



# The Billboard

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## Background Music Booms—But Softly

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

By KEN KNAUF

CHICAGO—One of the fastest-growing enterprises in the nation today takes great pains to keep its product not in the foreground—but conversely, in the background. This industry is background music.

Limited only in terms of the length and breadth of the American economy, background music has a potential sales outlet in nearly every kind of establishment, public or private, business or home.

Background music, for decades, has been based on the old psychological theory that people can be subconsciously stimulated, an idea only now being explored by other industries.

This psychological system fosters the notion that "heard melodies are sweet, but those not listened to are sweeter"—and more commercial.

Can music be heard and appreciated without listening to it? Much as this resembles the riddle of chicken or egg, it poses little for argument. The fact is, over 50 million sound-headed Americans hear and appreciate music every day without really bending an ear.

What is background music? It is a relatively quiet music, designed to create an atmosphere, not a storm.

It is hybrid music, but not necessarily high-brow. It sets a pleasant mood at restaurants, hotels, banks, offices, plants, homes. It is music to dine to, work to, live to.

If you have, in the past week, visited a restaurant, a department store, a transportation depot, a plant, and an office, you have likely been exposed to background music. But you probably weren't consciously aware of it.

It is so designed as to not

interrupt the diner, throw shoppers into a swoon, detain the traveler, distract the worker. If it does, it defeats its own purpose, for it caters to the subconscious, not the conscious mind.

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

Studies made by firms using background music thru the years show that it builds patronage at restaurants, reduces worker fatigue and increases production at factories, boosts sales at shopping centers.

Its list of subscribers reads like a Who's Who of American business. Among them are such organizations as General Motors, Johns-Manville, Hilton Hotels, Piggly-Wiggly, United Air Lines, Santa Fe Railroad, Prudential Insurance, Bell Telephone, Chase Manhattan Bank.

Thruout history, background music—of one type or another—has affected human behavior. The industry can, if urged, trace its beginnings to ancient times. It can claim that background music set the tempo for the building of the pyramids and for slaves who rowed the galleys of Roman fleets. If Nero fiddled while Rome burned, if a Pied Piper deminished a scourge of Hamelin rats, if Sirens lured sailors onto the rocks, it might be argued that these were early rumblings of the industry.

But only recently has background music been harnessed on

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## TV GARDENERS CULTIVATE ONLY 35 PERENNIALS

NEW YORK — In the 10

years since network commercials "arrived" in TV, 35 firms have stayed with it all the way and still provide the hard core of prime time sponsorship. The list is headed by six automotive and seven appliance companies and include five food, four toiletry, three tobacco and three drug firms.

Radio regulars entered TV early and remained while newcomers panicked. Industries which advertise for good will rather than competitive sales entered and exited from year to year. Some industries, such as soft drinks and beer, waited several seasons before testing the medium. Canada Dry and White Rock are among those which have not felt that network TV sells beverages.

Five years ago, there were 134 web sponsors. One year ago, the total had risen to 316. The current season has seen, so far, a decrease in the total for the first time in network history. One web veepee predicts the season's finale will be 305 and that the three networks will "finally lay off their old pals and attack the 25 non-TV buyers who are still among the top 100 advertisers in the country."

"The one area in which the industry isn't growing is its most vital spot, regular advertising," charges another network exec. "It's time we stopped phoning that group of 35 every time a new property becomes available and started wooing Bethlehem Steel, Republic, Shell Oil, Hunt's Food and other viewers"

## B'dway Shows Crump In 1957 Singles Best-Seller Mart

Top Names on Platters Underscore Over-All Lack of Hits on Wax

By JUNE BUNDY

NEW YORK—The season of 1957 will go down in disk history as the year that the Broadway legit musical theater failed to produce one best seller in the singles record field.

The situation was almost as dismal in TV. Only a handful of disk promotions on dramatic shows last year resulted in singles hits, while none of the original video musicals—including the much touted Rodgers and Hammerstein's version of "Cinderella"—produced a best seller either on singles or in original-cast LP form. Mary Martin's "Annie Get Your Gun" is headed for best-sellerdom, but the TV show was a faithful translation of the Broadway version rather than a TV original.

Hollywood Clicks

Ironically, Hollywood, which has been limping badly box office-wise due to the inroads of TV, turned out a flock of best selling singles last year, including most of Elvis Presley's platters, a couple of Pat Boone hits, some smash Johnny Mathis sides, "Around the World," Jane Morgan's "Fascination," and Debbie Reynolds' "Tammy."

Legit's fiasco in the singles field was particularly upsetting, due to the extensive number of singles (from Broadway show scores) released last year. "The Bells Are Ringing," the Judy Holliday Starer, with score by Jule Styne and

Comden and Green, had at least 13 singles—none of which made the best seller charts—including platters by Tony Bennett, Doris Day, Jo Stafford, Carmen McRae, Vic Damone, Sammy Davis Jr., Steve Lawrence, Jeri Southern, and the De John Sisters.

0-13 Score

Bob Merrill's "New Girl in Town" (with Gwen Verdon as star) also turned up with at least 13 singles—none of them hits. Disks were cut by Eddie Fisher, Sylvia Syms, Hugo Winterhalter, Arthur Fiedler, Nelson Riddle, Buddy Bregman, Tommy Leonetti, and Tony Martin.

"West Side Story" and Harold Arlen's "Jamaica" provided comparatively few singles, with the former show represented by Jill Corey and Vera Lynn sides, and the latter mainly by Lena Horne's RCA Victor platters. However, both shows were strong LP-wise, with several versions of "West Side Story" in circulation and at least seven LP versions of "Jamaica" on the market.

Broadway's newest hit, "The Music Man" by Meredith Willson, has more than 12 singles out, plus a flock of LP's in the planning stage. (See the Billboard, December 23 issue.) Altho it's too early to be sure, none of the "Music Man" singles released to date has caused any stir sales-wise.

In addition to failing to score

(Continued on page 18)

## NEWS OF THE WEEK

Indies in Pop Chart Win for '57; 48 Labels, 207 Disks Make Grade . . .

Indie record firms accounted for 70 per cent of the pop singles that made the best selling charts during 1957. A recap of the Billboard charts further shows that 48 labels and 207 disks made the top circle during the year. Top singles artist was Elvis Presley while Columbia Records had the highest total of chart entries of any diskery, with 21. Rock and roll is still seen in a strong position which may likely lead to continued show of strength for indie labels in '58. . . . Page 17

Stereo Tape, Disks Seen Just The Beginning of Sound Future . . .

Even with the advent of stereo tape and the expected arrival sooner or later of stereo disks, industry consensus is that the ultimate has not been reached. Stereo electronic seeing eye, card-scanning system of disk playing, do it yourself vending machines, cultural capsules all prognosticated for near, medium or remote future. . . . Page 18

Video Artists to Handle Backlog Of Republic Post-'48 Movies . . .

A new sales operation, Video Artists, has been formed to handle sale of Republic Pictures'

backlog of post-1948 pictures in major markets. Some films in the package are as new as 1956 and 1957. Meanwhile, Republic faces a possible fight with talent unions on TV use payments. . . . Page 10

FCC Calls for Oral Testimony In Public Barrow Hearings . . .

Public hearings will be held on the Barrow network study report to learn what the TV industry thinks of its conclusions. The Federal Communications Commission wants "oral testimony" to help it evaluate the Barrow findings. . . . Page 2

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## Music From Soups to Nuts

CHICAGO — Background Music firms have developed programming of music to a highly specialized degree.

Muzak Corporation, for instance, has special music for everything from soup (it has a subscriber in the H. J. Heinz Company) to nuts (in the California Walnut Growers Association); from pre-cradle (New York Hospital labor rooms) to grave (Lawnhaven Memorial Gardens, San Angelo, Tex.).

Magne-Music's more specialized tape reels include religious devotional music recorded at St. Patrick's Cathedral; Christmas music; and a reel entitled, "Music for Mortuaries," with pipe organ, symphonic carillon and vibraharp.

J. P. Seeburg has arranged and specially recorded background music in London, Paris, Rome, Brussels, Geneva and Vienna, as well as in Chicago and New York.

## Big Push on For TV-Disks

NEW YORK—A flock of new TV-disk promotions are in the works this month, in spite of the fact that few video-sponsored platters made the best seller charts in 1957.

The Shirley Temple "Story Book Series," which was launched over NBC-TV Sunday (12), already has a Tony Bennett waxing out on the theme song of its first show "Beauty and the Beast," while Gogi Grant's new disk, "The Chinese Nightingale," is from a forthcoming film in the series, tagged "The Nightingale."

Meanwhile, Columbia Records last week released a single by Bing Crosby, featuring an original golfing tune, "Straight Down the Middle" which he warbled on his special 90-minute show, built around the Pebble Beach, Calif., Golf Tournament Sunday (12) afternoon. Also on TV's agenda are Sal Mineo in Cole Porter's musical version of "Aladdin" February 21, on CBS-TV, and Tab Hunter in "Silver Skates" February 9 on NBC-TV.



## ONLY ORAL TESTIMONY

# FCC Calls Public Hearings On Barrow Network Study

WASHINGTON—The Federal Communications Commission has announced that it will hold public hearings on the Barrow Network Study report to learn what individuals and organizations in the industry think of the report's conclusions and recommendations.

The agency wants primarily "oral testimony" to help it evaluate the Barrow recommendations. These included a proposed amending and tightening of the chain broadcast rules, abolition of option time and making public net-affiliate contract terms and rates. The report also advised ending the nets' representing affiliates in national spot competition and legislating network regulation per se by the commission, which now only act against individual stations under its network rules.

With an eye on its bulging dockets, the FCC says that any written statements at this time will be accepted only if they point out "inaccuracies," if any, in the voluminous Barrow report data. Witnesses will be asked to focus on specified findings in the report. Hearings will begin March 3, and notice of appearance must be in the commission by January 31.

### An Uproar

The FCC notice of public hearing Thursday (9) on the Barrow study is backgrounded by an uproar created recently when reports leaked out that the agency had queried nets and stations about alleged violations of chain broadcast rules. Further fuss was raised by leakage of a routine progress report made December 24 to the Senate Commerce Committee Chairman Magnuson.

Now made public, the FCC letter to Magnuson states that the agency hasn't had sufficient time to come to decisions on the parallel recommendations of the Commerce Committee (COX) report, and its

own network study report. The FCC had, however, forwarded Barrow study material to the Department of Justice as suggested in the recommendations, where there was a question of anti-trust violation in addition to possible violation of its network rules.

Principal complaints in the Barrow conclusions on alleged violations accused nets of influencing affiliates' program clearance and non-network rates, plus pressuring affiliates to equalize national spot and network spot rates. The report also complained of exclusivity violation, with powerful net affiliates in effect depriving other community stations of net programming.

### Rate Competition

The report suggested that the whole matter of rate competition among the three networks themselves was grist for Justice Department investigation—a phase not covered by the chain rules. A somewhat free exchange of rate information for their affiliates, between ABC and the other two nets, was pointed out in the report to have possible price restraint factors. Legal observers here point out

that the Justice Department is already fully aware of the contents of the Barrow report, and has been busy with its own study of network programming and practices for the past three years. Victor Hansen, antitrust chief, told the Celler Antitrust Subcommittee in 1956 hearings:

"Each network fixes time rates charges . . . by all its affiliate stations for those time periods sold to network advertisers. Our preliminary investigation aims to get the facts in order to determine whether this constitutes illegal price fixing."

Observers on the hill expect that the FCC hearings will run into the same "hands off the networks" philosophy that baffled Senate Commerce Committee probers, when indie film programmers and net affiliates disclaimed any need for protection against the networks. Typical is the recent blast of network competitor and pioneer station spot representative Edward Petry, who shuddered over the "danger" to the industry should there be "government intervention in the control of rates."

## NIELSEN TALLY

# Westerns Still Top Year's New Crop

NEW YORK—Western shows continue to take the top honors among the new crop of shows this season.

As a program type, they are attracting average audiences that are 43 per cent larger than the comparable figure for all new shows that bowed on the networks last fall, a special compilation for The Billboard by A. C. Nielsen reveals.

But, altho they are front-runners among new shows, the new Westerns take a back seat to the older Westerns on the air. The newcomers like "Have Gun Will Travel" and "Restless Gun" are scoring audience levels that are nearly 13 per cent lower than the level for all half-hour Westerns, with older successes like "Gunsmoke" pulling up the over-all Western average.

A comparable situation exists in other majority category breakdowns of the new half-hour shows versus all the shows of the same type, with the average new situation comedies and mystery-suspense programs trailing the

over-all average that includes the older shows.

### Specific Figs.

Here are the specific Nielsen figures:

Average for all new half-hour starters this season on the networks, in the first December report, is an 18.2 AA. The comparable figure for all half-hour network shows, both old and new, is a 21.4.

Situation-comedy entries this season averaged 20.2 in the report, as against 23.2 for all situation comedies. The new starters include shows like "Leave It to Beaver," "The Real McCoys," "Sally" and others.

Mystery and suspense newcomers also lagged behind the over-all average half-hour crime shows, with scores of 16.1 as against a 19.2. The new Westerns scored a 26.1 against an over-all 29.4.

# WRCV-TV Buy Gets 'All Clear'

PHILADELPHIA — The "all clear" has sounded for RCA and NBC-TV in its acquisition of WRCV-TV many months ago. Last Friday, Federal Judge William H. Kirkpatrick dismissed the antitrust suit against the network and its parent, tossing out a charge of "unlawfully combining and conspiring to acquire TV stations."

Judge Kirkpatrick ruled that NBC's defense was valid. The network had defended its purchase by stating that everything had been okayed by the Federal Communications Commission on the WRCV-TV purchase, and any gripes should have been stated at the time, not later.

## ASK ABC EXECS TO FLY ALONE

MIAMI BEACH — Either the sick joke has reached new heights of popularity or ABC-TV affiliates are trying to discourage airline sponsor buys. The web affiliates completed annual business sessions here with an exec committee statement asking the ABC chiefs "to spread the risk in the future when mass movement of top ABC execs is planned. Please take separate planes. You mean too much to us."

Among the topics discussed at the closed conference were a postponement of colorcasting from September, 1958, announced date, program and sales plans for next season and acceleration of the co-op advertising and promotion schedules agreed upon by ABC and its stations at their special Chicago meeting last November.

## 'Texan' First for Bigger Desilu

HOLLYWOOD—Desilu's first major production deal since the Desi Arnaz-Lucille Ball purchase of RKO Studios was concluded last week with Rorick Productions for co-production of a new TV film series tagged "The Texan," starring Rory Calhoun. Calhoun is partner in Rorick Productions with Vic Orsatti, who will serve as producer.

The series will be scripted by Frank Gruber. Mort Briskin, author of the original story, will be associate producer. Production gets underway in mid-February.

## CBS Weighs 'Too Young'

NEW YORK—CBS-TV and several of its sponsors are eyeing "Too Young to Go Steady" as a replacement. The situation comedy has been mentioned to take over for the Eve Arden show or "Dick and the Duchess."

A kine of the show will be shot during this month. The show stars Don Ameche and Polly Rowles and features Tuesday Welles. It was created by Ronald Alexander.

## 'Lucy' Reruns All Gold Seal

NEW YORK—Gold Seal Wax will take over full sponsorship of reruns of "I Love Lucy," beginning March 5. Alternate sponsorship for four programs of the Wednesday 7:30-8 p.m. situation-comedy was purchased by Pillsbury, after Sheaffer Pen bowed out at the end of 1957.

Gold Seal, of course, has been alternate sponsor all during the current season.

## PG&W Appoints 2 Asst. Sales Mgrs.

NEW YORK—Peters, Griffin & Woodward, Inc., last week realigned its TV department to appoint two new assistant sales managers, Charles R. Kinney, and Arthur E. Muth. They report directly to Mr. Griffin.

Two new men were hired as account executives to replace them. They are John R. Wright and Lewis C. Greist.

## Chevy Happy About Boone

NEW YORK — Chevrolet has told ABC it's very happy with the Pat Boone stanzas and will stick with it next season. The singer is topping the new crop of music entries, scoring a 21.9 with a 33.8 share of audience in the first December Nielsen report to beat his dozen competitors. Rosemary Clooney placed second with 19.6 in the Nielsen tabulation.

Boone has been unnerving his Thursday 9-9:30 p.m. rivals, by his steady improvement in ratings and is really crowding "People's Choice" and "Climax" the NBC-TV and CBS-TV competition.

## Spring Spec For Exquisite

NEW YORK—Exquisite Form Bra last week bought a spring spectacular from the TV Artists Corporation, the newly formed Jack Bertell and Johnny Greenhut packaging operation.

The show will be presented April 18 in the 8:30-9:30 p.m. time slot on the NBC-TV web. It will be a musical revue cosided by Earl Wilson.

## The Billboard

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## Toni Selects 'Wingo' Game For Next Fall

NEW YORK—Toni last week purchased a new audience participation game, "Wingo," for nighttime use next season. The package, owned by Jan Murray, stresses the visual, and gives contestants a chance to win \$250,000 four times during the show.

Toni may use the property to replace one of its current shows, but it will probably find a new time period for its new baby. All three networks are interested in the property. No emcee has been selected.

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**BILLS JUST COMING**

# No Fuss Over Pay TV Hearings—Yet!

WASHINGTON—The pay TV hearings to be held by the House Commerce Committee this week (14-17) have roused no frenzy of preparation among the subscription TV forces, largely because no specific anti-toll bill is to be considered at this time. Hearings are said to be for the purpose of "bringing the committee up to date on all aspects of pay-TV."

(The expected spate of new anti-toll TV bills began on the opening day of Congress last Tuesday (7) with a bill by House Commerce Committee member John Beamer and two by Representatives Madden and Powell. Senator Langer introduced a bill Thursday (9) to outlaw both wired and broadcast pay TV. Already on the books are bills by Representative Celler and Senate Commerce Committee member Strom Thurmond.

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

**Harris' Statement**

The first announcement of the house toll hearings came when Harris told a TV news director, Mac Ward, KNOE-TV, Monroe, La., that he believed "there is no provision of law that would permit the commission to establish rules and regulations to control such procedures adequately and properly. Therefore, in my opinion, the principle of so-called pay TV would be against the best interests of the American public."

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

Toll TV proponents, including Zenith, Skiatron and Telemeter, scheduled to appear January 16-17, reportedly will argue that the FCC and the Senate Commerce Committee Chairman Magnuson are correct in saying that the public should have a chance to judge pay TV for themselves.

Harris is expected to counter this plea with his belief that "to permit pay-as-you-see TV would be a change in policy which the Congress should decide." Committee spokesmen say no study of wired

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

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

## Phillips-Jones All Out for TV

NEW YORK — Phillips-Jones Corporation told its stockholders last week that its late fall TV advertising for its Van Heusen shirts has been so successful that its putting all their dividend money into 1958 video sponsorship. Shareholders will receive stock instead.

The first Van Heusen buys is a weekly participation in "West Point Story" on ABC-TV, Tuesdays, 10-10:30 p.m. Van Heusen dropped alternate week full sponsorship of the same show last month. The management also reported to stockholders that some profits would be turned into inventory to meet the expected sales

## 'Hotel Cosmo' May Be Shut

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

The web's programming brass is considering as a substitute the lengthening of "Love of Life" to a half-hour strip. The program is in the 12:15-12:30 time period. Half-hour soap operas have done very well as a program type on CBS.

increases. Among its other buys was a participation in National Telefilm Associates' Sunday afternoon Shirley Temple feature.

## 'McCoys' at ABC Gives Rivals Woes

NEW YORK — "The Real McCoys" has put ABC-TV in charge of the Thursday 8:30-9 p.m. slot, with "Climax!" and "Dragnet" execs doing some heavy thinking about brightening up their formats. "McCoys" has a 40.6 share of audience (Nielsen National first December report) against 14.4 for December, 1956, when ABC programmed Danny Thomas.

CBS is down from a 41.6 share to the latest 30.4 share for "Climax!" while NBC is down from 45.5 to 37.6 on "Dragnet." Both veterans succumbed to the new comedy series in its eighth week.



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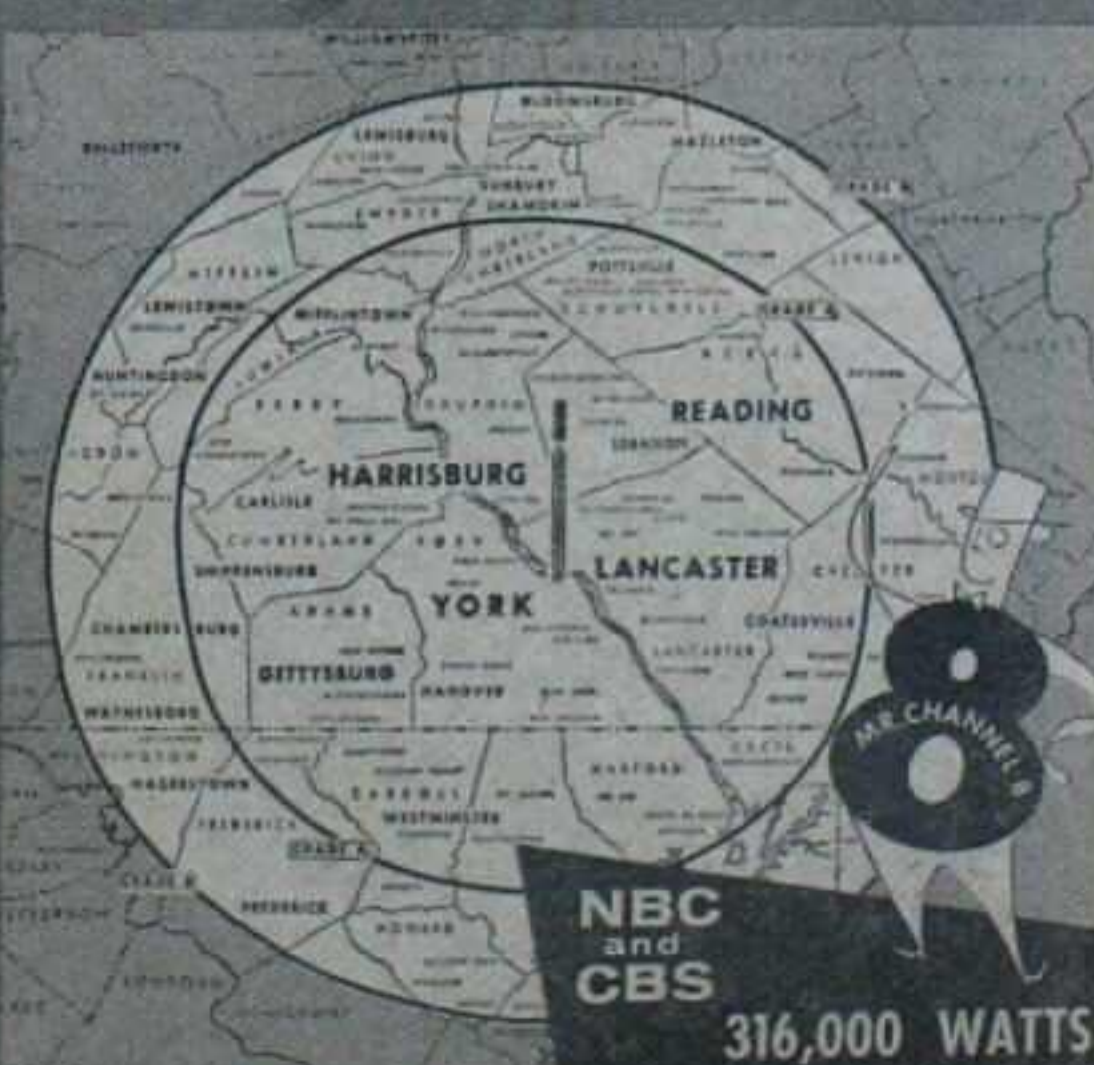
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## 'Log' Rolled Up Half Hr.

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

The 10-10:30 p.m. slot is being peddled by the web with several properties offered, including the big giveaway "Win a Million" and John Daly's "It's News to Me" panel show.

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## NBC, CBS, ABC IN THAT JAN. ORDER

January Trendex Shows Nets' 'Standing In Prime Slots' Nip-and-Tuck Race

NEW YORK—January Trendex figures (based on last week's telecasts) show NBC-TV capturing 17 half-hours, CBS-TV taking 15 and ABC-TV 10 out of the 42 prime time slots. The December ratings gave CBS 19, NBC 14 and ABC nine evening periods. Ratings for second-best half-hours went to CBS 18, NBC 14 and ABC 10 times this month.

Problem nights shape up like this: CBS, Wednesdays, with "I've Got a Secret" the only winner; NBC, Fridays, with "Life of Riley" the only winner, and Sundays, with Loretta Young the one leader; ABC, Wednesdays, with "Disneyland" in trouble, and Mondays, with no winners. The single rating winner was the second half of the "Lucy-Desi Show" special, a CBS Friday entry which garnered a 39.7 with a 65.3 share of audience.

CBS isn't expected to decline further, having hit a bottom of 15 slots, all of which are considered safe periods. Many of the ABC-NBC ratings are so close, however, that significant changes in their totals could arise in coming months. "Broken Arrow" and "Zorro," as well as "Disneyland," lost to NBC by close margins, while "Club Oasis" and Steve Allen lost to ABC by similarly small numbers.

The trend continues toward tripart ownership of nights of the week. Sundays, once a CBS do-

## Schmid Joins NTA As Veep

NEW YORK — Robert A. Schmid last week joined National Telefilm Associates as its vice-president in charge of station relations for the NTA film network. He resigned as vice-president of the RKO Teleradio staff to accept his new post.

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

minion, now splits evenly into pairs of time periods for the three webs. The strongest array CBS could muster on any one night was three half-hours out of six. ABC, which last January registered zero on three nights, has but a single blank evening this year. NBC now has no all-losing nights in the Trendex race, with a strong four-slot grip on Wednesdays.

## 'Scott' ABC Bow Strong

NEW YORK — "Scott Island" debuted on ABC-TV January 5 with its healthiest Trendex to date, 12.5 and a 20.0 share of audience. Its last rating on CBS-TV, under the title "Harbourmaster," was 7.1 with a 12.4 share.

Helping "Scott" improve in its new Sunday 8:30 p.m. berth was "Maverick," which racked up a 26.4 and a 44.6 share for the 7:30-8:30 p.m. slot. CBS-TV averaged a 16.2 and NBC-TV a 12.4 against the Western.

## NBC Eyes 'Mind,' 'Haggis Baggis' as New Daytime Fare

NEW YORK — NBC-TV is considering two daytime shows. One of them is a half-hour strip titled "Peace of Mind," which features Lew Ayres and concerns itself with personal problems.

The other is a new Joe Cates quiz package titled "Haggis Baggis," a daytime version of the game of "Ghost." CBS-TV, incidentally, has a variation on "Ghost," which is titled "Lucky Dollar."

## 'Derby' Sweeps N. Y.

NEW YORK — "Roller Derby" swept this market in its debut January 5, scoring a 5.7 Trendex rating, with a 23.6 share of audience in the 2:30-4 p.m. time. The WABC-TV sports-comedy series has sold out half of its participations.

## 1957 Fine for Everything at NBC But Flu

NEW YORK—NBC wound up 1957 in a blaze of statistical glory, according to the firm's year-end report which lists a record high of 210 advertisers spending a dollar volume for time and program sales that is "almost 10 times greater than the network's sales level in 1950."

Other highlights of the year-end statement issued at the close of Robert W. Sarnoff's second reigning year as president:

- A total of 23 new nighttime shows bowed in between 7:30 and 11 p.m., EST, on NBC-TV, accounting for 56 per cent of the entire evening schedule. According to NBC, "five are now the No. 1 programs in their time periods. By contrast, NBC did not lead in any of these program periods last fall."

- In the nighttime field, NBC sold "over \$100,000,000 worth of time and programming before the new 1957-58 schedule went on the air." Also pacted, according to NBC: "Some \$90,000,000 worth of time and programming in renewal business for evening programs."

### Daylight Brisk

- NBC's video sales were brisk billings for weekday time and programming on NBC jumped by 38 per cent over the previous year, the network reports. And 20 of the nation's 25 top advertisers were on NBC-TV, with "particular sales progress" being scored with the auto industry with billings for the Big Three automakers passing the \$37,000,000 mark.

Television station line-ups grew noticeably during the year, NBC reports. "The average sponsored evening program on NBC was carried on 131 stations as of October, compared to 118 in October 1956. By year's end, 21 advertisers had ordered line-ups of 160 stations or more. The gains were largely the result of a concerted drive by the stations sales unit," says NBC, with "virtually every evening NBC-TV sponsor" having signed up for NBC's Program Extension Plan.

Other NBC activities rolled along. Color programming was ex-

(Continued on page 11)

## Chi Stations Move Toward Kids' Fare

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

By BERNIE ASBELL

CHICAGO — Program changes on three out of four stations here show a decided trend toward kiddie fare, even tho these stations wince every time the term kiddie fare is mentioned. The reaction points up a paradox: Kid shows have more than proved themselves as powerful daytime audience-getters, but they're murder on the sales departments.

One way of getting around the problem is the trick about to be tried at WNBQ. In the 12-12:30 p.m. hole created by NBC's bouncing of "Tex and Jinx" from the net, the station is installing a kid opus. A personality has been signed, but details are still hush-hush because of problems in clearance of the title. To follow this show will be a local, budget-deflated version of "The Howard Miller Show." The Miller show was sawed off by the net because it failed to charm buyers in other cities or nationally, but it has proven nicely salable in Chicago, where Miller is a big name. So the thinking seems to be that a lunch-time kid show can help whip up an even bigger local audience to be inherited by Miller as the kids return to school after 12:30. And who knows? Even the kid show itself might sell, station execs speculate.

### Signs Busse

Meanwhile, WBKB is out to attract fire with fire by signing a seven-year-old boy, Jamie Busse, to star in a kid frame called "Busse's World." WBBM-TV has already enjoyed a big local success with a child-star daily afternoon strip, "Susan's Show," a network version of which failed to sell and was recently folded. "Busse's World," to be seen Monday mornings only, 11:30 to 12, is billed as an educational feature and will blend reality and fantasy involving a character playing his mother; a Mr. Mailbox who brings letters from viewers; a Mr. Lion bringing news flashes from the animal kingdom, and a Mr. Stone, an old Roman statue who contributes data from history and geography.

This announcement is coupled with a revamping of WBKB's daily schedule showing a strong kiddie leaning. At 10 a.m., Terry Bennett, ventriloquist and puppeteer, launches a show called "The Jobblewocky Place," to feature skits

with puppets and the station's library of Looney Tunes and Walter Lantz cartoons. Bennett, oddly, came to public light here as a mad-cap emcee of WBKB's "Shock" series on Saturday nights. Bennett is figured to inherit his tot audience from the high-rated "Princess Mary's Castle," still scheduled 9:30 to 10 a.m. Then the kids are temporarily snubbed for the 11 a.m. scheduling of Ann Sothern's "Susie." But at 11:30, they take over again with Busse on Mondays and with Laurel and Hardy comedies packaged as "Laugh Time" on Tuesday, Wednesday and Thursday. Fridays, the slot is turned over to reruns of Bishop Sheen.

### Noon Programming

At 12, an incumbent show, "Here's Geraldine," stays on with live puppet presentations, followed by a return at 12:30 of kiddie comedies, one and two-reelers, emceed by jazzman Chubby Jackson. Abbott and Costello reruns take over at 1 p.m., until the air is finally surrendered back to adults for a new feature film series, "The First Show," at 1:30.

Much the same kind of shift is noted in a new Saturday morning line-up at WGN-TV which is now to go on the air an hour and a half earlier at 7:30 a.m. Roy Rogers movies will hold down the first hour, with Bugs Bunny cartoons taking over at 8:30 and the "Kartoon Klub" at 9. An Indian-type serial, "Brave Eagle," starts at 9:30; "My Little Margie" at 10, and at 10:30, a do-it-yourself show for young teen-agers, "The Club House," makes its bow. "Our Miss Brooks" at 11 complete the change. Previously, WGN's Saturday morning was occupied chiefly by religious programs and Western features.

## CBS to Count 350 at Confab

NEW YORK—The fourth general conference of CBS-TV affiliates in Washington, Monday (13) and Tuesday (14), is expected to be attended at the Shoreham Hotel by about 350 network and station executives. The confab is expected to present progress reports, future plans of the various departments and the operations of the network.

Opening remarks will be by C. Howard Lane, vice-president and managing director of KOIN-TV, Portland, Ore., and chairman of the CBS-TV Affiliates Association, and Merle Jones, president of CBS-TV.

## Sponsors for 'Ranger' Shift

NEW YORK—The sponsorship picture on "The Lone Ranger" has been revamped, with General Mills switching from an alternate-week buy to weekly half-sponsorship.

The Cracker Jack Company has bought a one-minute participation, starting March 2, with the remaining spot open until May 25, when Joe Lowe for Popsicle takes it. The ABC-TV series is seen Sundays, 5:30-6 p.m.

PROGRAMMING—  
the key to successful TV advertising  
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# "TARGET"

TV's PROPELLING  
NEW FORCE...

Aimed  
to hit  
RATINGS  
fast!

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

LOS ANGELES—KNXT here finished the year with a 1957 average share of audience of 27.5 per cent, 29 per cent higher than its nearest competitor in this seven-station market, according to American Research Bureau.

The CBS-owned outlet credits much of its rating success to Ampex Video Tape, via which it has been scheduling its shows at convenient local times.

## Honor Mort Watters

CINCINNATI—More than 100 civic leaders, radio and TV executives and members of the press gathered at the Hyde Park Country Club here Wednesday night (8) to pay tribute to Mort C. Watters on the occasion of his 20th anniversary as general manager of WCPO television and radio. Charles E. Scripps, chairman of the board of E. W. Scripps Company, which owns WCPO, served as toastmaster for the occasion.





**52 pick-of-the-crop films, as per your order!**

You've asked for it, and here it is... a completely new way to buy TV films. We've eliminated over 200 of our shorter features entirely. You get only the pick of AAP's famous Warner Bros. library in our new V.I.P. groups of Very Important Pictures. The first group, called "Vanguard," is a hand-picked selection of 52 award-studded Warner Bros. features. You are invited to look over the Vanguard list today. Wire, write or phone

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Productions Corp.  
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 CHICAGO  
 DALLAS  
 LOS ANGELES



# Danny Thomas Gamble Pays

NEW YORK — The CBS-TV and General Foods gamble on Danny Thomas has more than paid off. Picked to fill the hot "I Love Lucy" spot after a declining career at ABC-TV, the comedian has come up with a 33.9 rating on the second November Nielsen, putting it No. 5 on an average audience basis and a 36.1 putting it No. 10 on a total audience basis. The first December Nielsen report gives the series a 35.8 AA and fourth place.

The comeback of the Thomas show defeated two obstacles, the strong opposition of NBC-TV's "Twenty-One" and the 1956 Nielsen figures which at best gave the program 98th place among all evening entries. In its favor was the Monday 9 p.m. viewing habit, which drew viewers to CBS automatically after seven years of "Lucy," and a greater number of station clearances.

## WOULD YOU MARRY TOMMY MANVILLE?

Stopped you, didn't it?

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

It's KTTV's fresh, new variation of one of the most solid ideas in broadcasting... the vox pop.

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

There's none of that where-are-you-from stuff. Bill Welsh asks:

How do you handle a noisy drunk?

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

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

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

Any questions?

Call your KTTV sales rep and sound off...

**KTTV**  
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### The Billboard Continuing

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

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

### By Sponsor Group

## Adventure, Suspense, Western News, Sports Misc. Shows

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

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

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

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

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

## ADVENTURE, SUSPENSE, WESTERN SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
3-Net Avg., \$3.48; ABC Avg., \$4.12; CBS Avg., \$3.49; NBC Avg., \$3.22		3-Net Avg., \$4.47; ABC Avg., \$4.69; CBS Avg., \$4.47; NBC Avg., \$4.10		3-Net Avg., \$4.10; ABC Avg., \$4.77; CBS Avg., \$2.89; NBC Avg., \$3.20		3-Net Avg., \$4.30; ABC Avg., \$5.43; CBS Avg., \$4.28; NBC Avg., \$7.94	
1. GUNSMOKE (Sperry-Rand, L & M, CBS) .....	\$1.72	1. GUNSMOKE (Sperry-Rand, L & M, CBS) .....	\$1.75	1. GUNSMOKE (Sperry-Rand, L & M, CBS) .....	\$1.58	1. LASSIE (Campbell, CBS) .....	\$1.48
2. WELLS FARGO (Amer. Tob., Gen. Motors, NBC) .....	1.87	2. WELLS FARGO (Amer. Tob., Gen. Motors, NBC) .....	2.08	2. CLIMAX (Chrysler, CBS) .....	1.81	2. CIRCUS BOY (Kellogg, Mars, ABC) .....	2.31
3. CLIMAX (Chrysler, CBS) .....	2.01	3. RESTLESS GUN (Warner, NBC) .....	2.33	3. ALFRED HITCHCOCK (Brist-Myers, CBS) .....	1.87	3. RIN TIN TIN (Nat'l Biscuit, ABC) .....	2.45
4. RESTLESS GUN (Warner, NBC) .....	2.11	4. ALFRED HITCHCOCK (Brist-Myers, CBS) .....	2.41	4. WELLS FARGO (Amer. Tob., Gen. Motors, NBC) .....	2.02	4. ZORRO (Seven-Up, Gen. Motors, ABC) .....	2.46
5. ALFRED HITCHCOCK (Brist-Myers, CBS) .....	2.12	5. MAVERICK (Kaiser, ABC) .....	2.43	5. LASSIE (Campbell, CBS) .....	2.29	5. WELLS FARGO (Amer. Tob., Gen. Motors, NBC) .....	2.51
6. LASSIE (Campbell, CBS) .....	2.16	6. CLIMAX (Chrysler, CBS) .....	2.66	6. RESTLESS GUN (Warner, NBC) .....	2.33	6. WYATT EARP (Gen. Mills, P & G, ABC) .....	2.54
7. ZANE GREY (Gen. Foods, Ford, CBS) .....	2.30	7. ZANE GREY (Gen. Foods, Ford, CBS) .....	2.73	7. ZANE GREY (Gen. Foods, Ford, CBS) .....	2.37	7. CHEYENNE (Gen. Elec., ABC) .....	2.57
8. WYATT EARP (Gen. Mills, P & G, ABC) .....	2.47	8. WYATT EARP (Gen. Mills, P & G, ABC) .....	2.77	8. MEET MCGRAW (P & G, NBC) .....	2.49	8. ROBIN HOOD (J & J, Wildroot, CBS) .....	2.66
9. MEET MCGRAW (P & G, NBC) .....	2.56	9. LASSIE (Campbell, CBS) .....	2.87	9. MAVERICK (Kaiser, ABC) .....	2.80	9. RESTLESS GUN (Warner, NBC) .....	2.72
9. CHEYENNE (Gen. Elec., ABC) .....	2.56	10. MEET MCGRAW (P & G, NBC) .....	2.95	10. THE LINEUP (P & G, Brown & Wmson, CBS) .....	2.81	10. GUNSMOKE (Sperry-Rand, L & M, CBS) .....	2.95
11. MAVERICK (Kaiser, ABC) .....	2.71	11. CHEYENNE (Gen. Elec., ABC) .....	2.97	11. WAGON TRAIN (Drackett, Lewis-Howe, Ford, NBC) .....	2.82	11. ZANE GREY (Gen. Foods, Ford, CBS) .....	3.10
12. WAGON TRAIN (Drackett, Lewis-Howe, Ford, NBC) .....	2.82	12. HAVE GUN, WILL TRAVEL (Amer. Home, Lever, CBS) .....	3.13	12. WYATT EARP (Gen. Mills, P & G, ABC) .....	2.94	12. SUGARFOOT (Amer. Chiclé, Union Carbide, ABC) .....	3.17
13. THE LINEUP (P & G, Brown & Wmson, CBS) .....	2.87	13. WAGON TRAIN (Drackett, Lewis-Howe, Ford, NBC) .....	3.16	13. HAVE GUN, WILL TRAVEL (Amer. Home, Lever, CBS) .....	2.96	13. MAVERICK (Kaiser, ABC) .....	3.19
14. ROBIN HOOD (J & J, Wildroot, CBS) .....	2.88	14. SUGAR FOOT (Amer. Chiclé, Union Carbide, ABC) .....	3.46	14. PERRY MASON (Union Carbide, Purex, Libbey, CBS) .....	2.97	14. TEXAS RANGERS (Flav-R-Straws, Sweets, ABC) .....	3.22
15. BROKEN ARROW (Miles, Ralston, ABC) .....	2.95	15. PERRY MASON (Union Carbide, Purex, Libbey, CBS) .....	3.52	15. CHEYENNE (Gen. Elec., ABC) .....	3.06	15. LORE RANGER (Gen. Mills, ABC) .....	3.26
16. HAVE GUN, WILL TRAVEL (Amer. Home, Lever, CBS) .....	2.97	16. TOMBSTONE TERRITORY (Brist-Myers, ABC) .....	3.81	16. SUSPICION (Ford, Phil. Morris, NBC) .....	3.13	16. JIM BOWIE (Amer. Tob., Gen. Petroleum, CBS) .....	3.31
17. SUGARFOOT (Amer. Chiclé, Union Carbide, ABC) .....	3.13	17. M-SQUAD (Amer. Tob., Hazel Bishop, NBC) .....	3.83	17. M-SQUAD (Amer. Tob., Hazel Bishop, NBC) .....	3.36	17. TRACKDOWN (Amer. Tob., Gen. Petroleum, CBS) .....	3.33
18. M-SQUAD (Amer. Tob., Hazel Bishop, NBC) .....	3.17	18. BROKEN ARROW (Miles, Ralston, ABC) .....	3.84	18. DRAGNET (L & M, Schick, NBC) .....	3.50	18. BROKEN ARROW (Miles, Ralston, ABC) .....	3.41
19. LORE RANGER (Gen. Mills, ABC) .....	3.22	19. ROBIN HOOD (J & J, Wildroot, CBS) .....	3.94	19. THE CALIFORNIANS (Singer, NBC) .....	3.53	19. WAGON TRAIN (Drackett, Lewis-Howe, Ford, NBC) .....	3.48
19. PERRY MASON (Union Carbide, Purex, Libbey, CBS) .....	3.22	20. THE LINEUP (P & G, Brown & Wmson, CBS) .....	4.18	20. SUGARFOOT (Amer. Chiclé, Union Carbide, ABC) .....	3.68	20. SGT. PRESTON (Quaker, CBS) .....	3.62
21. SUSPICION (Ford, Phil. Morris, NBC) .....	3.29	21. BOLD JOURNEY (Ralston, ABC) .....	4.20	21. TRACKDOWN (Amer. Tob., Gen. Petroleum, CBS) .....	3.83	21. PERRY MASON (Union Carbide, Purex, Libbey, CBS) .....	3.76
22. TRACKDOWN (Amer. Tob., Gen. Petroleum, CBS) .....	3.38	22. SUSPICION (Ford, Phil. Morris, NBC) .....	4.25	22. BROKEN ARROW (Miles, Ralston, ABC) .....	3.84	22. HAVE GUN, WILL TRAVEL (Amer. Home, Lever, CBS) .....	3.91
23. THE CALIFORNIANS (Singer, NBC) .....	3.41	22. THE CALIFORNIANS (Singer, NBC) .....	4.25	23. BOLD JOURNEY (Ralston, ABC) .....	3.88	23. TOMBSTONE TERRITORY (Brist-Myers, ABC) .....	5.00
24. DRAGNET (L & M, Schick, NBC) .....	3.46	24. TRACKDOWN (Amer. Tob., Gen. Petroleum, CBS) .....	4.36	24. THE THIN MAN (Colgate, NBC) .....	3.92	24. HARBOUR MASTER (R. J. Reynolds, CBS) .....	5.10
24. SGT. PRESTON (Quaker, CBS) .....	3.46	25. DRAGNET (L & M, Schick, NBC) .....	4.40	25. ROBIN HOOD (J & J, Wildroot, CBS) .....	4.08	25. CLIMAX (Chrysler, CBS) .....	5.67
26. ZORRO (Seven-Up, Gen. Motors, ABC) .....	3.49	26. TEXAS RANGERS (Flav-R-Straws, Sweets, ABC) .....	4.48	26. COURT OF LAST RESORT (P. Lorillard, NBC) .....	4.10	26. M-SQUAD (Amer. Tob., Hazel Bishop, NBC) .....	5.99
27. CIRCUS BOY (Kellogg, Mars, ABC) .....	3.50	27. COLT .45 (Campbell, ABC) .....	4.81	27. TOMBSTONE TERRITORY (Brist-Myers, ABC) .....	4.39	27. MEET MCGRAW (P & G, NBC) .....	6.61
28. TEXAS RANGERS (Flav-R-Straws, Sweets, ABC) .....	3.66	28. SGT. PRESTON (Quaker, CBS) .....	4.87	28. SGT. PRESTON (Quaker, CBS) .....	4.42	28. BOLD JOURNEY (Ralston, ABC) .....	6.76
29. TOMBSTONE TERRITORY (Brist-Myers, ABC) .....	3.69	29. THE THIN MAN (Colgate, NBC) .....	4.92	29. ZORRO (Seven-Up, Gen. Motors, ABC) .....	4.83	29. ALFRED HITCHCOCK (Brist-Myers, CBS) .....	7.04
30. BOLD JOURNEY (Ralston, ABC) .....	3.74	30. LORE RANGER (Gen. Mills, ABC) .....	5.29	30. SABER OF LONDON (Sterling, NBC) .....	5.05	30. HIGH ADVENTURE (Gen. Motors, CBS) .....	7.16
31. RIN TIN TIN (Nat'l Biscuit, ABC) .....	3.77	31. JIM BOWIE (Amer. Chiclé, ABC) .....	5.33	31. COLT .45 (Campbell, ABC) .....	5.07	31. DRAGNET (L & M, Schick, NBC) .....	7.34
32. JIM BOWIE (Amer. Chiclé, ABC) .....	3.82	32. ZORRO (Seven-Up, Gen. Motors, ABC) .....	5.46	32. HIGH ADVENTURE (Gen. Motors, CBS) .....	5.08	32. THE LINEUP (P & G, Brown & Wmson, CBS) .....	7.66
33. THE THIN MAN (Colgate, NBC) .....	3.84	33. HIGH ADVENTURE (Gen. Motors, CBS) .....	5.52	33. TEXAS RANGERS (Flav-R-Straws, Sweets, ABC) .....	5.34	33. NAVY LOG (H. S. Rubber, ABC) .....	8.00
34. COURT OF LAST RESORT (P. Lorillard, NBC) .....	4.30	34. CIRCUS BOY (Kellogg, Mars, ABC) .....	5.54	34. JIM BOWIE (Amer. Chiclé, ABC) .....	5.53	34. THE THIN MAN (Colgate, NBC) .....	8.21
35. COLT .45 (Campbell, ABC) .....	4.58	35. COURT OF LAST RESORT (P. Lorillard, NBC) .....	5.60	35. HARBOUR MASTER (R. J. Reynolds, CBS) .....	5.55	35. COURT OF LAST RESORT (P. Lorillard, NBC) .....	8.40
36. SABER OF LONDON (Sterling, NBC) .....	4.61			35. WEST POINT (Carter, Phillips, ABC) .....	5.55	36. COLT .45 (Campbell, ABC) .....	8.76
37. HARBOUR MASTER (R. J. Reynolds, CBS) .....	4.71						

## NEWS, SPORTS AND MISCELLANEOUS SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
3-Net Avg., \$3.44; ABC Avg., \$3.78; CBS Avg., \$2.99; NBC Avg., \$2.36		3-Net Avg., \$2.10; ABC Avg., \$3.94; CBS Avg., \$2.42; NBC Avg., \$2.10		3-Net Avg., \$2.45; ABC Avg., \$3.15; CBS Avg., \$2.42; NBC Avg., \$2.18		3-Net Avg., \$13.23; ABC Avg., \$13.89; CBS Avg., \$10.00; NBC Avg., \$7.52	
1. D. EDWARDS NEWS (Amer. Home Prods., Brown & Wmson, Amer. Can, CBS) .....	\$2.07	1. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC) .....	\$2.18	1. PERSON TO PERSON (Time, Amer. Oil, CBS) .....	\$2.26	1. DISNEYLAND (Derby, Gen. Foods, Gen. Mills, Reynolds, ABC) .....	\$1.75
2. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC) .....	2.20	2. CAVAL OF SPORTS (Papermate, Gillette, Toni, NBC) .....	2.29	2. D. EDWARDS NEWS (Amer. Home Prods., Brown & Wmson, Amer. Can, CBS) .....	2.55	2. YOU ASKED FOR IT (Best Foods, ABC) .....	5.68
3. CAVAL OF SPORTS (Papermate, Gillette, Toni, NBC) .....	2.36	3. D. EDWARDS NEWS (Amer. Home Prods., Brown & Wmson, Amer. Can, CBS) .....	2.38	3. YOU ASKED FOR IT (Best Foods, ABC) .....	3.20	3. TWENTIETH CENTURY (Prudential, CBS) .....	6.49
4. PERSON TO PERSON (Time, Amer. Oil, CBS) .....	2.38	4. YOU ASKED FOR IT (Best Foods, ABC) .....	3.20	4. MIKE WALLACE (Phil. Morris, ABC) .....	3.53	4. D. EDWARDS NEWS (Amer. Home Prods., Brown & Wmson, Amer. Can, CBS) .....	8.26
5. DISNEYLAND (Derby, Gen. Foods, Gen. Mills, Reynolds, ABC) .....	2.88	5. PERSON TO PERSON (Time, Amer. Oil, CBS) .....	3.21	5. CAVAL OF SPORTS (Papermate, Gillette, Toni, NBC) .....	3.91	5. BOWLING STARS (Amer. Machine, ABC) .....	8.59
6. YOU ASKED FOR IT (Best Foods, ABC) .....	3.15	6. BOWLING STARS (Amer. Machine, ABC) .....	3.43	6. DISNEYLAND (Derby, Gen. Foods, Gen. Mills, Reynolds, ABC) .....	3.94	6. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC) .....	14.33
7. MIKE WALLACE (Phil. Morris, ABC) .....	3.70	7. RED BARBER (State Farm, NBC) .....	3.91	7. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC) .....	4.03	7. PERSON TO PERSON (Time, Amer. Oil, CBS) .....	15.26
8. RED BARBER (State Farm, NBC) .....	4.04	8. DISNEYLAND (Derby, Gen. Foods, Gen. Mills, Reynolds, ABC) .....	4.30	8. BOWLING STARS (Amer. Machine, ABC) .....	4.18	8. CAVAL OF SPORTS (Papermate, Gillette, Toni, NBC) .....	16.65
9. BOWLING STARS (Amer. Machine, ABC) .....	4.11	9. MIKE WALLACE (Phil. Morris, ABC) .....	4.54	9. TWENTIETH CENTURY (Prudential, CBS) .....	6.07	9. RED BARBER (State Farm, NBC) .....	21.90
10. TWENTIETH CENTURY (Prudential, CBS) .....	4.53	10. TWENTIETH CENTURY (Prudential, CBS) .....	4.70	10. RED BARBER (State Farm, NBC) .....	6.44	10. MIKE WALLACE (Phil. Morris, ABC) .....	47.74
11. JOHN DALY (Amer. Chiclé, Outboard, ABC) .....	6.46						

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COMING COST PER THOUSAND ANALYSES:

Jan. 28: The Top Hundred for November



The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

By Sponsor Groups

Food & Beverage
Drug & Remedy
Automotive & Accessory

TV Successful In Selling Hub Roller Skating

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

The test was run for three months by Raoul Bernier, operator of the Bal-a-Roue skating rink in suburban Medford with station bids and one-minute commercials. It has proved so successful in promoting attendance at the rink, that it will be tried out in New England on WNAC-TV and nine other New England stations.

The Roller Skating Rink Owners of America plan to test out this same system as Bernier used, and if it works out, they will use the medium on a nation-wide basis. The slogan pushed was "Anyone Who Can Walk Can Skate."

FOOD & BEVERAGE SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists various food and beverage sponsors and their rates.

DRUG & REMEDY SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists various drug and remedy sponsors and their rates.

AUTOMOTIVE & ACCESSORY SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists various automotive and accessory sponsors and their rates.

CHANSATIONAL! NEW CHARLIE CHAN CAPTIVATES LOS ANGELES!

SMASH RATINGS

all over the country! NEW CHARLIE CHAN improves ratings, betters time periods everywhere!

In Los Angeles, on KRCA it has improved the Saturday night 7:00-7:30 time period by more than 92%, with a 22.1% share of audience in this 7 station market. (Pulse 11/57).

George Burke of KRCA states, unsolicited, "Needn't tell you how well the program is progressing. Clients most happy with it."

Captures the big share of audiences in Chicago, Atlanta, Philadelphia, Baltimore, Columbus, Detroit, New Orleans, Pittsburgh, Dallas-Ft. Worth and in key market after market!

FOR THE TV HIT OF THE SEASON, CALL tpa TELEVISION PROGRAMS OF AMERICA, INC. 488 MADISON • N.Y. 22 • PLaza 5-2100



## SEVEN FIGURE GUARANTEE

## New VAI to Handle Station Sales on Republic Backlog

NEW YORK — The Republic Pictures backlog of post-1948 movies—including 140 features, 65 Westerns and 15 serials—is about to be launched in station sales by a new organization, Video Artists, Inc.

Republic's President Herbert J. Yates has agreed on a deal, effective today (13) in which the picture firm will be guaranteed a seven-figure sum by VAI against sales of the package to outlets in more than 20 markets.

In the new organization, Sig Shore, a veteran of many telefilm deals, will function as general manager, and onetime Metro exec Pete Jaeger will be national sales manager. The formation of VAI is being backed by Wall Street financial circles, altho its formation is actually the brainchild of a group of NBC-TV executives and Republic is virtually its parent.

Video Artists will concentrate initially on pushing the big package in less than two dozen markets, with Republic's older film offshoot, Hollywood Television Service, doing the mop-up in the remainder. The VAI markets are all large ones and include virtually all of the "cream" revenue situations in selling feature films. However, if VAI moves the product rapidly, it may be turned loose in the other markets as well.

## Not Ohio Firm

Republic is also expected to be handling the prints and general service, with VAI concentrating on making sales deals. Video Artists, incidentally is not the same concern that produces TV commercials in Ohio, altho the name is identical.

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

of its package and provided pricing and operating formulas.

Contracts by Video Artists for the post-1948 films are expected to insure purchasers against any possible suits raised by the talent unions, with whom Republic has so far refused to negotiate a TV payment for the pictures. Republic will then be actually backstopping this arrangement thru Video Artists.

The films in the package range all the way from "AA" product to low-price quickies, but all are contemporary with some bearing 1957 labels. In the feature bracket, they include "The Quiet Man" and "Sands of Iwo Jima" (both John Wayne starrers), "Hoodlum Empire," "The Red Pony," "The Weapon," the Joan Crawford-Sterling Hayden "Johnny Guitar," the Ray Milland-Maureen O'Hara "Lisbon," "Thunderbirds," "The Last Command" and "Bullfighter

and the Lady," among the best titles.

Westerns include a whole corral of formula oaters, full of action and guns which never need re-loading. The outdoor stars include Allan Lane, Rex Allen, Monte Hale and Michael Chapin.

VAI has high hopes that the Western portion of the package will go well with stations seeking a moppet audience. Much the same applies to the serials, which include such titles as "Radar Patrol Vs. Sky King" and "Zombies of the Stratosphere."

NEW YORK — Trans-Lux TV has sold its Encyclopedia Britannica library to five stations, putting the package of 750 films in a current total of 67 markets. New buyers are WCAU, Philadelphia; KTVI, St. Louis; KPRC, Houston; WDAU, Scranton, Pa., and KSIX, Corpus Christi, Tex.

## STOP TV RELEASES!

## SPG Calls All Movie Industry War Council

HOLLYWOOD — The Screen Producers' Guild has called a movie industry-wide war council in an effort to find a way to block the release of post-1948 features to television. SPG Prexy Samuel G. Engel has invited the top echelon of the Screen Actors' Guild and the Screen Writers' Guild as well as Theater Owners of America for a January 18 dinner at which strategy to combat the release of films will be discussed.

Reaction to SPG's roll of the war drums was mixed in some of the movie circles. Many feel that release of the more recent features to TV hurts rank and file actors and writers since it denies them new employment in TV film production. In effect, their former films provide a measure of TV en-

tertainment so that their services are not needed in the production of new TV film fare.

Others point to TV's insatiable appetite for programming and that the post-'48 product is of slight consequence in satisfying TV's needs. Some lift an eyebrow at the sudden storm being stirred by SPG which in itself has had no part in even winning the post-'48 barrier against the TV sale of features. The fact that SPG's statements concerning the problem and the forthcoming council of war are being press released by a public relations firm in "takes" and follow-ups indicates to some that the only battleground wherein the promised strategies will be tested will be in the newspapers.

## 'HIGH NOON' LOWER 'LINE'

NEW YORK — For the first time in nearly a year and a half, the NBC flagship in New York knocked off the high-rated "What's My Line?" with a feature film on January 5, and continued to hold its edge against the WCBS-TV "Late Show."

What did the trick was the memorable Western, "High Noon," which grabbed off a 37.7 local Trendex against 18.6 for "Line."

Usually, the Goodson-Todman panel show is high scorer in the 10:30-11 p.m. slot on Sundays in New York, as it is in the network line-up.

## NEW ENTRY

## Para May Seek Deal With VAI

NEW YORK — Fast-moving Video Artists, Inc., new sales concern slated to handle the Republic features (see story this page), is already active on another front.

Paramount is reported to have sought out Video Artists to discuss yet another deal for TV sale of Paramount's huge—and uncommitted—backlog of pre-1948 films.

In itself this is interesting, since most of the approaches, including those of United Artists, National Telefilm Associates, Associated Artists Productions and many independent groups have been toward Paramount, with the picture firm playing it very close to the vest.

The current favorite for Paramount's possible favors is a combination of United Artists and AAP, but the entry of VAI into the field may change this.

## Best Foods Buys 'Million'

NEW YORK — MCA-TV last week sold "If You Had a Million" to the Nucoa division of Best Foods, Inc., in nine markets of the Far West. States represented are Washington, Oregon, California, Utah and Arizona.

The vidfilm series is now in the top 10 in seven markets including New York City, according to its November American Research Bureau ratings.

## 'Shock!' Hits 95 Markets

NEW YORK — Screen Gems last week sold its "Shock!" package in seven more markets, bringing sales to a total of 95. The horror features were bought by WXYZ-TV, Detroit; KTVI, St. Louis; WALA-TV, Mobile, Ala.; KFEQ-TV, St. Joseph, Miss.; WPTA-TV, Fort Wayne, Ind., and WTVM, Columbus.

Ratings on the show continue to hold up against the strongest kind of opposition.

## MCA Sales Total On 'Mike Hammer' Now at 88 Marts

NEW YORK — "Mickey Spillane's Mike Hammer" has wrapped up a total of 88 sales since it has been put on the market by NCA-TV. Purchasers include Marlboro Cigarettes, Gallo Wine, Squirt, American Home Products, Carling's Red Cap Ale, Pioneer Furniture, Lone Star Beer, Budweiser Beer and Yankee Stores.

Busch Bavarian Beer has bought

## COURT O.K.

## AFM Fund Gets Old Pix Re-Use Fees

HOLLYWOOD—Superior Judge John J. Ford upheld the American Federation of Musicians' right to demand that a re-use fee be paid to the Music Performance Trust Fund for old movies containing AFM-performed music shown on TV. Request by Coast musicians that the court enjoin AFM from having the Trust Fund collect this fee and that instead the court appoint a receiver to handle the monies in question was refused in a decision handed down last week by Judge Ford. Approximately \$25 per musician performing in each old movie has been paid to the Trust Fund for the past two years. Prior to that, the money collected was given to the musician who originally performed the music.

The court, however, blocked the AFM Trust Fund from collecting a 5 per cent royalty from record companies and appointed the Citizens National Trust & Savings Bank as receiver.

## Stay Sought Vs. CBS in St. Loo

WASHINGTON — The Federal Communications Commission has asked the full U. S. Court of Appeals to review a January 3, three-judge order staying CBS from assigning its Channel 11, St. Louis, permit to 220 Television, Inc., one of the original applicants for the channel.

The stay, requested by the St. Louis Amusement Company, would hold up CBS' operation of its new \$2,440,000 buy of the St. Louis Channel 4 outlet, KWK-TV, until the Channel 11 permit is disposed of.

The FCC's petition to the court points out that the court issues such stays largely when the petitioner has a fair chance of winning the case on merits. The agency believes that the petitioner in this case, St. Louis Amusement, cannot win on merit, in its belated protest of the network's assigning the channel to 220 Television, Inc.

St. Louis Amusement was at one time an applicant in the Channel 11 contest, but dropped out when the FCC would not rule out CBS' application on monopoly grounds. Other applicants were 220 Television, Inc., Broadcast House and St. Louis Telecasting. These latter three at one point in the proceedings agreed to drop an appeal of the FCC grant of Channel 11 to the network on payment by CBS of \$100,000 to each.

## SG Shapes Up 'Dial' for Fall

NEW YORK — Screen Gems' syndicated entry next fall will be "Dial 116," a new half-hour vidfilm series which is to be produced by Herbert B. Leonard. The show will center around the activities of the Los Angeles County rescue squad, which specializes in emergency work.

Shooting on the series is expected to start in about a month so as to ready it for selling at the National Association of Broadcasters' convention in April. The program has been described as a modern-day adult adventure show.

It for 16 Midwestern markets, and RKO TeleRadio has bought it for its five stations.

"TARGET"

TV's PROPELLING NEW FORCE . . .

Aimed to add IMPACT to your messages!



# TV Commercials in Production

## A Guide to TV Spot & Program Plans Of Competing Sponsors by Industries

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No.	(Seconds)	Type (C-Color)	Commercial Producer
<b>BUSINESS, FINANCIAL</b>				
<b>Insurance</b>				
Prudential Insurance, Reach McClinton	1	(60)	LA	Elliot, Unger & Elliot
Mental Health Association, Mental Health, Erwin Wasey, Ruthrauff & Ryan	1	(60), 1(20)	LA	Soundmasters
<b>Office Equipment</b>				
Remington Typewriters, Compton	1	(60), 1(50)	LA	Elliot, Unger & Elliot
Venus Pen & Pencil, Doyle, Dane, Bernbach	1	(60)	LA, FA	Transfilm
<b>Industrial Materials</b>				
DuPont, Fabrics, Tires, BBD&O (DuPont Show of the Month)	4	(180)	LA, SA, M	Universal
Kaiser Aluminum, Farm Roofing, Young & Rubicam (Maverick)	1	(120)	LA	All-Scope
Timken Roller Bearing, BBD&O	—	—	NA	Sarra
Libbey-Owens-Ford, Fuller & Smith & Ross	1	(60)	FA, LA	Acadmev
Alcoa, Aluminum, Fuller & Smith & Ross	1	(60)	LA	Van Praag
Western Land Roller, Farm Equip., Allen & Reynolds	3	(60)	LA	Christensen-Kennedy
Alcoa Aluminum, Fuller & Smith & Ross	—	—	NA	Wilding
<b>GENERAL SECTION</b>				
<b>Smoking Materials</b>				
American Tobacco, Lucky Strike, BBD&O	1	(60), 1(30)	LA	Elliot, Unger & Elliot
R. J. Reynolds, Winston, Wm. Esty	3	(60)	LA	Elliot, Unger & Elliot
General Cigar, White Owl, Young & Rubicam	7	(60)	LA	Gray-O'Reilly
Phillip Morris, Marlboro, Leo Burnett (Football, Playhouse 90)	3	(60), 3(20)	LA	Universal
R. J. Reynolds, Winston, Wm. Esty (Mr. Adams & Eve)	1	(20)	FA	Lou Lilly
P. Lorillard, Kent, Lennen & Newell (Assign. Foreign Legion)	2	(60)	LA	Soundmasters
American Tobacco, Pall Mall, SSC&B	—	—	NA	Video
American Tobacco, Tareyton, L. C. Gumbinner (Henny, Trackdown)	3	(30), 1(60)	LA	Caravel
<b>Jewelry, Optical Goods, Cameras</b>				
Argus Camera, Young & Rubicam	3	(60)	LA	Wondsel-Carlisle-Dumpey
Bulova, Watches, McCann-Erickson	10	(20)	SE	Hai Roach
Speidel, Watch Bands, Norman, Craig & Kummel	—	—	NA	Video
Bulova Watches, McCann-Erickson, Speidel, Photo-Ident, Norman, Craig & Kummel	1	(60)	LA	Sarra
Photo-Ident (Price Is Right)	1	(30)	LA	Bill Sturm
Photo-Ident (Omnibus)	1	(30)	LA	Bill Sturm
<b>Sporting Goods and Toys</b>				
Seltrighi, "Deadpan" game, Norman, Craig & Kummel	1	(60)	LA	Wondsel-Carlisle-Dumpey
<b>Miscellaneous</b>				
Air France, Buchanan & Co.	4	(30)	FA	Transfilm
Greyhound Bus, Grey (Steve Allen)	2	(120), 5(60)	LA	All-Scope
U. S. Air Force Recruiting, Erwin Wasey & Ruthrauff & Ryan	3	(20)	FA, SE	Shamus Culhane
General Development, Poet Charlotte, Fla., Erwin Wasey, Ruthrauff & Ryan	1	(50)	LA(C)	Mickey Schwartz
Ruthrauff & Ryan	1	(50)	LA	Mickey Schwartz
S&H Green Stamps, SSC&B	—	—	NA	Sarra
Advertising Council, Mental Health, Ruthrauff & Ryan	1	(60), 3(20)	LA	Sound Masters
Big Boy Hamburger Restaurants	4	(10), 6(20), 1(48)	FA	Playhouse
Eastern Air Lines, Fletcher D. Richards	1	(27)	SA, LA	Van Praag
United Nations, Advertising Council, AIRI, N. W. Ayer (Telephone Time)	2	(120), 1(30)	LA	Hai Roach
Colonial Stores, Liller, Neal & Battie, (Gray Ghost)	2	(20)	LA	Lindsay Parsons
R. H. Macy, Grey	2	(60)	LA	Transfilm
Shwartz Brothers, Samsonite, Grey	1	(60)	LA, FA, M	Transfilm
Balston Purina, Livestock Chows, Gardner	2	(60), 2(20)	LA	Technisomic

# SPOT SHOWCASE

A PRESENTATION OF RECENT TV COMMERCIALS

An advertising service designed to provide buyers with accurate visual identification between good commercials seen on TV and the advertisers, agencies and producers responsible for these commercials. Presented alphabetically by advertiser.

For further information about any of the companies listed in this service, contact TV COMMERCIALS SPOT SHOWCASE, THE BILLBOARD, 1564 BROADWAY, NEW YORK 36, N. Y.



Produced for American Tobacco Thru BBD&O By Pelican Films



Produced for The General Electric Co. Thru Young & Rubicam By Wondsel, Carlisle & Dunphy



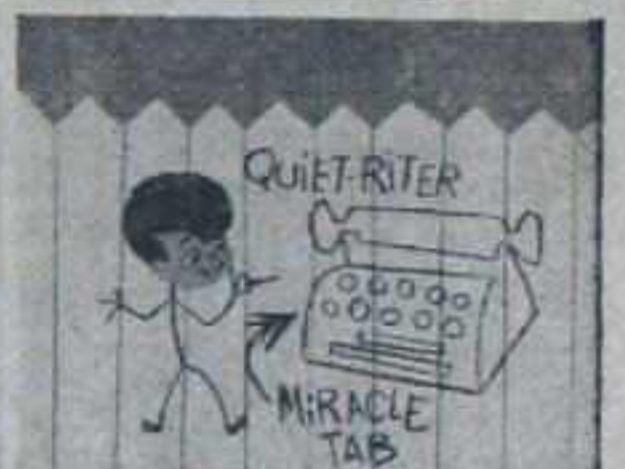
Produced for Player's Cigarettes Thru McKim Advertising, Ltd. By MPO Television Films, Inc.



Produced for Best Foods Thru Benton & Bowles By Filmorial



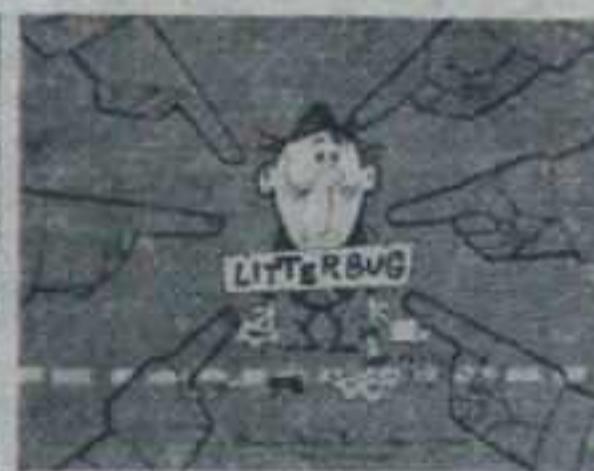
Produced for General Petroleum Corp. Thru Complan Advertising By Animation, Inc.



Produced for Remington-Rand Thru J. Walter Thompson By Ray Patin Productions



Produced for Cut-Rite Wax Paper Thru James Lovick & Co. By Ray Patin Productions



Produced for "Keep America Beautiful" Thru (Direct) By Song Ad Productions



Produced for Schlitz Brewing Co. Thru J. Walter Thompson By MGM-TV



Produced for Delco-Remy Div., United Motors System Thru Campbell-Ewald Company By Van Praag Productions



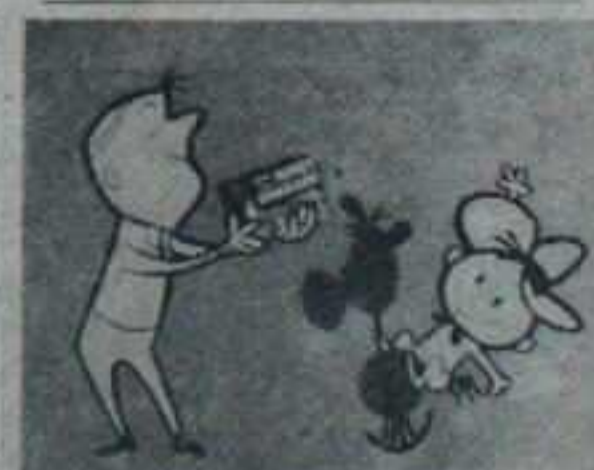
Produced for Maypo Cereals Thru Bryan Houston By Storyboard, Inc.



Produced for Scott Paper Co. Thru J. Walter Thompson By Ray Patin Productions



Produced for Elgin National Watch Co. Thru J. Walter Thompson By Filmorial



Produced for National Biscuit Co. Thru McCann-Erickson By Animation, Inc.



Produced for Shulton, Inc. Thru Wesley Associates By Klager Film Productions, Inc.



Produced for Gallo Wine Thru Doyle, Dane, Bernbach, Inc. By MPO Television Films, Inc.



Produced for Pacific Tel. & Tel. Thru BBD&O By UPA Pictures



Produced for Welch's Tomato Juice Thru Richard K. Manoff Agency By Guild Films Com. Film Div.

## FPA Wants Workers in Union Talks

NEW YORK—A union hassle is brewing in New York telefilm production. The Film Producers Association, representing most top firms making film commercials, has broken off negotiations with Local 771 of the International Alliance of Theatrical and Stage Employees, pending the formation by the union of a bargaining committee representing the actual working film cutters and editors. The union, the producers charge, is seeking an "unrealistic" wage increase of 45 per cent thru two professional negotiators, the union's business manager, Jack Oxten, and attorney John Sheehan. Three meetings have been held since January 1, when the current contracts with Local 771 expired. The FPA has had several con-

## 1957 Fine

Continued from page 6

panded to include eight more regular shows, including Steve Allen and Dinah Shore, and 152 affiliates were color-equipped. A target date of next April was set for the start of network video tape operations to bring an end to kinescopes and time zone differences. Programmers were deep in a schedule of 100 "specials" to be aired during 1957-58, with "Annie Get Your Gun" hitting the jackpot with an estimated 58,600,000 viewers. The News Department became an independent unit. NBC Spot Sales racked up fourth-quarter TV sales "substantially higher" than the comparable period in 1956.

And, the NBC Health Office gave out 3,36 injections of Salk polio vaccine and 1,400 injections against Asian Flu.

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



**KINES NOT FOR SALE**

**NBC Sale Abroad Stokes Home Fire**

NEW YORK—NBC-TV's sale of kines of the Perry Como and Dinah Shore shows and General Motor's spectacular to TV stations in Sweden, England and Australia has stirred up drastic repercussions. Both the William Morris Agency and the Music Corporation of

America have told the networks that in the future its artists are sold for the United States and its Possessions only. Their sale outside this country consequently would cost another fee, unless it is for an American Possession. NBC is also reportedly facing the

possibility of legal action from Harry Fox, publisher's agent and trustee, for the music presented on the three shows. The American Federation of Television & Radio Artists has also complained to the web over the sale to foreign stations without an additional fee. And the Writers' Guild, too, has manifested its concern.

NBC justified the sale of these programs to the foreign stations by claiming they were affiliates, and thus, under union regulations, no additional money need be paid for the first run. There have been those in the trade who call the NBC affiliation with a station in  
*(Continued on page 16)*

**Para Verges On Production Of Film for TV**

HOLLYWOOD — Paramount Pictures, the only major studio not to have tried its hand at TV film production, indicated last week that it was ready to jump in. Paramount, however, will take the financial route to begin with by backing producers in the filming of pilots and putting up production funds for networks and syndicators. This differs from the paths followed by the other majors, who have entered TV film production by actively filming and selling their series either to sponsors, networks or distributors.

The disclosure of Paramount's entry into TV film production came with the appointment of James A. Schulke as veepee and general manager of Paramount's Sunset Studios. He replaces Stan Osgood, who resigned his post as Paramount general manager to go into indie radio station operations. Paramount Sunset Studios was purchased by Paramount three years ago from Warner Bros. Since then the studio has invested heavily in modernizing and equipping the lot for TV film production.

Schulke will be in charge of the Sunset Paramount operations and will handle negotiations for financial backing of TV productions. It is believed that Paramount will actively enter TV film production at a later date.

**NEW VEEPEE**

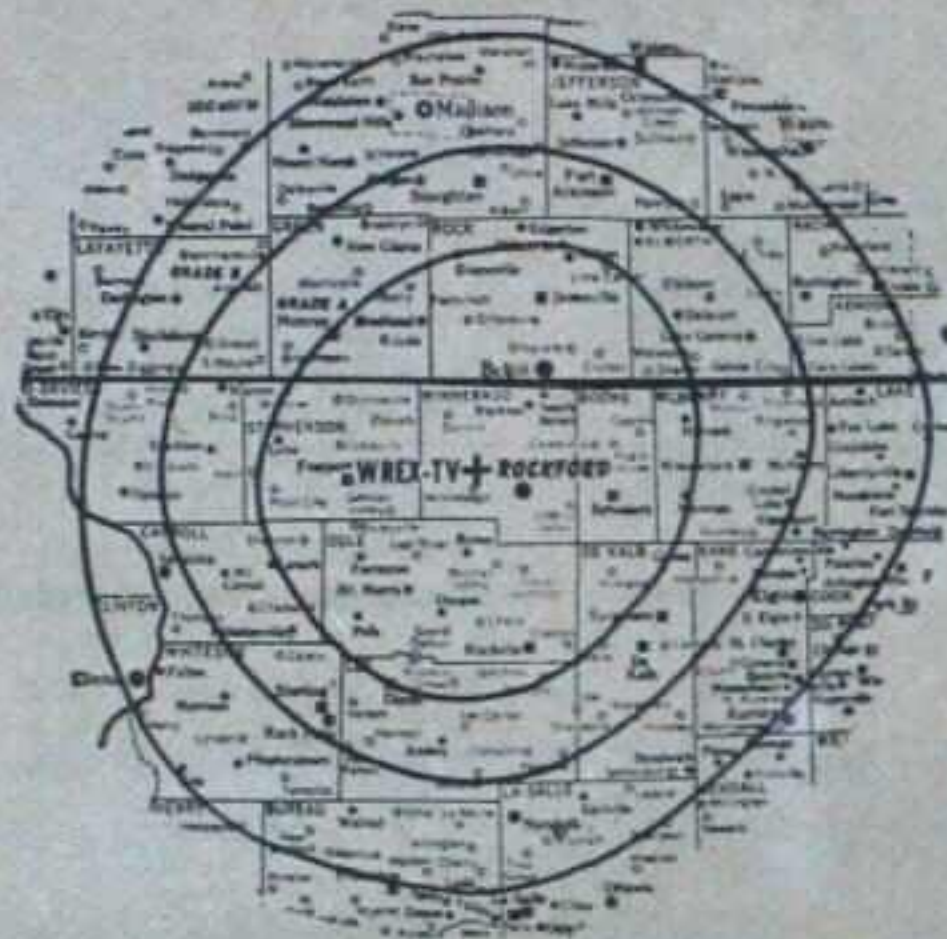
**Ackerman A Plum for SG's Pie**

HOLLYWOOD — The acquisition by Screen Gems of Harry Ackerman as its vice-president in charge of production is expected to help the production and distribution firm cut up an even larger piece of the film packaging pie. Irving Briskin will remain as production executive of the Columbia Pictures TV subsidiary in charge of administering its day-to-day operation.

Ackerman, producer of CBS-TV's "Leave It to Beaver" and "Bachelor Father," two of the brighter new properties of the season, will function entirely on a creative level. He has behind him a solid record of achievement both at Young & Rubicam and as CBS-TV's Hollywood chief.

He is expected to upgrade sharply the quality of the new Screen Gems product. Among the Screen Gems pilot films in work is a situation-comedy starring Myrna Loy, and a Donna Reid comedy series. Ackerman plans to move Ticonderoga Productions, his packaging firm, into the Screen Gems orbit.

**In This \$ BILLION-PLUS Sales Empire WREX-TV Is the KING Salesman**



The Rockford TV Area—Illinois' 1st market outside Chicago—is 400,195 families strong, with \$2,357,080,000 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand . . . and show sales indexes like Rockford's 158, Beloit's 151, Janesville's 153, DeKalb's 184, Freeport's 176, Dixon's 203. Sales total \$1,706,962,000, average \$4,265 per family—\$447 above average.

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

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

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



**"TARGET"**

**TV's PROPELLING NEW FORCE . . .**

**Aimed to build PRESTIGE for you!**

**'Tugboat' Chalks Top Ratings**

NEW YORK—"Tugboat Annie" is more than pulling her weight in Canada. The show has made a remarkable record, according to its local ratings taken by Elliot Haynes, Ltd.

