PAGE CATALOG TODAY

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THIS WEEK'S SPECIAL

NATIONAL 9ML

Only $135.00

Limited Quantity at This Price

GUARANTEED SAME AS NEW

Write, wire or phone
Telephone: 20592

T. O. THOMAS CO.
1572 JEFFERSON
PADUCAH, KENTUCKY

TEN THOUSAND OPERATORS ARE LOOKING FOR LUCK-E

The New SENSATIONAL 5¢ Bulk Vendor *Price $19.95 Ea.*

Luck-E vends anything from pistachios, peanuts, M's & M's, Hersch-etts, jelly beans, ball gum, marbles and charms. Every open door is a choice location. The glamour, its multi-colored attractiveness and trouble-free time-tested operation proves it is a winner. Gives you easy entry to the top spots.

Quality construction, dependable performance and low prices help meet your profit expectations.

One-third deposit with order, balance C.O.D. F.O.B. Detroit, Mich. Stands Available.

SPECIALTY SALESMEN
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606 Michigan Avenue, Detroit 1, Mich.
Woodward 1-3802

INSIST ON **STAR BRITE BALL GUM**

Save Money!

IMMEDIATE SHIPMENTS

Meeting the biggest sales in our history with enlarged facilities that assure perfect shipment of your orders

9 COLORS FLAVORS
210—170—140 BALL GUM
Also Cramer's "KING" 7/8" SIZE SOLID BALL

Ask your distributor to stock Cramer's "Star-Brite" for you!

CRAMER GUM CO., INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

GIVE TO DAMON RUNYON CANCER FUND

State Taxes

• *Continued from page 99*

DELAWARE—A $2 fee is levied on each machine unless operator is already licensed as a merchant under the revenue laws of the State, in which case he is not liable for per-machine tax.

DISTRICT OF COLUMBIA—Anticipate licensing ordinance shortly.

FLORIDA—License tax of 50 cents levied on each penny gum vender. Machines taking coins of greater denomination than penny carry tax of $5 unless they are in locations already paying a business tax, in which case tax is $2 per machine.

GEORGIA—No licensing regulations.

IDAHO—Operator must procure $6 license if he grosses $5,000 or more per year.

ILLINOIS—No licensing regulations.

INDIANA—Machines must carry identifying stickers.

IOWA—No licensing regulations.

KANSAS—No licensing regulations.

KENTUCKY—No licensing regulations.

LOUISIANA — License based upon gross receipts of business. An operator grossing up to $5,000 per year, for example, pays a $5 license, while one grossing between $75,000 and $100,000 requires a $90 license.

MAINE—No known licensing regulations.

MARYLAND—A $1 license fee is levied on each machine that vends goods from 2 to 5 cents and a $2 fee is levied on machines that vend products for more than 5 cents.

MASSACHUSETTS — Venders must be approved by director of standards. No licensing regulations.

MICHIGAN—No licensing regulations.

MINNESOTA—No licensing regulations.

MISSISSIPPI—Operator taxed on graduating scale: $2.50 per machine on machines vending for less than 5 cents; $5 on machines between 5 and 10 cents; $7.50 on machines between 10 and 20 cents; $20 on machines vending for more than 20 cents. Counties and municipalities have option of adopting this ordinance.

MISSOURI—No known licensing regulations.

MONTANA—No licensing regulations.

Record Year

• *Continued from page 99*

or about three times what it was the previous year.

While operators as a rule don't enjoy shelling out money for new equipment when old machines are still in good operating shape, most of them realize that they can no longer continue to operate with single-price equipment.

For one thing, price changes and tax increases are common occurrences in the cigarette industry. With the single-price machine, these increases must be absorbed by the operator. The over-the-counter seller merely raises his prices to adjust for his increased costs.

Flexibility

The multi-price machine gives the operator the flexibility he needs to cope with cost fluctuations. The increased selectivity allows him to satisfy the needs of all—not just some—of his customers.

The continued growth of filter and other premium-priced brands is forcing the operator to upgrade his equipment, a move which will benefit him both in the long and short run.

Distrib Firm

• *Continued from page 99*

the West Coast in 1941, was formerly with Mills Novelty Company and Buckley Manufacturing Company in Chicago. On the Coast, he was at one time associated with George Murdock.

The company was formed several years ago by the late William J. Newman, a veteran bulk operator in the Bay Area.

DISTRIBUTOR

Capable, energetic man or organization wanted for a sensational new coin operated

COFFEE-CHOCOLATE MACHINE

Operator's cost $37.50

A well engineered unit, beautifully designed by nationally known manufacturer. *Fully guaranteed.* Liberal profits. Established distributors wanted. Wire, write or visit our showroom.

J. J. WILLARD, INC. 1024 North 1st Street St. Louis 2, Missouri

COIN MARKET PLACE
CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Service and Opportunities.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line in regular 3 pt. caps.

RATE: 20¢ a word—Minimum $4.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: $1.00 a line—$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 Patterson St., Cincinnati 22, O.

Parts, Supplies & Services

POCKET COMBS

Vend through all standard comb machines. Made of polystyrene in various colors. Imprinted combs our specialty. Highest quality combs—Lowest Prices. Fast, dependable service. Call—Write—or Wire Dept. B.

MID STATES DISTRIBUTORS
949 Main Street Hamilton, Ohio
Phone: TW 3-9367

Used Coin-Operated Equipment

ANYTHING IN VENDING MACHINES — Every type machine made, new or used; under the market prices. Established 30 years. Mack H. Postel, 2952B Milwaukee Ave., Chicago, Ill. fe2

SHIPMAN DUPLEX STAMP MACHINES, $10; Triplex, $29.50 each, like new. Folders, direct factory prices. USP Co., 100 Grand, Waterbury 8, Conn. fe3

12 AUTOMATIC 10-CENT SALE POP CORN Machines, 8 in A-1 condition; 4 need some parts; take all for $450. C. H. Swanson, 2913 3rd Ave. No., F.O.B., Great Falls, Mont.

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted; 49's, Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-tfn

14 POKERINOS, STATE MAKE AND CONDITION. Will pick up. W. B. Reynolds, Mapleton Beach, Geneva On The Lake, O. fe10

USE THIS HANDY FORM TODAY

Forms close Wednesday for the following week's issue
Please use pencil when filling in this form

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.
   - ☐ Business Opportunities
   - ☐ Help Wanted
   - ☐ Parts, Supplies & Services
   - ☐ Positions Wanted
   - ☐ Routes For Sale
   - ☐ Used Coin-Operated Equipment
   - ☐ Wanted To Buy
3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
   - ☐ Regular ☐ Display
4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

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$_____ Payment enclosed

Address_____

Address_____

City_____ Zone____ State_____

www.americanradiohistory.com

Milwaukee Op To Debut New Play Booster

Unit for 50-Cent Chutes to Increase Play Via Bonuses

MILWAUKEE—A play booster designed to encourage increased use of 50-cent coins in juke boxes has been successfully field tested by Mitchell Novelty Company here, according to Joe Beck, president of the firm.

Originally conceived and developed by Beck for use on his own extensive music routes, Beck plans to offer the play booster for sale to the operator trade within a month, he says.

Production is being handled by Binks Manufacturing Company, Chicago. Tentative price of the patented unit has been set at $75.

Attached to the front of any juke box using 50-cent slots, the play booster features a colorful glass front three inches by 10 inches on which are printed a series of 10 numerals ranging from seven to 14. When a 50-cent coin, or two quar-

(Continued on page 112)

NMG to Hold 3-Day Music Show in Feb.

OMAHA—The Nebraska Music Guild will hold a three-day music show here February 1-3, Howard Ellis, NMG's secretary, announced last week.

Plans call for panel discussions and speakers to occupy business sessions for the meet. To date, speaker confirmations have not been made and topics have not been definitely decided on, Ellis said.

Primary purpose of the event is to "build enthusiasm and excitement" into the operating business, following a slow fall and early winter, he said.

Exhibitors already signed for the meet are Central Distributing Company (Wurlitzer), H. & Z. Vending Company (Rock-Ola), Atlas Music Company (Seeburg), Lieberman Music One-Stop, Leroy Davidson One-Stop, Decca Record Distributing Company and Sidles Company (RCA record distributors).

Ellis said he expected a number of other exhibitors to sign before the event. The NMG currently is enjoying a peak membership of 50, said Ellis, which represents approximately 75 per cent of the State's operators.

INSTALL HIRSH CHIEF BARKER, VARIETY CLUB

WASHINGTON — Hirsh de la Viez, president of Hirsh Machines, long-time successful juke box operator here, was officially installed as chief barker of the Variety Club of Washington last week (13).

The event marked the first time in history that a juke box operator has been installed in the office.

De la Viez is well known among coinmen across the country for his success in handling the entertainment program of conventions held by the Music Operators of America. The great turnout for the affair testified that Hirsh is held in high esteem by his friends and business associates.

N. Y. Op Guild Sets Plans for Dinner-Dance

KINGSTON, N. Y.—Meeting at the Governor Clinton Hotel here Wednesday night (15), members of the New York State Operators' Guild discussed plans for that organization's sixth annual dinner-dance, to be held in May or June.

Attending the meeting were Tom Greco, Glasco; Lou Werner, counsel; Stretch Hanifee, public relations man at Grossinger's; Jack Wilson and Les Smith, Newburgh; MacDouglas and Gertrude Browne, Beacon; McCarthy, Hurleyville; Pie Haley, Middletown; Mike Mulqueen, Walden, and Richard Wenzel, Harold Seidel, Steven Nechos, Collins Troy, Anne Koenig and Jack Rahn, all of Kingston.

N. Y. Game, Music Ops Make Progress With Front Money

Some Game Ops Getting 60-40 on New Equipment; Jukemen Demand Minimums

By AARON STERNFIELD

NEW YORK—Operators in the metropolitan area are making progress in arriving at commission formulas which will allow them to get fair returns on their investments.

Not too long ago, the 50-50 split was the only commission arrangement in widespread use here for both games and music. While the straight split is still the most common method, the use of front moneys and minimum guarantees is becoming more prevalent.

Game operators are having little difficulty getting front money—generally $10 a week—on large bowlers. However, an operator doesn't just put in an expensive game and ask the location owner for front money.

Front Money

In most cases the front money deal is agreed upon after the location owner asks for new equipment, and after the operator explains why he can install the new machine only if he gets $10 off the top.

Also, instances of a 60-40 split—with the operator getting the long end — have been reported. When a location owner balks at front money, the operator will offer the 60-40 deal as an alternative.

While both deals come out to substantially the same thing; the location owner, given a choice, would rather split 60-40 than have $10 taken off the top.

No Difference

If a game grosses $50 a week, the location would get $20 after front money, with $40 being split down the middle. With a 60-40 split, he would get exactly the same amount.

However, if the game grosses

(Continued on page 107)

German Juke Box Goes International

Now Competes on World Markets With U. S. Product; Builds Toward Big Future

• Continued from page 1

banking heavily on its new 200-selection, dial-operated Telematic 200; but NSM reports its 60-selection Fanfare doing so well on the export market as to put in doubt the universality of the American trend. NSM believes that a 60-selection box offering a good choice of music is absolutely suffi cient. It has a keen demand in Britain, the Benelux countries, Switzerland, Austria, France, Sweden and Italy.

Two firms have marketed new wall jukes. Treff has the 70-selection Melodie, and Contina of Bad Homburg marketed Favorit 60, a 60-selection box with pre-selection, plus an amplifier designed for two or three additional speakers.

Altho German opinion differs on the 200-selection issue, the industry is unanimous in believing that German jukes have an unbounded future. In fact, the Germans believe that the juke box era is here to stay.

BIRD IN HAND

N. Y. Op Finds Novel Way to Reduce Loans

NEW YORK—This procedure isn't advocated, but a local juke box operator has found a novel method of cutting down on advance commissions given to locations for long-term contracts.

The operator in question was getting hit pretty hard by location owners demanding substantial sums as loans. One bar owner wanted $250 in advance commissions. The operator figured the stop merited only $200.

So he wrote a $250 personal check to the location owner, warning him to hold it for a day or so until funds were put into his account. Naturally, the location owner couldn't wait, and the check bounced.

Two days later, the operator came around with $200 in cash. The location owner settled for the folding money and gave the operator a receipt and a signed contract. After the check bounced, the $200 in cash looked pretty good to the location owner.

Wurlitzer Ships Distribs New Line

Week-Long Promotion of Operator Showings Set for Week of January 27

NORTH TONAWANDA, N. Y.—Shipments to distributors of the new Wurlitzer line of juke boxes continued last week, on the eve of National Wurlitzer Days, the week-long promotion devoted to operator showings scheduled to begin January 27.

The new line will consist of 104-selection and 200-selection models, counterparts of the present line (The Billboard, December 9). Details of the equipment have been kept top secret by both the factory and the distributor organization since shipments first started January 10.

However, it is presumed cabinet stylings of both models will be radically changed.

At least three other juke box manufacturers which would normally be expected to unveil new equipment in the early months this year have not yet announced new lines, altho one of these is scheduled to hold a distributor showing this month.

Wurlitzer staged its world-wide distributor meeting in Hollywood Beach, Fla., last November, at which time models were unveiled to the organization.

Mass. Ops Study How to Up Takes

BOSTON—How operators can increase grosses was the primary subject of the monthly meeting of the Music Operators' Association of Massachusetts at the Hotel Beaconsfield last week.

President David J. Baker advocated a plan by operators to increase grosses which would include heavy switching of machines from one location to another and investing in better equipment.

The recent increases in record costs came in for considerable discussion. It was suggested that operators boycott the record companies which have boosted their prices, altho this idea was promptly talked down. Baker said it would be a general price increase and that it would be "unfair to penalize" the record firms.

Plans were also discussed at the meeting of how the association can help fight the proposal to remove the juke box exemption clause from the 1909 Copyright Act. It was decided that Massachusetts legislators in Washington will be approached with the music machine industry's side of the argument when the hearing comes out of committee.

One of the biggest obstacles to a better gross, Baker pointed out, was the fact that machines were by no means on 100 per cent dime play in the area. He said he had reports that there were still "quite a few" juke boxes on 5 cents and urged operators to set their sights

(Continued on page 116)

400 Attend Fabiano Opening in Detroit

DETROIT—Expansion of business facilities by the Fabiano Distributing Company, new Rock-Ola distributors here, only two months after opening in the Motor City, was dramatized Sunday by one of the most successful grand opening parties in the history of the local coin machine industry, attended by 400 people.