In Winnipeg, for example, the show got a 78.9 as compared to "December Bride's" 68.7 and "Gunsmoke's" 62.2. In Regina, Sask., the vidfilm series rated a 75.7, compared to Perry Como's 75 and "Wyatt Earp's" 65.7. Its Montreal rating was a 56.7, as against "Dragnet's" 48.3 and "December Bride's" 56.3. These are single station markets.

In Toronto, a multi-station market, its rating has gone from a 16.7 to a 21.3 in less than two months. Among its competition, "Men of Annapolis" has dipped from a 19.8 to a 16.3 in the same period, and Lawrence Welk, programmed on Buffalo's WGR-TV, declined from a 31.3 to a 26.6 during the same two months.

**11,000,000 TV SETS IN EUROPE**

EINDHOVEN, Holland—The growing importance of television as an entertainment and news medium in Western Europe is underlined in a special estimate reported to The Billboard by the huge Dutch electronics firm of N. V. Philips, which now calculates that there are over 11,000,000 TV sets in use in six countries.

- Here are the figures on sets as compiled by Philips exec John G. Hafkemeijer:
- Great Britain . . . 7,800,000
  - West Germany . . . 1,200,000
  - France . . . 870,000
  - Italy . . . 750,000
  - Holland . . . 230,000
  - Belgium . . . 200,000

**'Sales Safari' Tallies 500G**

NEW YORK — CBS-TV Film Sales racked up about \$500,000 in sales during its first "Sales Safari." About 20,000 half hours of various vidfilm properties were re-tailed to small market stations during the November and December bargain sale by the CBS-TV Film Sales division.

The plan made the price of series cheaper because more of it was purchased by the small outlets. CBS-TV Film Sales awarded a trip to Bermuda or Hawaii to its sales staffer who sold the most product. Lee Store of its Chicago office won.

**Esskay Adds 'Casey' Mkts.**

NEW YORK — Esskay Meats last week added two more markets to the five it already had purchased from Screen Gems for "Casey Jones." New markets are Washington, where the vidfilm series will be co-sponsored with Aerowax on WTOP-TV, and Richmond, Va., where the co-sponsor on WRVA-TV will be the Nolde Brothers Bakery.

The program has now been sold in 112 markets. New station purchasers are KINA-TV, Yakima, Wash.; KONA-TV, Honolulu; KTSM-TV, El Paso, Tex., and KOAN, Pittsburg, Kans. The show got its first railroad client when the Bangor & Aroostock Railroad bought it for Presque Isle, Me.

**a top quality film show for Every Product, Every Market, Every Budget**

Offices in principal cities throughout the United States

**MCA-TV**  
Film Division



# U. S. Film Firms Reap Dollars From Abroad

NEW YORK — The overseas telefilm market continues to return dollars to American distributors, with these being among the latest crop of program and feature sales:

**Associated Artists Productions—**AAP has now sold its "Popeye" series in a clean sweep of the British commercial video market. Latest to sign up is the Associated Television program firm for telecasting in the Birmingham area, with the other three program contractors having signed earlier. Also, AAP inked a deal with the government-operated Swiss TV system for a large bloc of Warner features. Many are dubbed with French or German sound tracks.

**CBS Television Film Sales—**Export sales now amount to 20 per cent of this distributor's gross volume, with the newest round of sales in five markets bringing the grand total to 23 countries outside of the U. S. airing overseas versions of the firm's shows. Six of the series have been dubbed in Spanish and two into French. New est on the market list: Finland, Iran, Peru, Switzerland and the British Colony of Bermuda.

**Screen Gems—**Sales volume in Latin America in the last six months of 1957 was "more than double that of the entire previous 12 months," according to SG execs. Last month, 13 program sales were made in six Latin American countries. Two notable deals: Ford Motors bought "All Star Theater," dubbed in Portuguese, for telecasting in Brazil, the first U. S. telefilm show to get this sound track treatment instead of subtitles. Schenley bought "Damon Runyon Theater" in its English version to reach the English-speaking segment of Mexico City.

# Telemat Ready For TV Usage

NEW YORK—Telemat, said to be the "TV counterpart of newspaper mats used by national advertisers," will be launched as a station service early this year by the Television Mat Service Corporation.

Headed by Charles E. Woodruff, former NBC film engineer, the outfit has a stock library of 10,000 commercial slides with an audio catalog available on a subscription basis. Art work and copy are prepared for national advertisers by their usual agencies. Slides are prepared from this and remain in the library for a year.

This enables stations to make a pitch for dealer co-op dollars, with the dealer's name being superimposed by the station on the slide in local spots, and to handle local hitch-hikes on network shows.

## TOP BILLING

# NBC to Hang Gold Star on Jack Paar

NEW YORK — With ratings bounding upward and participation sponsors standing in line, NBC is hanging a big gold star on Jack Paar's dressing room.

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

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

The NBC chief tossed an extra bouquet to Parr & Co. for keeping the idea of late-night network programming alive, at a time when it was being clobbered by late-night films at the local level. Last summer, Sarnoff recalled, "a large number of pre-1948 motion pictures were floating around, and the pressures to buy were heavy. Against these pressures we had to weigh certain other factors."

"One was my belief, expressed at NBC's 30th Anniversary Convention only seven months earlier, in the vitality and importance of live network programming. Another was my warning to stations against saddling themselves with an overload of feature films which, because of economic pressures, might lead to a movie displacement of such network programming."

# 1957 Biggest Year To Date for WPIX

NEW YORK — WPIX here racked up 100 orders, new and renewal, in the last quarter of 1957 to make the year the station's biggest to date in gross billings.

WPIX plans to continue its policy of scheduling half-hour shows, including its 65 current film series, because of the financial success which has come to the station since the plan was adopted in 1954, according to General Manager Fred Throver.

# Robert Lawrence Signs J. Gilmour

NEW YORK — John Gilmour, at one time station manager of video outlet WRGB, Schenectady, N. Y., and most recently a producer-director for Pathe Pictures, has been signed for directional duties at Robert Lawrence Productions.

He has called the shots on more than 1,000 film assignments in the commercial and industrial field.

# 'All Star Golf' Liked by Rich, Sez Videodex

NEW YORK—Videodex, in a fourth-quarter analysis of "All Star Golf," confirms that the sport remains a rich man's hobby. The ABC-TV series has 27.2 per cent of homes in the top income bracket, which includes only 18.5 per cent of all U. S. video families. Of the lowest income group, "Golf" has only 4.3 per cent homes, compared to the U. S. total of 11.2.

Professional and white collar workers provide 53.1 per cent of the show's viewers, against the U. S. population percentage of 35.9. Thus, "Golf" is reaching a higher-than-average number of the maximum-spending homes. Its sponsors are Miller Brewing and Wildroot.

# WBZ Packages Films 'Starring John Wayne'

BOSTON—WBZ-TV here isn't waiting for John Wayne to say yes to the various network offers for fall shows. The Westinghouse outlet has gathered 14 features starring the actor and launched "Starring John Wayne," a Sunday 2-4 p.m. series. "Red River" was the feature premiere offering last week.

# MOVE NOTES END OF FILM IN BULK

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

NEW YORK—The day of the "bulk" feature package sale, huge libraries in which good, bad and ancient pictures are freely mixed, is drawing rapidly to a close.

That's the implication of a sweeping sales shuffle by Associ-

ated Artist Productions, which is tossing 200 Warner "oldies" on the shelf and repackaging the remainder of the pre-1948 films into groups of 52 titles each. The move is effective today (13), and is a by-product of a series of sales clinics held in New York last week.

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

Altho AAP has done fairly well in lining up sales for its huge (over 600 pictures) Warner backlog, the move is said to be caused by an examination by AAP of markets not yet committed. Result: AAP found that over 100 markets still hadn't signed for any AAP-sold features. And, managers of TV outlets in these markets were free in voicing their dislike for long-range, bulk commitments.

### Not 'Thematic'

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

*(Continued on page 16)*

# TPA Adds Six Account Execs

NEW YORK—Six account execs have joined Television Programs of America: Oscar Lynott for Mexico, Lee Cannon to work in station sales, and Murray Baker, Joseph M. Barnett, George Drase and Roland Van Nostrand for the central division.

Lynott's previous post was with Pepsi-Cola Mexicana. Cannon served with Ziv-TV sales. Baker was Cincinnati sales manager for the Distributors Corporation of America. Barnett is current president of Film Creations, Inc. Drase was an ABC-TV staffer in Chicago. Van Nostrand served formerly both ABC-TV and Benton & Bowles.

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27.4% MORE COVERAGE OF ROCHESTER AREA\*

\*NCS #2

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

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

# "TARGET"

TV'S PROPELLING NEW FORCE...



Aimed to hold AUDIENCES week after week!

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PARK YOUR CAR at our expense

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

NOT ONLY WHILE YOU DINE BUT ALL NIGHT

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

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NEW YORK CITY



PULSE FILM RATINGS for October

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

The Pulse Audience Composition Studies

Syndicated Film Western Shows

Table with columns: Rank, Show & Distributor, Avg. Rtg., Women Per 100 Homes Tuned In, AMONG MEN, AMONG CHILDREN. Lists shows like Cisco Kid, Death Valley Days, and Frontier Doctor.

PULSE LOCAL RATINGS FOR NOVEMBER

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

CHICAGO 4 TV STATIONS—1,791,700 TV HOMES reported by The Pulse in the area surveyed

Market Statistics: reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area...

Population—6,183,000 (2d in U. S.) Buying Income—\$14,250,993,000 (2d) Retail Sales—\$8,524,669,000 (2d) Food Sales—\$1,837,873,000 (3d) Drug Sales—\$283,258,000 (3d) Automobile—\$1,281,747,000 (3d)

Population—236,100 (97th in U. S.) Buying Income—\$424,907,000 (67th) Retail Sales—\$277,821,000 (94th) Food Sales—\$64,800,000 (91st) Drug Sales—\$7,153,000 (114th) Automobile—\$56,210,000 (84th)

Population—325,500 (69th in U. S.) Buying Income—\$543,923,000 (72d) Retail Sales—\$438,658,000 (62d) Food Sales—\$110,338,000 (56th) Drug Sales—\$15,289,000 (50th) Automobile—\$39,415,000 (76th)

Table with columns: Rank, Show & Distributor, Avg. Rtg., Women Per 100 Homes Tuned In. Lists shows like Frontier Doctor, Death Valley Days, and Last of the Mohicans.

Table with columns: Rank, Show & Distributor, Avg. Rtg., Men Per 100 Homes Tuned In. Lists shows like Frontier Doctor, Death Valley Days, and Last of the Mohicans.

Table with columns: Rank, Show & Distributor, Avg. Rtg., Kids Per 100 Homes Tuned In. Lists shows like Frontier Doctor, Death Valley Days, and Last of the Mohicans.

ERIE, PA. 2 TV STATIONS—66,700 TV HOMES reported by The Pulse in the area surveyed

Market Statistics: reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area...

Population—236,100 (97th in U. S.) Buying Income—\$424,907,000 (67th) Retail Sales—\$277,821,000 (94th) Food Sales—\$64,800,000 (91st) Drug Sales—\$7,153,000 (114th) Automobile—\$56,210,000 (84th)

Population—325,500 (69th in U. S.) Buying Income—\$543,923,000 (72d) Retail Sales—\$438,658,000 (62d) Food Sales—\$110,338,000 (56th) Drug Sales—\$15,289,000 (50th) Automobile—\$39,415,000 (76th)

Table with columns: Rank, Show & Distributor, Avg. Rtg., Women Per 100 Homes Tuned In. Lists shows like Mickey Mouse Club, Queen for a Day, and NBC News.

Table with columns: Rank, Show & Distributor, Avg. Rtg., Men Per 100 Homes Tuned In. Lists shows like Mickey Mouse Club, Queen for a Day, and NBC News.

Table with columns: Rank, Show & Distributor, Avg. Rtg., Kids Per 100 Homes Tuned In. Lists shows like Mickey Mouse Club, Queen for a Day, and NBC News.

FRESNO, CALIF. 3 TV STATIONS—82,600 TV HOMES reported by The Pulse in the area surveyed

Market Statistics: reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area...

Population—236,100 (97th in U. S.) Buying Income—\$424,907,000 (67th) Retail Sales—\$277,821,000 (94th) Food Sales—\$64,800,000 (91st) Drug Sales—\$7,153,000 (114th) Automobile—\$56,210,000 (84th)

Population—325,500 (69th in U. S.) Buying Income—\$543,923,000 (72d) Retail Sales—\$438,658,000 (62d) Food Sales—\$110,338,000 (56th) Drug Sales—\$15,289,000 (50th) Automobile—\$39,415,000 (76th)

Table with columns: Rank, Show & Distributor, Avg. Rtg., Women Per 100 Homes Tuned In. Lists shows like Mickey Mouse Club, Queen for a Day, and NBC News.

Table with columns: Rank, Show & Distributor, Avg. Rtg., Men Per 100 Homes Tuned In. Lists shows like Mickey Mouse Club, Queen for a Day, and NBC News.

Table with columns: Rank, Show & Distributor, Avg. Rtg., Kids Per 100 Homes Tuned In. Lists shows like Mickey Mouse Club, Queen for a Day, and NBC News.

Syndicated Film Misc. Shows

Table with columns: Rank, Show & Distributor, Avg. Rtg., Women Per 100 Homes Tuned In, AMONG MEN, AMONG CHILDREN. Lists shows like Popeye, Looney Tunes, and Kingdom of the Sea.

STATION SIGNALS

Nat Gayster, Ted Bates & Company, won the first prize of a G. E. portable TV set in the KETV, Omaha, national timebuyer contest. And in another contest, this one at WSIX-TV, Nashville, Jack F. Johnson, timebuyer at Young & Rubicam, won a hundred dollar bill for coming closest to guessing the number of contestants who participated in the "Show Without a Name" contest.

Contributions to educational broadcasting. North Carolina license plate number TV-1 for 1958 has been arranged for the station wagon of WFMY-TV, Greensboro, N. C., and license numbers TV-2 thru TV-38 will be seen on all the station employee's cars. Joseph H. Cobb has resigned as assistant news editor of WSSH-TV, Hartford, Conn., to become director of public relations for the Maine Central Railroad, effective February 1. George E. Moynihan has been set as public affairs director of WBZ-TV, Boston, Moynihan has been with the station since 1949. The formal opening ceremonies of the new Abilene, Tex., auxiliary studios of KPAR-TV, Lubbock, Tex., were held at the new studios in downtown Abilene. The ceremonies which began at 6:30 p.m., were started off with the

Table with columns: Rank, Show & Distributor, Avg. Rtg., Women Per 100 Homes Tuned In, AMONG MEN, AMONG CHILDREN. Lists shows like Best of MGM, Thursday Premiere Theater, and Mickey Mouse Club.

Table with columns: Rank, Show & Distributor, Avg. Rtg., Women Per 100 Homes Tuned In, AMONG MEN, AMONG CHILDREN. Lists shows like Circle 12 Ranch, Harris Ford Theater, and Twin Trailer Theater.

Table with columns: Rank, Show & Distributor, Avg. Rtg., Women Per 100 Homes Tuned In, AMONG MEN, AMONG CHILDREN. Lists shows like Movie of the Week, Best of MGM, and Tales of the Old West.

pulling of a switch which increased its power to that of the most powerful TV station in Central West Texas. Fred P. Shawn, general manager of WSUN, St. Petersburg, Fla., has promised the facilities of his station to launch an all-out attack against the rising toll of traffic fatalities in the Tampa Bay, Fla., area. Richard A. J. McKinney,

formerly with WTVN-TV, Columbus, O., has moved to KYW-TV, Cleveland, as film director. WPIX, New York, has enjoyed a year-end sales surge that produced over 100 commercial orders, both new and renewed. William F. MacCrystall, formerly general manager of KOAT-TV, Albuquerque, N. M., has joined H-R TV, Inc., Los Angeles.

ABC Ups Fitzgerald NEW YORK—John Fitzgerald has been upped to the critical post of administrator in the cost control unit of American Broadcasting Company. The exec has been director of sales service for ABC-TV since last June, an assignment now going to Alice Stamatis, currently assistant director.



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-advertisements 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. Although they thus cannot include complete TV coverage of 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 UFFIP 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.

HOUSTON-GALVESTON

3 TV STATIONS—338,700 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—1,134,100 (115th in U.S.)
Buying Income—\$2,138,153,000 (15th)
Retail Sales—\$1,409,543,000 (16th)
Food Sales—\$327,077,000 (15th)
Drug Sales—\$45,828,000 (17th)
Automotive—\$270,113,000 (13th)
Above market statistics are for Houston only and include the following county: Harris

TOP NETWORK SHOWS

- 1. Lucy-Desi Show, KGUL, W. 39.7
2. Gunsmoke, KGUL, S. 37.5
3. Ed Sullivan, KGUL, Su. 33.9
4. Perry Como, KPRC, S. 32.5
5. \$64,000 Question, KGUL, T. 31.2
6. Playhouse 90, KGUL, Th. 31.1
7. Danny Thomas, KGUL, M. 30.5
8. Alfred Hitchcock, KGUL, Su. 30.0
9. Red Skelton, KGUL, T. 29.9
10. December Bride, KGUL, M. 29.4
11. What's My Line? KGUL, Su. 29.4

TOP MULTI-WEEKLY SHOWS

- 1. Crusader, KGUL, T., Th., F. 20.6
2. My Little Margie, KGUL, M-F. 20.3
3. Late Show, KGUL, M-F. 13.7
4. News (10:00 p.m.), KTRK, M., T., Th., F. 11.9
5. Queen for a Day, KPRC, M-F. 10.9
6. NBC News, KPRC, M-F. 10.5
7. Newswatch Weather (6:15 p.m.), KPRC, M-F. 10.4
8. Roy Rogers, KPRC, M-F. 10.4
9. World Today, Sports (6:00 p.m.), KPRC, M-F. 10.1
10. Love of Life, KGUL, M-F. 9.6

TOP FEATURE FILMS

- Once-Weekly
1. Award Theater, KGUL, S.-9:30-11:30 26.9
2. Nightmare Theater, KGUL, S.-11:30-Sign Off 15.9
3. Western Star Playhouse, KGUL, S.-11:00-12:00 10.4
4. Star Movie Time, KPRC, Su.-10:00-11:30 10.1
Multi-Weekly
1. Late Show, KGUL, M-F, Su.-Various Times 15.3
2. Movietime, U.S.A., KTRK, M-F, Su.-Various Times 9.4
3. MGM Theater, KPRC, M-S.-Various Times 7.1
4. Early Show, KGUL, M-F, 4:00-5:30 7.1
5. Movie Date, KPRC, M-F, 12:00-1:30 5.6

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), KGUL, T.-9:30 32.7
2. Crusader (MCA), KGUL, T., Th., F.-10:00 20.6
3. My Little Margie (Official), KGUL, M-F, 6:00 20.3
4. Gray Ghost (CBS), KPRC, Th.-7:30 18.3
5. Men of Annapolis (Ziv), KPRC, W.-9:30 17.4
6. Sheena, Queen of the Jungle (ABC), KGUL, S.-6:00 17.4
7. Sheriff of Cochise (NTA), KPRC, Su.-9:30 17.4
8. Captain David Grief (Guild), KPRC, F.-10:00 13.2
9. Stars of the Grand Ole Opry (Flamingo), KTRK, S.-9:30 14.7
10. Martin Kane (Ziv), KPRC, M.-10:00 14.4
11. Whirlbirds (CBS), KPRC, S.-6:00 13.7
12. The Three Musketeers (ABC), KGUL, Su.-4:30 13.7
13. Frontier (NBC), KPRC, F.-9:00 13.3
14. Championship Bowling (Wall Schwimmer), KTRK, S.-10:00 13.1
15. Sinie (TPA), KPRC, Su.-4:30 12.4
16. Silent Service (NBC), KPRC, T.-9:30 12.2
17. Cisco Kid (Ziv), KGUL, S.-10:00 a.m. 11.9
18. Terry and the Pirates (Official), KGUL, S.-10:30 a.m. 11.0
19. State Trooper (MCA), KTRK, M.-7:00 10.7
20. Parade of Stars (MCA), KTRK, Su.-9:30 10.4

KANSAS CITY

3 TV STATIONS—293,700 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—972,400 (18th in U.S.)
Buying Income—\$1,956,435,000 (18th)
Retail Sales—\$1,370,978,000 (18th)
Food Sales—\$251,169,000 (19th)
Drug Sales—\$69,216,000 (13th)
Automotive—\$247,300,000 (18th)
Above figures include following counties: Johnson, Wyandotte, Kan.; Clay, Jackson, Mo.

TOP NETWORK SHOWS

- 1. Gunsmoke, KCMO, S. 35.9
2. What's My Line? KCMO, Su. 34.5
3. Perry Como, WDAF, S. 34.4
4. Lawrence Welk, KMBC, S. 33.5
5. Alfred Hitchcock, KCMO, Su. 33.2
6. President Eisenhower, WDAF 17.2; KCMO 15.2, Th. 32.4
7. G.E. Theater, KCMO, Su. 32.2
8. \$64,000 Challenge, KCMO, Su. 31.9
9. \$64,000 Question, KCMO, T. 29.2
10. Lucy-Desi Show, KCMO, W. 28.4

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KMBC, M-F. 19.3
2. 10:00 News, KMBC, M-F. 16.7
3. Sports, Weather (10:15 p.m.), KMBC, M-F. 15.6
4. Do You Trust Your Wife, KMBC, M-F. 10.5
5. 3 Star News, Sports (6:00 p.m.), KCMO, M-F. 10.1
6. Art Linkletter, KCMO, M-F. 9.9
7. Queen for a Day, WDAF, M-F. 9.8
7. Weather, 3-Personality (6:15 p.m.), KCMO, M-F. 9.8
9. My Little Margie, KMBC, M-F. 9.6
10. 5 Star Theater, KCMO, M., W., Th. 9.4
10. Whizzo's Wonderland, KMBC, M-F. 9.4

TOP FEATURE FILMS

- Once-Weekly
1. Premiere Playhouse, KMBC, F.-10:30-Sign Off 15.0
2. Premiere Performance, KMBC, Su.-10:30-Sign Off 14.0
3. Children's Theater, KMBC, S.-11:30-12:45 13.6
4. 9:30 Theater, WDAF, Su.-9:30-11:45 13.5
5. Mystery Theater, KMBC, S.-10:00-11:45 12.3
Multi-Weekly
1. 10:00 o'Clock Movietime, WDAF, W., S.-10:00-Sign Off 14.1
2. Million \$ Movie, KCMO, S., Su.-Various Times 13.3
3. 5 Star Theater, KCMO, M., W., Th., Su.-10:30-Sign Off 9.8
4. Sagebrush Theater, KMBC, M-F, 12:00-1:00 9.3
5. Happy Home Theater, KMBC, M-F, 10:00-2:30 8.3

TOP SYNDICATED FILMS

- 1. Whirlbirds (CBS), KCMO, Su.-10:00 24.1
2. Annie Oakley (CBS), KMBC, F.-6:00 22.5
3. Honeymooners (CBS), KMBC, M.-9:30 21.9
4. Frontier (NBC), KMBC, Th.-7:30 20.9
5. Highway Patrol (Ziv), KMBC, W.-7:30 19.5
5. Three Musketeers (ABC), KMBC, F.-7:00 19.1
7. Captain David Grief (Guild), WDAF, W.-9:30 19.2
8. Sieve Donovan, Western Marshal (NBC), WDAF, S.-6:00 18.9
9. Gray Ghost (CBS), WDAF, F.-7:30 17.9
10. Cisco Kid (Ziv), KMBC, T.-6:00 17.3
10. Sheriff of Cochise (NTA), KCMO, F.-10:00 17.3
12. Sky King (Nabisco), KMBC, W.-6:00 17.2
13. Studio 57 (MCA), KCMO, T.-9:30 16.9
13. Silent Service (NBC), WDAF, T.-9:30 16.9
15. Byline (M&A Alexander), KMBC, Su.-3:30 16.5
16. Star Performance (Official), WDAF, M.-10:30 15.3
16. Falcon (NBC), KMBC, Su.-3:00 15.3
18. Martin Kane (Ziv), KCMO, S.-9:30 15.4
19. Willy (Official), KMBC, F.-9:30 15.2
19. Crusader (MCA), KCMO, Th.-10:00 15.2

MILWAUKEE

4 TV STATIONS—287,000 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—\$1,100,300 (116th in U.S.)
Buying Income—\$2,248,671,000 (14th)
Retail Sales—\$1,451,481,000 (15th)
Food Sales—\$325,269,000 (16th)
Drug Sales—\$42,318,000 (21st)
Automotive—\$240,304,000 (19th)
Above figures include following counties: Milwaukee, Waukesha.

TOP NETWORK SHOWS

- 1. Alfred Hitchcock, WXIX, Su. 32.2
2. Steve Allen, WTMJ, Su. 30.8
3. Gunsmoke, WXIX, S. 30.3
4. G.E. Theater, WXIX, Su. 28.5
4. Loretta Young, WTMJ, Su. 28.5
6. Lucy-Desi Show, WXIX, W. 28.3
7. Perry Como, WTMJ, S. 27.8
8. Danny Thomas, WXIX, M. 27.0
9. Tony Martin, WTMJ, Su. 26.2
10. Wyatt Earp, WISN, T. 24.5

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WISN, M-F. 14.8
2. Weather, News (10:00 p.m.), WTMJ, M-F. 12.3
3. Range Rider, WITI, T., Th. 11.9
4. Queen for a Day, WTMJ, M-F. 11.8
5. NBC News, WTMJ, M-F. 11.4
6. News, Weather (6:00 p.m.), WTMJ, M-F. 11.1
7. Big News (10:30 p.m.), WXIX, M-F. 10.2
8. CBS News, WXIX, M-F. 10.0
9. Price Is Right, WTMJ, M-F. 9.8
9. 6 o'Clock Report, WXIX, M-F. 9.8

TOP FEATURE FILMS

- Once-Weekly
1. Saturday Night Theater, WTMJ, S.-9:30-11:00 18.3
2. Saturday TV Premiere, WXIX, S.-10:00-11:30 12.0
3. MII-Greatest Movies, WXIX, Su.-10:15-11:30 11.2
4. Triangle Theater, WITI, Th.-8:30-10:00 9.5
5. Premiere Performance, WITI, S.-8:00-10:00 7.8
Multi-Weekly
1. 20th Century Premiere, WISN, S., Su.-Various Times 10.0
2. Movie, WTMJ, M-Su.-Various Times 8.5
3. 20th Century Theater, WISN, F., S.-Various Times 8.2
4. Movietime, WITI, F., S.-8:00-9:30 7.3
5. Late Show, WXIX, M-S.-Various Times 7.1

TOP SYNDICATED FILMS

- 1. Whirlbirds (CBS), WTMJ, Su.-9:30 23.1
2. State Trooper (MCA), WTMJ, T.-9:30 20.0
3. Doug Fairbanks (ABC), WTMJ, W.-9:30 19.5
4. Harbor Command (Ziv), WTMJ, Th.-9:30 18.7
5. O. Henry Playhouse (Gross-Krasne), WXIX, Th.-10:00 18.3
5. Dr. Hudson's Secret Journal (MCA), WXIX, Th.-8:00 18.3
7. Annie Oakley (CBS), WTMJ, Su.-8:00 17.2
8. Captain David Grief (Guild), WTMJ, F.-7:30 16.9
9. Dr. Christian (Ziv), WTMJ, Su.-10:00 15.5
9. Crosscurrent (Official), WXIX, S.-9:30 15.5
11. Frontier Dr. (Hollywood TV), WXIX, F.-10:00 15.2
12. Silent Service (NBC), WISN, F.-9:30 14.5
13. Highway Patrol (Ziv), WISN, Su.-10:00 13.7
14. Crusader (MCA), WXIX, W.-10:00 13.2
14. Sky King (Nabisco), WTMJ, S.-5:30 13.2
16. Range Rider (CBS), WITI, T., Th.-6:00 11.9
17. Men of Annapolis (Ziv), WISN, T.-9:00 11.2
17. Police Call (NTA), WITI, Th.-6:00 11.2
19. Last of the Mohicans (TPA), WTMJ, Su.-5:30 10.9
20. Sheena, Queen of the Jungle (ABC), WITI, M.-8:00 10.5

NASHVILLE, TENN.

3 TV STATIONS—92,700 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—362,900 (162d in U.S.)
Buying Income—\$598,853,000 (63d)
Retail Sales—\$447,177,000 (58th)
Food Sales—\$95,322,000 (64th)
Drug Sales—\$12,369,000 (70th)
Automotive—\$86,376,000 (58th)
Above figures include following counties: Davidson

TOP NETWORK SHOWS

- 1. Gunsmoke, WLAC, S. 36.9
2. \$64,000 Question, WLAC, T. 29.9
3. Playhouse 90, WLAC, Th. 29.0
4. Danny Thomas, WLAC, M. 28.4
5. Red Skelton, WLAC, T. 27.9
5. \$64,000 Challenge, WLAC, Su. 27.9
7. Alfred Hitchcock, WLAC, Su. 27.2
8. Sunday Theater, WLAC, Su. 27.0
9. What's My Line? WLAC, Su. 26.9
10. Name That Tune, WLAC, T. 26.7

TOP MULTI-WEEKLY SHOWS

- 1. Popeye, WLAC, M-F. 24.7
2. Shell News (10:00 p.m.), WLAC, M-F. 16.4
3. Mickey Mouse Club, WSIX, M-F. 14.0
4. 5 o'Clock Hop, WSM, M-F. 13.9
5. Million \$ Movie, Misc., WLAC, M-F. 13.3
6. Esso Reporter, Misc. (10 p.m.), WSM, M-F. 12.8
7. Big Show, WLAC, M-F. 12.1
8. Dairline Nashville, Weather (6 p.m.), WSM, M-F. 11.7
8. NBC News, WSM, M-F. 11.7
10. 5 Star Final, Weather (10 p.m.), WSIX, M-F. 11.3

TOP FEATURE FILMS

- Once-Weekly
1. Shirley Temple, WSIX, S.-5:00-6:30 12.6
2. Saturday Showcase, WSIX, S.-2:00-4:00 11.5
3. Jeweler's Showcase, WSM, S.-10:30-Sign Off 10.7
4. Western Frontier, WSIX, S.-12:45-2:00 9.8
5. Shock, WSIX, F.-10:15-Sign Off 8.6
Multi-Weekly
1. Million \$ Movie, WLAC, M-C.-Various Times 14.7
2. Big Show, WLAC, M-S.-Various Times 12.1
3. Hollywood's Best, WSM, T-Th., Su.-Various Times 7.4
4. Channel 8 Presents, WSIX, M-F.-2:00-3:00 7.2

TOP SYNDICATED FILMS

- 1. Gray Ghost (CBS), WLAC, S.-9:30 25.9
2. Highway Patrol (Ziv), WSM, S.-9:30 25.0
3. Popeye (Astor Artists), WLAC, M-F, 6:00 24.7
4. State Trooper (MCA), WSIX, F.-9:30 21.5
5. Harbor Command (Ziv), WLAC, F.-8:30 20.7
6. Sheriff of Cochise (NTA), WSM, F.-8:00 20.2
7. Silent Service (NBC), WLAC, T.-9:30 18.5
8. Parade of Stars (MCA), WSIX, Th.-9:30 18.0
9. Whirlbirds (CBS), WSM, M.-8:30 16.5
10. Last of the Mohicans (TPA), WSIX, M.-6:30 14.5
11. Waterfront (MCA), WSIX, M.-7:00 14.2
12. Rosemary Clooney (MCA), WSIX, T.-9:30 13.9
13. Annie Oakley (CBS), WLAC, S.-5:30 12.9
14. Captain David Grief (Guild), WSIX, T.-6:00 12.0
15. Sky King (Nabisco), WSM, S.-5:30 10.9
15. If You Had a Million (CBS), WLAC, Su.-5:30 10.9
15. Ramar of the Jungle (TPA), WSIX, F.-8:00 10.5
18. Kit Carson (MCA), WSIX, M., Th.-6:00 10.5
20. Federal Men (MCA), WLAC, Su.-4:00 9.5
20. City Detective (MCA), WSIX, Su.-8:00 9.5

PORTLAND, ORE.

3 TV STATIONS—245,000 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—811,900 (123d in U.S.)
Buying Income—\$1,400,043,000 (29th)
Retail Sales—\$1,013,646,000 (24th)
Food Sales—\$242,010,000 (20th)
Drug Sales—\$26,305,000 (34th)
Automotive—\$174,162,000 (25th)
Above figures include following counties: Clackamas, Multnomah, Washington, Ore.; Clark, Wash.

TOP NETWORK SHOWS

- 1. President Eisenhower, KOIN, 10.4; KPTV, 24.2, Th. 40.4
2. Lucy-Desi Show, KOIN, W. 36.2
3. Perry Como, KPTV, S. 32.6
4. Climax! KOIN, Th. 32.3
5. Playhouse 90, KOIN, Th. 32.3
6. Danny Thomas, KOIN, M. 31.2
7. G. E. Theater, KOIN, Su. 30.2
8. December Bride, KOIN, M. 29.2
9. Alfred Hitchcock, KOIN, Su. 28.9
9. Gunsmoke, KOIN, S. 28.9
9. Sugarfoot, KPTV, T. 28.9

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KGW, M-F. 19.0
2. CBS News, KOIN, M-F. 13.3
3. City Desk News (10:30 p.m.), KOIN, M-Th. 13.1
4. Weather, Sports, News (6:00 p.m.), KOIN, M-F. 12.9
5. Queen for a Day, KPTV, M-F. 12.3
6. High Time, KPTV, M-F. 11.7
7. Cartoon Time, KOIN, M-F. 11.5
8. Night Beat (10:30 p.m.), KGW, M-F. 11.4
9. Art Linkletter, KOIN, M-F. 10.8
10. Academy Theater, KPTV, M., T., Th. 10.5

TOP FEATURE FILMS

- Once-Weekly
1. Movie 12, KPTV, F.-10:00-Sign Off 14.6
2. Bar 8 Triple Theater, KGW, S.-3:00-6:00 12.6
3. Early Show, KPTV, Su.-2:30-4:00 11.9
4. Premiere Performance, KPTV, S.-11:00-Sign Off 11.8
5. House of Horror, KPTV, W.-10:30-Sign Off 10.6
Multi-Weekly
1. Academy Theater, KPTV, M., T., Th., Su.-Various Times 10.4
2. Channel 8 Playhouse, KGW, M-Su.-Various Times 9.4
3. Showtime on 6, KOIN, T-Su.-Various Times 9.3
4. Your Afternoon Theater, KPTV, M., T., Th., F.-3:00-4:30 7.6
4. Morning Movie, KGW, M-F.-10:30-11:30 a.m. 7.6

TOP SYNDICATED FILMS

- 1. Sheriff of Cochise (NTA), KOI., Th.-7:00 26.2
2. Death Valley Days (U.S. Borax), KOIN, S.-9:30 24.9
3. I Search for Adventure (Bagnall), KOIN, Th.-7:30 21.1
4. Twenty-Six Men (ABC), KGW, S.-7:30 19.5
5. O. Henry Playhouse (Gross-Krasne), KOIN, F.-6:30 19.2
6. Highway Patrol (Ziv), KGW, M.-7:30 18.5
7. Badge 714 (NBC), KPTV, M.-7:00 18.2
8. Dr. Hudson's Secret Journal (MCA), KPTV, Th.-9:00 17.9
9. Man Behind the Badge (MCA), KPTV, T.-7:00 17.5
10. My Little Margie (Official), KPTV, T.-6:30 17.2
11. Gray Ghost (CBS), KOIN, T.-10:00 17.2
12. Studio 57 (MCA), KOIN, W.-10:00 16.9
13. Harbor Command (Ziv), KGW, S.-7:00 16.7
14. Casey Jones (Screen Gems), KGW, Th.-6:00 16.2
15. Men of Annapolis (Ziv), KOIN, M.-10:00 15.9
15. State Trooper (MCA), KGW, T.-7:00 15.9
15. Honeymooners (CBS), KGW, Su.-6:00 15.9
18. Last of the Mohicans (TPA), KGW, T.-6:00 15.5
18. Three Musketeers (ABC), KPTV, S.-5:30 15.5
18. Kit Carson (MCA), KPTV, Su.-6:00 15.5

SHORT SCANNINGS

Selig J. Seligman, general manager of KABC-TV, ABC radio station in Los Angeles, has been named a vice-president of American Broadcasting Company. Previously Seligman had been business co-ordinator for the ABC-TV center in Hollywood and a pro-

ducer-writer. CBS TV Film Sales will offer an annual award for the top merchandising campaign devised for the promotion of a CBS film program. The first award will be presented in New York in late February.

John J. Pullen has been elected

a vice-president and named managing director of the copy department of N. W. Ayer. C. Stuart Siebert Jr., vice-president and senior account exec in the Chicago office of Kenyon & Eckhardt, has been made account supervisor of the Whirlpool Corporation account. He succeeds Jack S. Pettersen, who left the agency to set up his own firm. Roger Englander will produce

the CBS-TV series of New York Philharmonic concerts. The National Association of Broadcasters began 1958 membership with an all-time high of 2,196 stations, nets and associate members. Membership showed a gain in most categories over January 1957. Writers Arthur Orloff, Bill Barrett, Polly James and Tom Kilpatrick have been signed to write three

original stories and teleplays for Screen Gems' "Casey Jones" series.

Comedy star Red Buttons will play Hansel in NBC-TV's production of "Hansel and Gretel" on Sunday, April 27. George Tibbles, Seaman Jacobs and Si Rose have been inked to write the forthcoming "Betty White Show," which debuts over ABC-TV on February 5.



## The Billboard Scoreboard

### NETWORK REVIEW

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

By CHARLES SINCLAIR

#### Dotto (Net)

Quizmaster, Jack Narz. Announcer, Ralph Paul. Producer, Ed Jurist. Assistant, Terry Laughlin. Associate, Art Henley. Packaged by Frank Cooper Associates. Director, Jerome Schnur. Sponsor: Colgate-Palmolive thru Ted Bates. (CBS-TV, Monday-Friday, 11:30-12 noon, EST, week of January 6.)

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

Like the popular quizzer on which it is obviously modeled, it

#### Wide, Wide World (Net)

NBC-TV, Sunday (5), 4-5:30 p.m., EST (repeated again).

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

We saw the happy workers assembling cars, the designers dreaming up models for 1970, an anniversary parade in Flint, Mich., and folk dances by the race groups gathered crudely in one arena to demonstrate the international flavor of the GM payroll. A brief respite at the end had live cameras focused on the Garfield School in Phoenix, Ariz., where kindergarten classes learn safe driving in a delightful miniature town, complete with intersections, police, traffic court and pedal cars.

The legitimate GM commercials were superior to the show which, despite its negative impression, was cleanly produced by Herb Sussan with good pace.

Bob Bernstein.

pairs off two contestants, allows them to select questions of different degrees of difficulty from a series of categories, and scores up the points in terms of dollars.

There are even look-alike shots, made with split-screen technique, in which the audience can look at both contestants wrinkling their brows. And, there are the usual electronic gadgets plus bells and buzzers.

#### Sole Originality

The "gimmick" of the show is its old claim to originality. Using the old comic supplement game, in which a series of interconnected dots form a complete picture of a face, the scoring on the running quiz game is done by electrically filling in the dots for "eight dot" or "10 dot" (or whatever) questions. At a point en route toward this goal, contestants can take a guess — for extra dollars — at the identity of the semi-completed face.

There are lots of free brand-name plugs for gifts and very, very frequent mentions of Colgate-Palmolive detergents.

#### Roller Derby (Local)

Host-announcer, Ken Nydell. Director, Roger Shope. Technical director, Al Smith. Production staff by WABC-TV, New York. Participating sponsors include: 7-Up and Ward Baking thru J. Walter Thompson; American Chiclé thru Ted Bates. (WABC-TV, New York, 2:30-4 p.m., EST, January 5.)

"The Roller Derby," born in the era of walkathons and hip flasks, is back again, spinning 'round and 'round on ABC's New York flagship for the better part of Sunday afternoons.

It looks about as it did back in 1949, when the skaters first swirled across 10-inch screens and elbowed their ways into high ratings. In fact, the main difference today seems to be the most people can now watch it on a 21-inch set.

There is the same blur of counter-clockwise movement, the

#### Adventure at Scott Island (Net)

Star, Barry Sullivan. Cast (premiere): Paul Burke, Nina Wilcox, Evan Elliot, Luke Halpin. Producer, Jon Epstein. Writer, Carey Wilbur. Director, Eddie Davis. A Ziv Television Production. Sponsor: R. J. Reynolds thru William Esty. (ABC-TV, 8:30-9 p.m., EST, January 5.)

This Barry Sullivan starrer has not changed outwardly since it ran, last season, for R. J. Reynolds on CBS as "Harbourmaster."

It's still tailored for the action-adventure dialers, and is still based on Sullivan's doings as a sort of sea-going sheriff in a New England community.

The opener for the new cycle, under its new title, on ABC-TV was, however, as brisk-moving as any viewer could want. The story dealt with a couple of youngsters from the town who explored a pirate's booby-trapped treasure cave, with one of them pinned down by falling rocks. After a quick opening and a strong teaser, the story moved into a familiar, but effective, path of a race against time to save the boy.

Barry Sullivan, using his wartime knowledge, finally blasted a path to the boy with a plastic explosive used by the Navy's Underwater Demolition teams, and the day was saved.

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

Charles Sinclair.

same camera pans to the right, then left, then right again, the same swirl of audience faces, the same roughhouse theatrics, and a feeling that it's all a professional wrestling match on wheels. There is even—shades of Uncle Miltie and Kyle McDonnell—a durable gal named "Toughy" Brasuhn still tossing her rivals over the railings.

Early ratings show a healthy share of audience for the show, which would indicate that there are plenty of fans who like its fast action and simplified spectator sports appeals.

Charles Sinclair.

### NETWORK REVIEW

# Oh, If 'Shower' Could Only Blow Up a Storm

By BOB BERNSTEIN

#### Shower of Stars (Net)

Host, Jack Benny. Director, Seymour Berns. Producer, Ralph Levy. Sponsor, Chrysler thru McCann-Erickson, Inc. (CBS-TV, 8:30-9:30 p.m., EST, January 9.)

It's about three years too late for a merely pleasant variety show to satisfy. More and more viewers are praying for something fresh or exciting to happen within this format. On this stanza, nothing did. Jack Benny was his smooth self, Jo Stafford sang beautifully though briefly and Ed Wynn chuckled endearingly thru dull dialog, but the total effect was pedestrian.

Chiquita and Johnson danced with two ostrich fans. George Burns made a surprise appearance for the umpteenth time. Benny plugged his Chicago concert and Murine and played the violin. The one bright spot was the show's opener, an attractive new blues song delivered with great style by Tommy Sands. There was one hilarious moment, unintended, when William Holden on film related how crowds gather in England everywhere the new Chrysler goes. The screen showed a large crowd clearly ignoring the car which drove thru its midst.

Chrysler's live and film commercials are of a piece with this monthly series, adequate but not inspired, star-conscious but script-poor. The live vignette from next week's show is a dangerous device;

#### Studio One in Hollywood (Net)

Cast for "Brotherhood of the Bell": Cameron Mitchell, Joanne Dru, Pat O'Brien, Tom Drake, others. Producer, Gordon Duff. Director, Tom Donovan. Adaptation by Dale Wasserman and Jack Balch. Sponsored by Westinghouse Electric Corporation thru McCann-Erickson. (CBS-TV, 10-11 p.m., EST, January 6.)

Jim Waterson, the hero of "Brotherhood of the Bell," the first show in the "Studio One in Hollywood" series, had a big problem. The board of the directors of the "Brotherhood," a collective group of American supermen in the world of 1976, felt that the atomic stalemate should be ended and that we should pull a sneak nuclear attack on Russia.

But they needed Jim's co-operation because, as a kind of George Kennan of the State Department, they wanted him to dump his assistant, Clark Sherrell, whose principles and honesty were in their way. The Waterson was a member of the "Brotherhood," Clark was his best friend, and he couldn't precipitously fire him. If all the Brotherhood had wanted was to bomb 50 Russian cities, Jim wouldn't have had a problem and "Studio One" wouldn't have had a script. But he was a principled man, and he couldn't indulge in character assassination.

And so it was that the Hollywood debut of "Studio One" resulted in the cheapest kind of meretricious pap. A flyweight script which was an insult to the intelligence failed completely to create the slightest shred of reality. Even as a melodrama, it was a pathetic excuse for wasting time.

The cast of so-called Hollywood names faced with so huge an acting task were completely inadequate, as was the production, from the beginning to the end. But Betty Furness was again on hand to sell Westinghouse products. And for a change it was a relief. But a few more such disasters and few will care about the relief.

Leon Morse.

the necessary simplification of the conflict makes the coming drama seem hackneyed.

This one was a fine telecast if you had knitting or reading to go along with it.

#### Gourmet Club (Local)

Star, Dione Lucas. Host, Horace Sutton. Producer, Allan Smith of the Brooklyn Union Gas Company. Sponsored by the Brooklyn Union Gas Company and the Caloric Appliance Corporation. (WPIX, New York, 10:30-11 p.m., EST, January 9.)

Three cheers for WPIX's manager, Fred Throver, who is really "cooking with gas," both figuratively and literally. Sponsored by the Brooklyn Union Gas Company and the Caloric Appliance Corporation, "Gourmet Club" is a sophisticated cooking show slotted at a late hour (10:30-11 p.m.) with great appeal to both sexes.

Emceed by Horace Sutton, who doubles as pitchman, and, incidentally, can open stove doors with the best of them, the series is bringing back to TV one of the finest culinary artists in the country, Dione Lucas. Mrs. Lucas returns to TV after too long an absence. She not only creates exotic food, prepared simply, but provides the most delightful background chatter whilst chopping the onions and larding the meat.

The guest chef on the preem show was Henry Morgan, who struggled bravely with a crepe suzette on a hot frying pan. Producer Allan Smith might very well think about keeping this trio intact, since each of them brings a different ingredient to the show which combined adds up to a very tasty dish.

Charlotte Summers.

#### Film in Bulk

• Continued from page 13

be offered to buyers in markets where large slices of the over-all library are committed, altho there will be no duplication of pictures.

Said sales chief Bob Rich: "Stations want smaller groups, all top-drawer pictures, and spaced out."

Two other interesting factors emerge in the AAP feature shuffle.

For one thing, the swing in philosophy is markedly like the sales philosophy in the TV feature field practiced by United Artists, which is now a guiding parent to AAP thru recent purchase arrangements.

For another, AAP will not lose any money in the switch, since the total revenue on the new streamlined packages is likely to equal the revenue that might have come in on bulk sales. Now, AAP can play around with programming gimmicked to package the 200 yanked Warner oldies for low-cost sale to stations seeking them for special slottings.

#### NBC's Kine

• Continued from page 12

Sweden, for example, a "paper affiliation," tho they view affiliations with stations in Cuba and Mexico as legitimate.

But the web will not be able to sell stations outside the United States even if they are in the hemisphere as long as they are not among our Possessions. And, of course, the same rule applies to the CBS-TV network, which also has a large number of affiliations in Caribbean and South American countries.

**"TARGET"**

TV's  
PROPELLING  
NEW  
FORCE...

Aimed to  
hit your  
**MARKET**  
with impact!



## Col. '58 Meet To Theme LP Anniversary

NEW YORK—Columbia Records' 1958 national sales convention will be held June 18-21 at the Waldorf-Astoria Hotel, scene of the company's LP introduction 10 years ago. Theme of the convention will be "Anniversary at the Waldorf." An incentive contest, whereby salesmen can win expense-paid trips for wives or other guests, has already been set by William Gallagher, national sales manager.

Contest period extends from December 30, 1957, to May 31, 1958. Quotas on sales of all Columbia products except phonographs will be assigned branches and distributors which will, in turn, assign portions of their allocated volume to all full-time managers, salesmen and promotion men. District managers will approve eligibility lists submitted by branch or distributor executives. When a distributor qualifies by meeting its sales goal Columbia will pay all expenses of transportation, room and meals for the invited guests of eligible personnel.

Minimum sub-goals can earn partial payment of expenses, according to a scale established for sales achievements over 85 per cent. Since the award goes to distributor or branch on over-all performance, individual salesmen will share in it at the discretion of executive personnel. Therefore, a distributor earning but 50 per cent of its "guests' expense-payment" may choose to bestow the full treatment on those salesmen who met their individual quotas.

Substantially, the contest is the same as the company's 1957 "My Fair Lady" incentive program in 1957, for which occasion all distributors qualified for 100 per cent privileges.

## Westminster to Up XWN Series List to \$4.98

NEW YORK—Effective February 1, Westminster Records will raise the price on the biggest portion of its classical catalog to \$4.98 per disk. They have been selling at a suggested list of \$3.98.

The move will not affect the diskery's pop or Laboratory series, but will apply to the "XWN" or "18,000" series. The pops will remain at \$3.98, and the Lab issues at \$7.50.

## CAPITOL'S TWO SUBSIDS BRINGS ROSTER TO NINE

HOLLYWOOD—Capitol Records launched two new subsidiaries last week, Capitol Record Club, Inc., and Capitol Records International Corporation, bringing the number of subsidiary firms under the parent organization to nine.

Officers of the club are Glenn E. Wallichs, president; Daniel C. Bonbright and John Stevenson, vice-presidents; Robert E. Carp, secretary; Walter H. Theiss, treasurer, and Thomas Davis, assistant secretary and treasurer.

Stevenson will direct the record club activities, including advertising, fulfillment, promotion and publicity, co-ordinating his work with Bonbright, vice-president of administration and finance for Capitol Records, Inc.

## AVAKIAN DENIES COLUMBIA EXIT

NEW YORK—Columbia exec George Avakian last week issued a complete denial of a story which appeared this month in the magazine "Downbeat" to the effect that he had purchased stock in World Pacific Records and had given Columbia Records his notice.

Avakian said he has already returned to work as Columbia's pop album artist and repertoire director, "altho on a limited basis because of my continuing convalescence from an illness which began more than two and a half months ago."

## Cap Brass Back From Europe

NEW YORK—Capitol veepee Lloyd Dunn and J. F. Lockwood, chairman of Capitol's parent company, Electric & Musical Industries, Ltd., arrived here last week from Europe. Dunn returned from two weeks of conferences—centering about Capitol's recent acquisition of the Angel label—in Paris and London.

Following confabs with Capitol execs here, Lockwood will continue on to Hollywood this week for conferences with Capitol prexy Glenn E. Wallichs, following which he will embark on a tour of E.M.I. holdings in New Zealand, Australia and South Africa.

Dunn was accompanied to Europe by two of Capitol's Hollywood execs—Louis Schurrer and Leo Kepler, both of whom are returning to the U. S., via Milan and Rome, where they visited with Angel recording artists.

(Continued on page 68)

## Am-Par Steps Up Sked With 22 LP's

NEW YORK—ABC-Paramount is releasing 22 new LP's and 11 EP's February 1, marking the start of the label's stepped-up production and merchandising program for package goods in 1958.

The new package program highlighted Am-Par's Eastern distributorship meeting here last Friday (10) which was attended by 29 distributors and all of Am-Par's top brass.

The new LP program, introduced by album sales and mer-

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

### 207 Disks Made Billboard Charts, Host of New Names Take Spotlight

HOLLYWOOD—The independent recording companies accounted for nearly 70 per cent of the total number of pop single hits during 1957, further widening the commanding lead they held during 1956, and the two-thirds majority they enjoyed during the first eight months of last year.

A recapitulation of The Billboard's best selling charts revealed that a total of 48 labels and 207 disks made the list, with four labels, Columbia, RCA Victor, Capitol and Decca, accounting for 60 records. Dot Records outdistanced both Capitol and Decca with 19 records, running a close third to

Columbia with 21, and RCA Victor with 20.

Most revealing was the continued dominance of the pop business by rock and roll. While there were indications, especially during the last four months of the year, that r.&r. popularity may be waning, there was little question that r.&r. enveloped the field during the entire calendar year. The ability of relatively new labels to come up with a hit, however fleeting it may be, also was glaringly revealed.

Despite the attitude of some tradesters, notably indie distributors, that the pop business is al-

ready overcrowded with labels, the charts easily point out that there still is room for another hit. Such firms as Paris, Ebb, Keen, Baton and others have parlayed a pop hit into what today represents very substantial volume to the indie distributors, and while their success has not yet been measured over a long period of time, the distributors will undoubtedly pay cautious heed to their new product.

Columbia Tops With 21

Columbia Records tallied the greatest number of pop hits of any firm with a total of 21, adding six disks alone during the last quarter of the year. Only label to come close to Columbia's year-end spurt was indie Imperial Records, which notched five records during the last quarter for a total of 12 thruout the year. Columbia's hits were well distributed among several artists, with Johnny Mathis, Marty Robbins and the Four Lads each coming up with three disks, and two

(Continued on page 68)

## Merc Earmarks 400G Ad Budget for '58

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

CHICAGO—Mercury Records last week retained Henri Hurst & MacDonald as its advertising agency and committed itself to a 1958 advertising budget of \$400,000, by far the largest in its history. The move cues a reshaping of the company's entire promotion outlook.

About a quarter-million dollars, it was learned, is earmarked for ads in national consumer magazines. This budget is in approximately the

same dollar bracket as those of the biggest ad spenders in the industry, RCA Victor, Columbia and Capitol, exclusive of the record club ads by those companies. Decca's expenditure is considerably lower than any of these, both in dollar volume and in proportion to its sales volume.

These ads will concentrate on pushing stable package items in the Merc Catalog to an adult market. Among the media being studied are Life, Esquire, the New Yorker, Harper's and the Atlanta

Another aim of the campaign is to solidify the company's "corporate image" in the public's eye. As an example, a new Mercury logo design will be introduced to the product, merchandising materials, letterheads and even be used on company cnecks.

K. S. (Kenny) Myers, Merc promotion and advertising chief, will direct the campaign and serve as liaison with Henri Hurst & MacDonald. At the agency, Tim Morrow will supervise the account and

(Continued on page 20)

## Verve Splits LP, Singles A&R Set-Up

HOLLYWOOD—Verve Record last week re-organized its artist and repertoire set-up. Henceforth prexy Norman Granz will cut all of the label's LP's—pop, jazz, etc.—while Barney Kessel will supervise all singles.

Gil Garfield and Bunny Botkin, who are under contract to Verve as artists (as the Fraternity Brothers) and songwriters, will also handle a.&r. duties in the singles department, reporting to Kessel. However, the boys will have the authority to sign artists and record any artist on the label.

Verve's most recent artist pactee is Helen Grayco, Mrs. Spike Jones. A story in The Billboard last week erroneously quoted the price of Ella Fitzgerald's new album of Ellington tunes at \$5.95. The deluxe, double-pocket LP is tagged at \$9.98.

## M-G-M Starts '58 With 17 Albums

NEW YORK—M-G-M Records opens its 1958 package drive with a new release of 17 albums, comprising pop, spoken word and classical merchandise. The sets will be shipped to distributors on a six-month 100 per cent exchange basis.

Among the pop group are a new album by Joni James, called "Ti Voglio Bene (I Love You)," "Hi Fi" with Dick Hyman; "The Immortal Hank Williams," "Music Under the Stars," with Robert Ashley and his ork; "Berlin After Dark," with Peter Todd and his ork; "Y A D'La Joie," with Guy Luyppaerts and his ork; and "When Lovers Meet," with Gary Alan and his ork.

Spoken word entries to be released as the Arcady series include recordings by Alec Guinness, Carson McCullers, Sir Ralph Richardson and William Faulkner. The classical line-up of four sets includes "Incidental Music for Shylock," by Faure and "Divertissement," by Lalo on one disk; piano selections "Sonata for Piano," "Granites," and "Episodes," played by William Masselos; "Organ Music by Modern Composers," played by Richard Ellsasser; and "Musio by Gabriel Faure."

## Gordon to Gen. Mgr. in Prep Exec Shuffle

HOLLYWOOD—Prep Records shuffled its top executives last week, naming Jim Gordon, former administrative manager, to the post of general manager. Move was disclosed by Glenn Wallichs, prexy of the label.

At the same time, Wallichs named Manny Kellern national sales manager of Prep, with headquarters in New York. Kellern's duties will include promotion as well as sales of the label.

Irv Jerome, formerly general manager of the label, resigned his post last week to join M-G-M Records as national sales manager.

## New Col. Exec Post for Grady

NEW YORK—Appointment of William F. Grady as Director of Manufacturing has been announced by Herbert Greenspon, Columbia Records executive vice-president. Grady will be responsible for manufacturing, manufacturing-engineering and purchasing in all domestic plant and foreign subsidiary locations.

Grady will also continue to administer Cryton Prevision Products, the Columbia operation having to do with production of non-recorded plastic products.

Capitol Records International Corporation officers are Wallichs as president; Sandor A. Porges, vice-president and general manager; Richard H. Zahm, secretary, and Vaughn Burdick, treasurer.

CRIC will export to all the non-manufacturing associates of Capitol all of the firm's finished products. Included among these in addition to phonograph records (Capitol, Angel, Prep, Capitol of the World) is the firm's line of phonograph and tape recorder equipment. Capitol, a wholly owned subsidiary of Electric & Musical Industries, will thus be competing with EMI phono equipment in a number of markets abroad.

CRIC function is restricted to (Continued on page 20)



## NOT THE MUSICAL END, MAN!

# Electronic Pipe Dreams Picture a Rosy Future

By BERNIE ASBELL

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

Apparently, progress is not about to lay down and die, no more than it was with the invention of the wheel, or the success of the Wright brothers, not even to mention the flight of the sputnik.

At year's end, this is a good time to take a peek into areas still uncharted and unconquered; perhaps a wild look into what the everyday stuff of Billboard stories may be a decade from now.

One dream, not yet practical but certainly possible, is the stereo electronic seeing eye. This would be a record requiring no needle at all. It would be played by inserting a beam of light in the grooves, and making music by impulses reflected back from the grooves. No wear, no tear, no scratches. Just

watch out for dust, which might be in the wrong key.

A lot of mahoffs have smoke-dreamed about the seeing eye LP, but nobody has speculated yet on the card-scanning system, unveiled here for the first time for anybody who wants it. This would overcome the wear-and-tear of records and the inconvenience of tape. It would enable a vest-pocket library of music. In the manner in which music is recorded on tape by magnetic impulse, it would be recorded in a series of parallel lines on small cards, about the size of the queen of spades. The card is inserted into a scan-recorder, where a playback head scans the lines, one after the other, just as TV pictures are created by scanning. For convenience, try to beat that. Just make sure you don't slip the card in the same

vest-pocket as your magnet. That will stop the music.

Another possibility is practical enough so that one major juke box manufacturer is known to be experimenting on it now. We can call it the do-it-yourself music vending machine. This system, if successful, could eliminate the headaches of merchandise from the entire record industry. Music is recorded on a master tape placed in a kind of juke box. The customer inserts a small tape, about the size of a typewriter ribbon, plus a dime, or quarter or half dollar. The high-speed machine re-records the desired tune in a jiffy and drops it out to the customer. Thus, as hits get old, customers can turn over their own collection inventories by inserting

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## PAGING A HIT

# B'dway Shows Sour On Singles in '57

• Continued from page 1

singles-wise on the above hit musicals, the record business also went out on a production limb with flop musicals last year, including "The Amazing Adele" (which closed out of town), "The Carefree Heart" (another out of town casualty), "Ziegfeld Follies," "Copper and Brass," Eartha Kitt's "Shinbone Alley," and "Rumple."

The "Rumple" score for example, had singles cut by Sylvia Sims, Al Hibbler, Four Aces and Richard Hayes.

In view of the all-out effort made by TV in the record field this year, the medium came up with surprisingly few best selling singles. Tommy Sands' "Teen-Age Crush," which he introduced on NBC-TV's Kraft Theater's "Singing Idol" drama, made the lists, along with Ricky Nelson's "Teenager's Romance" (debuted on the youth's family TV film series "Ozzie and Harriet"), Jill Corey's "Love Me to Pieces," (launched on a CBS "Studio One" drama) and Polly Bergen's "Helen Morgan" album from the "Playhouse 90" dramatization of the life of the late torch singer.

However, TV's record of "misses" in the record business, was considerably greater. The list (all of which involves at least one single and usually more) includes the aforementioned Rodgers and Hammerstein "Cinderella," and Dorothy Fields and Burton Lane's musical version of "Junior Miss" on CBS-TV.

NBC-TV missed the singles and LP sales boat, with "Ruggles of Red Gap" (score by Jule Styne and Leo Robin), Alec Wilder's "Pinochio," "Fied Piper of Hamelin," and Kraft Theater's "Come to Me" with Julie Wilson. "Come to Me" might make it in 1958, tho via a new recording of the title tune by Johnny Mathis, a Billboard "Spotlight" this week.

The U. S. Steel show on CBS-TV missed the best selling category three times last year, via Patti Page's "Upbeat," Dorothy Collins in a musical version of "The Importance of Being Ernest," Duke Ellington's "A Drum Is a Woman," a musical version of Mark Twain's "Huck Finn" and "The Bottle Imp." "Climax!" also on CBS-TV, spotlighted the payola racket with "Let It Be Me" featuring Jill Corey, and introduced another music-business-plot with "Keep Me in Mind," fea-

turing Johnny Desmond. Neither drama, tho, succeeded in putting over its respective plug disk in the singles market.

Meanwhile, the outlet in 1958 looks pretty dismal for many of the new shows starring record artists, with approximately half of them scheduled to go off the air at the end of their 13-week cycles in March, thereby cutting off a bonanza plug outlet for disk manufacturers and publishers.

# House Hears ASCAP Critics This Term

WASHINGTON—House hearings on complaints about the distribution formula of the American Society of Composers, Authors, and Publishers would appear to be a certainty in this second session of the 85th Congress. Discussion is now under way between the House Small Business Subcommittee on Distribution, and the Judiciary Antitrust Subcommittee as to the when and how of hearings.

Altho a jurisdictional question was settled in favor of the anti-trust group last session, in the matter of ASCAP distribution hearings, Rep. James Roosevelt (D., Calif.), chairman of the House Small Business Subcommittee said that if the Celler (D., N. Y.) group was unable to get around to hearings, he felt the matter would have to revert to the Small Business Subcommittee. (The Billboard, April 20, 1957).

In answer to a Billboard query

# Latauska to Form Own Firm

HOLLYWOOD—Albert V. Latauska, general sales manager at Disneyland Records for the past two years, resigned his post with the diskery last week and announced the formation of a new record distributing company, the

(Continued on page 74)

## PUBBER ISSUES 4 NEW FOLIOS

HOLLYWOOD—Criterion Music embarked on one of its biggest publication promotion ever, with the release last week of four new folios.

Mickey Goldsen, president of the firm, disclosed the acquisition of selling rights to "Professional Composing and Arranging Methods" by Russ Garcia, and the publication of sketch books by Jimmy Guiffre, Gerry Mulligan, a second book by Errol Garner, and Laurindie Almeida.

Firm also acquired publication rights to a book of songs by Louis Armstrong, latter published by Joe Glaser's International Music Company.

## Cap. to Deb. 3 'Music Man' LP's Plus Tape

HOLLYWOOD—In addition to the original-cast version of the Broadway musical, "The Music Man," Capitol Records will release two other LP's and a stereo tape package featuring music from the show.

Label will train its heavy promotion and sales artillery on all three albums, and altho no official release date has as yet been set by the company, field forces are already taking orders.

Original cast package will retail at a suggested price of \$5.95, while the other two sets will be \$3.98 albums. "Dance to Music Man" features interpretations of the show score by four bands, Glen Gray, Guy Lombardo, Pee Wee Hunt and Freddy Martin. Composer Meredith Willson conducts an instrumental version of the show in the third set.

Special bulk mailing of disk jockey samples from the original-

(Continued on page 74)

## Elektra Skeds 45 12-Inchers During 1958

NEW YORK—Elektra Records plans to release 45 new 12-inch LP's in 1958, 37 of which will be in the folk field. The package plan comes in the wake of Elektra's year-end report which shows sales more than doubled over those of 1956.

According to Jac Holzman, mahoff of the label, sales increases are due to wider distribution, discontinuance of the 10-inch LP line, and the success of such items in the line as Ed McCurdy's "When Dalliance Was in Flower," a series of LP's by actor-folk singer Theodore Bikel and successful disks by Susan Reed, Josh White and Flamenco guitarist, Sabicas.

Holzman also announced that Fred Hellerman, a member of the Weavers quartet, has been retained as Musical Director. Hellerman will supervise all folk dishing sessions and will assist Holzman in other a.&c. chores. Also noted was the renewal packing of Bikel together with the signing of the Shanty Boys, folk singers Gene and Francesca and an Israeli musical troupe.

Holzman said all recording sessions for the past two years have been taped in stereo and many are now available on Elektra-Tapes and Dyna-Tapes. In keeping with the over-all expansion of the label, two additional floors of adjacent office space have been acquired.

## Welk Buys Von Tilzer Catalog

NEW YORK—Bandleader and TV personality Lawrence Welk, via his firm, Telekelev Productions, Inc., has acquired the Harry Von Tilzer Music catalog. The deal, long in the talking stage, was consummated here this week.

The Welk interests purchased the title as well as the catalog and the firm will continue to carry its original name. The selling price was \$175,000. Among the more

(Continued on page 74)

## Prestige 10% Dealer Disc't

NEW YORK — In line with what is becoming its official semi-annual policy, Prestige Records will offer dealers an extra 10 per cent discount on the entire line for one month starting January 15.

According to sales topper Pop Weinstock, this covers all 119 12-inch LP's in the regular line of modern jazz, plus the four recently issued 16 $\frac{3}{4}$  r.p.m. disks. The deal will be offered thru regular Prestige distributors.

## SCORES BRITISH-U. S. BAND EXCHANGE SET-UP

LONDON — Following recent criticisms of the Anglo-U. S. band exchanges here orchestra leader Johnny Dankworth, who walked away with almost every popularity poll this year, has come out with an attack on the way in which the whole business of exchange has been handled in the past. In an interview feature on the front page of "Melody Maker," Dankworth says he has refused an offer to take his team to the United States in exchange for the Glenn Miller Ork.

In giving his reason as "disgust" at the schedule offered him, Dankworth calls the exchange system a farce which has made the Brit-

ish Musicians Union a laughing stock for having agreed a set of unworkable conditions which they were then powerless to see carried out. He claims that American union insistence on concerts only for visiting British bands was a death-knell for the deal as far as the British were concerned, because, while jazz concerts were still big box office draws here they were almost extinct in America.

While repeating his interest in playing in America, Dankworth lays down three conditions which must be guaranteed before he would accept an offer to exchange for the Glenn Miller ork or any

(Continued on page 74)

## Juke Hearings Off Until Feb.

WASHINGTON — Hearings on the O'Mahoney anti-juke exemption bill have been put off until February, due to the sudden death of Chauncey Carter, counsel for Music Operators of America. Carter was successor to Sidney Levine, MOA counsel who died last year.

Senator Joseph O'Mahoney (D., Wyo.), chairman of the Senate Judiciary Subcommittee on Patents, Trademarks & Copyrights, agreed to postpone the hearings on his anti-exemption bill until February 19, 20, and 21, in view of the loss of counsel to the juke box side.

Proponents of the O'Mahoney bill which would strike juke exemption clause from the 1909

(Continued on page 52)

## Stapp Takes Over KDKA Management

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

Stapp's new affiliation will in no way affect the operation of his publishing company. He will also continue to produce the coast-to-coast NBC radio "Grand Ole Opry" seg, sponsored by the R. J. Reynolds Tobacco Company.

## Epic Names Hayum Natl. Sales Mgr.

NEW YORK—Walter Hayum, formerly general merchandise manager of Epic Records, has been promoted to the post of national sales manager for the label.

Hayum, who joined Epic in 1954 as Midwest sales manager, reports to Epic's general manager William Nielsen in his new post. He will headquarter in New York.



# TIME

THE WEEKLY NEWSMAGAZINE

## MUSIC

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

Time Magazine  
Jan. 6, 1958

THE BEAT OF MY HEART

COLUMBIA LP

Produced and arranged by Tony Martin and Billy May

# TONY BENNETT

with  
Chico Hamilton  
Jo Jones  
Billy Exiner  
Art Blakey  
Candido  
Sabu

CL 1079

COLUMBIA RECORDS



# Merc Sets 400G Ad Budget

• Continued from page 17

Jack Cavin will be account executive.

### "One of Leaders"

"This step is our way," Merc Prexy Irving B. Green told The Billboard, "of recognizing that we

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

The change in outlook, Green said, was enabled when LP sales in the past couple years grew beyond the 50 per cent mark in representing the entire industry's sales volume. It's in tune, he added,

with the heavy ad budgets of hi-fi equipment manufacturers who are creating enormous numbers of new LP customers.

"They're selling the razors," Green commented, "and we're putting out the blades."

### "Overture" Record

As an example of the potential of Merc's consumer campaign, Green cited the sales of the Minneapolis Symphony's "1812 Overture," a classical best seller for a year and a half. It has sold, he said, close to 400,000 copies.

"When you get up into figures like that," he said, "you've got something enormously profitable on your hands. You have to deal with it like any mass market item and promote it like one. Big sellers like that show the potential for all kinds of evergreen items in the company's catalog. When you've got a solid part of your business like that, you can promote it in a planned way."

"Just like Schenley whisky or Paris garters, we have to start selling a brand name. Sure, I know people don't buy records by brand name. But when you buy a garter, you buy a particular style that pleases you. When you buy a Mercury record, it's because you buy a style that you associate with our line—an artist like Patti Page or the Minneapolis Symphony."

The ad budget, Green concluded, is also a new recognition that the record industry has to step into the lion's den to compete for the entertainment dollar.

# To Head Col. Conn. Plant

NEW YORK — Joseph Massimino has been appointed plant manager of Columbia Records' Bridgeport, Conn., operations, according to an announcement last week by Herbert Greenspon, executive vice-president. Massimino has been with the company 17 years.

# Cap's 2 Subsidi

• Continued from page 17

the 95 non-manufacturing associates of Capitol in 49 countries throught the world. The parent company's international department will continue to contract with manufacturing associates in 31 countries, all of whom press records from Capitol tapes and masters.

Forges will continue as director of the CRIC International Department as well as vice-president and general manager of the new corporation with headquarters in New York.

Other subsidiaries of Capitol are Ardmore Music Corporation, Beachwood Music Corporation, Capitol Records Distributing Corporation, Capitol Distributors of Canada, EMI (U. S.), Ltd.; Prep Records, Inc., and Capitol Publications.

*Theme Music of the  
20th Century Fox CinemaScope Production*  
**"KISS THEM FOR ME"**  
MILLER MUSIC CORPORATION

**ELVIS PRESLEY**  
Sings  
**"Blue Christmas"**  
In Elvis' Christmas Album  
CHOICE MUSIC 9109 Sunset Blvd. Hollywood

**SNYDER & BRANN**  
SONGWRITERS  
Lead Sheets—Get Some—Write to  
**EV BRANN**  
1715 Lincoln Ave., Alameda, Calif.  
MUSIC PUBLISHERS & RECORD COMPANIES  
Kindly read this advertisement.

**"MAKE BELIEVE WEDDING BELLS"**  
Dick Glasser—ARGO #5283  
**"EVER SINCE I MET LUCY"**  
Mark Stone—KAPP #205  
**"NOW"**  
Gordon MacRae—CAPITOL #3864  
**BOURNE-ABC MUSIC**  
136 West 52 St. New York 19

From Sweden  
the captivating  
**SWEDISH POLKA**  
Ron Goodwin on Capitol  
Gene Wisniewski on Dana  
Leroy Anderson's  
**SLEIGH RIDE**  
100% Recorded  
MILLS MUSIC, INC.

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



# DAVID ROSE

AND HIS ORCHESTRA



Best Selling Version

# SWINGING SHEPHERD BLUES

picked by  
Billboard  
Cashbox  
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M-G-M Records

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*It's a HIT!*

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# ANGEL SMILE

**STILL  
GOING STRONG**

**SEND  
FOR ME**

1,335,000 to date

with Nelson Riddle Orchestra

**1st RE-ORDER 170,000**



Capitol #3860

**WINNETON MUSIC CORP.** 1619 Broadway, N. Y. C.



## ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

Please, don't anybody get the idea I don't like the rock and roll, the rhythm and blues, the big beat, the rockabilly or the hillbilly sound. I love em all and let's face it, at least 51 of these columns a year are dedicated to sounding the praises of same. All the same, the other day I got some distinct kicks at a Webster Hall recording session of the new Glenn Miller band.

There were no triplets, no echoes, no down-home guitar sounds. It was just like it might have been 18 years ago, with a smooth clean melody line developed by doubling clarinet and tenor sax, and the fine blaring passages of the brass with their familiar mutes and hats. The only difference was in the front man, a personable, self-assured gent and drummer of distinction, Ray McKinley.

The band was cutting its third LP for RCA Victor, just prior to an appearance on the Patti Page "Big Record" show on CBS-TV, to be followed shortly by a three-week tour of Great Britain, with an added 10 days on the continent. The Miller crew kicked off under McKinley's direction on June 6, 1955, 11th anniversary of D-Day, and is one of the very few since World War II to have been in the black from the first day out.

McKinley is not sure whether there will ever be another real heyday for the band business. "But when kids get to be 18 or so, many of them want something else than rock and roll," he says, "and we do our best to give them what they want." Its a logical point of view that points up the fact, tho some will deny it, that there can be co-existence of many kinds of music on the popular front, including not only the big beat, but cool and hot jazz, mood music and good, solid dance music as well, as exemplified by the Miller band.

Apparently, the band has had a good reception from many age levels. "Sure we draw many of the 'over 21' group who remembered Glenn's band, but we've played many college proms and high school dances as well," says McKinley, "and the high-schoolers are supposed to be the top rock and roll fans. Actually we feature about four rock and roll type numbers in our library, but the rest is in the Miller style, from the old book, as well as stuff arranged by Joe Cribari, who probably knows the Miller style better than any man around the scene today. And those school kids like us!"

McKinley took the helm of the Miller Army band in December, 1944, when Glenn Miller was lost in a cross-channel flight to France. After the war, he had his own band for about four years and later got into TV work in the New York area. Meanwhile, Tex Beneke, former Miller tenor sax man and vocalist, had the rights to the Miller name and library until 1950. When that band broke up there was an extended period of silence until the Miller motion pic came along to stir up a new wave of interest.

McKinley looks on the English trek, the first such tour by any American dance band there since the union exchange program took effect, as something rather special. "It'll be like going right back to the start of it all," McKinley declared. "These men weren't with us on that Army hitch, but I was

there 13 years ago and it will be real kicks for me. Besides, we've got some great fans in Britain." The new Victor album, by the way, will be titled "Something Old, Something New, Something Borrowed, Something Blue," which stems from Miller's way of introducing medleys on his old broadcasts for the Chesterfield Supper Club. We say, more power to the Miller band and to Ray McKinley for reviving a great sound and for adding new interest to today's pop music whirl and to booker Jack Green of the Willard Alexander office for the smart merchandising and booking policy that's kept the band out front.

Hats off to Atlantic Records on the occasion of the diskery's 10th anniversary, observed in greater detail elsewhere in this issue. Atlantic's contribution to musical Americana is well known. It's no secret that the Atlantic crew, with their beards and Jaguars, are all great cats indeed. One of the Atlantic figures, it's understood, takes his regular

(Continued on page 78)

## Miller Loses 'Roses' Suit

NEW YORK—An assignment of a renewal right of a tune, prior to the last year of the original copyright period, by a co-author who subsequently died before the original period had expired, is not valid, according to a decision handed down this week by New York Federal Judge Frederick Van Pelt Bryan, in the case of Miller vs. Daniels.

Miller Music had claimed that Ben Black, a co-cleffer with Charles N. Daniels of the tune "Moonlight and Roses," had assigned to the firm his share of the renewal rights. Black died before the original period ran out. The question was whether or not the author's death invalidated his assignment of renewal rights.

It was brought out that the original copyright on the tune was secured by Villa Moret Music in 1925. In October 1946, Black assigned his partial renewal right to Miller Music, by extending to them a power of attorney to seek a renewal in his name at the proper

(Continued on page 75)

## Victor Preps Contest for Miller Fans

NEW YORK — Concurrently with the release of its "Glenn Miller Carnegie Hall Concert" album this month, RCA Victor is launching a consumer contest with \$6,000 worth of prizes, and another contest for disk jockeys.

The consumer contest is detailed on the inner sleeve of the Miller LP's, and a flap from this must accompany each contest entry. The company has printed a total of 100,000 sleeves, so that a quantity of loose sleeves, minus the record, may be distributed by dealers preferably to purchasers of the EP version of the package.

Contestants are invited to tell in 25 words or less the name of their favorite Miller recording, and why it is their favorite. The contest will run six months, with entries to be postmarked not later than June 30, 1958. Entries will be judged on

(Continued on page 74)

## Mickey Mouse Club Line Cut To: \$1.98 List

HOLLYWOOD — Disneyland Records will reduce the price of its Mickey Mouse Club line of LP's this week from \$3.98 to a suggested list of \$1.98.

Jimmy Johnson, vice-president of the company, disclosed the price reduction, pointing out that the company feels the sales potential of the line will be vastly increased, particularly with the rack jobber market.

Only two LP's are presently in the Mickey Mouse Club series, with the label expected to release approximately six more annually. New sets upcoming at the \$1.98 price are "Hold On, Mouseketeers" and "A Walt Disney Song Fest."

Company policy is presently being revamped and will henceforth show the firm with three basic series: The Mickey Mouse Club line of singles at 98 cents and LP's at \$1.98; the Disneyland series with all singles at 98 cents and LP's at \$3.98 and \$4.98, and the debut of a new, as yet unnamed label. Latter will feature new material that does not emanate from the Disney theatrical or television film product.

In the Disneyland line, record readers will be priced at \$3.98 while motion picture or TV film sound-track product will be \$4.98. Two new record readers are to be released shortly, "Snow White" and "Uncle Remus."

Johnson will temporarily take over the post vacated by the resignation of Sales Manager Al Latoska (see separate story), with Abe Glaser named to head up the firm's Los Angeles branch. Firm continues to expand its distribution abroad, said Johnson, with the label now represented in the Scandinavian countries, West Germany, Holland, France, England, Australia, New Zealand, Italy and Japan. Several deals are also pending in a number of South American countries.

Firm expects to release a total of 40 LP's during the year, Johnson said, with volume also expected to double last year's figures.

## Morris Show Celebrates First Birthday

PITTSBURG, Kan.—The touring Phillip Morris Country Music Show, which started out in Richmond, Va., January 6 a year ago, celebrated its first anniversary on the road with a backstage party for the personnel and local radio, TV and newspaper people at Memorial Auditorium here last Monday (6). John Bartlow, program director of Station KOAM, sponsored the celebration.

Despite floods, inclement weather and, more recently, the show's bus catching on fire in a parking lot, the troupe hasn't missed a scheduled date in its year on the road. Nearly 300 performances have been given in 20 States and the District of Columbia.

In addition to its regular nightly showings for the public, the Morris unit has been putting on extra performances at military bases and veterans' and children's hospitals, plus a regular weekly broadcast.

Carl Smith is back on the show, and recently added to the line-up were Jackie Moffitt and the Southlanders, vocal group. Others in the roster are Red Sovine, Mimi Roman, Ronnie Self, Shirley Caddell, Bun Wilson, the Tunessmiths (Tom Pritchard, Johnny Sibert, Sammy Pruett, Dale Potter), and Biff Collier, emcee. In the Southlanders unit are Norris Wilson, Bill Furness, Eddie Brady and Ronnie Drake.

## Am-Par Steps Up Schedule

• Continued from page 17

Paradise," "Eydie Gorine Vamps the Roarin' 20's," "More College Drinking Songs" by the Blazers, "George Hamilton IV on Campus," Ferrante and Teicher's "Heavenly Sounds in Hi-Fi," "World War II Songs in Hi-Fi," "The George Sanders Touch," Burt Bales' "Jazz From the San Francisco Waterfront," Jackie and Roy's "Free and Easy," "Sing a Song of Basie" with the Count Basie rhythm section, "Jazz Concerto Grosso" with Gerry Mulligan, Bob Brookmeyer, Phil Sunkel and all-star ork; "The New Billy Taylor Trio," "The Oscar Pettiford Orchestra in Hi-Fi, Vol. II," "Jamaica Jazz" with Don Elliot Ensemble and Candido.

New EP releases will be from the Costa, Martha Davis, Wolowic, Eydie Gorine, Hamilton, Basie, and "Drinking Songs" LP packages.

The new LP program will be backed by an extensive advertising schedule—double that of last year—on both the consumer and the trade level. In addition to special window display material, which will be made available to qualified dealers, Am-Par is providing a permanent 15" by 16" shadow box LP display unit, which is electronically lit.

Also on the discussion agenda at Friday's distrib meeting were the label's new line of stereo tapes; rapid strides made by diskery in the singles field last year ("At the Hop" is No. 1 best-seller on the current charts, both pop and r.&b.) and the company's plan to put increased emphasis on sound—stereo, binaural and the "advent beyond high fidelity."

Speakers at the meet included prexy Sam Clark, sales director Larry Newton, artist and repertoire topper Don Costa, associate a.&c.r. director Creed Taylor, promotion-publicity director Natt Hale, veepee Harry Levine, fiscal auditing head Al Genovese, deejay contact and music publishing firms chief Irwin Garr, general production director Romeo Fabrizio, Hale's ex-

ecutive assistant, Rick Ward; East Coast rep Clayton Burdick, and Sid Pastner, in the newly created post of special national liaison rep.

## Vox Expands Foreign Scope And Talent

PARIS—Vox Records has expanded its foreign scope during the past month, and also has stepped up its signing of new talent in several countries. Pactings indicate a new interest in standard popular fare by the label.

President George Mendelssohn, just returned here from a brief visit in the States, now claims direct representation of the Vox label in 36 countries, with disks being pressed in Japan. The classical catalog is now being produced and distributed in Spain thru Belter, Ltd. of Barcelona. New sales reps have been named in Viet-Nam and in Belgian Congo.

Vox, which has just completed the biggest year in its history, will continue to avoid the singles field in 1958, according to Mendelssohn.

A number of the new artists are British. These include pianist and combo leader Eddie Thompson, the Londonaires singing group, and thrush Ann Scott.

In the classical field, Mendelssohn signed the orchestra of Baden-Baden Radio, and a semi-exclusive deal with the London Symphony. These are additions to a roster that already includes the Bamberg Orchestra and the Pro Musica Orchestra of Stuttgart. Latter group is owned by Vox, and will take off in February for its first international tour under the direction of Van Remoortel.

The company also has signed Heinz Wallberg, a young German conductor.

## Imperial Joins 98c Singles Bandwagon

NEW YORK — Imperial Records last week hiked the suggested list price of 45 singles to 98 cents, while Dot Records was expected to follow suit this week.

Mercury Records was the first label to follow RCA Victor's lead in upping 45 singles, with Verve Records a close second. Meanwhile, Kapp Records and Jubilee have indicated they will adopt the 98-cent tag for 45 singles in the near future. Still standing pat on the 89-cent price line at the writing were Columbia, Atlantic, Capitol, M-G-M, Decca, Cadence and Roulette.

## 'Fidelio' Set Decca Spotl't

NEW YORK — Beethoven's "Fidelio," the composer's only operatic work, comprises the entire Decca Gold Label release of the month, set to hit the market Monday (20).

The dual-LP set has a de luxe book-style packaging with multi-color covers. Included are a full length libretto, liner notes, photos and artist biographies. Performers include sopranos Leonie Bystranek and Irmgard Seefried, tenor Ernst Haefliger and baritone Dietrich Fischer-Dieskau. The Bavarian State orchestra and chorus are directed by Ferenc Fricsay. A feature of the recordings is the addition of spoken dialogue by famous German actors, a process that proved successful in the label's previous "Magic Flute" operatic release.

## Winners to Get EP Sales Folsom Awards

NEW YORK—RCA Victor will present the Frank M. Folsom Awards sometime in late February or early March of this year to the distributor exec of each of the label's eight regional offices with the greatest percentage increase in EP sales for 1957.

The awards, which will be made at a formal dinner here, were offered in conjunction with a "Double Your 45 EP Rate by '58" contest, launched by RCA Victor for its distributors, record managers and salesmen at the beginning of last year.

Salesmen of the winning distributors, who have been working on a quarterly plan, will receive the equivalent in cash of 10 shares of RCA Victor Common Stock based on the market value at that time. Prizes for the two top record managers will be an expense-paid vacation for two to anywhere in the world and a 1958 Thunderbird.

Prizes for the third quarter was a color TV set for the leading salesman in each of the eight regional offices. Salesmen of the winning distributors for this quarter are as follows: James J. Helfron, Morris, Syracuse; Joseph Diodato, D. & H., Harrisburg, Pa.; Jerry Weiner, Ohio Appliances, Cincinnati; Rosemary Fiddler, Associated, Indianapolis; William E. Case, Sidles, Omaha; Robert Holt, McClung Appiances, Knoxville; Robert Dorn, Dulancy's, Oklahoma City; and Paul Portteus, Fidelity Electronic, Seattle.



# ATLANTIC RECORDS

## -a 10 year report



## THE SOUND OF THE FUTURE IS ON ATLANTIC TODAY

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

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

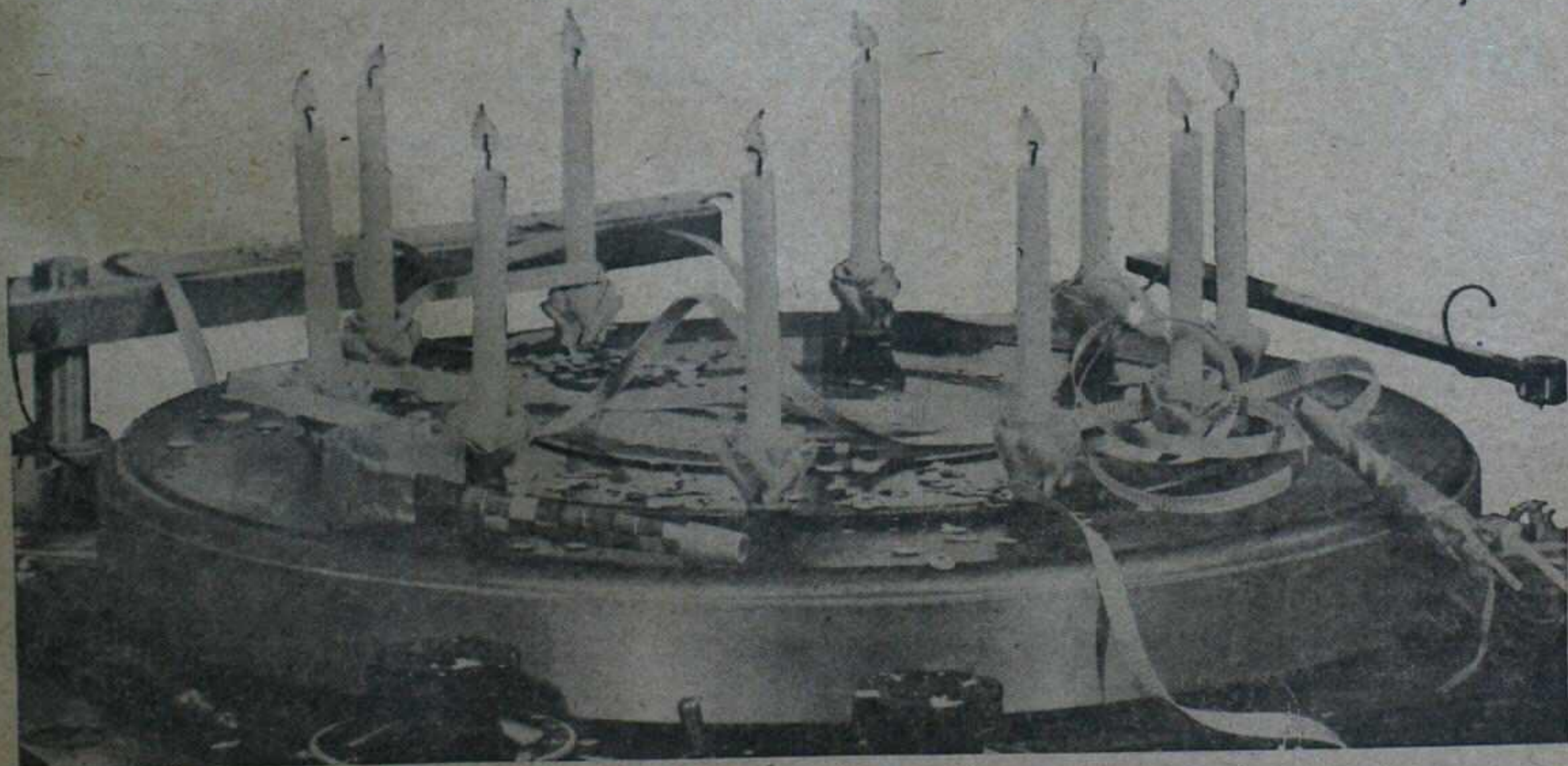
We've tasted success. We've had our hits — and we're going to scuffle for many more. Right now, however, we aren't thinking of our hits so much as we are of the many people outside our organization who made them possible. Our distributors, some of whom have been with us from the beginning, have done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

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

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

In all kinds of ways, we are indebted to many people throughout the music industry. Our pleasant association with them makes us look forward with keen anticipation to another decade of progress.

*Herb Abramson     Alvin Karpis     Gerald White     Norman Binetok     Norman Granz*





How a label grew during one of the industry's liveliest ten-year periods.  
How it started.  
How it developed.  
What it accomplished.  
Where it's headed.

# the atlantic records story

1948-1958

## 10 SWINGIN' YEARS

# Atlantic and R&B Trend Developed Side by Side

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

By GARY KRAMER

The chance meeting and ensuing friendship of three young jazz record collectors—Herb Abramson, Nesuhi and Ahmet Ertegun—must be considered the beginning of the Atlantic story, even tho it was not immediately the beginning of Atlantic Records. This meeting took place in Washington in the early 40's.

Nesuhi and Ahmet Ertegun, sons of the Turkish ambassador to the United States, in their teen-age years had assembled one of the largest jazz record collections in the world. Nesuhi was also known as a leading jazz critic at a time when jazz was considered a highly esoteric subject. These young men became the intimates of many jazz greats by holding perpetual open house for visiting musicians and by throwing frequent jam sessions in the embassy.

The Erteguns also had many visitors who were jazz-record collectors. Among these was Herb Abramson, who was in government employ in Washington during the war years. Still another acquaintance who was a collector in those days was Jerry Wexler, who was later to join Atlantic as a partner.

### Swingin' Concerts

Sometime after meeting the Erteguns, Herb Abramson helped them to bring their fabulous jam sessions out of the embassy and into a Washington concert hall. Jazz concerts in the early 40's were a novel undertaking. The Erteguns' Washington concerts were, in fact, among the first to be given anywhere outside New York. The concerts were of much interest, due to the painstaking efforts of the young impresarios to assemble into all-star groups the outstanding jazz musicians who had interested them most as collectors.

In 1944 Abramson went into the Army and studied dentistry under the Army Specialists Training Program. Discharged in 1946, he continued his dentistry studies, ultimately taking his degree, but on the side resumed his activities in the music field. Starting as a talent scout for National Records, Abramson gradually became more and more active in the firm and

soon was appointed National's a.&r. chief. Billy Eckstine, Toni Arden, Joe Turner, the Ames Brothers, the Ravens, Charlie Ventura and Pete Johnson were some of the people that he recorded. "Open the Door, Richard" and "Sioux City Sue" were among his hits.

The following year, Abramson decided to go into business for himself, and founded Jubilee Records. His first two records were gospel records. A little later he put out comedy and Yiddish records, several of which were very popular. For a man whose heart was in jazz and blues, this kind of specialized recording was too confining, and before the year was out, Abramson sold out to Jerry Blaine, who had become his partner a short time before.

### The New Label

Ahmet Ertegun, who in 1947 was doing graduate work at Georgetown University, approached Abramson at this time and told him of his ambition to go into the record business. At that, the two erstwhile concert impresarios put their heads together and laid plans for a new label which they called Atlantic. Papers of incorporation were taken out in October, 1947, but the first records did not appear until early the following year. Offices were established in a two-room suite at the old Hotel Jefferson at Broadway and 56th Street, on the site of the present Mutual of New York Building, with Mrs. Herb Abramson (now Mrs. Fred Bienstock) handling all administrative work.

For all Atlantic's later identification with the rhythm and blues field, it is important to remember that it did not set out originally to be a manufacturer of r.&b. records. Herb Abramson and Ahmet Ertegun were jazz and blues collectors as teen-agers, and as young businessmen, it was their ambition to produce those kinds of records. Most of their first records were instrumental records, and by 1948 standards would be called jazz—and of the modern variety! The Boyd Raeburn, Eddie Sabranski, Erroll Garner, Joe Morris and Tiny Grimes bands were among the first that Abramson and Ertegun recorded. Morris was then fresh

out of the Hampton band, and Grimes, who had been active on 52d Street during the years of bop's inception, had just won a Metronome magazine poll.

### Race Record Era

True, Atlantic, from the beginning, produced a number of so-called race records, but it must be borne in mind that up to this time, and later, almost all jazz records produced by Negro musicians were lumped in this category along with the more unsophisticated material recorded by Negro singers and instrumentalists. The early King Oliver and Bessie Smith recordings (now considered jazz) were called race records, and in 1948, instrumentals by Lester Young and Don Byas, and vocals by Sarah Vaughan and Billie Holiday were still being called race records. By the same token, Atlantic's first jazz records, because they were made by Negroes fall willy-nilly into this category.

Because of the intimate connection of jazz and blues, and the overlapping of jazz and race records, jazz collectors of the pre-1950 variety were very much aware of all facets of the Negro music picture, including both the thoroly commercial and the more esoteric jazz aspects. The collector background of Abramson and Ertegun helps to explain a great deal of their later achievement.

No sooner had the new company incorporated late in 1947 than it had to face a serious crisis. James Petrillo, head of the musicians' union, announced a permanent recording ban, effective January 1, 1948. This necessitated doing some very fast work in the last weeks of 1947 before the ban set in. The company felt forced to spend almost all its capital in order to have enough material to last thru the ban, which most industry observers thought would probably go on for at least a year.

### \$15,000 Gamble

In addition to jazz and blues records, the company carried thru a project late in 1947 that is noteworthy—the production of an album (on 78 r.p.m.) entitled "This Is My Beloved," a reading of the famed book of love poems by Walter Benton. Vernon Duke was commissioned to write an original score of background music. A large orchestra and chorus were put together by Lehman Engel for the recording dates. It was a big project for a new com-

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## Atlantic A&R

# AUTHENTIC TOUCH

By PAUL ACKERMAN

American popular music today is truly American. Its basic song material is derived not only from the usual Broadway haunts, but from literally hundreds of writers in the 48 States. The artists—the singers and musicians who make it big—also come from virtually every nook and cranny of this broad land. Broadway, Hollywood and Chicago are segments of the whole, but they are only segments.

This picture of a many-faceted pop music and record business has developed rapidly in the past five years. Today the pop field is three-dimensional whereas years ago it had a flat sameness.

### The Atlantic Contribution

Several labels played major roles in developing this "in depth" pop music field, and one of the outstanding is Atlantic. Its great contribution to the pop field, therefore, has been the capacity of its artists and repertoire executives to tap basic American song material; to find and develop artists qualified to handle this repertoire, and to arrange and record it in a manner acceptable to the broad mass of pop record buyers.

Atlantic's chief contribution, then, has been uniquely on the artist and repertoire level.

The a&r function is a broad one, and different executives view it in different ways. It is most creative and most profound when its product—the record—has sociological meaning. In brief, when the product reflects the culture of the people.

### The Scene Enriched

The Atlantic a&r operation has brought to its record product this quality of authenticity, arranged in such a manner as to facilitate its entry into the main pop stream. Any number of the label's disks and artists will highlight this point.

For instance, there's Joe Turner, one of the great blues singers with a rich Kansas City tradition, who has been developed to the point where he has mass pop appeal. There's Ray Charles, steeped in the blues and the spiritual, and bringing to the pop market a true touch of the American musical heritage. And there are LaVern Baker, Ruth Brown, Chuck Willis and many others, some of them jazz-oriented and all of them enriching the scene.

It is most interesting and indicative that RCA Victor's Elvis Presley and Sun's Jerry Lee Lewis are keen students of such Atlantic artists as Ray Charles. Presley, for instance, has recorded songs written by Charles, such as "I Got a Woman." Lewis is known to be an aficionado of Charles' piano style. These are but two instances of a trend scarcely remarked upon as yet—that is, the great effect a label like Atlantic has had upon the country field, the absorption of rock 'n' roll by the country field, and the subsequent contribution of rockabilly to the pop field.

### Vital Period for Music

So, it is that American pop music today, despite the attacks upon it, is in its most vital period. It most broadly reflects the diverse elements making up Musical America. It is rich and fresh in sound and in content.

And to Atlantic, whose a&r men and arrangers have done so much to bring freshness and excitement to a once-pallid field, whose staffers have remained record collectors at heart, we can only urge: Never lose that touch!

## SONIC CINCH

# Great Sound Is No Great Secret

- Atlantic applies polish to down-to-earth materials
- Strong, clean rhythm sound is important ingredient

By AHMET ERTEGUN

Atlantic Records was started in the fall of 1947. We knew when we started that a record ban was impending, so our first recordings were done in a hurry and we tried to record enough to weather our first year in business. Most of what was cut then and released during 1948 was jazz and blues-oriented instrumental music.

We had no stars and no particular sound, but out of the many sessions there emerged three instrumental groups (Joe Morris, Tiny Grimes and Frank Culley) that gave us several minor rhythm-and-blues hits. And these hits kept Atlantic in business in its earliest stages. But more important, it is while working with these bands that we began to develop what was to be our sound.

These basically jazz combos had to be channelled into a blues

direction. We had always felt that there existed not only in the South but thruout the country a thirst for the blues, unconscious or unawakened, but there, nevertheless. Following this premise (which was based on several national successes prior to the inception of Atlantic, for example, "The Honeydripper" and "Real Gone Guy"), we tried to get an authentic blues feeling from these essentially sophisticated groups.

What we did manage to achieve was something like the authentic blues, but cleaner, less rough and perforce more sophisticated. The first important vocalist whom we signed, Ruth Brown, also was not a country blues singer, but a jazz and pop singer who had in her childhood been exposed to gospel, and to a lesser extent, to blues music.

### Wider Appeal

It was not altogether unpredictable that this combination of polished performance and down-to-earth blues material should produce records which would have an appeal beyond the traditional and limited rhythm and blues market. We certainly were not the only firm which had success with this formula. However, other companies relied on hits based on especially great commercial material regardless of the per-

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AHMET ERTEGUN



A LOOK AT LP

# Jazz First -- Now Phase 2 Begins

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

By NESUHI ERTEGUN

When, several years ago, Atlantic created an LP department and asked me to direct it, the first important decision was what form of music to record at the outset. It was decided that, should the LP come to occupy the major role in the record industry it has, Atlantic's LP program would gradually cover every phase of music. At the beginning, however, the choice was between starting a general catalog—a few examples of every kind of music—or a specialized catalog. We would limit LP recording to one form of music and record this form extensively. We would only begin to broaden the scope of the entire program when the label's LPs were firmly entrenched, and we had accumulated an important catalog in that single form.



NESUHI ERTEGUN

Why Jazz?

We decided on a specialized catalog, and we specialized in jazz. There were several reasons for choosing jazz: a growing interest in it not only in the United States but all over the world plus the belief that an LP should be of lasting interest. Jazz had precisely those qualities which would allow repeated listening. Furthermore, we realize that much was to be done in jazz that nobody was doing. There were, naturally,

personal considerations as well. My own interest in jazz went back more than 20 years. I had been an active collector of jazz records since the 30's. It's true that I also collected classical records and vaudeville records, in fact, every type of record. Record buying is a disease I've had all my life, but I felt there was a more immediate need to record jazz than any other form.

A Rich, Diverse Tradition

Even today, many people who should know better are not aware of the richness and diversity of the jazz tradition. Nor do they realize that this tradition has produced artists of the highest creative order, both in the past and now. We decided that our LP program should include such artists, and make it possible for them to present their works as composers or performers to the jazz audience.

All this sounds terribly non-commercial, exclusive and of limited interest. Actually, it isn't so! True, a jazz LP doesn't sell like a single record, but if it's good it will keep selling for years. Its audience is not limited to the United States or to English-speaking countries. It has a tremendous potential audience throughout the world. The sounds of jazz have captured the imagination of the youth of the world, as recent tours by famous American jazzmen proved. At the Atlantic office, we regularly receive mail from practically every country, and it is always about jazz. The eagerness and hunger for jazz abroad is really startling and impossible for the outsider to conceive. Today, Atlantic LP's are available thru our foreign distributors on every continent, and there is no doubt that this world-

wide audience will continue to grow.

Who to Record?

When our jazz LP policy began, we naturally attempted to record those musicians who, in our opinion, had much to say and had not been given the opportunity to say it. Many of these wrote or played along experimental lines. But the experimenters of yesterday, if they have real talent, become the established stars to today. And we did not discourage experimentation; rather, it was the contrary. Soon, thru all sort of good fortune, Atlantic was in the happy position of recording some of the greatest names in jazz, all of them serious and dedicated artists. And those names will become increasingly well known: Lennie Tristano, Charles Mingus, Chris Connor, Wilbur de Paris, Shorty Rogers, Jack Montrose, Teddy Charles, Lee Konitz, Phineas Newborn, Bill Russo, Joe Castro and many others. There were many difficult recording sessions with these innovators. Too, there were some amazing experiences, such as the Modern Jazz Quartet's first LP for us, when they recorded the entire *Fontessa* album, a best seller both here and abroad in less than two hours. To work with musicians like those listed above, and with John Lewis, the immaculate composer-pianist-musical director; or Milt Jackson, who instinctively creates jazz with every phrase; or Jimmy Giuffre, who goes forward into the deepest jazz tradition; or the incredible Ray Charles, whose musical talents have no boundaries. To work with such artists is a continuously interesting and often fascinating occupation.

The Next Phase

The first phase of Atlantic's LP program is now over. Of course, while concentrating on jazz, we also recorded other types of music: a show-tune series by two acknowledged masters, Mabel Mercer and Bobby Short; a rock 'n' roll LP series with Atlantic's great blues singers, as well as other projects like *This Is My Beloved* or *Shakespeare's Romeo and Juliet*. We now plan to widen

(Continued on page 41)

## THE NEXT MOVE

# Atlantic Drives For Major Status

- Not content to be a solid indie, the firm aims for the very top
- Classical line and recorded tapes are projected for the coming year

By BILL SIMON

Atlantic, like every legitimate independent record company, aspires to the status which the trade has termed major. And it aspires to all of the depth, diversification, stability and prestige which that term implies.

Atlantic's trade-wise executives constantly have been aware of their position in the over-all industry, from the earlier years in which it was exclusively a rhythm and blues company. It has been their ambition from the start to build to major status, and their course has been shrewdly calculated, steadily traveled. The company's rate of growth indicates that its dream may be fulfilled in the not-too-distant future.

What Determines a Major?

Actually, to the Atlantic hierarchy, major status is determined by, realistically, (1) total billing, (2) all-around steadiness of catalog sales, (3) distribution strength and (4) artists name power.

In terms of billing, Atlantic may be considered just about home. Currently it rates among the top dozen firms. Its growth has been phenomenal. In 1956, billings were at least 50 per cent ahead of 1955, and 1957 is close to double 1956.

In forging ahead, the company, like any other, first would like to see itself win a larger share of the singles market. Year by year it has seen its basic plateau, its average sale for a non-hit record,

increase steadily. It now can guarantee a comfortable volume of business even in a period when it has no single hits riding.

Phenomenal Growth

In the area of standard catalog, here again the growth has been phenomenal, as planned. In the early years, there were several stabs at stable catalog items, but the press of keeping up with the demand for singles kept its personnel from concentration on packages. Nevertheless, the first album, *"This Is My Beloved,"* produced by president Herb Abramson, at a high cost (for the young company) and a big risk since this was "off-beat repertoire" has been a huge seller over the years. And in several years of non-specialization, Atlantic found itself with a line of more than 100 10-inch LP's and EP's, in the jazz and night club specialty idioms.

Then, in January, 1955, Nesuhi Ertegun, brother of founder-vice-president, Ahmet Ertegun, and a jazz expert of long standing, left his post with *Contemporary* and *Good Time Jazz on the Coast*, and joined Atlantic as veepee in charge of jazz and albums. Working with his characteristic thoroughness, distinctiveness, understanding and love for materials, Ertegun steadily but quickly built Atlantic's LP line into one of the top indie-catalogs from the standpoint of regular, unflinching sales action and acceptance.

Ertegun streamlined and converted the old catalog, added an impressive roster of top name talents in the jazz and nitery fields, and gave the product a unique tone in its cover art, its careful programming, and its accurate documentation. The currently active catalog lists 75 12-inch LP's and over 100 EP's, in

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## ATLANTIC RECORD ARTISTS



La Vern Baker

LA VERN BAKER

La Vern Baker had big eyes for the bright lights from her earliest childhood. Long before she was old enough to get a cabaret license in Chicago, she had attracted the attention of George and Mabel Woods, Windy City nitery owners. On La Vern's 17th birthday, they signed her to a contract and brought her into the Club Delia.

From Chicago La Vern went to the Flame Show Bar, Detroit, where she again was a sensation. The manager, Al Green, brought her in for two weeks, and not only held her over, but signed her to a personal-management contract and began long-range plans for her career. Green was her manager until his death, December 18, 1957.

La Vern toured with the Todd Rhodes band and then decided to try her luck abroad. After six months in Europe, she returned to the U. S. and signed with Atlantic.

Early waxings, like "Soul on Fire" and "How Can You Leave a Man Like This?" already show her mature style—full-throated, vibrant belting with a easy ease. By 1954 (with the release of "Tweedlee Dee") La Vern had become one of the top three most highly paid singers in the rhythm and blues field. She followed "Tweedlee Dee" with other smashes like "Still," "Jim Dandy" and "The St. Louis Blues."



The Bobbettes

THE BOBBETTES

The Cinderella story of the music business in 1957 is the story of the Bobbettes. Ages 12 to 14, the five girls were still in P. S. 109 in New York when they collaborated on a tune ("Mr. Lee") and naively decided that they had a hit and were going to have it recorded. They visited the Atlantic offices one day and ran thru the tune with the confidence of the completely inexperienced.

The Atlantic execs were amazed at the quality of their tune and decided that they had come upon a hit. The tune, "Mr. Lee," was written by the girls as a gag about the principal of their school.

Once "Mr. Lee" got off the ground the Bobbettes got offers for club dates and TV. In September, they went along on the "Biggest Show" with La Vern Baker and Clyde McPhatter.

The Bobbettes consist of two sisters, Jennie and Emma Paughly, Heather Dixon, Helen Gathers and Laura Webb.

RUTH BROWN

Ruth Brown was born in Portsmouth, Va., January 30, 1928, the daughter of a church choir director. Her earliest memories revolve around singing spirituals and hymns under her father's di-



Ruth Brown

rection. This experience is still plain in Ruth's singing style. The "church" touches add something very distinctive to her whole vocal approach.

In 1948, she landed a job with the Lucky Millinder band.

Blanche Calloway (Cab's sister) heard Ruth at Washington's Crystal Caverns and agreed to become her personal manager. Miss Calloway brought Ruth to the attention of Atlantic Records execs and arranged a debut for Ruth at New York's Apollo Theater that was to take place October 29, 1948. While driving to New York for the date, they had an accident and for months Ruth was laid up in a hospital in Chester, Pa., with serious internal injuries and two broken legs.

When Ruth left the hospital, she wore leg braces and faced \$5,000 in medical bills. Ruth's first act was to keep her date with Atlantic. Out of that first session came "So Long," the first of a long line of hits.

Ruth, long known as Miss Rhythm, has had more hits in the past seven years than any other female blues singer in the business: "I'll Get Along Sometime," "Teardrops From My Eyes," "3-10-15 Hours," "Mama He Treats Your Daughter Mean," "Lucky Lips" and on and on. Her record fame has kept her in constant demand for club and theater dates.



Ray Charles

RAY CHARLES

Ray Charles is a blues singer who has carried on, and magnificently added to, a great musical tradition. At 25 he has already given ample reason to link his name with the fabled blues singers of the past.

Ray is a Southerner and his music is Southern, as the blues and the gospel songs are its two principal ingredients. He was born in Albany, Ga., but taken as a baby to Greenville, Fla. At the age of 6, illness left him blind. At a school for blind children in St. Augustine, Fla., he was given a chance to study music.

When Ray was 15, both parents died. Orphaned and without a relative in the world, he got jobs right away in a variety of bands in Florida. Within two years, he had an enviable reputation as a sideman. He was also learning how to write, arrange (in Braille) and sing. At 17, Ray organized his first trio.

Ray Charles signed with Atlantic in 1952 and his Atlantic records have played a big role in his career. His first record was "Roll With My Baby." "I Got a Woman" was the first big national hit for him. "Hallelujah, I Love Her So," "Ain't That Love" and "Swanee River Rock" are other smashes of the past two years.



The Clovers

THE CLOVERS

At a time when the average life expectancy of a vocal group is very short, the sustained popularity of the Clovers is a phenomenon. The group was a success from its very first Atlantic recording, "Don't You Know I Love You," backed with "Skylark," which harks back to 1950.

The five singers in the group are John (Buddy) Bailey and Billy Mitchell, lead tenors; Matthew McQuater, second tenor; Harold (Hal) Lucas Jr., baritone, and Harold Winley, Bass. Bill Harris, the group's great guitarist, rounds out the unit.

All six members hail from the Washington-Baltimore area. They are long-time friends who began singing together while still in high school. Turning pro just sort of happened for them, after impresario Lou Krefetz discovered them. Krefetz has managed them during their whole career.

The present-day Clovers are the original Clovers augmented by one additional voice, Billy Mitchell, who was added in 1953. The Clovers' third record was "One Mint Julep," one of the biggest r.b. records of the decade. Other of their big hits are "Here Goes a Fool," "Love, Love, Love," "Yes, It's You," "I Played the Fool," "Loverly Days," "Middle of the Night," "Blue Velvet," "Little Mama" and "Devil Or Angel." Sales of their records now far exceed 5,000,000 copies.



**10<sup>TH</sup>**  
ANNIVERSARY  
**ATLANTIC**  
RECORDING CORP.

a 10 year report —

# ATLANTIC LPs

**THE NAMES · THE SOUNDS · THE PACKAGING  
THAT MADE RECORD HISTORY!**



The Modern Jazz Quartet  
1265



The Great Ray Charles  
1259



The Jimmy Giuffre Three  
1254



Chris Connor Sings The George Gershwin  
Almanac of Song 2-601



Milt Jackson — Plenty, Plenty Soul  
1269

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

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

## THE ATLANTIC LP CATALOGUE

### 2-12" LP De Luxe sets

- 2-601 CHRIS CONNOR SINGS THE GEORGE GERSHWIN ALMANAC OF SONG
- 2-602 THE ART OF MABEL MERCER

### The 1200 Series

- 1212 SHORTY ROGERS & HIS GIANTS — THE SWINGING MR. ROGERS
- 1213 MABEL MERCER SINGS COLE PORTER
- 1214 SONGS BY BOBBY SHORT
- 1215 PAUL BARBARIN & HIS NEW ORLEANS JAZZ
- 1216 DAVE PELL OCTET — JAZZ & ROMANTIC PLACES
- 1217 LEE KONITZ WITH WARNE MARSH
- 1218 TED STRAETER'S NEW YORK
- 1219 WILBUR DE PARIS & HIS NEW NEW ORLEANS JAZZ
- 1220 TONY FRUSCELLA
- 1221 GEORGE WEIN SINGS — WEIN, WOMEN & SONG
- 1222 ALEC TEMPLETON — THE MAGIC PIANO
- 1223 JACK MONTROSE WITH BOB GORDON
- 1224 LENNIE TRISTANO
- 1225 JESS STACY & THE FAMOUS SIDEMEN — TRIBUTE TO BENNY GOODMAN
- 1226 BETTY BENNETT — NOBODY ELSE BUT ME
- 1227 ERROLL GARNER — THE GREATEST GARNER
- 1228 CHRIS CONNOR
- 1229 THE TEDDY CHARLES TENTET
- 1230 BOBBY SHORT
- 1231 THE MODERN JAZZ QUARTET — FONTESSA
- 1232 SHORTY ROGERS & HIS GIANTS — MARTIANS COME BACK
- 1233 WILBUR DE PARIS & HIS NEW NEW ORLEANS JAZZ — MARCHIN' & SWINGIN'
- 1234 JOE TURNER SINGS KANSAS CITY JAZZ — THE BOSS OF THE BLUES
- 1235 PHINEAS NEWBORN — HERE IS PHINEAS
- 1236 CY WALTER PLAYS RICHARD RODGERS COMPOSITIONS — RODGERS REVISITED
- 1237 THE CHARLES MINGUS JAZZ WORKSHOP — PITHECANTHROPUS ERECTUS
- 1238 THE JIMMY GIUFFRE CLARINET
- 1240 CHRIS CONNOR — HE LOVES ME, HE LOVES ME NOT
- 1241 BILL RUSSO — THE WORLD OF ALCINA
- 1242 MILT JACKSON — BALLADS & BLUES

### 1243 SYLVIA BYMS SINGS

- 1244 MIDNIGHT AT MABEL MERCER'S
- 1245 PATTY MCGOVERN & THOMAS TALBERT — WEDNESDAY'S CHILD
- 1246 LARS GULLIN — BARITONE SAX
- 1247 THE MODERN JAZZ QUARTET AT MUSIC INN — GUEST ARTIST: JIMMY GIUFFRE
- 1248 DAVE PELL OCTET — LOVE STORY
- 1250 THOMAS TALBERT — BIX DUKE FATS
- 1251 AL HIBBLER — AFTER THE LIGHTS GO DOWN LOW
- 1252 THIS IS MY BELOVED
- 1253 WILBUR DE PARIS AT SYMPHONY HALL
- 1254 THE JIMMY GIUFFRE 3
- 1255 JOE MOONEY'S SONGS — LUSH LIFE
- 1256 CAROL STEVENS — THAT SATIN DOLL
- 1258 LEE KONITZ INSIDE HI-FI
- 1259 THE GREAT RAY CHARLES
- 1260 THE CHARLES MINGUS JAZZ WORKSHOP — THE CLOWN
- 1261 DIXIELAND AT JAZZ, LTD.
- 1262 BOBBY SHORT — SPEAKING OF LOVE
- 1263 FRANCES WAYNE — THE WARM SOUND
- 1264 JOE CASTRO — MOOD JAZZ
- 1265 THE MODERN JAZZ QUARTET
- 1266 WILBUR DE PARIS PLAYS & JIMMY WITHERSPOON SINGS — NEW ORLEANS BLUES
- 1267 JOHN LEWIS & SACHA DISTEL — AFTERNOON IN PARIS
- 1268 MILT JACKSON — PLENTY, PLENTY SOUL

### The 8000 Series

- 8001 THE GREATEST ROCK & ROLL
- 8002 LA VERN
- 8003 CLYDE MC PHATTER & THE DRIFTERS
- 8004 RUTH BROWN
- 8005 JOE TURNER
- 8006 RAY CHARLES
- 8007 LA VERN BAKER
- 8008 IVORY JOE HUNTER
- 8009 THE CLOVERS
- 8010 ROCK & ROLL FOREVER
- 8011 GEORGES BRASSENS — HI-FI SOUNDS FOR YOUNG PARISIANS
- 8012 MAC-KAC & HIS FRENCH ROCK & ROLL
- 8013 DANCE THE ROCK & ROLL
- 8014 CHRIS CONNOR — I MISS YOU SO

Almost all of the LP's above are available on EP • Write for complete catalogue



The Charles Mingus Jazz Workshop —  
The Clown 1266



Shorty Rogers & His Giants —  
Martians Come Back 1232



La Vern  
8002



Bobby Short  
1230



Wilbur De Paris Plays & Jimmy Witherspoon  
Sings — New Orleans Blues 1268



# ATLANTIC

157 West 57th Street, New York 19, N. Y.



# the ATCO story



## FIRST ATLANTIC SUBSIDIARY NOW A SUBSTANTIAL LABEL IN ITS OWN RIGHT!

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

With its own set of live-wire distributors covering the entire country, Atco's merchandising is second to none as

evidenced by its recent 2 million seller **SEARCHIN'/YOUNG BLOOD** voted **THE #1 RHYTHM AND BLUES RECORD OF 1957** and by **THE COASTERS**, voted **THE #1 RHYTHM AND BLUES VOCAL GROUP OF 1957.** (Cashbox '57 Poll)

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

### ATCO DISTRIBUTORS

**A-1 RECORD DIST. CO.**  
640 Baronne St., New Orleans, La.  
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**B. G. RECORD SERVICE**  
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608 N. Hudson, Oklahoma City, Okla.  
**CONCORD RECORD DIST. CO.**  
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415 Halsey St., Newark, N. J.  
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**MIDWEST SALES**  
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**MUSIC CITY RECORD CO.**  
127 Lafayette St., Nashville, Tenn.  
**MUSIC SALES CO.**  
1117 Union Ave., Memphis, Tenn.  
**NORTHWEST TEMPO**  
708 6th Ave., N., Seattle, Wash.  
**RECORD MDSE.**  
2580 W. Pico Blvd., Los Angeles, Calif.  
**SANDEL CO.**  
40 Glenwood Ave., Minneapolis 3, Minn.

**SCHWARTZ BROS.**  
901 Girard St., N.E., Washington, D. C.  
**SEABOARD DIST. CO.**  
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**STANDARD DIST. CO.**  
1705 Fifth Ave., Pittsburgh, Pa.  
**STATE RECORD DIST. CO.**  
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615 Albany St., Boston, Mass.  
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**UNITED RECORD DIST.**  
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1330 W. Girard Ave., Philadelphia 22, Pa.

### ARTISTS OF ATCO



The Coasters



Bobby Darin



Guitar Slim



Bette McLaurin



The Sensations



Jimmy Simmons



Linda Hopkins



Young Jessie

# ATCO



**10<sup>TH</sup>**  
ANNIVERSARY  
**ATLANTIC**  
RECORDING CORP.

**ATLANTIC'S EAST WEST**

# EAST-WEST

the youngest member of the Atlantic family  
off to a swinging start —

**A NEW LABEL LOADED WITH NEW TALENT • NEW SOUNDS • NEW IDEAS**



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



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



**THE FABULAIRES**  
While Walking  
No No  
#103



**JAY HOLLIDAY**  
Wang Dang Doo  
Tell Me Why  
#102



**THE GLOWTONES**  
Ping Pong  
The Girl I Love  
#101



**JOHNNY HOUSTON**  
Hula Hands  
But It's Too Late  
#100



**JACKIE PARIS**  
Great First Release  
Will Soon Be  
Announced

## EAST-WEST DISTRIBUTORS

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

**AM-PAR RECORD DIST.**  
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**ARC DIST. CO.**  
40 Selden Ave., Detroit, Mich.

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

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

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

**CUSTOM DIST. CO.**  
1231 W. 9th St., Cleveland, Ohio

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

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

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

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

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

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

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

**M. B. KRUPP**  
P. O. Box 951, El Paso, Texas

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

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

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

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

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

**MUSIC SUPPLIERS OF  
NEW ENGLAND**  
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**MUSIC SUPPLIERS OF OHIO**  
1189 Gilbert Road, Cincinnati, Ohio

**ONE SPOT DIST.**  
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**PORTEM DIST.**  
733 Eleventh Ave., New York, N. Y.

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

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

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

**SOUTH LAND DIST. CO.**  
441 Edgewood Ave., Atlanta, Ga.

**EAST WEST**



# a 10 year report — ARTISTS OF ATLANTIC



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

*Congratulations and  
continued success.*

## RUTH BROWN



Chains Of Love  
Honey Hush  
Shake, Rattle And Roll  
Corrinno Corrina

*Congratulations  
on your 10th anniversary.*

## JOE TURNER

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS



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

*Heartiest congratulations.*

## CHUCK WILLIS



Don't You Know I Love You  
One Mint Julep  
Good Lovin'  
Lovey Dovey  
Love, Love, Love

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

## THE CLOVERS



**10<sup>TH</sup>**  
ANNIVERSARY  
**ATLANTIC**  
RECORDING CORP.

a 10 year report —  
**ARTISTS OF ATLANTIC**



Tweedlee Dee  
Jim Dandy  
The Game Of Love  
St. Louis Blues

*It's been fun.*

**LA VERN BAKER**



Honey Love  
Seven Days  
Treasure Of Love  
Long Lonely Nights

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

**CLYDE McPHATTER**

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS

CONGRATULATIONS BEST WISHES CONGRATULATIONS BEST WISHES CONGRATULATIONS



It Should've Been Me  
I've Got A Woman  
This Little Girl Of Mine  
Hallelujah I Love Her So  
Swanee River Rock

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

**RAY CHARLES**



Mr. Lee  
Speedy

*Thanks for everything.  
Best wishes on your anniversary.*

**THE BOBBETTES**







Keep Swinging  
Atlantic!

*There's no business like SHAW business*



SHAW ARTISTS CORPORATION

NEW YORK

CHICAGO

HOLLYWOOD





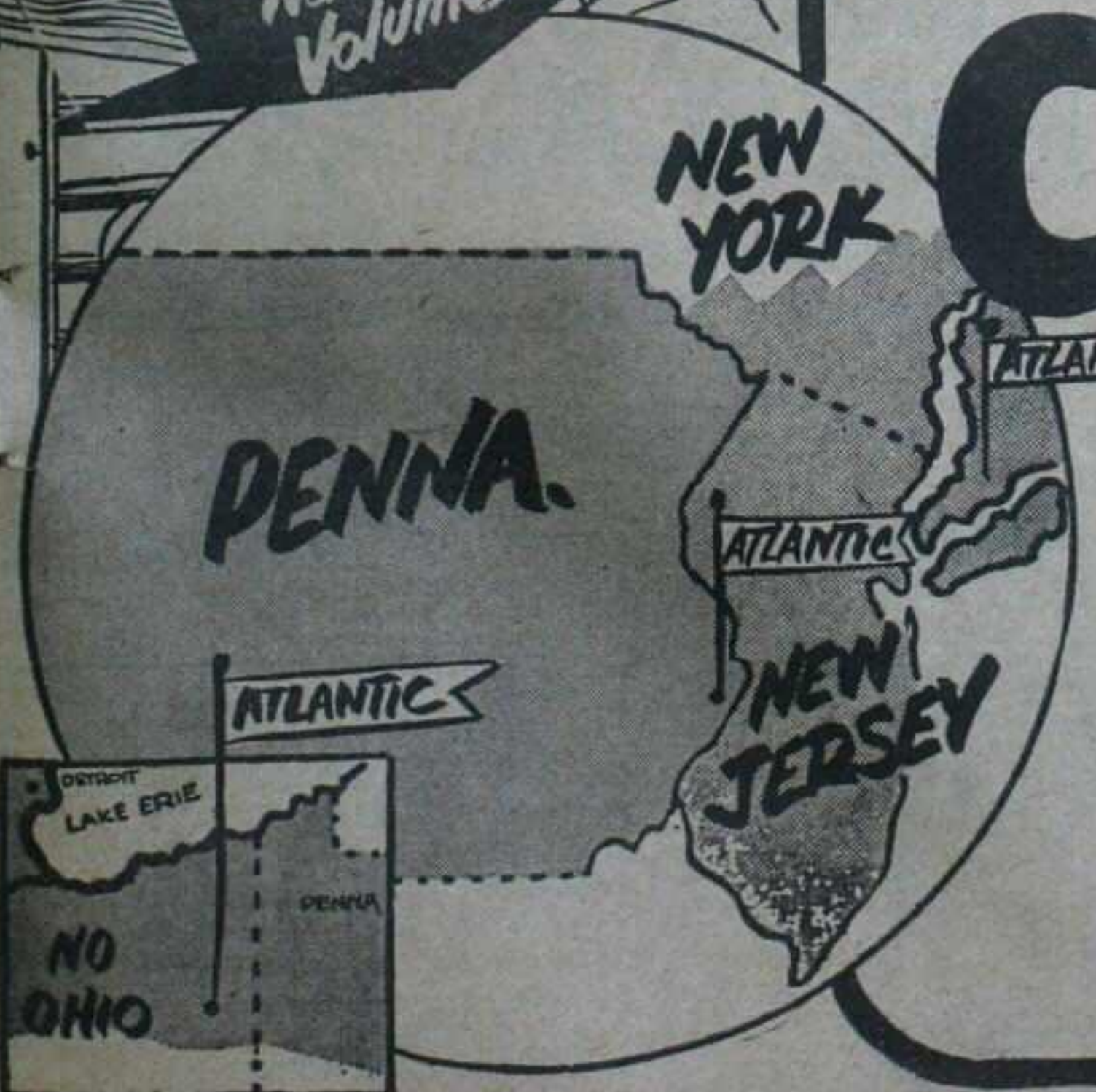
**FROM THE WORLD'S  
LARGEST INDEPENDENT  
RECORD DISTRIBUTOR**

# **COSNAT**

**DISTRIBUTING  
COMPANY**

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

Jerry Blaine, Pres.





**10<sup>TH</sup>**  
ANNIVERSARY  
**ATLANTIC**  
RECORDING CORP.

**CONGRATULATIONS to ATLANTIC** from America's  
**TOP INDEPENDENT RECORD DISTRIBUTORS**

*Congratulations*  
**ATLANTIC**  
*on your 10th Anniversary*

from  
**MEL and JERRY HERMAN**

**STATE  
RECORD  
DISTRIBUTING  
CO.**

12 West Court St.  
Cincinnati

**INDIANA  
STATE  
DISTRIBUTING  
CO.**

1325 North Capitol St.  
Indianapolis

*Best Wishes, Atlantic, for Continued Success*

**M. B. KRUPP  
DISTRIBUTORS,  
INC.**

309 South Santa Fe Street  
El Paso, Texas

**ARIZONA M. B. KRUPP  
DISTRIBUTORS,  
INC.**

1919 North 16th Street  
Phoenix, Arizona

*"Aloha, Atlantic Records"*

From Hawaii's Leading Independent Distributor—

**MICROPHONE MUSIC  
COMPANY**

222 North Beretania Street

Honolulu, Hawaii

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



*here's to a swinging '58*

**CHATTON DISTRIBUTING CO., INC.**

2517 San Pablo Ave.  
Oakland 12, California

*"Best Wishes for Another 10"*

**SANDEL  
COMPANY, INC.**

40 Glenwood Avenue  
Minneapolis 3, Minnesota



HERB SANDEL

Everybody's Happy With Atlantic Records



**TRACY-MITCHELL DIVISION  
FAYSAN  
DISTRIBUTORS, INC.**

Seventh St. at Jersey  
Buffalo 1, New York



**CONGRATULATIONS to ATLANTIC** from America's  
**TOP INDEPENDENT RECORD DISTRIBUTORS**



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

**ESSEX RECORD  
DISTRIBUTORS, INC.**

114 Springfield Avenue  
Newark 3, New Jersey



JOSEPH COHEN

Thanks to ATLANTIC for eight great years!

**CENTRAL  
RECORD  
SALES  
COMPANY**

2100 W. Washington Boulevard  
Los Angeles 18, California



JAMES C.  
WARREN

Congratulations on ten consistently great years



HUTCH  
CARLOCK

**MUSIC CITY  
RECORD  
DISTRIBUTORS,  
INC.**

127 Lafayette Street  
Nashville, Tennessee



JAMES H.  
GREEN

Heartiest Congratulations to  
ATLANTIC RECORDS ON YOUR 10th ANNIVERSARY!

**UNITED RECORD  
DISTRIBUTING COMPANY**

1613 St. Emanuel Street  
Houston, Texas

Congratulations, ATLANTIC, on your  
10th Anniversary



Marvin Ginsburg

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

**ROBERT'S RECORD  
DISTRIBUTING  
COMPANY**

1722 Washington Avenue  
St. Louis 3, Missouri

**SEABOARD  
DIST., INC.**

1044 Broadway  
Albany, New York

**SEABOARD  
DIST., INC.**

313 Park Avenue  
East Hartford, Connecticut



**10<sup>TH</sup>**  
ANNIVERSARY  
**ATLANTIC**  
RECORDING CORP.

**CONGRATULATIONS to ATLANTIC** from America's  
**TOP INDEPENDENT RECORD DISTRIBUTORS**

**Memo to My Secretary—**

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

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

Cecil Sleen

**RECORDS, INC.**

790 Commonwealth Avenue

Boston, Massachusetts

May Your Next Ten Years Be Even Greater!

**DAVIS  
SALES COMPANY**

1724 Arapahoe Street

Denver, Colorado

*Congratulations to Atlantic—  
Ten Successful Years Together*



W. E. Binkley

**BINKLEY  
DISTRIBUTING  
COMPANY**

58 Riverside Avenue, Jacksonville, Florida  
Miami Branch—3780 N.W. 2nd Ave.

Thanks for a wonderful relationship for ten years.

May we enjoy many, many more of the same.

*Sincerely,*

**HARRY, JIM, STUART and BURT**

**SCHWARTZ  
BROTHERS**

901 Girard St., N.E.

Washington 17, D. C.

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

**JAY-KAY  
DISTRIBUTING  
COMPANY**

3725 Woodward Avenue • Detroit 1, Michigan



JOHN S.  
KAPLAN

*Congratulations—*

**TEN GREAT ARTISTS, TEN FABULOUS YEARS!**

**Joe Banashak**

and all of

**A-1 RECORD DISTRIBUTORS, INC.**

628 Baronne Street

• New Orleans, Louisiana



**CONGRATULATIONS to ATLANTIC** from America's  
**TOP INDEPENDENT RECORD DISTRIBUTORS**



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

**RECORD  
SALES CORPORATION**

1070 Union Avenue • Memphis 4, Tennessee

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

Congratulations on your 10th Anniversary

**SOUTHLAND  
DISTRIBUTING  
COMPANY**

441 Edgewood Avenue, S.E.

Atlanta 12, Georgia

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

**A-1 RECORD  
DISTRIBUTORS**

602 N. Hudson Street  
Oklahoma City, Oklahoma

CONGRATULATIONS to all the gang!  
It's been a pleasure growing with  
ATLANTIC since your first hit

Now in our new home to serve the Carolinas better

**F and F ENTERPRISES**

2704 Freedom Drive

Charlotte, North Carolina

Phone: EXpress 9-9741

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

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

**NORTHWEST TEMPO  
COMPANY**

708 Sixth Avenue, North

Seattle, Washington

**ALL STATE  
DISTRIBUTING COMPANY**

2023 South Michigan Avenue

Chicago, Illinois



## Atlantic Aims for the Top

• Continued from page 25

which one notes very few, if any, real stiffs.

### Premium Line

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

The company's distrib network, the total of those handling Atlantic and its subsidiary East-West, Atco and KRC lines, now numbers 80 in the United States alone. Atlantic's execs have appointed each for the reason that it handles

only records and that the owner represents active management-participation. Each distrib has a personal interest in putting over their releases.

### Distributors Make a Major

Most of Atlantic's distributors are the same ones the label has had from the beginning. There is a family feeling, and the diskery is grateful for the share the distributors have had in putting its product and name over. According to veepee Ahmet Ertegun and Jerry Wexler: "We're going to prove that indie distributors can make a major company. We have never been given cause to believe that we could do any better with factory-owned branches."

As for artists: "We keep our artists, too." The main Atlantic stars have never been allowed to

cool off. Most of them have been renewed several times.

A glance at Atlantic's books reveals that the company has at least 14 artists who, even on flops, never sell less than 50,000 of a release. These include Ruth Brown, Lavern Baker, Clyde McPhatter, Ivory Joe Hunter, Ray Charles, Chuck Willis, the Clovers, the Drifters, the Bobbettes, and on Atco, the Sensations, the Coasters and Guitar Slim. On KRC, Lloyd Price.

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

Other recent singles artist ac-  
(Continued on page 52)

## Atlantic and R&B Trend Developed Side by Side

• Continued from page 24

pany and the \$15,000 it cost to swing it represented a big gamble. "Spoken word" albums, particularly of this type and on this scale of production, were rarities in recording. The kind of faith that the Atlantic partners showed then is typical of the way it has moved in the record industry ever since. It has always been willing to pioneer and invest in the future.

The first records on the Atlantic label appeared late in January, 1948. Two jazz instrumentals (race records, if you prefer) were highly successful — "Old Black Magic," by Tiny Grimes, and "The Spider," by Joe Morris. The company's first hit, "Drinkin' Wine Spo-dee-o-dee," by Sticks McGhee, came not long after this.

Ruth Brown was Atlantic's first star. An unknown in 1949, she cut "So Long" on her first date and skyrocketed to fame. She has been associated with the company ever since and is gratefully recognized by Atlantic for being responsible for a major share in establishing the new company on firm commercial ground in its early years. Interestingly enough, she was accompanied on her first date by the Eddie Condon band (with Joe Bushkin, Ernie Caceres, Will Bradley, etc.). Atlantic was recording the band for part of a "March of Time" track and so they were engaged to stay on to back Miss Brown.

### Other Stars

In 1950, Atlantic acquired the Clovers. This group also started off its recording career with a hit. "Don't You Know I Love You" was the first of a long string of successful records. Joe Turner was signed in 1951 (first record, "Chains of Love"), and Ray Charles in 1952. Clyde McPhatter came to the label in 1953, as lead singer of the Drifters. "Money Honey" was their first record and started a chain reaction of hits. LaVern Baker also was signed in 1953.

At this time, Herb Abramson was called into the Air Force for two years' active duty overseas as a dentist (even tho he had not actively practiced in quite a while). To assist Ahmet Ertegun in a.&r. administration work, Jerry Wexler was brought into the firm. He was assistant to Abe Olman at Robbins Music at the time and had previously been a member of The Billboard's music staff. Wexler and Ertegun still are Atlantic's a.&r. chiefs for single records.

At the time when Wexler came to Atlantic, the firm was well established as an independent record manufacturer. It had produced a healthy number of rhythm and blues hits. Atlantic also was one of the first indies to issue LP's by jazz artists (Erroll Garner, Billy Taylor, Jimmy Yancey, Mary Lou Williams, Meade Lux Lewis, etc.) and by night club singers popular in sophisticated circles (Mabel Mercer, Sylvia Sims, Mae Barnes, etc.). Further, it had pioneered in the hi-fi field by issuing the first binaural disk.

### New R.&B. Status

The music industry spotlight in mid-1953 and into 1954 was on rhythm and blues, however. Many people believe that rhythm and blues records sold exclusively to a Negro market up until that time. This is not true. "Drinkin' Wine Spo-dee-o-Dee," for example, "went white" throughout the South, as did many Ruth Brown and Clovers records in both North and South prior to this. Unquestionably, however, the ratio of buyers of r.&b. records changed drastically in 1953 and

1954, and, most important of all, the total national market for r.&b. records multiplied by many times. Previously, a very big r.&b. record hit might achieve 250,000 sales, but from this point on, the industry began to see million record-sellers, one after the other, in the r.&b. field.

That Atlantic was the company, more than any other, that immediately profited from this revolution in taste was due to the new kind of blues record that it had been producing for the past few years. In the pre-Atlantic era, blues were either of the primitive down-home country type or of the sophisticated jazz kind. With singers like Ruth Brown or an urbane group like the Clovers, Atlantic was able to polish and recreate the honest folk blues in a way that straddled a middle ground and could impress Negro and white audiences equally well.

Atlantic also had a trump card in the fresh sounds of its records. Atlantic's sound was a great advance over what was par for r.&b. records at that time. Tho Atlantic up until 1956 used the offices which they occupied at 234 West 56th Street as a studio, merely pushing desks and chairs aside when they wanted to record, Atlantic had as good equipment and as good an engineer (Tom Dowd, who has been at the controls for most Atlantic sessions the past 10 years) as could be found in New York. The company also used the top arrangers and best instrumentalists available, striving hard with every record to dream up new sound gimmicks and imaginative stylings.

### R.&B. Avalanche

While the change in the composition of the audience for rhythm and blues records was gradual, late 1953 and the first half of 1954 could be pinpointed as the time when the r.&b. trend became an avalanche. For Atlantic, several records and their fantastic acceptance by a white as well as Negro audience served as eloquent guideposts to the future. These were "Honey Love," by the Drifters; "Sh-Boom," by the Chords (on a new subsidiary label, Cat); "Honey Hush" and "Shake, Rattle and Roll," by Joe Turner.

In the past five years Atlantic has dominated the rhythm and blues chart with its roster of powerhouse artists. Its batting average has been higher than any other company's because it has succeeded in acquiring and holding on to the largest number of consistent hit-makers in the r.&b. field. Each year since 1954 new stars of high staying power have been added, the most impressive names being those of Ivory Joe Hunter, Chuck Willis and the Bobbettes.

The past three years have taken Atlantic into a new phase of its development. Because of its large artist roster, subsidiary labels have been formed. Herb Abramson, who returned to the firm after his tour of duty in Europe, has headed Atco since the inception of the label in 1956. It was on Atco that the company had its biggest record of all time, "Searchin'" by the Coasters. In 1957, two additional subsidiary labels, East-West and KRC, were created to give optimum exposure to artists associated with the firm.

### LP and Jazz Artists

Atlantic's LP department has grown into a major activity of the firm since Nesuhi Ertegun joined the company in January, 1955. He not only stepped up Atlantic's production in this field, but brought a number of impor-



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tant jazz artists to the label (Chris Connor, the MJQ, Jimmy Giuffre, etc.), and greatly improved the packaging, standards of sound reproduction and originality of conception of the album line. At the present time, Atlantic is the second largest independent jazz manufacturer in this country and is distributed now in every continent.

Because of the expansion of Atlantic's administrative staff new quarters were taken for the firm at 157 West 57th Street in 1956, while retaining two floors of the building at 234 West 56th Street. Key personnel added to Atlantic in the last two years include Gary Kramer, director of advertising and publicity; Lester Lees, national sales manager; Victor Selsman, disk jockey promotion; Lester Sill, West Coast representative, and Bob Bushnell, recording engineer.

A key to understanding Atlantic's success is offered by a study of its day-to-day operations. Five of the six partners are active in running the company. All major decisions, and quite a few minor ones, are made by the partners as a group. There is a great deal of group discussion regarding everything that concerns the company's work. There is no hierarchy of command; it's an all generals, no privates situation.

Every partner has his area of concentration, but keeps in close touch with the activities of each of the various departments and is also free to undertake projects in them. Thus, Nesuhi Ertegun occasionally cuts rhythm and blues records; Jerry Wexler may record material for LP's, and so on. This team conception has given a continuity and a kind of personality to the Atlantic product. It also has created, on the administrative level, a flexibility and an efficiency that is unique in the record industry for an operation of its size.

Because of the forward look of all products on the Atlantic label, most disk jockeys and many customers have a definite image in their minds as to what people working at Atlantic are like. They visualize them as hip kiddies, sporting well-groomed beards, dressed in sporty Ivy League clothes and driving foreign sports cars. They imagine that Atlantic execs dig everything musically from down-home blues, by Ray Charles, to the avant-garde sounds of Charlie Mingus. As far as the breadth and catholicity of taste of the people at Atlantic goes, they are dead right. And as far as the sports cars and beards go, they aren't far from wrong.

## Great Sound No Big Secret

Continued from page 24

former. Our efforts were mainly directed toward developing our stars, and we managed to establish several artists as solid names, the sales of whose records year in and year out compared favorably with those of anyone in the field.

The increasing popularity of rhythm and blues music in its new and more sophisticated form, and its eventual sweep of the pop charts as rock and roll, mirrored the growth of Atlantic Records. In the years since 1948 we have been fortunate enough to have been associated with the rise of several great record stars. In addition to Ruth Brown, we signed and had hits with the Clovers (our first vocal quartet), Clyde McPhatter, the Drifters, Ray Charles, Ivory Joe Hunter, the Coasters (on Atco), Chuck Willis, Chris Connor (whose single sales have been as great as her jazz albums) and most recently, the Bobbettes.

### Security and Evenness

These artists, upon whose talent Atlantic's success rests, are still with Atlantic. Because of the great depth of this roster, Atlantic has a security and evenness of sales which no firm with random hits by temporarily popular artists could match.

These steady selling artists also come up with the big ones from time to time. Ruth Brown and LaVern Baker have been frequent visitors to the charts—and are rare repeaters among girl vocalists in the r. & b. or pop charts. Clyde McPhatter, Ray Charles, Joe Turner and Chuck Willis infrequently miss the best-selling lists. The Clovers had one of the greatest hit streaks in history. When Clyde McPhatter left the Drifters to go into the Army, the group developed an existence of its own—and a string of hits.

### A Trade "Secret"

This attention to individual artists is rewarding in terms other than hit records. When an artist with a consistent selling history comes out with a bomb, this bomb can account for very respectable sales. It also must be noted that the established artists on Atlantic are all at top royalty—and this becomes a wonderful advertisement along the artist grapevine. Many a rewarding artist has appeared on our doorstep because he has heard rumors that we pay premium royalties—and that we do pay! This trade "secret" plus a sensitivity to the material requirements of the various artists makes them feel at home.

### "Where's the Beat?"

We have been complimented from time to time on the Atlantic sound. It is hard to say just what this sound is as it is constantly

changing. One thing that has remained from the first dates that we made is a prominent and clean rhythm sound which we inherited from the jazz and country blues recordings of the past. We were, along with one or two other independent companies, the first to start miking the drums, bass and guitar separately. The Indian in the picture on our wall would stand over the caption "Where's the beat?" rather than "Where's the melody?"

You don't hear the expression "Atlantic sound" these days as much as you did a year ago, since so many of our ideas have now gone into the mainstream of popular music. But we have been told that we did develop some interesting sounds, and it might not hurt to recall a few examples:

### Arranging the Blues

One of the first and really major departures was to use written arrangements and studio musicians behind the blues singers. This happened because Ahmet Ertegun and Herb Abramson, in the first years, had to record blues singers in New York without the blues combos that abounded in the hinterlands. This brought about the evolution of a blues arranging style and the development of such now well-established arrangers as Jesse Stone, Howard Biggs, Budd Johnson, and later, Ray Ellis. It also developed a new breed of sidemen, readers who could play real blues.

A record like Ruth Brown's "Teardrops From My Eyes," with Budd Johnson's pop but blues-directed dance band arrangement, was quite an innovation, setting a style that today we take for granted. Another novelty was to take a ballad-oriented vocal quartet like the Clovers and direct them into a country blues idiom. The previous quartets were either sweet, on a "bird" kick (like the Orioles) or in the jazz-swing style (the Ravens). Having a sax solo on a quartet record was another Atlantic first. The Clovers, hitting with 12-bar blues and 16-bar gospel tunes, set the trend for a generation of groups.

### A Gamble Works

A little history was made when we put a male vocal quartet behind Ruth Brown on her record of "Oh, What a Dream." Commonplace today, but a gamble then! We tried it because quartets were red-hot then—and Ruth could stand a hit. It worked well. And it also worked well the first time we put the Cues behind LaVern Baker for "Tweedlee Dee." But who thinks twice about this today?

Thruout the early years we were putting out a "popularized" r.&b. record that seemed to be admired. But when Clyde McPhatter returned from the Army we went much further to the straight pop side with "Seven Days." This retained only vestigial touches of r.&b. It was the first date on which we used arranger Ray Ellis. Subsequently we made a flock of successful dates with Ray's special brand of pop (but swinging) writing.

More recently the a.&r. team of Jerry Leiber and Mike Stoller has been responsible for some fresh-sounding sides that have appeared with much success on Atlantic and Atco. "Searchin'," by the Coasters, was their handiwork. Leiber and Stoller are now located in New York and are on our team as consulting a.&r. men for our labels.

The secret of our sound is in the arrangement itself. If you have an outstanding arrangement and then succeed in getting depth in the horns and background voices and bring each instrumental voice clearly, getting great sound is a cinch.

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This list of distributors indicates the world-wide acceptance of American jazz and rock and roll. The latter has been a highly valued export to such countries as Australia, South Africa, Cuba and England. In other countries jazz is very strong, while rock and roll is only moderately popular. This is true of Germany, France and Scandinavia, for example.

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## WHY OTHER LABELS?

Get Top Exposure  
For Many Artists

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

By REN GREVATT

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

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

**Distrib Advantage**

A new label, in effect, Wexler explained, lets you get the advantage of a different distribution network. "And, let's face it, there are a few markets where there aren't two, even three good dis-

tributors who can help you get a record off the ground."

"Suppose you have 10 records, all with good potential. It would be a lot to expect one distributor to make them all go. But divide them into two groups of five each, with each group to a different distributor, and you've got a considerably better chance."

**Atco's Success**

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

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

East-West, the most recent Atlantic subsidiary, was formed largely for the same reasons as those already stated. The amount of talent becoming available thru purchases of masters and regular pactings, more or less forced the

*(Continued on page 41)*

## ATLANTIC RECORD ARTISTS



Ivory Joe Hunter

**IVORY JOE HUNTER**

Ivory Joe Hunter has had a dual career in music—as songwriter and vocalist—and been successful in both. Born in Kirbyville, Tex., he played piano and sang from his earliest years. In his teens he was active in a church choir and sang with several spiritual quartets. On graduation from high school, Ivory Joe formed his own band, which was active for some time in Port Arthur and Houston.

At 20, he formed a band in Beaumont, Tex., and soon afterward moved to Houston where he located from 1936 to 1942. At that time, he decided to go to California, and gained immediate popularity in the San Francisco-Oakland area. In 1945, Ivory Joe made his first record. It was on his own label, Ivory Records. Later he was affiliated with the Pacific and King labels.

M-G-M Records acquired Ivory Joe in 1949 when his popularity had reached a high point due to his transcontinental one-nighter treks with his band. Several of his M-G-M disks were big hits. Atlantic Records signed Ivory Joe in 1954 and hit paydirt from his first record which was "It May Sound Silly." "A Tear Fell" and "Since I Met You, Baby" were subsequent smashes. For the latter disk, he was awarded a gold disk on the Ed Sullivan TV show.

**CLYDE McPHATTER**

Clyde McPhatter didn't realize as a choir boy in Durham, N. C., that he would become lead singer of the No. 1 quartet, and rise to prominence as a vocalist on his own. As a boy, he made an early impression with his sweet, high-ranging voice. Before he hit his teens, a popular gospel quartet had been built around him.



Clyde McPhatter



Joe Turner

When boy sopranos change voice, they sometimes lose their distinctive quality. Clyde, fortunately, retained a beautiful high-placed tenor, permitting him to hit high notes clearly and without strain. In 1950 he met Billy Ward and joined the Dominos. In March, 1950, he organized the Drifters. Shortly, he and the Drifters went a long way against competition with their first hit, "Money Honey."

The next year, Clyde's career was interrupted by "greetings" from Uncle Sam. Separated from the Drifters, he worked solo on his furloughs. His first release was "Seven Days," an instantaneous hit. Other great sides associated with the singer are: "Treasure of Love," "Without Love" and "Long Lonely Nights."

**JOE TURNER**

"Big Joe" Turner's first appearance outside Kansas City occurred in the mid-1930's when he and his combo traveled to New York to appear on a program with Benny Goodman. "After our show with Goodman, we auditioned at several places, but New York wasn't ready for us yet, so we went back to K. C.," says Joe. New York was ready in 1938 when Big Joe went to Carnegie Hall to appear on the now-famous "Spirituals to Swing" program produced by John Hammond. After that concert he was set; he began getting bookings all over the country and started recording—first with Kansas City associates, then with Joe Sullivan, Art Tatum and others.

In the first years after the war, Joe had to cope again with a forgetful public, but his Atlantic records brought him right back into the limelight. His first record was "Chains of Love," a big hit—and was followed by "Honey



Chuck Willis

Hush," "Sweet Sixteen," "Cottone Corrine," etc. These were r.&b. successes, but with his "Shake, Rattle and Roll" he moved into the pop field, too, and now with each release, he seems to add to his following in both fields.

The driving power and the groovy, finger-snapping, hip-twisting rhythm underlying Joe's chant makes Joe one of the most compelling stylists of the blues the world has ever seen. He has earned his title "Boss of the Blues."

**CHUCK WILLIS**

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

Chuck got his first break as vocalist of Red McAllister's band. Working clubs around Atlanta, Chuck was heard by a Columbia Records scout and was signed in 1952 to their subsidiary label, Okeh. He soon became known all over as one of the more promising up-and-coming blues singers.

He came to Atlantic in 1956 and has had nothing but hits from the time of his first release, "It's Too Late." "Juanita" and "C. C. Rider" followed, each bigger than its predecessor. The latter disk dominated charts for much of 1957.

Willis' greatness rests as firmly on his songwriting activities as it does on his singing. His "Oh What a Dream" gave both Ruth Brown and Patti Page enormous hits. His "Close Your Eyes" meant money in the bank for the Five Keys, Eddie Gorme and Steve Lawrence, Don Cornell and the Cardinals waxed "The Door is Still Open" and the Cadillacs did "Let Me Explain." And of course, all of Willis' own records are his own tunes.

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# Atlantic's "Money Man" Is a Woman

By JUNE BUNDY

Miriam Bienstock, vice-president and one of the co-founders of Atlantic Records, is the "money man" of the label, and her insistence upon following a conservative financial policy throughout the firm's 10-year history has played an essential role in the company's success.

As vice-president in charge of production and all finances, Mrs. Bienstock puts through all pressing orders on singles, EP's and LP's. Here is the all-important task of deciding how many disks should be pressed up on a first run, a decision which has made or broken many indies, depending upon the wisdom of their initial orders.

Past performance, of course, is one of her order gauges. For instance, if an artist's last record was a big hit, Mrs. Bienstock orders an initial run of about 200,000 on his next single.

She also decides on the ratio of 78's to 45's. On traditional rhythm and blues platters, she currently orders 50 per cent on 78, while on disks aimed at the pop market the ratio is now four to one in favor of 45's.

To illustrate the tremendous increase in Atlantic's production

over the last decade, Mrs. Bienstock points out that the label is currently doing business with three different pressing plants (utilizing 50 pressers at the M-G-M plant alone), as compared to the company's modest beginning with six M-G-M pressers in 1948.

Atlantic protects itself from over-pressing by the simple device of making it mandatory that distributors only order what they can pay for. The label, says Mrs. Bienstock, rarely consigns records, and when they do make an exception it is only done in cases where other versions of a tune offer heavy competition, thereby making it necessary for Atlantic to move into a market as fast as possible.

Mrs. Bienstock is even more cautious about ordering initial runs on LP's than she is on singles, and deservedly so in view of the tremendous increase in LP production today. She is also exceedingly careful quality-wise. For example, Atlantic engineers frequently test and retest a plant's LP test pressing three or four times, whereas the average label is usually content to accept an okay on an original test platter from the plant.

The young exec believes that one of the most important ingredients in Atlantic's success story is that "Everybody is always aware of what is going on." In line with this Mrs. Bienstock, as

is true of practically all of Atlantic's top brass, has worked in practically every department. She signs all checks, channels audition-requests from publishers, and until recently handled most of the order negotiations with distributors. In line with this, she went abroad last year to set up distribution for Atlantic singles in Europe.

In hiring office personnel (bookkeepers, clerks, etc.), Mrs. Bienstock thinks it is particularly important to hire people who are genuinely interested in music and the record business. No matter how great their other qualifications may be, she explains, if they lack an interest in the business it will seriously affect "their relations with our artists and distributors."

An avid interest in music (jazz and classical in those days) was Mrs. Bienstock's prime asset when she helped start Atlantic back in 1948. Prior to that date, she handled copy and direct-mail promotion for a New York advertising agency. Her first job was in book production.

Today she is one of the few women executives in the record industry, a business heretofore noted for its lack of fem talent in top-flight posts. In addition to Miriam Bienstock, the ranks of key women execs with record companies today is virtually limited to Mercury Records' classical chief Wilma Cozart, Liberty's sales head Bobbie Dieterle, Apollo's veteran manager Bess Berman, and Christine Hamilton, vice-president and sales manager of Dot Records.

## Top Exposure

Continued from page 40

move. In this case, too, the label has largely its own distribution network, with only a minimum amount of duplication in markets with Atlantic and Atco. East-West figures to carry pop, as well as jazz material on LP's, with the aim on singles to develop a broad spread of market appeal. This, it's indicated, would range from the true r.&b. sound to that which has come to be associated with the New Mexico rockabilly sector.

On the album front, it was stressed that, the Atco will produce a considerable amount of new material, the label will also draw heavily from the Atlantic values of authentic blues and other specialty material, built up over the decade of its existence. East-West emphasis will be more on all-new recordings.

The third label operated by the Atlantic sphere, KRC, which stands for Kent Recording Company, involves a special type of arrangement worked out for chanter Lloyd Price. Price's original hit, "Just Because," tho sold thru ABC-Paramount channels, was actually on Price's own KRC 'abel. Later when the singer signed with Atlantic, he preferred to maintain 'he identity of the label. Atlantic acts as a selling agent in this set-up. Primarily, only Price's own disks will come out on KRC, but there is the chance that masters he may make himself with other artists may also be released on KRC.

In no case are artists switched from one label in the fold to another. There's a two-fold reason for this: First, if an artist suddenly became hot with a hit after a switch, it would not be fair to the original distributor line-up. Conversely, it's also not fair to fluff off a chilly artist on another distributor, no would this tend to make the new distributor want to get behind the line.

Diversification, making it possible to take the most advantage of the best distributors in each territory and insuring proper frequency of releases for each artist, are given as the main reasons for subsidiary labels. On the record, the idea has worked well for Atlantic.

## Phase 2 Begins

Continued from page 35

the scope of our LPs even more. We have already invaded the pop LP field and we are about to invade the classical LP field. However, we will continue with our jazz LP series, and it will not become less important or less ambitious as our LP catalog becomes more general. We will continue

to encourage creative jazz talent and record as many of the great people in jazz as we can, whether they are famous, on the verge of being famous, obscure or unknown. We believe that as new generations become interested in jazz, they will turn to the great jazzmen, whether of the past or present. A jazz record, unlike other records, is never outdated if it was really good at the time it was made.

# HAPPY NEW YEAR " NEW DECADE

In this issue we wish you a "Happy New Year"—and we wish ourselves a "Happy New Decade". This is our 10th anniversary in the music business and we are celebrating by issuing four powerhouse records that we know will start off another decade of progress for us.

In the new release, note the debut on our label of THE JAYE SISTERS. This outstanding night club and TV act has made some marvelous records for Decca and has come up with a sure-fire hit for us. Coupled with Fats Domino's sockin' rockin' classic is a lively novelty that has great potential.

As for Clyde, Ray and Ivory Joe Hunter, their latest are their greatest. 'Nuff said?



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Clyde McPhatter 1170



GOING TO THE RIVER  
PITTER PATTER BOOM BOOM

Jaye Sisters 1171



TALKIN' 'BOUT YOU  
WHAT KIND OF MAN ARE YOU  
(Duet with Mary Ann Fisher)

Ray Charles 1172



BABY BABY COUNT ON ME  
YOU'RE ON MY MIND

Ivory Joe Hunter 1173

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## ATLANTIC RECORD ARTISTS



Chris Connor



The Drifters



Betty Johnson

### CHRIS CONNOR

Chris Connor recalls that even as green vocalist she didn't sing like the conventional pop singer. From the first, she had a definite jazz orientation. Chris returned to Kansas City—her birthplace—when Bobby Brookmeyer, then 19, formed a band there along modern jazz lines and wanted her to be the vocalist.

She joined Kenton on the West Coast in 1952 and suddenly began to "reach" jazz fans in a very big way. Out of this association came Chris' first record hit, "All About Ronnie." "By July, 1953," Chris says, "I had had it. The traveling and the one-nighters were killing me, and I had to quit." From then on, she has been going it alone, working as a single in clubs where she feels she can both enjoy her work and make a more concentrated impact on the jazz audience.

Chris' first albums were made for Bethlehem and were among the biggest jazz sellers of the early LP era. Atlantic signed Chris early in 1956 and has had even bigger hits with her, both on LP's and single. Her first two LP's, "Chris Connor" (1228) and "He Loves Me, He Loves Me Not" (1240) were followed by the monumental "Chris Connor Sings the George Gershwin Almanac of Song" (2-601).

### THE DRIFTERS

The Drifters have had two careers. The first revolves around Clyde McPhatter, for whom the group was originally organized. The group was formed in the fall of 1953 in New York, and took its name because each member had drifted from one singing group to another without finding the best spot for himself.

An Atlantic recording contract was signed shortly after they began rehearsals. Their first record was "Money Honey"—a great success. The Apollo Theater, New York, was selected as the spot for their club and theater debut.

The group got a reception that is accorded few at the Apollo, whose audience is considered the toughest on the

theater circuit. Frank Shiffman, manager of the theater, was so impressed that he signed the Drifters to a 10-year contract. In show business, this is unprecedented.

With McPhatter, the group enjoyed a long string of hits after "Money Honey." Standouts are "Such a Night," "Honey Love" and "White Christmas." After Clyde McPhatter was drafted in 1954, the group went on, producing record hits as before. Some of their post-McPhatter hits were "Steamboat," "Adorable" and "Soldiers of Fortune."