New offices and salesroom were informally opened in the Northwest section at 14344 Fenkell Avenue on November 9. Owner is Frank R. Fabiano of Buchanan, Mich., who has been Rock-Ola distributor in the Southwestern part of the State for about 10 years, and is now taking on the big metropolitan territory as well. He is moving headquarters of the organization to Detroit, and plans to spend about five days a week in the city.

Fabiano is moving on January 28 about two miles down the street to 7001 Fenkell Avenue, in a site with about double the present space. The new facilities will have abou' 5,000 square feet of floor area, with five private offices, and separate service and parts departments.

The Detroit branch operations

(Continued on page 111)

N. Y. STATE ORG PLANS MEETING

NEW YORK. — The New York State Coin Machine Association is planning an organizational drive for the western part of the State. President Tom Greco announced that meetings with Buffalo and Rochester operators will be held in the next few weeks.

ROCK-OLA TOOLS UP 'INNOVATION'

CHICAGO — David C. Rockola, president of Rock-Ola Manufacturing Corporation, last week announced that tooling will be completed "within 60 days" of an "innovation" that is the first product of the firm's newly organized engineering division. Rockola declined to say whether the unit was a new whether the unit was a new music machine. Rockola hinted that the firm had in the planning stage other "innovations and methods of merchandising music" which could "create a new trend in the music industry."

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COINMEN YOU KNOW

Denver

By BOB LATIMER

Mrs. Marge Caldwell, owner of the big Western Vending Company, has returned from a three-week vacation in Missouri and other Central States. She is currently whipping up plans for a major expansion program during 1958. . . . Miller Super Markets, operating 22 large supermarkets in the Denver area, will soon double the penny vending machines in its stores, as a result of a successful experiment which has been carried out over the past two years.

For the first time in Denver history, a vending firm reported a stolen truck which contained more than $70 in nickels already rolled up for bank deposit. The loser was Rocky Mountain Vending Service. The truck was recovered one day later minus the nickels.

Bill Storey, Denver phonograph operator, welcomed **Dougald Hinkson,** a visitor from Newfoundland, over the Christmas holidays. . . . A recapitulation of the year's experience occupied members of the Colorado Music Merchants' Association, as the group met two days before Christmas for the final conclave of 1957. Altho no one was bold enough to declare 1957 a good year, the past 12 months had not been as disastrous as many had prophesied, according to President **Jack Arnold.**

The sudden appearance of high charges for location owners for both new and old locations was the principal fly in the ointment, the members agreed. This problem has become so intense that a special meeting of the association will be called for January 20, during which members will be invited to make suggestions for combatting the demands of location owners for high payment.

For the first time, members of the Pueblo, Colo., Association were on hand for the Denver meet. Included were **Sam Salardino,** Sali Music Company; **Jim Hall,** operator, and **Bill Hafner,** Pueblo operator. . . . A trio of Wyoming operators were making the rounds of Denver distributors between Christmas and New Year. Included were **Curly Heller,** Douglas; **Paul Scott,** Lander, and **R. H. Pennington,** Cheyenne.

Blustery, sub-zero weather isn't hampering operations of Vee Music Company, with headquarters in Laramie, Wyo., reports Ross Cook, head of the firm. The reason is the fact that Mrs. Velma

(Continued on page 110)

Wico Corp Lists Conversion Units

CHICAGO (UP)—A large line of conversion kits for operators changing juke boxes from 78 r.p.m. record play to 45 r.p.m., has been made available by Wico Corporation here.

The line includes kits for Wurlitzer Models 1015, 1080, 1100, 1250, 1400, 1600, 1650; Seeburg Models 146, 147, 148, M-100A; Rock-Ola Models 1422, 1426, 1428, 1432, 1434; AMI Models A, B, C, D. Diagrams and instructions are shipped with kits.

UPS EIGHT-STOP GROSS

EP Jackets Boost 18-Month Take 20%

By MAURICE BERNSTEIN

MINNEAPOLIS—Danny Heilicher, of Advance Music Company, is one operator who emphatically endorses the use of point-of-purchase juke box promotional materials—particularly the display of extended play record jackets.

The first local operator to try the jackets as promotional items, Heilicher has been using them in about eight of his better locations for the past 18 months. His net increase in profit resulting from their use—"at least 20 per cent."

He claims, furthermore, that in locations where his firm has set up jacket displays, EP's are getting 10 times the play as in those without a display.

Jacket Positions

Advance Music has placed EP covers inside of six of its 200-play machines, taped to any available empty surface. In some machines the jackets are on the front glass, in others along the inside back wall, and in still others lying horizontally on an empty flat area. Only a few selected jackets are used in each machine so as to avoid a cluttered appearance.

In his two best tavern locations, Heilicher has established "music corners" with 20 to 30 jackets displayed on the wall above each machine.

In one of the two locations, Melody Lounge on Minneapolis' South Side, the cover display is supplemented with a display of 8 by 10 glossy photos, promoting regular 45 r.p.m. plays.

10 Cents Only

Heilicher has not as yet adopted the use of dual-pricing, so all of his disks are priced at 10 cents a spin.

Replying to operators who object to the use of P-O-P items because they are messy or because they "take too much of the serviceman's time" (The Billboard, December 9, 1957), Heilicher makes the following points:

"EP jackets can hardly be called messy. They are more attractive today than ever and are at least partly responsible for increased EP sales in retail disk shops. It seems logical, therefore, that they can do a good job of selling in juke locations.

Little Time

"Maintaining an up-to-date EP cover display consumes very little of the serviceman's time. He needs only to remove the old record and corresponding cover and replace it with a new disk and jacket. All that's necessary are a few extra minutes of time and a roll of cellophane tape for attaching the cover to the display area."

Pointing out his own increase in profits, Heilicher says that he "can't see how operators can think of the small amount of extra effort involved when there is such an increase in plays."

He also has a suggestion for operators who have had a poor EP response on their 200-selection machines.

Color Pix

"Customers are automatically attracted by pictures of their favorite artists—or sometimes merely by a good color picture of any artist," he says. "While they will not ordi-

(Continued on page 110)

H200

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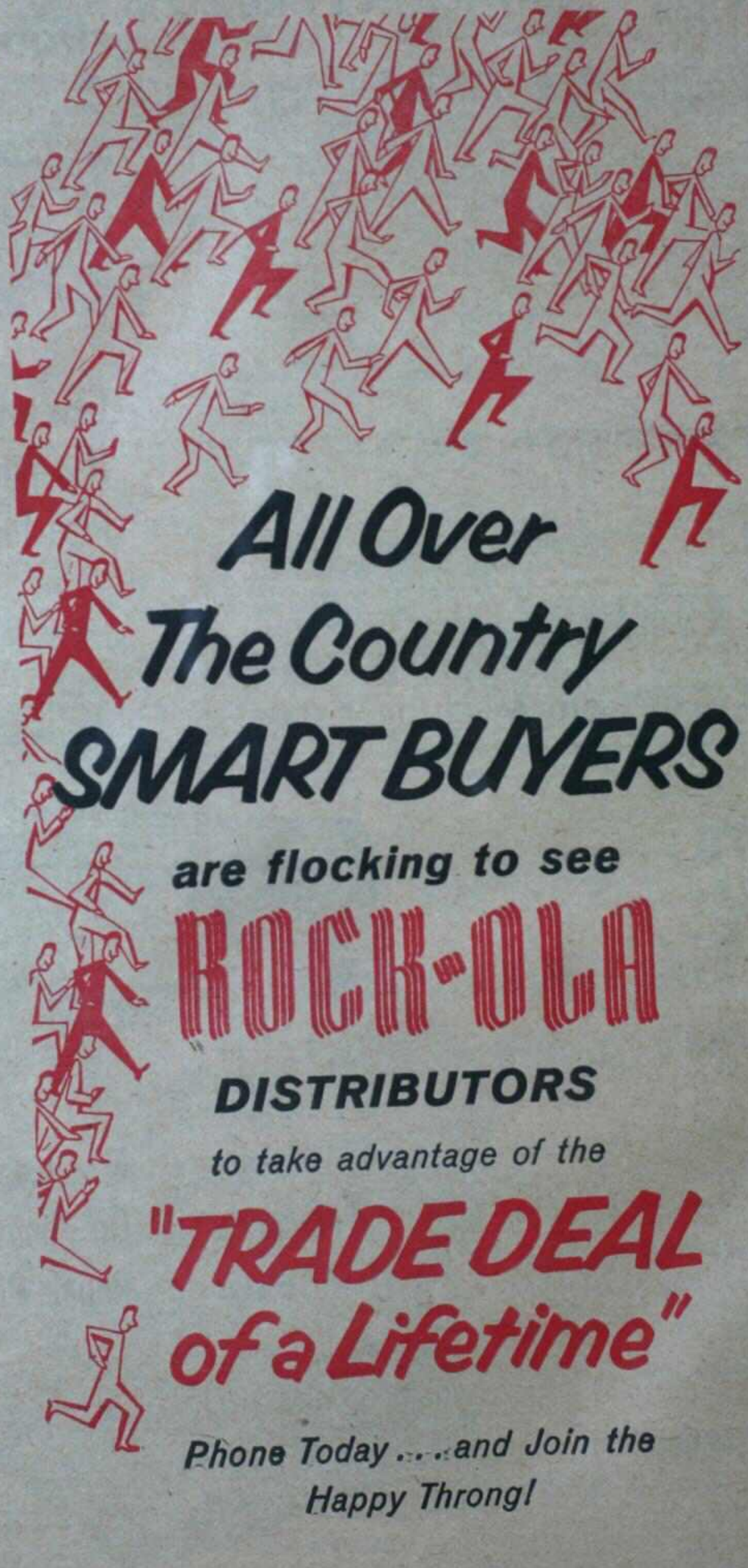

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Scranton, Pennsylvania — SCOTT CROSSE COMPANY 619 W. Lackawanna Ave. DI 4-3391
Pittsburgh, Pennsylvania — B. D. LAZAR COMPANY 1635 Fifth Avenue Grant 1-7818
Rochester, New York — FLOWER CITY AMUSEMENT CO., INC. 670 Main Street, East Hamilton 6-4910

WEST

Los Angeles, California — PAUL A. LAYMON, INC. 1429-31 West Pico Boulevard Richmond 9-7351
Santa Rosa, California — COIN MACHINE SERVICE, INC. 422 Wilson Street Liberty 2-1126
Portland, Oregon — WESTERN DISTRIBUTORS 1226 Southwest 16th Avenue Capitol 8-1565
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Salt Lake City, Utah — DAN STEWART COMPANY, INC. 149 East Second South Street Davis 7-2473
Butte, Montana — H. H. BAMBICK 825 East Front Street 6-7716
Denver, Colorado — MODERN DISTRIBUTING COMPANY 3222 Tejon Street Grand 7-6824
Albuquerque, New Mexico — BORDER SUNSHINE NOVELTY CO. 2919 4th Street, N. W. 4-1626

CENTRAL

Chicago, Illinois — WORLD WIDE DISTRIBUTORS INC. 2330 N. Western Avenue Everglade 4-2300
Milwaukee, Wisconsin — BADGER NOVELTY COMPANY, INC. 2546 N. 30th St. Hilltop 7-3010
Indianapolis, Indiana — CALDERON DISTRIBUTING CO., INC. 450 Massachusetts Avenue Melrose 4-5468
St. Louis, Missouri — J. GOLDSTEIN COMPANY 4701 Washington Blvd. Forest 7-6730
Omaha, Nebraska — H. Z. WEMHOFF & SALES CO., INC. 1705 Douglas Street Atlantic 1125
St. Paul, Minnesota — AUTOMATIC GAMES SUPPLY CO. 382 University Ave. Capitol 6-1031
Kansas City, Missouri — UNI-COIN DISTRIBUTING COMPANY 2410 Main St. Jefferson 1-1205
Moline, Illinois — NAUCHEN DISTRIBUTORS INC. 1526 Third Avenue 4-6703
Bloomington, Illinois — GILBERT MUSIC COMPANY 108 South Center Street 4-4000
Detroit, Michigan — BRILLIANT MUSIC COMPANY 13963 Livernois Avenue Diamond 1-2750
Buchanan, Michigan — FABIANS AMUSEMENT COMPANY 105 Liberty Ave. Dibner 5-5151
Cleveland, Ohio — LAKE CITY AMUSEMENT CO., INC. 4533 Payne Ave. Henderson 1-7577
Cincinnati, Ohio — ROYAL DISTRIBUTING, INC. 3776 Kenzon Ave. Montana 1-5000
Youngstown, Ohio — I. M. NOVELTY COMPANY 5555 Mahoning Avenue Swanbrae 9-8756

SOUTH

Tulsa, Oklahoma — AUTOMATIC MUSIC COMPANY 1714 N. Archer St. Luther 4-4775
Dallas, Texas — MALBOX DISTRIBUTING COMPANY 2909 Main Street Taylor 4-1671
San Antonio, Texas — PAN AMERICAN SALES CO., INC. 323 S. Alamo St. Capitol 7-8371
Houston, Texas — AMUSEMENT DISTRIBUTORS, INC. 1615 St. Emanuel Capitol 7-3547
Memphis, Tennessee — S & M DISTRIBUTING CO., INC. 1014 Union Ave. Broadway 5-1133
Jackson, Mississippi — CAPITOL MUSIC DISTRIBUTING CO. 135 E. Amite St. 2-1822
New Orleans, Louisiana — HOEY DISTRIBUTING COMPANY 3750 Airline Highway Forest 6-2181
Montgomery, Alabama — FRANCO DISTRIBUTING CO., INC. 24 N. Perry St. Amherst 3-6463
Nashville, Tennessee — SANDERS DISTRIBUTING COMPANY 415 Fourth Ave., S. Alpine 5-4178
Louisville, Kentucky — N. W. BRANSON DISTRIBUTING CO. 811 S. Broadway Jungle 7-1343
Johnson City, Tennessee — COIN AUTOMATIC MUSIC CO. 241 W. Main St. 945
Charlotte, North Carolina — LaSTONDRIZON DISTRIBUTING CO. 2829 S. Boulevard Edison 2-8427
Atlanta, Georgia — ROBINSON DISTRIBUTING CO. 335 Edgewood Ave. S. E. Jackson 4-5705
Miami, Florida — ROSS DISTRIBUTING COMPANY 3401 N. W. 38th St. Newton 3-2537
Jacksonville, Florida — ROSS DISTRIBUTING COMPANY 90 Riverside Ave. Elgin 5-1563

CANADIAN

St. John's, Nfld. — WILLIAM PUDNO AGENCIES 60 Water Street Phone 2438
Montreal, Quebec — LAWRENCE NOVELTY COMPANY 540 Beecher Street Phone: CAlvert 1881
Toronto, Ontario — TORONTO TRADING POST LTD. 336 Yonge Street Phone: WAlnut 2-6186
Winnipeg, Man. — A. PULLMER COMPANY 145 Scotia Street Phone: SU 1868
Edmonton, Alberta — VAN DUSEN BROTHERS 10120 117th Street Phone: 29152
Vancouver, B. C. — SELECT MUSIC COMPANY 1902 Commercial Drive Phone: HAstings 3646
Calgary, Alberta — VAN DUSEN BROTHERS 906 9th Ave. East Phone: 36-958

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800 N. Kedzie Ave., Chicago

N. Y. Game Ops Start Union Negotiations

AAMONY Begins Talks With Teamsters; Local 19 Injunction Trial Set February 3

NEW YORK—Representatives of the Associated Amusement Machine Operators of New York and the International Brotherhood of Teamsters, Local 202, Thursday (16) began negotiations for a contract between the union and the amusement machine operators.