### BETTY JOHNSON

Well on her way to fame as a radio-TV and recording artist today, Betty Johnson has literally sung for her supper since she was five years old. A depression baby and daughter of a Smoky Mountain sharecropper, her life story is a Horatio Alger tale as it might have been written by John Steinbeck.

Betty was born on a farm in Guilford County, North Carolina. Her entire family is musical. At the height of the depression in 1935, Pa Johnson built a house trailer, hooked it to a broken-down jalopy and set off on a singing safari with the family across the South-west. "If we came to a crossroads where there was a eating place or gas station with enough traffic," she says, "we'd stop and put on a sing, and then pass the hat."

In 1940, the Johnson Family was signed by WBT, Charlotte, and for the next 10 years they sang folk songs and hymns every Sunday morning over the CBS network as part of "Carolina Calling." In 1952, Betty tried for and won first prize as a contestant on the Arthur Godfrey "Talent Scout" show. As a result, the ex-gospel singer signed for six weeks at New York's Copacabana and later was chosen to be "The Borden Girl" in all the film's TV commercials.

Betty now appears regularly every other week on Jack Paar's "Tonight" show on NBC. Her first records were made for the million mark. Betty's first Atlantic record has just been released. The sides are "The Little Blue Man" and "Winter in Miami."



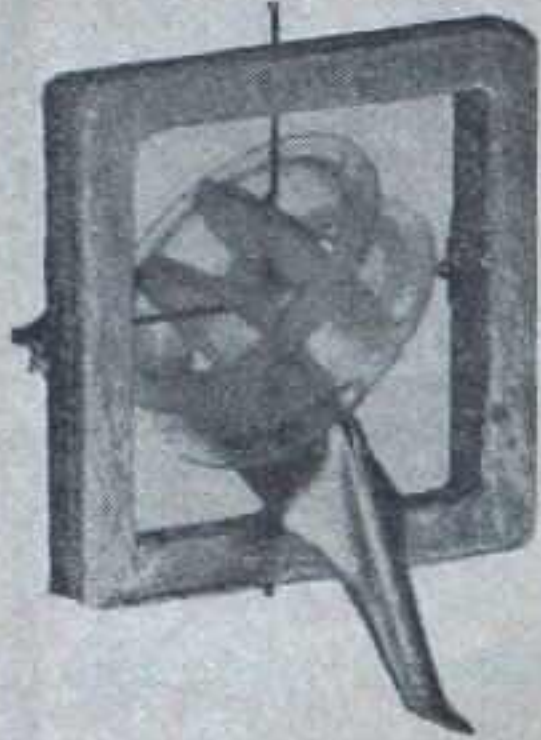
## THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

## NEW PRODUCTS

### FAIRCHILD STEREO CARTRIDGE SHOWN . . .

The photo below is the first view of what dealers and public may expect in a stereo playback cartridge. This is the heart of the single-stylus cartridge, developed by Fairchild engineers for playing stereo disks cut by the Westrex system. It consists



of two coil forms mounted in a frame at 45 degrees to the vertical axis of the record groove. Each coil form is at a 90 degree angle to the other, with an aluminum stylus arm secured to both members. Two crossed wires which can be seen passing thru the plastic forms are a unique method of pivoting a pick-up coil. For purposes of clarity the actual wires of the coils are not shown in the illustration. With the cartridge, it is possible to play any of the Westrex-cut stereo recordings and hear both channels with equal clarity. In addition, the cartridge will reproduce standard vertical or standard lateral recordings so that it is completely compatible with existing recordings. The cartridge is sold complete with arm for \$250.

### PHILCO HAS TWO NEW HI-FI CONSOLES . . .

Philco has announced two new high-fidelity consoles, available with or without AM-FM tuners, in traditional or modern cabinetry. Both models have sound systems incorporating electrostatic speakers for frequency response of up to and over 20,000 cps. The electrostatic speaker is complemented by a 10-inch woofer. In French Provincial styling, one model lists for \$239.95 in mahogany veneers, and \$249.95 in solid cherry. In modern styling, the second model is \$249.95 in medium walnut solids and in light oak solids and veneers. AM-FM tuners with AFC add \$90 to the cost of all models. All are equipped with a special jack for stereo tapes. The amplifier is a 20-watt unit. The dual-needle pick-up is a ceramic type.

### NEW STEREO DEMO FROM LIVINGSTON . . .

Livingston Audio Products, Caldwell, N. J., is offering a special demonstration tape, highlighting the firm's new Livingstonette series. It may be obtained directly from the manufacturer for only 50 cents, less than the cost of the same length of blank tape. The Livingstonette series

is a recently released series of stereo tapes featuring complete shorter works and retailing for only \$6.95. Demonstration Treat is the name given to the new stereo demo tape.

### MOTOROLA HAS NEW MODULAR DISPLAY . . .

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

## Webcor New Display Aid

Webcor, Inc., is introducing a new merchandising display for dealers, designed especially for the new three-speed Regent tape recorder. The display is brightly colored for maximum attention. It stands 24½ inches high and 18½ inches wide. It may be mounted on the Regent, with the recorder in either vertical or horizontal positions. The display is termed functional by the firm because it invites customer participation. By simply following the six easy steps indicated on the display, the customer can record his voice and play it back without any assistance from a salesperson.



End-of-the-month billing is a cheerful time for Nicholson's. A. M. Nicholson specializes in high profit, big-ticket, high-fidelity installations and service.



Here's the needle clinic and accessory counter set-up at Nicholson's. Notice the small size of the counter and the number of accessories displayed inside.

## ACCESSORY SELLING

# Needle Sales Are Easy Via Clinic

By RALPH FREAS

NASHVILLE — There has been a peculiar resistance on the part of many dealers to putting a needle clinic or accessory bar into their shops. It's peculiar, because high-profit accessories in stores where they've been promoted properly have paid off big. The only possible explanation is that dealers believe they can make more money by using the space for more record display (which isn't necessarily so) or that needle sales demand too much training on the part of the dealer or his clerks (which positively isn't so).

It's refreshing in the face of this resistance to discover a dealer who is doing a job in this area and a good one. The store is Nicholson's, a hi-fi, tape recorder and record shop in Nashville. Not only does A. M. Nicholson have a needle and accessory bar; he has a needle clinic he organized himself. The clinic consists of a fine old microscope of the medical-laboratory type which Nicholson bought second-hand. Beneath the mike's high-powered lens, Nicholson placed a blob of ordinary candle wax, as practical and simple a tool for holding a needle in place as you're likely to find anywhere.

The stand that holds the microscope doubles as a display case

for needles, accessories and cartridges. A show card at the top of the display tells the facts of needle wear simply so that anyone can understand. A needle life chart is featured (Metal . . . 15 hours, Sapphire . . . 50 hours, Diamond . . . up to 1,000 hours).

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

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

Undoubtedly, it's Nicholson's efforts to woo the hi-fi fan that have resulted in his successful needle clinic. Whatever the reason, it pays him to provide the service just as it would pay any dealer to imitate him.

## PROMOTION P. S.

# Christmas Card Stunt Pays Off

There's a happy postscript to the story that appeared in this section several weeks ago. It was the story about Don Marshall's Record Center in Bayonne, N. J., and the giant Christmas card he prepared for his teen-age customers to send to their TV idol, Dick Clark.

Here's what happened. After the card was sent, Clark's manager called Marshall to let him know that it would be seen on the "American Bandstand" show December 23 at 4:50 p.m. Don was pleased and, being a good promoter, immediately started to capitalize on the stunt. He sent out 100 announcement cards to major record manufacturers, distributors, accessory manufacturers, sheet music people and, in fact, to every firm doing business with him. He took an ad in the local newspaper to let the teenagers know the card was going on the show. The ad, incidentally, was a pleasant change from the usual product ad Marshall's ordi-

narily runs. He ran an announcement in his weekly mimeographed bulletin used as a stuffer in bills and packages. The local newspaper felt the card had some news value and ran a story about it.

Finally, Don installed a TV set in his show window so those who were not at home watching wouldn't miss the presentation of the card.

The card was shown on Dick Clark's show as scheduled. Dick made some comments about it and read off a couple of inscriptions from the card. But, instead of only one mention, the card appeared on the show four days. The name Don Marshall's Record Center could be clearly read most of the time the card was on the tube.

"I couldn't have asked for one-tenth of what I got," said happy Don Marshall. "The next week wasn't just a good week; it was a fabulous week. We were mobbed."

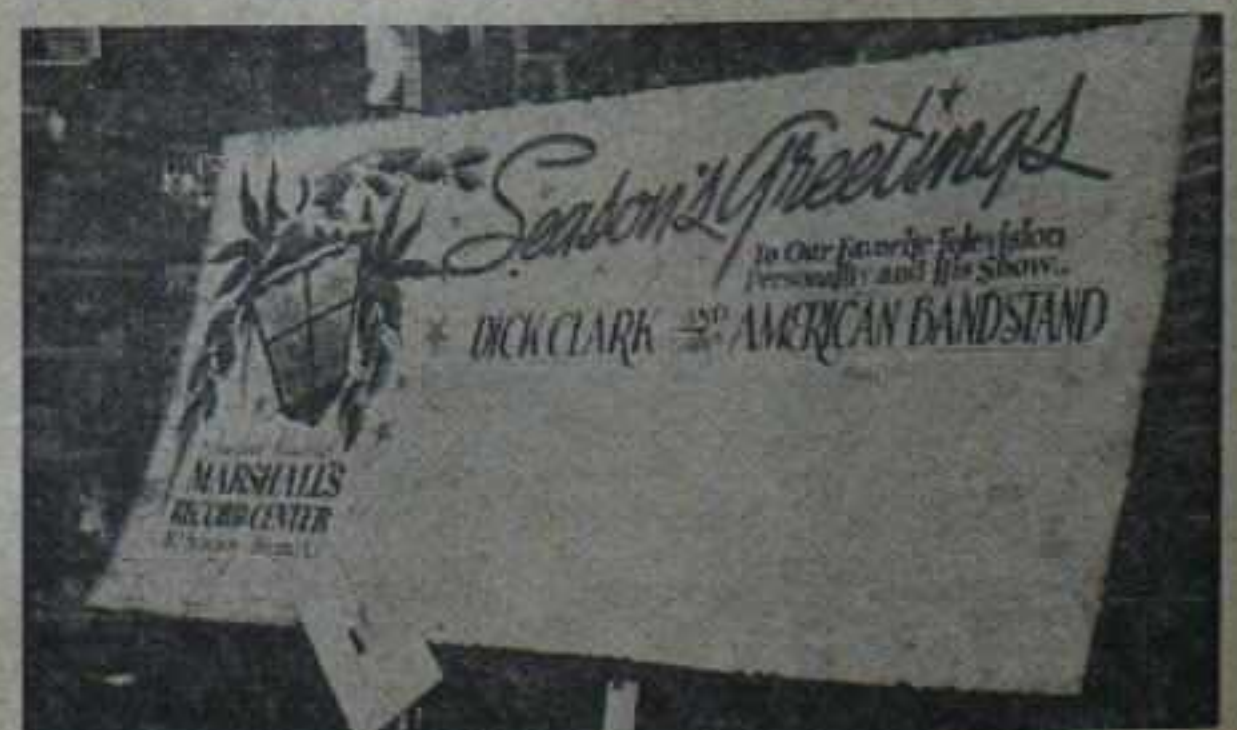
Don said teenagers came in from all over saying they had



The microscope is not one of those units offered free in some needle deal. It's a high-powered, efficient job bought second-hand by the store.

seen the card on TV. A great many of them were new customers of Don's competition. He even got a fan letter from a TV viewer in Upstate New York.

Dealers can learn one important thing from Don Marshall's experience. It's not enough to make a good publicity break for yourself; you have to be able to follow thru. Much of the value of the break on "American Bandstand" was in the cards, announcement and advertising Marshall did. There was little Marshall could do about getting a good play for the stunt on the show. He could, and did, show himself to be a good promoter by running with the ball when it was handed to him.



The four-foot by eight-foot card could hardly be missed on Dick Clark's "American Bandstand" show. An artist prepared the card for Marshall for less than \$40.



# 8 ways to sell THE HI-FI SOUND THAT SURROUNDS

in these stunning Decca Phonographs styled for appeal—priced to move!

**DECCA BUDGET HOME MUSIC SYSTEM**

**THE CLINTON** is the Decca budget Hi-Fonic High Fidelity Home Music System. Deluxe 4-speed changer, high fidelity amplifier, two speaker jacks. DP-627 (gray), DP-628 (tan). Speaker system features the sound that surrounds with two big, matched speakers. SE-801 (gray), SE-802 (tan).



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



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

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



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



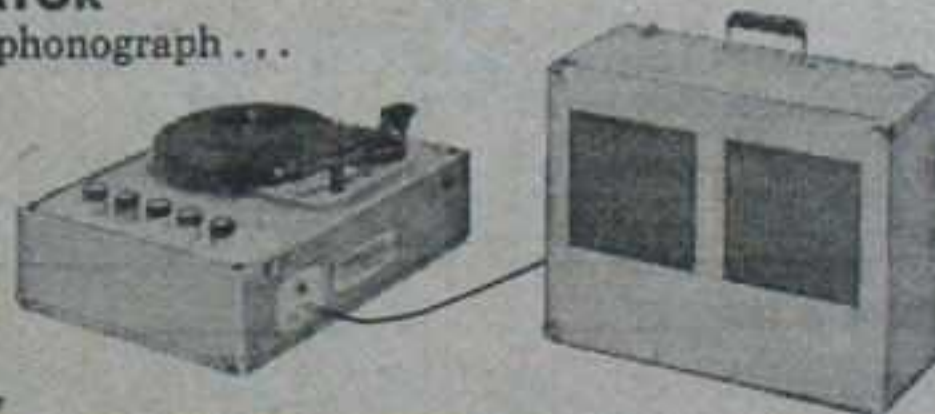
**THE PALM BEACH** is a 3-speed manual portable phonograph, with special recessed turntable section for playing 45 rpm records. Comes in charcoal and pink, red and white, turquoise and gray. DPS-9.



**THE CRAWFORD** complements the exciting new sound that surrounds with a look of sophisticated simplicity! An automatic High Fidelity console with AM radio, imported 4-speed automatic changer, 50-15,000 cps amplifier, three speakers. All wood cabinet with mahogany veneer. DP-730.

**THE DEMONSTRATOR**

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



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

ALL UL APPROVED.

**DECCA**<sup>®</sup>

*hi-fonic*<sup>®</sup>  
**PHONOGRAPHS**



A NEW  
WORLD OF  
HI-FI SOUND



# Holiday Disk Boom Shown by Survey

By RALPH FREAS and BUD FOSKETT

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

Business didn't really take off in a big way until the first week in December. Retailers generally

complained about the fact but, as shown in the chart on this page, record dealers made a nice recovery from the slow start. The December business was almost a hundred per cent higher than the average for October or November in dollars. Unit-wise, about 50 per cent more records were sold.

### Albums Responsible

Album sales on major labels were largely responsible for the increase. Of the total dollar increase, 75 per cent was from albums and 25 per cent from singles. Album sales actually tripled over what they did in October and November. In those two months, album sales averaged at three per dealer per day. This average sale rose to more than 10 per dealer per day in December.

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

### The Speed Picture

How did the business break down according to speeds? Of every \$1,000 of business, this is how sales were apportioned:

78 singles	.....	\$ 31
45 singles	.....	254
45 EP's	.....	66
LP's (10")	.....	2
LP's (12")	.....	640
Tape	.....	7

\$1,000

The recorded tape figure of \$7 out of every \$1,000 of business is interesting. It indicates that the tape industry in the over-all picture hit \$200,000 during December.

### The Average Dealer

The accompanying chart tells an interesting story. It traces the average day's business for the average dealer thru a four-month period (September thru December). After a September peak in the beginning of the month (Labor Day weekend), business steadily slumped to recover somewhat in October. In November, a slight decline can be noted up until after Thanksgiving. The rise then started but didn't really spurt upwards until the first week in December.

### \$1,000 a Week

This average dealer on an average day in October, and November



## News and Notes

It's not too early to start planning for Valentine's Day (Feb. 14). Explore gift certificate, ad and promotion possibilities. There's a Valentine's Day Promotion Council to write to for promotion material. Address is 16 E. 40th St., New York City.

J. Herbert Orr, founder and president of ORRadio Industries (Irish Brand tape), sees a bright future for recording tape in '58. Says Orr: "Tape recorder fans will buy 13 billion feet of tape, enough to span the distance from the moon to the earth (230,000 miles) ten times. And there will be enough left over to circumscribe the earth six times." Orr bases his prediction on figures compiled by the Magnetic Recording Industries Association. The figures show a half million recorders sold in 1957, 300,000 of them to new owners.

ber sold about three albums a day. Album sales went to more than 10 a day in December. During the week before Christmas the average sales for a record dealer topped the \$1,000 mark.

All of the statistics given here are based on actual over-the-counter sales as recorded by representatives of the New York University School of Retailing and reported from cities thru-out the U. S.

Pierce-Phelps, Inc., of Philadelphia has been appointed distributor for Zenith Radio Corporation. The firm will service Zenith dealers in Southeastern and central Pennsylvania, eight counties in New Jersey and New Castle County in Delaware. Radio, TV phonograph and high fidelity units comprise the products the firm will promote and merchandise.

A High Fidelity Music Show will open in Washington, D. C. on March 14. The three-day show reportedly drew over 15,000 visitors in 1956. In charge of proceedings is a committee headed by M. Robert Rogers, president of the Good Music Station, WGMS. Show will be held at the Shoreham Hotel. Admission is set at 90 cents.

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

United Audio Products announces the new Wigo 16" Super Woofer speaker (Model WD155). The unit can reproduce from 25 to 6,000 cps with a 30 cycle cone resonance. Price of the speaker is \$169.50.

## Du Mont Adds New Models

Three new television sets and a hi-fi phonograph have been added to the Du Mont receiver line. The television receivers include a 17-inch portable, a 21-inch lowboy and a contemporary styled console. The phonograph is a French Provincial model in



fruitwood. It has been named the New Yorker.

The New Yorker phonograph features two speakers—a 3 1/2 inch tweeter and a 10-inch woofer, separate bass and treble controls and automatic four speed changer. The unit is identical in equipment with models originally issued in contemporary and traditional styles.

Du Mont hasn't set prices. These will be established by distributors at a later date.

## New Tape Is Teaching Aid

Livingston Audio Products (Caldwell, N. J.) say they've opened up a new field in the use of stereo tapes with the introduction of their "Add-the-Melody-Tapes" line. The tapes contain a musical accompaniment on the lower track. When played on a machine with monaural record and stereo playback, the user can play or sing the melody to the sound of the accompaniment. The tape can then be played back stereophonically and the performer can hear himself with the benefit of professional accompaniment. The tape may be used over and over again because the lower track is not erased in the process.

Livingston sees wide use of the "Add-the-Melody-Tapes" in schools and are planning to issue a series of tapes for every grade level. Teachers may then hold sessions even tho a piano and accompanist are not available to them.

First tape available in the new line is a recording of old favorites in the "Let Me Call You Sweetheart" vein. Currently being recorded in Europe is a famous quartet—minus the lead.

The tapes can be played on all machines with the exception of Ampex, RCA, Tandberg and Webcor. These need circuit modifications because the lower head on these models disconnects during recording.

## COMING SOON! WEBCOR HI-FI VALUE FAIR

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



"Since our store sells top-quality hi-fi components, it is only natural that we should sell IRISH brand recording tape," says Stanley Werbin, owner of Sound Reproduction, Inc.,

one of the outstanding hi-fi stores in Newark, N. J. "We have carried IRISH recording tapes as our only tape line ever since we opened. It has been a pleasure to sell a trouble-free tape."

More and more hi-fi dealers are finding out, like Mr. Werbin, that it's easy to cash in on the tremendous reputation of IRISH Ferro-Sheen tapes among high-fidelity enthusiasts. The IRISH "Money-Maker Pack," newest and most attractive of the IRISH self-selling displays, takes up only two square feet of counter or wall space, displays twenty assorted IRISH reels, and nets the dealer a thirty-six dollar profit every time it is sold out—which is very often indeed!

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

(Advertisement)

### MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

853

Name \_\_\_\_\_

Occupation or Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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

COMING FEBRUARY 17

A Spotlight on Tape Issue

Featuring

## TRENDS IN TAPE



Zenith has opened what it describes as "the most beautiful display salon" to showcase radio, television and hi-fi sets. Located at the corner of Fifth Avenue and 53d Street, New York, the showroom is designed for the convenience of New Yorkers and the many visitors to New York every year. Visitors can pre-shop in the showroom but no sales will be made.





## ORRadio Adds To Its Line

ORRadio Industries (Irish Brand Tape) has added to its line of recording tapes. It is a "fortified double play" tape made on a Mylar polyester base. The



tape carries the catalog number 400.

ORRadio points out that the tape is strong enough to withstand a pull of three pounds without distortion. Its resistance to stretching insures fidelity of sound recorded on it. The long-playing feature offers the recordist up to four hours of recording (at 3 3/4 ips) on a single 2,400 foot reel. The price of a 2,400 foot reel is \$11.95.

## RCA Adds Two Clock Radios

RCA-Victor has just added two new clock radios to their line. The firm describes them as having "new easier-to-operate control levers." They have an "Instant Set" lever to turn the set and/or an electrical appliance on at a pre-set time. The "Slumber Switch" lever automatically turns off the radio or "Victrola" at a pre-selected time after the listener has dozed off.

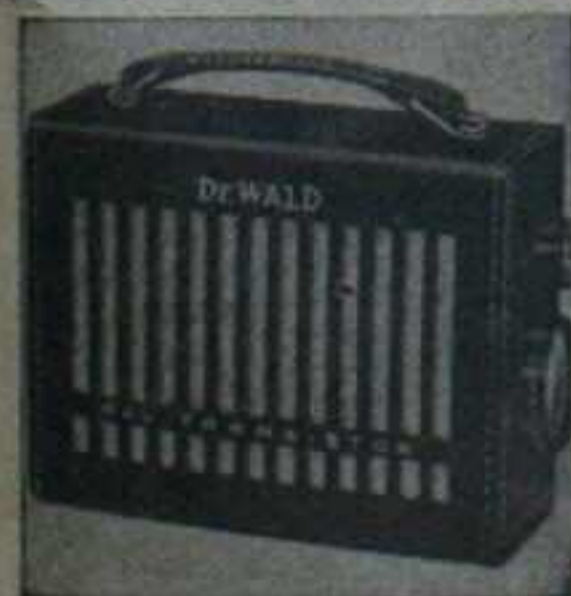
Both models have a luminescent, easy to read dial and graduated volume control.

The Bulletin (Model 9C8) also has a swivel base so that clock and sound may be turned in any direction. It retails for \$42.95. The other model is the Herald (Model 9C7). It retails for \$39.95.

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

## DeWald Radio Is \$36.95

A new all-transistor radio is being introduced to the trade by DeWald (Long Island City, N. Y.). Exclusive with the unit is a "Duoflex" circuit which enables the set to deliver fine quality



sound. Other features include a 4-inch speaker, a case of top grade Texon in black or suntan, and weight of only 2 1/4 pounds. This model M-414 will retail at \$36.95, plus batteries. Battery life is expected to exceed 500 hours with a single 9-volt battery.

# SYMPHONIC *adds* 4 Exciting New Value Leaders to America's Hottest HI-FI Line

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

Your Key to **Higher** **profits**

MODEL 1267

**89<sup>95</sup>** List

**4-SPEED AUTOMATIC HI-FI TABLE MODEL PHONOGRAPH**

It's going to be the hottest volume builder in the industry. Never before such powerful selling features at its low list price. Dual speakers, jamproof-intermix automatic changer, separate volume, bass and treble controls, dual Sapphire needles. In mahogany or blonde.

**119<sup>95</sup>** List

MODEL 1268

**4-SPEED AUTOMATIC HIGH FIDELITY PHONOGRAPH**

The unchallenged value leader that will send sales soaring to new highs. Sure-fire features that sell! Two coaxial speakers, external speaker outlet, jamproof-intermix automatic changer with automatic shut-off. Separate volume, bass and treble controls, dual Sapphire needles. In mahogany or blonde.

**179<sup>95</sup>** List

MODEL 1275

**4-SPEED AUTOMATIC HI-FI AM-FM RADIO-PHONO COMBINATION**

Three great mediums of home entertainment at a new low price! Highly sensitive AM-FM radio, three speakers, electronic crossover network, deluxe jamproof-intermix automatic changer with automatic shut-off. Separate loudness, bass and treble controls, dual Sapphire needles, 45 rpm spindle. In mahogany, blonde or fruitwood.

**139<sup>95</sup>** List

MODEL 1269

**4-SPEED AUTOMATIC HI-FI RADIO-PHONO COMBINATION**

An easy step-up from model 1268...for only 20.00 additional your customers receive so much more. Sensitive AM radio, two coaxial speakers, electronic crossover network, jamproof-intermix automatic changer with automatic shut-off. Separate volume, tone, radio-phonograph and tuning controls, dual Sapphire needles. In mahogany or blonde.

## HI-FI SPEAKERS

Increase your sales and profits with Symphonic's popular priced external HI-FI speakers. Priced to sell from 49.95.

Write to Symphonic Dept. D1-13 For Nearest Distributor



**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 nationwide network.



THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide



## BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JANUARY 4

The information given in this chart is based on actual sales to 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.	<b>Elvis' Christmas Album</b> Elvis Presley, RCA Victor LOC 1035	2	7
2.	<b>Merry Christmas</b> Bing Crosby, Decca DL 8128	1	7
3.	<b>Ricky</b> Ricky Nelson, Imperial IMP 9048	8	10
4.	<b>Around the World in 80 Days</b> Sound Track, Decca DL 9046	6	42
5.	<b>My Fair Lady</b> Original Cast, Columbia OL 5090	3	93
6.	<b>Hymns</b> Tennessee Ernie Ford, Capitol T 758	4	54
7.	<b>Pat's Great Hits</b> Pat Boone, Dot DLP 3071	10	13
8.	<b>The King and I</b> Sound Track, Capitol W 740	14	79
9.	<b>Perry Como Sings Merry Christmas Music</b> RCA Victor LPM 1243	11	5
10.	<b>Pal Joey</b> Sound Track, Capitol W 912	12	10
11.	<b>Oklahoma!</b> Sound Track, Capitol SAO 595	9	122
12.	<b>Christmas Hymns and Carols</b> Robert Shaw Chorus, RCA Victor LM 1711	5	4
13.	<b>Film Encores</b> Mantovani, London LL 1700	24	34
14.	<b>Dukes of Dixieland, Vol. 3</b> Audio Fidelity AFLP 1851	—	13
15.	<b>Christmas Carols</b> Mantovani, London LL 913	7	6
16.	<b>April Love</b> Pat Boone, Dot DLP 9000	25	4
17.	<b>Loving You</b> Elvis Presley, RCA Victor LPM 1515	16	26
18.	<b>Belafonte Sings of the Caribbean</b> Harry Belafonte, RCA Victor LPM 1501	—	13
19.	<b>Where Are You?</b> Frank Sinatra, Capitol W 855	15	16
20.	<b>Merry Christmas</b> Various Artists, Coral EC 82003	19	3
21.	<b>Warm</b> Columbia CL 1078	17	4
22.	<b>Songs of Christmas</b> Norman Luboff Choir, Columbia CL 926	—	1
23.	<b>A Swingin' Affair</b> Frank Sinatra, Capitol W 803	—	27
24.	<b>Hymns We Love</b> Pat Boone, Dot DEP 3068	—	1
25.	<b>Spirituals</b> Tennessee Ernie Ford, Capitol T 818	23	26

## Review Spotlight on . . .

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

### Documentary Album

**THE LADY FROM PHILADELPHIA; THRU ASIA WITH MARIAN ANDERSON (1-12")—Soundtrack, of "See It Now." RCA Victor LM 2212**

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

### Rhythm & Blues Album

**SAM COOKE (1-12")—Keen A 2001**

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

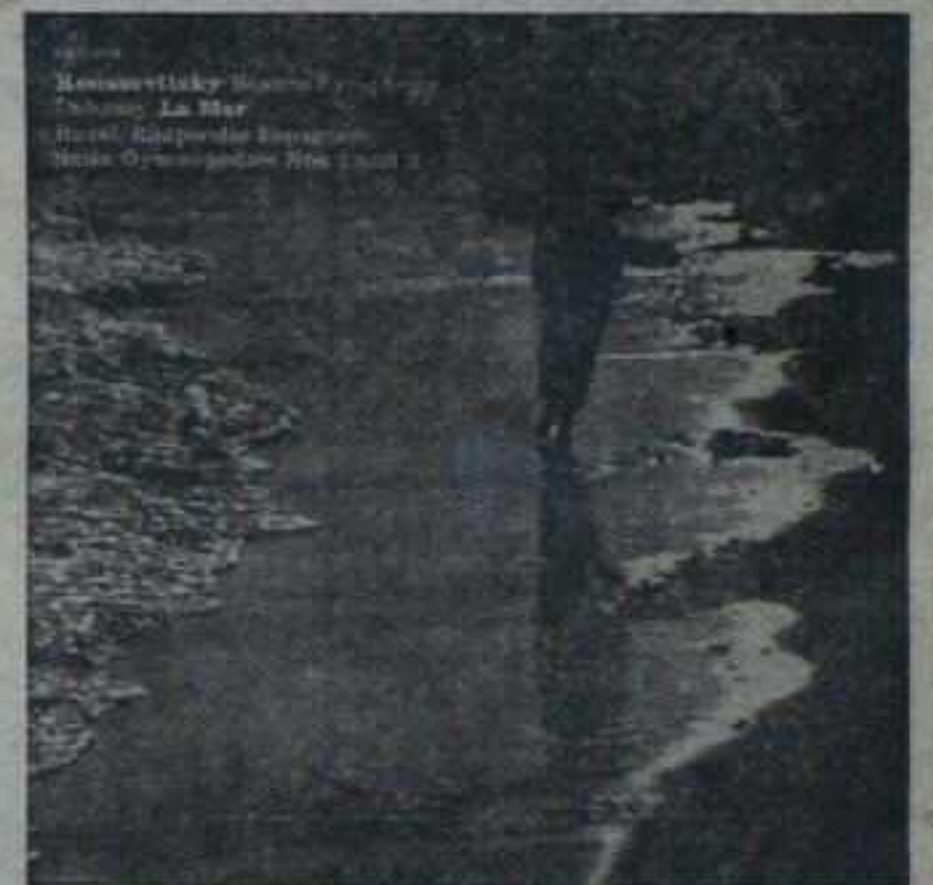
### Classical Albums

**TCHAIKOVSKY: EXCERPTS FROM THE SLEEPING BEAUTY (1-12")—London Symphony Orch (Monteux). RCA Victor LM 2177**  
There are numerous competitors on this repertoire, in both complete and excerpt form. This beautiful rendition of symphonic extracts, however, can win its own following, and as the

first new release of portions of the score, following a recent network TV presentation of *(Continued on page 75)*

Listed on these pages last week as a Special Merit Folk Album Spotlight was the following package: SABICAS (1-12") Montilla FM 108. This was an incorrect listing since the album mentioned is available only in Latin American areas. The same album is available for United States distribution on the Elektra label, EKL-121. We regret this error.

### — Album Cover of the Week —



**ROUSEVITZKY AND THE BOSTON SYMPHONY, RCA Camden CAL 376.** Beautiful color photo by Jeanette Klute captures the impressionistic quality of the album contents. An excellent cover and one that will certainly attract interest.

## Most Played by Jockeys

FOR SURVEY WEEK ENDING JANUARY 4

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

- 'S MARVELOUS**  
\* Ray Conniff . . . . . Columbia CL 1074
- PAL JOEY**  
Sound Track . . . . . Capitol W 912
- WARM**  
Johnny Mathis . . . . . Columbia CL 1078
- JUST ONE OF THOSE THINGS**  
Nat King Cole . . . . . Capitol W 903
- YOUNG IDEAS**  
Ray Anthony Orch. . . . . Capitol T 866
- RICKY**  
Ricky Nelson . . . . . Imperial EP 153
- JACKIE GLEASON PRESENTS Ooooo!**  
Jackie Gleason . . . . . Capitol W 905
- LESTER LANIN AT THE TIFFANY BALL**  
Lester Lanin . . . . . Epic LN 3010
- NEW GLENN MILLER ORCHESTRA**  
Ray McKinley . . . . . Victor LPM 1522
- WE GET LETTERS**  
Perry Como . . . . . Victor 1463



## Best Selling Pop EP's

FOR SURVEY WEEK ENDING JANUARY 4

The information given in this chart is based on actual sales to 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.

- JAILHOUSE ROCK**  
Elvis Presley . . . . . RCA Victor EPA 4114
- ELVIS' CHRISTMAS ALBUM**  
Elvis Presley . . . . . RCA Victor EPA 4105
- RICKY**  
Ricky Nelson . . . . . Imperial EP 153
- LOVING YOU**  
Elvis Presley . . . . . RCA Victor EPA 1-1515
- AND A VERY MERRY CHRISTMAS**  
Pat Boone . . . . . Dot DEP 1062
- HYMNS**  
Tennessee Ernie Ford . . . . . Capitol EAP 1-758
- FOUR BY PAT**  
Pat Boone . . . . . Dot DEP 1057
- SPIRITUALS**  
Tennessee Ernie Ford . . . . . Capitol EAP 1-818
- JUST A CLOSER WALK WITH THEE**  
Pat Boone . . . . . Dot DEP 1058
- LOVE ME TENDER**  
Elvis Presley . . . . . RCA Victor EPA 4006

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# BIG CONSUMER CONTEST LAUNCHES NEW GLENN MILLER ALBUM



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

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

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

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

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

On Long Play and 45 Economy Packags.

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



RCA VICTOR





# A HIT FROM BROADWAY ON 45 EP!

45 EP ECONOMY PACKAGE  
RCA VICTOR

RAMIN-KOSTAL  
ORCHESTRA  
THE SOUND OF  
WEST  
SIDE  
STORY



RCA VICTOR's 45 Economy Package of "THE SOUND OF WEST SIDE STORY". Here's the exciting music Leonard Bernstein wrote for the show that's the hit of the season—in an album that's headed for the best-seller lists!

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



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



## Reviews and Ratings of New Popular Albums

**MY FAIR LADY** ..... 82  
George Wright, Hi Fi (1-12")  
Record R 715

Here's a set that can have huge appeal to Wright's large following among organ and hi fi bugs. Masterful interpretations and the apparently never diluted appeal of the charming score make this highly salable. Worth stocking.

**SOFT SANDS** ..... 80  
Oscar Peterson with Buddy Bregman Orch. (1-12")  
Verve MGV 2079

This is a non-jazz performance by Peterson. It's a mood music set, with Peterson's scintillating piano style, abetted by a vocal chorus and Bregman's orchestra. The arrangements are plush, and are even more enhanced by four vocals by Peterson, the most charming of which is his purring of "It Happens Every Spring." It's a welcome addition to any listening library.

**THE 50TH ANNIVERSARY SHOW** ..... 75  
Sound Track (1-12")  
RCA Victor LOC 1037

This is the music from the noted NBC-TV show which marked the 50th anniversary of General Motors. A wealth of talent and song here—much of which will be remembered by listeners who viewed the show November 17. Hugo Winterhalter, Pat Boone, Steve Lawrence, Dan Dailey and Carol Burnett, Dinah Shore, Dorretta Morrow, Bernard Green's orchestra are in the line-up.

**YOURS FOREVER** ..... 72  
Billy Ward & The Dominoes (1-12")  
Liberty LRP 3083

Vocal harmony by Ward and the Dominoes is exact and haunting. Group purrs a flock of standards and a number of originals penned by Ward, with good, listenable results. Ward followers present a ready market, with the cover offering good exposure for the package.

**THE DELTA RHYTHM BOYS** ..... 70  
(1-12")  
Elektra 138

A package of extremely varied material, ranging from show tunes to folk. Well recorded, and performed. Included are "S Wonderful," "Saturday Night Fish Fry," "Blue Skies,"

"Riddle Song." Cover is neat and attractive.

**LET'S WALTZ** ..... 69  
Joe Biviano Orch. (1-12")  
Davis JD 114

Cover of this package spotlights photo of a buxom, scantily clad model, providing a decidedly incongruous contrast to the LP's schmaltzy instrumental contents and title. Quality-wise, package has appeal, in that it features 33 standards in waltz tempo—"Beautiful Dreamer," "Home Sweet Home," "Annie Laurie," etc.

**HIGH FI ROAD TO ROMANCE** ..... 68  
Mark Hunter cond. London Arts Symph. Orch. (1-12")  
GNP 30

A musical tour around the world, personified by such selections as "Brazil," "Paris in the Spring," "April in Portugal," all of which are tastefully performed. A vast amount of this repertoire has previously been issued, with sales limited by duplication.

**HARRINGTON PRESENTS  
BABS CAULKINS** ..... 68  
(1-12")  
Cadence CLP 5009

Society matron Babe Caulkins displays her parlor party talents on a group of special-material ditties mostly British music hall-styled items and standards. The amateur canary's set may go for the package, but otherwise LP has little general appeal for today's market.

**SLEEPY LAGOON** ..... 68  
Si Zentner with Russ Garcia Orch. (1-12")  
Liberty LRP 3055

A dedication to late maestro Tommy Dorsey by ace trombonist Si Zentner with plush ork backing by Russ Garcia. Altho Zentner's work is accomplished and the music is pleasant, there's more than enough material in this genre available, including Dorsey's original works.

EP

**ROCK AND ROLL WITH  
THE COASTERS** ..... 78  
Alco EP 4051

The Coasters have been hot of late and two of their hottest singles sides.

(Continued on page 50)

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HAVING A BALL . . . RANDY CARLOS & HIS ORCH.	FLP 1221
THE BEST OF THE LOT . . . CHA CHA RHYTHM BOYS	FLP 1220
WINE, WOMEN AND CHA CHA . . . JOSE CURBELO & HIS ORCH.	FLP 1219

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**EILEEN  
RODGERS**

I'M NOT AFRAID ANYMORE  
*b/w*  
JUST IN CASE YOU CHANGE  
YOUR MIND  
with RAY CONNIFF  
and his orchestra  
4-41097



**RAY  
ELLIS**

COME TO ME  
(from the television  
production "Come to Me")  
*b/w*  
36-26-36  
(from the Columbia © Album,  
"Ellis in Wonderland")  
RAY ELLIS and his orchestra  
4-41094



**BILLY  
BROWN**

MEET ME IN THE ALLEY,  
SALLY  
*b/w*  
I WANTED YOU  
4-41100



**PERCY  
FAITH**

MARIA  
(from the Broadway Production  
"West Side Story")  
*b/w*  
THE STARS  
PERCY FAITH and  
his orchestra and chorus  
4-41095



**CARL  
SMITH**

YOUR NAME IS BEAUTIFUL  
*b/w*  
YOU'RE SO EASY TO LOVE  
4-41092



**RONNIE  
SELF**

BOP A LENA  
*b/w*  
I AIN'T GOIN' NOWHERE  
4-41101

**THE  
WORD  
ON  
PLAYS**

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

**EXTRA EXPOSURE!**

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

**THE SURE-FIRE HITS ARE ON**

**COLUMBIA RECORDS**

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"CBS" T.M.



# A HIT ON 45 EP!

BY FRANKIE CARLE

Frankie Carle and his Beautiful Dolls

45 EP | ECONOMY PACKAGE  
RCA VICTOR



EPA-4147

RCA VICTOR'S 45 ECONOMY PACKAGE OF "BEAUTIFUL DOLLS." Frankie's great piano style makes "PAPER DOLL," "CHINA DOLL," "DOLL DANCE," and "THE WOODEN SOLDIER AND THE CHINA DOLL" come to life in this fast-moving new album.

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



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



## • Reviews and Ratings of New Popular Albums

• Continued from page 48

"Searchin'" and "Young Blood," are included in this package. Other items are "Idol With the Golden Head," and "My Baby Comes in Me." Photo of the boys in action on the cover lends display value for the racks and dealers' shelves. Solid merchandise for the teen trade.

**THE SOUND OF WEST SIDE STORY** ..... 46  
Ramin-Kostal Ork. (1-EP)  
RCA Victor EPA 4184

Four excerpts from non-popular score of hit musical, arranged by same men who created the show versions, also utilizing the Honeydewers group for vocal effects. Treatment of "Cool," "Cool Fugue," "Maria" and "Mambo" is hi-fi sounding and hip, but less imaginative than Manny Albam scoring of same music for Coral. Hard to see this in the EP market.

**LAUGHIN' AND SWINGIN' WITH BILL JACOBY** ..... 48  
(1-EP)  
RCA Victor EPA 4120

Jacoby corns and supposedly kids the tunes "Young Love," "Ballarina," "Serenade in Blue" and "Santa Catalina." It's amazingly unfunny. It could be skipped.

### Low-Priced

DEBUSSEY; LA MER; RAVEL;  
RHAPSODIE ESPAGNOLE; SATIE

**GYMNOPEDES NOS. 1 & 2** ..... 74  
Boston Symphony Orch. (Koussevitzky).  
(1-12")

RCA Camden CAL 576  
Repertoire will do better on regular disk shop bargain counters than on the racks. In fact, beautifully packaged re-issue can be pushed as a quality item. Sound is at least passable, and even good on the Ravel side. The interpretations rate with the best on the works. "La Mer" dates from 1940, the others are much better.

### Country & Western

**THE PICKARD FAMILY** ..... 73  
(1-12")

Verve MGV 2082  
Adult buyers may remember this group, one of the veterans of the folk music field. The melodies they render are the traditional folk songs, e. g. "Silver Threads," "Billy Boy," "Big Rock Candy Mountain," and they're offered in pleasant tones. Altho the market is limited, it's good wax nevertheless.

### Folk

**SUSAN REED SINGS OLD AIRS** ..... 86  
(1-12")

Elektra 126  
Delicate and sensitive performances of 18 folk songs by the popular Susan Reed make this an attractive buy for  
(Continued on page 79)

AWARD OF THE WEEK

SURE SHOT

SLEEPER OF THE WEEK

# SOLID

(14 KARAT)

(GOLD FOR '58)

MONEY MAKING MASTERPIECES

POP-SATIONAL



*The Casuals*  
**SO TOUGH**

b/w  
**I LOVE MY DARLING**

\*THE ORIGINAL

BACK BEAT 503

*Little Junior Parker*  
**THAT'S ALRIGHT**

b/w  
**PRETTY BABY**

DUKE 168



BLUE-SATIONAL

*Bill Bodaford and the Rockets*



**LITTLE GIRL**

r/w\*  
**TEARDROPS**  
BACK BEAT 507

\*(r/w rocked with)

ROCK-TACULAR

**BACK BEAT—DUKE RECORDS**  
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**CHALLENGE**

*Hits!*

*Hits!*

*Hits!*

*Hits!*

**BREAKING BIG**

**"SO TOUGH"**

BY THE **KUF-LINX** #1013

**STILL GOING STRONG**

**"I'M AVAILABLE"**

DAVE BURGESS

#1008

**"TEEN QUEEN"**

HUELYN DUVALL

#1012

*New!*

**NEW**

**RELEASES**

*New!*

**"TRAIN TO NOWHERE"**

*and*

**"TEQUILA"**

The Champs

#1016

**"SHE'S GOT EYES"**

*and*

**"SHADOW STREET"**

Kip Tyler

#1014

**"ALOHA LOVE CHANT"**

*and*

**"ANGEL IN MY ARMS"**

Bobby Milano

#1017

**"LIVE A LITTLE"**

*and*

**"THE FELLA WHO LOOKS LIKE ME"**

Prince Patridge

#1015

**CHALLENGE**







*He just bought five L.P.'s!*

**HARD TO BELIEVE? ABSOLUTELY NOT!**

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

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This is the order blank that will start AUDITION coming your way to help you increase sales and profits in 1958.

Copies of the February issue will be shipped to you January 31.

**Atlantic Aims for the Top**

Continued from page 38

quisitions include the Glowtones, an r.&b. group for East-West; Dean Beard (Atlantic), a rockabilly; pop thrush Carol Stevens; clefter-singer Otis Blackwell; the Jay Singers, pop group formerly with Decca; Bobby Darin (Atco), and Linda Hopkins (Atco).

In the album field, the blockbusters are the Modern Jazz Quartet, Chris Connor (also a strong singles entity); Jimmy Giuffre; Lennie Tristano and Charlie Mingus. Also in the jazz idiom, the company has much material in the can by Shorty Rogers and Lee Konitz, both of whom have departed the label. In the nitery idiom, the biggest draws are Mabel Mercer and Bobby Short.

**Future Expansion**

As for the immediate future, Atlantic's plans include expansion in two major races, essential to its projected role as a major label. These are classical recordings and stereo tape.

The tape plans are the more concrete at the moment. On February 1, the first stereo release will be shipped. There will be seven reels, all with specially designed covers, different from the comparable LP's, with booklets enclosed. Included will be the MJQ's "Fontessa," "Joe Turner Sings Kansas City Jazz," "Joe Castro-Mood Jazz," "Shorty Rogers-Martians Come Back," "Phi-

neas Newborn," "Wilbur De Paris at Symphony Hall" and "Chris Connor." These will be priced at \$11.95 each. There will be regular bi-monthly releases thereafter.

Looking to the stereo future, Atlantic, for the past three years, or since Nesuhi Ertegun joined, has been cutting all of its sessions stereo. The advent of the stereo disk will not pose any problem.

In the classical end, there are no specific plans set, but 1958 definitely will see the first releases. Projects have been put into motion to record the full gamut of longhair repertoire, including symphonic, operatic and chamber music, both here and in Europe. European recording and distribution ties have been signed.

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

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

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**Electronic Dreams**

Continued from page 18

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

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

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

**Juke Hearings**

Continued from page 18

Copyright Act, but exempt location owners from liability for performance royalty on juke box music, will have their say on February 19. Juke spokesmen will have Thursday, February 20. A third day will be held open for any further threshing out of the issues felt necessary.

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

Spokesmen for the music licensing and songwriter groups holding for the bill to put coin-operated music in the public performance category, feel optimistic about Sen. O'Mahoney's outspoken determination to settle the juke exemption matter in this session. (See stories in Coin Machine section.)



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**SONNY ROLLINS PLAYS FOR BIRD**  
Sonny Rollins, Max Roach and Kenny Dorham play a medley of Charlie Parker favorites. This is a seller!!!  
12" LP 7095

modern jazz begins on  
**PRESTIGE**  
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has got to be

**BIG BIG!**

The whole industry

... the whole country will soon be talking  
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**ABC-PARAMOUNT's**

latest blockbuster

# • SHORT SHORTS •

B/W PLANET ROCK

by the

**ROYAL TEENS**

9882

They're sure to cover  
—but they'll never even approach  
the selling sound of our

**ORIGINAL!**

So don't be caught short on

# • SHORT SHORTS •

—it'll stand tall  
among '58's  
smashes!





# HONOR ROLL OF HITS

TRADE MARK REG.

## THE NATION'S TOP TUNES For survey week ending January 4

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. April Love</b> By Fain & Webster—Published by Leo Feist (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15660.		1	<b>12</b>		
<b>2. Raunchy</b> By Justis-Manker—Published by Hi-Lo Music (BMI) BEST SELLING RECORDS: Ernie Freeman, Imperial 5474; Bill Justis, Phillips International 3519. RECORDS AVAILABLE: Muvva (Guitar) Hubbard, ABC-Paramount 9869; Billy Vaughn, Dot 15661; Shady Wall, Dec 30539.		2	<b>8</b>		
<b>3. At the Hop</b> By Singer-Medora-White—Published by Singular (BMI) BEST SELLING RECORDS: Danny and the Juniors, ABC-Paramount 9471. RECORD AVAILABLE: Nick Todd, Dot 15675.		3	<b>6</b>		
<b>4. Kisses Sweeter Than Wine</b> 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.		4	<b>8</b>		
<b>5. Peggy Sue</b> By Jerry Allison & Norman Petty—Published by Nor-Va-Jac Music. BEST SELLING RECORD: Buddy Holly, Coral 61885. RECORDS AVAILABLE: Jackie Walker, Imperial 5473; Rusty York, King 5103.		6	<b>8</b>		
<b>Second Ten</b>					
<b>11. Sugartime</b> By Charlie Phillips-Odis Echols—Published by Nor-Va-Jac (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charlie Phillips, Coral 61908.		-	<b>1</b>		
<b>12. Jailhouse Rock</b> By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7035.		10	<b>14</b>		
<b>13. Silhouettes</b> By B. Crewe and F. Slay—Published by Regent Music (BMI) BEST SELLING RECORD: Rays, Cameo 117. RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9856; Dean Jones, M-G-M 12380.		12	<b>13</b>		
<b>14. Liechtensteiner Polka</b> By Katscher-Lindt—Published by Burlington (ASCAP) BEST SELLING RECORD: Will Glane, London 1755. RECORDS AVAILABLE: Lawrence Welk, Coral 61900; LIT Wally Ork, Banana 510.		11	<b>8</b>		
<b>15. Stood Up</b> By D. Dickerson-E. Herrold—Published by Commodore Music (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5483.		20	<b>2</b>		
<b>16. Fascination</b> 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 Hamilton, London 1758; Dick Jacobs, Coral 61864; Don Johnson, Kandy 111; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5239; Dinah Shore, Vic 4980; Ethel Smith, Dec 30421; Troubadours, Kapp 191.		21	<b>22</b>		
<b>17. Chances Are</b> By Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40993.		13	<b>18</b>		
<b>18. Oh, Boy!</b> By Sunny West, Bill Tishman, Norman Petty—Published by Nor-Va-Jac (BMI) BEST SELLING RECORD: Crickets, Brunswick 9-55035.		19	<b>5</b>		
<b>19. My Special Angel</b> By Jimmy Duncan—Published by Merge (BMI) BEST SELLING RECORD: Bobby Helms, Dec 30423. RECORDS AVAILABLE: Frank D'Rone, Mercury 71193; Sonny Land Trio, Prep 115.		14	<b>13</b>		
<b>20. Melodie D'Amour</b> By Leo Johns-Henri Salvador—Published by Rayven Music (BMI) BEST SELLING RECORD: Ames Brothers, Vic 7046. RECORDS AVAILABLE: Marty Gold, Vic 0303; Edmundo Ros, London 1751.		15	<b>15</b>		
<b>Third Ten</b>					
<b>21. The Stroll</b> By Clyde Otis-Nancy Lee—Published by Meridian Music (BMI) RECORDS AVAILABLE: Diamonds, Mer 71242; Lancets, Coral 61930.		-	<b>1</b>		
<b>22. Around the World</b> 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 5291; Larry Storch, Roulette 4024; Victor Young and Bing Crosby, Dec 30262; Lawrence Welk, Coral 61741.		17	<b>31</b>		
<b>23. I'm Available</b> By Dave Burgess—Published by Golden West (ASCAP) RECORDS AVAILABLE: Dave Burgess, Challenge 1008; Kendall Sisters, Argo 5278; Bonnie Lou, King 5094; Margie Rayburn, Liberty 55102.		23	<b>10</b>		
<b>24. Put a Light in the Window</b> By Rhoda Roberts-Kenny Jacobson—Published by Planetary (ASCAP) RECORD AVAILABLE: Four Lads, Col 41058.		22	<b>6</b>		
<b>25. Wake Up Little Susie</b> By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) RECORD AVAILABLE: Everly Brothers, Cadence 1337.		18	<b>16</b>		
<b>26. Rock and Roll Music</b> By Chuck Berry—Published by Arc Music (BMI) RECORD AVAILABLE: Chuck Berry, Chess 1671.		24	<b>9</b>		
<b>27. Buzz, Buzz, Buzz</b> By J. Gray & R. Byrd—Published by Cash (BMI) RECORDS AVAILABLE: Rusty Draper, Mercury 71221; Hollywood Flames, Ebb 119.		27	<b>4</b>		
<b>28. Be-Bop Baby</b> By P. Longhurst—Published by Travis Music (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5483.		26	<b>15</b>		
<b>29. Twelfth of Never</b> By P. F. Webster & Livingston—Published by Empress (ASCAP) RECORD AVAILABLE: Johnny Mathis, Col 40993.		-	<b>11</b>		
<b>30. Waitin' In School</b> By Johnny Burnette and Dorsey Burnette—Published by Recve (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5483.		-	<b>1</b>		

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





# Buyboard

## THE ANDREWS SISTERS

With Orchestra Conducted by Bob Thompson

ONE MISTAKE  
MELANCHOLY MOON

Record No. 3869



## RENATO CAROSONE

e il Suo Sestetto  
Canta: Gega Di Giacomo in Napoli.

PIGLIATE 'NA PASTIGLIA  
(Take A Pill) (Carosone-Nissa)

Renato Carosone e Il Suo Sestetto  
Canta: Renato Carosone in Napoli.

'A SUNNAMBULA  
(The Sleepwalker)  
(Alfieri-Pisano)

Record No. 71072



## TENNESSEE ERNIE FORD

With Orchestra and Chorus  
Conducted by Harry Geller

DOWN DEEP  
BLESS YOUR PEA  
PICKIN' HEART

Record No. 3868



## ANDY GRIFFITH

Orchestra Under Direction of  
Billy May

SILHOUETTES  
CONVERSATION WITH  
A MULE

Record No. 3872

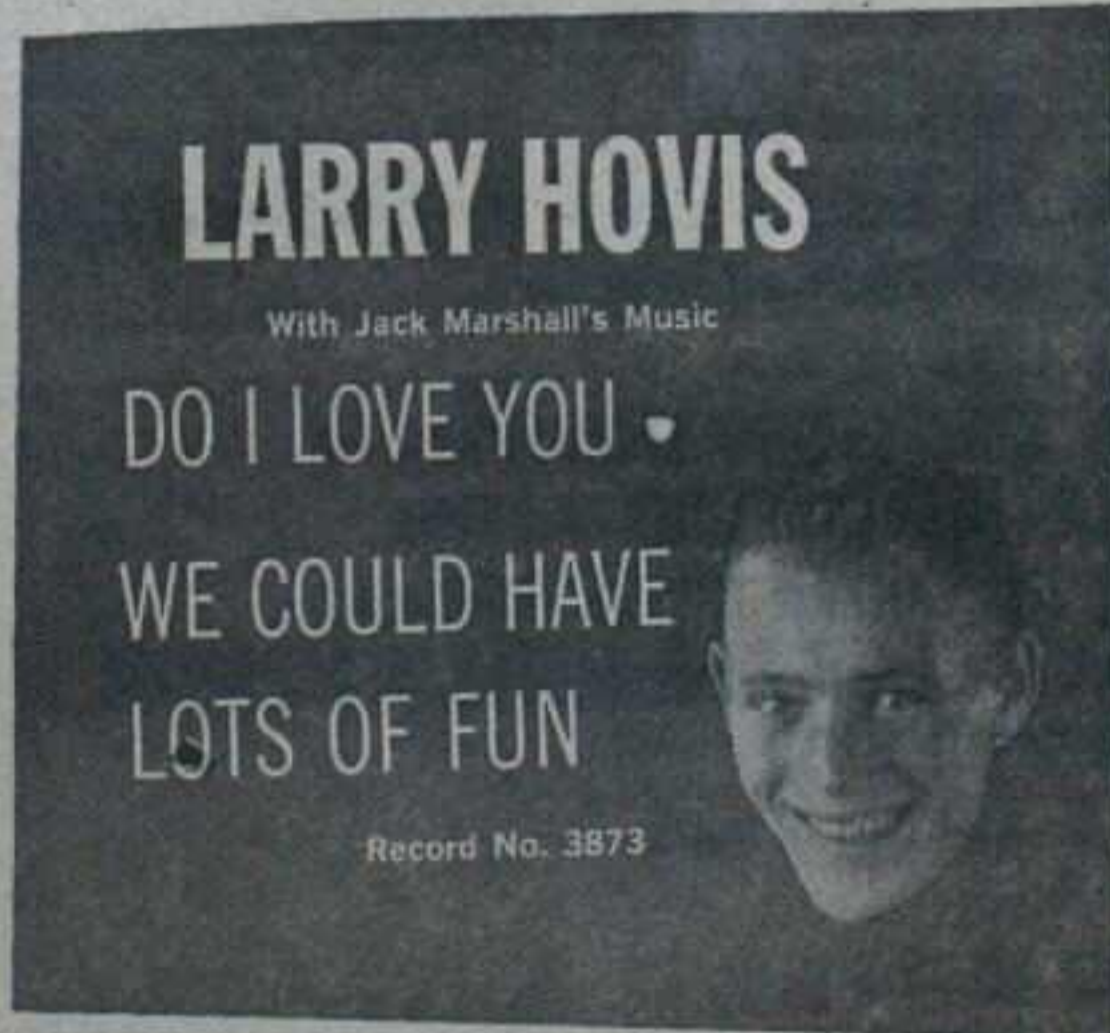


## LARRY HOVIS

With Jack Marshall's Music

DO I LOVE YOU  
WE COULD HAVE  
LOTS OF FUN

Record No. 3873

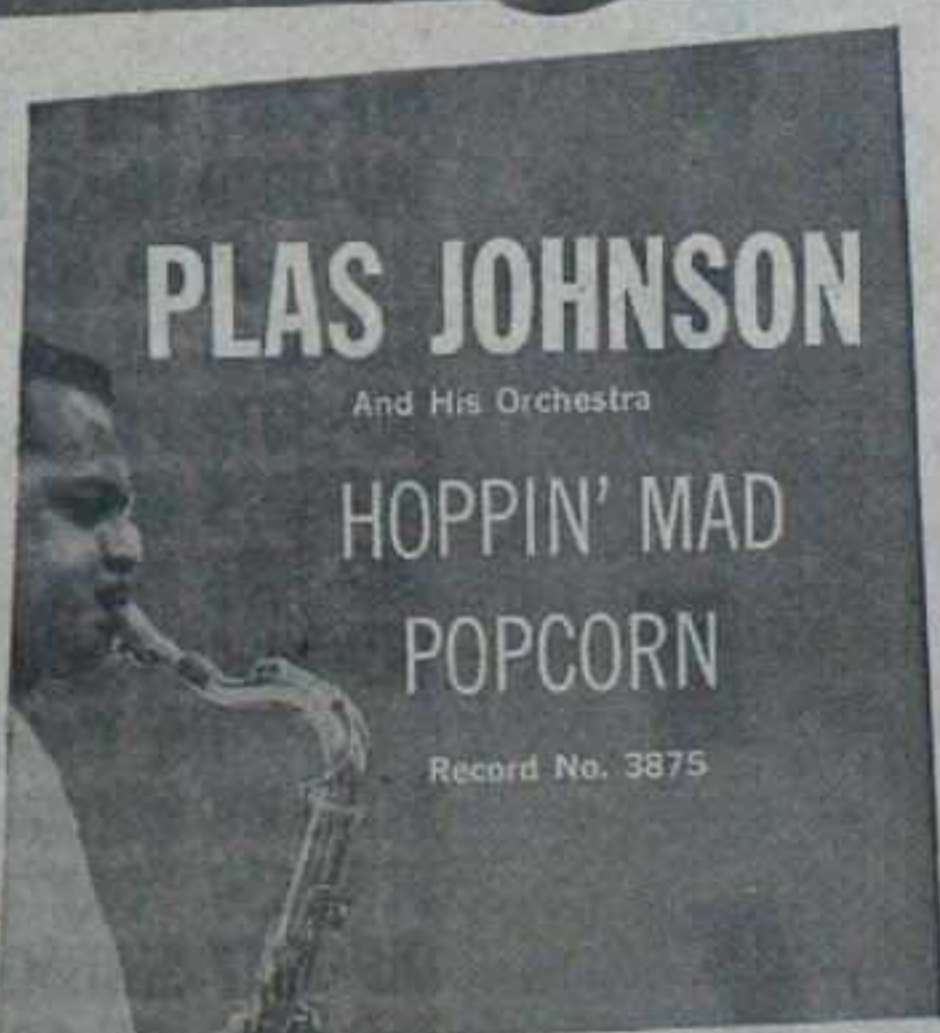


## PLAS JOHNSON

And His Orchestra

HOPPIN' MAD  
POPCORN

Record No. 3875



## THE LOUVIN BROS.

DOG SLED  
WHEN I  
LOVED YOU

Record No. 3871

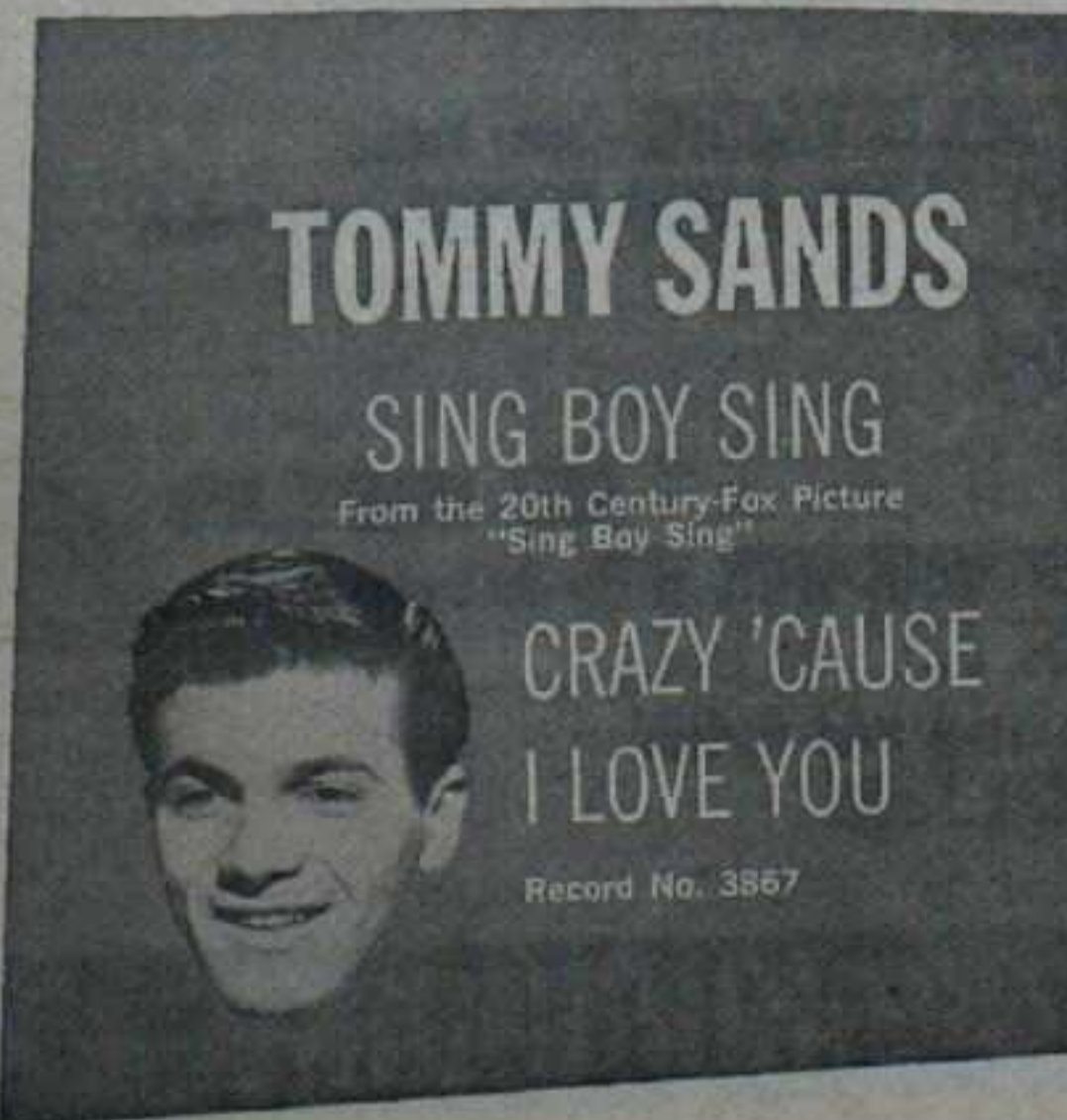


## TOMMY SANDS

SING BOY SING  
From the 20th Century-Fox Picture  
"Sing Boy Sing"

CRAZY 'CAUSE  
I LOVE YOU

Record No. 3867



## MAMIE VAN DOREN

with Orchestra and Chorus  
Conducted by Warren Barker

SOMETHING TO  
DREAM ABOUT  
I FELL IN LOVE

Record No. 3863





*Dot's***PARADE of BEST SELLERS**

- 15661 **SAIL ALONG SILVERY MOON—RAUNCHY** —Billy Vaughn  
 15660 **APRIL LOVE—WHEN THE SWALLOWS COME BACK TO CAPISTRANO** —Pat Boone  
 15664 **HENRIETTA** —Jimmy Dee  
 15662 **THE JOKER** —The Hilltoppers  
 15680 **I CAN'T HELP IT** —Margaret Whiting  
 15683 **YELLOW DOG BLUES—SUGAR TRAIN** —Johnny Maddox  
 15675 **AT THE HOP—I DO** —Nick Todd  
 15682 **LOVE LIKE A FOOL—AIN'T IT THE TRUTH** —The Fontane Sisters  
 15666 **WINTER WARM—GO 'WAY FROM MY WINDOW** —Gale Storm  
 15686 **LOCKED IN THE ARMS OF LOVE—WHERE THE RIO DE ROSA FLOWS** —Ken Copeland  
 15679 **GOLDEN BOY—ACORN** —Carol Jarvis  
 15678 **MAKING BELIEVE—I SAW YOUR FACE IN THE MOON** —Bonnie Guitlar  
 15570 **LOVE LETTERS IN THE SAND** —Pat Boone  
 15612 **MISTER FIRE EYES** —Bonnie Guitlar  
 15586 **REBEL** —Carol Jarvis  
 15665 **THE BRIGHT LIGHT—ROC-A-CHICKA** —Jim Lowe  
 15657 **I'M ALONE BECAUSE I LOVE YOU—DON'T LET IT GET AROUND** —Tab Hunter  
 15649 **WHERE DID OUR YOUNG YEARS GO—COTTON-EYED JOE** —Don Reno-Red Smiley

BEST SELLING LP's

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

BEST SELLING EP's

- DEP-1056 **A CLOSER WALK WITH THEE**—Pat Boone  
 DEP-1057 **"FOUR BY PAT"**—Pat Boone  
 DEP-1055 **A DATE WITH PAT BOONE**  
 DEP-1049 **PAT BOONE SINGS**

*Dot*

RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 2-3141

THE NATION'S BEST SELLING RECORDS



# Nick Todd

With Another BIG ONE!

Ever  
Since  
I  
Met  
Lucy



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\*  
A  
G  
E  
CUTIE

#15688

*Dot* RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 2-3141  
THE NATION'S BEST SELLING RECORDS





# Best Sellers in Stores

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

FOR  
SURVEY WEEK  
ENDING  
JANUARY 4, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. AT THE HOP (BMI)— Danny and the Juniors.....	1	6	18. RAUNCHY (BMI)—Ernie Freeman.....	17	9	34. I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke.....	35	4
Sometimes (BMI)—ABC-Paramount 9871			Puddin' (BMI)—Imperial 5474			FOREVER (BMI)—Specialty 619		
2. STOOD UP (BMI)—Ricky Nelson.....	4	3	19. BE-BOP BABY (BMI)—Ricky Nelson..	15	15	35. THE STORY OF MY LIFE (ASCAP)— Marty Robbins .....	34	7
WAITIN' IN SCHOOL (BMI)— Imperial 5483			HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)— Imperial 5463			Once-a-Week Date (BMI)—Col 41013		
3. GREAT BALLS OF FIRE (BMI)— Jerry Lee Lewis.....	2	7	20. ALL THE WAY (ASCAP)— Frank Sinatra .....	20	10	36. LA DEE DAH (BMI)—Billy and Lillie..	—	1
You Win Again (BMI)—Sun 291			CHICAGO (ASCAP)—Cap 3793			The Monster (BMI)—Swan 4002		
4. APRIL LOVE (ASCAP)—Pat Boone.....	3	11	21. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn .....	25	4	37. NO LOVE (BUT YOUR LOVE) (BMI)—Johnny Mathis .....	33	5
When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660			RAUNCHY (BMI)—Dot 15661			WILD IS THE WIND (ASCAP)— Col 41060		
5. PEGGY SUE (BMI)—Buddy Holly.....	5	10	22. THE STROLL (BMI)—Diamonds.....	40	2	38. LITTLE BITTY PRETTY ONE (BMI)—Thurston Harris .....	31	12
Everyday (BMI)—Coral 61885			Land of Beauty (BMI)—Mercury 71242			I Hope You Won't Hold It Against Me (ASCAP)—Aladdin 3398		
6. JAILHOUSE ROCK (BMI)—Elvis Presley	7	14	23. BUZZ, BUZZ, BUZZ (BMI)— Hollywood Flames .....	23	7	39. HONEYCOMB (ASCAP)— Jimmie Rodgers .....	26	22
TREAT ME NICE (BMI)—Vic 7035			Crazy (BMI)—Ebb 119			Their Hearts Were Full of Spring (ASCAP)— Roulette 4015		
7. JINGLE BELL ROCK (ASCAP)— Bobby Helms .....	9	4	24. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV.....	22	7	40. PUT A LIGHT IN THE WINDOW (ASCAP)—Four Lads .....	39	5
Captain Santa Claus (ASCAP)—Dot 30513			Even Tho' (BMI)—ABC-Paramount 9862			The Things We Did Last Summer (ASCAP)— Col 41058		
8. YOU SEND ME (BMI)—Sam Cooke.....	10	12	25. JUST BORN (BMI)—Perry Como.....	28	12	41. OH, JULIE (BMI)—Crescendos.....	—	1
SUMMERTIME (ASCAP)—Keen 34013			IVY ROSE (ASCAP)—Vic 7050			My Little Girl (BMI)—Nasco 6095		
9. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers .....	8	8	26. THE BIG BEAT (BMI)—Fats Domino... 29	4		42. LITTLE SANDY SLEIGHFOOT (ASCAP)—Jimmy Dean .....	37	3
Better Loved You'll Never Be (ASCAP)— Roulette 4071			I WANT YOU TO KNOW (BMI)— Imperial 5477			When They Ring the Golden Bells—Col 41025		
10. RAUNCHY (BMI)—Bill Justis.....	6	9	27. TEARDROPS (BMI)— Lee Andrews and the Hearts.....	21	7	43. WHITE CHRISTMAS (ASCAP)— Bing Crosby .....	38	5
The Middle Man (BMI)—Phillips International 3519			Girl Around the Corner (BMI)—Chess 1673			God Rest Ye Merry, Gentlemen (ASCAP)— Dee 23778		
11. SILHOUETTES (BMI)—The Rays.....	11	13	28. FASCINATION (ASCAP)— Jane Morgan .....	36	19	44. THE JOKER (BMI)—Hilltoppers.....	46	4
Daddy Cool (BMI)—Cameo 117			Fascination (Instrumental) (ASCAP)—Kapp 191			Chicken, Chicken (ASCAP)—Dot 15662		
12. OH, BOY! (BMI)—Crickets.....	14	7	29. MELODIE D'AMOUR (BMI)— Ames Brothers .....	24	14	45. TAMMY (ASCAP)—Debbie Reynolds... 43	25	
Not Fade Away (BMI)—Brunswick 35035			So Little Time (BMI)—Vic 7046			French Heels (ASCAP)—Coral 61851		
13. MY SPECIAL ANGEL (BMI)— Bobby Helms .....	16	13	30. SUGARTIME (BMI)—McGuire Sisters... 42	2		46. SANTA AND THE SATELLITE (BMI)—Buchanan and Goodman.....	41	4
Standing at the End of My World (BMI)— Dee 30423			Banana Split (BMI)—Coral 61924			Part 2 (BMI)—Luniverse 107		
14. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers .....	12	16	31. I'M AVAILABLE (BMI)— Margie Rayburn .....	30	10	47. HENRIETTA (BMI)—Jimmy Dee.....	—	1
Maybe Tomorrow (BMI)—Cadence 1337			If You Were (ASCAP)—Liberty 55102			Don't Cry No More (BMI)—Dot 15664		
15. ROCK AND ROLL MUSIC (BMI)— Chuck Berry .....	13	10	32. (I LOVE YOU) FOR SENTIMENTAL REASONS (BMI)—Sam Cooke.....	32	3	48. THE JOKER (BMI)—Billy Myles.....	45	8
Blue Feeling (BMI)—Chess 1671			DESIRE ME (BMI)—Keen 4002			Honey Bee (BMI)—Ember 1026		
16. CHANCES ARE (ASCAP)— Johnny Mathis .....	19	17	33. LIECHTENSTEINER POLKA (ASCAP)—Will Glabe .....	27	9	49. TILL (ASCAP)—Roger Williams.....	47	10
THE TWELFTH OF NEVER (ASCAP)—Col 40993			Schweitzer Polka (BMI)—London 1753			Big Town (ASCAP)—Kapp 197		
17. BONY MORONIE (BMI)— Larry Williams .....	18	10				50. KEEP A' KNOCKIN' (BMI)— Little Richard .....	—	13
YOU BUG ME, BABY (BMI)— Specialty 615						Can't Believe You Want to Leave—Specialty 611		

## THIS WEEK'S BEST BUYS

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

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

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

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



## RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING JANUARY 4

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- Don't Let Go . . . . . **Roy Hamilton**  
(BMI) Epic 9257
- Get a Job . . . . . **Silhouettes**  
(BMI) Ember 1029
- A Very Special Love . . . . . **Johnny Nash**  
(ASCAP) ABC-Paramount 9874
- You Can Make It, If You Try . . . . . **Gene Allison**  
(BMI) Vee Jay 250



THE TRADE SAYS...

**“HOT!”**

A First “Spotlight” hit of '58...

—BILLBOARD

Picked

“Sleeper of the Week”...

—THE CASH BOX JAN. 11



**Helpless**

BY

**THE PLATTERS**

COUPLED WITH “INDIFF’RENT”

MERCURY 71246



**BREAKING OUT EVERYWHERE**

**CARL PERKINS  
LEND ME  
YOUR COMB**

SUN # 287

**CARL PERKINS  
LEND ME  
YOUR COMB**

SUN # 287

**CARL PERKINS  
LEND ME  
YOUR COMB**

SUN # 287

**CARL PERKINS  
LEND ME  
YOUR COMB**

SUN # 287



# Most Played by Jockeys

FOR SURVEY WEEK ENDING JANUARY 4

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows 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	12
2.	AT THE HOP (BMI)—Danny and the Juniors..... Sometimes (BMI)—ABC-Paramount 9871	5	4
3.	FISSES SWEETER THAN WINE (BMI)— Jimmie Rodgers ..... Better Loved You'll Never Be (ASCAP)—Roulette 4031	4	9
4.	RAUNCHY (BMI)—Ernie Freeman..... Puddin' (BMI)—Imperial 5474	6	7
5.	ALL THE WAY (ASCAP)—Frank Sinatra..... Chicago (ASCAP)—Cap 3793	2	12
6.	YOU SEND ME (BMI)—Sam Cooke..... Summertime (ASCAP)—Keen 34013	3	11
7.	PEGGY SUE (BMI)—Buddy Holly..... Everyday (BMI)—Coral 61885	7	9
8.	RAUNCHY (BMI)—Bill Justis..... The Midnite Man (BMI)—Phillips International 3519	9	8
9.	GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis... You Win Again (BMI)—Sun 281	12	6
10.	WHY DON'T THEY UNDERSTAND? (BMI)— George Hamilton IV..... Even Tho' (BMI)—ABC-Paramount 9862	18	2
11.	PUT A LIGHT IN THE WINDOW (ASCAP)— Four Lads ..... The Things We Did Last Summer (ASCAP)—Col 41058	8	6
12.	JINGLE BELL ROCK (ASCAP)—Bobby Helms..... Captain Santa Claus (ASCAP)—Dec 30513	11	2
13.	SUGARTIME (BMI)—McGuire Sisters..... Banana Split (BMI)—Coral 61924	14	2
14.	CHANCES ARE (ASCAP)—Johnny Mathis..... The Twelfth of Never (ASCAP)—Col 40993	13	18
15.	THE STORY OF MY LIFE (ASCAP)— Marty Robbins ..... Once-a-Week Date (BMI)—Col 41013	20	5
16.	THE STROLL (BMI)—Diamonds..... Land of Beauty (BMI)—Mercury 71242	-	1
17.	I'M AVAILABLE (BMI)—Margie Rayburn..... If You Were (ASCAP)—Liberty 55102	17	10
18.	THE TWELFTH OF NEVER (ASCAP)— Johnny Mathis ..... Chances Are (ASCAP)—Col 40993	22	14
19.	YOU SEND ME (BMI)—Teresa Brewer..... Would I Were (ASCAP)—Coral 61898	10	10
20.	OH, BOY! (BMI)—Crickets..... Not Fade Away (BMI)—Brunswick 53035	25	4
21.	CATCH A FALLING STAR (ASCAP)—Perry Como... Magic Moments (ASCAP)—Vic 7128	-	1
22.	RAUNCHY (BMI)—Billy Vaughn..... Sail Along Silvery Moon (ASCAP)—Dot 15661	16	3
23.	DANCE TO THE BOP (BMI)—Gene Vincent..... I Got It (BMI)—Cap 3839	-	1
24.	WILD IS THE WIND (ASCAP)—Johnny Mathis..... No Love (But Your Love) (BMI)—Col 41060	-	2
25.	JAILHOUSE ROCK (BMI)—Elvis Presley..... Treat Me Nice (BMI)—Vic 7035	15	14



# MUSICAL DINAHmite!



# THIRTEEN MEN

# I'VE NEVER LEFT YOUR ARMS

# DINAH SHORE

47/20-7138



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA





## Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 4

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## 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 Dab, Billy and Lillie, Swan  
Rock and Roll Music, Chuck Berry, Cha.  
The Stroll, Diamonds, Mer.  
Why Don't They Understand?, George Hamilton IV

## CHICAGO

At the Hop, Danny and the Juniors, ABC-Para  
Great Balls of Fire, Jerry Lee Lewis, Sun  
Jailhouse Rock, Elvis Presley, Vic.  
Lichtentelcher Polka, Will Glaze, Lon.  
My Special Angel, Bobby Helms, Dec.  
Oh, Boy! Chickens, Bk.  
Peggy Sue, Buddy Holly, Cor.  
Raunchy, Bill Justis, Phil. Intl.

## 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, Rk.  
Oh, Julie, Concordia, Nac.  
Salt Along Silvery Moon, Raunchy Billy Vaughn, Dot  
Stand Up/Waltz' in School, Ricky Nelson, Imp.

## EAST TEXAS

April Love, Pat Boone, Dot  
At the Hop, Danny and the Juniors, ABC-Para  
Be-Boop Baby, Ricky Nelson, Imp.  
Bony Maroonie, Larry Williams, Spa.  
Chances Are/The Twelfth of Never, Johnny Mathis, Col.  
Peggy Sue, Buddy Holly, Cor.  
Raunchy, Bill Justis, Phil. Intl.  
Wake Up Little Susie, Everly Brothers, Cdc.

## FLORIDA

At the Hop, Nick Todd, Dot  
Great Balls of Fire, Jerry Lee Lewis, Sun  
Kisses Sweeter Than Wine, Jimmie Rodgers, Rk.  
Love Me Forever, Four Everests, Pys.  
(No Love) But Your Love, Johnny Mathis, Col.  
Silhouettes, Ray, Cam.  
Stand Up, Ricky Nelson, Imp.  
Teardrops, Lee Andrews and the Hearts, Cha.

## LOS ANGELES

April Love, Pat Boone, Dot  
Great Balls of Fire, Jerry Lee Lewis, Sun  
Jailhouse Rock, Elvis Presley, Vic.  
Kisses Sweeter Than Wine, Jimmie Rodgers, Rk.  
Oh, Boy! Chickens, Bk.  
Raunchy, Ernie Freeman, Imp.  
Silhouettes, Ray, Cam.  
Waltz' in School Stand Up, Ricky Nelson, Imp.

## NEW YORK AND NEWARK

At the Hop, Danny and the Juniors, ABC-Para  
Great Balls of Fire, Jerry Lee Lewis, Sun  
Kisses Sweeter Than Wine, Jimmie Rodgers, Rk.  
Peggy Sue, Buddy Holly, Cor.  
Raunchy, Bill Justis, Phil. Intl.  
Rock and Roll Music, Chuck Berry, Cha.  
Silhouettes, Ray, Cam.  
Teardrops, Lee Andrews and the Hearts, Cha.

## NORTHERN NEW YORK STATE

April Love, Pat Boone, Dot  
At the Hop, Danny and the Juniors, ABC-Para  
Jailhouse Rock, Elvis Presley, Vic.

Jingle Bell Rock, Bobby Helms, Dec.  
Kisses Sweeter Than Wine, Jimmie Rodgers, Rk.  
Raunchy, Bill Justis, Phil. Intl.  
Stand Up, Ricky Nelson, Imp.  
The Story of My Life, Marty Robbins, Col.

## NORTHERN OHIO

April Love, Pat Boone, Dot  
At the Hop, Danny and the Juniors, ABC-Para  
Be-Boop Baby, Ricky Nelson, Imp.  
Great Balls of Fire, Jerry Lee Lewis, Sun  
Raunchy, Ernie Freeman, Imp.  
Salt Along Silvery Moon/Raunchy Billy Vaughn, Dot  
Stand Up/Waltz' 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/The Twelfth of Never, Johnny Mathis, Col.  
Great Balls of Fire, Jerry Lee Lewis, Sun  
Henrietta, Jimmy Dee, Dot  
Jingle Bell Rock, Bobby Helms, Dec.  
Peggy Sue, Buddy Holly, Cor.  
Stand Up/Waltz' in School, Ricky Nelson, Imp.  
You Send Me, Sam Cooke, Keen

## PHILADELPHIA

All the Way/Chicago, Frank Sinatra, Cap.  
April Love, Pat Boone, Dot  
At the Hop, Danny and the Juniors, ABC-Para  
Dry Bone/Just Bury, Perry Como, Vic.  
Jailhouse Rock, Elvis Presley, Vic.  
Melodie D'Amour, Ames Brothers, Vic.  
My Special Angel, Bobby Helms, Dec.  
You Send Me, Sam Cooke, Keen

## SAN FRANCISCO AND OAKLAND

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, Rk.  
Peggy Sue, Buddy Holly, Cor.  
Raunchy, Ernie Freeman, Imp.  
Stand Up/Waltz' in School, Ricky Nelson, Imp.  
You Send Me/Summertime, Sam Cooke, Keen

## SOUTHERN OHIO

April Love, Pat Boone, Dot  
Be-Boop Baby, Ricky Nelson, Imp.  
Jailhouse Rock, Elvis Presley, Vic.  
Peggy Sue, Buddy Holly, Cor.  
Raunchy, Ernie Freeman, Imp.  
She's Next, Dale Wright, Fy.  
Stand Up, Ricky Nelson, Imp.  
Wake Up Little Susie, Everly Brothers, Cdc.

## 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, Rk.  
Peggy Sue, Buddy Holly, Cor.  
Stand Up/Waltz' 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  
Baz, Baz, Baz, Hollywood Flames, Bbb  
Great Balls of Fire, Jerry Lee Lewis, Sun  
Wake Up Little Susie, Everly Brothers, Cdc.  
Raunchy, Bill Justis, Phil. Intl.  
Rock and Roll Music, Chuck Berry, Cha.

I Busted!

"JO-ANN"

by

THE PLAYMATES

R - 4037



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# THE ACTION IS ON ROULETTE



*Buddy Knox*  
**"SWINGIN' DADDY"**

R-4042



*Carol Hughes*  
 The Original  
**"LEND ME YOUR COMB"**

R-4041

*The Techniques* **'HEY LITTLE GIRL'**

R-4030



**'YOU'RE THE GREATEST'** *Valarie Carr*

R-4038

*Count Basie* **'THE KID FROM RED BANK'**

R-4040



**'GEE BABY, AIN'T I GOOD TO YOU'** *Joe Williams*

R-4039



**A SOUND BET... BUY ROULETTE**





BRAND NEW and...  
A SOLID POP HIT!

JOHNNY  
CASH



BALLAD OF  
A TEENAGE  
QUEEN



b/w "Big River"

SUN #283



Top 100 Sides

FOR SURVEY WEEK ENDING JANUARY 4

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 SUR, Buddy Holly, Coral	4
5.	STOOD UP, Ricky Nelson, Imperial	10
6.	JINGLE BELL ROCK, Bobby Helms, Decca	5
7.	JAILHOUSE ROCK, Elvis Presley, Victor	6
8.	YOU SEND ME, Sam Cooke, Keen	9
9.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	7
10.	RAUNCHY, Bill Justis, Phillips International	8
11.	SILHOETTES, Rays, Cameo	11
12.	OH, BOY! Crickets, Brunswick	14
13.	MY SPECIAL ANGEL, Bobby Helms, Decca	15
14.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	12
15.	ROCK AND ROLL MUSIC, Chuck Berry, Chess	13
16.	RAUNCHY, Ernie Freeman, Imperial	17
17.	BE-BOP BABY, Ricky Nelson, Imperial	16
18.	CHANCES ARE, Johnny Mathis, Columbia	19
19.	ALL THE WAY, Frank Sinatra, Capitol	18
20.	BONY MORONIE, Larry Williams, Specialty	20
21.	WAITIN' IN SCHOOL, Ricky Nelson, Imperial	22
22.	THE STROLL, Diamonds, Mercury	26
23.	BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	24
24.	WHY DON'T THEY UNDERSTAND? George Hamilton IV, ABC-Paramount	23
25.	TEARDROPS, Lee Andrews and the Hearts, Chess	21
26.	FASCINATION, Jane Morgan, Kapp	31
27.	MELODIE D'AMOUR, Ames Brothers, Victor	25
28.	SUGARTIME, McGuire Sisters, Coral	41
29.	I'M AVAILABLE, Margie Rayburn, Liberty	28
30.	LIECHTENSTEINER POLKA, Will Glahn, London	26
31.	THE STORY OF MY LIFE, Marty Robbins, Columbia	30
32.	LA DEE DAA, Billy and Lillie, Swan	75
33.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	45
34.	LITTLE BITTY PRETTY ONE, Thurston Harris, Aladdin	29
35.	HONEYCOMB, Jimmie Rodgers, Roulette	26
36.	I'LL COME RUNNING BACK TO YOU, Sam Cooke, Specialty	36
37.	PUT A LIGHT IN THE WINDOW, Four Lads, Columbia	35
38.	THE BIG BEAT, Fats Domino, Imperial	40
39.	RAUNCHY, Billy Vaughn, Dot	33
40.	JUST BORN, Perry Como, Victor	36
41.	OH JULIE, Crescendos, Nasco	58
42.	LITTLE SANDY SLEIGHFOOT, Jimmy Dean, Columbia	32
43.	IVY ROSE, Perry Como, Victor	46
44.	WHITE CHRISTMAS, Bing Crosby, Decca	34
44.	THE JOKER, Hilltoppers, Dot	51
46.	(I LOVE YOU) FOR SENTIMENTAL REASONS, Sam Cooke, Keen	49
47.	DESIRE ME, Sam Cooke, Keen	50
48.	NO LOVE (BUT YOUR LOVE), Johnny Mathis, Columbia	60
49.	TAMMY, Debbie Reynolds, Coral	43
49.	I WANT YOU TO KNOW, Fats Domino, Imperial	48

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.	SANTA AND THE SATELLITE, Buchanan & Goodman, Luniverse	34
52.	WILD IS THE WIND, Johnny Mathis, Columbia	43
53.	HENRIETTA, Jimmie Dee, Dot	64
53.	THE JOKER, Billy Myles, Ember	46
53.	TILL, Roger Williams, Kapp	52
53.	KEEP A' KNOCKIN', Little Richard, Specialty	68
57.	PENNY LOAFERS AND BOBBY SOCKS, Joe Bennett and the Sparkletones, ABC-Paramount	58
58.	COULD THIS BE MAGIC? Dubs, Gone	44
59.	YOU BUG ME, BABY, Larry Williams, Specialty	56
60.	DANCE TO THE BOP, Gene Vincent, Capitol	54
60.	HULA LOVE, Buddy Knox, Roulette	60
60.	MARCH FROM RIVER KWAI, AND COLONEL BOGEY, Mitch Miller, Columbia	—
63.	HAPPY BIRTHDAY, BABY, Tune Weavers, Checker	56
63.	PRETEND YOU DON'T SEE HER, Jerry Vale, Columbia	70
65.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	64
66.	A VERY SPECIAL LOVE, Johnny Nash, ABC-Paramount	64
67.	YOU SEND ME, Teresa Brewer, Coral	68
67.	HEY, LITTLE GIRL, Techniques, Roulette	53
67.	THE TWELFTH OF NEVER, Johnny Mathis, Columbia	77
70.	AT THE HOP, Nick Todd, Dot	93
70.	SHE'S NEAT, Dale Wright, Fraternity	—
72.	BACK TO SCHOOL AGAIN, Timmy Rodgers, Cameo	79
73.	DON'T LET GO, Roy Hamilton, Eple	—
73.	HEY, SCHOOLGIRL, Tom and Jerry, Big	54
73.	LOVE ME FOREVER, Four Esquires, Paris	98
76.	ALONE, Shepherd Sisters, Lance	73
77.	AROUND THE WORLD, Victor Young, Decca	—
77.	HARD TIMES (THE SLOP), Noble (Thin Man) Watts, Baton	—
77.	WALKIN' WITH MR. LEE, Les Allen, Ember	—
77.	YOU'RE THE GREATEST, Billy Scott, Cameo	—
81.	DO WHAT YOU DID, Thurston Harris, Aladdin	—
81.	SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER), Ray Charles, Atlantic	81
81.	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	73
84.	DIANA, Paul Anka, ABC-Paramount	87
84.	FOREVER, Sam Cooke, Specialty	69
84.	THIS IS THE NIGHT, Valliant, Keen	82
84.	THAT'LL BE THE DAY, Crickets, Brunswick	82
84.	WAIT AND SEE, Fats Domino, Imperial	82
89.	SILENT NIGHT, Bing Crosby, Decca	67
90.	GEISHA GIRL, Hank Locklin, Victor	87
91.	DEEP BLUE SEA, Jimmy Dean, Columbia	93
91.	I'LL REMEMBER TODAY, Patti Page, Mercury	87
91.	TEDDY BEAR, Elvis Presley, Victor	87
94.	HONEST I DO, Jimmy Reed, Vee Jay	—
94.	SOFT, Bill Doggett, King	—
96.	MY ONE SIN, Four Coins, Epla	—
96.	MR. LEE, Bobbettes, Atlantic	—
96.	REMEMBER YOU'RE MINE, Pat Boone, Dot	77
96.	SILHOETTES, Diamonds, Mercury	79
100.	AROUND THE WORLD, Mantovani, London	79
100.	RUDOLPH, THE RED-NOSED REINDEER, Gene Autry, Challenge	71



# RCA VICTOR STARTS THE NEW YEAR WITH A GREAT BIG SMASH MAGIC MOMENTS

MAGIC MOMENTS

MAGIC MOMENTS

MAGIC MOMENTS

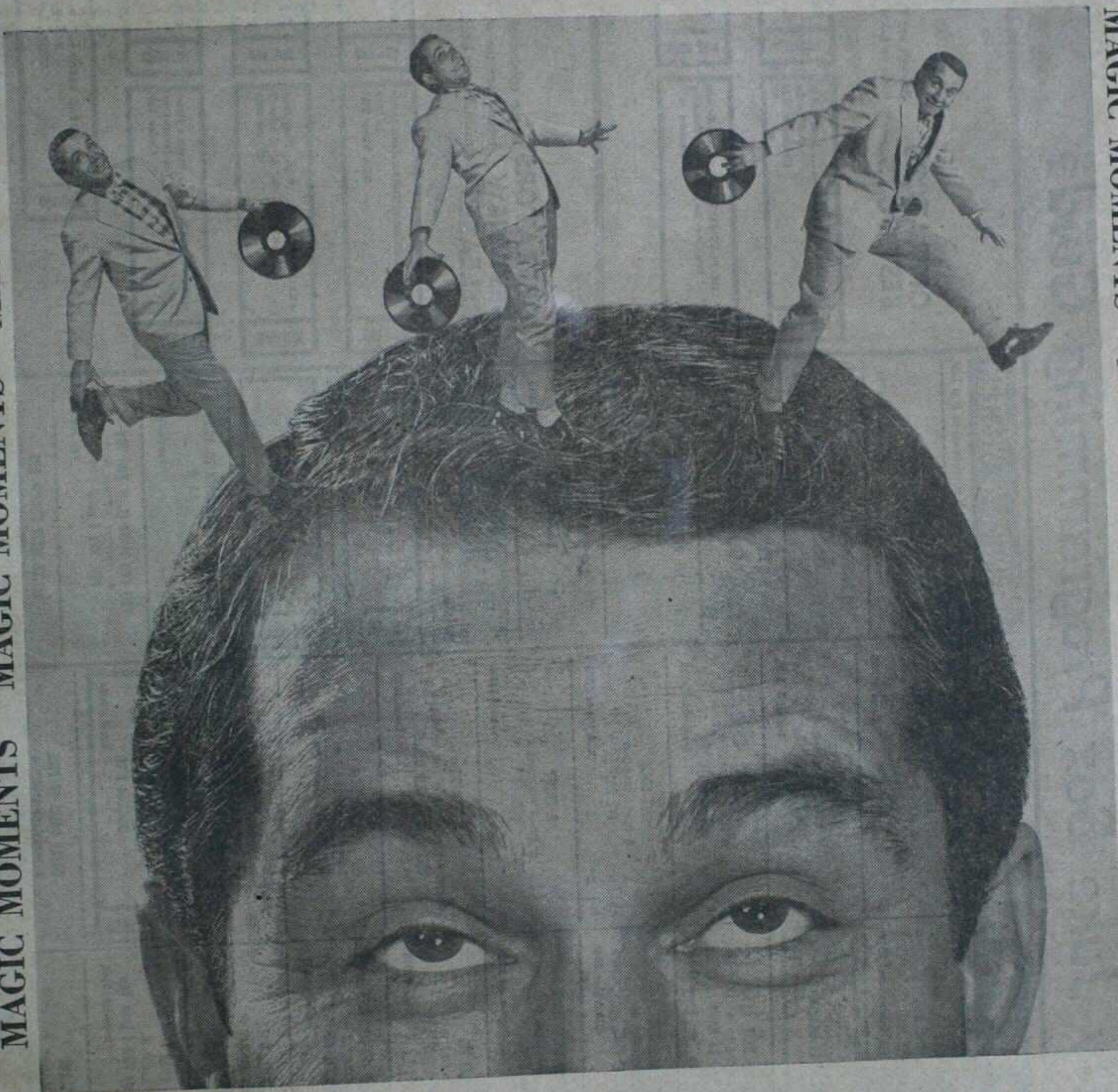
MAGIC MOMENTS

MAGIC MOMENTS

MAGIC MOMENTS

MAGIC MOMENTS

MAGIC MOMENTS



# BIG COMOTION

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



RCA VICTOR



MAGIC MOMENTS

MAGIC MOMENTS

MAGIC MOMENTS



FOR SURVEY WEEK ENDING JANUARY 4, 1958

# Weekly Juke Box Programming Guide

## POPULAR

**SILHOUETTES**  
★ THE RAYS ★  
DADDY COOL  
Cameo 117

**MY SPECIAL ANGEL**  
★ BOBBY HELMS ★  
STANDING AT THE END OF MY WORLD  
Decca 30423

**WAKE UP LITTLE SUSIE**  
★ EVERLY BROTHERS ★  
MAYBE TOMORROW  
Columbia 1337

**ROCK AND ROLL MUSIC**  
★ CHUCK BERRY ★  
BLUE FEELING  
Chess 1671

**ALL THE WAY**  
★ FRANK SINATRA ★  
CHICAGO  
Capital 3793

**AT THE HOP**  
★ DANNY AND THE JUNIORS ★  
SOMETIMES  
ABC-Paramount 9871

**JINGLE BELL ROCK**  
★ BOBBY HELMS ★  
CAPTAIN SANTA CLAUS  
Decca 30513

**APRIL LOVE**  
★ PAT BOONE ★  
WHEN THE SWALLOWS COME BACK TO CAPISTRANO  
Dot 15660

**NEW HIT**  
**SAIL ALONG SILVERY MOON**  
★ BILLY VAUGHN ★  
BAUNCHY  
Dot 15561

**JAILHOUSE ROCK**  
★ ELVIS PRESLEY ★  
TREAT ME NICE  
BCA Victor 7933

**RAUNCHY**  
★ BILL JUSTIS ★  
THE MIDWINTER MAN  
Phillips, International 3519

**NEW HIT**  
**THE STROLL**  
★ THE DIAMONDS ★  
LAND OF BEAUTY  
Mercury 71242

**THE BIG BEAT**  
★ FATS DOMINO ★  
I WANT YOU TO KNOW  
Imperial 5477

**MELODIE D'AMOUR**  
★ AMES BROTHERS ★  
SO LITTLE TIME  
BCA Victor 7046

**WHY DON'T THEY UNDERSTAND**  
★ GEORGE HAMILTON ★  
EVEN THO'  
ABC-Paramount 9862

**YOU SEND ME**  
★ SAM COOKE ★  
SUMMERTIME  
Keen 34013

**KISSES SWEETER THAN WINE**  
★ JIMMIE RODGERS ★  
BETTER LOVED YOU'LL NEVER BE  
Boulette 4031

**BUZZ, BUZZ, BUZZ**  
★ HOLLYWOOD FLAMES ★  
CRAZY  
Ebb 119

**BE BOP BABY**  
★ RICKY NELSON ★  
Have I Told You Lately That I Love You  
Imperial 5463

**CHANCES ARE**  
★ JOHNNY MATHEIS ★  
THE TWELFTH OF NEVER  
Columbia 4993

**PEGGY SUE**  
★ BUDDY HOLLY ★  
EVERYDAY  
Coral 61885

**STOOD UP**  
★ RICKY NELSON ★  
WAITIN' IN SCHOOL  
Imperial 5483

**OH, BOY!**  
★ THE CRICKETS ★  
NOT FADE AWAY  
Brunswick 55035

**JUST BORN**  
★ PERRY COMO ★  
IVY ROSE  
BCA Victor 7050

**RAUNCHY**  
★ ERNIE FREEMAN ★  
PUDDIN'  
Imperial 5474

**TEARDROPS**  
★ LEE ANDREWS AND THE HEARTS ★  
GIRL AROUND THE CORNER  
Chess 1675

**FASCINATION**  
★ JANE MORGAN ★  
FASCINATION (INSTRUMENTAL)  
Kapp 191

**BONY MORONIE**  
★ LARRY WILLIAMS ★  
YOU BUG ME, BABY  
Specialty 615

**NEW HIT**  
**SUGARTIME**  
★ THE McGUIRE SISTERS ★  
BANANA SPLIT  
Coral 61924

**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.

**NEW HIT**  
**LA DE DAH**  
★ BILLY & LILLIE ★  
THE MONSTER  
Swan 4002

**NEW HIT**  
**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**  
★ JOHNNY MATHEIS ★  
HEY, HEY I LOVE YOU  
Van Jay 713

**LITTLE BITTY PRETTY ONE**  
★ THURSTON HARRIS ★  
I HOPE YOU DON'T HOLD IT AGAINST ME  
Atoddin 3398

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

**BEST BUY**  
**FRANKIE AYALON**.....Dele Dineh  
Ook La La  
Chancellor 1011

**BEST BUY**  
**THE PLAYMATES**.....Jo-An  
You Can't Stop Me From Dreaming  
Koulette 4017

**BEST BUY**  
**THURSTON HARRIS**.....Do What You Did  
I'm Asking Forgiveness  
Atoddin 3399

**BEST BUY**  
**THE SILHOUETTES**.....Get a Job  
I Am Lovable  
Ember 1029

**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**  
**THE AMES BROTHERS**.....Lullie Gypsy  
La Love  
RCA Victor 7134

**OPINION**  
**HAROLD BURRAGE**.....She Knows Me Out  
A Heart  
Coburn 5023

**OPINION**  
**FERLIN HUSKY**.....Wine, Dine, Doo  
What 'Cha Doin' After School?  
Capitol 3862

**OPINION**  
**JOHNNY MATHEIS**.....Come to Me  
When I Am With You  
Columbia 44002

**OPINION**  
**MIKE PEDIEN**.....Shake a Hand  
The Diddle-Dee  
Cameo 125

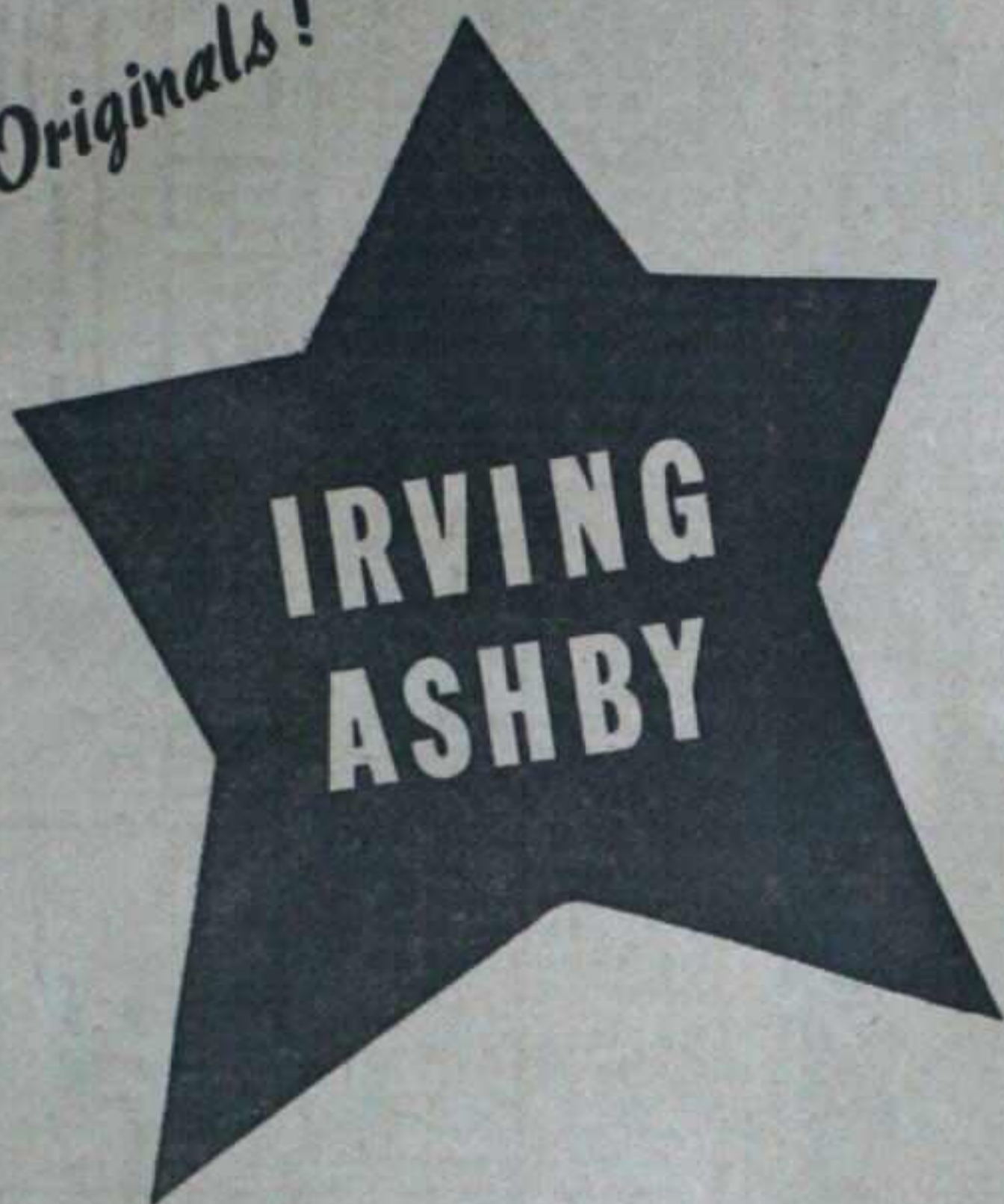
**OPINION**  
**WEBB PIERCE**.....New Parkside Blues  
How Long  
Decca 30950

**OPINION**  
**THE ROYAL TEENS**.....Short Shorts  
Plumet Rock  
ABC-Paramount 9882



# BEWARE OF COVERS!

*Originals!*



*Originals!*

# "The Big Guitar"

#5485

THE ORIGINAL . . . . . Beware Of Covers!

# "I'm Going To Be A Wheel Someday"

#5475



*Originals!*

*Originals!*





## VOX JOX

By JUNE BUNDY

**WIVES DAY:** A "Wives Day" was declared last week by WINS, New York, at which time (Wednesday, Jan. 8) all the wives of WINS deejays and newsmen took over the broadcasting duties of their respective spouses. The boys took time out. Substituting on the air were Ruth (Mrs. Irv) Smith, Jackie (Mrs. Alan) Freed, Agnes (Mrs. Jack) Lacy, Pinky (Mrs. Brad) Phillips, Bess (Mrs. Paul) Sherman, Bea (Mrs. Zeke) Manners, Helen (Mrs. Lew) Fisher. Only male voice heard that day belonged to deejay Stan Z. Burns, bachelor.

**SPINERSTITIONS:** Friday the 13th was saluted last month, via various station promotions. For instance, WQAM, Miami, Fla., jockeys observed the day by asking listeners to submit their most "superstitious superstition." Winning replies were read on the air. At the same time, WQAM deejays flaunted fate by walking under ladders and breaking mirrors. . . . KING, Seattle, jocks observed Friday the 13th, via a special salute to left-handed people, and a contest for "left-handed compliments." Prizes for the latter included tickets to "Ice Capades" on the left side of the house, etc.

**STEADY ANYBODY:** Frank Bell, KTSA, San Antonio, recently ran a contest to determine the pros and cons of "going steady." Re-

sults showed 60 per cent of teenagers in favor of it, while 40 per cent vetoed the idea. Breakdown of pro replies from teenagers showed that 10 per cent liked the security; 18 per cent thought it for elderly teens (17-19) only. Among the con replies, 10 per cent found the responsibility too great; seven per cent got bored; eight per cent thought it led to serious trouble. Replies from parents were two to one against going steady.

## YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

## JANUARY 17, 1948:

1. Ballerina
2. How Soon?
3. Too Fat Polka
4. Serenade of the Bells
5. I'll Dance at Your Wedding
6. Golden Earrings
7. Near You
8. Civilization
9. -And Mimi
10. You Do

## JANUARY 17, 1953:

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

## Indies Hit With Pop Single Hits

• Continued from page 17

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

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

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

Columbia	21
RCA Victor	20
Dot	19
Capitol	12
Imperial	12
Decca	8
Mercury	8
Atlantic	7
Coral	7
Roulette	7
ABC-Paramount	6
Specialty	6
Cadence	5
Epic	5
Liberty	5

Kapp and Cameo Records had four records each; Chess and Fraternity, three; Verve, Gee, Bally, Glory, Keen, Checker, Jubilee, Sun, London, Luniverse, Brunswick and Ember all had two records on the charts. Other labels appearing with only one disk during the year were Vik, Argo, Groove, Disnevland, Era, J&S, Okeh, Aladdin, Baton, Lance, VJ, Gone, Phillips Inst., Paris, OJ, M-G-M and Chance.

## Dot, Imperial Strong

Other than the majors, both Dot and Imperial were consistent repeaters, with the latter company scoring strongly via two hits from Ricky Nelson, Fats Domino and Ernie Freeman. Imperial tied Capitol for fourth-place honors, and also accounted for the greatest single rise of any of the independent companies.

Both ABC-Paramount and Roulette Records kept pace with their showing during the first half of 1957, while Specialty scored with three disks in the last six months.

Altho the statistics reflect only the ability of a company to come up with a quantity of hits, they are no indication of sales volume. For

all labels, tho, they are the necessary ingredient that builds store traffic and implants a modicum of stability in the indie distributors' mind for the indies.

The spotlight fell on a host of new names during the year, among them Sam Cooke, Danny and the Juniors, Joe Bennett, Bobby Helms, Ricky Nelson, Thurston Harris, the Tune Weavers, Della Reese, Jimmie Rodgers, Timmie Rodgers, Will Glahe, Lee Andrews and the most startling success of any new personality, Johnny Mathis. Few veterans were able to make the charts. Among them were Frank Sinatra, Nat King Cole, Rosemary Clooney, Tony Bennett, Perry Como, Frankie Laine, Guy Mitchell and Teresa Brewer.

If any indication of future trends can be gleaned from the pop singles performance during 1957, it seems most likely that the indie will continue to prosper largely by virtue of the success of rock and roll.

## Capitol Brass

• Continued from page 17

While in England, Dunn attended a series of meetings with E.M.I. and Capitol execs, under the chairmanship of E.M.I.'s managing director L. J. Brown. Discussion centered around recording plans for classical repertoire and the co-ordination of LP covers and liner notes.

"Our major mission," said Dunn, was to learn more about the sources of Angel repertoire in England, packaging in Paris, and to tie them both in with the existing Capitol organization, which has recently been augmented with personnel from Angel."

In addition to Lockwood, Dunn, Schurrer and Leo Kepler, the London meetings were attended by J. D. Bicknell, Walter Legge, and Victor Olof of E.M.I.'s international artists department, and Managing Director C. H. Thomas and Advertising Manager G. J. Freshwater, both of E.M.I. Records Limited.

# A HIT FOR ALL AGES ON 45 EP!

13  
SONGSLET'S  
DANCE  
WITH  
THE  
THREE  
SUNS45 EP ECONOMY PACKAGE  
RCA VICTOR

EPA-4193

RCA VICTOR'S 45 ECONOMY PACKAGE OF

"LET'S DANCE WITH THE THREE SUNS". The famous

instrumental group, backed by two sophisticated pianos, does won-

derful things with "Have You Met Miss Jones?" "From This Moment

On" and eleven others. A terrific album—with a tremendous future.

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

RCA VICTOR  
RADIO CORPORATION OF AMERICA



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PRESLEY'S  
FIRST FOR '58  
ALREADY OVER  
1,000,000  
ADVANCE SALES!  
DON'T <sup>c/w</sup>  
I BEG OF YOU

47/20 7150

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



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



RCA VICTOR







**"SO IF YOU'RE THE CHORDETTES, HOW COME ARCHIE DIDN'T PUT YOU ON A CADENCE LP?"** The pint-sized quartet isn't quite ready yet, but the Chordettes are. Their new Cadence Album is here. It's full of heart. It's got *Sandman* and *Just Between You And Me*. Archie says it's as sell-y as an LP can be. Once you hear it, you'll agree.

**THE CHORDETTES, CLP 3001—\$3.98.** Mr. Sandman, *Just Between You And Me*, *Eddie My Love*, *Teen-Age Goodnight*, *Born To Be With You*, *Hummingbird*, *Soft Sands*, *Lay Down Your Arms*, *Come Home To My Arms*, *Like A Baby*, *Echo Of Love*, *Love Never Changes*.

**THE CHORDETTES, VOL. 1 CEP 101—\$1.29.** Mr. Sandman, *Born To Be With You*, *Hummingbird*, *Soft Sands*.

**THE CHORDETTES, VOL. 2 CEP 102—\$1.29.** *Just Between You And Me*, *Lay Down Your Arms*, *Eddie My Love*, *Teenage Goodnight*.



CADENCE, 119 WEST 57th STREET, NEW YORK, N. Y.

**• 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	10
2. ALL THE WAY (Barton) . . . . .	4	9
3. AROUND THE WORLD (Young) . . . . .	2	30
4. FASCINATION (Southern) . . . . .	3	22
5. KISSES SWEETER THAN WINE (Folkways) . . . . .	7	6
6. LIECHTENSTEINER POLKA (Burlington) . . . . .	—	6
7. SUGARTIME (Nor-Va-Jak) . . . . .	14	2
8. WHY DON'T THEY UNDERSTAND? (Hollis) . . . . .	15	3
9. SILHOUETTES (Regent) . . . . .	9	10
10. MELODIE D'AMOUR (Rayven) . . . . .	8	13
11. SAIL ALONG SILVERY MOON (Santly Joy) . . . . .	—	1
12. PEGGY SUE (Nor-Va-Jak) . . . . .	10	2
13. TAMMY (Northern) . . . . .	5	26
14. YOU SEND ME (Higuera) . . . . .	13	5
15. PRETEND YOU DON'T SEE HER (Rosemeadow) . . . . .	11	4
15. RAUNCHY (Hi-Lo) . . . . .	—	3

**• Best Selling Sheet Music in Britain**

(For week ending January 4)

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

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

**• Best Selling Pop Records in Britain**

(For week ending January 4)

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) . . . . .	4
2. MA, HE'S MAKING EYES AT ME—Johnny Otis Show/Marie Adams (Capitol) . . . . .	5
3. WAKE UP LITTLE SUSIE—Everly Brothers (London) . . . . .	2
4. MY SPECIAL ANGEL—Malcolm Vaughan (HMV) . . . . .	3
5. ALL THE WAY—Frank Sinatra (Capitol) . . . . .	9
6. KISSES SWEETER THAN WINE—Jimmie Rodgers (Columbia) . . . . .	13
7. I LOVE YOU BABY—Paul Anka (Columbia) . . . . .	7
8. REET PETITE—Jackie Wilson (Coral) . . . . .	6
9. PEGGY SUE—Buddy Holly (Coral) . . . . .	12
10. OH, BOY!—Crickets (Coral) . . . . .	—
11. MARY'S BOY CHILD—Harry Belafonte (RCA) . . . . .	1
12. KISSES SWEETER THAN WINE—Frankie Vaughan (Philips) . . . . .	10
13. ALONE—Petula Clark (Pye-Nixa) . . . . .	7
14. APRIL LOVE—Pat Boone (London) . . . . .	15
15. DIANA—Paul Anka (Columbia) . . . . .	11
16. JACK O' DIAMONDS—Lonnie Donegan (Pye-Nixa) . . . . .	15
17. HE'S GOT THE WHOLE WORLD IN HIS HANDS—Laurie London (Parlophone) . . . . .	17
18. GOTTA HAVE SOMETHING IN THE BANK FRANK—Frankie Vaughan & Kaye Sisters (Philips) . . . . .	18
19. ALONE—Southlanders (Decca) . . . . .	—
20. BE MY GIRL—Jim Dale (Parlophone) . . . . .	20

**• 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	Television
A Very Special Love (R)—Korwin—ASCAP	All the Way (R) (F)—Maraville—ASCAP
All the Way (R) (F)—Maraville—ASCAP	April Love (R) (F)—Feist—ASCAP
April Love (R) (F)—Feist—ASCAP	At the Hop (R)—Singular—BMI
Ca C'est L'Amour (R) (F)—Young—ASCAP	Belonging to Someone (R)—Lear—ASCAP
Catch a Falling Star (R)—Marvin—BMI	Betty & Dupree (R)—Northern—ASCAP
Chances Are (R)—Korwin—ASCAP	Click-Clack (R)—Grant & Doo—BMI
Fascination (R) (F)—Southern—ASCAP	Come to Me (R)—Korwin—ASCAP
Good Morning Life (R)—Spier—ASCAP	Great Balls of Fire (R) (F)—BRS—BMI
I'll Never Say Never Again (R)—Bregman, Vocco & Conn—ASCAP	(I Love You) For Sentimental Reasons (R)—Duchess—BMI
I'm Available (R)—Golden West—BMI	Kisses Sweeter Than Wine (R)—Folkways—BMI
Just Born (R)—Winnieton—BMI	La Dee Dab (R)—Conley—BMI
Katsumi Love Theme (R) (F)—Witmark—ASCAP	Liechtensteiner Polka (R)—Burlington—ASCAP
Kisses Sweeter Than Wine (R)—Folkways—BMI	Little Pigeon (R)—Nash—BMI
Las Vegas (R) (F)—Peer—BMI	Magic Moments (R)—Famous—ASCAP
Last Song and Dance (R)—Bregman, Vocco & Conn—ASCAP	Melodie D'Amour (R)—Rayven—BMI
Liechtensteiner Polka (R)—Burlington—ASCAP	Peggy Sue (R)—Nor-Va-Jak—BMI
Love Me Forever (R)—Greta—BMI	Pretend You Don't See Her (R)—Rosemeadow—ASCAP
Magic Moments (R)—Famous—ASCAP	Raunchy (R)—Hi-Lo—BMI
March From the River Kwai—Colonel Bogey (R) (F)—Columbia Pictures—Boosey & Hawkes—ASCAP	Sail Along Silvery Moon (R)—Hi-Lo—BMI
Melodie D'Amour (R)—Hayven—BMI	Shake a Hand (R)—Angel—BMI
Pretend You Don't See Her (R)—Rosemeadow—ASCAP	Sing, Boy, Sing (R)—Snyder—ASCAP
Put a Light in the Window (R)—Planetary—ASCAP	This Little Girl of Mine (R)—Progressive—BMI
Story of My Life (R)—Famous—ASCAP	Twelfth of Never (R) (F)—Empress—ASCAP
Sugartime (R)—Nor-Va-Jak—BMI	Unspoken Love (R)—Diana—ASCAP
Tell Her You Love Her (R)—Mr. Music—BMI	Up Above My Head (I Hear Music in the Air) (R)—Beechmond—BMI
Walk a Chalk Line—Meridian—BMI	Wake Up Little Susie (R)—Acuff-Rose—BMI
Why Don't They Understand? (R)—Angel—BMI	Walkin' With Mr. Lee (R)—Angel—BMI
Wild Is the Wind (R) (F)—Jungnickel—ASCAP	Why Don't They Understand? (R)—Angel—BMI
Witchcraft (R)—Morris—ASCAP	You Are My Destiny (R)—Hollis—BMI
You Send Me (R)—Higuera—BMI	You Send Me (R)—Higuera—BMI

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2

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Groups

New Hit Releases!

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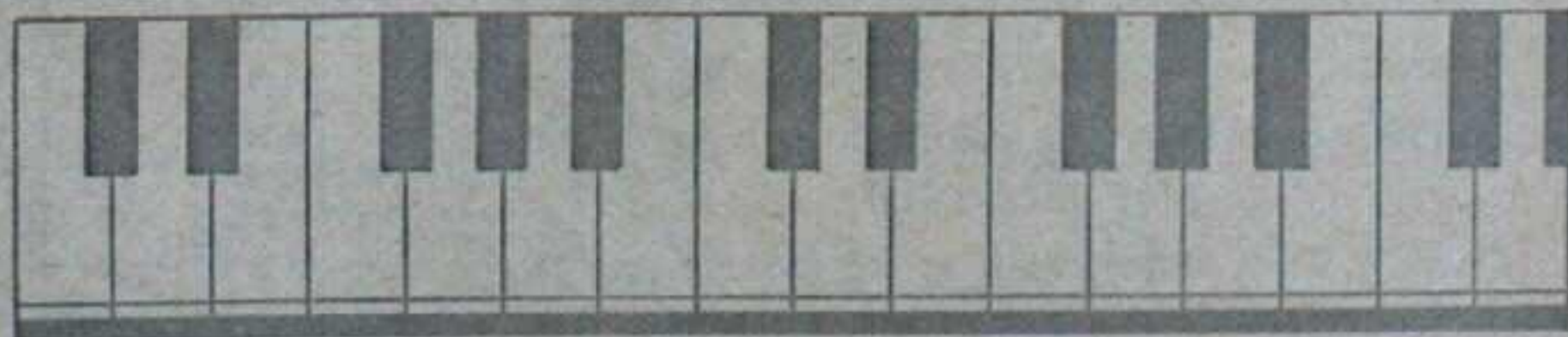


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THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

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

## • Review Spotlight on . . .

### POP RECORDS

THE AMES BROTHERS . . . RCA Victor 7142 . . . **LITTLE GYPSY**  
(Winnerton, BMI)

IN LOVE . . . (Planetary, ASCAP)

The crew has a smartly delivered rock-Caribbean theme that is similar to their current hit, "Melodie D'Amour." Sock selling makes this a good bet to repeat. Flip, "In Love," is a cute, bouncy tune with listenable whistling and chorus support (Planetary, ASCAP).

FERLIN HUSKY . . . Capitol 3862 . . . **WANG DANG DOO**  
(Raleigh-Norad, ASCAP)

WHAT CHA DOIN' AFTER SCHOOL . . . (Bee Gee, BMI)

The two sides are the artist's strongest in recent tries. "Wang Dang Doo" from his forthcoming pic is a rockabilly that is presented with appeal. Cheerful chorus and guitar backing are effective. "What Cha," the flip, is a rockabilly that is also nicely rendered. Both sides are also contenders for c.&w. coin.

THE ROYAL TEENS . . . ABC-Paramount 9882 . . . **SHORT SHORTS**  
(Admiration, BMI)

Side is a purchased master from Power Records. The group delivers the rocker with vigor. Teens can go for the funky sound and solid beat. Flip, "Planet Rock," is an instrumental rocker that can also go well (Brunswick, BMI).

MIKE PEDICIN QUINTET . . . Cameo 125 . . . **SHAKE A HAND**  
(BMI, BMI)

Pedicin revives the old Faye Adams' click in a rollicking, rhythmic setting. A danceable beat and an infectious group vocal give the side strong potential. Flip, "The Dickie Doo," is a rhythm-novelty (Shapiro-Bernstein, ASCAP).

HAROLD BURRAGE . . . Cobra 5022 . . . **SHE KNOCKS ME OUT**  
(Arnel, BMI)

A HEART (FILLED WITH PAIN) . . . (Arnel, BMI)

SEE REVIEW IN R.&B. SPOTLIGHT SECTION.

### POP TALENT

THE JAYE SISTERS . . . Atlantic 1171 . . . **GOING TO THE RIVER**  
(Commodore, BMI)

PITTER PATTEN BOOM BOOM . . . (Lowell-Progressive, BMI)

Two great performances by the talented group. "Going to the River" is a Fats Domino-Dave Bartholomew tune, and the chicks belt it in a Domino-flavored style. "Pitter Patten," the flip, is a cute rocker-novelty with a bright sound and plenty of appeal. Either side could take off.

### POP DISK JOCKEY PROGRAMMING

GEORGE CATES . . . Coral 61946 . . . **DANCE FROM "BONJOUR TRISTESSE"**  
(Carlot, 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 AND JACK . . . RCA Victor 7137 . . . **CAMEL WALK STROLL**  
(Cedarwood, BMI)

STOP THE WORLD . . . (McCall, BMI)

The great c.&w. artists have a strong pop bid that can click with teen listeners. The stroll is the current dance rage, and the duo's rockabilly delivery of the rhythm tune can find favor. Flip, "Stop the World," is an interesting weeper that also rates spins.

Week in and week out you'll find more news, more

record reviews, more advertising on the fast-moving

record business in The Billboard, the communications

center of the music industry.

## • Reviews of New Pop Records

### ANDY WILLIAMS

Are You Sincere . . . 85

CADENCE 1340—Moving interpretation of wistful rockballad, with interesting blend of r.&r. and pretty pop ballad flavor on backing. Watch it. (Cedarwood, BMI)

Be Mine Tonight . . . 77

Williams registers strongly on exciting standard Latin tune with rich backing by ork and chorus. Jocks will play, but flip is better candidate for today's market. (Peer, BMI)

### JOEL GREY

Be My Next . . . 84

CAPITOL 3866—Quality wax. The delicate, haunting flavor of the song is showcased by a beautiful vocal and instrumental arrangement. Watch it. (Simon House, BMI)

Shoppin' Around . . . 76

This one has a touch of country blues flavor. Female voices in the background add a bright touch to Grey's reading. (Hill & Range, BMI)

### EDDIE FISHER

I Don't Hurt Anymore . . . 80

RCA VICTOR 7135—Tune has distinct touches of "Gonna Find Me a Bluebird," on this offering by Fisher. Side has a bright quality and a nice easy rhythm that can win support. (Hill & Range, BMI)

What's the Use of Cryin' . . . 79

A modified rock and roller by Fisher with "chu chu wa" support from mixed chorus. Side has a pleasant rhythmic lilt which could score some spins. (Mellon, BMI)

### EILEEN RODGERS

I'm Not Afraid Anymore . . . 77

COLUMBIA 41097—Good ballad with mildly rocking backing. Strong message sets this several notches above current average entry. Jocks should try it. (Shapiro-Bernstein, ASCAP)

Just in Case You Change

Your Mind . . . 75

Still another sock rockballad performance from this skilled canary. However, it's no stronger than several other efforts which failed to click. (Leeds, ASCAP)

### JIMMY DELL

Teeny Weeny . . . 76

RCA VICTOR 7134—Catching ork riff and rhythm back the sock rockabilly warble. A live-sounding side that could do okay if it gets spinner support. C.&w. and pop potential (Trinity-Desert Palms, BMI)

She Won't Let . . . 74

Interesting honking rockabilly from the Rev Records ballwick. Short side (1:49) certainly merits a trial whirl or more. (Trinity-Desert Palms, BMI)

### MILLS BROTHERS

You Only Told Me Half The Story . . . 75

DECCA 30546—The boys revert to their best barbershop approach in this old-fashioned sounding ballad. A refreshing slice of nostalgia that jocks can use on adult audiences. Tune itself should become a fave with barbershop tyros. (Rytroc, ASCAP)

The Barbershop Quartet . . . 70

Anthem is dedicated to SPEBSQSA, and should find support among its legions. The group, perhaps, is still the finest of all barbershop quartets itself. (Odette, ASCAP)

### RAY ELLIS ORK

Come to Me . . . 75

COLUMBIA 41094—Beautiful orking of the TV theme tune also cut vocally by Johnny Mathis. This Mantovani-type version should pick up much extra jock play for the gypsy-flavored item. (Korwin, ASCAP)

36 . 26 . 36 . . . 68

Instrumental is from the sock "Ellis in Wonderland" LP. Tune is a distinctive mambo tour de force. Also good for jocks. (Korwin, ASCAP)

### ALAN DALE

We're So in Love, Aren't I? . . . 74

ABC-PARAMOUNT 9879—Dramatic ditty with a driving Latin beat, lush backing by ork and chorus, and warm vocalizing. Interesting change of pace for jocks. (Ardmore, ASCAP)

Cindy & I . . . 72

Attractive performance by Dale on a pleasant ballad. Merits plays. (Daltou, BMI)

### MAMIE VAN DOREN

Something to Dream About . . . 74

CAPITOL 3863—A rhythmic side that moves right along. Lyric is a bright one, with fresh turns of phrase. Merits exposure. (Roosevelt, BMI)

I Fell in Love . . . 71

A lilting melody. The thrush's vocal is backed by a neat arrangement including sweeping violins, tastefully done. (Moonlight, BMI)

### GORDON MACRAE

If I Forget You . . . 73

CAPITOL 3864—A tender reading of the fine standard. Quiet violins in the arrangement enhance the disk. (Caesar, ASCAP)

Now . . . 72

Smooth chanting backed with a smooth arrangement which is tasteful yet unobtrusive. (Bourne, ASCAP)

### MOLLY BEE

I'm Going Steady With a Dream . . . 73

CAPITOL 3865—Tune is from the Columbia Pictures flick "Going Steady." A delicate lyric, suited for the teen market even tho not a rock and roller. (Columbia Pictures, ASCAP)

Magic Mirror . . . 72

The pretty song, with its touch of folk flavor, gets a good performance by the thrush. Backing is simple and effective. (Central, BMI)

### DIAN ERHARDT

Mama Worries . . . 73

RCA VICTOR 7136—Miss Erhardt provides an attractive vocal on the cover of a version by the Collins Kids. Latter will offer strong competition. (Tannen, BMI)

I'll Wait . . . 68

A modified and slow rock and roll ballad sung in ultra sweet fashion by the new thrush. Gal could come on with better material. (R. F. D., ASCAP)

### PERCY FAITH ORK & CHORUS

The Stars . . . 72

COLUMBIA 41095—Lovely, quality ballad sung in hushed tones by chorus over lace-like backing. For adult jock spinning. (Marpet, ASCAP)

Marla . . . 68

An excerpt from Leonard Bernstein's "West Side Story" legit score. It's an instrumental tango, good for decay change-ups, but no great singles sale foreseen. (G. Schirmer, ASCAP)

### ANDY GRIFFITH

Silhouettes . . . 70

CAPITOL 3822—One of Andy Griffith's conversational take-offs on a current hit. His own fans will likely welcome the side but the humor doesn't hold up. Limited interest. (Regent, BMI)

Conversation With a Mule . . . 68

Country type humor here with Griffith carrying on the farmer's monologue with his mule. In certain territories this can rate some attention but it doesn't figure as a strong pop item. Background music is "Old Folks at Home." (Bob Miller, ASCAP)

### TOMMY MARA

Funny This Thing Called Love . . . 68

FELSTED 8505—Mara, formerly on the National label, chants an echoey vocal on this upbeat ranchero type ditty. Good beat, but otherwise limited potential. (Caesar, ASCAP)

Hello, Goodbye . . . 64

Moderate paced tune has little to offer. (Ama, ASCAP)

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

P. CLOUD: This Rock Is Rollin'/Lonely Nights—Deal 999

JOHNNY DANE: Why Did You Leave Me?/Shootin' High—Stephens 181

FRANK DE VOL & RAY DI VIC: Tounche/Liparte—Lyric 101

JO ANN LEAR: Said in My Heart/It's Time to Say Your Prayers—Vanity 572

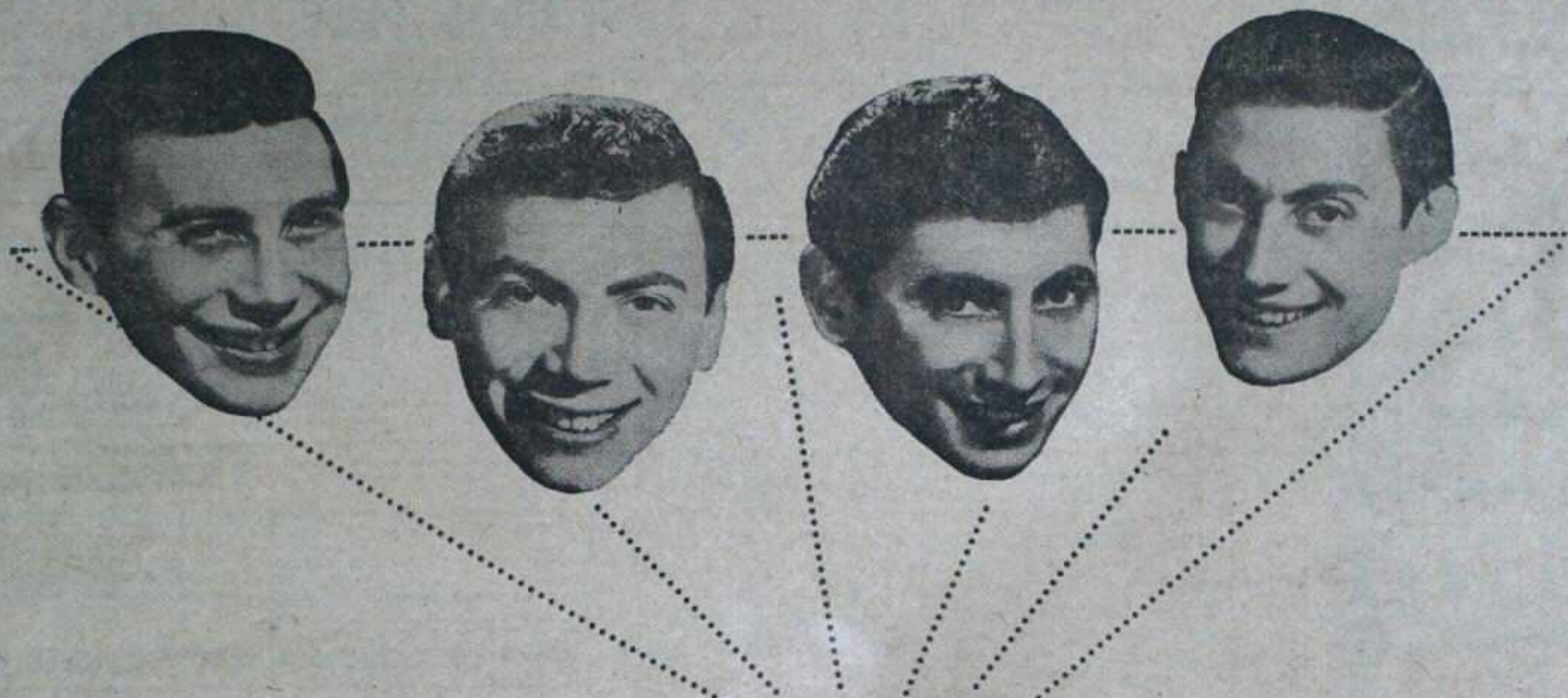
SIDNEY JO LEWIS: Beggars Can't Be Choosers/Boppin' 50 Grandfather's Clock Island

MOVIECRAFT ORK: My New Sensation/My Darling—Moviecraft 604

ANN REYNOLDS: Sugary Lies/I Like You—Epic 9254



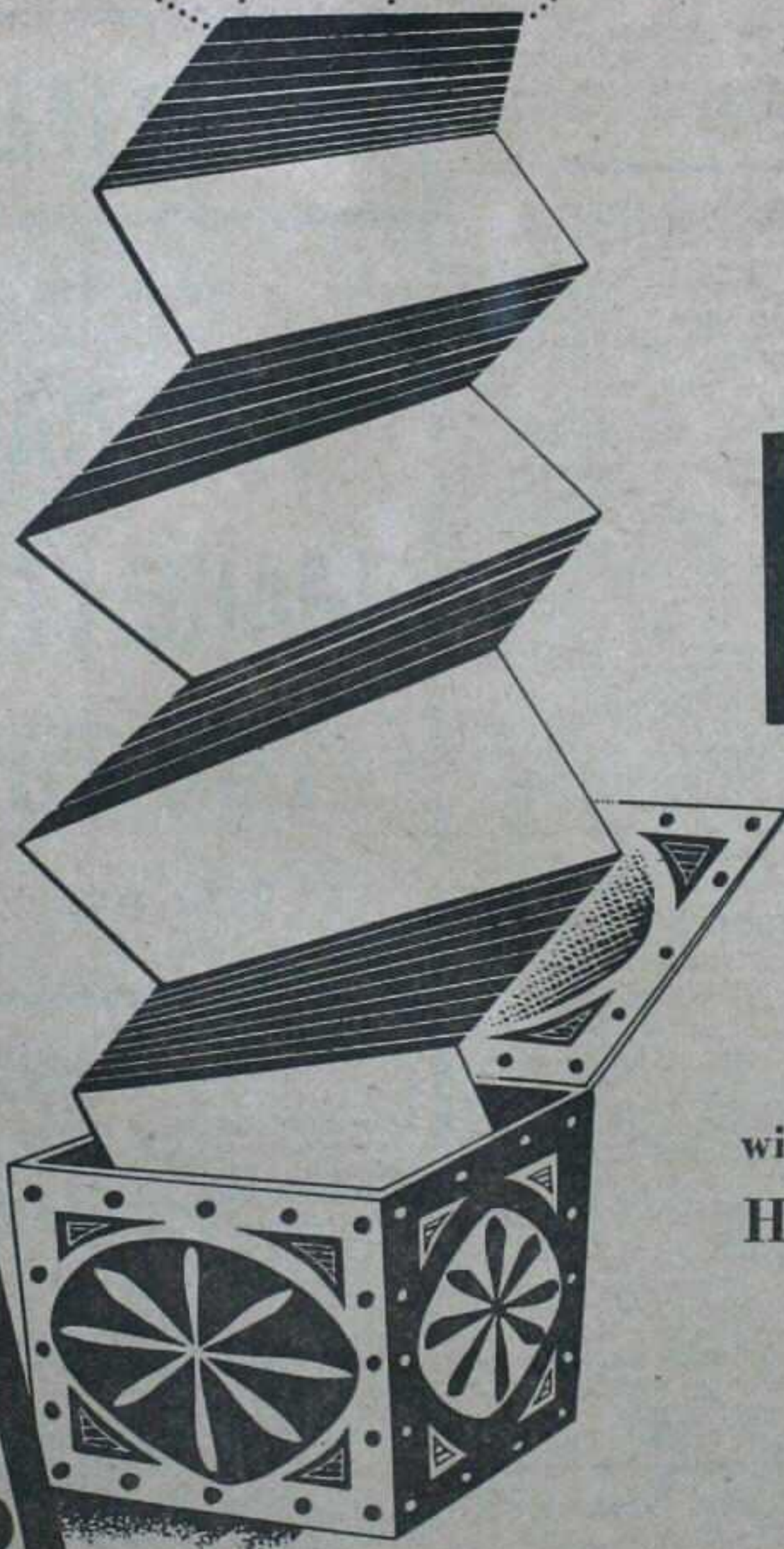
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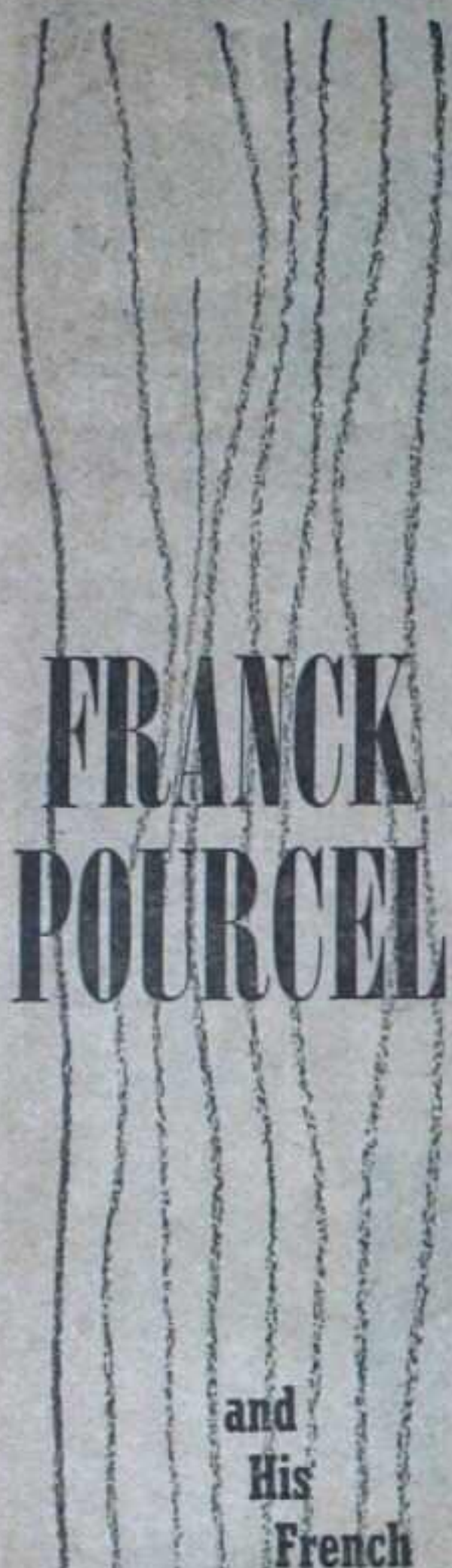
**47/20-7142**



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA







**Strings**

KISSES

Record No. 3870




**Victor Preps**

• Continued from page 22

the basis of sincerity and originality. In case of ties, duplicate prizes will be awarded. Employees of RCA, its distributors and agencies are ineligible.

These are the prizes: First prize: a Mark I combination phono - radio - stereotape recorder valued at \$2,000. Second: RCA Victor De Luxe Alexander color TV valued at \$900. Third: RCA Victor Stanwyck color-TV, value \$550. There will be 14 additional prizes including stereo tape recorders, portable TV sets, transistor radios, portable phonos and console phonos.

To push the contest along, Victor will ship dealers a full-color point of sale piece, a window-streamer announcement, and will run consumer ads in major publications. The company also will supply ad mats in 140 and 280 line sizes, and transcribed radio spots for local use. The album itself will be supplied to Victor's entire jockey list, numbering about 3,500 spinners.

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

**Welk Buys**

• Continued from page 18

than 500 copyrights in the catalog are such tunes as "I Want a Girl Just Like the Girl That Married Dear Old Dad," "Row, Row, Row," "When My Baby Smiles at Me," "A Bird in a Gilded Cage," "Wait Till the Sun Shines Nellie," "On a Sunday Afternoon," and "Strike Up the Band." Most of the tunes were already in the renewal period.

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

Welk also owns another ASCAP firm, Champagne Music, in addition to the Von Tilzer acquisition. Attorney Morton Miller, of Miller and Miller, represented Welk in the negotiations.

**Band Exchange**

• Continued from page 18

other. First, his band must be well enough known in the States to warrant the exchange; second, there must be a guarantee of a fair showing to a jazz audience, and third, an assurance that the tour will not cause embarrassment to Negro musicians or enthusiasts.

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

**'Music Man' LP's**

• Continued from page 18

cast album have been earmarked, with a two-color insert with the "Music Man" story and programming information also going to jockeys. In excess of 1,500 copies of the Broadway album will also go to stations who are subscribers to Capitol's pop programming service.

Dealer aids include die-cut display pieces of all three packages, divider cards, window streamers and giant cover blow-ups for window use.

**Latauska Firm**

• Continued from page 18

name of which is presently being cleared.

Principal stockholders in the firm are Latauska; Record Rack Service, headed by Ed Mason and Larry Sushan, and Cecil Steen, president of Records, Inc., of Boston. Latauska was elected president and general manager with Mason and Sushan also named officers.

Latauska also disclosed the appointment of George Morte as sales manager of the new distributing organization. Morte resigned his post as manager of Buena Vista Distributing Corporation, Disneyland Records, Los Angeles branch.

New firm will handle the distribution of records for independent labels and related accessories in this area. Latauska said the company expects to add many innovations in record distributing in this area. Prior to his post with Disneyland, Latauska was with the Anton, Benton and Leslie Music Publishing firms, and served 10 years with Capitol Records Distributing Corporation as a regional vice-president.

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Gene Allison

Vee Jay 270

**"YOU'RE SOMETHING ELSE"**

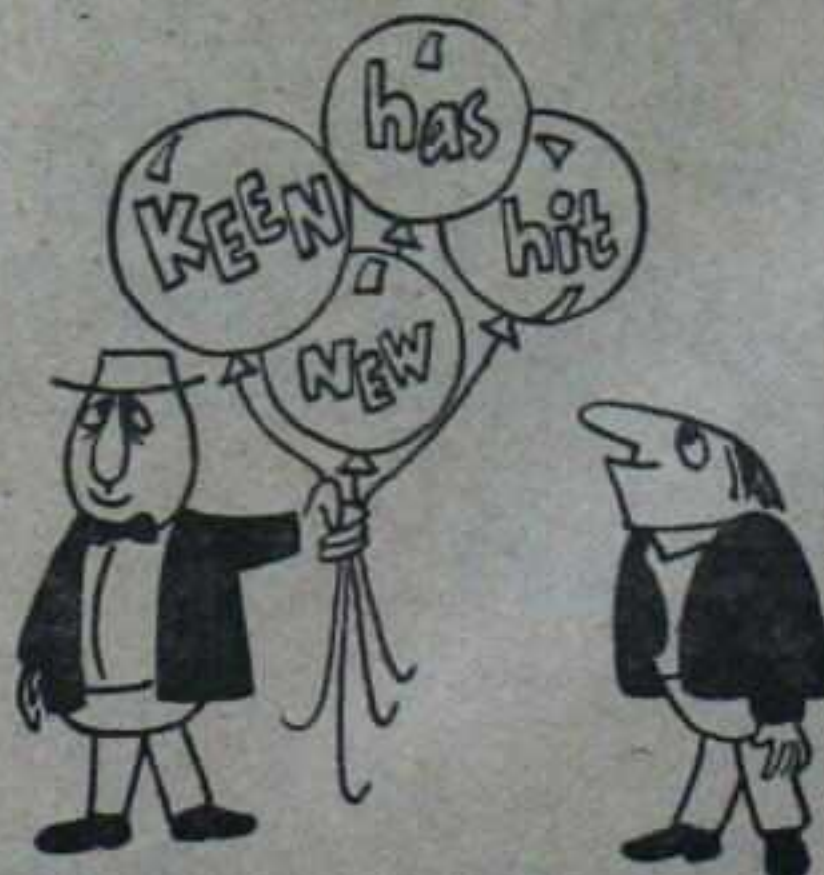
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**Review Spotlight on Albums . . .**

Continued from page 46

the ballet, it can win additional attention. The handsome color cover, in fact, is a scene from the NBC version. Strong merchandise that should compete well.

**SCHUBERT: UNFINISHED SYMPHONY; DENTAL MUSIC FROM "A MIDSUMMER NIGHTS DREAM" (1-12)**—The Philadelphia Ork (Ormandy). Columbia ML 5221

Another excellent offering from the acclaimed orchestra. Tho the set will be competing against several other recordings of the works, Ormandy's capable interpretations and the prime name value of the orchestra make this a highly attractive item. Beautiful cover makes for strong merchandising value.

**STRAVINSKY: THE FIREBIRD; PETRUSHKA (1-12)**—Berlin Philharmonic Ork (Stokowski). Capitol PAO 8407

Maestro Stokowski's exciting presentations of the Stravinsky works can have appeal to devotees of the modernist composer and to hi-fi bugs. The excellent sound here is an outstanding feature. Packaging is smart and attractive. Front cover which features a three dimensional gold-colored profile of the conductor against a black, copy free background is ideal for display.

**BRAHMS: VIOLIN CONCERTO (1-12)**—Yehudi Menuhin, Violin & The Berlin Philharmonic Ork (Kempe). Capitol PAO 8410

Despite many other available interpretations of the work, this version by the noted artist is a good bet to move well. The sound is especially fine. Attractive cover sketch of the artist will also add to appeal. Precise, yet warm technique characterizes over-all feeling.

**OFFENBACH: GAITÉ PARISIENNE (1-12)**—Hollywood Bowl Symphony Ork (Slatkin). Capitol PAO 8405

This new showcasing for the highly salable Bowl Orchestra seems an almost sure winner, altho there are strong competing packages. The ork is very strong with the buyers and the repertoire here is handsomely performed in a beautiful recording job. Add to this a truly eye-catching color cover of Parisian dancing dolls and you've got a must item for up-front display.

**Popular Albums**

**COME FLY WITH ME (1-12)**—Frank Sinatra & Billy May Ork. Capitol W 920

Swingin' vocals by Sinatra with choice ork support by May make this a must. Sinatra who seldom fails to produce a big selling album has another likely contender with this effort. The theme is built around a global jaunt. Selections include "Around the World," "April in Paris" and the album title tune. A powerful set.

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**LONDON RECORDS**

**Miller Loses**

Continued from page 22

time. Black died in California in 1950 before the start of the last year of the original copyright term. In 1952, during the final year of the term, David Black, executor of his brother's estate applied to the copyright office for the renewal and received a certificate of registration. The rights thereof fell to the nephews and nieces of Black via a decree of the California Superior Court, who in turn assigned their rights in the copyright to the defendant.

According to the decision, "plaintiff concedes that when an author fails to survive until the commencement of the last year of the original term, any prior assignment is void as against widow, children and next of kin. But it contends that this is not true as to the executor, because an executor stands in the shoes of his testator and is bound to carry out any agreement entered into by the testator during his lifetime. I cannot agree with this contention."

Judge Van Pelt concluded that "the contingent interest in the renewal assigned to the plaintiff . . . was terminated by the death of the author. The renewal right then vested in the executor who could apply for and obtain a renewal which passed to the residuary legatees. They in turn could

**CONCERT ENCORES; MANTOVANI ORK (1-12)**. London LL 3004

Always a top chart contender, Mantovani has a fitting sequel here to past hits. This carries out the basic theme started with his previous "Film Encores" set and with such popular material as "Clair de Lune," "Song of India," "Meditation," etc., it should move out rapidly. Another strong dual threat for top attention from jocks and dealers alike.

**SING BOY SING (1-12)**—Sound Track. Capitol T 929

This should be a sales-natural with the teenage set. Movie (about a Presley-type star) is based on TV drama "The Singing Idol," which launched Tommy Sands as a best selling artist early last year. Title song is currently out as a single, and Sands kicked it off last week, via a spot on Jack Benny's TV show "Shower of Stars." Selections warbled with verve and feeling by Sands range from the exciting title tune to a catchy "Who Baby" and some moving sacred items.

**THE BRIDGE ON THE RIVER KWAI (1-12)**—Sound Track. Columbia CL 1100

"The River Kwai March" and "Colonel Bogey," the main theme from the picture, is already going well in several single versions. The film continues to pile up critics' awards and will probably be one of the hottest contenders for this year's best picture Academy Award. Descriptive and programmatic score can find strong appeal with the movie-goer.

**MOMENTS TOGETHER: RAY ANTHONY (1-12)**. Capitol T 917

Anthony's "Dream Dancing" and other romantic, easy-paced sets have consistently been jockey chart entries and good sellers to boot and this latest, with an exceptionally tasty cover, figures to repeat the earlier successes. Sides include "Love Is Here to Stay," "Careless," etc. Strong jockey material and must dealer merchandise.

**Specialty**

**THE UNION (1-12)**—National Gallery Ork (Bales); Cantata Choir, Lutheran Church of the Reformation; Raymond Massey, Narrator; produced by Goddard Lieberson. Columbia DL 244

Beautiful and elaborate package is a sequel to "The Confederacy." In this set the Northern viewpoint is considered. Music, sounds of cannons and excerpts from Lincoln's addresses are given, plus articles dealing with events of the period, etc. The album is a standout in its field and should prove a highly successful item.

and did validly assign such rights to the defendant. Plaintiff's motion for summary judgment is therefore denied and defendant's . . . is granted."

The defendant was represented by Lewis A. Dreyer and Jack M. Ginsberg, while Julian T. Abeles and Arnold J. Bernstein were attorneys for the plaintiff.

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# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Accolades are due Red O'Donnell, columnist with The Nashville Banner, for an excellent job in planning and formulating WSM's new official "Grand Ole Opry" History-Picture Book, the first of which rolled off the presses last week. The 58-page book, which is being pitched to "Opry" patrons at \$1 a copy, is unquestionably the finest work of its kind ever turned out. Flashily illustrated throughout with four-color shots of the various "Opry" stars, plus the usual black-and-white photos, the book gives the history of "Grand Ole Opry" and pictures virtually all of the "Opry" stars of the past and present. Biographical data on the present-day features are also listed, together with photos of the various WSM officials and "Opry" staff members. Wrapped around an excellent print job on good stock, is an attractive cover sprinkled with more top-notch color shots of the various "Opry" names. O'Donnell, who in the past has handled public relations on the "Opry" on a part-time basis, was assisted in his preparation of the new book by Walter "D." Kilpatrick, general director of "Grand Ole Opry."

WLS' "National Barn Dance" plays Fairbury, Ill., Saturday night (18) under auspices of the local Jaycees. On the following Saturday night (25) the group presents two shows at Glenbard High School, Elmhurst, Ill., under auspices of Du Page Memorial Hospital. . . . KWKH's "Louisiana Hayride," Shreveport, returned to Municipal Auditorium there last Saturday (11) after an extended trek thru the Southland. In Saturday's line-up were Johnny Horton, James O'Gwynn, Carl Belew, Tony Douglas, Johnny Mathis, Martha Lynn, Linda Brannon, Jerry Kennedy, the Four B's, and the following guests: Jimmy Lloyd, the Dyer Sisters, Neal Jones and Rio DeRosa.

X. Cosse, who disposed of his stable of country and western artists 14 months ago to concentrate on his wife's (Martha Carson) career in New York, has returned to Nashville where he's in the process of reorganizing his

personal management and booking set-up. He has just taken over the managerial reins on Patsy Cline (Decca) and the Crescendos, new rock 'n' roll group heard on Nasco Records. Miss Cline was in New York last week for appearances on Arthur Godfrey's radio and TV shows. The Crescendos appeared Saturday (14) on Dick Clark's "American Band Stand" from Philadelphia, and January 24 will guest on deejay Buddy Deane's show in Baltimore.

Red Blanchard and Captain Stubby and the Buccaneers are being featured in a 15-minute seg of the "National Barn Dance" being aired each Saturday night, 10:05-12:20, via WLS, Chicago, sponsored by Charles Pfizer & Company. Harry Campbell is doing the announcing for the quarter-hour. . . . Georgie Riddle is still spinning five hours of country wax daily over WARU, Peru, Ind., while appearing six nights a week at the Rainbow Club there. . . . Rex Griffin, on the sick list the last eight months, hopes to be up and around again by spring. He's confined to Room 410, Dibert Hospital, New Orleans, where he'd like to hear from c.&w. friends. . . .

Johnnie Barr (Mercury), formerly with the Cadabouts, has joined WLS, Chicago, as accordionist with the Chore Boys. . . . Carlos Minor's new tune, "Words Thrown to the Wind," written in collaboration with Paula Smith and Eva Mae Withaus, has been published by Ethelbert Music Associates of Springfield, Mass.

Atlantic Records has purchased Sherry Davis' first release, "Broken Promises," originally released on the Fashion label. Sherry continues, with her afternoon sing-song on KRLD-TV, Dallas, every weekday at 5:30, but no longer appears on the station's "Big D Jamboree." . . . After spending the holidays at his new home in Dallas, Gene Vincent has taken his Blue Caps into Wisconsin for a string of personals. "Big D Jamboree's" Lawrence Thacker is again out with the Vincent gang. . . . Floyd Whited, of Spangle Records, Springfield, O., was in Nashville recently to cut three artists, two

(Continued on page 79)

## Reviews of New C&W Records

**MARVIN RAINWATER**  
Baby, Don't Go . . . 80  
M-G-M 12609—Rainwater sells strong rhythm-ballad with verve and feeling. Multi-track vocal segs are used most effectively. Dual-market entry. (Geronimo, BMI)  
Whole Lotta Woman . . . 74  
Exuberant multi-track vocal on ingratiating rockabilly-styled rhythm blues. A lively disk which could go pop as well as c.&w. (Geronimo, BMI)

**ERNEST TUBB**  
Heaven Help Me . . . 78  
DECCA 30549 — A Cindy Walker weeper in the old tradition. Theme tells of the man's betrayal of his love. Lyric makes use of the marriage vow idea. (Tubb, BMI)

House of Glass . . . 77  
Her tickle heart can be seen inside the House of Glass. Ernest Tubb sings this theme in his distinctive style, backed with the Anita Kerr Singers. Arrangement has a world of rhythm. (Blue Grass, BMI)

**PATSY CLINE**  
Walking Dream . . . 76  
DECCA 30542—This is the rhythm side, and a rolling, rollicking rhythm it is. The thrush knocks out a fine performance, to a solid string backing abetted by the Kerr Singers. (Tree, BMI)  
Stop the World . . . 75  
A strong entry. Tune has a great idea in its concept, and the thrush belts it in great style, to a triplet-marked backing. Johnnie and Jack also have a version out this week. (Four Star, BMI)

**DON RENO & RED SMILEY**  
Banjo Signal . . . 74  
KING 5105 — Verveful instrumental treatment of lively hoedown-styled ditty with excellent guitar work. Good juke fodder. (Lois, BMI)  
All I Have Is Just a Memory . . . 74  
Reno and Smiley blend plaintive vocal forces on heartfelt weeper. (Lois, BMI)

**JESSE ROBERTSON**  
I'm Walking Alone . . . 73  
ORBIT SOUND 113 — Slow ballad with a Johnny Cash influence in its droning quality. But the Cash-type backing is missing. Could do business

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## C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 4

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. My Special Angel, Bobby Helms, Dec.
2. Jailhouse Rock, Elvis Presley, Vic.
3. Fraulein, Bobby Helms, Dec.
4. Geisha Girl, Hank Locklin, Vic.
5. Is It Wrong? Warner Mack, Dec.
6. The Story of My Life—Marty Robbins, Col.
7. Wake Up Little Susie—Everly Brothers, Cdc.
8. I Found My Girl in the U. S. A.—Jimmy Skinner, Mer.
9. Kisses Sweeter Than Wine—Jimmie Rodgers, RIT
10. My Shoes Keep Walking Back to You—Ray Price, Col.

### Houston

1. I Found My Girl in the U. S. A.—Jimmy Skinner, Mer.
2. Wake Up Little Susie—Everly Brothers, Cdc.
3. Great Balls of Fire—Jerry Lee Lewis, Sun
4. Is It Wrong? Warner Mack, Dec.
5. Raunchy, Ernie Freeman, Imp.

### Memphis

1. My Special Angel, Bobby Helms, Dec.
2. The Story of My Life—Marty Robbins, Col.
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. My Special Angel, Bobby Helms, Dec.
4. Geisha Girl, Hank Locklin, Vic.
5. Wake Up Little Susie—Everly Brothers, Cdc.
6. Raunchy, Bill Justis, Phil. Int'l.
7. Rock-a-Chicka, Warner Mack, Dec.
8. Why, Why? Carl Smith, Col.

### 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. Wake Up Little Susie—Everly Brothers, Cdc.
5. Great Balls of Fire—Jerry Lee Lewis, Sun
6. Fraulein, Bobby Helms, Dec.
7. Is It Wrong? Warner Mack, Dec.
8. My Shoes Keep Walking Back to You—Ray Price, Col.