Last week, the AAMONY membership voted to begin these negotiations. Other alternatives were Local 1690, Retail Clerks International Association, and Local 19, Cigarette and Coin Vending Machine Employees Union.

A majority voted for Local 202. Local 19 is the juke box employees' union which last month began organizing in the game industry. Local 19, a recent entrant in the coin machine field, has been served with a temporary injunction prohibiting the union from picketing locations serviced by Local 1690.

Possible Conflict

Officials of Local 202 recently said that they would attempt to organize the juke box field. Local 1690 is already attempting to organize the amusement machine field.

Many local operators have both games and music and hence are members of AAMONY, which is negotiating with Local 202 and the Music Operators of New York, which has a contract with Local 1690.

Conceivably, this could lead to a situation whereby an operator belonging to both unions would have to pay a double tariff.

Solution Seen

However, a reliable industry spokesman said that the two

(Continued on page 110)

Chi Coin Ships Lucky Strike, Ball Bowler

CHICAGO — Lucky Strike, a new ball bowler with protective chrome guard rails over pins, hood and backglass, was shipped to distributors last week by Chicago Coin Machine Company.

The six-player, regulation scoring bowler has a new flashing star play feature which adds replay appeal. Ten stars on the backglass, six red, four yellow, flash individually in a circular pattern at the end of each game. Player can earn up to five replays if final star to light up remains lighted opposite his scoring reel.

Red stars correspond to each of the six scoring reels, good for a designated number of replays when score is registered on corresponding reel. Yellow stars, located between the red stars, earn no replays.

The game's replay feature can be switched on or off, easily converting the game to straight regulation play if desired.

Game is set for two-for-quarter play, with furnished plates to convert to dime play at operator's option.

Lucky Strike has "silent" rubber-lined ball return track, plastic pins and 4½-inch duck pin bowling balls. Ball meet pins, and scores register automatically, with no switches on alley surface. Game is shipped in two crates.

Empire Names Bob Wiley to Detroit Sales

DETROIT — Cil Kitt, owner and president of Empire Coin Machine Exchange, headquartered in Chicago, last week named Robert (Bob) Wiley to Empire's Detroit-based sales staff.

Wiley has had wide experience in the operation and sales of coin-operated equipment. He formerly represented Atlas Music Company and World Wide Distributors, Chicago.

Kitt said that Wiley would be stationed at the Detroit office and serve operators in Detroit and Michigan.

Empire opened new offices and showrooms in Detroit last November 14344 Fenkell Avenue. (The Billboard, November 25). The licensing of new ball bowlers by the city prompted the move, which had been contemplated by the firm for some time.

500 to Attend Baltimore Fete

BALTIMORE — About 500 persons are expected to attend the 10th annual dinner-dance of the Baltimore Amusement Machine Operators' Association to be held February 2 at the Lord Baltimore Hotel.

The guest list will be headed by Thomas D'Alessandro, Baltimore mayor. Gabe Kamhy is banquet chairman.

Recently elected officers of the association are Irv Goldner, Chase Vending, president; Sam Gensler, Venture Music, vice-president; Moe Kaminsky, Evans Sales, treasurer, and Harry Morganstein, Crane Novelty, secretary.

Top recording artists will perform at the banquet.

Bally Preems Miss America, First 1958 Pin

CHICAGO — Miss America, first new in-line pinball game to appear in six months, was shipped to distributors last week by Bally Manufacturing Company.

Miss America, featuring the "magic lines" play system, has two 25-number cards, a "Main" card and an "Extra" card. After the "Extra" card is lighted, numbers made light up both cards, but in different positions, offering two-way scoring punch.

Player presses buttons on the cabinet to shift numbers along magic lines horizontally labeled A, B, C, D, and E before shooting fourth or fifth ball, as indicated by light-up panels.

Each line on both cards is further tied to a color, red, yellow, green or white, and these colors identify four separate sets of advancing scores which advance individually and light up on backglass. Player thus can shuffle numbers along magic lines to best suit highest scoring potential of colors.

Miss America also offers up to three extra balls, corner scores, extra time, and other Bally features.

Nix Ohio Pin Review; Next: U.S. High Court

Federal Ruling Could Affect Operations Thruout Nation; Columbus Action Delayed

COLUMBUS, O. — Action to move the Ohio pin case to the U. S. Supreme Court began Thursday (16). On Wednesday, the Ohio Supreme Court overruled a motion for a rehearing of the case.

A possible decision in the case by the nation's highest tribunal could affect pinball operations thruout the country.

Counsel for operators told The Billboard that a petition for writ of certiorari will be filed in the U. S. Supreme Court.

The Chief Justice of the Ohio Supreme Court, which upheld ordinances of the City of Columbus banning pinballs, has agreed to stand the order of the court, holding up enforcement of the ban pending the further legal action.

Technically, operators have 90 days to file a petition in the U. S. Supreme Court, but will likely file before that period.

Enforcement Delayed

In any case, the new petition will delay enforcement of the pinball ban.

The failure to gain a review in the Ohio Supreme Court was expected, as the court rarely grants a rehearing on decisions. (The Billboard, January 13.)

The Ohio Supreme Court had ruled that Columbus ordinances banning exhibition, ownership and display of pinballs are valid. The decision has been regarded as "opening the way" for cities thruout the State to enact similar legislation ousting pinballs. Any further action along this line, however, will now likely await a pos-

(Continued on page 115)

Genco Gun Has Whirling Pipe Targets

CHICAGO—Gun Club, a new Genco Manufacturing rifle game, features as principal targets five "clay pipes" set on a revolving disc, which "break off" when hit.

The game is a standard type .22 rifle unit operating on electrical contact with targets reflected from the bottom of cabinet. Sample shipments were to begin Monday (20).

Gun Club has a new streamlined cabinet fronted with Mylar metallic gold cloth, a fireproof, scratchproof material. A metal frame encloses the cabinet bottom, guarding against scrapes.

Gun Club has the popular candle targets featured on previous Genco rifles, which "go out" when hit. The game has moving rabbit targets which scamper across the target field foreground at intervals, dropping when hit. These operate similarly to the popular "duck" targets on Big Top, a preceding Genco gun. Two rows of stationary foxes and geese add to the field of fire.

Pipes Snap Back

The pipes, when hit, break off and disappear for a time, then suddenly snap back in place.

Player gets 25 shots for a dime, and five bonus shots in addition, if he has a top score. After the

(Continued on page 109)

How Will New European Economic Pact Affect Coin Machine Exports?

U. S. State Dept. Expects Common Market To Increase Trade, Eliminate Barriers

By DELORES NEWCOMB

WASHINGTON — Indications are that formation of the European Economic Community will not be a barrier to U. S. exports of coin machines.

The Community, established under a treaty agreed to by Germany, France, Italy, Belgium, The Netherlands and Luxembourg, will set up a European common market, leading to full integration of the economic systems of the countries.

Fears that such an organization will become an inward-looking and restrictive group, closing the doors of coin machine and other trade with the rest of the world, are "unfounded," according to State Department sources. They believe the Community will actually increase trade and eliminate many barriers in the future.

A Customs' Union

Basically, the proposed European Economic Community creates a customs' union among the six countries, according to the State Department. Under the terms of the treaty establishing the Community, the member nations would progressively eliminate tariffs and quantitative restrictions on trade among themselves and would establish a common tariff and commercial policy toward non-member countries.

A transition period of from 12 to 15 years will be necessary to gradually reduce the tariffs of the member countries.

Only one State Department spokesman, out of many queried by The Billboard, forecast "some difficulty" during the period. He expressed the fear that as the members cut down tariffs against each other "they might not favor trade with the outside world." Other department economists, however, say any problems that arise will probably be small and easily resolved. They believe that in the long run the Community will put the U. S. in a better bargaining position.

Low Tariff Favored

The Department points out that it will "obviously be in the interest of the U. S. to see that the external tariff be as low as possible." Our ability to influence the tariff will be "closely related to the negotiating authority given to the President by Congress" in this year's renewal of the Trade Agreements Act.

It is interesting to note that the Committee for a National Trade Policy, a group of businessmen strongly supporting renewal and strengthening of the Trade Agreements Act, has as a member of its board of directors, Elmer F. Pierson, chairman of the Vendo Company, Kansas City, Mo., large vending machine manufacturing firm.

N. Y. Ops Progress With Front Money

• Continued from page 103

more than $50, he would be better off with a front money deal. On an outstanding location, one grossing $100 for example, a 60-40 split would net the location $40. With front money, $90 would be split, netting the location an extra $5.

Of course, the situation works in reverse when the take dips below $50. But, all factors considered, it's six of one and half dozen of the other.

Minimums

Minimum guarantees rather than front money are becoming more prevalent in the juke box field. More than any other single factor, the advent of the 200-selection machine with the resultant growth of dime play has been responsible for this situation.

An estimated 75 per cent of the new machines going out are on minimum guarantees, and about 10 per cent of the locations have contracts which call for front money.

Minimum guarantees range from $10 to $22, with $18 the median figure. Of course, the $10 minimum, with the next $10 going to the location and the balance split down the middle, is academic. Very few locations which gross less than $10 would rate a new machine.

Mutoscope Set On Photo Unit Repair Plan

NEW YORK — The International Mutoscope Corporation has embarked on a rebuilding program for DeLuxe Photomats. According to Marty Rabkin, Mutoscope president, the firm will rebuild completely the mechanism for $300.

Rabkin explained that the mechanism will be completely disassembled, with all worn parts replaced, and with the same 90-day guarantee as a new machine given. He added that the job includes the coin mechanism, timer assembly, main body and valve panel.

Rabkin said that Mutoscope's service department has been expanded, and a complete parts inventory has been built up.

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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" on "distressed" equipment.

(For 10-week period ending with issue of January 13, 1958)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model C-40	$ 95.00	$ 95.00	$ 95.00
Model D-80 (51) 40sel., 78 RPM	225.00	225.00	225.00
Model E-40 (53) 40 sel., 78 RPM	275.00	225.00	225.00
Model E-80 (53) 80 sel., 45 RPM	350.00	325.00	350.00
Model E-120 (53) 120 sel., 45 RPM	425.00	275.00	350.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	595.00	450.00	565.00
ROCK-OLA			
1428 (48) 20 sel., 78 RPM	$ 75.00	$ 30.00	$ 75.00
1432 (50-51) 50 sel., 78 RPM	95.00	95.00	95.00
1432 Rocket	100.00	95.00	100.00
1434 (50-51) 50 sel., 78 RPM	150.00	95.00	145.00
1434 Fireball	135.00	135.00	135.00
1434 Rocket	150.00	135.00	145.00
1436 A-(53) 120 sel., 45 RPM	229.00	229.00	229.00
1438 (54) 120 sel., 45 RPM	395.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM	445.00	445.00	445.00
SEEBURG			
HM-100-Hideaway (9/49)	$149.50	$149.50	$149.50
M-100-A (9/49) 100 sel., 78 RPM	275.00	69.50	189.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	300.00	385.00
M-100-C (5/52) 100 sel., 45 RPM	525.00	485.00	485.00
HF-100-G (9/53) 100 sel., 45 RPM	575.00	575.00	575.00
HF-100-R	675.00	650.00	650.00
100-W (9/53)	575.00	575.00	575.00
WURLITZER			
1015 (46) 24 sel., 78 RPM	$ 35.00	$ 35.00	$ 35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	50.00	50.00	50.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	95.00	89.00	95.00
1250 (50) 48 sel., 45 or 78 RPM	115.00	54.50	99.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	124.50	155.00
1450 (51) 48 sel., 45 or 78 RPM	175.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix	495.00	149.50	180.00
1550-A (53) 104 sel., 45-78 RPM Mix	225.00	175.00	175.00
1600 (53) 48 sel., 45 or 78 RPM	275.00	239.00	239.00
1600-A (54) 48 sel., 45 or 78 RPM	275.00	239.00	239.00
1650 (53) 48 sel., 45 RPM	325.00	239.00	325.00
1650-A (54) 48 sel., 45 RPM	325.00	225.00	239.00
1700 (54) 104 sel., 45 RPM	625.00	445.00	495.00
1800 (2/55) (W)	825.00	595.00	595.00

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)	$ 65.00	$ 55.00	$ 65.00
Beach Beauty (1/55)	185.00	30.00	175.00
Beach Club (2/53)	75.00	30.00	55.00
Beauty (11/52)	75.00	55.00	65.00
Big Time (1/55)	245.00	95.00	125.00
Bright Lights (5/51)	55.00	45.00	55.00
Bright Spot (11/51)	65.00	45.00	45.00
Broadway (12/55)	270.00	175.00	225.00
Coney Island (9/52)	55.00	45.00	45.00
Dude Ranch (9/51)	75.00	45.00	60.00
Frolic (10/52)	80.00	65.00	75.00
Gayety (3/55)	85.00	55.00	65.00
Gaytime (6/55)	145.00	65.00	120.00
Hi-Fi (6/54)	75.00	60.00	65.00
Ice Frolics (1/54)	65.00	45.00	65.00
Miami Beach (9/55)	145.00	120.00	125.00
Nite Club (3/56)	425.00	205.00	245.00
Palm Beach (7/52)	85.00	40.00	40.00
Palm Springs (11/52)	$ 65.00	$ 55.00	$ 60.00
Spot Lite (1/52)	65.00	45.00	45.00
Surf Club (3/54)	60.00	40.00	55.00
Variety (9/54)	95.00	70.00	75.00
Yacht Club (6/53)	55.00	30.00	55.00
CHICAGO COIN			
Basket Ball Champ (10/49)	$195.00	$195.00	$195.00
Tahiti (10/49)	75.00	75.00	75.00
EVANS			
Saddle & Turf Club Model (10/53)	$ 85.00	$ 85.00	$ 85.00
GENCO			
Golden Nugget (2/53)	$ 35.00	$ 35.00	$ 35.00
GOTTLIEB			
Arabian Knights (11/53)	$125.00	$ 95.00	$100.00
Auto Race (9/56)	270.00	235.00	245.00
Basketball (10/49)	200.00	200.00	200.00
Chinatown (10/52)	65.00	35.00	65.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	245.00	215.00	225.00
College Daze (8/49)	135.00	135.00	135.00
Coronation (11/52)	45.00	35.00	45.00
Crossroads (5/52)	65.00	45.00	65.00
Cyclone (4/51)	25.00	25.00	25.00
Daisy Mae (7/54)	145.00	125.00	125.00
Derby Day (4/56)	210.00	145.00	195.00
Diamond Lil (12/54)	140.00	110.00	125.00
Dragonette (6/54)	175.00	135.00	150.00
Duette (3/55)	195.00	150.00	175.00
Flying High (2/53)	65.00	45.00	45.00
Four Belles (10/54)	125.00	125.00	125.00
Four Stars (6/52)	65.00	50.00	65.00
Frontiersman (11/55)	185.00	115.00	155.00
Gold Star (8/54)	150.00	125.00	140.00
Grand Slam (4/53)	60.00	35.00	50.00
Green Pastures (1/54)	100.00	75.00	100.00
Guys & Dolls (5/53)	80.00	45.00	65.00
Gypsy Queen (2/55)	175.00	125.00	150.00
Happy Days (7/52)	65.00	65.00	65.00
Harbor Lites (2/56)	195.00	175.00	185.00
Hawaiian Beauty (5/54)	125.00	120.00	125.00
Hit 'n' Run (3/52)	65.00	45.00	65.00
Jockey Club (4/54)	130.00	85.00	110.00
Jubilee (5/55)	275.00	210.00	210.00
Jumbo (10/54)	235.00	225.00	225.00
Marathon (10/55)	245.00	215.00	245.00
Lady Luck (9/54)	150.00	105.00	125.00
Lovely Lucy (2/54)	110.00	60.00	110.00
Marble Queen (6/53)	85.00	55.00	55.00
Mystic Marvel (3/54)	255.00	95.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	100.00	60.00	100.00
Poker Face (8/53)	85.00	60.00	75.00
Quarette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	65.00	60.00	60.00
Quinette (3/53)	75.00	65.00	75.00
Rose Bowl (10/51)	50.00	35.00	50.00
Score-Board (3/56)	275.00	185.00	210.00
Sea-Belles (8/56)	295.00	275.00	295.00
Shindig (9/53)	110.00	60.00	100.00
Skill Pool (8/52)	70.00	35.00	65.00
Sluggin' Champ (4/55)	180.00	125.00	165.00
Sluggin' Champ Deluxe (4/55)	180.00	180.00	180.00
Southern Belle (6/55)	170.00	165.00	170.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	150.00	120.00	150.00
Sweet Add-A-Line (7/55)	175.00	135.00	135.00
Toreador (6/56)	386.00	275.00	275.00
Tournament (8/55)	225.00	210.00	225.00
Twin Bill (1/55)	150.00	145.00	150.00
Wishing Well (9/55)	185.00	115.00	165.00
UNITED			
ABC (2/52)	$545.00	$545.00	$545.00
Caravan (1/56)	225.00	50.00	135.00
Circus (8/52)	35.00	25.00	25.00
Havana (2/54)	80.00	80.00	80.00
Hawaii (6/54)	120.00	120.00	120.00
Manhattan (4/55)	80.00	55.00	60.00
Nevada (8/54)	55.00	55.00	55.00
Pixie (9/55)	145.00	70.00	75.00
Rio (11/53)	55.00	25.00	25.00
Singapore (10/54)	65.00	65.00	65.00
Stardust (4/56)	225.00	150.00	155.00
Starlet (11/55)	225.00	50.00	125.00
Triple Play (8/55)	85.00	65.00	85.00
Tropicana (1/55)	75.00	75.00	75.00
Tropics (7/55)	145.00	55.00	55.00
WILLIAMS			
Army & Navy (10/55)	$ 35.00	$ 35.00	$ 35.00
Big Ben (9/54)	125.00	55.00	85.00
C. O. D. (9/53)	75.00	75.00	75.00
Colors (11/54)	95.00	95.00	95.00
Dealer '21' (2/54)	$ 55.00	$ 35.00	$ 55.00
Deluxe Baseball	195.00	49.50	125.00
Disk Jockey (11/52)	40.00	40.00	40.00
Eight Ball (1/52)	35.00	35.00	35.00
Fairway (6/53)	40.00	40.00	40.00
Grand Champion (8/53)	80.00	35.00	60.00
Gun Club (11/53)	40.00	40.00	40.00
Hayburner (6/51)	75.00	50.00	75.00
Hong Kong (10/52)	55.00	50.00	50.00
Jalopy (8/51)	55.00	40.00	40.00
King of Swat	225.00	215.00	225.00
Lazy Q (2/54)	35.00	35.00	35.00
Lu Lu (12/54)	135.00	55.00	135.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (1/54)	50.00	50.00	50.00
Peter Pan (4/55)	150.00	135.00	135.00
Quarterback (10/49)	195.00	195.00	195.00
Race the Clock (1/55)	200.00	100.00	190.00
Rainbow 5 Ball (11/48)	275.00	255.00	265.00
Regatta (10/55)	135.00	110.00	135.00
Screamo (4/54)	75.00	75.00	75.00
Silver Skates (2/53)	50.00	50.00	50.00
Sky Way (9/54)	85.00	60.00	65.00
Spark Plug (10/51)	30.00	30.00	30.00
Spitfire (2/55)	110.00	75.00	110.00
Star Pool (10/54)	110.00	75.00	75.00
Struggle Buggie (12/53)	55.00	45.00	45.00
Slugfest (3/52)	45.00	45.00	45.00
Twenty Grand (12/52)	50.00	50.00	50.00
Times Square (4/53)	70.00	35.00	55.00
Thunderbird (5/54)	125.00	115.00	115.00
Three Deuces (8/55)	180.00	145.00	180.00
Super World Series (4/51)	60.00	60.00	60.00
Wonderland (5/55)	135.00	110.00	130.00

SHUFFLE GAMES

	High	Low	Mean Avg.
Ace Bowler (CC) (9/50)	$295.00	$ 95.00	$195.00
Advance Bowler (CC) (5/53)	95.00	95.00	95.00
American Bank (American Shuffleboard) (5/52)	250.00	225.00	225.00
Arrow (CC)	375.00	250.00	315.00
Banner (U) (8/54)	325.00	155.00	240.00
Bikini (K) (6/54)	195.00	125.00	150.00
Bonus Bowler (K) (3/54)	190.00	75.00	125.00
Bonus Score Bowler (CC) (4/55)	395.00	275.00	345.00
Bowlette (C) (7/50)	40.00	40.00	40.00
Broadway Alley (U)	225.00	225.00	225.00
Capital Deluxe Shuffle Games	435.00	225.00	365.00
Capitol (U) (6/55)	225.00	225.00	225.00
Carnival (K) (5/53)	125.00	45.00	85.00
Cascade (U) (2/53)	50.00	50.00	50.00
Century (K) (6/54)	295.00	175.00	210.00
Champion (B) (5/54)	300.00	125.00	195.00
Chief (U) (11/53)	115.00	115.00	115.00
Classic (U) (6/53)	140.00	50.00	80.50
Clipper (U) (5/55)	385.00	215.00	295.00
Clipper Deluxe (U) (5/55)	425.00	225.00	325.00
Clover Shuffle (U) (1/53)	125.00	39.50	75.00
Club (K) (4/53)	75.00	50.00	65.00
Comet Targette (U) (11/54)	125.00	125.00	125.00
Comet Deluxe (U) (11/54)	345.00	125.00	245.00
Criss-Cross (CC) (11/53)	95.00	95.00	95.00
Criss-Cross Targette Deluxe (CC) (1/55)	110.00	110.00	110.00
Criss-Cross Targette Regular (CC) (1/55)	75.00	75.00	75.00
Crown (CC) (4/53)	50.00	50.00	50.00
Diamond (K) (5/53)	235.00	100.00	175.00
Domino (K) (5/53)	50.00	50.00	50.00
Double Score (CC) (3/53)	95.00	49.50	75.00
Feature (CC) (7/54)	275.00	125.00	185.00
Fifth Inning Deluxe (U) (6/55)	125.00	110.00	115.00
5 Player (U) (1/51)	40.00	40.00	40.00
Fireball (CC) (11/54)	150.00	150.00	150.00
Flash (CC) (9/54)	335.00	195.00	195.00
8 Player (Ge) (9/51)	85.00	50.00	50.00
Gold Cup (CC) (7/53)	155.00	75.00	115.00
Gold Medal (B) (3/55)	425.00	275.00	300.00
Hi Speed Triple Score (CC) (8/53)	60.00	60.00	60.00
Holiday Match Bowler (CC) (9/53)	450.00	225.00	350.00
Hollywood (CC) (5/55)	175.00	175.00	175.00
Imperial (U) (9/53)	95.00	95.00	95.00
Leader Shuffle Alley (U) (11/53)	195.00	125.00	165.00
League Bowler (U) (1/54)	250.00	95.00	165.00
League Bowler Deluxe (U) (4/54)	195.00	100.00	145.00
Lightning (U) (2/55)	155.00	155.00	155.00
Lightning Deluxe (U) (2/55)	295.00	275.00	275.00
Magic (B) (12/54)	155.00	155.00	155.00

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	High	Low	Mean Avg.
Mars (U) (1/55)	$295.00	$225.00	$275.00
Mars Deluxe (U)	395.00	185.00	245.00
Match Bowl-A-Ball (CC) (8/52)	70.00	45.00	45.00
Match Pool (Ge) (2/54)	99.50	75.00	80.00
Mercury (U) (12/54)	175.00	150.00	165.00
Mystic Bowler (B) (12/54)	355.00	325.00	355.00
Mercury Deluxe 11th Frame (U)	295.00	235.00	245.00
Name Bowler (CC) (1/54)	50.00	50.00	50.00
Official (U) (5/52)	85.00	60.00	75.00
Olympic (U) (8/54)	135.00	70.00	75.00
Original	95.00	50.00	70.00
Pacemaker (K)—(9/53)	149.50	50.00	85.00
Palisade (K)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54)	255.00	125.00	125.00
Rocket (B) (8/54)	95.00	95.00	95.00
Royal (U) (8/54)	190.00	75.00	110.00
Score-A-Line (CC) (9/55)	225.00	225.00	225.00
Shuffle Alley Deluxe 6 Player (U) (10/51)	85.00	30.00	60.00
Shuffle Alley 6 Player (K)	85.00	45.00	55.00
Shuffle Alley 10 Player (K)	95.00	50.00	60.00
Shuffle Alley 11th Frame	335.00	150.00	195.00
Shuffle Alley Deluxe 11th Frame (U)	325.00	175.00	225.00
Shuffle Pool (Ge) (11/53)	99.50	39.50	85.00
Six Player (CC)	50.00	45.00	45.00
Six Player Deluxe (K)	65.00	40.00	45.00
Six Player Deluxe (U)	65.00	40.00	45.00
Six Player 10th Frame (U)	75.00	55.00	70.00
Speedlane Bowler (K)	275.00	275.00	275.00
Speedy (U) (8/54)	135.00	135.00	135.00
Star, 5 Player (U) (7/52)	95.00	34.50	45.00
Star, 10th Frame (U) (9/52)	110.00	29.50	60.00
Starlite (CC) (5/54)	295.00	145.00	195.00
Super Bonus Deluxe (U)	425.00	345.00	275.00
Super Frame (CC) (5/54)	295.00	95.00	165.00
Super Match Bowler (CC) (10/52)	75.00	50.00	55.00
Super Six (U) (3/52)	100.00	29.50	75.00
Targette (U)	100.00	100.00	100.00
Targette Deluxe (U) (8/54)	320.00	95.00	195.00
Team Bowler (U) (1/54)	75.00	49.50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC)	95.00	40.00	60.00
Thunderbolt (CC)	395.00	265.00	295.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC)	175.00	175.00	175.00
Venus Deluxe (U) (3/55)	350.00	225.00	275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Vinus Bowler	385.00	225.00	325.00

ARCADE EQUIPMENT

Codes: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l Mutoscope; R—Rowe-rs; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watling.