### St. Louis

1. Great Balls of Fire—Jerry Lee Lewis, Sun
2. The Story of My Life—Marty Robbins, Col.
3. Raunchy, Bill Justis, Phil. Int'l.
4. My Special Angel, Bobby Helms, Dec.
5. Kisses Sweeter Than Wine—Jimmie Rodgers, RIT

If it gets around. (Myrtle, BMI)  
Love Falls in Funny Places . . . 68  
Well-produced vocal side with touches of mountain and Western-traditional flavor. Most action will be territorial for the Oregon slicing. (Myrtle, BMI)

**BUCK OWENS**  
Come Back . . . 72  
CAPITOL 3824—Owens sings with meaningful sincerity on a poignant ballad. Guitarist makes his debut as solo warbler for label on this disk. Spinable wax for country jocks. (Central, BMI)  
I Know What It Means . . . 70  
Wiseful multi-track chanting on pretty ballad. Same comment on potential. (Central, BMI)

**CLIFF WALDON**  
Get Off the Stool . . . 70  
MARK 108—Marvin Rainwater novelty is cut in traditional country fashion for the Utica, N. Y. label. Sounds like double-track taping, with fiddle, tonky piano and guitar backing the bucolic lines. Local action likely. (Tree, BMI)

**Indian Mamma . . . 68**  
Tom-tom flavor helps set the mood for this one. He's trying to hurry up the mama's consent. (Cedarwood, BMI)

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

**BILLY REED: Honky-Tonk Mama/Careless With Your Love—Campfire 33**

## This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

## Review Spotlight on . . .

### C&W RECORDS

#### FERLIN HUSKY

Wang Dang Doo (Raleigh-Norad, ASCAP)  
What Cha Doin' After School (Bee Gee, BMI)—Capitol 3862  
See review in Pop Spotlight section.

#### 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.

## C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING JANUARY 4

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

This Week	Weeks on top.	Last Week	Chart
1. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis . . .	1	7	
You Win Again (BMI)—Sun 281			
2. MY SPECIAL ANGEL (BMI)—Bobby Helms . . . . .	2	14	
Standing at the End of My World (BMI)—Dec 30423			
3. THE STORY OF MY LIFE (ASCAP)—Marty Robbins . . .	4	8	
Once-a-Week Date (BMI)—Col 41013			
4. JAILHOUSE ROCK (BMI)—Elvis Presley . . . . .	3	14	
Treat Me Nice (BMI)—Vic 7035			
5. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers . . .	5	16	
Maybe Tomorrow (BMI)—Cadence 1337			
6. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers . . . . .	7	6	
Better Loved You'll Never Be (ASCAP)—Roulette 4031			
7. RAUNCHY (BMI)—Bill Justis . . . . .	6	8	
The Midnite Man (BMI)—Phillips International 3519			
8. GEISHA GIRL (BMI)—Hank Locklin . . . . .	8	21	
Livin' Alone (BMI)—Vic 6984			
9. FRAULEIN (BMI)—Bobby Helms . . . . .	9	43	
Heartick Feeling (BMI)—Dec 30194			
10. I FOUND MY GIRL IN THE U. S. A. (BMI)—Jimmie Skinner . . . . .	10	8	
Carroll County Blues (BMI)—Mercury 71192			
11. IS IT WRONG? (BMI)—Warner Mack . . . . .	11	23	
Baby Squeeze Me (BMI)—Dec 30301			
12. HONEYCOMB (ASCAP)—Jimmie Rodgers . . . . .	13	12	
Their Hearts Were Full of Spring (ASCAP)—Roulette 4015			
13. HOME OF THE BLUES (BMI)—Johnny Cash . . . . .	14	18	
GIVE MY LOVE TO ROSE (BMI)—Sun 279			
14. RAUNCHY (BMI)—Ernie Freeman . . . . .	—	1	
Puddin' (BMI)—Imperial 5474			
15. MY SHOES KEEP WALKING BACK TO YOU—Ray Price . . . . .	12	23	
Don't Do This to Me (BMI)—Col 40951			

## Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING JANUARY 4

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

This Week	Weeks on top.	Last Week	Chart
1. THE STORY OF MY LIFE—Marty Robbins . . . . .	1	7	
Col 41013—ASCAP			
2. MY SPECIAL ANGEL—Bobby Helms . . . . .	2	14	
Dec 30423—BMI			
3. ANNA MARIE—Jim Reeves . . . . .	8	6	
Vic 7070—BMI			
4. HOME OF THE BLUES—Johnny Cash . . . . .	7	16	
Sun 279—BMI			
5. WAKE UP LITTLE SUSIE—Everly Brothers . . . . .	5	13	
Cadence 1337—BMI			
6. GEISHA GIRL—Hank Locklin . . . . .	11	19	
Vic 6984—BMI			
7. I FOUND MY GIRL IN THE U.S.A.—Jimmie Skinner . . . . .	6	8	
Mercury 71192—BMI			
8. UH HUH—Sonny James . . . . .	15	3	
Cap 3840—ASCAP			
9. HOLIDAY FOR LOVE—Webb Pierce . . . . .	—	13	
Dec 30419—BMI			
10. KISSES SWEETER THAN WINE—Jimmie Rodgers . . .	10	4	
Roulette 4031—BMI			
11. PLEASE PASS THE BISCUITS—Gene Sullivan . . . . .	14	4	
Col 40971—BMI			
12. MY SHOES KEEP WALKING BACK TO YOU—Ray Price . . . . .	3	24	
Col 40951—BMI			
13. JAILHOUSE ROCK—Elvis Presley . . . . .	9	13	
Vic 7035—BMI			
14. LOVE BUG CRAWL—Jimmy Edwards . . . . .	—	1	
Mercury 71029—BMI			
15. GREAT BALLS OF FIRE—Jerry Lee Lewis . . . . .	13	4	
Sun 281—BMI			





# Your Name Is Beautiful

AND

# You're So Easy To Love\*

4-41092

## You're Bound to Go for

# CARL

# SMITH

• Review Spotlight on . . .

CARL SMITH

*You're So Easy to Love* (Columbia, BMI)  
*Your Name Is Beautiful* (Denny, ASCAP)—Columbia 41092—Smith should have another sure-fire smash in this coupling, which is aimed at a broad market. Topside is a bouncy, straightforward traditional-type country opus, infectious happy in spirit. The flip, however, is very pop-styled, with ebony and a piano of the type associated with Johnny Mathis hits.

The Billboard,  
January 6th Issue.

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

**COLUMBIA RECORDS**

*"Mr. Consistency" Smith*

Personal Management: Jim Denny Artist Bureau



### • This Week's R&B Best Buys

**DO WHAT YOU DID** (Aladdin, BMI)—Thurston Harris—Aladdin 3399  
—The side is rapidly gaining momentum in all markets. This could be a big follow-up to "Little Bitty Pretty One." Flip is "I'm Asking Forgiveness" (Aladdin, BMI). A previous Billboard Spotlight pick.

### • Review Spotlight on . . .

#### R&B RECORDS

#### HAROLD BURRAGE

**She Knocks Me Out** (Armel BMI)  
**A Heart (Filled With Pain)** (Armel, BMI)—Cobra 5022—Burrage belts "She Knocks Me Out," a rocker, with appeal. The side can also cop coin in pop markets. The performance on "A Heart," a rockaballad, is equally effective, and this side also rates as a likely contender for pop loot. An interesting piano break gives the side class.

#### R&B TALENT

#### THE JAYE SISTERS

**Going to the River** (Commodore, BMI)  
**Pitter Patter Boom Boom** (Lowell-Progressive, BMI)—Atlantic 1171  
See Review in Pop Spotlight section.

## ON THE BEAT

• Continued from page 22

hours of meditation at a local Buddhist temple. Here he gets a certain inspiration, which is later transmitted to the public in terms of great sides. Meanwhile, Ahmet Ertegun and Jerry Wexler are taking a brief rest cure at the Beverly Hills Hotel, in California.

The Kirby Stone Four have a new record coming called "Sunday Night at Eight o'Clock," in which they carry on a running imitation of Ed Sullivan. . . . The Del Vikings, who expect to be discharged soon from the Army, will appear on the "Big Record" Wednesday

(15). . . Lavern Baker will soon be cutting a "Bessie Smith" album for Atlantic Records. . . . Sonny Stitt is now working with the Dizzie Gillespie combo on a tour of one-nighters. . . . The Gretsch Company has made a special custom-built square guitar for Bo Diddley. The pun in this case does not apply. This is a strong artist who would probably sound great even with glockenspiel accompaniment. . . . Count Basie rejoined his band Friday (10) following several days' stay in the hospital for observation. The Count has been suffering from a kidney ailment.

The Jodimers, a group which originally stemmed from members of the Bill Haley aggregation, have been signed by Jolly Joyce. The seven-man group will soon cut its first sides for Imperial and will open a five-week stand at the Harrold's Club in Reno on February 25. Audrey Wyatt, formerly Miss Canada, does singing and dancing with the group. . . . Douglass (Jocko) Henderson, popular rock and roll deejay has had an amicable parting of the ways with WOV, New York. The station will emphasize traditional Negro music forms in Jocko's former slotting rather than rock and roll.

Alan Freed threw a wild party for the cast of his New York Paramount rock and roll show on the final night of the show. Freed and his right hand man, Jack Hooke, both suffering from the virus and the strains of breaking records for grosses and attendance at the Paramount, will take a week off in Miami, starting today (13). . . . Fabor Robinson is touting the talent of his newest discovery, rockabilly Bobby Lee Trammell. . . . Speaking of Florida, Della Reese has been pencilled in for three different dates this year at Miami Beach's swankery, the Fontainebleau. . . . Bernie Moore is on a jockey tour promoting his Planet X release of "Rock Guitar," and "Rock and Heartbreak."

**DISTRIB DOINGS:** David Skolnick, 12-year music biz veteran and for seven years associated with Cosnat, Philadelphia, has become the new Cosnat branch manager there. . . . Another company owned branch in the Decca family started operating January 1. The new Decca outlet is in Oklahoma City and takes the place of Leo Maxwell Company, the label's former distributor there. John Doherty is branch manager.

### • R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 4

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. **At the Hop**  
Danny and the Juniors, ABC-Para.
2. **Bony Moronie**, Larry Williams, Sp.
3. **Buzz, Buzz, Buzz**  
Hollywood Flames, Ebb
4. **Great Balls of Fire**  
Jerry Lee Lewis, Sun
5. **Peggy Sue**, Buddy Holly, Cor.
6. **Don't Let Go**, Roy Hamilton, Epic
7. **Raunchy**, Bill Justis, Phil. Intl.
8. **You Can Make It If You Try**  
Gene Allison, V J
9. **The Big Beat**, Fats Domino, Imp.
10. **Rock and Roll Music**, Chuck Berry, Cha.

#### Charlotte

1. **Raunchy**, Ernie Freeman, Imp.
2. **Peggy Sue**, Buddy Holly, Cor.
3. **Great Balls of Fire**  
Jerry Lee Lewis, Sun
4. **You Send Me**, Sam Cooke, Keen
5. **At the Hop**  
Danny and the Juniors, ABC-Para.
6. **Jailhouse Rock**, Elvis Presley, Vic.
7. **Be-Bop Baby**, Ricky Nelson, Imp.
8. **Oh, Julie**, Crescendos, Nsc.

#### 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
4. **Oh, Boy! Crickets**, Brk.
5. **Great Balls of Fire**  
Jerry Lee Lewis, Sun
6. **Raunchy**, Bill Justis, Phil. Intl.
7. **My Special Angel**, Bobby Helms, Dea.
8. **Kisses Sweeter Than Wine**  
Jimmie Rodgers, Rlt.
9. **The Stroll**, Diamonds, Mer.
10. **I'll Come Running Back to You**  
Sam Cooke, Spe.

#### Cincinnati

1. **You Can Make It If You Try**  
Gene Allison, V J
2. **(I Love You) For Sentimental Reasons**  
Sam Cooke, Keen
3. **I'll Come Running Back to You**  
Sam Cooke, Spe.
4. **Oh, Julie**, Crescendos, Nsc.
5. **Raunchy**, Ernie Freeman, Imp.
6. **Don't Let Go**, Roy Hamilton, Epic

#### Detroit

1. **At the Hop**  
Danny and the Juniors, ABC-Para.
2. **I'll Come Running Back to You**  
Sam Cooke, Spe.
3. **Great Balls of Fire**  
Jerry Lee Lewis, Sun
4. **Raunchy**, Bill Justis, Phil. Intl.
5. **You Send Me**, Sam Cooke, Keen
6. **Raunchy**, Ernie Freeman, Imp.
7. **Teardrops**  
Lee Andrews and the Hearts, Cha.
8. **Get a Job**, Silhouettes, Emb.
9. **Peggy Sue**, Buddy Holly, Cor.
10. **Bony Moronie**, Larry Williams, Sp.

#### Los Angeles

1. **Raunchy**, Ernie Freeman, Imp.
2. **Kisses Sweeter Than Wine**  
Jimmie Rodgers, Rlt.
3. **I'll Come Running Back to You**  
Sam Cooke, Spe.
4. **At the Hop**  
Danny and the Juniors, ABC-Para.
5. **Great Balls of Fire**  
Jerry Lee Lewis, Sun
6. **Peggy Sue**, Buddy Holly, Cor.
7. **You Send Me**, Sam Cooke, Keen
8. **Silhouettes**, Rays, Cam.
9. **Don't Let Go**, Roy Hamilton, Epic

#### New Orleans

1. **Raunchy**, Ernie Freeman, Imp.
2. **You Send Me**, Sam Cooke, Keen
3. **I'll Come Running Back to You**  
Sam Cooke, Spe.
4. **Great Balls of Fire**  
Jerry Lee Lewis, Sun
5. **Bony Moronie**, Larry Williams, Sp.
6. **Teardrops**  
Lee Andrews and the Hearts, Cha.
7. **You Can Make It If You Try**  
Gene Allison, V J
8. **Jailhouse Rock**, Elvis Presley, Vic.
9. **My Special Angel**, Bobby Helms, Dea.
10. **Right Time**, Nappy Brown, Sav.

#### New York

1. **At the Hop**  
Danny and the Juniors, ABC-Para.
2. **Rock and Roll Music**, Chuck Berry, Cha.
3. **Raunchy**, Bill Justis, Phil. Intl.
4. **Great Balls of Fire**  
Jerry Lee Lewis, Sun
5. **Buzz, Buzz, Buzz**  
Hollywood Flames, Ebb
6. **Wake Up Little Susie**  
Everly Brothers, Cdc.
7. **You Send Me**, Sam Cooke, Keen
8. **Teardrops**  
Lee Andrews and the Hearts, Cha.

### • R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING JANUARY 4

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of 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	Chart
1. <b>AT THE HOP</b> (BMI)—Danny and the Juniors . . . . .	1	5
Sometimes (BMI)—ABC-Paramount 9871		
2. <b>RAUNCHY</b> (BMI)—Ernie Freeman . . . . .	4	7
Puddin' (BMI)—Imperial 5474		
3. <b>GREAT BALLS OF FIRE</b> (BMI)—Jerry Lee Lewis . . . . .	5	6
You Win Again (BMI)—Sun 281		
4. <b>PEGGY SUE</b> (BMI)—Buddy Holly . . . . .	3	7
Everyday (BMI)—Coral 61885		
5. <b>YOU SEND ME</b> (BMI)—Sam Cooke . . . . .	2	12
Summertime (ASCAP)—Keen 34013		
6. <b>RAUNCHY</b> (BMI)—Bill Justis . . . . .	8	8
The Middle Man (BMI)—Phillips International 3519		
7. <b>ILL COME RUNNING BACK TO YOU</b> (BMI)— Sam Cooke . . . . .	7	4
Forever (BMI)—Specialty 619		
8. <b>KISSES SWEETER THAN WINE</b> (BMI)— Jimmie Rodgers . . . . .	10	5
Better Loved You'll Never Be (ASCAP)—Roulette 4031		
9. <b>JAILHOUSE ROCK</b> (BMI)—Elvis Presley . . . . .	8	14
Treat Me Nice (BMI)—Vic 7035		
10. <b>BONY MORONIE</b> (BMI)—Larry Williams . . . . .	12	8
You Bug Me, Baby (BMI)—Specialty 615		
11. <b>ROCK AND ROLL MUSIC</b> (BMI)—Chuck Berry . . . . .	9	9
Blue Feeling (BMI)—Chess 1671		
12. <b>BUZZ, BUZZ, BUZZ</b> (BMI)—Hollywood Flames . . . . .	11	8
Crazy (BMI)—Ebb 119		
13. <b>TEARDROPS</b> (BMI)—Lee Andrews and the Hearts . . . . .	15	2
Girl Around the Corner (BMI)—Chess 1675		
14. <b>YOU CAN MAKE IT IF YOU TRY</b> (BMI)— . . . . .	—	1
Hey, Hey, I Love You (BMI)—Vee Jay 713		
15. <b>SILHOUETTES</b> (BMI)—The Rays . . . . .	13	12
Daddy Cool (BMI)—Cameo 117		

### • Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING JANUARY 4

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

This Week	Last Week	Chart
1. <b>RAUNCHY</b> —Ernie Freeman . . . . .	1	8
Imperial 5474—BMI		
2. <b>AT THE HOP</b> —Danny and the Juniors . . . . .	7	4
ABC-Paramount 9871—BMI		
3. <b>GREAT BALLS OF FIRE</b> —Jerry Lee Lewis . . . . .	8	5
Sun 281—BMI		
4. <b>TEARDROPS</b> —Lee Andrews and the Hearts . . . . .	10	2
Chess 1675—BMI		
5. <b>ILL COME RUNNING BACK TO YOU</b> —Sam Cooke . . . . .	6	3
Specialty 619—BMI		
6. <b>PEGGY SUE</b> —Buddy Holly . . . . .	4	6
Coral 61885—BMI		
7. <b>YOU SEND ME</b> —Sam Cooke . . . . .	2	13
Keen 34013—BMI		
8. <b>DANCE TO THE BOP</b> —Gene Vincent . . . . .	13	2
Cap 3839—BMI		
9. <b>RAUNCHY</b> —Bill Justis . . . . .	—	6
Phillips International 3519—BMI		
10. <b>YOU CAN MAKE IT IF YOU TRY</b> —Gene Allison . . . . .	5	4
Vee Jay 256—BMI		
11. <b>JAILHOUSE ROCK</b> —Elvis Presley . . . . .	9	13
Vic 7035—BMI		
12. <b>THE STROLL</b> —Diamonds . . . . .	15	2
Mercury 71242—BMI		
13. <b>LITTLE BITTY PRETTY ONE</b> —Thurston Harris . . . . .	3	10
Aladdin 3398—BMI		
14. <b>SILHOUETTES</b> —The Rays . . . . .	11	12
Cameo 117—BMI		
15. <b>BUZZ, BUZZ, BUZZ</b> —Hollywood Flames . . . . .	—	3
Ebb 119—BMI		

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Fillmore Slim—#429

THE PENGUINS' NEW HIT!

"SWEET LOVE" #432

ALL TIME SELLER!!!

"EARTH ANGEL"

The Penguins—#348



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b/w "Ain't I Cried Enough"

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with PAUL CLIFTON

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IN ST. LOUIS  
IN NEWARK

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PHILA., DETROIT, BOSTON

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# FOLK TALENT & TUNES

Continued from page 76

of whom were making their recording debuts. Sessions were produced by Murray Nash Associates. Spangle is the label that originally released the Sprouts' "Goodbye, She's Gone," now on RCA Victor, and Chuck Sims' "Little Pigeon."

Hank Thompson pulled a near three-quarter house at Joe Leher's Rainbow Ballroom, Denver, for his one-nighter there last week. . . . The Miller Brothers' Band, of Wichita Falls, Tex., last Thursday (9) played the Second Annual Stockmen's Ball in Denver to kick off the National Western Stock Show and Rodeo which opened Friday (10). . . . Ed McLemore, "Big D Jamboree" bossman, and his family left Dallas last Wednesday (8) in their new Cadillac for California, with stops skedded for Odessa, Tex., and Phoenix, Ariz., where the married McLemore daughters reside. While in Hollywood, Ed will check out recording brass and possibilities of movie tie-ins for some of the "Big D" artists.

Johnny Cash and the Tennessee Two, Roy Acuff and His Smoky Mountain Boys, the Wilburn Brothers, June Webb and Don Helms begin a swing of the Upper Midwest area at Battle Creek, Mich., January 14, following with Saginaw, Mich., 15, and Kalamazoo, Mich., 16. On January 17 the package plays Sault Ste. Marie, Ont., and then jumps back to the States for a Saturday date (18) in Niagara Falls, N. Y., winding up the tour in Toledo January 19. Details of the tour were set by Cash's manager, Bom Neal, with promoters Phil Simon, Don Ramsay and Rablin' You.

Carl Perkins starts a series of Western club dates at Pocatello, Idaho, January 15, playing Idaho, Utah and Nevada thru January 25. . . . Buddy Knox, of "Big D Jamboree," Dallas, has a new Roulette release, "Swinging Daddy," out this week. . . . Johnny Cash spent Monday (13) in Detroit and Windsor, Ont., visiting the deejays to plug his new pop-country release, "Ballad of a Teen-Age Queen."

## Reviews and Ratings of New Popular Albums

Continued from page 50

the fan of authentic folk fare. This group of tunes is dominated by Irish-based material and Miss Reed accompanies herself in handsome, yet simple style, on an Irish harp and zither. Strong merchandise in the folk field by one of the idiom's better known artists.

**SPACE-O-GRAM**

"TO THE PEOPLE OF EARTH"

Thank you for your interest in "Project Moon." If you haven't heard this EP recording, "Project Moon," it is a sci-fi adventure, complete with narration and sound effects in space-sonic sound. . . . it will stimulate the listener from beginning to end. Just a reminder from . . .

**AN UNEARTHLY FRIEND**

From today's headlines comes this exciting version of a trip to the moon. Hear for yourself! (DJ's-Distr.) Send call letters for samples.

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### With the Jockeys

Bailin-Wire Bob Strack is spinning the country wax at KOAM, Pittsburg, Kan., having recently shifted from KIMO, Independence, Mo., and plans to revive his weekly news letter. Aside from the platter shows, KOAM spots three live country and western segs each morning. Others on the deejay staff there are Tommy Sosebee, Virgil Glenn, Landon Hale and Webb Cardwell. . . . Happy Harold, deejay at KLAQ, Denver's 24-hour country and western music station, swears that he recently received the following fan letter: "I

wonder what we dairy farmers who start our daily task at 4 a.m. would do without your cheery 'good morning' to us. However, it would be even better if you wished a 'good morning' to our cows more often than you do. Some of the cows miss your 'good morning' because they are not all in the milking barn at the same time. They actually miss your happy voice, and what do they do? They mope and pout all day. This naturally affects their milk production and costs us money. So, how about some extra 'hellos' for them . . . ?" The letter was signed by a Broomfield, Colo., listener, Happy claims.

## Reviews of New R&B Records

**IVORY JOE HUNTER**  
Baby Baby Count on Me . . . 84  
ATLANTIC 1173—A pretty melody, beautifully done by Hunter. Backing includes unobtrusive organ and chorus, and some brief, effective horn interludes. (Progressive, BMI)  
You're on My Mind . . . 83  
A tender ballad, slow in tempo, sung in Hunter's unique style. Faint organ in background provides a delicate touch in the arrangement. Lyric has a country-flavor, which is an asset in the pop field currently. (Progressive, DeSward, BMI)

**CLYDE MCPHATTER**  
That's Enough for Me . . . 83  
ATLANTIC 1170—McPhatter's distinctive warbling is solid here. It's high-pitched, sexy and technically fine. Side has a lilting beat and plenty of style. Merits strong play. (Eden-Progressive, BMI)  
No Love Like Her Love . . . 83  
A sensitive ballad sung beautifully, with an unobtrusive chorus providing effective voicing. Arrangement has a triplet figure. Solid. (Lowell-Progressive, BMI)

**MARVIN & JOHNNY**  
Smack Smack . . . 79  
ALADDIN 3408—This upbeat rhythm job has a Fats Domino type beat backing with the cats lending a fairly strong vocal duo. At times sound like Shirley and Lee. Good swinging side with possibilities for jukes. (Aladdin, BMI)  
You're in My Heart . . . 77  
An interesting rhythm side with good dual wailing by the pair. Solid horn work breaks into the middle. Reading has a sound and beat which could cause some juke noise. (Aladdin, BMI)

**IRVING ASHBY**  
Motatin' . . . 78  
IMPERIAL 5485—Fine, wailing blues instrumental ideal for today's young terpers. Tempo is medium, and beat is strong, with Ashby guitar prominent. (Travis, BMI)  
Big Guitar . . . 77  
Another boogie instrumental for the rock and roll dancers. There's a "Slow Walk" flavor to this one. Can do good business in pop and r.&b. (Times, BMI)

**JIMMY SCOTT**  
Home . . . 76  
KING 5104—This version of the oldie is aimed at the pop market, but warbler's r.&b. following is likely to provide most support. (Mills, ASCAP)  
Somewhere Down the Line . . . 75  
Torch blues-ballad, with a moral, sung with great "down" feeling by the little veteran, to good backing. If pushed, can do r.&b. business. (Jay & Cee, BMI)

**GUITAR SLIM**  
I Won't Mind at All . . . 76  
ATCO 6108—Slim belts one out in the New Orleans-Fats Domino style. Enthusiastic shouting and potent personality could carry this one far. Southern sales are certain. (Progressive, BMI)  
Hello, How Ya' Been, Goodbye . . . 75  
Rockaballad has an old-timey almost hymn-like flavor. Slim gives it a flavorsome slice of singing and picking. Two good sides here. (Progressive, BMI)

**THE PASTELS**  
Been So Long . . . 76  
ARGO 5287—Spiritual flavor marks this moving ballad, sung with fervid sincerity by lead singer and group. (Figure, BMI)  
My One & Only Dream . . . 74  
Feelings interpretation by lead singer of intense ballad. (Figure, BMI)

**EARL (CONNELLY) KING**  
Every Whicha Klnda Way . . . 76

**KING 5102**—A satisfying bluesy item, in a slow swinging tempo with a bit of clap-hands gospel feeling. King's chanting is from the heart. Chorus and the tenorman give a good assist. Nice. (Jay & Cee, BMI)  
**I Don't Want Your Love . . . 73**  
The ballad side. King's good vocal is backed by a simple arrangement, featuring primarily piano, horn and drums. (Selbon, BMI)

**THE PENGUINS**  
Sweet Love . . . 75  
DOOTO 432—Here's a good wild type side with lots of noise. Lead man shouts out the message with plenty of activity by the group in the backing. This has a driving quality that could go. Worth spins. (D. Williams, BMI)  
Let Me Make Up Your Mind . . . 71  
A slow, meshuga type ballad with a pounding triplet backing. A dedicated performance by the lead but the flip has more action. (D. Williams, BMI)

**THE ORBITS**  
Mr. Hard Luck . . . 74  
ARGO 5286—This blues gets a solid vocal, backed by a swinging instrumental arrangement. Funky flavor. (Figure, BMI)  
Who Are You . . . 70  
The ballad side. Nicely done by the group, to a conventional triplet-marked backing. (Figure, BMI)

**MAGIC SAM**  
Everything Gonna Be Alright . . . 73  
COBRA 5021—Plaintive wailing on effective blues with Deep South flavor. Good regional item. (Armel, BMI)  
Look Whiteha Done . . . 72  
Personable reading on okay blues with interesting backing. (Armel, BMI)

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

**CASTALIERS: Come Back (My) Hi Fi Baby**—Felstead 8504

## Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	2	—	—
ALADDIN	—	1	—
ARGO	—	2	—
ATCO	—	1	—
ATLANTIC	—	3	—
CADENCE	1	—	—
CAMEO	1	—	—
CAMPFIRE	—	—	1
CAFFIOL	5	—	2
COBRA	—	3	—
COLUMBIA	4	—	—
DEAL	1	—	—
DOOTO	—	1	—
DECCA	1	—	2
EPIC	1	—	—
FELSTED	1	—	—
IMPERIAL	—	1	—
ISLAND	1	—	—
KING	—	2	1
LYRIC	1	—	—
MARK	—	—	1
M-G-M	—	—	1
MOVIECRAFT	1	—	—
ORKEH	—	1	—
ORBIT SOUND	—	—	1
RCA VICTOR	3	—	1
STEPHANY	1	—	—
SUN	—	—	1
VANITY	1	—	—
<b>TOTALS</b>	<b>25</b>	<b>16</b>	<b>11</b>

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## Special Section To Cover Insurance

January 20 Articles to Point Up  
Growing Importance of Coverage

CHICAGO—The mounting importance of proper insurance coverage for the operator of outdoor amusements will be pointed up in a special section of the January 20 issue of The Billboard, it was announced here last week.

Special topics to be treated will be liability, adequate coverage, the value of qualified insurance experts, special coverage and hard-to-find insurance.

An article on liability points out that this coverage is a complex matter that demands wide coverage and the attention of experts. Included will be a rundown on what is covered by standard policies and what isn't covered. Advice, gathered from the field, will tell what show owners, bookers and sponsors should check for in their policy and the policies of those with which they do business.

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

placement cost and outsized jury awards.

### Specialists Important

The value of specialists who are best qualified to write show insurance and how they are often the only ones that can give adequate service, will be brought out in the special issue.

Special attention will be given details on how and where insurance is available for carnivals, rides, concessions, parks, kiddie-lands, pools, auto races, thrill shows, stock cars, circuses, performers, auspices, rodeos, firework fairs, arenas, trade shows and other

(Continued on page 82)

## Hetzer Pacts Ind. State Grandstand

INDIANAPOLIS — Jimmy Hetzer, top man in Hetzer's Theatrical Agency, Huntington, W. Va., was awarded the night grandstand contract for the Indiana State Fair at a meeting of the board here last week.

The show, which will be presented five nights, Sunday thru Thursday, August 31-September 4, will be the same one that will play the Western Canadian A Circuit of fairs. The show bears the title "Spectacular of 1958."

Hetzer will play the fair on a reported guarantee of \$24,250.

The fair expects to sign its Coliseum name bill at a January 30 meeting.

## DATE CONFLICTS HURT KANSAS FAIRS

Carnival Bookings Are Limited;  
Elmer Bryant Elected President

TOPEKA — The concentration of Kansas county fairs in the month of August again backfired at the 35th annual meeting of the Kansas Fairs Association and, as a result, an estimated 15 to 20 fairs left the conclave with no midway contract. The meeting was held in the Jayhawk Hotel here Monday thru Wednesday (6-8).

Of the 91 county events in the State, only nine are held outside of August while a total of 44 are currently scheduled to run during the last two weeks of that month.

One of the most important de-

velopments of the three-day confab was the election of Elmer Bryant, Dighton, as president; Joe Cook, Columbus, vice-president; Everett E. Erhart, Stafford, secretary-treasurer, and Mike Burns, Topeka, publicity director.

Carl H. Beyer, 1957 president, was in the chair for the business sessions. Roy Freeland, director of agriculture, delivered the welcoming address. Roy W. Davis, president of the Oklahoma Association of Fairs, also spoke and invited all to attend their February 2-4 meeting. Other speakers included Maurice E. Fager, manager of the Kansas Free Fair; J. Harold Johnson, State 4-H Club leader; Virgil Miller, secretary-manager of the Kansas State Fair, and Mrs. R. D. Reigle, secretary of Marshall County Fair. Open discussion on a number of timely topics was held at the Wednesday morning session.

Approximately 300 crowded the roof garden at Tuesday night's banquet where Governor George

(Continued on page 82)

## Missouri Assn. Meeting Draws Strong Turnout

JEFFERSON CITY, Mo.—Aided by good weather for the first time in a number of years, there was a strong turnout at the meeting of the Missouri Association of Fairs and Agricultural Exhibitions here Thursday and Friday (9-10) in the Governor Hotel.

Highlights of the meeting included the attendance of John Williamson, director of agriculture, and Lt. Gov. Edward Long, who delivered the welcoming address. Colie Ervin, secretary-manager of the Missouri State Fair, Sedalia, showed colored motion pictures of the Hambletonian and race scenes at the Sedalia event. Al Sweeney, president of National Speedways, Inc., showed a government film entitled "Uncle Sam Goes to the Fair," a resume of foreign fairs.

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

## Hoosier Assn. Elects Wingate '58 President

INDIANAPOLIS — Chester C. Wingate, Muncie, was elected president of the Indiana Association of County and District Fairs at its annual convention here Sunday thru Tuesday (5-7) in the Hotel Severin. He succeeds L. R. Humerickhouse, who was named to the board of directors.

Hal R. Royce, Austin, was elected vice-president, and Robert L. Barnett, Muncie, was renamed to the post of secretary-treasurer. Other directors re-elected were: M. Monroe Neher, Frankfort; Dr. D.E. Mangas, Portland; Curtis W. Russell, North Vernon, and Joseph L. Quinn Jr., Terre Haute.

Lt. Governor Crawford Parker, who is also commissioner of agriculture, was optimistic about the '58 fair season, pointing out that shorter working hours leaves much more time for amusements, including fairs.

Other speakers included L. Don Cassidy, Kentucky State Fair, and John F. Hurlbut, station WFBM.

Humerickhouse served as toastmaster at the Tuesday evening banquet which was well attended.

## FAIR VET RETIRES

### Morris Succeeds Reading's Swoyer

READING, Pa. — W. Arthur Morris has been elected secretary of the Reading Fair, succeeding Charles W. Swoyer, who had held the position for 33 years. The action came at the Saturday (4) annual meeting of the Agricultural and Horticultural Association of Berks County, the fair sponsors.



W. ARTHUR MORRIS

Swoyer, who was named secretary emeritus, had asked to be relieved of some of his duties because of failing health. He had been secretary since 1924 with the exception of one year. Morris had assisted Swoyer since the death of the late Paul H. Esterly.

The new secretary has been active in the concessions department of the fair for more than 30 years.

John S. Giles was returned by the board to his 26th term as president and Heber Ermentrout was named first vice-president. Other officers are George W. Schuler, second vice-president; Albert L. Swoyer, treasurer, and Horace E. Miller assistant secretary.

### Kid Day Changed

The agricultural group operates the annual fair and all activities on the fairgrounds except the Fairgrounds Market and Fairgrounds Skateland. In addition to its elections, it decided to shift the county school children's day this fall from Friday to Wednesday, and to leave the city school kids' day unchanged on Tuesday.

Added to the board of directors

were Bertolette G. Brumbach, manager of the Berks County Agricultural Stabilization and Conservation office, and Joseph L. Simmons, operator of a local hearing aid service. Re-elected board members are Harry N. Althouse, David Botvin, Newton W. Geiss, Attorney Leroy Hyman, Alvin F. Kemp, C. Paul Lied, Jacob H. Mays, Thomas J. Merkel, Russ Moyer, George L. Roller, and the newly elected officers.

Swoyer, in addition to his fair position, has long been active in the Pennsylvania State Association of County Fairs, of which he has been secretary, and the U. S. Trotting Association, of which he has been a regional director.

## Bittler Dies; Coaster Builder, Park Operator

ELMIRA, N. Y.—Oscar Bittler, of Oak Hill Park, veteran Roller Coaster builder and operator of Eldridge Park, died Friday (3). Services were held Monday at Hughes Funeral Home, with interment in Woodlawn Cemetery.

Bittler, a native of Winton, Pa., near Scranton, was 61 years old and had spent most of his adult life in the outdoor amusement business. A popular figure, he was active in several fraternal orders and had attained membership in the Royal Order of Jesters and Elmira Shrine Club. He also belonged to the Eagles and Elks, the National Association of Amusement Parks, Pools and Beaches and National Showmen's Association.

Bittler came to Elmira in the spring of 1937 to build a Roller Coaster and remained here, rapidly assuming a leading function to Eldridge Park. Prior to then he had been briefly at a park in Easton, Pa.

Early construction years were with Miller & Baker, big builders in park business early in the century; with Harry C. Baker, and in association with Roller Coaster designer Joe McKee, prior to striking out on his own.

At Eldridge, Bittler owned the Coaster and he was in partnership with Robert Long in much of the

midway operation. Son Donald O. Bittler, who has been associated with the family park operations for years, will assume his father's responsibility and the park will function as usual this season.

Also surviving are the widow, Mrs. Daisy M. Bittler; a brother, Charles, Allentown, and two grandchildren.

## Central N. Y. Fairs See More Mutuel \$\$

SYRACUSE—Some 80 persons attended the annual meeting of the Central New York Association of Agricultural Societies at the Hotel Syracuse on Saturday (4) with the number representing 30 fairs. At the elections, Ted Curtis, of the Ontario County Fair, Canandaigua, was named president for 1958.

Other officers are: Vice-president, Eugene Fitzer, of the Broome County Fair, Whitney Point, and secretary-treasurer, Robert S. Turner, of the Chemung County Fair, Elmira.

Several topics of interest were discussed, including plans for formulating a bill to be introduced in the State Legislature, giving fairs

additional revenue from pari-mutuel breakage receipts, for capital and permanent improvements. This occupied much of the morning meeting.

Following luncheon, James A. Carey, of the State's Division of Fairs, conducted an informal discussion to compare successful and not-so-successful promotions and other ventures at 1957 fairs. Weekend and Sunday operations were of particular interest. Joseph Godin, of Interstate Fireworks Company, showed a sound and color film of pyrotechnics displayed. There were 20 representatives present from various attraction companies.

## Pa. Raising Issue Over Blue Laws

HARRISBURG, Pa.—Mounting concern over blue law enforcement has stimulated formation of a State legislative committee to revise the constitution. Certain enterprises freed from Sunday restrictions by referendum give the picture a spotty appearance, and efforts are to wipe the slate clean and write new provisions favorable to amusement and retail business alike.

The Legislature meets every other year, and is due in session in 1959. A move is afoot to compel enforcement of the Sunday laws to the hilt, thereby stimulating public indignation over the issue. The result would presumably be public pressure to free amusement and retail operators from restraints.

This issue is one aspect of the program for the January 30 meeting of the Roller Skating Rink Operators' Association at the Penn-Harris Hotel here, beginning with a 12:30 luncheon. Arthur Litzenberger, Crystal Palace Rink, Philadelphia, is State chapter secretary and chairman of the legislative committee of the Participating Sports Association of America.

## GAC-Hamid Inks Minn. Fair Loop

ST. PAUL—The GAC-Hamid Agency closed to provide the night grandstand show for the five member fairs of the Red River Valley Circuit at the Minnesota fair meeting here last week. The office will provide a program of acts for the events which are at Mahanomen, Rosseau, Fertile, Barnesville and Warren.

Other annuals inked by the agency, repped here by veteran booker Ernie Young, included Ada, Faribault and Sleyton.



# PCSA Installs Jimmy Lantz

LOS ANGELES—Officers of the Pacific Coast Showmen's Association for 1958 were installed by Harry Fink, a past president, in the club rooms as part of the weekly meeting Monday night (6). The ceremonies inaugurated the administration of Matthew (Jimmy) Lantz as president; Arthur E. Anderson, first vice-president; Joseph (Red) Dauer, second vice-president; Matthew Herman, third vice-president; H. D. (Bob) Matthews, secretary, and Al Weber, treasurer. Past Presidents Edward Harris and Joe Glacy were installed as five-year members of the board of trustees and the cemetery committee, respectively. The new board of governors was also installed.

## ARENAS & AUDITORIUMS

### Pensacola Attracts Shows; Geography Is One Factor

By TOM PARKINSON

READING OF ROUTES for many types of shows developed the impression that once a touring company goes South there is a very strong probability that it will stop at Pensacola's Municipal Auditorium. And manager Walter Wicke confirms that. Speaking moderately, Wicke observes that Pensacola gets its fair share of road companies. He gives credit to the proximity of air force and naval air force bases and to growth of industry at Pensacola, saying that these help bring business to Auditorium events.

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

**SHOW-WISE IT GETS** at least its share. Geography helps in some cases. The 200-mile drawing territory helps, too. As Wicke has observed, any show that plays Florida and then goes West is bound to make Pensacola. It works pretty well in the other direction, also.

"Ice Vogues" played Pensacola this fall and reported it was the best stand in the South this time. The Cristiani circus played a stage engagement here for a major industry, which also sponsors a dance for employees twice monthly. The Black Hills Passion Play did very well for two days in December.

More attractions include the NBC Opera Company, which appeared in the fall; the Ballet Russe; and the Chicago Opera Ballet, which is coming this season. The Pensacola Music Association is bringing the Ballet Theater and the Detroit Symphony.

**THAT ASSOCIATION** also is in touch with a group that may bring in a repertoire of legit shows. The Columbia Artists' production of "No Time for Sergeants" wanted to come, Wicke reports, but the building couldn't give the necessary time.

"Grand Ole Opry" is a hit in the building and units come about every month. Some are booked by John Kelly, some by A. V. Bamford. The Philip Morris Country Music Show played Pensacola once and plans to repeat.

Goose Tatum's basketball team played January 2 and the Harlem Globetrotters are scheduled for February. Happy Kellems' Honey Boy Minstrels are coming in January.

Pensacola also has its home-promoted events. There is a frequent schedule of gospel sings. An annual Festival of Five Flags is to be May 14-17 this year. The Jaycees have an Auto Show in January and a Sports and Boat Show in March.

Gene Rowe of New Orleans will produce a Home Show in the spring. A monthly rock-and-roll dance schedule for teenagers is being set by an Atlanta organization. Duke Ellington is appearing this week.

**GEOGRAPHY, MILITARY** personnel and payroll, new industry, and successful experience in the past—they all combine to keep the Pensacola building busy.

## FAIR MEETINGS

Wisconsin Association of Fairs, Schroder Hotel, Milwaukee, January, 14-16. Win H. Eldridge, 315 1/2 East Mill Street, Plymouth, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 14-16. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 15. Thomas M. Craig, Spartanburg, S. C., secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 16-

17. Jack Vinson, Tennessee-Carolina Fair, Newport, secretary.

North Carolina Association of Agricultural Fairs, Hotel Sir Walter Raleigh, January 16-17. J. Sib Dorton Jr., Route 10, Charlotte 6, secretary.

Western Canada Association of Exhibitions, Paliser Hotel, Calgary, Alta., January 17-19. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, John Marshall Hotel, Richmond, January 18-20. William E. Finch, Fairgrounds, Danville, secretary.

The Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 19-21. Harry B. Kelley, Hillsdale, secretary.

Association of Alabama Fairs, Jefferson Davis Hotel, Montgomery, January 20-21. Christie W. Summer, Jasper, secretary.

Massachusetts Agricultural Fairs Association, Hotel Bradford, Boston, January 20-21. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 22-23. Roy E. Symons, Skowhegan, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 23-24. L. Doc Cassidy, Kentucky State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 23-25. A. D. Scott, Fargo, secretary.

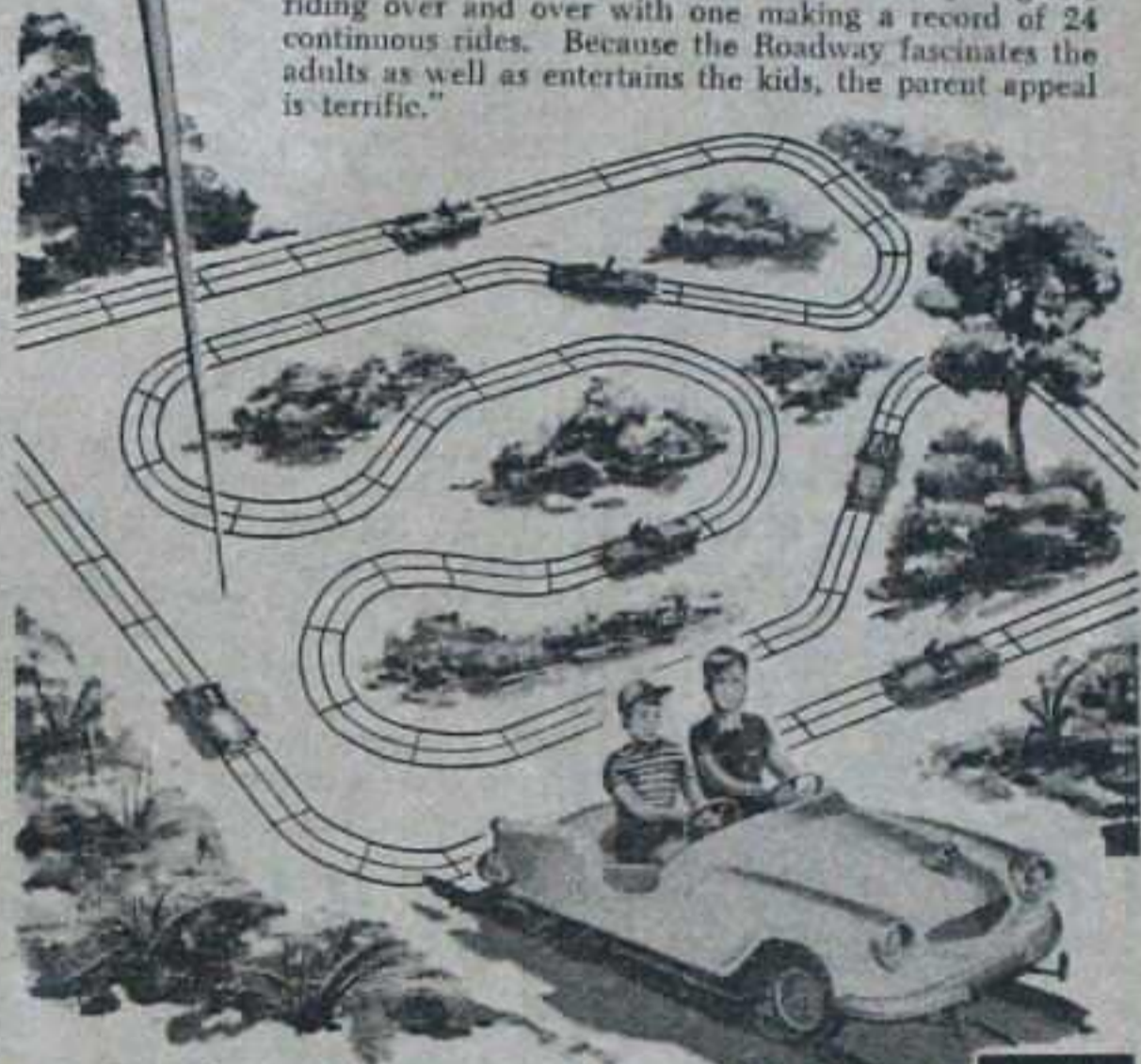
Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 26-28. C. C. Hunter, Taylorville, secretary.

(Continued on page 83)

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## Date Festival Sets Circus as Feature

INDIO, Calif.—The Riverside County Fair and National Date Festival will feature the Cirque Araby here on February 22-23, last two days of its 10-day run, R. M. C. Fullenwider, fair manager and executive producer of the circus, announced.

The circus will be of the European type, one ring, and in the horse show arena. All performers will be garbed in Arabian costumes, fitting into the Arabian Nights theme of the fair. The event also will again feature the Arabian Nights pageant for which it has gained nationwide fame.

Assisting Fullenwider in the circus production are Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, which has held the booking contracts here for approximately 10 years.

Cirque Araby will feature Gisel and Curtis, perch; Fins and Dandy, juggling clowns; Orwyns, Risley and trapeze; Dwight Moore and His Mongrel Revue; Carlyles, teeterboard and trampoline; Nimble-Aires, trampoline and cycles; Linares, wire; Allans, high act; Chet Juszyk, lions; Capt. Jamison, high dive; Bar Barons, bars; Max-

wells, comedy knockabout; Flying Wards, aerial; Albert Fleet and chimps, and Eddie Dullum and clowns. Music will be by Al Lyons and his circus band. Gene Holter will supply the elephants as well as the camels for the races, an annual feature at the horse show.

The Brunsons are also presenting for the full 10-day run Al Lyons and his electric accordion, Jack McAfee as Bobo, the balloon clown; Betty Jo Huston, acro-novelty, and Anden's performing dogs.

The Frank W. Babcock Shows will again be featured on the midway.

Publicity for the fair will be handled by Ernest Maxwell, who has flacked the exposition for the last three years.

## N. C. Fairmen To Set Dates, View Movies

RALEIGH, N. C.—One of the main items of business at the 25th annual meeting of the North Carolina Association of Agricultural Fairs will be the setting of dates for the nearly 100 member events. The two-day session, Thursday and Friday (16-17), will also feature a movie on the West Virginia State Fair, to be shown by its manager C. T. (Tom) Sydenstricker, of Lewisburg-Ronceverte.

More than 400 persons have reserved places for the Friday night banquet and floor show in the Hotel Sir Walter, association president Corbin Green of Hickory reports.

Mayor W. G. Enloe will welcome the fair operators to Raleigh and Clyde L. Propst, manager of the Cabarrus County Fair, Concord, will respond. The banquet program is being arranged by Curtis A. Leonard of Lexington and Norman Y. Chambliss of Rocky Mount.

Bob Corbin, comedy calliapist, well known at Midwestern parks, fairs and special events, is keeping busy this winter working personals with a TV show out of Station WTRF, Wheeling, W. Va.

## Show Agents Out in Force At Ind. Meet

INDIANAPOLIS — Carnival, attraction and fair supply firm representatives were out in good numbers at the 38th annual meeting of the Indiana Association of County and District Fairs here Sunday thru Tuesday (5-7).

Included were Issy Cetlin, Al Dorso, Cetlin & Wilson Shows; Louis J. Berger, Olson Shows; F. E. Gooding, Hal Eifort, John Enright, Gooding Amusement Company; L. I. Thomas, Thomas Joyland Shows; James H. Drew Jr., James Drew III, James H. Drew Shows; Billy Senior, George Flint, Barnes-Carruthers Theatrical Enterprises, Inc.; Jack Lindahl, Boyle-Woolfolk Agency; Sunny Bernet, Global Artists; Oscar Bloom, Blue Grass Shows; D. Dada, W. C. Wade Shows; Al Kaufman, merchandise; Mr. and Mrs. Bill Bernauer, concessions; J. Levine, Kipp Novelty Company; Johnny Anderson, Enquirer Show Print; Mr. and Mrs. Johnny Portemont, Johnny's United Shows; Mr. and Mrs. Al Kunz, Heth Shows; Joie Chitwood, Chitwood thrill show; Jack Kochman, Bill Reed, Mr. and Mrs. Irish Horan, Kochman thrill show; John Dailey, Illinois Fireworks Company.

Also C. S. Peck, Key City Shows; Jimmy Chanos, Jimmie Chanos Shows; Tom Baker, Baker United Shows; Morris Lipsky, concessions; Nick Carter, concessions; Paul Drago, Drago Amusements; Rod Link, World of Pleasure Shows; Mrs. Charles Golding, concessions; Mrs. Avery Christy, concessions; Charles Jessop, concessions; George Ferguson, WLS Attractions; Frank Taylor, GAC-Hamid; M. McKinley, McKinley Rodeo & Wild West Show; W. B. Jay, W. B. Jay Shows; Dave Rosenberg, Triangle Poster; Wabash Valley Tent & Awning Co.; Terra Haute Tent & Awning Co.; Lashbrook Tent & Awning Co.; Mr. and Mrs. Eddie Hackett, concessions; R. Deggeler, Mr. and Mrs. John Leedy, Deggeler Amusement Co.; Mrs. John Gallagan, John Gallagan Jr., concessions; Mel Hummitzsch, Mel Hummitzsch Theatrical Productions; Pinkerton's National Detective Agency, Inc.; Midwestern Hayride; R. A. Hodger, Dream Homes.

## GAC-H Links With Wall's Calif. Office

NEW YORK—A tie-in with Isabelle Wall for fair talent in California, Oregon and Washington was announced this week by Joe Higgins of the GAC-Hamid agency. Miss Wall's agency, Fun Unlimited Productions, with offices in San Francisco and Sacramento, will represent GAC-Hamid acts exclusively.

Higgins noted that the arrangement will not affect the West Coast agency's identity, but would simply provide it with an expanded portfolio of talent.

## Date Conflicts Hurt Kansas

Continued from page 80

Docking was the key speaker. Lew Galloway emceed the floor show.

Directors elected were: John Keas, D. Linn Livers, John Morse, Kenneth Cunningham; Dr. V. L. Partridge, Lloyd Hittle, Jackson George, Harry Eshelman, Virgil Miller, Earl Simmonds, Dale W. Olson and Roy A. Fobes.

Among attractions and show people present were: Mr. and Mrs. Fielding Graham and George Carpenter, Holiday Amusement Co.; Jack Young, GAC-Hamid; J. C. Michaels, Sr. and J. C. Michaels, Jr., J. C. Michaels Attractions; Fred Herring Jr., Paramount Fireworks Co.; Harold N. Wald and Ben Wisdom, Wald & Company Fireworks Co.; Norman Burnett, Burnett's Fireworks Co.; D. Forrest Kuhns, DeForrest Attractions; Mrs. Pearl G. Evans, William E. Evans, Donald Evans, and Ivan Mikaelson, Evans United Shows; Frank Sharp and John Will, Regalia Manufacturing Co.; Mr. and Mrs. Ted Cory and Mr. and Mrs. Sam Lyons, Heart of America Shows; Don Brashear, American Midway Shows; Ben C. Truex, Harry Peebles, and Frank Noll, Truex-Peebles Enterprises; Marshall

Lines and Stanley Swan, E. G. Staats & Company.

Malcolm M. Moser, Central States Shows; Mr. and Mrs. J. W. Mahaffey, Cherokee Amusement Co.; Clifford Davis, Dixie Amusements; Darrell Hornbeck, Atterbery-Hornbeck Enterprises; Tom Drake, Hazel Randall and Harold L. Tuggle, Tom Drake Agency; Leon McComb, McComb & Sons Rodeo; Walt Thedford, Thedford Ranch Rodeo; Willard L. Biting, Willard's Circus; Johnny Conn and Don Spicer, Johnny Coon Agency; Mr. and Mrs. W. T. Hale, Hale Shows of Tomorrow; Capt. and Mrs. E. H. Hugo and Mr. and Mrs. Jess Wrigley, Hugo's Novelty Exposition Shows; A. E. Raines, Raines Amusements; D. S. Dudley and A. L. Stafford, D. S. Dudley Shows; Orrie W. Maddox, Maddox Bros. Shows; Mr. and Mrs. Ralph Kirk and Ralph Kirk Jr., Kirk & Son Attractions; N. L. Neighbor, Hutchinson Tent & Awning Co.; Harold Anderson, Playland Amusements; E. S. (Ted) Webb, Webb's Concessions; Jack Colvin, Jack Collins Theatrical Productions; Floyd Curl, Dakota Amusement Co.

## Richard Tully To Arena Post At Las Vegas

LAS VEGAS, Nev. — Richard F. Tully has been named to handle promotion of the new Convention Hall here. He formerly held a similar position with the Sacramento, Calif., convention bureau and auditorium.

Ground was broken in October on the building. It is being built by the county fair board and promotion will be directed by the Las Vegas Chamber of Commerce. The hall will cost about \$4,500,000.

## Insurance

Continued from page 80

segments of the outdoor amusement business.

Up-to-date information on special coverage will be provided. Stories will stress that at one time or another, most showmen have need for additional insurance that might include winter quarters coverage, insurance on equipment in transit, food handler's insurance, rain coverage and insurance on employee actions, to name a few.

Also included will be leads on where to buy insurance on risks that standard agents can not cover. For instance, who insures rides, parades, picnics, rodeos, thrill shows, races, circuses and thrill acts?

Wanda Lee is confined at 23 Academy Place, Nashville, with arthritis and would like to receive mail. . . . Mrs. Jimmie Leahy writes from 341 N.W. 53d Street, Fort Lauderdale, Fla., that she's resting after an operation on her hand.

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# THE FINAL CURTAIN

**ALLEN—Marion,**  
53, wife of Bernard (Bucky) Allen, of the World of Mirth Shows, January 9 in Brookline, Mass. (Details in Carnival section.)

**BITTLER—Oscar,**  
61, veteran operator of Eldridge Park, Elmira, N. Y., and one of the dwindling clan of Roller Coaster builders and designers, January 3 in Elmira. (Details in Outdoor section.)

**BOUILLE—Henry A.,**  
62, connected for years with grandstand shows at Chemung County Fair, Elmira, N. Y., January 6 in Arnot-Odgen Hospital, Elmira. A charter member of the International Alliance of Theatrical Stage Employees, Local 289, formed in 1913, he was active thruout his lifetime in local stage, scenery and film projection circles. He was a member of the Eagles.

**CANADY—William R.,**  
owner-manager of the Mississippi Fair & Dairy Show, Meridian, Miss., and a long-time outdoor showman, January 8 in Meridian following a heart attack. In addition to his fair operations, Canady operated rides and was a big property owner in the Meridian area. He was a member of the Showmen's League of America for the past 15 years.

**CRANE—John S.,**  
49, head usher for circuses, at Sheboygan, Wis., December 24. He was with Seils-Sterling Circus as an usher from 1932-1936, in the Army from 1936-1945, on the Ringling-Barnum Circus as an usher in 1948 and on the Clyde Beatty Circus as chief usher from 1949 thru 1952. He was employed in Sheboygan after that. Surviving are a sister-in-law and neices and nephews. Pallbearers were Harry N. Brown, Ervin Lang, Lew Christianson, Peter H. Lindemann Sr., Otto Zabel and Harry Hammelman. Burial at Sheboygan.

**FITZHUGH—Edgar H.,**  
83, a former manager of Texas State Fair Auditorium, Dallas, December 29 at the home of his son, John, in Garland, Tex. A native of Indianapolis, at one time he owned and operated the E. H. Fitzhugh Film Company and then became manager of the auditorium, a post he held until retirement in 1929. Survivors include another son, Edgar H., Houston, and two daughters, Mrs. R. M. Hall, Dallas, and Mrs. Roy Ready, Grand Prairie, Tex. Burial in Restland Memorial Park, Garland.

**GLINES—John P.,**  
80, former circus and theatrical agent, recently at his home in Conway, Ark. Survived by a brother, Thomas, and two sisters, Mrs. Mary E. Batell and Dora Glines, all of Conway, Ark. Burial in Conway.

**HOLTZMAN—Fred W.,**  
65, for 30 years a carnival concessionaire and for the past 12 years manager and part owner of Silver Court Trailer Park, Miami, December 27 of a heart attack in clubrooms of the Miami Showmen's Association. Survived

by his widow, Frances. Burial December 31 in Tampa.

**POTOMA—Joseph,**  
66, well known in outdoor show business as a scenic artist and for the past 10 years an employee of Joyland Park, Lexington, Ky., December 17 in the local Julius Mack Sanitorium after a long illness. In the past he had toured with the Keystone, O. C. Buck, Mighty Sheesley and Joyland shows, among others. Survivors include his widow, Martha, and five stepdaughters, one of whom was in show business for several years with her husband, W. A. Shields, digger operator. Burial in Lexington Cemetery.

**REMSCHEL—R. A.,**  
85, president and general manager of the Gonzales County Fair, recently in Gonzales.

**RODDY—William McKnight,**  
84, former Ringling circus press agent and Broadway show press in Veterans' Hospital, Sawtelle, Calif. He was a World War I Army captain. Services December 22, with burial in the National Cemetery at the Presidio, San Francisco. Survived by his widow, Ellen, San Francisco; a son, William, San Rafael, Calif.; a sister, Mrs. Gertrude Price, Beaumont, Calif., and a brother, George, Larned, Kan.

**STRASSBURGER—Leopold,**  
80, Dutch circus operator, December 11 at Hilversum, Holland. Survivors include his daughter, Regina, and Elly Strassburger, present manager of the circus.

**TEZZANO—Frank,**  
50, formerly with circuses and carnivals, of gunshot wounds New Year's Eve (31) after a reported argument at his trailer home in Sarasota, Fla. His wife the former Susan Staley, was admitted to a hospital and treated for shock. Tezzano had been with Cole Bros. and Christiani Bros. Circuses and he had operated girl shows with Prell's Broadway Shows and Penn Premier Shows.

**VAN ORMAN—Harold,**  
73, Indiana hotel chain operator, political leader and friend of show people, at Evansville Monday (January 6) at Boehne Tuberculosis Hospital. He was lieutenant governor of Indiana at one time and was active in Indiana Republican circles. He was a former president of the National Hotel Men's Association. Survivors include his widow, the former Kitty Clark, circus performer, and four sons, Harold Jr., Jerome, William and Richard. Two former wives also survive, the second one being Harriett Hodgini, former circus performer.

## MARRIAGES

**BAKER-BARRETT—**  
Jerry Baker, of World of Pleasure Shows, and Virginia Barrett, of Penn Premier Shows, December 20 in Fremont, O.

**CLARK-HAWTHORNE—**  
David Clark, third generation circus performer and a former clown with Ringling-Barnum, Hagenbeck-Wallace, Sells-Floto, 101 Ranch and other shows, and Mildred Hawthorne, non-pro, at Las Vegas, Nev., December 19. Clark is employed by Fox Studios in Los Angeles.

**KING-CONNERS—**  
Louis D. (Dada) King, concessionaire on the World of Mirth Shows, and Flora R. Connors, non-pro, in New York December 25.

**KWIET-PENCZEK—**  
C. J. (Jack) Kwiet, promotional manager for Polack Bros. Circus, and Irene Penczek, non-pro, at Chicago, December 28.

## BIRTHS

**DOSS—**  
A daughter, Bonita Vastine, to Mr. and Mrs. Benny Doss, December 2 at Hillsboro, Tex. Parents are owners of the Doss Family Show.

**HUBLER—**  
A son, George Jr., to George and Anne Hubler at Dayton, O., recently. Father has been with circuses as performer and concessionaire, and now operates concessions and catering businesses out of Dayton.

**MOYER—**  
A son, Terrall Steven Moyer, to Mr. and Mrs. Donn Moyer, December 20 at Wenatchee, Wash. Father is former animal show owner and parents are with Sello Bros. Circus.

**VALENTINE—**  
A girl, Florian Candice, at Houston December 30 to Pat Douglas Valentine and Roy (Romas) Valentine. Parents have the Flying Romas, return act and Royal Bros. Circus Attractions.

## Carnival Routes

Page Combined: (Fair) Dade City, Fla., 14-18.

Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 13-25.

Sugar State: Chacahoula, La., 13-14.

## Circus Routes

Davenport, Orrin: Grand Rapids, Mich., 20-25; Saginaw 26-Feb. 1.

Ringling Bros. and Barnum & Bailey: Shreveport, La., 17-19; Little Rock, Ark., 24-26; Nashville, Tenn., 28-30; Montgomery, Ala., Feb. 1-2; (Fair) Tampa, Fla., 5-7; Miami 13-16.

## Ice Shows

Ice Capades, 17th Edition: Vancouver, B. C., 13-18; Edmonton, Alta., 20-25; Calgary 27-Feb. 1.

Ice Capades, 18th Edition: Providence, R. I., 13-22; New Haven, Conn., 23-29; Washington, D. C., 30-Feb. 12.

Slipstads & Johnson's Ice Follies: New York, 14-26; Syracuse, N. Y., 28-Feb. 2.

## Miscellaneous

Auntie Mame (Constance Bennett): Boston 13-18.

Body Beautiful (Mindy Carson): Philadelphia 13-18.

Cat on a Hot Tin Roof (Victor Jory): Boston 13-18.

Cloud Seven (Ralph Meeker, Martha Scott): New Haven, Conn., 13-18.

Diary of Anne Frank: Columbus, O., 13-15; Louisville, Ky., 16-19.

Greene, Dr. Morton, Hypnotist: Falfurrias, Tex., 13; Kingsville 15; Aransas Pass 17.

Happiest Millionaire (Walter Pigeon): Minneapolis 13-18.

Interlock (Celeste Holm): Wilmington, Del., 13-18.

Long Day's Journey Into Night (Fay Bainter): Chicago 13-18.

Matchstick City: Miami, Fla., 13-Feb. 1.

Maybe Tuesday: Washington 13-18.

Middle of the Night (Edward G. Robinson): Washington 13-18.

Most Happy Fella: Cleveland, O., 13-18.

Much Ado About Nothing (Katherine Hepburn, Alfred Drake): Detroit, Mich., 13-18.

No Time for Sergeants (Second Unit): Pittsburgh, Pa., 13-18.

Oh, Captain (Tony Randall, Abbe Lane): Philadelphia, Pa., 13-18.

Philip Morris Country Music Show: Oklahoma City, Okla., 13; Sherman, Tex., 14; Ardmore, Okla., 15.

Royal Ballet (Sadler's Wells): Toronto, Ont., 13-15; Cleveland, O., 17-19; Montreal, Que., 21-24.

Separate Tables (Eric Portman, Gedaldine Page): Chicago, Ill., 13-18.

Sunrise at Camobello (Ralph Bellamy): Philadelphia, Pa., 13-18.

Tunnel of Love (Tommy Noonan): San Francisco, Calif., 13-18.

Waltz of the Toreadors (Melvin Douglas, Paulette Goddard): Detroit, Mich., 13-18.

Winesburg, Ohio (Dorothy McGuire, James Whitmore): Boston, Mass., 13-18.

## Fair Meetings

Continued from page 81

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, Americas 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.

On the sick list in New York are Sam (Skeets) Stilman, Trafalgar Hospital; Max Wilner, Lenox Hill Hospital; John (Duke) De Noia, St. Luke's Hospital, and Harry Horner, Veterans Hospital.

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## Minnesota State Racks Up 97G Net

Inadequate Parking Space Cited As Foremost Fairgrounds Problem

ST. PAUL—Net profit of the 1957 Minnesota State Fair was \$97,383.09. President T. H. Arens reported at the annual meeting of the Minnesota State Agricultural Society here Tuesday (7) in the St. Paul Hotel.

"The record attendance of 1,054,484 and the fair's unexpected large receipts were largely responsible for the profit," Arens said. "An anticipated loss of \$137,150 had been set up in the 1957 budget.

Exhibits in nearly every department of the fair hit new highs, Arens said. Livestock entries were so large that every available foot of space was occupied, and some cattle entries could not be accepted.

Inadequate parking space continues to be the No. 1 problem of the fair, said Secretary Douglas K. Baldwin in his report.

"Again, as in recent years, it was necessary to close the gates to automobile traffic on one day of the fair," Baldwin said. "Even though we added as much extra parking space as could be mustered, it was insufficient. This is a problem calling for continued study by the fair board."

### Three New Marks

Three new daily attendance records were established in 1957, Baldwin pointed out. These new record days were: Opening Saturday, 97,768; children's day, 103,138, and the second Saturday, 124,454. Attendance on Thursday was only 176 admissions short of the old record.

More than \$225,000 was spent out of earnings and the cash reserve of the fair on permanent improvements prior to the 1957 fair, Baldwin reported. New construction included three rest-room buildings. The first 40 rows of seats in the grandstand were equipped with movable folding chairs at a cost of

\$125,519.62; a new publicity building was established, and numerous other buildings were re-equipped and repaired.

R. C. Sorenson, treasurer of the fair, reported that cash on hand on November 30, end of the fiscal year, totaled \$415,956.34, a reduction of \$155,728.79 from the cash balance of the previous year.

Value of grounds and buildings, he said, are listed at \$8,879,534.57. The electric plant is valued at \$218,106.16 and the value of personal property is \$137,304.04. Total resources of the fair on November 1, 1957, were valued at \$9,689,584.48.

## Jack Reynolds To Address Ohio Conclave

COLUMBUS, O.—Jack Reynolds, general manager of the Eastern States Exposition, Springfield, Mass., will be the key speaker at the Wednesday (15) banquet of the Ohio Fair Managers' Association, Goldie Scheible, executive secretary, announces. Reynolds is the immediate past president of the International Association of Fairs & Expositions.

Myers Y. Cooper, former Ohio governor, will serve as toastmaster. D. Robert Jones, manager of the Ohio State Fair, will also speak.

Over 100 fair executives have made reservations for the early-bird breakfast which will be held on the morning of the same day.

## Schultz Leaves Weyburn, Sask.

WEYBURN, Sask.—Roy Schultz, secretary-manager of the Weyburn Agricultural Society for the past 10 years, has resigned because of pressure of business. His successor is A. W. Weir.

At the fair's annual meeting, Murray McFadden was re-elected to his second term as president. Immediate past president is Monty Adolphe. Vice-presidents are Edgar Pettit, Paul Erb and Preston Andrews. Fred C. Zabel was named an honorary vice-president and Roy Schultz an honorary director.

## Mineola Sets '58 Revival; Dates Mulled

\$17 Mil Raceway Seen Permanent Home; Board Meet Set

WESTBURY, N. Y.—The Mineola Fair is being revived this year after a spotty history covering recent seasons. It was last held in 1956. A new, permanent site is to be used this season.

Manager Charles Bochert said directors of Roosevelt Raceway, the \$17,000,000 grandstand harness race operation built last year, are overwhelmingly in favor of a fair being held again. They are to meet on Saturday (18) to fix the dates and other details.

The fair was suspended in 1955 after 113 continuous annual runs, due to construction of the State Thruway in Yonkers. Work threatened to block access to Yonkers Raceway, which had an option on holding its meet at Westbury under a reciprocal agreement. Exercising of the option killed the dates earmarked for the fair. In 1957 the maiden harness race season was held at the new plant and the fair was dispensed with.

### Plenty Exhibit Space

Bochert said a study had shown the plant well suited to an exposition. Electrical work will provide outlets for all exhibit space. There are 24,000 square feet of rentable area on the main floor and 18,000 square feet in the mezzanine, reachable by escalator, ramp and elevator.

The fair was originated in 1842 as a produce display in Mineola. The racetrack group is headed by J. Alfred Valentine, who is also president of the fair association, which holds a charter for Queens, Nassau and Suffolk Counties.

## West Virginia Assn. Elects Johnson

CHARLESTON, W. Va.—Frohman Johnson, manager of the Southern West Virginia Agricultural and Industrial Fair, Charleston, was elected president of the West Virginia Association of Fairs at the annual association meeting Friday and Saturday (3-4).

Fifteen fairs and numerous firms supplying fairs turned out for the affair, held at the Ruffner Hotel. The Friday evening banquet was highlighted by a beauty contest at which the entry of the Magnolia Fair, Matewan, was crowned Miss West Virginia Association of Fairs. She is Margaret Ann Tinsley of Bartley, who will be hostess at next August's West Virginia State Fair.

Named vice-president of the association was Ralph Venci-guerra, manager of the fair in Matewan. Mabel Hetzer, of Hetzer's Theatrical Agency, Hunting-

ton, was renamed secretary-treasurer. Next year's meeting will be held in Clarksburg, tentative dates to be January 3-4.

### Five Dates for G&B

Fairs announcing midway contracts were the West Virginia State Fair, Lewisburg, Cetlin & Wilson Shows; Southern West Virginia A. & I. Fair, Gooding Amusement Company, and the following five fairs which signed the G. & B. Shows, of Parkersburg, W. Va.—Nicholas County Fair, Paw Paw District Fair, Cassaway Fair, Tucker County Fair and Preston County Fair.

Fairs represented were the State Fair, Lewisburg; Southern West Virginia A. & I. Fair, Charleston;

*(Continued on page 86)*

## Albany Subs Panels for Speakers

ALBANY, N. Y.—New ideas and new staging are in the book for the winter meeting of fairs here. The New York State Association of Agricultural Fair Societies, meeting at the Sheraton-Ten Eyck Hotel, January 27-28, has taken a zip pill to pep up its program. Speakers have been abolished in favor of panels. Many fairs are prepared to toot their own horns with exhibits. Every fair has promised to contribute at least one idea to the meeting.

President George G. Sipprell, representing the big Erie County Fair at Hamburg, says that while lining up his program for the convention he heard that one of the more progressive fairs had resolved never to erect another so-called conventional structure on its grounds and that several have embarked on sweeping beautification programs.

The main ballroom of the hotel has been reserved for the meeting and the climactic dinner, with a grandstand show presented indoors as the featured attraction.

Executive Secretary James A. Carey, who is handling details of the meeting, said the largest num-

*(Continued on page 86)*

### DOUBLE UP

## Tenn. State Plans to Add 4,500 Seats

NASHVILLE—Plans that would double the grandstand seating capacity of the Tennessee State Fair here were announced last week by Judge Beverly Briley, president.

Briley said that he plans to ask the board to consider a plan to add close to 4,500 bleacher seats at a cost of \$30,000 to \$40,000.

"There are about 4,500 seats

*(Continued on page 86)*

### QUIET CONCLAVE

## Minn. Assn. Again Names Jessen Prez

ST. PAUL—The annual meeting of the Minnesota Federation of County Fairs was reported to be "the quietest in years" by Federation Secretary Hubert Ransom of St. James.

The three-day conclave at the St. Paul Hotel was an "in-between" affair as far as elections were concerned. All officers and directors of the county fair organization were re-elected Monday afternoon, January 6.

The roster includes president, Murray Jessen, of St. Charles; vice-president, Harold C. Pederson, Minneapolis; treasurer, Clyde E. Kelsey, Wadena, and Secretary Ransom. Directors for the coming year are Jesse Olson, Windom; Joseph G. Germann, St. Paul; Logan O. Scow, Long Prairie; Tom Applegit, Calumet; Merle O. Almo, Caledonia; M. W. Zipoy, Hopkins; George Rerat, Minneapolis; Robert Wells, Clinton, and O. M. Mattson, Warren.

The directors handled only one minor grievance in swift order at their Sunday (5) dinner session.

The only fireworks took place Monday when the county fair officials discussed problems created by a State-wide inspection of fair and carnival electrical facilities last summer and fall. According to Ran-

son, State inspectors moved in on fairs all over the State, in many instances on the day they opened and demanded repairs and modernization of electrical equipment. Altho the inspectors backed down in most cases, the affair caused hard feelings.

Ransom said the State law requiring rigid annual inspection of electrical equipment has been on the books since 1930, but hasn't been regularly enforced. President Jessen set up a committee of fair secretaries to work with a similar committee of carnival representatives and arrange a meeting with

*(Continued on page 86)*

## Vinton, Ia., Lights Oval

VINTON, Ia.—Benton County Fair has voted to light its quarter-mile race track as a means of hyping its still-date program of stock car racing. In 1957 financial figures on the speed events were off, officials reported.

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## Illinois State Total Gross Up \$31,845

SPRINGFIELD, Ill.—Total receipts for the 1957 Illinois State Fair were \$433,538, up \$31,845 over the previous year, J. Ralph Peak, fair manager, announced last week.

Work on a plant improvement program is under way here, and since the 1957 fair over 200 trees have been planted. Work is progressing on the \$500,000 modernization of the Coliseum.

Specifications have been drawn and contracts will be let for 10 new horse and cattle barns and rehabilitation of the swine pavilion. Four electric power substations will be added due to increased power consumption by exhibitors and concessionaires.



## PACKS SCORES 60% HAVANA INCREASE

Weather Worsened But Politics Settled; Optional Week Skipped; Plan Rodeo

HAVANA, Cuba — The Tom Packs Circus completed its run at the Sports Palace here Monday (6), with a 60 per cent increase over last year's business being reported.

Jack Leontini, Packs staff man who made both engagements, said this year's business was very good. Last year a temporary organization, King of American Circuses, played the date, and it came during a time of political unrest.

Leontini said that this time an option for an additional week was not taken up because the block ticket sales that usually would be made for that extra time already had been made in the previous days.

Weather was bad thru much of the run and on January 2, Havana firemen evacuated women and

children from the Sports Palace because heavy seas were pounding the seawall just outside. Good business was resumed the next day Leontini said.

The Packs organization is scheduled to return to Cuba in March to produce a rodeo at the new Sports City. This is a new arena with about 10,000 seats which is to be opened on February 19 with a boxing card.

## Lancaster Adds Names to R-B Defendant List

SARASOTA, Fla.—An amended complaint in the legal action against management of the Ringling-Barnum circus was filed in court here Friday (10).

It had the immediate effect of postponing the court hearing that was to have been on Monday (13).

It also revealed that the Forty-Niners, group that holds a total 49 per cent of the Ringling stock, are divided, some of them siding with and some against John Ringling North.

The amended complaint was filed by the Stuart Lancaster group. He and his mother, Mrs. Hester Ringling Sanford, now are joined in the case by his brother, Charles R. Lancaster. The three now are acting not only as officers and directors but also as beneficiaries in the Edith Ringling trust.

### List Jimmy, Brother

The three have added more names to the list of people they are acting against in the suit. The revised complaint is against these people:

John Ringling North, Henry Ringling North and Arthur M. Concello, plus Dan Gordon Judge, James Ringling and Charles Ringling.

Dan Gordon Judge is trustee of the Edith Ringling Estate and was also named in an earlier but separate suit filed by the Lancaster group. The earlier suit asked his removal as trustee.

James Ringling and Charles Ringling are sons of the late Robert Ringling and they have been counted among the Forty-Niners.

Lancaster indicated that he had gotten only token support from James and Charles Ringling in his action against the North group. He said, however, that naming these brothers in the amended suit was a technicality and that as stockholders they stood to benefit by the court action he seeks.

In general, the suit charges the circus has been mismanaged and it asks for an accounting for circus finances over the past several years.

## Adams Turns To Ball Parks; Bob 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. the past several seasons, has joined the Adams Bros. staff. Couls will open as contracting agent and will have concessions back on the show. Mrs. Couls and their daughter will work on the concessions, while Couls doubles.

Other contracting agents for the Adams show are Jack Rosenheim and Vince Forster, who came on last week.

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.

## Tim McCoy Plans to Join Carson Barnes

HUGO, Okla.—Col. Tim McCoy, last year with the Al G. Kelly & Miller Bros. Circus, has been contracted as feature attraction with the Carson & Barnes Circus for the 1958 tour.

Jack Moore is co-owner and manager of the Carson & Barnes Circus. It had an unusually successful season last year, making Western States.

The show may repeat some territory in 1958 and it is planned to carry either three or four elephants.

## Strong Plans Made For Kelly-Miller

No Cutback; Seat Wagons Go Again; Additional Animal Acts Contemplated

HUGO, Okla.—Plans for trimming the Al G. Kelly-Miller Bros. Circus next year have been reversed, and present thinking here calls for enlargement. The show will again carry retractable seat wagons. The management has been talking with representatives of a TV name, and the attraction may be used after the initial weeks.

The show's giraffe may be placed on display in the connection rather than in a pit show as in the past, and it is planned to show more animals than in the past. New animals include a rhino and several young elephants.

There is a plan for adding new pony, horse, bear, chimp and llama acts, and trainer Harry Rooks is breaking some of the stock now.

New plans are in the making for show-day attractions and free acts.

Considerable change in the performance is anticipated. Tommy Bentley, who has been performer and equestrian director, will be with the Gil Gray show this year. Other changes will include the position of auditor, since Sid Stevenson has left to go with the Howard Suez Shows.