	High	Low	Mean Avg.
AA Gun (K) ('48)	$ 99.50	$ 99.50	$ 99.50
ABT Challenger (5/46)	30.00	25.00	25.00
Advance Shockers	22.50	22.50	22.50
Air Football	225.00	195.00	225.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) ('48)	125.00	125.00	125.00
All Star Baseball (W)	$195.00	$100.00	$175.00
Anti Aircraft	99.50	99.50	99.50
Atomic Bombers (M)	125.00	100.00	125.00
Auto Photo (AP)	1995.00	1795.00	1995.00
Balloonamat Capitol P (1/55)	295.00	295.00	295.00
Baseball (Sc)	79.50	79.50	79.50
Baseball, 2 Player (G)	175.00	125.00	145.00
Basketball (G)	195.00	195.00	195.00
Basketball (CC)	195.00	155.00	195.00
Basketball Champ (CC)	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48)	150.00	95.00	125.00
Bat-A-Score Sr. (Ev) (8/48)	145.00	145.00	145.00
Bert Lane Merry-Go-Round	275.00	275.00	275.00
Big Broncho (1/51)	345.00	325.00	325.00
Big Inning (B) (47)	125.00	125.00	125.00
Big League Baseball (3/51) (W)	145.00	145.00	145.00
Big League Baseball (W) (2/54)	145.00	145.00	145.00
Big Top (G) (6/54)	250.00	250.00	250.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55)	210.00	210.00	210.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vender (Ex)	50.00	45.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54)	175.00	135.00	150.00
Champion Baseball (G)	215.00	175.00	185.00
Champion Hockey ('46)	100.00	100.00	100.00
Coon Gun (S)	85.00	85.00	85.00
Coon Hunt (S) (2/54)	150.00	95.00	150.00
Dale Gun (Ex)	65.00	50.00	65.00
Defender (B) ('40)	150.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	195.00	95.00	135.00
Drivemobile (M) (7/54)	195.00	150.00	150.00
500-Shooting Gallery (Ex) (3/55)	175.00	85.00	110.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	350.00	60.00	125.00
Football (M)	275.00	275.00	275.00
Goalee (CC) (1/46)	95.00	95.00	95.00
Gun Patrol (Ex) (5/51)	150.00	62.00	95.00
Gypsy Fortune Teller	10.00	10.00	10.00
Harvard Metal Typer	125.00	125.00	125.00
Heavy Hitter (B)	65.00	50.00	50.00
Hi-Ball (Ex) (2/38)	95.00	75.00	75.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	200.00	175.00	195.00
Jet (B)	110.00	110.00	110.00
Jet Fighter (W) (10/54)	225.00	110.00	225.00
Jet Gun (Ex) (12/51)	75.00	75.00	75.00
Jumping Jack (G) (11/52)	85.00	35.00	75.00
Jungle Gun (U) (7/54)	325.00	325.00	325.00
Kicker & Catchers	52.50	52.50	52.50
K O Fighter	395.00	345.00	350.00
Lite League (W) (2/54)	95.00	75.00	75.00
Lord's Prayer (M) (6/56)	395.00	395.00	395.00
Lovemeter (Ex)	25.00	25.00	25.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Mercury Counter Gripper	25.00	25.00	25.00
Midget Movies (CC)	145.00	125.00	125.00
Midget Skeeball (CC)	175.00	145.00	145.00
Mills Scales	65.00	35.00	50.00
Pennant Baseball (W)	100.00	95.00	100.00
Periscope (CC)	$100.00	$ 95.00	$ 95.00
Photomatic (M) (1/50)	395.00	245.00	350.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (1/49)	75.00	75.00	75.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	195.00	125.00	175.00
Polar Hunt (W)	395.00	325.00	345.00
Pop Up	20.00	20.00	20.00
Quarterbacks (G) (9/55)	195.00	140.00	195.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	175.00	150.00	165.00
Round the World Trainer (CC) (10/53)	375.00	325.00	375.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	365.00	224.00	313.00
Set Shot Basketball (Munves) (6/52)	295.00	225.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	195.00	65.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	195.00	99.50	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	195.00	125.00	175.00
Six Shooter (Ex)	75.00	75.00	75.00
S K Grip Vue	30.00	20.00	20.00
Sky Fighter (M) (9/53)	125.00	125.00	125.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	195.00	175.00	195.00
Smiley (Pioneer) (8/46)	525.00	495.00	495.00
Space Gun (Ex)	125.00	85.00	95.00
Space Ranger (Deco)	295.00	224.50	295.00
Space Ship	275.00	125.00	135.00
Speed Boat (B) (7/53)	325.00	275.00	325.00
Sportland (Ex) (11/51)	140.00	140.00	140.00
Sportsman (K) (11/54)	185.00	175.00	175.00
Standard Metal Typer F S	275.00	275.00	275.00
Star Series (W) (4/49)	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54)	120.00	100.00	110.00
Steeple Chase	395.00	395.00	395.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	125.00	125.00	125.00
Super Jet (CC) (4/53)	175.00	175.00	175.00
Super Jet (CC) (8/53)	295.00	295.00	295.00
Super Pennant (W)	175.00	145.00	175.00
Super Slugger (U) (7/55)	395.00	295.00	350.00
Telequiz (1/49) (T)	65.00	65.00	65.00
Ten Strike (E) (46)	85.00	75.00	85.00
3-D Theater (M) (12/53)	150.00	150.00	150.00
Three-of-a-Kind	20.00	18.00	18.00
Three Way Gripper (Gb)	25.00	25.00	25.00
Treasure Cove (Ex) (6/55)	225.00	225.00	225.00
Trigger Horse (E) (7/53)	395.00	395.00	395.00
Undersea Raider (2/46)	125.00	125.00	125.00
Voice-O-Graph (M) (4/46)	395.00	295.00	325.00
Wild West (G) (2/55)	65.00	65.00	65.00
Wizard 5c	20.00	19.50	19.50
Wizzard Whiz	25.00	18.00	20.00
World Series (W) (4/51)	50.00	50.00	50.00
Zingo (1/51) (U)	65.00	65.00	65.00
Panoram (Mills)	395.00	325.00	325.00

Genco Gun

• *Continued from page 107*

25 shots are made, player earning a bonus sees the target field darken, and targets light up in color for high scores.

Thruout game, player can pick any target he chooses to fire at. Targets advance in scoring value as firing progresses. Gun will fire automatically when trigger is held back.

Gun Club backgl.ss panels light up at end of game, designating player as expert, sharpshooter, marksman or rifleman, based on his score.

SIMPLY OVER STOCKED

OUTSTANDING BUYS

Genco 21 Number Roll	$250.00
Genco Skill Ball	275.00
Genco Hi-Fly Baseball	195.00
Genco Champion Baseball	175.00
Genco Davy Crockett	295.00
Genco Rifle Gallery	175.00
Exhibit Jungle Hunt	275.00
Exhibit Ringer Ball	75.00
Seeburg M-100-A 45 rpm Conversion Unit	$ 69.50
Seeburg 3-W1 Wallomatic	49.50
Extension Light Assembly For Pool Games	15.00

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COIN CALENDAR

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

January 20—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

January 23—Music Guild of New Jersey, annual meeting, Essex House, Newark, N. J.

January 27—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

January 28—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

February 1-3—Nebraska Music Guild, music show, Omaha.

February 3—United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit.

February 3—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

February 4—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

February 4—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.

February 5—Music Operators' Association of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

February 5—Summit County Music Operators' Association, monthly meeting, Akron, O.

February 6—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland, O.

February 6—California Music Merchants' Association, Sacramento Division, monthly meeting, association headquarters, Sacramento.

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Chrome	39.50
Painted	30.00

CENTURY MUSIC, INC.
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COINMEN YOU KNOW

• Continued from page 105

Cook, probably the Wyoming coin machine industry's most eye-appealing member, has continued to make location-prospecting calls come what may.

Tony Avatabile, of Canyon States Music Company, Phoenix, reports that from 20 instances in which phonograph operators have switched to 10-cent play, there was not a single example of a drop in profit and that, on the contrary, there was an average increase of at least 10 per cent and sometimes as much as 35 per cent.

Milwaukee

By BENN OLLMAN

Sam Hastings claims he is gradually getting over the early glow of becoming a grandfather for the third time. It is a girl, born to his daughter, June. Plans call for a trip to Fort Pierce, Fla., says Hastings, within the next couple of weeks. . . . Mr. and Mrs. Ernest Ferght, Ferght Coin Machine Company, Rhinelander, made a brief trip to Milwaukee last week. They visited distributors searching for good used equipment and some new items for the coming tourist rush.

Herman Paster spent most of the week at his AMI headquarters here, down from his St. Paul office. Sid Burman is in bowling alley-tavern field in West Allis. . . . Trade visitor here this week was Val Andreas, Oshkosh. He unloaded a bunch of used disks.

Change in counter help at the Hoffman one-stop on 17th and Wells finds Dave Woodruff in charge while Joe Hoffman takes care of deliveries. . . . Harry Jacobs Jr., preparing for his vacation trip to Bermuda, notes that interest in both new and used equipment among up-State operators is very evident. Mary Humiston, P. & P. Distributing Company, reports that she no longer handles the disk buying chores. The firm's routemen now do their own purchasing according to route needs.

According to Jim Skiba, Music Mart one-stop counterman, operators have not been complaining very bitterdly about recent disk price boosts. . . . Plans to enter the ice cream bar manufacturing business to supply venders have been dropped by Velvet Freeze Ice Cream Company, according to Sylvester Grosberg.

(Continued on page 114)

Eight-Stop Gross

• Continued from page 105

narily look thru a large number of EP selections on the chance that one of their favorites might be there, a jacket display will inform them, as soon as they come near the machine, that their favorite is there.

"Operators in many parts of the country are complaining of dwindling profits," concludes Heilicher. "I wonder if an EP cover display isn't just the thing they're looking for."

N. Y. Negotiations

• Continued from page 107

unions will probably come to an agreement, with Local 1690 confining its organizational effort to music and Local 202 sticking to games.

Meanwhile, another Teamster unit, Local 266, has claimed jurisdiction in the area. Representatives of Local 266 appeared at the Henry Hudson Hotel last week when the AAMONY was holding its membership meeting.

These representatives were not admitted to the meeting and Local 266 was not considered when the membership decided with which union it would negotiate.

Local 266

Local 266 claims that it is the Teamster union with jurisdiction in this area. The validity of this claim is not known.

Nor is Local 19 out of the picture. The Music Operators of New York originally had sought an injunction to prohibit it from picketing locations which were serviced by Local 1690.

Justice Owen McGivern first denied the injunction, then reversed himself and granted it (The Billboard, January 13).

Now Local 19 is pressing for a trial, with the trial date set for February 3. The temporary injunction is in effect until the trial is concluded.

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1800	595.00
1900	695.00
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AMI 40 SEL.	1.95

BINGOS

MANHATTAN	$ 55.00
ICE FROLICS	50.00
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Razor Blade Dispenser	7.95
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Watling 200 Scale	Write
Watling Tom Thumb Jr.	Write
Pace, Mills, Rock-Ola Scales	Write
13 Way Mercury Athletic Scale	69.50

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Big Shows	295.00
Parade	245.00
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Fabiano Opening in Detroit

• Continued from page 103

are in charge of Lou Nemesh, formerly manager for Music Systems here. Fabiano plans to build a sales force of six, four covering the State and two the city territories.

Kenneth Stephan has been appointed manager of the new enlarged service department here, which will be a key point of the operation. A "graduate" of the Rock-Ola factory training program, he has been with Fabiano for about seven years and was manager of the service department at Buchanan. His vacated post there will be filled by Ira Green.

The general staff for Fabiano here, as announced to date, includes: Mrs. Mamie Folino, a niece o. Frank R. Fabiano, in the office; Paul Folino, her husband, as serviceman, and Bob Jason, salesman.

The grand opening on Sunday was too big an event to be held in the new enlarged quarters, and was held at the Piemontese Hall, about a mile away.

A large orchestra platform was used for a display of four new model Rock-Ola units, including a cutaway model to show the mechanism clearly. These were spotlighted and centrally placed, serving to provide a choice of music to entertain guests thruout the afternoon and evening.

A number of recording artists were among the guests.

Kurt Kluver, assistant salesmanager of Rock-Ola, represented the manufacturer, and told The Billboard, "of the many shows I have attended in my 10 years with Rock-Ola, this is without a doubt the most successful I have ever attended."

His sentiments on the success of the Fabiano showing were widely echoed among the many operators in attendance.

Assisting Fabiano as hostesses for the event were his niece, Mrs. Mamie Folino, Louise Noble and Charlotte Smith. The attractive machine displays were set up by Kenneth Stephan and Paul Folino of the company staff, while general arrangements were in charge of Lou Nemesh.

Operators and guests registered among those present from Detroit included:

Mr. and Mrs. H. Schelden, Harry Pilson, Mr. and Mrs. R. Schelden, Mr. and Mrs. Wallace Zacharins, Mr. and Mrs. J. Bogan, Mr. and Mrs. Jim Carlson, Wanda Rheaume, George Kelly, Leo R. Morris, Joseph L. Wisniewski, C. E. Peterson, Mr. and Mrs. Frank Wisniewski, Tom Mutter, John and Mickey Dawson, George Hurdle, Andy Bellotte, Mr. and Mrs. Wilson Wheeler, Edwin W. Lesinski, Mr. and Mrs. Ray LaBarre, Jim M. Saic, Mr. and Mrs. James J. Rossie, G. T. Rison, Mr. and Mrs. Purlow Gruel, Mr. and Mrs. B. F. Crossoor, Mr. and Mrs. A. Petro, John W. Cronin, Janice Watrous, Margaret Schinecker, Carey J. White, Vickie Adams, Morris Goldman, Harvey Gilbert, Mr. and Mrs. B. Krowisz, J. M. Jeffrey, Mr. and Mrs. Al Pisa, Mr. and Mrs. Sam Willens, Mr. and Mrs. Stem Lewis, Mr. and Mrs. Max Goldman;

William Green, Thomas Byars, Robert Nelson, Sportaland Amusement; Martin Salys, Mr. Bleuberg, V. P. Music; Sidney Kalchem, Sid's Music; Carl Grans, Grant's Music; Mr. and Mrs. Howard Kirk, Ed Green, A & K Vending; Mr. and Mrs. A. Westin, Wess Music; Sam Sapienza, Eagle Music; Mr. and Mrs. A. Johnson; Mr. and Mrs. John Bocci; Mr. and Mrs. Bob Jason; Mr. and Mrs. C. Latia; Jame Demlur, D & P Service; Mr. and Mrs. C. Spooner, Spooner Music; Erwin Moss, Moss Music; Vernon Huntoon, Charle Fleming, Acme Vending; Leo McGinnis, McGinnis Music; Harry Norton, Lincoln Vending; Mr. and Mrs. Ben Paull, Paull's Music; Richard O'Mears, Music Systems; Frank Alluvot, Frank's Music; Mr. and Mrs. A. J. Selario, Music Systems; Mr. and Mrs. Charles Andrews, Angott Music Distributing; Mr. and Mrs. John Wise; John Zallner, Bud's Amusement; S. Besk, Besk Music; Mickey Power, Powers Music; Mr. and Mrs. Tommy Ascott; Hal Reves, The Billboard; L. M. Welsh, Teamsters Union; Leo Weinberger, Leo's Amusement; Dr. and Mrs. R. F. Happel; Mr. and Mrs. G. S. Wilson; Mr. and Mrs. Bernard Palugi, Woodward Amusement Co.; Adele Storm, United Music Operators; O. A. Silvers; Henry Scott; Thomas G. Regan, Regan Music; Ralph Amsden; Louis Taylor;

Bill Sager, Frank's Music; Marvin Jump, Union Coin; Andri A. Conchetti, James K. Moore and Ron White; Mr. and Mrs. S. M. Look; Mr. and Mrs. A. F. Pabst, Acme Vending; Harry Riche, Moss Music Company; Martin Rice, Rice Music; H. Vaukoghurt, Union Coin Machine Service Co.; Thomas J. Dewberry, T & J Amusement Co.; Alvin S. Golman, Music Systems; Louis Ambrosine, L. A. Music Co.; Harry Eader; Hugo A. Guensche; Mr. and Mrs. Jack Gunn, Gunn Music; Charles S. Gray, Cosnat Distributing; Frank Seyenauski; Nellie Walker; Edgar Vernon, V & W Music; Mr. and Mrs. George MacDuff; Miss L. Morros and Miss S. Weiss; Mario Vayiar.

Out-of-town guests included:

Mr. and Mrs. J. Visser, Okemos; Mr. and Mrs. George Nauhan, Dearborn; Mr. and Mrs. B. C. Gralle, Flint; Ann M. Thompson and Betty P. Como, Royal Oak; Mr. and Mrs. P. Shaheen, Flint; Mr. and Mrs. S. Smith, Port Huron; Mr. and Mrs. Roy Small, Small Music, Highland Park; Pat White, Garden City; Bud Leonard, Manitou Beach; Mr. and Mrs. E. Westheimir, Jackson; James F. Talisano, Hartford, Conn.; Frank Sural, Sural Amusement, Saginaw; Mr. and Mrs. Jim Spagnuolo, Northville; W. Essenmacher, Center Line; J. D. McIntosh, National Music, Jackson; Dick Ford and Jack Sloan, The Billboard, Chicago; Joseph Godell, Music, Inc., Dearborn; Ed Leyanna, Eddie's Amusement, Flint;

John R. Price, Music Enterprise, Lincoln Park; Max Baker, National Music, Jackson; Mr. and Mrs. Mike Benson, Michigan Nickel Co., Ecorse; Hershall Trees, Russ Wainscott, Dale Clark and Bob Harris, Wolverine Entertainers, Pontiac; Vinc Crinzi, Melody Music, Saginaw; Stanley R. Warner, American Amusement, Saginaw; W. B. Magel, National Music, Jackson; Mr. and Mrs. Zane Ross, Ross Amusement, Garden City;

Ivan Hunter, Hunter Automatic, Port Huron; Mr. and Mrs. M. C. Peek, Blue Water Music Co., Port Huron; Mr. and Mrs. Glenn Jessup, Jackson; Reginald and Harry Niedzinski and Al Gutehl, Harry's Amusement, Bay City; Lory Mack and Mrs. B. Siemenick, Hillview Resort, Riverside; Mr. and Mrs. Fred Warner, Ace Automatic Music Co., Saginaw;

Paul E. Burns, Eddie's Amusement, Flint; Steve Polino, Northville; Ira Green, Fabiano Amusement Co., Buchanan; Jack Kirschner, Jack's Music, Dearborn; Leonard Van Dett, Flint; George B. Thompson, Rose R. and Joseph D. Helmstreit, Royal Oak; Bob Rzgseckl, Oak Park; Mr. and Mrs. G. Fruitman, Gordon's Music, Oak Park; Mr. and Mrs. Arthur Campbell, Ypsilanti; Mr. and Mrs. R. Griffen, Howell; Mr. and Mrs. H. Showerman, Howell; Frank Staffe, Lincoln Park; Mr. and Mrs. R. W. Clason, Utica.

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M100C	469.00
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3W1 Wallboxes, Chrome (100 Selections)	54.50
3W1 Wallboxes, Hammerloid (100 Selections)	46.50

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2150 (200 Selections)	Write	1650	$239
2000 (200 Selections)	$699	1600	239
1900 (104 Selections)	649	1400	149
1800	569	1250	99
1700	469	1217 (Hideaway)	89

AMI		ROCK-OLA	
H100 (like new)	$649	1442 (50 Selections)	$395
C200 (like new)	649	1436 (45 rpm)	229
F120 (like new)	495	1434 (45 rpm)	139

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DuGrenier, 8 col., new	Write
National, 9 col.	95.00
Ship. 2 col. Gum	18.00
N.W. 2 col. Roll Stamp	74.50
U.S., 2 col.	35.00
Ship. 3 col. Stamp	39.50
Kleenex	20.00
Harmon Comb	17.95
Harmon Kotex	25.00
Harmon General	35.00
Frigid Fruit	240.00
6 col. Film Vendors	175.00
Andico Coffee, cup	225.00
Colespa Coffee, cup	225.00
Keeney Coffee, cup	295.00
Spacarb 3 flavor Cup	225.00
Mills Coca-Cola	125.00
Mills Chocolate	165.00
Craig Ice Cream Bar	150.00
Revco Cup	125.00
Wittenburg 24 sel. and Rowe 5 sel. Sandwich Refrigerated Vendors	Write

BINGOS

Big Show	$295.00
Beach Beauty	175.00
Big Time	135.00
Gayety	75.00
Key West	345.00
Nite Club	245.00

RIDES

Donald Duck	$275.00
Elsie	275.00
Lancer Horse	495.00
Space Ship	295.00
Palomino Horse	295.00
See-Saw	250.00
Miss America	250.00
2 Horse Carousel	325.00
Crusader Horse	295.00
Big Bronco	350.00
Moonride	225.00
Leaping Lena	165.00
Dopey Duck	240.00
Reindeer	240.00
Pluto the Pup	240.00

5 BALL PIN GAMES

Fair Lady	$325.00
World Champ	295.00
Gladiator	250.00
Royal Flush	300.00
Blondie	210.00
Band Wagon	200.00
Circus Wagon	215.00
Continental	340.00
Hot Diggity	250.00
Mystic Marvel	120.00
Piccadilly	255.00
Race the Clock	190.00
Scoreboard	195.00
Spit Fire	110.00
Stage Coach	150.00
Shindig	100.00
Timbuc Tu	175.00
Thunderbird	115.00

ARCADE EQUIPMENT

ABT 6 Gun Rifle Range	$575.00
Boomerang	100.00
Big Inning	125.00
Heavy Hitter	65.00
Undersea Raider	125.00
Midget Movies	125.00
Champion Hockey	100.00
Basketball Champ	195.00
Four Player Derby	125.00
Goalee	95.00
Pistol	75.00
Twin Hockey	225.00
Steam Shovel	195.00
Bat-A-Score	95.00
Dale Gun	65.00
Silver Bullet	125.00
Ex. Vitalizers	75.00
Genco Basketball	195.00
Genco Champion B. Ball	195.00
Genco Quarterback	195.00
Hi-Fly B. Ball	225.00
Keeney Air Raider	125.00
Lite-A-League	75.00
Cap. Panorama	395.00
Atomic Bomber	125.00
Drive Mobile	150.00
Flying Saucer	95.00
Photomatic	350.00
Silver Gloves	175.00
Voiceograph	225.00
Drive Yourself	425.00
Rock 'n' Roll	95.00
Pitchem & Battem	195.00
Bear Gun	150.00
Coon Hunt	150.00
Jet Fiter	225.00
Sidewalk Engineer	195.00
Love Tester	125.00
Three D	150.00
Shoe Shine	150.00
Zodiac Venders	95.00

150 BALLY HOLLY CRANES
For export shipment only.
Write or wire for special prices.

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10 Mark 11, 22 column | 5 Moderne, 12 column
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NITE CLUBS..... 205.00 each
BROADWAYS..... 175.00 each
BIG TIMES..... 100.00 each

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ALL KINDS FULLY GUARANTEED WRITE FOR LIST

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All Shaffer Reconditioned
All Shaffer Guaranteed

AMI
G-200
$695.00

"100" SELECTION PHONOS

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HF100G 595.00
M100C 495.00
M100B 400.00

ROCK-OLA
1454 .....$595.00
1438 Comet .. 389.50

WURLITZER
1900.....$675.00
1800..... 595.00
1700..... 495.00
1500..... 179.50

AMI
E-120 .....$350.00

SEEBURG
3W1-100 Wall Box $49.50

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SHAFFER ALWAYS SATISFIES

Write for Illustrated Catalog.

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CINCINNATI, OHIO 1889 Central Pkwy. MAin 1-6310
INDIANAPOLIS, IND. 1327 Capitol Ave. MElrose 4-3571

New Old Golds Now on Market

NEW YORK—While most of the major cigarette manufacturers are concentrating their fire on the growing filter market which now accounts for more than 40 per cent of current sales, the P. Lorillard Company is attempting to improve its position in the non-filter field.

The company has announced national distribution of Old Gold Straights to replace Old Gold regulars and kings. The new brand will sell for the same prices as other non-filters—$8.45 a thousand for regulars and $8.90 a thousand for 80-mm. size.

The manufacturer claims that the new brand contains 7 per cent less tar and 22 per cent less nicotine than the Old Gold regulars, and less tars and nicotine than any other non-filter on the market.

Milwaukee Op

• *Continued from page 103*

ters are inserted, the numbers light up, flashing on and off. The patron is entitled to receive the equivalent number of plays which correspond to the numeral behind which the light stops. He can get the seven plays which his 50 cents normally would entitle him to hear. Or he can get a bonus of as many as 14 plays.

Legality of the play booster, according to Joe Beck, is assured. "There is no gambling element contrary to the law present in this unit," he says. "The players never receive less than the seven plays which their 50 cents would normally entitle them to hear. They can, however, receive a bonus of as many as 14 plays for their money."

Testing of the unit has been under way for several months in a dozen Milwaukee locations with excellent results. Checks on locations using the trade stimulator, says Joe Beck, have experienced receipt boosts ranging from 25-50 per cent. One spot averaging $70 climbed to $115.50 in a two-week period. Another climbed from $120 to $172 in two weeks via use of the gimmick.

A veteran operator, Joe Beck has been in the coin business for 21 years. His music and games routes are reputed to rank among the largest in the State. He formerly was connected with the manufacturing and distribution of several other pieces of coin machine equipment, including a coin quiz machine.

"The major problem facing coin machine operators today," he says, "is the diminishing traffic in taverns. This device is an attempt to stimulate more extensive use of our music equipment from among the dwindling number of people patronizing our locations nowadays. It does not eliminate the continued use of regular nickel or dime slots on juke boxes. It does, however, encourage greater use of half-dollars for music."

CLEAN WURLITZER TRADES
INCREASE YOUR EARNINGS
Model 2000—200-selection $795
Model 1900—104-selection 675
Model 1800—104-selection 595
TRADE IN YOUR 1700's NOW AT TOP DOLLAR—WE NEED 'EM
CRUZE DISTRIBUTING COMPANY, INC.
1101 West Washington Street
Charleston, West Virginia
Phone: Dickens 4-4566

Juke Serviceman Hurt in Explosion

SYRACUSE, N. Y.—A 38-year-old juke box serviceman was seriously injured here last week in a $100,000 bakery-restaurant explosion which caught eight persons.

Among the victims was Paul Egan, of the American Amusement Company. Egan was changing records on a juke box when the blast occurred. He was smashed by blocks of concrete from the walls and sustained first degree burns, shock and concussion.

Tho the cause of the explosion has not yet been determined, fire officials suspect that it might have been from an accumulation of gas.

BUY! METAL TYPERS
VENDING ALUMINUM IDENTIFICATION DISC
WHY? 1. LIFE-TIME INCOME 2. TROUBLE-FREE OPERATION 3. ONLY 18"x18"
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AMI D-80 .... 250.00
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Seeburg M-100-A 99.50
Wurlitzer 2000 795.00
Wurlitzer 1700 595.00
Wurlitzer 1500 150.00
Seeburg and Wurlitzer 100-Selec. Chrome Wall Boxes at Special Prices . . . WRITE.
Better Tone at Less Cost!
CoMco HI-FI SPEAKERS
The Only True Low-Priced High Fidelity Speaker!
Hi Fi Wall Model . $19.95 • Hi Fi Corner Model . $23.95
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Wall $11.95 • Corner $15.95 • Ceiling $11.95
COVEN MUSIC CORPORATION
3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210
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SEEBURG PHONOGRAPHS
Models A, C, W, G, R & V200
Send for Special Price Lists!!
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GET ACTION! GET EQUIPMENT
from WORLD WIDE!
*You Can't Do Business Sitting on Your Assets!
5-BALL GAMES
ROYAL FLUSH $395
ACE HIGH 375
RAINBOW 345
AUTO RACES 335
DERBY DAY 190
HARBOR LITES 175
SWEET ADD-A-LINE 155
4-PL. MAJESTIC 410
4-PL. REGISTER 310
4-PL. SCOREBOARD 195
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2-PL. GLADIATOR 245
2-PL. TOURNAMENT 215
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2-PL. BLONDIE 185
2-PL. CIRCUS 335
C.C. CAPRI 139
HAWAIIAN BEAUTY 335
DIAMOND LILL 110
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WANT TO BUY...
ALL TYPES BINGO GAMES
WILL PAY HIGHEST CASH DOLLAR OR TRADE LATE 5-BALLS!
All Reconditioned Equipment in Stock—Prompt Shipment!
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ROSEN'S *first* WAREHOUSE AUCTION SALE

★ THE DATE
February 1, 1958
★ THE WAREHOUSE
851-53-55
North Broad Street
Phila., Pa.
★ THE TIME
12 Noon

★ COME EARLY AND PICK UP THE BARGAINS OF YOUR LIFE—

or Send Your Sealed Bids by Mail —to be opened the day of the sale

● The Rosen Warehouse Sale gives you a money-saving, time-saving way of getting all the beautifully reconditioned coin machines you want and need at your own bid price. Listed are the machines we have specifically collected for this sale — Music, Pin Games, Pool Tables, Shuffle, Bowling and Skee Ball Alleys and Arcade Equipment. All to give you an opportunity to make the most fabulous buys — cash and carry.