### HUMAN ODDITY PHOTOS FOR SALE

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One more Contracting Agent that can book promotion. Good pay, year-round work. This show is bigger and better than ever this year, featuring Al St. John, Fuzzy Q. Jones, motion picture star, seen on 600 TV stations weekly. It's easier to book this one. Contact

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Phone: CA 44298, Orlando, Florida.

### WANT FOR CARSON & BARNES CIRCUS EARLY OPENING IN ARIZ.

Cont. Agt. & Promoters, Gene Christian & Joe Mosley, contact.

TOM McLAUGHLIN  
Box 234 La Grange, Tex.

### AERIALISTS WANTED

Men and women needed to work in Aerial Acts. Experience not necessary, but must be willing to train hard. Can offer top season and good chance for advancement. State all qualifications in first letter.  
DARRELL HORNBECK  
P. O. BOX 183, Springfield, Missouri

### CIRCUS PHOTOS

Set of 10 Ringling-Barnum, 1938; and a color Photo and lists, all for \$2.00; all postcard size. Good for modelers or collectors. All equipment.

BILL VAN WINKLE  
CLUB 150 MORTON, ILL.

### CONTRACTING AGENTS

This is a phone contract you can set; backed with legit references. Top pay if you can cut it. This is not a finance co., Jack Rosenheim, Neil Berk, Pat Hanton, Louis Ringling, Frank Martin, Ed Hill, call me.  
BILL GRIFFITH or BOB COULS, ADAMS BROS. CIRCUS, REgent 4-1303 days only, Appleton, Wis.

### WANTED PHONEMEN

Four top-flight, experienced Phone Salesmen for Banner and Program Advertising and U.P.C. Tickets. Top Sponsor, CLYDE BEATTY CIRCUS. Long season, now forming 1850 crew. Phones in, town cards, ready to go. R. A. WALTON, 82 Jackson West, Hamilton, Ont., Canada. Phone: Jackson 3-9664, daytime only. (No collect calls.)

### CATCHER WANTED

Flying Victors, write.  
CIRCO ITAYDE  
Mexico City, Mexico

**2 PHONEMEN 2**  
Have room left for two topnotch Men who can write \$200 or better a day on topflight deals. Steady, year 'round work.  
CALL J. B. BLAT JR.  
Newport News, Va., 4-5132  
Nights—Warwick, Va., 8-6386

**Promotional Manager WANTED**  
Must be high type, capable of handling Police, Shrine and other top angles—Industrial Eastern cities. Year-round work, immediate opening. Contact  
FLOYD KING  
CLYDE BEATTY CIRCUS  
De Land, Florida Telephone 4-0474

**PHONEMEN**  
Second year, K. of C. \$15,000.00 Deal last year. Phones in. Starts Jan. 13. K. of C. State Convention to follow.  
KEITH DU BOIS  
Atlantic 8-6259, Des Moines, Iowa

**WANTED BARTON COLISEUM**  
SEAT BUTCHERS AND STAND MEN for Ringling Bros. Circus, Jan. 24-25-26, 7 Shows. (Fox, contact.) All States Concessions.  
BARTON COLISEUM  
Pat Ford or Bill Sheldford  
1222 Center, Little Rock, Ark.  
(No phone calls.)

**WANT PHONEMEN**  
Office open, strong appeal, pay every day. Building fund for discharged mental patients and aged. All we want is good Salesmen. No drunks.  
Contact: Jackson 7-6074,  
Hartford, Conn.

**ONE TOP PHONEMAN**  
POLICE BOOK  
State wide, 22 towns. Also one skilled L. D. Man. Year-round work, 20%. No more drunks—ever.  
Phone CA 5-3623, Nashville, Tenn.  
No collect, no advances.

**PHONEMAN**  
To sell advertising or tickets. Place to live.  
G. E. FEENEY  
1340 Ingraham St., N.W.  
Washington 11, D. C.

**FOR SALE**  
Black 4 Pony Drill. All under 5 years old and none over 29" tall. Complete with 1947 1 1/2 ton Ford Truck, \$1,390.00; also 4 Pony Size Parade Cage Wagons with Trailer, \$1,000.00.  
GEORGE L. COLE  
Box 73 Palos Park, Illinois

**5—PHONEMEN—5**  
Clyde Beatty Circus  
Open here January 14.  
Work high class with top sponsor.  
MR. G  
Jack West, John Mack, Geo. O'Donnell, Al Koenig, Bill Nowandiv, call Franklin 4-5161 Reading, Pa.

**PHONEMEN**  
Deal scheduled to start Dec. 9 if starting Jan. 13 with new sponsor. Book and tickets. Collect and pay daily.  
CHECK MERCHANT  
1088 Broadway Gary, Ind.  
Phone: Turner 5-2892

**PHONEMEN**  
Third repeat, \$25,000 top, phones in. Want top men—must write \$300.00 per day. No drunks as usual and no collect.  
Phone: 6-5068, Lincoln, Neb.

**HENSON BROS.' INDOOR CIRCUS**  
Wants Phonemen and Acts. Plenty of towns already set, such as Huntsville, Decatur, Jasper, Scottsboro, Cullman, Florence, Athens and Tuscaloosa, all Alabama. Acts doing 2 or more except Dogs and Clowns. 4 to 8 weeks' work, opening Jan. 27, Athens, Ala.  
W. E. PAGE  
Box 344, Phone 931, Springfield, Tenn.

**WANTED**  
4 Promoters with or without crews, 40%. Tickets, book and UPC's. Russell Judie contact.  
Call MR. HUNTER  
Capital 4-1928 10 to 5.  
Wire 610 White St., Houston, Tex.

**3—PHONEMEN—3**  
UPC's and BANNERS  
For Third Annual Optimist Circus  
Office ready. Carded with cut-offs. Start on the 14th. Have 8 months' work booked solid. Too many repeats and police dates to be worried by drunks and limb.  
J. F. SHAFER  
Day Phone: Lincoln 5-8481  
Night Phone: Lincoln 3-2779  
403 1/2 So. Main Royal Oak, Mich.  
No collect

**WANTED Promotional Director**  
Start work now, towns ready. Can use one more Contracting Agent. Year around work if you can produce. Acts for '58 season, doing two or more. Boss Canvasman, Side Show and Concert People. (Bob Beck, suggest you get in touch.) Bob Dugan, call immediately.  
BENSON BROS.' CIRCUS  
Box 625, New Smyrna Beach, Fla.  
Phone: Filmore 5-2497

**PHONEMEN**  
Strong deal. Top sponsors. Tickets and book, BBB approved. No drinking, collect, advances.  
CHAS. MASON  
Lambert 4-1978  
Modesto, California

**PHONEMAN**  
Mills Bros. Circus starting Grand Rapids, Michigan. Pay daily. No collect calls or wires. Phone person to person, Lowell, Michigan. Winoaks 7-9575 daytime. They will give number where I can be reached.  
LARRY LAWRENCE

**WANT BOSS ELEPHANT MAN**  
ALSO EXPERIENCED MASTER CIRCUS MECHANIC  
Can place high-class Clowns, Candy Butchers and Stand Men who will drive.  
Address  
CLYDE BEATTY CIRCUS  
DE LAND, FLORIDA



## Disneyland Draws 4,200,000; Parent Firm Buys More Stock

ANAHEIM, Calif.—Gross income from Disneyland, Inc., operators of the park here, amounted to \$6,001,611 and helped boost the consolidated net profit of Walt Disney Productions for the fiscal year ending September 28 to a record high, WDP President Roy O. Disney said last week in his annual report.

Paid admissions to Disneyland for the year to September 28 were 4,200,612, an increase of 468,670 over the preceding year, and by now the park will have entertained its 10,000,000th visitor, Disney said. Guest spending for parking, admission, rides, amusements and souvenirs averaged \$2.61 per visitor for the 1957 fiscal year compared with \$2.28 for the previous year.

Net income for WDP was \$3,649,359, equal to a \$2.44 a share on 1,494,041 common shares outstanding. The previous year's net income was \$2,623,541, equaled \$2.01 a share on 1,305,680 shares. Shares increase was shown by the sale of 185,526 shares of common stock and the exercising of subscription warrants for 1,835 shares.

**Owns 65 Per Cent of Stock**  
Disneyland accounted for approximately 35 cents a share in the year's earnings for three months of July, August and September. This amounts to 14 per cent or a total of approximately \$511,000 of the combined net profit. The report added that if the entire year had been consolidated the total earnings to WDP from the park would have approximated 45 cents a share.

Prior to last year, WDP had not consolidated the accounts of Disneyland with its own. Last June 29, the company exercised all its op-

tions to purchase an additional 31.0 per cent of Disneyland, Inc., common stock.

Gross income for the year for WDP amounted to \$37,778,241 as compared with last year's \$27,565,394. Other WDP gross incomes included film rentals, television, both in film last year, and publications, character merchandising, music and records combined, down slightly from last year's record high.

Walt Disney Productions now owns 65.5 per cent of the Disneyland stock. American Broadcasting-Paramount Theaters, Inc., owns 31.4 per cent.

## Minnesota Assn.

Continued from page 84

the State electrical inspector this spring.

Suggestions for improving facilities to exhibit livestock were presented to the county fair officials by Carroll Plager, of the George A. Hormel & Company, livestock extension department, Austin. Thomas H. Swain, executive director of the Minnesota Statehood Centennial Commission, also spoke to the assembly and thanked the fair men for their participation in the celebration of Minnesota's 100th birthday this year. Many of the fairs are planning special functions during 1958 to commemorate the Statehood centennial.

The final business session was conducted Tuesday morning, with nothing of moment developing. That night the county fair representatives relaxed at the annual banquet and fun fest which they sponsor jointly with the Minnesota State Agricultural Society (State Fair).

## Tennessee State

Continued from page 84

now. I think we can add that many more by putting in about 11 more rows of track seats and by adding 100 to 150 feet to each end of the present grandstand," he said.

The proposed seats probably would be wood and there would be no roof over them, he added.

## New London Audit Shows Record Year

NEW LONDON, Conn.—Ocean Beach Park, city-owned and operated shoreline facility, had its biggest year in 1957. Park Superintendent Augustus B. Menghi disclosed that net revenue for the fiscal year was \$257,280.92, an increase of \$20,381.53 over 1956.

Revenue derived directly from beach operations totaled \$154,986.62. Concession income amounted to \$102,294.30. Total paid attendance for official season, May 6 thru Sept. 8, neared the 700,000 mark.

## John Bowman In Chicago

CHICAGO—John Bowman, new executive secretary of the National Association of Amusement Parks, Pools & Beaches, has taken over his duties at the NAAPPB general offices here.

He reported Monday (4), after having sold his home in Erie, Pa. He expects to purchase a home in the Chicago area and move his family here about February 1.

## Carroll Staffers Going to Europe

SPRINGFIELD, Mass.—Several staffers from the Riverview Amusement Park, Agawam, will go to Europe for the opening of the Lourdes Centennial. They will visit Lourdes, France; Nice, Rome and Paris. Included will be Harry Storin, publicity director, and Mrs. Storin; Mary Bowler, payroll supervisor, and Barbara Hogan, secretary to park operator Ed Carroll. The group will be in a party that leaves February 8.

## Park Stock Up

DENVER—The \$1 par value common stock in Magic Mountain, the Western amusement park under construction here, climbed to \$1.50 this week, Walter F. Cobb, president of the proposed park, said. He added that stock sale has moved ahead surprisingly fast and 1,250,000 shares have been sold or subscribed. Claude Hathaway is president of the Hathaway Investment Corporation, underwriters of the stock issue. The amusement park is slated to open May 8.

DALLAS—Paid admissions at swimming pools operated by the Dallas park and recreation department last year totaled 731,227. Free swimming hours boosted the attendance to more than 794,000.

## NAAPPB MULLS KID SPOT NEEDS

CHICAGO—Kiddielands and how to more adequately meet the needs of kiddieland owners who belong to the NAAPPB are topics high on the list of NAAPPB projects for 1958, President William B. Schmidt declared here last week.

He said the park association is aware that its services to kiddieland members have been criticized, but he said he's sure a solution can be reached and that early attention of NAAPPB executives will be aimed in that direction.

## ROLLER RUMBLINGS

### New England TV Test As Skatery Biz Hypo

MEDFORD, Mass.—Business has picked up considerably for Raoul Bernier, operator of Bal-A-Roue Roller Rink here since he started a test using television to promote rink attendance.

So successful has the experiment been that it is now ready to be used as a test pattern on a nationwide basis. Recently Victor J. Brown, of the Roller Skating Rink Operators' Association of America, came to Boston to negotiate for a New-England-wide promotion on television.

The test was run on WNAC-TV, Boston, and will now be extended to 10 stations. It will be used at station breaks and as one-minute commercials. The slogan will be "Anyone Who Can Walk Can Skate." Roller skating will be promoted as a clean, healthful sport conducted in a good atmosphere. If the New England test is successful it will be applied on a nationwide basis, it was said.

### Sefferino Speaks on Problem of Controversy . . .

CINCINNATI—"In view of the fact that a recent article in The Billboard by Robert L. Baker, Lansing, Mich., president of the United Rink Operators, refers directly to an item I wrote for this publication, I hope I may have the space to clarify my intentions and convictions," writes C. V. (Cap) Sefferino, manager of Price Hill Roller Rink here.

"Throughout the years I have been invited many times by skating editors of The Billboard to do articles for the paper, and I have never intentionally tried to use The Billboard, as Mr. Baker indicates, to foment controversy. My opinions have been my own. I have never tried to tell any rink operator how to run or promote his business, as I would not want anyone to tell me how to operate my rink. It has been my intention to share whatever knowledge I may have of the business with anyone in the industry who may think it valuable to him.

"Furthermore, it does not interest me as to who belongs to what organization, with the exception of Earl Van Horn, a founder of the RSROA who never should have divorced himself from the organization. In the matter of rink operator organizations, I believe in them as protective and beneficial elements in the industry. As to my personal choice of organizations, I simply believe that roller skating belong to the man who owns a rink and not to the Amateur Athletic Union or any other body foreign to roller skating.

"I cannot help but admire Mr. Baker's loyalty to his organization. Since he is its president, I would expect nothing less from him. However, I do believe his claim that The Billboard's columns are being used to foment controversy is erroneous. It must be remembered that The Billboard Rinks column is written expressly for the operator. It has always been the medium thru which the operator could air his views, discuss his problems and exchange ideas, and for more than 50 years it has been the acknowledged mouthpiece of the entire industry.

"Let's all realize that in the rink business, as in other trades, there will always be differences of opinion which may lead to controversy. Every person is entitled to an expression of opinion, but in our case operators have gone to extremes. Thus it seems to me that we have not made the best possible use of

The Billboard's columns. Would it not be better that we pay less attention to inevitable controversy and use these columns as the medium of exchanging ideas for the improvement of business?"

### Entries Open for Fourth Marathon at Wal-Cliffe . . .

NEW YORK—The fourth annual New York Marathon, 26 miles and 385 yards, will be held at Wal-Cliffe Roller-drome, Belmont Boulevard in Elmont, Saturday night, February 22, manager Jim Ferris reports. The event will last 419½ laps over Wal-Cliffe's 16-lap track, starting at 11 p.m., immediately following the public skate session.

The event is sanctioned by the RSROA and is open to all registered skaters aged 18 and older. Last year it drew entries from six States—Massachusetts, New Jersey, Indiana, New York, Maryland and Florida. Entry is limited to the first 20 skaters to file before February 15, with blanks being available at the rink. First five finishers get trophies and all others get medals.

## West Virginia

Continued from page 84

Mannington District Fair, Mannington; Fayette County Fair, Fayetteville; Mineral County Fair, Fort Ashby; Braxton County Fair, Sctton; Taylor County Fair, Grafton; Green Sulphur District Fair, Sandstone; Magnolis Fair, Matewan; Nicholas County Fair, Summersville; Ritchie County Fair, Pennington; Pocahontas County Fair, Marlinton; Paw Paw District Fair, Ivesville; Gassaway Community Fair, Gassaway, and Preston County Fair, Terra Alta.

Also attending were GAC-Hamid, New York; Hetzer's Theatrical Agency, Huntington; Ohio Fireworks Company, Bellaire, O.; R. B. Powers Company, Ashley, O.; Regalia Manufacturing Company, Rock Island, Ill.; Thunderbird Hell Drivers, Tampa, Fla.; Barstow Amusement Company, Beaver Falls, Pa.; Henry A. Theodor Company, Pittsburgh, and Frankie's Rides, Washington, Pa.

## Albany Subs

Continued from page 84

ber of booking, concession, printing and other fair-allied businesses are heading for the Albany meeting, the association's 70th.

Panel topics include new ideas for manning the gates, new uses for the time-honored premium book, pass situation, year-round use of fairgrounds, a study of whether premium awards are up to date, and the fair's role in its community life. Approximately 400 fairmen and women and guests are expected to attend.

## SKATING RINK TENTS

42 x 102 IN STOCK  
53 x 122 AT ALL TIMES

### NEW SHOW TENTS MADE TO ORDER

#### USED TENTS FOR SALE

10x10 Ft.	40x 80 Ft.
10x15 Ft.	40x 90 Ft.
14x21 Ft.	40x100 Ft.
20x30 Ft.	60x 60 Ft.
20x40 Ft.	60x 90 Ft.
30x50 Ft.	60x120 Ft.
30x60 Ft.	60x150 Ft.
30x90 Ft.	50x180 Ft.
40x60 Ft.	60x210 Ft.
40x70 Ft.	60x240 Ft.

CAMPBELL TENT & AWNING CO.  
100 Central Ave. Altam, Ill.

### Because the Demand

has been so great for a good, inexpensive miniature golf course, the country's leading miniature golf designers and builders now offer you a fine prefabricated course for less than \$2,000.00. Instructions included for easy assembly.

**TAYLOR BROS.**  
79 Ackley Ave. Johnson City, N. Y.

### FOR SALE

Used electric group game played like Fascination—60 Tables—with or without location in Rockaway Beach, N. Y. Reasonable Contact.

**MRS. G. P. FABER**  
928 Ocean Drive Miami Beach, Fla.

### High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—  
GALLOPING HORSE CARROUSEL

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## 600 Jam Eden Roc For Miami Banquet

MIAMI — The Miami Showmen's Association made its initial shindig at the Eden Roc Hotel a memorable one on Monday (6), with more than 600 members and friends getting together for the largest banquet the club has known. At the conclusion of the affair in the Pompeii Room, the MSA was invited back in 1959 without the formality of the usual deposit.

By coincidence, a member of the Ladies' Auxiliary was playing the hotel and added to the entertainment for the night. Roberta Sherwood was well received by the crowd, many of whom remembered her from her outdoor trouping days. Comic Alan King also performed, as did a dance act, and the Mal Malkin orchestra played for dancing.

Outgoing President Ross Man-

ning extended congratulations to the various members who helped make the night a memorable one, and recalled in his speech that a \$50,000 balance was being left for the incoming administration headed by the new president, Bennie Weiss. The Year Book, of which Buster Westbrook was chairman, brought in \$12,000 and offered more reading material than in recent years. Banquet chairman and committee were Max Sharpe, Nate Farber, Lou Lange and Sydney Daniels.

### Colorful Gowns

In the general air of frivolity and glitter, the latter being provided by the colorful gowns shown off by women present, there was an unmistakable solemn note occasioned by the sudden passing and burial of Past President William C. Moore, for whom expressions of bereavement were offered.

Showmen, wives and friends came from many parts of the country to attend the affair, and were represented on the dais and on the banquet floor. All MSA officers were present except Mel G. Dodson, treasurer, who was ill, and Ep Glosser, secretary. On the dais were incoming Treasurer Alton Pierson and Secretary A. R. (Dutch) Whiteside.

Chaplain William C. Bryant offered the invocation and Sammy Walsh was toastmaster.

Also on the dais were President Manning, incoming President Weiss; John Vivona, new first vice-president; Harry (Buster) Westbrook, new second vice-president; Paul Prell, assistant secretary; Wil-

(Continued on page 89)

## Midway, Agency Reps Attend St. Paul Meet

ST. PAUL—Following is the list of organizations repped at the 99th annual meeting of the Minnesota State Agricultural Society and annual convention of the Minnesota Federation of County Fairs here last week.

Albright's Attractions, Arrowhead Fireworks Co., Arrowhead Steel Corp.; Auto Racing, Inc.; Badger State Shows, Barnes-Carruthers Theatrical Enterprises, Blue Grass Shows, Byers Bros. Shows, Boyle Woolfolk Agency, Carroll's Greater Shows, Condon's Concession and Supply, W. T. Collins Shows, Dodson's United Shows, Royal American Shows, Don Franklin Shows, Flying "B" Rodeo Shows; GAC-Hamid, Inc.

(Continued on page 89)

## Twin Cities Club Banquet Pulls 200

Governor Freeman, Carl Sedlmayr Receive Gold Membership Cards

ST. PAUL—The first annual Midwest Showmen's Association banquet and hall, a feature of the joint convention of the Minnesota State and county fair organizations, was pronounced a giant success by its sponsors here Monday night (6).

More than 200 attended the dinner in the Continental Ballroom of the St. Paul Hotel. An entertainment program and dancing session followed.

Banquet Chairman Preston Lambert made arrangements for the entertainment, which was headed by comedian Candy Candido, who flew in from Hollywood for the occasion. Other performers included St. Paul's Schmitz Sisters, a singing trio; Wally Blake and

Trudi O'Shea, comedy monologists; acrobatic baton twirler, Dawn O'Day, and Jules Herman's orchestra, featuring Lois Herman at the console.

Minnesota's Gov. Orville Freeman was presented with a lifetime membership in the Midwest Showmen's Association by the group's president, carnival owner William T. Collins. C. J. Sedlmayr Sr., also received a gold life membership for his efforts in helping to finance and organize the embryo amusement business organization.

D. K. Baldwin, secretary of the Minnesota State Fair, was toastmaster. Invocation was by Rt. Rev. Msgr. L. J. Arrell of Fargo, N. D. Honored guests included Jack Duffield, president of the Showmen's League of America; Murray Jessen, president of the Minnesota Federation of County Fairs; Lee Moss, representing the Hot Springs (Ark.) Showmen's Association; Robert Andrews, vice-president of the Minnesota State Agricultural Association, and Dave Endy, president emeritus of the Miami club.

## Arizona Club Nominates Two Tickets

PHOENIX, Ariz.—Two slates of candidates have been named for the election of officers of the Arizona Showmen's Association to be held February 3 in the clubrooms here.

Heading the regular ticket are Ralph Horstman, president; Sam Steffins, first vice-president; William Farrar, second vice-president; Betty Pesicka, third vice-president; Don Hanna, treasurer, and Earl Salter, secretary.

The opposition ticket is headed by Earl Salter, candidate for president; Sam Steffins, first vice-president; W. J. Siebrand, second vice-president; Robert Banard, third vice-president; Don Hanna, treasurer, and M. R. Freeman, secretary.

There was a good turnout at the Monday (6) meeting. The membership approved the printing of new by law books and President Harry Lucas announced a special board of governors' meeting would be held prior to the January 20 meeting.

Reported on the sick list were Harry L. Gordon, who is in a Mesa, Ariz., rest home; John Stone, who is confined to Apache Junction home, and Rose Merrow. New members are Gertrude Siebrand, Eddie Edwards and Peter Strom.

## Ten Fairs Charted By Marks-Manning

NEW YORK — Ten Southern fairs are locked up for the Marks-Manning combination, which will tour this fall as the Marks & Manning Combined Shows. The arrangement marks the emergence from retirement of John Marks, who will add at least six major rides and other equipment to that which will tour the still-date season under the banner of Ross Manning.

Three fairs are still pending and should be taken care of at Southern meetings this month.

As it now stands, the Marks-Manning route consists of the following fairs: Lynchburg, Va.; Hendersville, N. C.; Woodstock, Charlottesville and Roanoke, Va.; Hickory, Albemarle and Monroe,

## Burn House Mortgage At Troupers' Banquet

LOS ANGELES — The mortgage on the Regular Associated Troupers club house here was burned as a highlight of the 17th annual banquet and ball held Tuesday (7) at Larry Potter's Supper Club in North Hollywood.

More than 200 attended the affair during which more than \$1,000 was raised to obtain the balance needed to retire the nearly \$30,000 indebtedness. Fred Smith, the club's financial adviser, officiated at the burning with several of the past presidents, including Lillian Schue, Steve Vaughn, Myrtle Hutt Morris and Alex Freedman.

Dick Haynes of the radio show "Haynes at the Range" over KLAC and a television star emceed the affair in the absence of Harry Golub, the club's veteran toastmaster. He was assisted by Bill Davis, chairman of the banquet committee, who had Olivia Waldron and Helen Vaughn as co-chairmen.

Congratulatory telegrams were read from the Arizona Showmen's Association, Flossie and Fitz Fitzgerald, Elsie Miller of the Showmen's League of America Auxiliary, Eddie Hellwig of Show Folks of America, and Babe and Mike Herman.

Haynes introduced and called to

(Continued on page 89)

## GALA HANDOUT OF AWARDS AT MSA FEST

MIAMI — It was award night as well as banquet night for the Miami Showmen's Association Monday (6) in the Eden Roc Hotel. There was a Le Coultre watch and band for attorney Wallace Maer, 90 awards for committeemen, and eight gold life membership cards handed out. Outgoing President Ross Manning got one, as did Al Tetlow for his MSA Veterans Hospital work. Gold cards for obtaining 50 new members apiece went to Harry Schreiber, Louis Bell, Mark Reilly, George Gordon, Seymour (Sonny) Levin and Murray Leavitt.

John Vivona, first vice-president; Harry (Buster) Westbrook, second vice-president; Mel G. Dodson, third vice-president; Dutch Whiteside, secretary; Paul Prell, assistant secretary; Alton Pierson, treasurer, and William J. Tucker, assistant treasurer.

Governors are Shep Blumberg, William C. Bryant, Tommy Carson, Is Cetlin, Dick Coleman, Rip Weinkle, Dany Dell, Joe (Ross) Grosso, David Fineman, Patty Finnerty, Jimmy Stable, Pud Hartman, Sydney Goodwalt, Bill Jones, Jack Wilson, Willie Lish, Frank C. Miller, Max Goodman, Claude Sechrest, Irving Sherman, Whitey Tara, Eddie Edwards, L. I. Thomas, Harry Schreiber, Eddie Horowitz.

Also Harry Weiss, Sydney Daniels, Charles Wright, Ben Glasberg, Abe Prell, John Campi, Harry Modele, Pete Norman, Joe Prell, Stretch Rice, Lloyd Serfass, Maxie Sharpe, Don Vivona, Jack Essner, Whitey Byus, Murray Levitt, Mike Roman, George Gordon, Al Howard, Jack Weiss, Specks Groscurth, Johnny Tinsley, Guy Markley, Nate Farber and Max Herman.

## PCSA Auxiliary Sets Committees, Board of Directors

LOS ANGELES — Helen Vaughn, new president of the Ladies' Auxiliary of the Pacific Coast Showmen's Association, last week named directors and committees for 1958.

Board of directors: Berta Harris, Mary Bacigalupi, Emily Bailey, Raie Banard, Emma Blash, Mabel Brown, Norma Burke, Peggy Butler, Esther Carley, Jetta Clancy, Charlotte Cohen, Mimi Couch, Eleanor Crafts, Dot Cronin, Edna Kanthe Dauer, Ruth Korte Davis, Donna Day, Eva De Marrs, Madison Hopes, Katherine Doolan, Bobbie Douglas, Regina Fink, Flossie Fitzgerald, Babe Gardner, Donna Glenn, Grace Goss, Barbara Hellwig, Myrtle Hutt, Vivienne Jacobi, Virginia Kline, Lola Krekos, Evelyn Lantz, Clara Little, Eliza Matthews, Nancy Meyers, Mae Mortensen, Fern Redmond, Marce Rhodes, Thora Rickard, Rose Rosard, Elsie Sheldon, Julia Smith, May Snobar, Alberta Vaughn.

(Continued on page 89)

## Show Owners Report Kansas Fair Bookings

TOPEKA—Altho many carnival owners of the Kansas Fairs Association were dodging fairs due to the big overlap of dates in August, a number of shows did business here last week.

The following carnivals in attendance announced that they had contracted fairs as follows: Holiday Amusement Company; Williamsburg, Waverly, Girard, Burden, Osage City, Gardner, also the July 4 celebration at Peabody and the Labor Day celebration at Chapman; Central States Shows; Abilene and Ellsworth; Evans United Shows; Glasco, Dighton, LaCrosse, Ness City, Iola and Winfield; Maddox Bros. Shows; Newton, Halstead, Cheney, the July 4 celebration at Linden; American Midway Shows; Hill City, Hardtner, Stafford, Beloit, Clay Center, Omega and Blue Rapids; Raines Amusements; Oswego, Emporia, Ottawa and Yates Center; Heart of Ameri-

(Continued on page 89)

## Carroll Adds Rides, Shows

MINNEAPOLIS — Carroll's Greater Shows will go out this year with an expanded attraction line-up and some new personnel, Charles Carroll, owner-manager, announced.

He and Mrs. Carroll recently arrived at their home here after picking up a Miller Roller Coaster that was purchased at the Chicago meetings. Also new to the show will be a Rolloplane.

Eddie Coy, formerly with Dobson United Shows, will bring two back-end units to the show and serve as lot man. Ross Sinderson, with Carroll for a number of years, plans to open a park in Indianola, Iowa.



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**TEXAS PLEASURE PIER CORPORATION**  
Galveston Pleasure Pier Galveston, Texas

**Harris and Slate Installed by NSA**

NEW YORK — An election installation ceremony marred by the Eastern snowstorm went off as scheduled on Wednesday (8) for the National Showmen's Association, with J. Jeff Harris taking office as president.

Harris, Massachusetts midway operator, succeeds Morris Batalsky, who reported the snowfall prevented automotive travel in his part of Connecticut and thereby kept him from attending.

George A. Hamid Sr., president emeritus, conducted the ceremony. Present besides Harris were Alfred G. McKee, first vice-president; Max Tubis, third vice-president, and Sol Levine, new club counsel. Installed in absentia were Joe Prell, second vice-president; Morris Vivona, secretary; Harry Rosen, treasurer, and Harry Eddels, assistant treasurer.

Hamid extolled the outgoing officers and emphasized their part in making the occupancy of the new

clubhouse at 123 West 58th Street a success. He also noted the responsibility of the new administration in view of the financial obligation the club has undertaken in acquiring a permanent home in midtown Manhattan.

**Wires Read**

Wires of congratulation were received from Dolly Young, Tampa; Benjamin Levine, Miami; Jack and Bess Callagher, Washington; Ben Glass, Miami Beach, and Jack and Irving Rosenthal, Palisades (N. J.) Park.

Larris' first official act was to reappoint Ike Weinberg as sergeant at arms.

The board of governors this year consists of Harry Agne, Vince Anderson, George Bovino, Dave Brown, Morris Brown, John Christopher, Issy Cetlin, Norman Y. Chambliss Sr., Patty Conklin, Charles Davenport, Lou Dufour, Maurice Elk, Walter Fried, Dick Geist, Max Gruber, Eli Guralsky, Ben Herman, Al Howard, Aaron Hymes, Ben Hoff, Bill Jones, Harry Kaplan, Henry Kaufman, Irwin Kirby, Johnny Kline.

Also, Sonny Levin, Victor Link, Roger Littleford, Jim McHugh, Hy Malek, Sam Peterson, Angelo Pepe, Sam Prell, Shrimpy Rappaport, Abe Rapps, Irving Rosenthal, Sam Rothstein, Charles Sechrest, Bud Sollenberger, Is Trebish, Ben Weiss, Sam Weisser, Sam Wertheimer, Leo Williams and Mike Wynn. A replacement is to be named for the late Bill Moore, who had been nominated for the board prior to his death.

Frank J. Kuba, formerly of Myers' Concessions, Dupont, O., is a patient in Veterans' Hospital, Fort Wayne, Ind., and would like to receive mail from friends.

**N. E. Club Expanding**

BOSTON — The new showmen's organization here is growing steadily during its initial season. It currently has 120 paid members, nearly double the number reported in mid-November.

Membership fees originally reported at \$10 for initiation and \$10 per year were in error. The Billboard is informed. There is only a single \$10 fee per member.

A Ladies' Auxiliary is being formed under leadership of Estelle Natanson, wife of the late Louis Natanson. Jack Ableman is president of the parent club, which meets at 276 Tremont Street, opposite the Bradford Hotel.

**Marion Allen Passes at 53 In Brookline**

BROOKLINE, Mass.—Marion Allen, wife of Bernard (Bucky) Allen, of the World of Mirth Shows, died late Thursday morning (9). Ill and hospitalized for a long time, she was 53 years old.

Surviving besides her husband, are four daughters, Jean, 28; Barbara, 25; Marion, 15, and Ruth, 14.

Allen has been managing the front end of the World of Mirth Shows for years and is past president of the National Showmen's Association and current president of the Greater Tampa Showmen's Association. When death came he was on a business visit in the Dominican Republic.

The funeral was held Saturday. Arrangements were handled by George Lacey's Funeral Parlor and services were at St. Aiden's Church.

**COMING EVENTS**

- Arizona**  
Chandler—Chandler Rodeo, Feb. 14-18.  
Phoenix—Phoenix Rodeo, March 23.  
Phoenix—Phoenix Rodeo, March 13-16.  
Phoenix—Parade Del Sol, Jan. 24-Feb. 1.  
Scottsdale Jr. Chamber of Commerce.  
Phoenix—All-Western Stampede, Feb. 8-10. Western Saddle Club.  
Phoenix—Phoenix Automobile Show (Coliseum), Jan. 21-24.  
Phoenix—Arizona Sports, Vacation & Boat Show (State Fairgrounds), Feb. 15-23.  
Phoenix—World Championship Rodeo (Fairgrounds), March 13-18. Jaycoas.  
Tucson—Tucson Rodeo, Feb. 20-22.  
Tucson—Tucson Rodeo, March 28-30.  
Yuma—Silver Spur Rodeo, Feb. 8-9.
- California**  
Los Angeles—Great Western Boat Show (Great Western Exhibit Bldg.), Jan. 10-19. H. Werner Buck.  
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. 28-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. 18-19.
- Connecticut**  
Hartford—Connecticut Sportsmen & Boat Show (Armory), Jan. 18-24. R. E. Aldrich.  
Hartford—3th Annual National Automobile Expo, Feb. 19-23 (Conn. State Armory). Joe Kitz.  
Hartford—Greater Hartford Fair (Armory), March 15-22.  
New Haven—Connecticut Boat Show (Arena), March 20-23. Milton Coddier.
- District of Columbia**  
Washington—National Capital Area Auto Show (Natl. Guard Armory), Jan. 11-19.  
Washington—National Capital Flower & Garden Show (Armory), March 8-12.
- Florida**  
Daytona Beach—Volusia Co. Home Show, March 15-19.  
Fort Pierce—St. Lucie Co. Home Show, Feb. 13-19. Al Stern, Pilot Club, Arcade Bldg.  
Goulds—St. Fla. Mardi Gras & Home Show, Feb. 7-16. Kiwanis Club.  
Hollywood—Hollywood Home Show, Jan. 25-30. Al Stern, Box 302.  
Homestead—Homestead Rodeo, Feb. 1-3.  
Jacksonville—Jacksonville Boat Show (Ostler Bowl), March 6-8. John Graham.  
Homestead—South Fla. State Fair, March 8-12. Joseph Behoff, 998 Chamber of Commerce Bldg., Miami.  
Miami—International Air Show & Expo. (Master Field), Jan. 23-26.  
Miami—Charity Horse Show, Jan. 20-Feb. 2.
- Tampa—Tampa Auto Show (Fort Hesterly Armory), Jan. 28-29.**
- Georgia**  
Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 28-March 17. Atlanta Marine Trades Assn.
- Illinois**  
Chicago—Chicago National Boat Show (Intl. Amphitheater), Feb. 7-14. Guy Hughes.  
Chicago—Chicago Sportsmen's & Vacation Show (Intl. Amphitheater), Feb. 21-March 2. Mel R. Morrison.  
Chicago—Modern Living Expo. & Flower Show, March 23-30.  
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. 22-24. E. M. Berg.  
Indianapolis—Indianapolis Automobile Show (State Fairgrounds), Jan. 17-20.  
Indianapolis—Indianapolis Sports Show (Fairgrounds Coliseum), March 7-14. 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 28-30. John Underwood.  
Waterloo—Northeast Ia. Sports, Vacation & Travel Show (Hippodrome Aud.), March 13-14. Jaycoas.
- Kansas**  
Wichita—Kansas Sports, Boat & Travel Show (Forum), Feb. 12-14. B. G. Langenwaller.
- Kentucky**  
Louisville—Louisville Automobile Show (Fairgrounds), Feb. 1-4.  
Louisville—Central America Sports, Vacation, Outdoor & Boat Show (Fairgrounds), March 1-8. W. Arthur Sorrell.
- Louisiana**  
Baton Rouge—E. Baton Rouge Parish Fair, Feb. 23-24. C. L. Powers.  
Baton Rouge—Baton Rouge Rodeo, March 1-3.  
St. Francisville—West Feliciana Parish Fair, Feb. 23-24. W. D. Maggs.  
Cameron—La. Fair & Wildlife Festival, Jan. 17-18. Mrs. Marie Vaughan.
- Massachusetts**  
Boston—New England Poultry Show (Mechanics Hall), Jan. 23-26.  
Boston—New England Sportsmen's & Boat Show (Mechanics Bldg.), Feb. 1-4. Albert C. Rau.

(Continued on page 92)

**STILL THE BEST**

**1-BALL MILK BOTTLE GAME**—3-pound bottles and 6-pound bottles  
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WANT: Educational or novel Exhibits, anything new or different, welcome. Limited space left. Herb Shriver, Candy Candido, Tex Ritter already booked for personal appearances, others pending. Advertiser campaign will be unsurpassed. Want Concessions such as Photo Gallery, Guess Your Weight or Age, Novelties, Popcorn, Flims, Hats, Candy, Pizza, if electric ovens. Jewelry or anything not conflicting. No Games, \$5,000 people last year. All above Concessions will be exclusive. Contact Office Greater Hartford Fair, 327 Aviation St., Hartford, Conn. Jackson 7-2561.

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**WANT FOR CASH**

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# CLUB ACTIVITIES

## Showmen's League of America

CHICAGO—In the absence of all officers, Past-President Robert (Bob) Lohmar presided at the Thursday (9) meeting assisted by two other past-presidents, Carl Sedlmayr and Ned Torti, and Hank Shelby, secretary. President Jack Duffield and vice-presidents Bill Carsky and Paul Olson were out of town while Vice-President Ed Soepar was confined with the flu. Sedlmayr announced that \$30,000 had been raised thru the plague fund. Shows raising over \$500 were Conklin & Garrett, Olson and Royal America. Those coming up with \$500 were World's Finest and William T. Collins. Membership was saddened by the death of William Canady of Meridian, Miss. A spaghetti dinner was served by Harry Heftman, operator of the restaurant on the ground floor of the clubhouse.

## Michigan Showmen's Association

DETROIT — President Jack Dickstein was in the chair for the regular Monday (30) meeting. Also present were C. L. Lovejoy, Cameron D. Murray and Edor Burge, vice-presidents; Max Kahn, treasurer; Irving Rubin, executive secretary, and Paul Greeley, recording secretary. The blood bank, being operated by Maynard Ostrow assisted by Robert Morrison and Paul Greeley, was reported to have grown considerably since its inception last April. Vincent J. Florio is a new member. Recent clubroom visitors included Irving Broker, Nick Thomas Sam Burd, Sam Serra, Warren Cushway, Sam Ginsberg, Irving Rubin, Sam Stone, Teddy Underwood, John Moran and Morris Mentzell.

## Miami Showmen's Association

MIAMI—More than 200 members attended the meeting of January 7 presided over by the new president, Ben Weiss. The annual New Year's Eve party was a big success with more than 500 persons jamming the clubhouse. Next major function is the annual picnic in Crandon Park, February 23.

Three hundred attended the December 19 president's party for outgoing President Ross Manning, at which he was given a gold Le Coultre watch and band. A stag affair, it was catered and three acts entertained.

## PCSA Auxiliary

Olivia Waldron, Ruth Wolff Woods and all past presidents.

Ways and means: Marie Tait, Lillian Schue, Betty G. Coe, Peggy Steinberg, Clara Andersen, Eleanor Crafts, Ruth Korte Davis, Dorothy Eastman, Flossie Fitzgerald, Donna Glenn, Barbara Hellwig, Evelyn Lantz, Kitty Scearce, Mae Snobar, Olivia Waldron. Trustees: Edith Hargrave, Mary V. Taylor, Lucille Dolman, Peggy Forstall, Nina Levine, Lillian Schue and Clara Zeiger. Finance: Mary V. Taylor, Trudi di Santi, Betty G. Coe, Marosa Herman, Margaret Farmer, Marlo Le Fors, Edith Walpert.

Cemetery: Peggy Forstall, Opal Manly, Betty G. Coe, Lucille Dolman, Marosa Herman, Stella Shaphran, Clara Zeiger. Sick and relief: Maybelle Hendricksen, Stella Shaphran, Trudi di Santi, Eliza Matthews and Fern Redmond. Entertainment: Mae Mortensen, Emily Friedenheim, Clara Anderson, Trudi di Santi, Edna Kanthe Daurer, Elsie Kennedy, Mareo Rhodes, Kitty Scearce and Rose Westlake. House: Jetta Clancy, Margaret Farmer, Emma Blash, Peggy Butler, Lucille Dolman, Peggy Forstall, Maybelle Hendricksen, Elsie Kennedy, Nina Levine, Thora Rickard, Kitty Scearce, Julia Smith, Alberta Vaughn.

Bazaar: Mary Bacigalupi, Clara Andersen, Emily Bailey, Raig Barnard, Peggy Butler, Esther Carley, Betty G. Coe, Lucille Dolman, Margaret Farmer, Regina Fink, Babe Gardner, Clara Little, Opal Manly, Eliza Matthews, Thora Rickard, Rose Rosard, Lillian Schue and Peggy Steinberg. Ambassadors: Mabel Brown, Katherine Doolan, Grace Goss, Virginia Kline and Ruth Martone. Publicity: Blanche M. Henderson and Ida Chase. Sergeants-at-arms: Clara Little and Thora Rickard.

Membership: Kitty Scearce and all members. Dr. Ralph E. Smith was appointed club physician.

## National Showmen's Association

NEW YORK—J. Jeff Harris, installed as president on January 8, conducts his first regular meeting on January 22. At his installation, a gift of a monogrammed gold buckle from Cartier's was presented to Harris from Bucky Allen, Dave Brown and Sonny Levin. The governors, decided that lights out would come at 4:15 a.m. hereafter.

## House Mortgage

Continued from page 87

the microphone Jimmy Lantz, new president of the Pacific Coast Showmen's Association; Alex Freedman, SFA president; Sam Steffin, Arizona club vice-president; Helen Vaughn, PCSA Auxiliary president; Virginia Kline, veteran show club fashion writer, and Sam Abbott, The Billboard.

The 1958 Troupers' officers also were introduced and had a few words to say, all pledging support and hoping for continued harmony. Included were Ruth Davis, president; Ray Marion, first vice-president; June Sutton, second vice-president; Ed Kennedy, third vice-president; Annabelle Patchett, fourth vice-president; Helen B. Smith, treasurer; Rush Wolff Wood, secretary, and Ted LeFors, chaplain.

Hostesses for the occasion were Katherine Goldstein, chairman; Maxine Ellison, Kitty Scearce, Rose Westlake, Eve Scott, Emily Friedenheim, Mora Bagby, Zoe Wick, and Emily Bailey. Hosts were A. J. Scott, chairman; Larry Nathan, David Friedenheim, Kenneth Payne, Art Thompson, Dick Scearce, Walter Patchett, Ed Butler and E. J. Rose.

## St. Paul Meet

Continued from page 87

Gopher State Shows, Hal Garven Entertainment and Music Service, Illinois Fireworks Co., Juanita's Entertainment Service, Lynn's Midway Shows, Mel Hummitchsch Theatrical Productions, Maggie and Scotty Enterprises, Marlo Show Productions, Merriam's Midway Shows, Northwest Midget Auto Racing Assn.

Minnesota Stock Car Racing Assn., North American Shows, O'Neil's Amusements, Petey's Entertainment Enterprises, Pinkerton Detective Agency, Regalia Mfg. Co., Rogers Bros. Shows, William C. Smith Entertainment Agency, Shorter Shows, T. B. Skarning Enterprises, Stipe's Shows, Sunset Amusements, Tip Top Shows, Tommy and Larry Holden Daredevil Revue, Al Sheehan, Inc., Art B. Thomas Shows, Triangle Poster Co., Tri-State Shows (Al Brown), Tri-State Harness Assn., 20th Century Shows, Vaughn's Inc., Fillmore & Bradbury, Venita Rich Talent Contest Revue, Westward-Ho Centennial Pageant, Web Taylor Productions, W. D. Stanley Shows, World Famed Productions, United Speedways, Charles Zemerat Theatrical Agency.

## Show Owners

Continued from page 87

ca Shows: Norton, Stockton, Washington, Oberlin, Hoxie, and Downs; Hugo Novelty Exposition Shows; Tonganoxie, Effingham, Oskaloosa, Herington, Sedan, and North Topeka; Cherokee Amusement Co.; Pratt, Ossawatimic; Fort Scott, Seneca, Holton, Hillsboro, and the July 4 celebration at Pittsburg; Dixie Amusements; Wetmore and Smith Center.

Mrs. Madlyn Hannigan is in Batavia, N. Y., called there by the illness of her mother. Mrs. Hannigan is staying at the West End Trailer Court and would like to hear from friends.

# 200 See PCSA Fems Install Officers

LOS ANGELES — Impressive ceremonies in a glamorous setting marked the 28th annual installation of the officers of the Pacific Coast Showmen's Association Ladies' Auxiliary Saturday night (4) in the Blossom Room of the Hollywood Roosevelt Hotel here. More than 200 attended.

Edith Hargraves was the installing officer with Nina Levine, emcee, making the welcoming address. Both are past presidents. The invocation was delivered by Harry G. Seber, PCSA chaplain.

Mrs. Levine introduced the 1957 PCSA president, Bob Downie, and the 1958 president-elect, Jimmy Lantz, who were ushered to the dais.

The 1957 Auxiliary officers, Berta Harris, president; Mary Bacigalupi, first vice-president; Helen Vaughn, second vice-president; Peggy Forstall, secretary, and Mary Taylor, treasurer, were escorted to the dais. Dorothy Enfield, third vice-president, was absent.

The Auxiliary 1958 officers were escorted to the dais, too, with Stella Shaphran, who will serve as treasurer, by Opal Manly; Blanche Henderson, secretary, with Peggy Steinberg; Emily Freidenheim, third vice-president, Margaret Farmer; Kitty Scearce, second vice-president, Betty Coe, and Elsie Kennedy, first vice-president, Trudy Di Santi. Helen Vaughn, who will serve as the president, was escorted by Clara Zeiger.

### Use Floral Theme

The installation committee with Lillian Schue as chairman and assisted by Clara Andersen, Lucille Dolman, Betty G. Coe, and Marie Tait, used the theme of a flowered wheel with six spokes to indicate the officers elected. After all had been introduced by Mrs. Hargraves, the rim of the wheel was installed.

Edith Walpert, a past president, paid tribute to sister clubs, which included Regular Associated Troupers, Show Folks of America, Arizona Showmen's Association, Lone Star Showmen's Club, Hot Springs Showmen's Association, Missouri Show Women's Club, Heart of America, Ladies' Auxiliary of the Showmen's League of America, Caravans, National Showmen's Association, Miami Showmen's Club, and Greater Tampa Showmen's Association. Mrs. Walpert was assisted in the ceremonies by Mrs. Tait, who presented a large Pompon to indicate each organization.

Congratulatory messages were read from Ethel Shapiro and Anna Cook, past presidents of the National Showmen's Association Auxiliary; Sidone and Manny Silvers; Heart of America Club; SLA Auxiliary, Midwest Showmen's Association, Elsie Miller, SLA; Madison Hopes, and the Missouri Showmen's Association.

## Miami Banquet

Continued from page 87

liam J. Tucker, assistant treasurer; Martin M. Weiss, executive secretary; Wallace Maer, club attorney; Mayor Robert High; Circuit Judge R. L. Floyd; George Grantigam, former State attorney; Michael Fox, Chief of Miami Beach Police; Donald Hock, Mayor of Allentown, Pa.

Also Bill Carsky, representing the Showmen's League of America; Bernard (Bucky) Allen, Greater Tampa Showmen's Association; J. Jeff Harris, National Showmen's Association; Sam Solomon, International Showmen's Association; Louis (Stretch) Rice, Hot Springs Showmen's Association, and Robert W. Parker, Pacific Coast Showmen's Association.

Mrs. Harris, outgoing president, presented each of her co-officers with gifts. After turning over the gavel to her successor, Mrs. Vaughn, Mrs. Harris was presented with a gold life membership card by Mrs. Manly.

Tribute was paid the retiring PCSA officers who included, in addition to Lantz who was named president, Al Weber, treasurer; H. D. (Bob) Matthews, and Al Flint, executive secretary and manager. The PCSA held its official installation services Monday (6) in the club rooms with Arthur E. Andersen assuming the post of first vice-president; Joseph (Red) Daurer, second vice-president; Matthew (Matt) Herman, third vice-president, and Weber, Matthews, and Flint.

### Laud Troupers Prez

Ruth Korte Davis, recently installed as president of the Troupers here, was applauded when introduced.

The Auxiliary also paid tribute to its members who passed away in 1957. They included Estelle Wampler, Frances Dillon, Minnie Ford, Marie Mead, Mamie Butters, Gladys Mackey, Jessie Loomis, Inez Alton, and Lilabel Williams.

The installation committee for PCSA included Sam Dolman, Dick Scearce, Sam Steffin, Charles Walpert and Dave Freidenheim. Tickets were handled by Grace Merkel and Betty G. Coe.

Esther Carley was introduced and praised for her club work. Mrs. Zeiger was applauded as the oldest past president and Flint for his work as the liaison between the PCSA and the Auxiliary.

Music was furnished for the ceremonies and for dancing by Dorothy Raye and Her All-Girl orchestra.

## HUGO'S NOVELTY EXPOSITION SHOWS

NOW READY TO BOOK: CONCESSIONS — SHOWS. RIDE MEN (Old and New). Contact us NOW! H. Duke Mitchell, Scotty, write now. CAPT. E. H. HUGO, Owner-Mgr. JESS WRIGLEY, Agent & Asst. Mgr. Address: P. O. Box 8301 Kansas City 5, Mo.

## FOR SALE

Large 60 ft. Dantzel Carousel, 52 horses, newly painted, recently overhauled. Can be seen in operation. MORRIS GOLD 160 Beach 120 St. Rockaway Park 94, N. Y.

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Carnival for June and August dates by Rentoul American Legion Post 287. A. P. LANTIS P. O. Box 253 Rentoul, Illinois

## CAN PLACE

Girls and Candy Man for my spring dates starting Fort Worth Stock Show, Jan. 24. Girls must be young and good looking. Candy Man must be well dressed and able to make good, clean sales pitch. Write, wire or call (no collect calls). MIKE MILLER, Box 818, Aransas Pass, Tex. Phone 818 until Jan. 30 then c/o BILL HAMES SHOW, Fort Worth.

## Mr. Showman

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Round, waterproof cases. Expansion or leather band. (17 Jewel, \$7.50)

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Men's 3-Rhinestone Rings, boxed 2.75

Ladies' Rhinestone Adj. Rings, boxed 3.00

Ladies' Bridal Ring Set, individually boxed 8.00

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DeLuxe Hollywood Styled Earrings 3.00

Scatter Pins, boxed 3.00

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## PIPES FOR PITCHMEN

By BILL BAKER

"RAIN, SNOW OR . . . shine, the pitchman profession will undoubtedly continue to the end of time," writes Bernard D. Kantor, the Cleveland maestro. "Opportunities abound, not specifically in the sometimes picayune profits the pitchman obtains from his spiel and demonstrations, but in the experience obtained in the world's greatest training school for other lucrative fields—television, radio, corporation—merchandising, show business and national advertising. Recently in Cleveland we concluded a successful season, hustling everything from whistling reindeer to illuminated religious portraits. A colossus of carnival workers has materialized to become Cleveland's star pitchman. He is Abie Caplin. Working with Abe gives you more laughs than a floorshow and the equivalent of a Harvard education in high finance. To annihilate the post-Christmas recession, I start a trek immediately that will take me to Pittsburgh to vend portrait coupons with Frank T. Conway; to New York to transact magazine deals with Jerry Siegel; to New Orleans with Forrest J. Ackerman to work balloons at the Mardi Gras, and to Chicago for a discussion with Joseph (Kid) Weil on the possibility of establishing a branch office there for the Promoters and Vendors' League.

**THE FARMERS'** . . . Market and Auction at Norfolk has been operating to great crowds since its opening October 25, 1957, according to Dudley Cooper. The market is about 96 per cent filled with merchants, including Dave Molivar, the auctioneer. In addition, pitchmen have found the market a veritable bonanza, according to Cooper. Currently working the

market are Owen D. Flippo and Al Stern, glass cutters and can openers; Mr. and Mrs. Maurice Hascal, magic tricks; Helen Morris, food choppers, and Margaret and James Robe, portrait painting and china.

"THE PITCH . . . business lost one of its finest members in the December 4 death (The Billboard, December 16) of Tony Graziano," writes a friend who inadvertently failed to sign his name to the tribute. "Tony was a true pitchman," said the anonymous friend, "and he and his lavender joints will be missed by many of his friends, among them Art Nelson, Bill Bernstein, Frenchie Bordeaux, Gus Young, L. Westgate, Murray Zuckerman, Max Toubis, Archie and Ruby Morris, Charlie Falcon, Lou Perry, Mike Devine, Eddie Golden, George Hess Jr., Johnny Palmer, Danny Barberio, Charlie Halligan, Norman Hutchcraft, Ray Cahill and Jerry Collins. Johnny died in Ogdensburg, N. Y., of a heart attack at the untimely age of 43 and was buried in Bethel, Vt."

**PURVEYING** . . . watches to excellent takes in Memphis is the veteran Doc Wood. Business is booming in Memphis, where a \$12,000,000 river port is under construction, says Doc. The town is also a big medical and nurses' training center.

**W. A. WHITE** . . . pens a big hello to the trade from New Orleans after putting in an excellent pre-Christmas season in a W. T. Grant store there. White says he did record business with shopping bags, passing out 18,000 during the period.

## 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.

**Parcel Post**

Dernoga, Jos. 25r

Abercrombie, James  
Adams, Ray N. Al  
Ackley, James  
Ackley, Mrs. Jimmy  
Alfred, Ray  
Allen, Roy & Mildred  
Allen, Roy (Spec)  
Alney, Fred  
Alvite, Larry  
Amp, Edw.  
Anderson, Bob  
Andrews, Guy C.  
April, A. J. (License Plate, 35r due)

Armstrong, M. & Mrs.  
Austin, Wm. R.  
Bachler, Sam  
Baddley, Bill  
Barchinger, Warren  
Barker, Bernard  
Barnes, Tommie  
Barns, Dan  
Barr, D. M.  
Bates, Elmer  
Barth-Maler  
Bastain, Liz & Larry  
Bass, Dick  
Beal, Glenn  
Bejarano, Dandida  
Bell, Louis A. & Mrs.  
Belmar, John J.  
Best, Dick & Mrs.  
Biddle, Wm.  
Billings, Jimmy & Mrs.  
Black, Jack  
Bond, John  
Boone, Mrs. Helen  
Boseley, Lake & Mrs.  
Bradshaw, Paul  
Bright, James & A.  
Brooks, Peggy  
Brooks, Wm. H.  
Bruff, Russ. H.  
Burns, Irwin  
Burns, Clarence & Mrs.  
Buro, G. N. & Mrs.  
Burridge, Frank H.  
Butler, Gilbert  
Cain, Albert  
Campbell, Chas.  
Cannon, Bob

Cannon, John  
Carey, Lee  
Carlyle, Hank  
Carver, B. T.  
Carter, Dora & Mrs.  
Catalano, Peter  
Chernio, Olga  
Clark, Ernestine  
Clayton, Duke  
Conklin, Lola  
Conley, Virginia  
Copeland, Carl  
Costello, James  
Cowan, T. M. (Curry)  
Coyne, Thomas J.  
Crawford, Dorothy  
Crawford, Elizabeth  
Cooks, J. C.  
Coyne, J. Clyde  
Coyne, Fop  
Dairymple, Marjorie  
Dameron, Al (Rocky)  
Davis, Col. Ches (Capt)  
Davis, E. & R.  
Davis, John E.  
Day, Andy  
Dean, Gert  
Del Grosso, Daniel  
Delano, W. M.  
Deil, M. E.  
Deitch, David  
DeMarcha, Ed  
Dewey, Roger B.  
Diener, Albert  
Dion, Ted  
Dunick, Kenneth  
Dunham, Wm.  
Dwyer, Louise M.  
Dyke, Henry H.  
Dulbon, Felix  
Durham, Lewis P.  
Dunlap, Patricia  
Dunham, Sam  
Dunn, Harold & Mrs.  
Eagle, Crawford & Grace  
Eastwood, C.  
Ebert, Bob & Ray  
Eddy, Samuel O.  
Elliott, Ralph & Mrs.  
Elrod, Jack  
Eddy, Ralph  
Engert, Howard  
Evans, Bob  
Evans, Ed & Exline, Ed  
FAGAN, Carl W.

Ferrone, Mrs. Chris  
Fisher, Earl  
Flower, Mildred  
Forbes, C. Henri  
Foster, Al  
Frisbie, Alfred L.  
Gable, Joe  
Gallagher, Frank  
Gallagher, John J.  
Gallup, Mrs. Peg  
Gaston, Kinoy  
Geer, Frank H.  
Gephart, James  
Gerrid, Fred  
Gillespie, Morris  
Gloth, Louis  
Golden, Raynell  
Gordon, George  
Gordon, George H.  
Gottacker, Harry L.  
Goulds, Jacques  
Graham, Richard  
Grant, R. H.  
Graves, Mrs. Fines  
Graziano, Tony  
Gray, William  
Griffin, Billy  
Haddall, Francis  
Harr, F. J. & Mrs.  
Hall, Ward  
Halstead, Arthur R.  
Hanson, Mrs. Mandina  
Hammerback, J. J.  
Hapka, Don  
Harrison, Harry T.  
Harwitz, Helen  
Helman, Maurice & Mrs.  
Hendrick, Eddie & Mrs.  
Henry, Vernon  
Hilderaha, Charley  
Hill, Justin & E.  
Hill, Ralph E.  
Hintzman, Donald  
Hoffman, Margaret  
Holland, Edward F.  
Hood, Robin  
Hopkins, Russell  
Hoyte, Dan E.  
Hubbard, James  
Hubbard, Crathon  
Hubbard, Paul  
Hutchinson, Bill  
Jackson, L. C.  
Jackson, Wm. J.  
James, Joan  
Janssen, P. (Potock Western Circus)  
Jeffers, Jess  
Jenkins, Cora Ann  
Johnson, Dr. D. R.  
Johnson, L. C.  
Johnson, Mike  
Joseph, Pete  
Judson, Donald E.  
Kabaum, William D.  
Kellams, Harry  
Kellam, Jack  
Kestner, Julius & Mrs.  
Keshner, Amy  
Koska, Henry  
Krieg, Richard  
Krieg, G. D.

Kiser, Tubby  
Klitcher, Mrs. Nellie  
Knight, I. T.  
Knight, Jack  
Koike, John W.  
Korman, Carroll  
La Roche, Mrs. Frieda  
La Grow, Howard  
Lagroe, Mr.  
Lancaster, Les (Doc)  
Langley, George  
Langley, Maynard  
East, J. L.  
Le May, Barbara  
Lemmons, A. L.  
Leonard, Aaron Wolf (Harry)  
Leonard, Harry  
Levy, Martin (Fat Man Show)  
Lewis, Everett E.  
Lubson, Mrs. Irma  
Lumhard, Charles  
Lucas of Lucas, Mrs.  
Lukas, Nick & Mrs.  
Lynch, Bud  
MacFadden, Fred J.  
McCormick, Jack  
McElroy, James  
McIntregor, Robert (Bubbs)  
McKeown, Clark  
McLean, Francis J.  
McLean or McLenn, Albert & Mrs.  
McNage, Milton N.  
McNair, Arthur L.  
Malbin, Edward  
Manstein, William W.  
Marlin, Clyde  
Marion, Betty  
Martel, Pierre  
Matthews, Mrs.  
Margaret & a Ruby Haas  
Meah, Johnny  
Merron, Ross  
Metzger, Russ  
Miles, Frank  
Miller, Jim  
Mittle, Ira  
Witzell, Gus  
Mitchell, Pete & Mrs.  
Mitchell, Tennis  
Monroe, Geo. & Mrs.  
Mooney, Tom, J.  
Norgan, Joseph  
Quinn  
Morris, Bill  
Morris, Ed & Barbara  
Moss, Al  
Moyer, Edward  
Mullen, Margaret  
Munroe, Jack & Mrs.  
Murphy, Charles  
Murphy, S. J. (Spot)  
Murphy, Sam  
Narasimha, Mrs. Charles  
Neil, Leonard

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(Continued on page 92)



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1 GRAB 1 POPCORN, 2 JOINT TRAILERS, custom built, Merry-Go-Round and Organ, 2 Kid Rides, Side Show Banners, Penny Boards, Chuck Wheel, 20x120 Top Wall, 20x40 Top Wall, 12x16 Top Frame, 50-Seat Ringo Top Frame, 26-ft. Semi Trailer enclosed. Box 1017, Crystal River, Fla.

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TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details. \$1 bill refundable. Miniature Trains, 22B Winthrop, Rehoboth, Mass. j213

TWO ALLAN HERSHELL BOAT RIDES, like new, \$2,500 and \$2,300. Pony Cart, \$2,500. Jimmie Thompson, Alexandria, La.

USED ADULT AND KID KIDDIE RIDES THAT have been taken in trade on new equipment. Write for current list. We sell on time. King Amusement Co., P. O. Box 398, Mt. Clemens, Mich. fe10

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NEW 152 PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spells, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-Minute transcribed Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Enterprises, 326 South High, Columbus, Ohio. j27

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NEW AIR CALLIOPEES FROM \$600 UP, also Trailers for the same. We now build Stein Calliopees. Cozart Organ Co., Danville, Ill.

ARCADE OPERATORS—16MM PANORAM Films, silent or sound, Art, Pin Up and Burlesque Subjects, 400 ft. and 800 ft. \$20 and \$30. New releases of Virginia Bell, Jennie Lee and Cheryl Knight. Box C-260, Catalog Lee and Cheryl Knight, Box C-260, c/o The Billboard, Cincinnati 22, O. j213

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PARTNERS WANTED

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GLADYS DUPLANTIS, YOUR AUNT MEL-lody passed away; please contact your Mother, she is very sick. Sister May.

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EVANS PARI-MUTUEL RACE HORSE Wheels, Evans Big Six, or what have you? 4486 River Rd., Toledo, Ohio.

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 3-7603. fe3

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WORK WANTED BY CARPENTER Experience Circus, Carnival, Kiddie Park, Cement Walks, etc. Wages \$55 weekly. Box C-262, c/o The Billboard, Cincinnati 22, Ohio.

MISCELLANEOUS

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F. Diehl Route 3, Staunton Va. fe2 58

MUSICIANS

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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. j27

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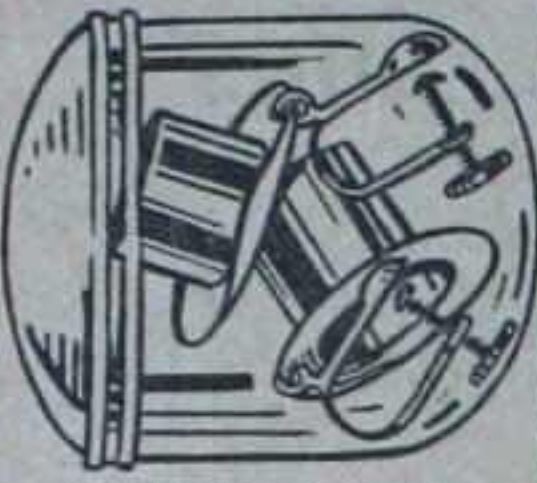
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BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Denison, Indianapolis 21, Ind. j213



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**COMING EVENTS**

Continued from page 88

**Boston**—New England Home Show (Mechanics Hall), Feb. 14-19.  
Boston—Eastern Dog Show (Mechanics Hall), Feb. 22-23.  
Boston—New England Spring Flower Show, March 9-14.

**Michigan**

Detroit—Detroit Automobile Show (Artillery Armory), Jan. 18-26.  
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 24-25. J. D. Looka.

**Minnesota**

Minneapolis—Northwest Builders' Show, March 15-23.  
St. Paul—Lend-O-Lakes Boat, Marine & Tackle Show (Auditorium), March 14-23.

**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 Brazeal.  
St. Louis—Builders Home Show (Arena), Feb. 8-16. Mel Deernhoefer.  
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), 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.  
Rochester—Rochester Automobile Show (War Memorial Hall), Feb. 1-8.  
Syracuse—Syracuse Auto Show, Feb. 16-23.

**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. 23-March 2. Ben Cowall.  
Toledo—Toledo Sports, Home, Boat & Auto Show (Civic Aud.), Feb. 1-3. Paul Spor.  
Toledo—Toledo Home & Travel Show (Civic Aud.), March 2-16. Mill H. Taffeloff.  
Toledo—Northwest Ohio Garden & Flower Show, March 25-30.

**Oklahoma**

Oklahoma City—Midwest Boat, Sports, Travel & Vacation Show (Municipal Aud.), March 9-14. Jack Wright.

**Pennsylvania**

Harrisburg—Farm Show, Jan. 13-17.  
Harrisburg—Central Pa. Builders' Show, March 3-8.  
Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 24-29. J. W. O. Allard.  
Pittsburgh—Pittsburgh Automobile Show (Hunt Natl. Guard Armory), Jan. 18-25.  
Philadelphia—Philadelphia Home Show, Feb. 16-18.  
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. 18-23.  
Fort Worth—Fort Worth Rodeo, Jan. 24-Feb. 2.  
Brownsville—Charro Days, Feb. 13-14. M. O. 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. & Fair 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 Fair Stock Show, Feb. 19-March 2. Herman Engle.  
Houston—Houston Boat, Sports & Vacation Show (Coliseum), March 18-22. Variety Club of Houston.

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Nazarechuk, Nicholas & Helen  
Nelson, Glenn  
Nevlus, Jack  
Nippo, William M.  
Norris, William H.  
Nottingham, Rex  
O'Connor, J.  
Olman, Benn & Mrs. Orneillas, Joseph G.  
Ortiz, Norma Jean  
Park, Franklin L.  
Park, Ora O.  
Parnell, Allen & Mrs. Patrick, Bobby  
Payton, Brownie  
Pearson, Carl T.  
Pelcher, Anthony  
Penny, George  
Peskha, John Erwin  
Peter, Joseph  
Peterson, Frank A.  
Peters, Frank  
Phillips, Connie & Mrs.  
Phillips, Wm. & Mrs.  
Pittman, Margaret  
Piotrowski, Raymond M.  
Poe, Duncan & Mrs. Poplin, Clarence & Mrs.  
Preshell, A.  
Pringle, Prescott  
Raimor, Charley  
Raley, Harold  
Raisdon, Vaughn  
Rasch, John, (Sonny)  
Redfern, Berry  
Reel, Sam  
Rhodes, Elmer C.  
Richardson, Edward  
Rife, Robert & Mrs. Roehman, Albert  
Rodgers, Jack  
Rosier, Roy  
Ross, Diane & Pat  
Ruff, Jerry  
Sakobis, James  
Sanders, Alfred  
Saunders, J. C.  
Schnepel, W.  
Schroyer, Donald  
Severa, Lewis H.  
Seifer, Howard  
Shaffer, Billy & Mrs. Sharp, Max  
Siegrist, Bebe  
Sinkenson, Don  
Sistrunk, Johnnie  
Slagle, Robert N.  
Smith, Melvin R.  
Smith, Willie Love  
Smyth, Robt. W.  
Smyth, William, A. & E. M.  
Snooks, Shirley  
Sparks, Robert M.  
Specht, C. F.  
Sprengle, Irene F.  
Stamper, Wm. A.  
Star, Faith  
Starkey, John  
Starr, Gwendolyn  
Starr, Hedy Jo  
Steffen, Samuel  
Stevens, Ione  
Stevens, Joe  
Stevens, Mary  
Stevens, Pnp  
Stevens, Wm.  
Stiles, W. G.  
Stoeffel, Walter  
Stokes, Miller & Steve  
Stoltz, L. F.  
Surrin, Frank H.  
Sylvester, The  
(Shorts & Pezz)  
Tarrant, B. D. & Mrs.  
Tate, June  
Taylor, Charles & Vivian  
Taylor, Jasper & Mrs.  
Templeton, Ralph E.  
Thomas, Harry  
Timberlake, Billy  
Tolley, Virgil  
Tommeidahl, Larry & Mrs.  
Viers, Steven Le Roy  
Wald, Frank  
Walker, William  
Walters, Dallas (Tex)  
Walton, Raymond  
Warren, Terri  
Warrick, Birman  
Walkins, William H.  
Watson, William H.  
West, George  
Whitlock, Mrs. N.  
Whitmore, Ruben  
Williams, Jay & Mrs. Williams, Michael  
Wilson, Jack  
Wilson, Ted & Mrs. Wilson, Wayne  
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Woody, Jim  
Wrigglesworth, Allen  
Yarborough, Red  
Young, Leo & Norma

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Davis Sr., Bob  
Decker, Ralph  
Demetry, Peter  
Edwards, Lew  
Eddy, C.  
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Flacor, George  
Frair, Buddy  
Fuller, John G.  
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Hall, A.  
Hagen, Billy  
Happy, Johnny  
Harris, Irving  
Jackson, Dixie  
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King, Rex  
King, Sally  
Koch, Howard  
Koch, Lottie  
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McLoughlin, Edward  
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Laredo—Washington Birthday Celebration, Feb. 18-March 1. J. George Looe, Box 450.  
Mission—Tex Citrus Fiesta, Jan. 28-Feb. 1. Don M. Brashers, Box 1471.  
San Antonio—San Antonio Auto Show (Hexar Co. Coliseum), Jan. 17-22. Auto Dealers' Assn.  
San Antonio—Livestock Expo. & Rodeo, Feb. 7-14.  
San Antonio—San Antonio Sports & Boat Show (Hexar 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 18-23. John E. Hains.  
**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 22-30. Charles D. Collins.  
**Wyoming**  
Cheyenne—Cheyenne Auto Show (Frontier Pavilion), Feb. 31-23.

**Letter List**

Robinson, Russell  
Robinson, Chris  
Rosenthal, Raymond  
Ross, Eddie  
Rurof, Andy  
Salsovich, Wallace  
Salsovich, Edith  
Sinnar, Bill  
Silverberg, Walter  
Somers, Jimmy  
Vintaloro, Michel  
Wallerstein, Perry  
White, W.  
Wilson, Ramsey  
Ayers, Claude  
Boyle, Ruth & Chuck  
Ragdonas, Tony  
Radtrow, Jimmy  
Gillon, Phillip  
Golden, Mr. & Mrs. George  
Hudson, William  
Johnston, Brooks  
Edward  
Edippel, Jack  
Nolan, James L.  
Palmer, Helen  
Roxeyer, Nate  
Smith, Robert L.  
Theodore, Leona  
Wall, Jim

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Black, Joe  
Blackhaw, Tomas  
Brown, August  
Burgess, David E.  
Burge, Lloyd  
Burke, Mrs. Virginia  
Burns, William J.  
Caldwell, E. S.  
Cameron, Jay  
Campbell, Mr. & Mrs. A. M.  
Campbell, William D.  
Carpenter, Keith L.  
Coleman, Leonard  
Cudney, Charlie & Lil  
Davies, Fred G.  
Davies, Harley T.  
Delaney, Bernice  
Delfef, Richard  
Diek, Daniel  
Dillinger, Maurine  
Fletcher, Charles E.  
Gabby, Joe (Miller)  
Gann, Bill  
Gonsalves, James J.  
Graves, Floyd A.  
Gravel, James  
Hagan, Viola  
Hall, David D.  
Hall, Ed L.  
Hampton, Dudley  
Harper, Floyd Wm.  
Harris, Frank  
Hicks, C. C.  
Holston, Mr. & Mrs. John F.  
Howells, John  
Hoyt, Clyde  
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Ingram, Eugene  
Johnson, P. J.  
Johnson, R. & M.  
Jurden, Rectna M.  
Kelly, Dave  
Kennedy, W. H.  
Kerner, Mrs. Dorothy  
Kerner, Jim  
Kidd, Mr.  
King, Sally  
Koch, Lindy  
Korman, Carroll  
Krieger, Albert  
Kuhman, Ed  
Lamb, Lloyd B.  
Leeper, Jerry  
Levright, J. R.  
Lewis, Frank  
Light, June  
Loe, James Henry  
Logsdon, Walter  
Lay, Verna  
Lukas, Constance  
McGuire, Arthur R.  
McHenry, M. F. & B.  
McWhorter, Theo  
Melvin, H. D.  
Miller, Paul H.  
Mitchell, H. Duke  
Moreno, Geraldine  
Moreno, Tito M.  
Morgan, Dan G.  
Morrison, Melvin M.  
Muncy, Faye  
Murray, Joe & Babs  
Pettit, Mrs. Louis  
Peterson, Guy E.  
Prevoost, David J.  
Rader, Kenneth  
Radford, Mrs. Lola  
Rhodes, Jesse  
Rice, W. B.  
Richardson, Mr. & Mrs. Joe G.  
Rosen, Mr. & Mrs. Joe  
Sandusky, A. D.  
Shibley, Leonard L.  
Shrieks in the Night  
Silva, Mrs. Mickie  
Smith, E. & L.  
Staples, Carl  
Stoddard, Jack  
Strickland, Mrs. Mary  
Stutz, Mr. & Mrs. Jim  
Stutzman, James  
Taylor, Curtis Lee  
Timberlake, Billy  
Timberlake, Forest B.  
Travis, Cliff  
Utley, Gay  
Vinson, Jack  
Vomberg Jr., Jack  
Walker, J. V. & S.  
Webster, Mr. & Mrs. H. B.  
Wells, Mr. & Mrs. Izzy  
Wells, Marie & Bill  
Wetherbee, Harold  
Wilkinson, George  
Wilson, R. C.  
Williams, Edward C.  
Woods, Mr. & Mrs. Gene  
Wyrick, Brice  
York, Carl  
Zetrich, Mr. & Mrs. Albert

**CANADA**  
**Ontario**  
Toronto—Canadian National Sportsmen's Show (Coliseum), March 14-23. Loyal M. Kelly.  
**Quebec**  
Montreal—Montreal Sportsmen's Show (Show Mart Bldg.), March 21-30. Ted Glendening.

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6 Ast. Men's \$42.95  
Watches  
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—Bulova—Elgin  
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**SUPPLIES and EQUIPMENT**  
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4-5-6 and 7 ups  
Midgets, 3,000 series—  
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Paper and Plastic Markers  
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Bagged in polyethylene...  
**KEEP LONGER, SELL FASTER!**  
Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.  
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Tightly woven bleached rayon baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.  
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'58 FORECAST

## MOAM Prexy Sounds Note Of Caution

BOSTON—Music operators in the Metropolitan area will have to work harder in 1958 if they are even to maintain the volume of business they achieved in the past year, says David J. Baker, president of the Music Operators' Association of Massachusetts and owner of Melo-Tone Vending Company, Inc., of Arlington.

"The politicians tell us that this will be a year of challenge," he says, "and nothing could more aptly describe what lies ahead for the music operator." Baker believes 1958 will be less than a banner year, a time in which the industry will have to work hard and use every resource of know-how just to keep abreast of the profit level of 1957.

### Dip in Revenue

"It looks as tho this year will see a slight dip in revenue," says Baker, "and the challenge that lies ahead in 1958 may result in a separation of the men from the boys in the music industry."

The MOAM president believes the music business is rapidly approaching the same situation that faced the cigarette vending business a few years back. Everybody and his brother, he says, used to run small cigarette vending routes, but when the pressure came a few years back, the business was left

*(Continued on page 108)*

## N. J. Police Seek Former Operator For Questioning

NEWARK, N. J.—State police are looking for B. B. Azarow, former West New York, N. J., juke box and cigarette machine operator, in connection with an alleged bribe attempt to keep an underworld figure from going to prison for motor vehicle violations.

According to police, Azarow's Company, Abco, had a direct telephone line into West New York police headquarters. Azarow no longer operates Abco.

New York State troopers have linked a West New York police official with an attempted bribe to keep Carmine Galente, former convict, from going to jail.

Azarow, who is wanted for questioning before the New Jersey State Law Enforcement Council, is also a former representative of a cigarette machine manufacturer.

## CARTER DEATH LOSS TO MOA, LEGAL WORLD

WASHINGTON — The sudden death of Chauncey P. Carter Jr., recently appointed legal counsel for Music Operators of America, is a loss not only to the MOA on the eve of its crucial hearings before a Senate subcommittee, but to his many friends and co-workers in the field of copyright law.

Carter, at 39, had more than a decade of experience with the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis. He left the firm during the last year to go into the practice of copyright law with his father, Chauncey Carter Sr.

In paying tribute to Carter, MOA President George Miller stated that Carter's death "... has certainly shaken every member of the executive board of MOA to the fullest extreme."

A native of Washington, Carter attended the Washington College of Law of American University, and was a Navy officer during World War II. The MOA counsel was stricken Sunday, January 5, and died en route to a hospital from his home at 2335 King Place, N. W. Interment was at Arlington National Cemetery.

## Delay Senate Juke Hearings; C. Carter, MOA Atty., Dies

### Sked Copyright Airing Feb. 19-21; G. Miller to Name New Counsel

By MILDRED HALL

WASHINGTON — Hearings on the O'Mahoney anti-juke box exemption bill has been put off until February, due to the sudden death of Chauncey Carter, counsel for the Music Operators of America. Carter was successor to Sidney Levine, MOA counsel who died last year.

Senator Joseph O'Mahoney (D., Wyo.), chairman of the Senate Judiciary Subcommittee on Patents,

Trademarks and Copyrights, agreed to postpone the hearings on his anti-exemption bill until February 19, 20 and 21, in view of the loss of counsel to the juke box side.

### Three Days

Proponents of the O'Mahoney bill, which would strike juke exemption clause from the 1909 Copyright Act, but exempt location owners from liability for performance royalty on juke box music,

will have their say on February 19. Juke spokesmen will have Thursday, February 20. A third day will be held open for any further thrashing out of the issues felt necessary.