MUSIC

1 AMI 80 Hideaway, Metal Cabinet
8 AMI A
11 AMI B
6 AMI C
6 AMI D 40
6 AMI E 120
1 AMI E 120 Hideaway, Wooden Cabinet
1 AMI E 80
1 AMI F 120
2 AMI C converted to 45 R.P.M.
4 AMI D-40 converted to 45 R.P.M.
1 AMI B converted to 45 R.P.M.
2 Seeburg M 100 B
1 Seeburg M 100 BL
1 Seeburg M 100 C
5 Seeburg M 100 A
2 Seeburg 8800
1 Seeburg 8200
1 Seeburg 148
2 Seeburg 147
1 Seeburg Colonel
1 Seeburg V 200
2 Rockola 1428
1 Mills 951
1 Wurlitzer 750E
1 Wurlitzer 780E
1 Filben FP 300
1 Evans 245
1 Evans 135 (78 RPM)
Seeburg 100 Record Wall Boxes
Rockola 120 Record Wall Boxes
AMI 40 Record Wall Boxes
Assorted Speakers and Parts
40 Selection Cellar Units

PIN GAMES

1 Ace High
1 Allstar Basket Ball
2 Arabian Knight
1 Army & Navy
4 Arrow Head
4 Big Ben
1 Big League Baseball
2 Blondie
1 Buffalo Bill
1 Cabana
1 Can Can
5 Capri
4 Circus Wagon
6 Colors
1 Coronation
3 Cue Ball
1 Cue Tee
1 Cyclone
1 Daisy Mae
1 Dealer
2 Deluxe Baseball
2 Derby Day
1 Disc Jockey
2 Diamond Lil
4 Dragonette
1 Dude Ranch
5 Duette
1 Easy Aces
1 Fairway
1 Four Stars
2 Frolics
1 Frontiersman
1 Fun House
1 Gayiety
1 Gay Paree
4 Gold Star
1 Grand Slam
2 Green Pastures
2 Guys & Dolls
1 Gypsy Queen
1 Happy Go Lucky
2 Hi Fly
1 Hi Hand
3 Hot Diggity
2 Jockey Club
1 Jubilee
1 Kings
5 King of Swat
1 Lazy Q
1 Lovely Lucy
2 Lu-Lu
1 Marathon
1 Manhattan
1 Marble Queen
4 Naples
1 Nine Sisters
3 Palm Beach
1 Palm Springs
1 Paratrooper
9 Perky
3 Peter Pan
5 Picadilly
1 Play Ball
3 Poker Face
1 Quartette
2 Queen of Hearts
4 Race The Clock
1 Rainbow
8 Regatta
1 Rio
1 Royal Flush
5 Score Board
7 Screamo
3 Sea Belles
4 Shamrock
3 Show Boat
1 Singapore
2 Skill Pool
2 Sky Way
5 Slug Fest
1 Sluggin Champ
5 Smoke Signal
8 Snafu
1 Southern Belle
7 Spit Fire
1 Sportsman
2 Spot Lite
1 Stage Coach
5 Star Fire
1 Star Pool
1 Stars
1 Star Slugger
1 Stop & Go
2 Struggle Buggie
1 Super Home Run
5 Super Score
2 Super World Series
1 Tahiti
2 Three Deuces
3 Tim Buc-Tu
1 Toreador
1 Tournament
1 Tropics
4 Twin Bill
1 Wishing Well
8 Wonder Land
7 Yacht Club

POOL TABLES

5 Star Pool
5 Bally Booster Pool
3 Williams 6 Pocket Pool, New
1 Williams Nine Ball Pool (Sample)
1 Williams 6 Pocket Pool
16 Diamond Pool
5 Diamond Pool Senior
1 Genco 6 Pocket (Sample)
5 Hooligan
15 Automatic & Score Pool
2 Chicago Coin Advance Pool
5 Chicago Coin Clover Pool
2 United Hi Score Pool
11 4-sided King Size Pool
1 4-sided Slate Top Pool
2 4-sided Pool
9 Used Slate Tops
5 Conversion Slate Tops, New

SHUFFLE, BOWLING and SKEE BALL ALLEYS

1 Advance Bowler
1 Bally 11 ft. ABC Bowling Lane
7 Chicago Coin 11 ft. Bowling League
3 Chicago Coin Double Score Bowler
1 Chicago Coin 6 Player Ski Bowl
8 Chicago Coin Bowlers
6 Genco 2 player Official Skill Ball
6 Genco Shuffle Pool
20 Keeney 11 ft. Bowlers
2 United 14 ft. Bowling Alley
4 United Bowlers
3 Williams Roll A Ball
1 Champion Shuffle
2 Criss Cross Bowler
7 Criss Cross Target
1 Crown Bowler
1 Delight
1 Fire Ball (Conversion)
1 Jet Bowler
1 Ringer Ball
3 Shuffle Targette
2 Star Shuffle
3 Super Shuffle
1 Triple Score Bowler

ARCADE EQUIPMENT

1 Ace Bomber
3 Ant Machines
1 Astro Guide
4 Auto Photo
1 Auto Ride
1 Bongorama
1 Bat A Score
1 Batting Practice
1 Boat Ride
4 Coon Hunt
9 Cross Fire Guns
2 Dale Guns
5 Davy Crockette
1 Double Barrel
1 Four Hundred
3 Golden Nugget
2 Golden Twenty
1 Jeep Ride
1 Lord's Prayer
4 Peppy
1 Personal Reading
1 Pitch 'Em & Bat 'Em
1 Rock & Roll
1 Rocket Ride
2 Saddle & Turf
3 Silver Sheet
1 Six Shooter
1 Tank Ride
1 Telequiz
1 Twin Hockey
1 Tungo
3 Voice-O-Graph
10 Wells Fargo Ride
1 Wizard Pen
1 Zodiac Horoscope
2 Peeping Tom
1 Bally All Star Bowler
1 Chicago Coin Pistol
4 Chicago Coin Goalee
3 Chicago Coin Steam Shovel
1 Chicago Coin Super Jet Ride
8 Genco Grandma
5 Genco Horoscope
9 Genco Motorama
3 Genco Rifle Gallery
3 Genco Sky Gunner
1 Genco State Fair Gun
1 Genco Wild West Gun
1 Seeburg Bear Gun
1 Seeburg Rifle Range
1 Mutoscope Photo-Matic
1 Mutoscope Sky Fighter
6 Williams Cranes
2 Williams Sidewalk Engineer

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ROSEN — *DISTRIBUTOR OF THE WORLD'S FINEST EQUIPMENT*

AMI	WILLIAMS	AUTO PHOTO	CHI. COIN	GENCO
the sensational Model H 200, 120 or 100 selections	big appeal for high profits Ten Strike to start the New Year right	the outstanding, Model 14 Auto Photo's steady money maker	Park Show hit Commando Gun a sure winner also the exciting TV Bowling League quietest bowler made	sound investment Motorama Horoscope and Grandma for years and years of earnings

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M-100A, Converted to 45 RPM $275
SEEBURG 100R 650
A.M.I. D-40 165
WURLITZER 1800 595
ROCK-OLA "FIREBALL" 120 (78) 150
ROCK-OLA "FIREBALL" 120 (45) 198

45 RPM CONVERSION FOR M-100A..... $69.50

45 RPM CONVERSIONS for Other Models ..... WRITE

GAMES

Bally ALL STAR BOWLER
Bally STRIKE BOWLER
Chicoin TV BOWLING LEAGUE
Williams TEN STRIKE and TEN PIN
Gottlieb STRAIGHT FLUSH
Valley 6-POCKET POOL

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22 Columns. Gets—Holds Top Spots!
Also Available: Keeney 300 and 400-Cup Coffee Venders, Cold Drink Vender.

Exclusive Seeburg Distributors

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2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-3005

GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

• Continued from page 110

Detroit

By HAL REVES

Samuel J. Sapienza Sr., Eagle Music Company, has registered title to the Eagle Vending Company to provide full protection for his business, but does not plan to enter active vending at this time. Sapienza is starting his 21st year as a juke box operator. . . . Jack Sedan, formerly executive vice-president of Coin-O-Matic Company, Mount Clemens, Mich., which manufactured coin-changers, is now business manager of the Reproduction Engineer, national business publication published in Detroit.

Glenn Payne, formerly salesman for Miller-Newmark Distributing Company, is now operating the Music Corner, leading record shop in the northern suburb of Birmingham. . . . Ben Robinson, former owner of Robinson Sales Company and now retired from active business, left this week for a vacation in Sarasota, Fla.

SPECIALS

14' BOWLING ALLEYS $450.00

ALLEYS

Genco 6 Pl. SKILL BALL.. $195.00
Chi Coin SCORE-A-LINE.... 225.00
Chi Coin ADVANCE BOWLER 95.00
United 11th FRAME 125.00
United LIGHTNING 150.00
Bally ROCKET 95.00
United CAPITOL 225.00

PINS

Gottlieb SCOREBOARD ...$195.00
Gottlieb HARBOR LITES... 175.00
Gottlieb DUETT 175.00
Gottlieb EASY ACES 175.00
Gottlieb LADY LUCK 145.00
Gottlieb GYPSY QUEEN .. 150.00
Gottlieb SKILL POOL 50.00
Gottlieb SCHOOL DAYS ... 50.00
Gottlieb REGATTA 125.00

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HIGH DOLLAR—CASH or TRADE!

OPERATORS IN N. ILLINOIS N. INDIANA and IOWA . . .
FOR THE "DRAW" THAT KEEPS 'EM PLAYING, IT'S GOTTLIEB'S NEW
STRAIGHT FLUSH

COMBINES NEW WIDE-OPEN ROTO TARGETS WITH UNIVERSAL APPEAL OF PLAYING CARDS! MANY OTHER TOP ACTION FEATURES.

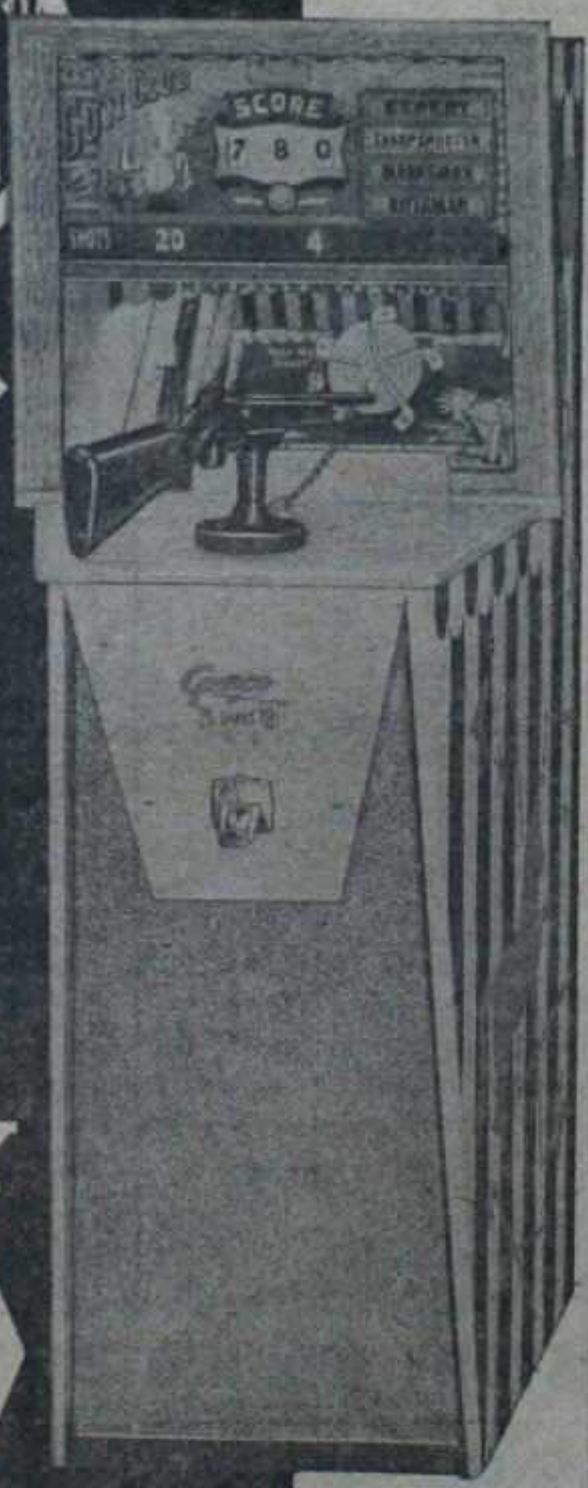
LOCATION TESTED WORLD WIDE
IMMEDIATE SHIPMENT!

You can get this terrific Money Maker into your locations with almost no investment thru National's Rental Plan! Write, Wire, Phone, Visit Us Now for Rates and Information.

NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey, Chicago 14, Ill.
BUckingham 1-6465

NEW! Running RABBITS
on Endless Chain— Disappear when Hit!

NEW! CLAY PIPES
on Revolving Wheel "Shatter" and disappear when Hit!



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NEW Glittering, Gleaming GOLD PLASTIC CABINET FRONT
MAKES CABINET LOOK ENTIRELY DIFFERENT

- ELECTRIC MOTOR Resets Targets — Eliminates Target Breakage
- ADJUSTABLE REPLAY and 'Bonus Shots' Features
- 2 LIGHTED CANDLES snuff out when hit — plus other new action targets
- COMPACT, COLORFUL CABINET — only 50" x 29" x 70" high

MATCH FEATURE AVAILABLE

GENCO MANUFACTURING
Div. of Chicago Dynamic Industries Inc.
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JOE ASH says:
Something Really BIG is happening next week!
WATCH FOR OUR ANNOUNCEMENT
Exclusive Distributors for Wurlitzer, D. Gottlieb and Exhibit in So. Jersey, Del. and E. Penna.
Cable Address: COMAC, Philadelphia, Penna.

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You can ALWAYS depend on ACTIVE ALL WAYS
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Write or wire for prices

DISTRIBUTORS and Large Operators:—We will prepay and send you BRAND NEW CRATES for you to ship us Shuffle Alleys and Bingos. Send us your entire inventory.

Highest Cash Prices Paid!!

Send for Our New List of MACHINES for EXPORT!
Over 1,000 Machines IN STOCK! Write-Wire-Call

Redd DISTRIBUTING CO.,
295 LINCOLN ST
ALLSTON 34, MASS.—AL 4-4040
Exclusive Distributor for WURLITZER BALLY CHI. COIN GENCO

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH	$120.00	BEAUTY	$60.00
VARIETY	85.00	DUDE RANCH	55.00
GAYETY	75.00	SURF CLUB	50.00
ICE FROLICS	65.00	BEACH CLUB	45.00

Immediate Delivery. ½ Deposit.

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

NOW DELIVERING

★ BALLY STRIKE BOWLING LANES—ALL STAR BOWLERS—
★ TARGET ROLL—MISS AMERICA
★ BALLY CIRCUS, THE BIKE, THE CHAMPION, MODEL T and TOONERVILLE TROLLEY
★ ROCK-OLA PHONOS—50-120-200 SELECTION

WRITE OR CALL FOR PRICES

★ ★ SPECIAL ★ ★

1438 Rock-Ola, 120 Selection	$395.00
Seeburg C, 100 Selection	475.00
1432 Rock-Ola, 50 Selection, 78 or 45 R.P.M.	95.00
1434 Rock-Ola, 50 Selection, 45 R.P.M.	145.00
Like new A.B.C. Bally Bowling Lanes, 11 ft.	495.00
14 ft.	545.00
ChiCoin Ske Bowl	245.00

All machines have been checked, cleaned and ready for location.

5 BALLS

Snafu	$125.00
Capri	125.00
Blondie	145.00
Balls-a-Poppin'	245.00
Gottlieb Duette	165.00
Genco Showboat	Write
Bally Carnival	Write
Bally Circus	Write

BINGO GAMES

Sun Valley	Write
Showtime	Write
Beach Beauty	$195.00
Beauty	65.00
Beach Club	65.00
Gayety	75.00
Gaytime	125.00
Yacht Club	30.00
Palm Beach	40.00
Variety	85.00
Miami Beach	125.00
Dude Ranch	45.00
Big Time	125.00
Hi Fi	65.00
Ice Frolics	65.00
Palm Springs	65.00
Surf Club	65.00
United Manhattan	75.00
United Pixie	95.00

ARCADE

Genco Moterama	$495.00

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: MElrose 4-8468 Indianapolis, Indiana

when answering ads . . .

Say You Saw It in The Billboard

Nix O. Review

• Continued from page 107

sible ruling by the U. S. Supreme Court.

In another decision last June, the U. S. Supreme Court, in the Korpan pinball tax case, ruled that in-line payoff pinballs are subject to the $250 federal gambling device tax. This decision had the effect of seriously hampering in-line pinball trade thruout the country.

A U. S. High Court decision in the present case could affect not only Ohio pinballs, but pinballs thruout the United States.

The current Ohio case was brought by operators to test validity of the stringent Columbus ordinances.

NEED 1,000 USED—AS IS SHUFFLES & BINGOS IMMEDIATELY!!

PHONE—WIRE—WRITE

Gabe Forman—240 E. Merrick Rd. Freeport, N. Y. Phone: MAytair 3-2472

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GUN CLUB

NEW DESIGN—NEW TARGETS

Williams TEN STRIKE
Bally ALL STAR BOWLER
United ROYAL BOWLING ALLEY
Williams JIG SAW
Genco SHOWBOAT
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SUPER SPECIAL AUTO PHOTO

MODEL 9

(Reconditioned)

$1795.00

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M100B	$375
M100C	475
HF100C	550
M100W	550
HF100R	660
V200	695
J100	775

WURLITZER

1650	$325
1800	595
1900	675
1700	545

AMI

E-120	$375
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G-120	650
G-200 (new)	725
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LOW PRICE **BIG APPEAL** SMALL SIZE **HIGH PROFITS**

NOW YOU CAN EQUIP **EVERY** LOCATION

ONLY 59" LONG X 22" WIDE

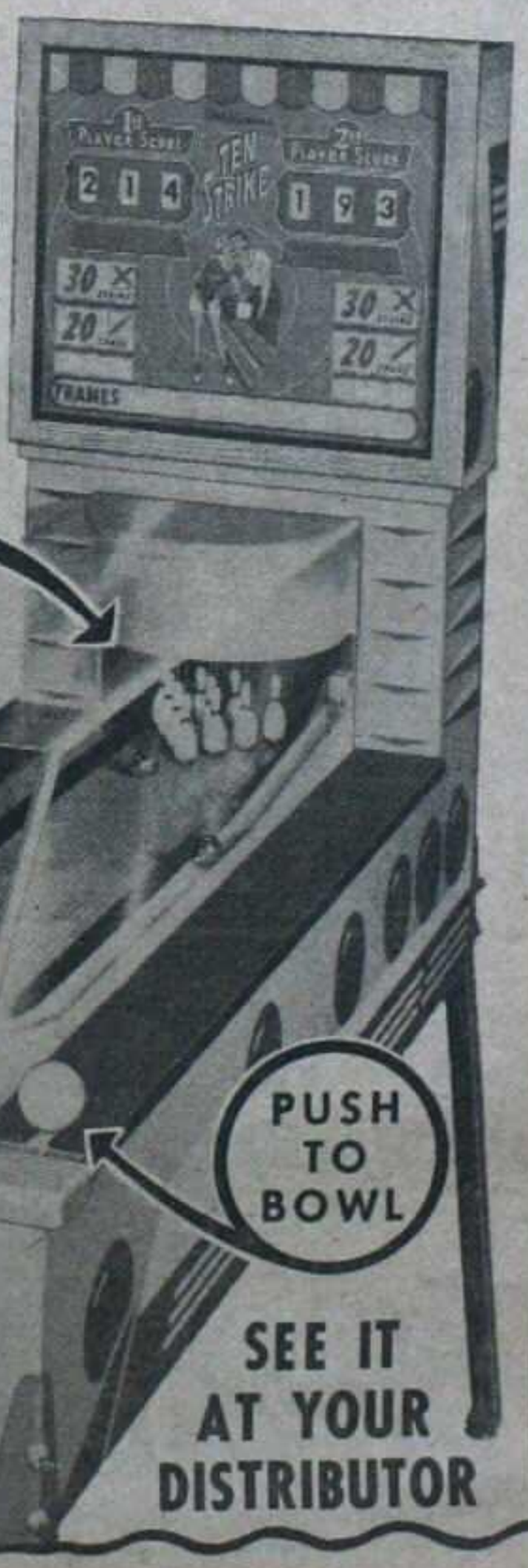
1 or 2 CAN PLAY

Williams **TEN STRIKE**

REPLAY AND SINGLE NUMBER MATCH FEATURE

Twin National Slug Rejectors with adjustment to 3-4-5 or 6 plays for 25¢

Williams **BRAND NEW WINNER**



BALL ACTUALLY HITS PINS!

NO ROLLOVERS

Williams **TEN PINS**

NOVELTY

No Match • No Replays

Single National Rejector Adjustable to 5¢ or 10¢ play or 2 players for 25¢.

AUTOMATIC PIN RESET

TURN TO AIM

PUSH TO BOWL

"KLEER-VUE" 1-piece HOOD

"STRONGER THAN GLASS"

FORMICA Playfield and Rails

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Wms. JIG SAW
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FIRST-Conditioned 14-FT. BOWLERS
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Exh. TRU-BOWLERS
Write, Phone for SPECIAL PRICES!

★ Chicago Coin's TV BOWLING LEAGUE!
REAL PIN ACTION! QUIET! NO PLAYFIELD CONTACTS!
Real Pin Action—100% Bowling Ball Impact! Rubber-lined Ball Return—Soundproof Alley and Back-Stop! Giant 4½" Balls—Realistic Size Pins! Shipping Now!
Exclusive Distributor for Chicago Coin in N. Illinois and Indiana

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FIRST-Conditioned

Genco CHAMPION BASEBALL	$175
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Wms. BIG LEAGUE BASEBALL	145
Capital MIDGET MOVIES	125
Wms. STAR SERIES	85
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A Brand New Model!
KAYE'S "COMPETITOR" 6-POCKET POOL
Greatest Value in the Industry!

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Exh. JUNGLE HUNT	$335
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Exh. STAR SHOOTING GALLERY	130
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Mass. Ops Study

• Continued from page 103

for an all-out assault on bringing these up to a dime.

One of the big projects among operators, he said, was to try to arrange a better commission split and while this was not always possible it could be used as a wedge for converting to 10-cent play. He told the membership to acquaint the locations with the trend to higher prices and try to work out a better basis with them.

Before the end of the year, Baker predicted, the rise in the price of records would go as high as 15 per cent and with the ASCAP threat, costs could go even higher. Now before this happened he said it was time to study ways and means of getting more out of the machines. He told of a number of machines being pulled out of Boston locations because of the city's $50 fee. Last year, he said, a number of operators went along with the fee hike but this year they decided they just couldn't make enough to justify the higher cost.

Baker urged the operators not to become discouraged over the court case involving the State and city fees which have put the cost of running a juke box in the city at $150 for a seven-day operation. Despite the fact that two judgments had gone against the operators, he reminded them that the major case concerning the constitutionality phase of the issue was still to come up soon in the Massachusetts Supreme Court.

He announced that the next meeting of the MOAM would be held February 12 at the Commonwealth Country Club in Newton.

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STRAIGHT FLUSH

combines new wide-open roto-targets with the universal appeal of playing cards

- Wide-Open Roto-Targets Bring 3 Targets Up to Scoring Position at All Times, Allowing One Skill Shot to Lite 2 Cards with A Single Hit
- Special Score For:
  - Lighting Any Five Cards in a Row
  - Hitting Red and Green Targets After Row is Made
  - Making Special Rollover on 5th Ball After Straight is Lit
- Red and Green Targets Light Pop Bumpers and Cyclonic Kickers for Added High Score
- Total of 18 Ways to Score Specials Including Match Feature and High Score to 7,000,000
- Four Places to Spin Roto-Targets

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Amusement Pinballs as American as Baseball and Hot Dogs!

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ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

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LUCKY STRIKE

with its EXCLUSIVE

RE-PLAY

Flash-O-Matic Star Feature

NO ROLL-OVER SWITCHES ON PLAYFIELD!

REGULATION ABC SCORING

CREATES MORE MULTIPLE PLAY!

CREATES MORE EXCITEMENT!

NEW!
1. Score Glass Guard!
2. Hood Guard!
3. Pin Guard!

Quietest Bowler Ever!!

- Entire Ball Return Runway is Rubber Lined!
- Playfield Sound-Proofed with Cork Backing!
- Back stop is Sound-Proofed with Cork!

GIANT BALLS
4½ in. DIAMETER
2½ POUNDS

GIANT PINS
REALISTIC SIZE
Larger Than Ever Before!

NEW! Larger Cash Box!

NEW PROFIT MAKING FEATURE!
2 Games for 25c
Also available as One Game for 25c
Easily convertible to regular 10c play!

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Pep up play and profits with new

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2 Cards

10 Magic Lines

. . . plus 4 sets of Advancing Scores . . . Corner Scores . . . 2 Extra Time Rollovers . . . up to 3 Extra Balls . . . all add up to profit-packed play-appeal that boosts collections quick. Get MISS AMERICA at your Bally Distributor now.

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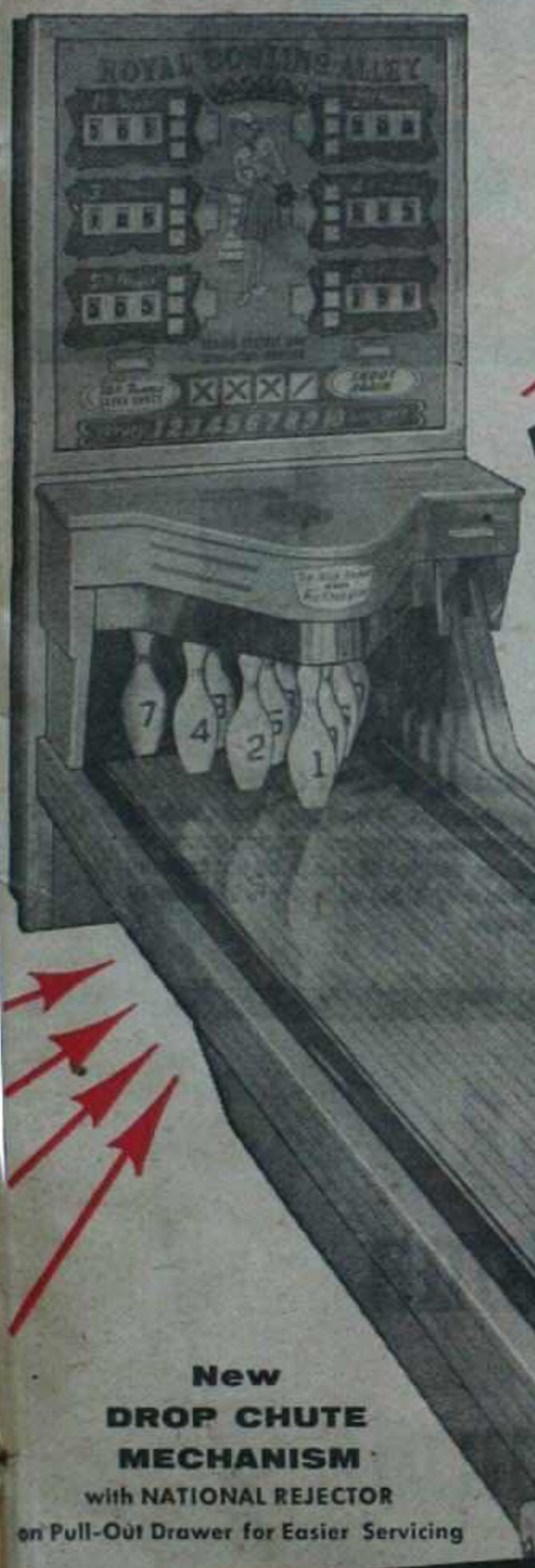
CASH IN ON THE BIG SWITCH TO NO SWITCHES!

EQUIP EVERY LOCATION WITH UNITED'S NEW

ROYAL BOWLING ALLEY



REALISTIC BOWLING REGULATION SCORING

BALL HITS PINS JUST AS IN REGULATION BOWLING

NO PLAYBOARD SWITCHES ON SMOOTH ALLEY

BIG 4½ INCH BALL

EXTRA QUIET . . . EXTRA FAST

1 TO 6 CAN PLAY

BIG, DURABLE PINS

2 GAMES FOR 25¢

CREDIT UNIT

ACCEPTS UP TO 20 QUARTERS AT ONE TIME FOR FUTURE PLAY

•

ALSO AVAILABLE IN ONE PLAY FOR 25¢

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CONVERTS EASILY TO 10¢ PLAY

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on Pull-Out Drawer for Easier Servicing

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EXPANDABLE WITH 4 FT. SECTIONS TO
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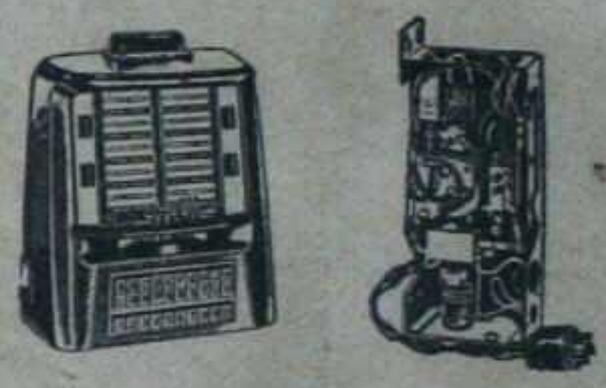

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