No successor has yet been named to the able and well-liked MOA counsel Carter. There is some speculation here that a successor might be found in the firm of Kirkland, Fleming, Green, Martin & Ellis, which represents the Automatic Phonograph Manufacturers' Association. Hammond Chaffetz has represented the firm at previous juke exemption bill hearings, and Perry Patterson, also of the same firm, is association counsel. Carter was a member of the same Washington law firm, until his decision to go into practice with his father, Chauncey Carter Sr., a copyright attorney here.

### Hold Line

Juke spokesmen here were shaken by the loss of Carter, but expect to hold the line against the music licensing group ASCAP and BMI at the hearings, as originally planned. The juke box forces, both distributors and operators, plus hotel, tavern and other groups with related interests, will hold for keeping the exemption intact in the law. "Any compromise would be no compromise," one juke spokesman said, "because the average operator would be in no position to bargain as an individual with powerful music licensing groups, once the exemption was removed."

### Will Settle

Spokesmen for the music licensing and songwriter groups holding for the bill to put coin-operated music in the public performance category, feel optimistic about Senator O'Mahoney's outspoken determination to settle the juke exemption matter in this session, after more than a decade of struggles

*(Continued on page 106)*

## Local 19 Enjoined By N. Y. State Court

### Justice McGivern Reverses Decision; Bars Juke Box Union From Picketing

NEW YORK — Justice Owen McGivern, of the New York Supreme Court, reversing a previous decision, has granted a temporary injunction against Local 19, Ciga-

rette and Coin Vending Machine Employees Union, its officers, officers of La Bella Music Company, and various other persons.

The injunction had been sought by the Music Operators of New York, which has a contract with Local 1690, Retail Clerks International, AFL-CIO, for servicing juke boxes of its members.

Last month McGivern had refused to grant the temporary injunction on the ground that Local 19 was a certified union and that contentions made by the plaintiff were not proved.

### Decision Reversed

As soon as the injunction was handed down, Joe Godman and Sam Mezansky, counsel for the plaintiffs, moved for a rehearing. In an unusual legal development, Justice McGivern reversed his own decision, granted the rehearing, and handed down the temporary injunction.

In handing down his latest decision, Justice McGivern cited the apparent failure of the defendant to answer the charges and questioned the defendant's contention that Local 19 is a legitimate and bona fide union.

The next step will be up to Local 19, which must seek a trial to determine whether the injunction shall be discontinued, or a permanent injunction shall be granted.

*(Continued on page 100)*

## N. Miami License Fight in Stalemate

NORTH MIAMI, Fla. — The local juke box situation continues in a state of aggravated flux. Some 14 of the city's operating firms continue to keep their machines plugged into the wall, tho no one knows for how long, and eventually under what conditions they will stay in business.

A circuit court order against the city, restraining police from picking up juke boxes and games without authorized licenses, remains in force pending a hearing on a permanent injunction. But as yet, no date has been set, and operators continue to run their machines, in effect without license.

### Origin

The whole thing, started several months ago (The Billboard, November 25), when an ordinance passed by the city October 8, and apparently kept in the dark for some time, came to light.

It permitted the North Miami Amateur Baseball Association, described as a non-profit concern, to operate all coin equipment on an

exclusive basis. But the association promptly turned the franchise over to one man, Edmund Petrocini, and his North Miami Music Company. The city was to receive \$1,300 a year, plus \$15 for each machine operated.

Local operators quickly rallied behind Music Makers, Inc., large operating firm, who filed a restraining order, charging the city had acted illegally. The petition was granted in the Dade County Circuit Court by Judge Robert L. Floyd.

### City Restrained

Its effect was to restrain the city from interfering with any operators for failure to have a license, if the operators had tendered their license fee payment to the city. Tho the injunction was taken out in the name of Music Makers, it included any or all interested parties.

Operators have continued to keep their machines on location and in operation. Many have taken copies of the original order and placed them in the windows of their machines in lieu of license.

Just what the outcome of the case will be, or in fact when it will

*(Continued on page 108)*

## UMO Re-Elects Small; Prep State Tax Battle

DETROIT — Roy Small was unanimously re-elected for the fourth consecutive term as conciliator and public relations counsel of the United Music Operators of Michigan (UMO) at the first membership meeting of the year, held here Monday night (6), at the Fort Shelby Hotel.

Remainder of the meeting was devoted to a discussion of State legislative and general membership problems and business conditions in the locale.

Attention of UMO is currently being concentrated on State legislative activities. The regular ses-

sion of the Michigan State Legislature began last week at Lansing, and taxation of coin-operated phonographs is expected to be an issue before the solons.

There is increased speculation, stated Small, that the \$50 per machine tax proposed last year, but defeated, will again be brought up in some form. He based his prediction on the political tone in Michigan centering on ways and means to raise more revenue for increased State expenses. Small has already made several trips to Lansing in connection with the juke box taxation issue.

## AMI's Denmark Firm Intros New 80-Selection Juke

COPENHAGEN—A new 80-selection, 45 r.p.m. juke box has been brought out for the European market by Jensen Music Automats, Danish affiliate of AMI, Inc.

Called the IMA-AMI 1-80H, it went into production December 1. It has an AMI Model "H" designed cabinet and retains the single push-button selection system. The chain drive and magnet banks have been covered.

Sales and export are handled by Oscar Siesbye, with deliveries under way to European and overseas countries.

## 1-Stop Opens At Syracuse

SYRACUSE — The One-Stop Record Sales Syracuse Corporation, Inc., opens its doors today (13) in the building of the Davis Distributing Company, local Seeburg distributor.

Ed Franklin, a veteran record executive, will be in charge of the office, which has a branch of One-Stop Record Sales, Inc., a Buffalo concern. Bob Desbecker and Ed Lyons head the parent organization, which has been in business for six years.

Lyons said that the one-stop will sell records from major labels and independents at wholesale prices, without taking the customary one-stop mark-up.

Meanwhile Ted Kisil at Davis Distributing said that the firm has remodeled the fourth floor for its service and parts department and has also expanded its office area.

## Hub Replaces Gen. Music as AMI Distrib

BALTIMORE — Hub Enterprises, Inc., headed by Sol M. Silverstein, has been named the AMI distributor here. The company succeeds Irv Blumenfeld's General Music Sales Company, which had the franchise for several years. General Music continues as a jobber and game distributor.

The new franchise holder has been in business for 22 years and was a Rock-Ola distributor at one time. Silverstein had formerly been associated with Keeney and Chicago Coin.

Headquarters for Hub is a new 60 by 90-foot one-story building with complete parts and service departments, a modern showroom, and parking facilities.

General manager is Lou Wilner, while George Covellis is in charge of parts and service. George Press is route manager, and Jerome Garonvsk heads music service. Joe Calabrese, an 18-year veteran with Hub, completes the roster of key men.



# Background Music Booms But Softly

Sweet Melodies Bend No Ears But Lure 50 Million Listeners Daily

Continued from page 1

a broad and continuing scale. Over the past 20 years, and particularly in the past 10, it has blossomed into a major business. Today, it is expanding side by side with American industry.

From about 1935 to 1950, background music was mainly a central

studio type of operation, with music piped out over telephone wires to the subscribers' places of business. FM radio stations entered the field in 1949 and 1950, piping out music to subscribers along with supersonic signals to blank out voice announcements. Today, nearly 100 FM stations enjoy added income from background music. Still another type of background music operation was launched in 1954—a self-contained installation, independent of telephone lines and central studios.

All three systems, with continuing improvements and refinements, are in operation today. Competition, and in some instances, combinations among these three basic systems has been accompanied by better service, lower subscriber rates and lower investment costs to the operating firms.

Among the well-established

background music organizations is Magne-Music, Tulsa, Okla., with an estimated 130 distributors serving about 285 subscribers with wired music and 290 with self-contained units. The self-contained units play 14-inch, 5,000-foot tapes specially prepared by RCA-Victor.

Muzak Corporation, New York, with its own tape-recording studios, has a \$10,000,000 tune treasury of background music containing 50,000 selections. Muzak, with its franchises, is the world's largest user of intra-city telephone networks. Its music is fed to both telephone lines and FM stations via the central studio method.

J. P. Seeburg, Chicago, is the top exponent of the self-contained background music system, utilizing 45 r.p.m. records. After two to three years of operation, this system, according to Seeburg, is the fastest growing background music medium. It is handled principally by juke box operators and distributors, and sound system companies as a side-line with established sales outlets. Seeburg's disks, pressed by RCA Victor, are played by on-location units holding 100 records.

Recording and programming background music has become a fine art. Magne-Music, for instance, provides eight different categories of music ranging from Continental tunes to concert music. Its specially-programmed reels for hotels, restaurants and cocktail lounges are divided into luncheon, cocktail, dinner and after-dinner segments. Featured are such selections as "Laura," "Valencia," "Malaguena," "Begin the Beguine," "Blue Tango," "Sophisticated Lady."

Muzak varies its selection programs to fit fatigue periods at factories, with the music growing more stimulating during the mid-areas of the work day. Groups of selections play for 15-minute periods, with two-and-one-half minutes of silence between renditions. Muzak's programs are broken down into five broad categories: office, public area, industrial, travel and spot music. The firm goes to extremes to tailor its services to the place, the time and the activity.

Seeburg has three individual 100-record musical libraries of 600 selections, a total of 1,800 tunes. Each library contains basically the same type of music, programmed from record to record and selection to selection. The numbered records are interchangeable from one library to another, so that distributors are able to "bicycle" records between locations for variety and yet retain the musical continuity of each library. Seeburg regards this "planned sequence of selections" as highly important to the over-all effect of background music. This, combined with a constant volume level thruout, guards against unwanted distraction.

Background music can boast of increasing clerical efficiency, cutting absenteeism, turnover, fatigue and monotony, and counter-acting machine noise. It is credited with bringing added customers into hotels, restaurants, markets and shops, and keeping them coming as repeat customers. It is active on land, sea, and in the air, dispelling passenger fatigue. For these and many more reasons it has come to be regarded as a "must" by progressive businessmen thruout the world.

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ANYTHING IN VENDING MACHINES—Every type machine made, new or used; under the market prices. Established 30 years. Mack H. Postel, 2932B Milwaukee Ave., Chicago, Ill. fe3

NEW YEAR BARGAIN—DISTRIBUTOR class-out, 152 Erickson Madam X fortune telling napkin machines, Dials, cost \$14.50, will take \$9 each; 13 Swami's (used but clean), \$5 each; total for 165 pieces \$1,432. For quick sale \$1,400 for the lot. In deposit. Milton McBroom, factory dist. Bally Kiddie Bikes, 1021 Central Ave., St. Petersburg, Fla. Phone 5-7574.

**SHIPMAN DUPLEX STAMP MACHINES**, \$19, Triples, \$28.50 each, like new. Folders, direct factory prices. USP Co., 109 Grand, Waterbury 3, Conn.

**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-1fn

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. n-1

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Forms close Wednesday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- 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
- Check whether you want Regular or illustrations or cuts.
  - Regular
  - Display
- 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.

Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.

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Please insert my ad in "Market-Place" and run as indicated below:

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\$ \_\_\_\_\_ Payment enclosed

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more than

**60**

... saving specialists. Come aboard now... even while you learn to trade of the future.

**NAVY**

## 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 14—California Music Merchants' Association, Los Angeles Division, monthly meeting, association headquarters, Los Angeles.
- January 14—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati, O.
- January 14—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- January 15—Automatic Equipment & Owners Association of Indiana, monthly meeting, Gary, Ind.
- January 15—New York State Operators' Guild, monthly meeting, Gov. Clinton Hotel, Kingston, N. Y.
- 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.

## COINMEN YOU KNOW

### Miami

By RAOUL SHAPIRO

With the entire State plagued by bad weather, many coinmen are finding business off greatly from last year. With the citrus and farming areas at a standstill, those operators in the affected areas find collections very poor, and in many cases even worse than during the slack of the summer. . . . In town for the Orange Bowl Classic was Ed Houghton, Palm City Music Company, Fort Myers. Ed came in with his wife and a couple of friends. Also in town from Fort Myers, but on business, was Bill Rogers, E. C. Rogers Music Company.

New Year's Eve seemed to be Jai Alai night for a lot of operators. Seen at a fast glance were Ozzie Truppman, Burt Kahn and Jim Hunter, all of Bush Distributing Company. Also there were Lucky Skolnick and Doris Shapiro, Music Makers, Inc.; Dave Friedman, American Operating Company, and Bob Norman, Miami branch manager of Southern Music Company. All were accompanied by their mates.

Miller Phonograph Company in Plant City reported they suffered a fire over the weekend. More than \$30,000 damage was done by the blaze and only part was covered by insurance. . . . C&L Amusement Company tried to catch a winner at Jai Alai Saturday night. . . . Ronny Shapiro, routeman for Broward Music Company, is laid up with the flu. . . . Very sorry to hear that Murray Gross, Murray Gross Music Company, lost his mother last week. Our deepest sympathy.

Ed Mercer, Orange Blossom Amusement Company, Homestead, reports that the entire area in that farming section is completely covered by water from the heavy rains of the past week. Ed says

many farmers face ruin, and his collections have already shown a decided drop.

Lucky Skolnick is not one to let weather stop him from his beloved horseback riding. Lucky was out last Sunday exercising his horse, even tho the mud was a foot deep. . . . Sydelle Blatt, wife of Willie Blatt, Music Makers, Inc., is getting along nicely after her recent operation. . . . Harry Silverman, Ace Music Company, moaning over the fact that the bad weather has kept him off his boat for the past week.

Max Lebow was perched atop a fire engine during a parade down Flagler Street when he spotted a new location being built. The parade was hardly over before Max signed the owner up for equipment. . . . Bill Bell, shopman for Bush Distributing Company, became a grandfather New Year's Eve, when his daughter-in-law gave birth to a girl.

### Denver

By ROBERT LATIMER

Mrs. Marguerite Caldwell, owner of Western Vending Company, spent December vacationing in the Middle Western States. . . . Floyd Kempf, who was formerly a salesman, has been appointed general manager of Western Vending Company of Denver. Western Vending operates major equipment. The coming of the Edsel created half a dozen new locations, said Kempf. Six automobile dealerships, specializing in the Edsel, opened in the Denver area were contacted by Western Vending Company and signed up as vending machine locations.

Tony Avatibile, head of Canyon States Music Company, Phoenix, won good will for the industry recently when he delivered a completely re-conditioned, thoroly service-

(Continued on page 96)

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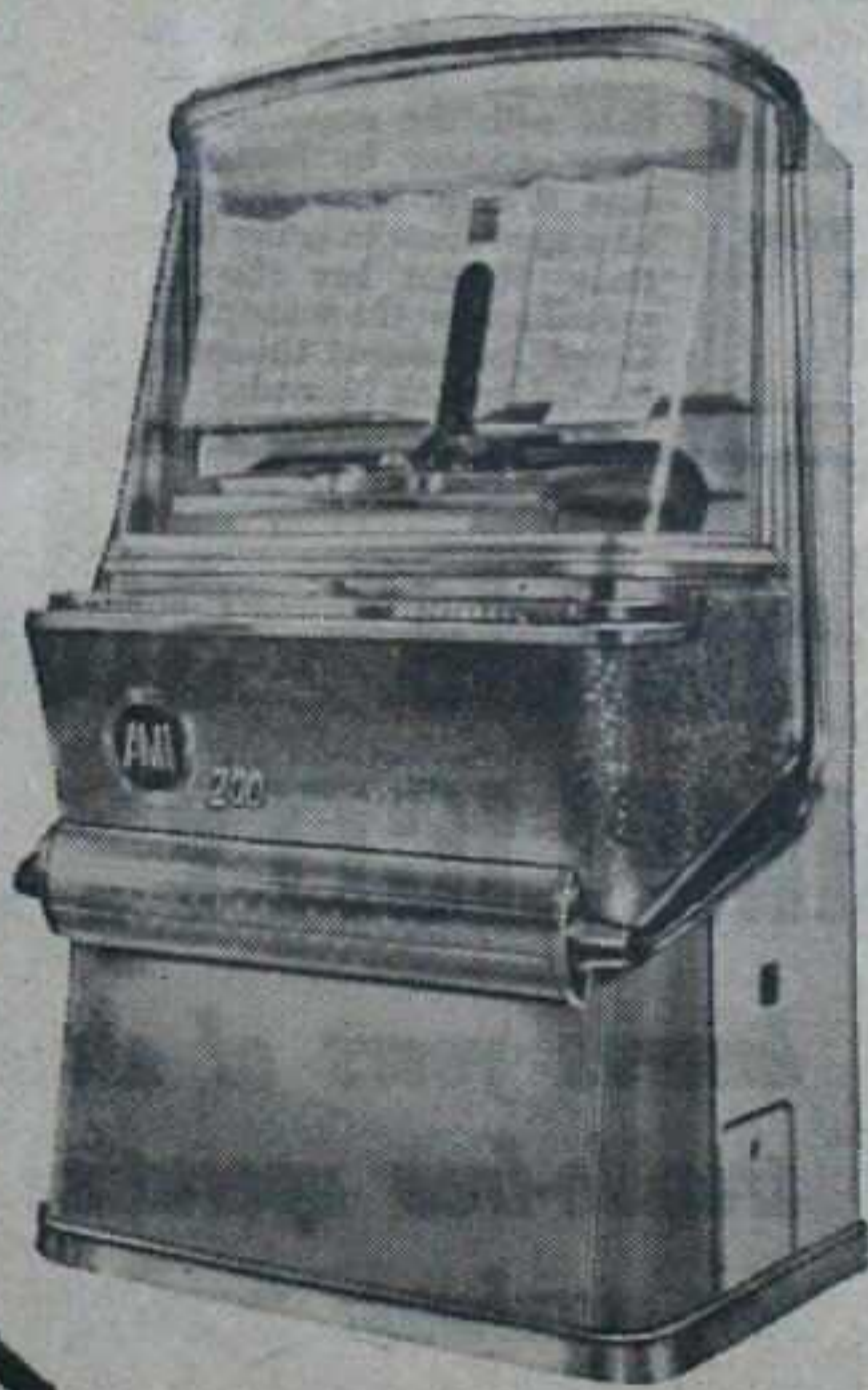
## unbumpable!

This is the *Showbox Model "H"*. The juke box with location staying power. Just look: clean-lined styling that's years ahead of anything in sight. Just listen: exclusive multi-horn high fidelity sound that tags it as the juke box with class.

Here's show-stage lighting that says "come on and play me". Instant eye-level visibility of all 200 titles—all of the time. Widest expanse of crystal clear wrap-around in the industry. Easiest to play, fastest selection system. No books to page, no drums to turn, no dials to twist. Just simple, push-button speed and accuracy. No wonder the Model "H" stays on, plays on. AMI operators don't get bumped! Call your AMI distributor today!

**AMI** Incorporated  
 1800 Union Avenue, S. E.  
 Chicago GRAND RAPIDS Zurich

Originators of the automatic selective juke box in 1927.  
 Known by operators for the world's most dependable coin-operated music instruments since 1909.





# Coinmen You Know

• Continued from page 94

able 78 r.p.m. phonograph to an Arizona State mental institution for mental therapy use.

Mike Savio, Draco Sales, Wurlitzer distributor, reports that a highly unusual car pool is making it possible for Wyoming operators to make more frequent trips into Denver. . . . Paul Scott of Lander, Wyo., and Homer Wampler of Riverton, are scheduling their operations to permit a bi-weekly trip to Denver, each man driving on alternate dates.

A recent rash of tavern and restaurant sales is a headache, according to the Colorado Music Merchants' Association. Almost invariably, the purchaser of an established tavern seeks to rewrite the previous contract and usually wants more money.

Phonograph operators here are watching with concern the bout which George Burns, operator in Greeley, Colo., is experiencing with his health. Mrs. Burns is continuing to operate the routes while her husband is incapacitated. . . .

**FIRST ALL-  
LOCATION LINE  
WURLITZER  
LEADS THE WAY WITH  
50 CENT PLAY**

Doyle Harrington, currently heading up a complete vending and music operation in Salida, Colo., recently invested in a set of snow tires for his automobile.

Elton Deines, Boulder, Colo., operator, reports that he enjoyed a rest while 10,000 college students were home for the Christmas holidays. . . . J. L. (Dutch) Siebert, amusement machine operator from Sterling, Colo., has sold part of his route to William Clevenger.

## Detroit

By HAL REVES

Vendors and Caterers of Michigan is being organized as a trade association to succeed the former United Vendors' Association of Michigan, with headquarters in the Fort Shelby Hotel. Formal title of the new association was registered in the names of Robert J. Ryan, F & G Vending, and Robert K. Veitch, Veitch Factory Catering Company. Charles J. Morgan, who was conciliator for the former organization, is handling public relations and organizational details for the new group.

The Sly brothers, Robert and Bill, who have operated the Sly Amusement Company, a juke box route, for about 18 years, are retiring from the field with the acquisition of their company by Sam Willens, Willens' Music Systems, who specializes in major locations. Willens has also acquired part of the route of the Grand Amusement Company, headed by Lou Nemesi.

The father of Harry Norton, Lincoln Vending Company, has been seriously ill with heart trouble. . . . Tony Siracuse, head of Circle Music Company of Dearborn, entered Harper Hospital during the holidays for a major operation. He was expected to be hospitalized for about three weeks.

Maurice J. Feldman, Central Coin Machine Exchange, reminded his friends of the new year with an artistic calendar that had a black plastic silhouette cutout of a hunter out in the woods with his hound. . . . Leo Fournier, manager of Weidman National Sales Company, reports the vending business has slowed up.

Albert A. Weidman, founder of National Sales, now operating and making his home at Vero Beach, Fla., has postponed his expected visit to Detroit. . . . Title to the Coin-O Company, a new firm, has been registered by Irving Pollack. . . . Irving B. Ackerman, longtime legal counsel for various coin machine operators and organizations, was once active in the business himself as head of Detroit Trade Company.

Music Systems, Seeburg distributors, are taking over distribution of the Gould Pool Table, made in Chicago. The company is now under the management of Dick O'Meara. . . . Roy Small, conciliator of the United Music Operators of Michigan, and Mrs. Small, owner of the Juke Box Company, plan to spend part of January and February in Miami. Sammy Sapienza,

Eagle Music Company, will operate the Juke Box Company in Mrs. Small's absence.

Arthur P. Sauve is leaving for a two-month sojourn at his winter home in West Palm Beach, Fla. Sauve reports his firm, A. P. Sauve & Son, is selling a lot of bowling games which are going over well since the recent approval for Detroit locations. Dale Sauve, son of Art, will be in charge of the business in his absence.

## Boston

By CAMERON DEWAR

Nick Vergas, Profile Amusement Company, Manchester, N. H., in coin row not long ago with time on his hands—Nick went up to ski country. . . . Barbara MacKinnon, girl Friday to Jerry Flatto at Boston Record Distributors, is altar-bound next June. The lucky chap is fireman Danny Kelliber.

Ed Ravreby, Associated Amusements, Inc., seeing operators in Providence, R. I., and Springfield, where he attended the meeting of the Western Massachusetts Music Guild. Ed was host to his employees and their children at the annual Christmas party at the Allston plant. He's a natural for Santa Claus.

David S. Bond and Irwin Margold, Trimount Automatic Sales Corporation, have returned from their trip to Europe. They met many old friends and made lots of new ones while touring six countries. They report prospects are excellent for an upsurge in the export business. . . . Marshall Caras getting esoteric these days. He bought himself a pair of dachshunds (champions) and will breed them to the same pedigreed line. He's also looking around for a set of bagpipes. The instrument fascinates him.

David J. Baker, president

of the Music Operators' Association of Massachusetts, returned from a trip to New York on business for his own firm, Melo-Tone Vending Company, Inc., as well as MOAM. Dan Carr, sales chief of Continental Vending Company, came back with him as house guest.

Baker also is greatly encouraged by the receipt of a check for \$1,000 from the California Music Operators' Association. This adds to the other donations from MOA and operators who are behind the legal battle of Boston and Bay State operators in their fight against the \$150 juke box license fees charged by the city and State.

## Memphis

By ELTON WHISENHUNT

Many Memphis music operators reported a big rental business during the holidays for Christmas and New Year parties. Among those who were kept busy on this were Edward H. Newell, Ormat Amusement Company; Douglas Highfill, Rainbow Amusement Company; Allen Dixon, S & M Sales Company; Parker Henderson, general manager of Southern Amusement Company; Drew Canale, Canale Amusement Company; Eddie and June Bodenheimer, Shelby Amusement Company.

Bill Forsythe, Forsythe Music Company at nearby Millington, Tenn., seen at a New Year's Eve party. . . . So were Bob Harbin, Harbin Amusement Company; Guy and Jack Canipe, Canipe Amusement Company; Clarence A. Camp, owner of Southern Amusement Company, and Johnny Novarese, Poplar Tunes Company. . . . George Sammons, president of Sammons-Pennington Company, Seeburg

(Continued on page 101)

## The 'Inside' Story Is SIMPLICITY . . .

*Insures years of steady,  
trouble-free operation  
for maximum profits*

UNMATCHED FOR RICH SOUND QUALITY

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# United Phonograph

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CABLE ADDRESS: UMCORP



WRITE FOR DETAILS . . . MODEL UPA-100



## PROFILE OF THE WEEK

### Basketball to Law Court

All day long Milton T. Raynor, general counsel of National Vendors' Association, is hustling. Working a 16-hour day isn't unusual, and he has a 25-mile drive to and from his Chicago suburban home in Glencoe tacked on either end. His two phones jangle constantly, and he has a problem in dividing time between clients on the phone and those always waiting outside his office. Lunch doesn't seem a time for relaxation either. Not only does he usually discuss a problem that can't wait with a client, but there always seem to be a couple of people who button-hole him for a quick word.

MILTON T. RAYNOR



... driver, not driven



... 1933 champs

Each day is jammed, but it would be illusory to conclude that Milt Raynor leads a nerve-jangling life. For he has acquired the habit of relaxation under strain, a habit that makes the difference between the driver and the driven.

In his childhood you find the key to this Raynor trait. He was a natural athlete. Born in 1913, he and a group of other youngsters batted, dribbled and punted their way thru childhood at Robert Emmet Playground on the west side of Chicago. Raynor excelled, and under the guidance of an unusual coach who supervised the playground, Raynor gradually perfected the hallmark of a fine athlete—maximum performance with minimum of wasted effort.

He was All-City in basketball and baseball at Austin High School in Chicago. At the age of 16 he had continuously beaten all his competitors on the ice in the 220-yard and 440-yard sprint. He might well have made the Olympics coming up then, but he wanted to go to college and stuck with basketball and baseball. He won an athletic scholarship to Northwestern University in Evanston, Ill. In 1933 he played forward on the last NU team to win the Big Ten basketball title. (See photo taken of him at that time.)

Raynor went on to the Northwestern Law School after he won the three-year Elbert Gary scholarship award. The NU law school is particularly stringent. Practicing lawyers teaching at the school bait, harass, contradict, and try to befuddle the aspiring lawyer in the classroom. But Raynor had been used to the same kind of treatment since childhood, on the sand lot, on the ice, and later on the varnished court. He walked out in 1938 with a Doctor of Jurisprudence degree.

Having learned the value of relaxation under strain, Raynor chose his office furnishings with a special purpose. They are neither modern nor old-fashioned, for the office was not primarily designed with decoration in mind. It is intended as a place in which to take the sharp edges off long, hard days. FM music runs quietly over a thick rug, across heavy curtains, around ponderous furniture made to be sat in. The two telephones are muted, shelves of books line one wall, family photographs are set in various places around the room.

Within this office business is conducted quickly but quietly. His efficient secretary, Lauretta Cooke, knows the Raynor pattern and arranges details so that he can move in and take a decisive "set shot," as they used to in basketball 20 years ago. Raynor's office almost has characteristics of a retreat, as a place where he can in a sense retire while at the same time keeping up the pace required of an association lawyer.

He was picked to represent National Vendors' Association because of his long experience with different associations, among them the Automobile Dealers' Association, the Cafe Owners' Association, and the Association of Iron and Steel Dealers. Raynor went into association work thru chance circumstance. Back in 1943 he got a call from a man warehousing fruits and vegetables who said the OPA was slapping a \$300 fine on him for infraction of regulations he wasn't even aware of. Raynor hustled over, decided the fine was unjust, got together a number of other produce dealers for a meeting, and with their backing went before OPA. A favorable settlement was made and his clients were so impressed that Raynor was installed as full-time counsel.

Impressed with the possibilities of associations, Raynor began a careful and protracted study of the types of legal problems an association can handle, given a representative before legal bodies. It payed off in more ways than one.

(Continued on page 105)

## ONE WAY TO BOOM

### Chicago Op Strode Into Walgreens, Talked Profits, Landed U. S. Chain

By FRANK SHIRAS

CHICAGO — One day about four years ago, R. J. Sacks, White Vending Company, Inc., strode into the main office of the Walgreen chain and said he could make money for them with bulk venders. He now has machines in 1,000 of the Walgreen and Walgreen Agency Stores, and is rapidly expanding operations to locate venders in all of the 2,800 stores in the chain that is spread throught the United States.

Using this successful operation as the prime selling ingredient of his sales pitch, a few months ago he struck contracts with four additional chains, tho he declined to name them because operations are still in the early developmental stage.

Sacks' case history is one of an

imaginative jump from a small operation. He began in bulk vending with a modest route of pistachio machines in Chicago. Thinking big from the start, he tried to dream up a way of getting around the extremely competitive situation that prevails in the city. Like so many operators, he saw the glitter of a chain-store operation, but unlike many, he seized upon the idea and went straight to the Walgreen main office.

The sales job wasn't easy. He had to start at the bottom of the

personnel hierarchy. He based most of his sales talk on reasonable profits that Walgreens could expect, utilizing also his own route to stand him in good stead as a serious businessman. But there was a further catchy ingredient to his sales pitch that clicked and helped him to gradually make his way to the top echelon.

The typical drugstore isn't big. Management wants to utilize every square foot of space. It is difficult to make use of the area in the im-

(Continued on page 104)

## Vending Co. Sues Three Mass. Unions

Court Froze Bay City Union Funds; Hears Labor Petition of Stoppage

BOSTON — After successfully frustrating efforts of the Teamsters Union Local 841 to force unionization of its working force of 150 last July (Billboard July 29), Automatic Merchandising Corporation of Medford two weeks ago took legal action to bring to light the strong-arm methods employed by the union.

In Suffolk Superior Court it was revealed that AMC had tied up personal bank accounts of the two top leaders of the Boston Central Labor Union. Both President Thomas Healey and Secretary-Treasurer Stephen McCloskey as well as the union are being sued for \$75,000 each. The Teamsters Union, headed by Domenic Zenga, also is being sued, along with officials of the International Chemical Workers Union.

The suit charged that the three groups had embarked on "a master plan of coercion" against the company and workers of AMC. It also accused the Teamsters with intimidation, threats and violence.

The action came to light when a motion was filed in the equity session before Judge Jesse W. Morton to dissolve attachments on the bank accounts of the union officials.

In a declaration filed by AMC it was charged that union officials of the Teamsters came to the plant last July 12 and demanded that company officials sign over the employees as members of the Teamsters Union. The union repre-

sents vending machine and juke box servicemen, among others.

The union organizers turned down the company's offer to submit the proposal to a certified vote under National Labor Relations Board supervision. The union organizers said "they didn't believe in elections," which "had no place in their plans." William C. McConnell Jr., AMC president, says he filed for an election last July with the Massachusetts Labor Commission but the move had been consistently opposed by the Teamsters.

McConnell also pointed out that he had no objection to his employees joining the union since the company paid as well and, in some cases, better than union standards. But he said he was unwilling to let the employees sign away their rights without a secret ballot.

### Master Plan

After the company's refusal to turn over to its employees to the union without a vote, the three labor groups started their "master plan" to force the company to cooperate. The Chemical Workers Union was charged with having co-operated with the Teamsters Union in an attempt to force the Monsanto Company in Everett to have AMC remove its vending machines from Monsanto property unless AMC agreed to bargain with the Teamsters.

It also was charged that the

(Continued on page 105)

## Final Planning For NVA May Confab Begun

CHICAGO — The convention planning committee of the National Vendors Association met last Tuesday (7) at the Graemere Hotel in Chicago to begin the process of finalizing plans for the forthcoming convention at the Deauville Hotel, Miami Beach, May 1-4.

Because of the unique Florida setting, it was decided not to have any business meetings or exhibits on any afternoon of the convention, said Milton T. Raynor, general counsel of NVA. It was felt that much more could be accomplished before noon and in the late afternoon during the four days of the convention. Accordingly, it was decided that there would be concise business meetings on Friday and Saturday mornings, and that exhibits would be open after 3 p.m.

(Continued on page 98)

## BULK BANTER

Write your likes and dislikes, news and views of bulk vending to the Bulk Banter editor, The Billboard, 188 West Randolph, Chicago 1.

By FRANK SHIRAS

Paul Washburn, The Penny Merchant, Abilene, Tex., takes a dim view of recent Billboard coverage which gave Arizona operators credit for development of point-of-sale poster display cards set within the globes of capsule venders. Washburn says he has been using similar cards for at least two and a half years. He writes: "Shortly after the capsule machines came out I realized that they made very poor merchandisers for impulse selling and I devised a card covered with colored art paper on which I mounted various charms. The effects of setting the merchandise out by this means gave sales a shot in the arm for some time, but like all good things in this business it does not last. I still use these cards from time to time but they must be used with care."

Michael Goldberg, A & G Gum Vending Corporation, Franklin

(Continued on page 107)

## BILL-CHANGER TEST

### ABT to Locate 12 Models This Month

CHICAGO — Pilot models of its new dollar-bill changer will be put on location by the ABT Manufacturing Corporation by the end of this month, and barring major design changes, full production will begin by the end of April, according to an article in the current issue of Vend magazine.

National Rejectors, Inc., and the Vendo Company are two other firms known to be working on a bill changer, altho neither firm will disclose progress or possible production dates. National is known to have tested a hand-built prototype, however.

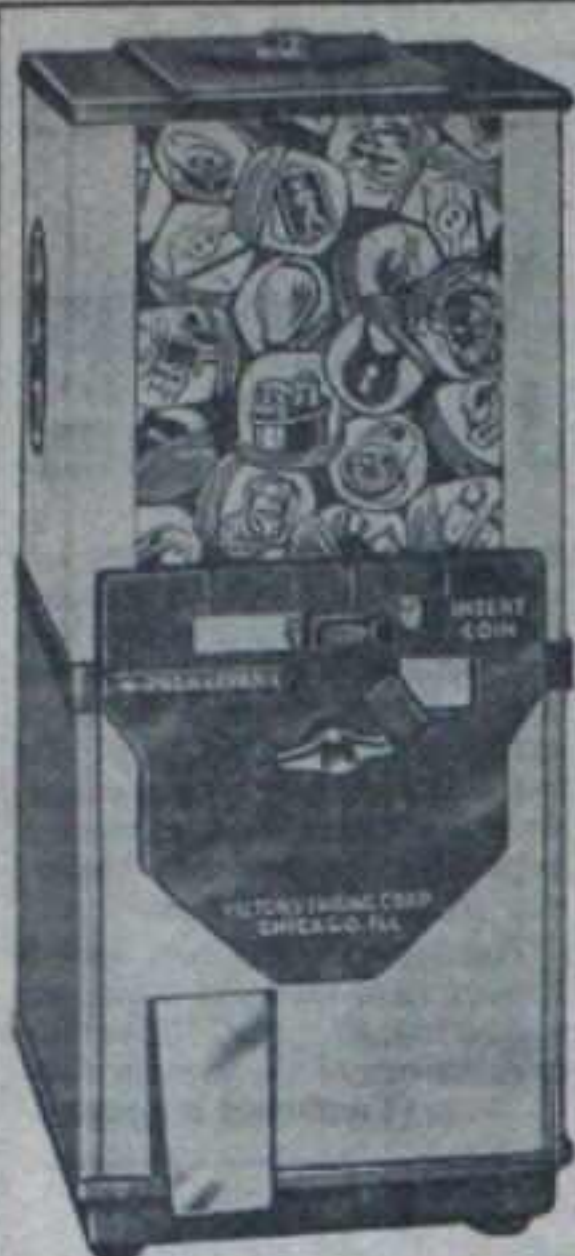
William A. Patzer, president of

ABT and designer of the machine that returns change for dollar bills, announced that 12 machines will be located in six different cities during the experimental period. Chicago will have one, New York City, Los Angeles, San Francisco and Miami will get three each, while one machine will be located in Dallas.

Strictly service-type units, the machines will not vend merchandise along with change deliveries. To be placed on a "loaner" basis, with ABT retaining ownership, the changers will be placed in banks, supermarkets, transportation termi-

(Continued on page 100)





# VENDORAMA<sup>®</sup> SUPER MART<sup>®</sup>

**Now Features**  
10c and 25c Capsule Vending  
Gives You Greater Profits.  
Holds 200 of the New  
1 1/2" x 1 1/2" V1 Capsules  
Be first in your territory with  
this tested and proven out-  
standing Money-Maker.



## PLAY GOLF



with VICTOR'S  
Sensational 210 Ball Gum Vendor  
**FAST PLAY  
BIG PROFITS**  
See Your Victor Distributor  
**VICTOR VENDING CORP.**  
5701-13 W. Grand Ave., Chicago 39, Ill.  
Mfrs. of Famous Line of TOPPER  
Vendors

**Ball and VENDING GUMS**  
Direct LOW Factory Prices

**BUBBLE • CHICLE  
CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 270 lb. 210 ct. .... 35¢ lb.  
Chicle Ball Gum, 120 ct. .... 40¢ lb.  
Chloro-Vend Ball Gum, 400 lb. .... 40¢ lb.  
Chloro-Vend Chicks, 220 ct. .... 40¢ lb.  
Chicle Chicks, 220 & 320 ct. .... 34¢ lb.  
Bubble Chicks, 220 & 320 ct. .... 37¢ lb.  
Tab (short stick), 180 ct. .... 38¢ box  
5-Stick Gum, 190 packs ..... \$1.90

F.O.B. Factory 150 lb. Lots  
**AMERICAN CHEWING PRODUCTS**  
34 YEARS OF MANUFACTURING  
EXPERIENCE  
4th & Mt. Pleasant • Newark 4, N. J.

**2¢ SCALE**  
Doubles Your Profits

Greatest Money Making Scale on the Market

\$20 deposit puts it to work for you  
Good indoors or out  
Produces up to 300% profit  
Wins Customers for Locations  
Two machines in one—weighs, tells fortunes

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YOUR FORTUNE  
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Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14" x 24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

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Dept. B  
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Send more details  Send scale   
\$20 deposit enclosed

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With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTES 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.**  
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## SCHOENBACH STAMP VENDORS

Folder Type

ATTRACTIVE OUTSTANDING

Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$24.50 ea.  
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**STAMP FOLDERS** Very Low Prices.  
1/2 With Order, Balance C.O.D.  
**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 23, N. Y.  
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Your Net Profit On Each Filling is \$15.30 on VICTOR'S NEW BASKETBALL & FOOTBALL

## BALL GUM VENDOR

Packaged and sold 2 per case.

**\$19.75** ea. Holds 12 lbs. 210 ball gum

Write for Lowest Prices. Complete line of Charms, Ball Gum, Stands, Parts.

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## 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

## Final Planning

Continued from page 97

on Thursday and after 4 p.m. on the remaining days.

Said Raynor, the abundance of easily accessible recreational activity at Miami Beach and in the Deauville itself make it advisable that NVA not attempt organized recreation. However, at convention headquarters there will be a booth at which any convention-goer will be able to quickly obtain

## MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 12 or 5¢	\$14.50
N.W. Deluxe 1/2 & 3/4 Comb.	12.00
N.W. 239 1/2 Perf.	7.95
N.W. Model #22, 14 Perf. Car-	6.50
veried for 100 ct. B.G.	8.00
Silver King 10 B.G. or Mds.	30.00
ABT Gums	9.50
Acorn, 1/2 or 3/4	

### MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	.85
Pistachio Nuts, Jumbo Queen	.49
Pistachio Nuts, Large Tulip	.44
Pistachio Nuts, Vendor's Mix	.37
Pistachio Nuts, Shell	.43
Cashew Whole	.44
Cashew Butts	.38
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.37
Tabby-Lots, 220 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gums	.28
Leaflets, 450 ct.	.40
M & M, 350 ct.	.30
Hershey's	.47

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.  
1/3 Deposit, Balance C.O.D.  
**STAMP FOLDERS, Lowest Prices.. Write**  
**MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.**

## NORTHWESTERN

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MOE MANDELL  
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Information or make any arrangements for recreation that he may desire.

Besides Raynor, the planning committee was made up of co-chairman Rolfe Lobell, Leaf Brands, Inc., and Paul Crisman, King & Company, Chicago.

49" HIGH  
26" WIDE

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TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c

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DOWN  
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Just try a Model 49 all-product vendor on your route and see for yourself how you can make more money. It's available in 1¢, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.

**PROVE IT TO YOURSELF!**

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2812 ARMSTRONG STREET MORRIS, ILLINOIS

## MAN... IT'S OUT OF THIS WORLD!

The new Victor Super Mart with the bright new 25¢ capsule vending! Man! It's the most... for profits.  
Write, Wire, Phone Immediately

**STANDARD SPECIALTY CO.** 1028 44th Avenue  
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**SPUTNIK  
GLO-RINGS**

**\$15.00** Per M  
FREE ADVERTISING LABELS  
at your distributor or...

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33 UNION SQUARE  
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DON'T PERMIT YOUR  
MACHINES TO SLEEP  
DURING WINTER MONTHS  
Wake 'Em Up With  
**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. Ass'd. colors.

**\$7.50 per 500 Pieces**

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Member Nat. Vend. Mch. Dist., Inc.  
Write for NEW catalog.

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**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

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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!

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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
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Write for Full Details, Prices and Easy Payment Terms

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**INDEPENDENT DISTRIBUTORS WANTED**

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Coffee, Soup, Chocolate Vending Machines. This is a BIG profit machine with a LOW retail price tag. This machine is particularly hot for marginal and secondary location. Machine dispenses largest nationally advertised brand products. Also available to aggressive salesmen or sales organizations. Completely automatic Popcorn Machine. Write for information for our complete line.

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**CIGARETTE AND CANDY MACHINES**

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

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- 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
- EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c... 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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GIMMICKS CHARMS CHARMS GIMMICKS

**MUSTARD SEED PENDANT**

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**\$13.50 PER 1,000 FREE LABELS**

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vends Ball Gum and Picture Card both for 1c

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.



**oak**

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The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!



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Send **35c** for Sample Kit of Charms

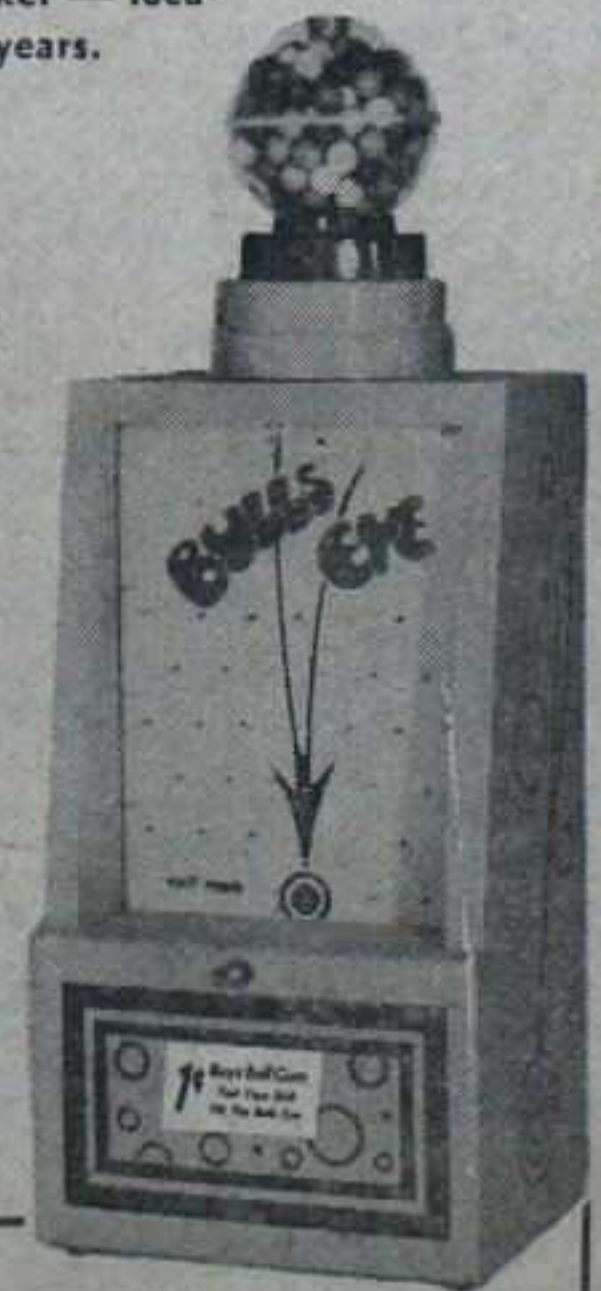
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Here's a Legal Counter Game that makes You Big Money!

- Proven money maker — location tested for 5 years.
- Manufactured by an old-time operator.
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- UNLIMITED GUM CAPACITY.
- Holds up to \$35 in pennies.
- NEVER A SERVICE CALL.
- All Bulls Eye Hits Scored Separately.



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## New Compact Bowlers Gain Quick Attention on Market

### Manufacturers Feel Games Fill Bill at Many Spots Where Space Is at Premium

CHICAGO — The new 1958-style bowling games, compact in size, relatively low in price and featuring novelty play features, have established a sturdy beachhead on the game market.

Models of this type by two different manufacturers are currently on the market, another manufacturer will follow in the weeks ahead with a model of this type, and still other manufacturers are watching developments closely.

Bally Manufacturing Company, first on the market with a compact novelty-type bowler, All-Star, reports early expectations already fulfilled. Said Herb Jones, vice-president, "We very definitely plan to continue with this small bowler line. We intend to keep the 'ball gun' idea the basis of the new line as a vehicle that tests player's timing and skill."

Jones said that Bally had planned the game as an answer to locations that required a relatively small, compact machine that would fit into spots unable to accommodate a larger ball bowler, and, he said, demand has matched predictions.

Williams Manufacturing Company, in shipment last week on its Ten Strike and Ten Pins models, expects similarly good returns. Art Weinand, sales manager, said that while it was still too early to tell how far the game will go, "it looks very good." One of the Williams models is a replay, match model, and one a regular model. Both have similar play features in all other respects.

Bill DeSelm, United Manufacturing Company sales manager, announced last week his firm's intention to enter the "small bowler"

field with a model offering "something different" in play features.

Other manufacturers, sitting tight at present, may decide within the next few weeks to join the "small bowler" parade.

In the meantime all bowling game manufacturers intend to continue production and sales of the larger ball bowlers.

**Chicago Approves**  
Both the Bally and Williams "small bowler" models (with exception of the Williams replay model) have been licensed for operation in [\(Continued on page 105\)](#)

## N. Y. State Coin Org To Go Slow in City

### Local Union Problems to Be Solved Before Gotham Membership Drive Gets Under Way

NEW YORK — The drive of the New York State Coin Machine Association to recruit membership in the New York City area will proceed at a slow pace.

In a meeting at the Henry Hudson Hotel here Wednesday night (9), officials of the State group, meeting with representatives of the three local associations agreed that the up-State membership must be consolidated, and New York City problems must be ameliorated before any widespread recruiting drive in the city can get underway.

The four-month old State group has as its objectives the creation of a State-wide public relations machine and the eventual appointment of a legislative representative in Albany.

#### City Support

Originally, the group was to have consisted of operators from outside the New York City area. However, it was soon decided that support from the New York City area was needed to make the organization truly effective.

Local representatives at the meeting were Joe Connors, representing the Music Operators of New York; Teddy Blatt, representing the Associated Amusement Machine Operators of New York, and Carl Pavesi, Malcolm Wein and Lou Tartaglia, representing the Westchester Operators Guild.

All five men agreed that the need for a State organization is great, and all indicated that they would encourage their membership to join the association.

#### Healthy Debate

Differences of opinion arose as to how the State group should

operate. These differences were vigorously debated at the meeting. Tom Greco, NYSCMA president, said the State group would not attempt to interfere with local problems, but would confine its activities to State-wide issues.

He added that the State group would encourage local organizations in areas where no such organizations exist, and would work with [\(Continued on page 105\)](#)

## Ohio Ops Petition For Pin Rehearing

### Expect Decision January 15; to Go on To U. S. High Court if Refused Review

COLUMBUS, O.—The following developments occurred last week, following the decision by the Ohio Supreme Court upholding ordinances of the City of Columbus banning pinball games:

1. Legal counsel for operators filed a petition for rehearing of the case in the State Supreme Court.

2. A decision by the court on whether to rehear the case is expected Wednesday (15) or on the following Wednesday.

3. Operators intend to take the case to the U. S. Supreme Court if their petition is denied.

The petition for rehearing is considered a delaying action, since the court rarely grants a rehearing on decisions.

Further delay of enforcement action against pinballs under the Columbus ordinances would be gained were the case taken to the U. S. Supreme Court. Operators would have 90 days from the date of decision on the rehearing in which to file for a U. S. high court hearing. A fight before the U. S. court could further postpone final decision for a full year.

In the meantime, Columbus law enforcement officials plan to hold off on enforcement of the ordinances banning pinballs until all action is brought to a close (The Billboard, January 6).

The Ohio Supreme Court ruled that Columbus ordinances banning exhibition, ownership and display of pinballs are valid.

## 'KEGLERS' GO TO GERMANY, DEUTSCH STYLE

BINGEN, Germany — Loewen-Automaten, large German coin machine distributors here, are expecting what is probably the first shipment of new U. S. coin games specially produced for the German market.

Bally Manufacturing Company, Chicago, began shipment last week on a large order for new Strike Bowlers and All-Star Bowlers with backlasses specially screened in the German language.

The Strike Bowlers, for instance, will bear the inscriptions of "Bally Keglers," and instructions for play and other wording inscribed on the games will be in German.

Herb Jones, Bally vice-president, said that this was the first time a large enough order for new games was placed by a firm abroad to justify the added expense of special backglass screening. He interpreted it as a healthy sign that new game equipment from the U. S. is in increasing demand. Bowling games are gradually gaining more and more popularity in Germany.

## United Roadman On Western Trip

CHICAGO — John Casola, United Manufacturing Company sales representative, is covering points west this week.

Enroute now to Dallas, Casola will visit with operators and distributors in Texas, Arizona, and California.

## Bally Ships Target-Roll, Novelty Game

CHICAGO—Target-Roll, a new novelty amusement game, was shipped to distributors last week by Bally Manufacturing Company.

Players shoot steel balls with a ball plunger, similarly to play on a pinball game, but scoring more closely resembles that of a roll-down game.

Object of the game is to match the target established by the first ball shot. Ball hole targets on the playfield are numbered and correspond to light-up numbers on the backglass.

Thus if the first ball shot lands in the "100" hole, player attempts to land second ball in a hole numbered "100." If he succeeds, his score is registered on the backglass and he shoots a third ball, attempting to match it, in turn, by the fourth ball. He continues to shoot until he fails to match, or until a ball lands in an "out" hole.

Backglass score reels record scores for a single player via four-digit reels. Game is available with nickel or dime coin chute. Size is comparable to that of a five-ball pin game.

Player can compete for high scores as well as for target-match. The game has no replay mechanism and no score cards. Separate panels on backglass light up to instruct player to "shoot for new target" or "shoot to match target."

## Natl. Embarks On Distrib Plan

ORANGE, N. J.—The National Shuffleboard Company has embarked on a distributor sales program, with an estimated 25 distributors to be named thruout the country.

This system replaces the direct factory sales set-up which National had used for several years. Latest distributor to be named is Richard T. Forry, York, Pa., for Central Pennsylvania. Forry is a director of the York National Bank. Clarence Zweizig is sales and service manager.

Ed Martell, National sales manager, left this week for a two-week trip thru the Midwest, Southwest and West Coast. Purpose of the trip is to interview and appoint distributors.

## Quincy Stand: No Complaints, Why Ban Pins?

QUINCY, Mass. — This South Shore city took a different view of pinball machines than several Massachusetts communities which have recently banned the devices. It refused to outlaw the games at the request of Norfolk District Attorney Myron N. Lane.

Both Police Chief William Ferrazzi and Licensing Board Chairman Thomas F. Gorman said that no complaints of gambling on the machines had been received. The city council then formally rejected the request by the district attorney.

## Argentine in U. S. to Survey Game Models

CHICAGO — Alberto Farina Rice, electrical appliance manufacturer of Buenos Aires, visited Chicago and New York amusement game firms last week, in a survey of U. S. products.

Rice hopes to manufacture amusement games in Argentina, a high potential market currently saddled by import restrictions.

If he is successful in gaining a license to manufacture U. S. games in Argentina, or in producing games of his own make, he could command a booming market in the South American country. Argentina has long been recognized as a nation of great promise in the coin machine field.

Rice expressed some surprise at the seemingly limited variety of games now in circulation here, but hopes to pick up some ideas for home manufacture after having a look-see at the varied stock of games available from Arcade game manufacturers and distributors. He's also interested in pinballs and bowlers.

## United Preps Small Bowler

CHICAGO — United Manufacturing Company is working on several new projects in the amusement games field, Bill DeSelm, sales manager, said last week.

Among the new games, according to DeSelm, is a "smaller type" bowler. Details on the game will be provided in the near future. Only definite word on the new model to date is that it will have something different in play features.

## N Y. High Court Enjoins Union From Picketing

• [Continued from page 93](#)

Until such a trial is held, the temporary injunction is in force.

#### Picketing

Late this week, Local 19 was still picketing locations served by Local 1690, as the injunction had not yet been served. As soon as the injunction is served, Local 19 is barred from picketing.

MONEY has contended that Local 19 exists primarily to drive MONEY members from their locations and to harass Local 1690, with which MONEY has a contract.

However, the union picture is

still unclear, even with Local 19 out of the picture temporarily at least. Members of the Associated Amusement Machine Operators of New York met late in the week to vote on union affiliation. Game operators currently have no union affiliation.

The game men will vote for either 1690, which has entered the game field, or for Local 202 of the Teamsters, a recent entry. Officials of Local 202 said that if they affiliate with the game operators, they will attempt to move into the juke box field.



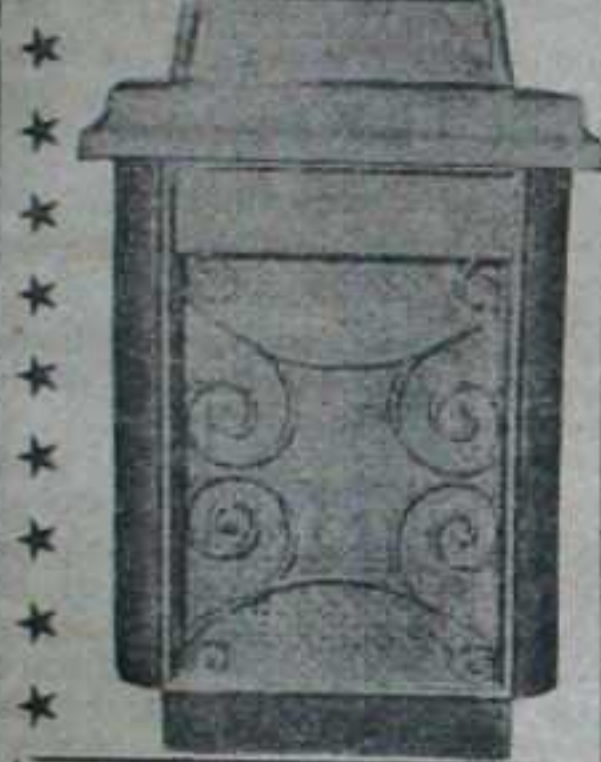
# Coinmen You Know

Continued from page 96

distributor, stayed home during the holidays. Morris Berger, owner of Berger

## CONSOLETTÉ

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 CHickering 4-5050

**AUCTION SALE**

I will offer for sale at public auction in Hamlet, North Carolina, at 10:00 a.m., and Bennettsville, South Carolina, at 3:00 p.m., Tuesday, January 28, 1958, the following music and other coin-operated machines: 18 A.M.I., 22 Rock-O-lax, 41 Seeburgs, 5 Wurlitzers, 2 Evans Constellations, 7 Select-a-Matic Wall Boxes, and various pool tables, shuffle alleys, Bally games and weight scales. Most of the above machines are late models. Detailed inventory listing models will be furnished upon request.

**P. K. SANDERS**  
 District Director of Internal Revenue  
 P. O. Box 1978  
 Greensboro, North Carolina

Amusement Company in nearby West Memphis, Ark., reports progress on a swank Memphis restaurant specializing in Mexican food. . . . Dan Levin, Standard Automatic Distributing Company, Little Rock, Ark., the Wurlitzer and Bally Distributor, entered St. Vincent's Hospital December 20 for an emergency appendectomy.

### Twin Cities

**By MAURICE BERNSTEIN**  
 The Christmas season stimulated quite a demand for equipment for home use, reports Jim Christensen, Automatic Games Supply Company, St. Paul. Dozens of families were in to purchase juke boxes, bowling machines and pool tables to convert for use in home recreation rooms, he says. . . . Christmas shopping brought several operators to Minneapolis from out of the State, among them Glen Bischel, Chippewa Falls, Wis.; Mr. and Mrs. Jack Backus, Jamestown, N. D.; Stanley Baeder, M-W Specialty Company, New Rockford, N. D.

Tom Ross, formerly of La Beau Novelty Company, St. Paul, has joined the staff of the Mayflower Distributing Company in the same city. Mayflower just acquired distributorship of the new United music machine. . . . Making their regular rounds of distributors to pick up supplies and look for new equipment were Roy Hagen, Slayten, Minn.; Ike Pearson, Mitchell, S. D.; Arnold Brevik, Watertown, S. D.; Ed Kubes, New Prague, Minn., and John Buterac, Arrowhead Amusement Company, Hibbing, Minn.

### Los Angeles

**By SAM ABBOTT**  
 William Cook, an operator in Australia, visited the West Pico Coin Row recently. . . . Birger Pettersson of Furuvick, Sweden, operator of Birger's Tivoli, an Arcade, dropped in to see Paul Laymon at Paul Laymon, Inc. here. Incidentally, Lucille and Paul Laymon's Christmas display at their home was judged the best of its kind and was the subject for an article in a national home-makers magazine. . . . Bob Hathway was accompanied by his wife and daughter on a recent buying trip here from Oxnard.

Ed Pharris was in the city from Coalinga. . . . Glenn Jewett of Canoga Park was another out-of-town buyer last week. . . . John Huntsman was visitor from La Mesa. . . . Walt Shinkal, well-known San Diego music and games operator, made the Pico rounds to see what the distributors and jobbers had to offer.

### Milwaukee

**By BENN OLLMAN**  
 Badger Candy Club will hold its first meeting in 1958 at the home of newly elected president, John Gray, Hershey Chocolate Corporation. Members recently completed voting by mail for new board of directors. Named were Marvin Adrion, Sperry Candy Company; Richard J. Beyer, Beyer-Faith Associates; Albert E. Cliff, Farley Candy Company; Bernard Hirsch, Hirsch-Kampen, and Stan Kazmierczak, George Ziegler Company.

Red Jacomet reports that his firm could have filled a huge number of rental requests for juke boxes for holiday parties. "Don't want them, we lost money on rentals," he claims. . . . Big demand exists for spare parts for Silver King

bulk vending machines, according to Ray Van Toor, parts boss at Badger Novelty Company.

Christmas disks sold better than ever this season, according to Harold Reitz, RCA Victor disk distributor boss. Increased number of 200-play juke boxes on location have been a boon to disk firms, he claims. . . . Victor Music in Madison is winding up plans for its new disk one-stop in its State Street store. Pops buyer Arlene Edwards claims that the many requests from Madison ops and those in the Western part of the State led to the formation of the one-stop section.

Herb Geiger notes that there were virtually no adverse reactions to recent change in milk vending when price rise caused venders to change to half-pints. "We posted signs on the equipment explaining why we had to change to smaller units," he says.

Bibs De Rusha, Fond du Lac, Harry Kososki, Niagara, and Tony Hirt, Sheboygan, were among the out-of-town operators stopping in at Radio Doctors for holiday music, said Stu Glassman. . . . Optimistic over the outlook for 1958, Clarence Smith, Milwaukee Amusement Company, reports that all new machines going out to locations are set at straight dime play.

Favorable weather this spring will advance plans for erecting the new wing to the Paster Distributing Company building, according to Sam Cooper. . . . Cold weather has been a shot in the arm for the coffee vending business, says Mrs. John Cocking, Automatic Coffee Service.

In town over the holidays shopping for disks and equipment were Mr. and Mrs. Elmer Schmit and their family from Hilbert, Wis. Also making the rounds of dis-

## Bull's-Eye Bows; Combo Gum-Game

**BALTIMORE**—A penny ball-gum machine touted by the manufacturer as a "legal counter game" was announced last week ready for nation-wide distribution by the C-C Vending Manufacturing Company here.

The machine, called "Bull's-Eye," dispenses a gum ball for each penny inserted, according to Hyman Carpman, head of C-C, an operating company which manufactures the piece.

Object of operation is to hit the bull's-eye, located on a nail board which forms the front of the machine. Small gum globe is mounted on top of the machine. With insertion of penny, gum ball drops down in front of board, with nails deflecting its course.

No mention was made by the company of prizes to be offered in event of scoring a bull's-eye, but presumably locations would offer some reward for a hit. Price was not specified.

According to the firm, the machine holds \$35 in pennies. No gum capacity was specified, although the globe is very small, with total size of the unit measuring 6 inches deep, 8½ inches wide, 16 inches high.

Carpman said he has manufactured and sold the unit in the Baltimore area for the past three years and claims to have 300 machines in the Baltimore area and 300 more in the surrounding area.

## Eastern Names Distrib Group

**NEW BEDFORD, Mass.**—The Eastern Electric Company has discarded its factory sales program for a distributor organization. The following distributors have been named:

Automatic Games Supply Company, St. Paul, Minn.; Automatic Music Company, Tulsa; Birmingham Vending Company, Birmingham, Ala.; Brady Distributing Company, Charlotte, N. C.; Bush Distributing Company, Jacksonville and Miami; Coin Automatic Music Company, Johnson City, Tenn.; Commercial Equipment Company, Fort Smith, Ark.; R. F. Jones Company, Denver, Portland, Ore.; Salt Lake City, San Francisco and Seattle, and the B. D. Lazar Company, Pittsburgh.

Also, S. L. London Music Company, Milwaukee; Sandy Moore Distributors, Long Island and New York; Roanoke Vending Machine Exchange, Bristol, Va.; Charleston, W. Va.; and Richmond, Va.; Robinson Distributing Company, Atlanta; Shaffer Music Company, Indianapolis, Cincinnati and Columbus, O.; Siegel Distributing Company, Toronto and Montreal; Vendall Service Corporation, Chicago; W.B. Distributors, St. Louis; W. B. Music Company, Kansas Corporation, Houston, and the R. Warneke Company, Dallas and San Antonio.

tributors were Neil Nate, Lake Delton, and Walter Tetting, Oconomowoc. . . . "The day after Christmas we took off all our Christmas records" reports Eddie Puzia, Triple A Amusement.

Newest man on the United, Inc., payroll is veteran coinman George Klamm. He has taken over the chores formerly handled by Walter Fischbach as salesman and goodwill man on the local scene for the Wurlitzer distributor.

(Continued on page 103)

**S H A F F E R**

**SEEBURG 3W1**  
 100 WALL BOX  
**\$49.50**

**SEEBURG V-200**  
 200 SELECTION  
**\$849.50**

Answer Dime  
 Play the  
 Shaffer Way!

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**WURLITZER**  
 MODEL 2000 . . . . . \$695.00

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 MODEL "G" 200 . . . . . \$695.00

**SEEBURG**  
 HF100R . . . . . \$695.00  
 HF100G . . . . . 595.00  
 M100C . . . . . 495.00

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 Eastern Electric 8-Column . . . \$ 69.50  
 National 9-Column . . . . . 119.50

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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" or "distressed" equipment.

(For 10-week period ending with issue of January 6, 1958)

### MUSIC MACHINES

	High	Low	Mean Avg.
<b>AMI</b>			
Model C-40	\$ 95.00	\$ 95.00	\$ 95.00
Model D-80 (51) 40 sel., 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
<b>ROCK-OLA</b>			
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	195.00	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
<b>SEEBURG</b>			
HM-100-Hideaway (9/49)	\$149.50	\$149.50	\$149.50
M-100-A (9/49) 100 sel., 78 RPM	275.00	69.50	195.00
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	65.00	485.00
HF-100-G (9/53) 100 sel., 45 RPM	695.00	575.00	575.00
HF-100-R	695.00	650.00	675.00
100-W (9/53)	575.00	575.00	575.00
<b>WURLITZER</b>			
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	299.00
1550-A (53) 104 sel., 45-78 RPM Mix	299.50	299.50	299.50
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	225.00	325.00
1650A (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	65.00	595.00

### PINBALL GAMES

	High	Low	Mean Avg.
<b>BALLY</b>			
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	100.00	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	65.00
Gayety (3/55)	85.00	55.00	65.00
Gaytime (6/55)	145.00	65.00	125.00
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

	High	Low	Mean Avg.
Spot Lite (11/52)	\$ 65.00	\$ 45.00	\$ 45.00
Surf Club (3/54)	60.00	40.00	60.00
Variety (9/54)	95.00	70.00	75.00
Yacht Club (6/53)	55.00	30.00	55.00
<b>CHICAGO COIN</b>			
Basket Ball Champ (10/49)	\$195.00	\$195.00	\$195.00
Tahiti (10/49)	75.00	75.00	75.00
<b>EVANS</b>			
Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00
<b>GENCO</b>			
Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00
<b>GOTTLIEB</b>			
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)	195.00	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 Lill (12/54)	140.00	115.00	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	150.00	165.00
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	170.00
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	120.00
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
Quarett (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	65.00
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
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	145.00	165.00

	High	Low	Mean Avg.
<b>UNITED</b>			
ABC (2/52)	\$545.00	\$545.00	\$545.00
Caravan (11/56)	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	75.00
Tropicana (1/55)	75.00	75.00	75.00
Tropics (7/55)	145.00	55.00	55.00
<b>WILLIAMS</b>			
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

	High	Low	Mean Avg.
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	80.00
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	95.00	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
Sluggfest (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	70.00
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)	199.50	95.00	100.00
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 (G) (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



	High	Low	Mean Avg.
Magic (B) (12/54)	\$155.00	\$155.00	\$155.00
Mars (U) (1/55)	295.00	225.00	275.00
Mars Deluxe (U)	395.00	185.00	245.00
March Bowl-A-Ball (CC) (8/52)	70.00	45.00	45.00
Match Pool (Ge) (12/54)	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
Fallside (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)	275.00	175.00	275.00
Royal (U) (8/54)	190.00	75.00	110.00
Score-A-Line (CC) (9/55)	475.00	425.00	425.00
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	255.00
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	375.00
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)	295.00	100.00	165.00
Team Bowler (K) (10/52)	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) (6/53)	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
Vivus Bowler	385.00	225.00	325.00

	High	Low	Mean Avg.
Air Football	\$225.00	\$195.00	\$225.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) (4/48)	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
Ball-A-Score (Ev) (8/48)	145.00	95.00	125.00
Ball-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) (4/7)	125.00	125.00	125.00
Big League Baseball (W) (3/51)	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 Vendor (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 (1/46)	100.00	100.00	100.00
Coon Gun (S)	175.00	125.00	175.00
Coon Hunt (S) (2/54)	150.00	95.00	150.00
Dale Gun (Ex)	65.00	50.00	65.00
Defender (B) (4/0)	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
Goatee (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 Typewriter	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 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
Mill Scales	65.00	35.00	50.00

	High	Low	Mean Avg.
Panoram (Mills)	\$395.00	\$325.00	\$325.00
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	275.00
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 Typewriter 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
Ten Strike (E) (1/49)	65.00	65.00	65.00
Ten Strike (E) (4/6)	85.00	75.00	75.00
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 (Cb)	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
Wizard Whiz	25.00	18.00	20.00
World Series (W) (4/51)	50.00	50.00	50.00
Zingo (U) (1/51)	65.00	65.00	65.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ex—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keenes; M—Int'l; Motoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoil; U—United; W—Williams; Wa—Wahing.

	High	Low	Mean Avg.
AA Gun (K) (4/8)	\$ 99.50	\$ 99.50	\$ 99.50
ABT Challenger (5/46)	30.00	25.00	25.00
Advance Shockers	22.50	22.50	22.50

SUPPLIES IN BRIEF

Peanut Supply

Peanut supplies held in off-farm positions at the end of November, excluding shelled oil stock, totaled 732 million pounds of equivalent uncleaned, unshelled peanuts, according to Agriculture Department. These stocks are 28 per cent below the amount held in similar positions a year earlier. Raw shelled peanuts reported used in making candy, salted peanuts, peanut butter and miscellaneous products totaled 244 million pounds thru November 30, about 8 per cent above the amount used in a similar period a year earlier.

Popcorn Supply

Popcorn production during 1957 amounted to 251 million pounds of ear popcorn, according to Agriculture Department. This is 25 per cent less than the amount

grown in 1956, but slightly more than 10-year average production.

Pecans, Almonds

Production of pecans in 1957 is estimated at 112,100,000 pounds, 35 per cent less than 1956 and 19 per cent below average, according to Agriculture Department. Production of almonds in California totaled 38,000 tons last year, 35 per cent less than 1956 and 5 per cent below average.

Filberts, Walnuts

Production of filberts in Oregon and Washington during 1957 is estimated by Agriculture Department at a record high of 12,350 tons, more than four times as large as the small crop of 1956 and 53 per cent above average. California and Oregon produced an estimated 67,300 tons of walnuts last year, 6 per cent less than in 1956 and 8 per cent below average.

Cigarette Production

Cigarettes produced in October of last year totaled 40,950,173,484, an increase of 2.61 per cent over October, 1956, according to Treasury Department. Quantity produced the first 10 months of 1957 increased 5.52 per cent over the same period a year earlier.

Large Cigars

Production of large cigars in October of last year totaled 593,659,

193, an increase of 24,520,682 over the same month in 1956. Production during the first 10 months of last year was set at 4,973,456,581, an increase of 104,550,835 over the comparable period in 1956.

Small Cigars

Production of small cigars in October, 1957, totaled 4,923,470, a decrease of 1,406,030 from the same month a year earlier, according to Treasury Department. For the first 10 months of last year production was set at 42,070,765, a decrease of 12,508,510 from the comparable period a year earlier.

COINMEN YOU KNOW

Continued from page 101

Klamm has been in the business over 20 years.

Frank Bartnik, Banaco Music, has put away his Cessna for the winter and has grounded himself for the winter, he claims. Banaco music buyer Alice Antezak reports that about half of the firm's music stops are now on dime play. Robin Coker is the new mechanic hired by Badger Novelty Company, according to the Rock-Ola distrib boss Orville Carnitz.

Harlyn Hettiges, sales and promotion representative here for Carmisa Distributing Company, reports that his operator accounts

are very pleased with recent high sales. L. R. Distributing Company routeman Carl Staska returned from his hunting trip up

North with proof of his marksmanship—a good sized deer. Not so fortunate, Bob Puccio, P. & P. Distributing Company, returned empty-handed.

NOW DELIVERING

- ★ Bally Strike Bowling Lanes—All Star Bowlers
- ★ Bally Circus, The Bike, The Champion, Model T and Toomerville Trolley
- ★ Rock-Ola Phonos—50-120-200 Selection

WRITE OR CALL FOR PRICES

★ ★ SPECIAL ★ ★	BINGO GAMES
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## Talked Profit, Landed Chain

Continued from page 97

mediate vicinity of the exit because of the danger of pilferage. Sacks got them with both barrels. He pointed out that not only are bulk venders relatively pilfer-proof, but that the exit of a store is a prime location for a bulk vender.

It made sense and Walgreens agreed to a provisional test of the machines in selected stores in Chicago. For various reasons Sacks was dissatisfied with his nut machines and chose to make the test with 10-cent capsules. The venders were an immediate success, but management at Walgreens was still doubtful. When Sacks' venders pulled sales thruout the Chicago area at a good clip, Walgreen's conceded and gave him a contract for all of its stores in the United States.

### Chances Made

A lot of changes have been made since then. Sacks reasoned that the heavy traffic in drugstores could sustain more than one machine.

Accordingly, he began replacing single installations with batteries of these venders (mounted on special 40-pound stands) that vended ball gum and capsules. Profits didn't live up to expectations, however. The gum went over fine, but for some reason the capsules didn't sell as well as they had when located separately. Capsules were selling at a dime and Century ball gum at a penny.

Sacks thought that perhaps the trouble lay with the simple fact that a dime is so much bigger than a penny, with the result that when a potential customer is faced with the choice of coins he unconsciously prefers to use a penny instead of a dime. Accordingly, he converted some dime to nickel venders and ran a test in selected locations. His theory proved correct. Gum sales held and the nickel capsule got the desired play.

The typical installation (see photo) used by White Vending is a battery of three machines vending Century ball gum and nickel charm capsules. Some operators claim that single venders are best, but Sacks says that profit figures establish his theory that, given the necessary amount of potential customers to sustain more than one machine, a battery of venders will pull more pennies than a single machine.

### Attractive and Substantial

He thinks that three venders look more attractive and substantial to the casual shopper. As can be seen in the photo, another inducement is point-of-sale posters attached to the back of each machine. Sacks stated that these posters increase sales by 20 per cent when introduced into an established spot. Using a standard machine, he has also added a special compartment to the top of the vender, as can also be seen in the photograph. The double-tiered effect produced also adds to sales, he said.



TYPICAL White Vending installation. Stand not shown.

Originally, Sacks used 24 different types of charms in his machines. He is now putting 300 types of charms in the venders, which held 400 capsules. This is cutting down greatly on servicing requirements and overhead costs by enabling him to furnish a standard mix to all locations for long periods of time. He feels that with 300 different charm types, even the most avid user of a machine would have a hard time exhausting the variety in a year.

### Cost Unimportant

He does not think that the cost of a charm is particularly relevant. Some of the charms he uses cost him a half cent and some a full five cents. Since the product sold is a trinket and not a useful item, he feels that the customer's getting his money's worth doesn't hinge upon the cost of the charm but upon its intangible attraction, which can best be described by the term "novelty." If he spots a new charm that he feels has that property he uses it regardless of how little it might cost.

Store managers of individual Walgreen stores generally buy merchandise direct from White Vending (sometimes merchandise is warehoused). The whole problem of commissions is neatly gotten around by simply selling merchandise at a mark-up. All the stores have keys to the venders, and they empty the coin-box and service the venders themselves. Capsule venders take in \$20 per load and ball gum machines \$11.

Minor repairs are handled by the location, as is up-keep. Walgreen's itself is on the band-wagon, encouraging the hundreds of stores to keep the machines in top shape. When a major repair is involved, the machine is shipped to Chicago and a replacement goes immediately out. Sacks has a man in the field who travels regularly from one section of the country to the other, making inspections, giving pointers and making conversions when appropriate.

### New Conversion

Sacks is currently converting his machines in yet another way. Capsule venders are notorious for the difficulty of seeing what is vended. The plastic front piece and the capsule itself tend to blur the definition of the charms heaped in the vender. Sacks devised a method of affixing 17 plastic bubbles onto the inner surface of the front piece. Inside each bubble is put a charm, and all 17 of them give a representative idea of what the vender holds.

Not only that, but Sacks has recently introduced an entirely new idea into bulk vending. He uses the battery of venders itself as a way of selling charms that aren't placed in the machines. On the bottom of the battery is hung a large piece of cardboard in the shape of a doll. On the face of the

cardboard are mounted 15 plastic bubbles inside each of which is placed a miniature replica of some standard food item. (They are Japanese imports.)

On the cardboard are also catch phrases, most of which are designed to appeal to a young girl. Starting at the top and working down, the phrases read: "Have a Doll Party"; "Serve Imitation Dolly Foods"; "Is Your Dolly Hungry?"; "Feed Your Doll Today." The parent is also spoken to with the phrases: "15 Durable Hard Painted Doll Size Food Items," and "Pure Non-Toxic Colors."

### Testing New Ideas

Sacks has a set method for testing all his new ideas. He has retained 12 locations from his original route, which give a broad cross-section of the market. On all of these sites he has kept a careful record of both what was sold and gross receipts over the years. Thus he has a reliable comparative index against which he can measure the effectiveness of his innovations. The 12 locations also serve as a way of testing new charms that come out.

One such location is at the Pig Pan restaurant in the city. Here Sacks has five capsule machines lined up. (There is incidentally a rack at the bottom of the installation which is used for selling daily papers.) Knowing exactly how these machines have performed in the past, during every season, he compiles data obtained from it with results from other test locations. The test sites have also themselves proven profitable, which is always a satisfying consideration to a man with a basic business instinct such as Sacks'.

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- 3—1500A Wurlitzer. Each ..... 175
- 2—1800 Wurlitzer. Each ..... 675

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**Sues 3 Unions**

• *Continued from page 97*

Boston Central Labor Union had mailed official letters to customers of AMC charging it was "unfair" because its employees were not members of the Teamsters local. The court was told that a picket line was set up in front of the plant last July but all employees ignored the picket line with the exception of a few individuals.

When these methods failed, the suit said, stickers asking the public to refrain from using AMC machines were used, slots were covered or jammed, machines were kicked in or turned to face the wall, and employees who attempted to service the machines were intimidated, threatened and ridiculed. As a result of such activities AMC said it had suffered serious losses in sales grosses.

**Under Adversment**

Judge Morton took under adversment the petition by the unions to dissolve attachments. AMC's suit may be returned to court by February 3 or earlier, after which the defendants will have 21 days in which to answer the charges. The attachment tied up bank accounts of \$1,300 of the Central Labor Union, \$175 of Healey's and \$700 of McCloskey's.

McCloskey in a letter to member units of the Central Labor Union warned that the organization could not function if its funds are tied up for any length of time. McCloskey relies on his pay as secretary-treasurer for his income. Not only is his bank account immobilized but so is his source of income.

The Teamsters Union last year was in negotiations with the Music Operators Association of Massachusetts with a view to organizing the music industry in the metropolitan area. President David J. Baker of MMOA said at that time that, while there might be some advantages, the industry had come to no definite decision. No further moves have been made in this direction since.

**PROFILE OF THE WEEK**

**Basketball to Law Court**

• *Continued from page 97*

Besides representing the automobile association, Raynor is now also counsel for Courtesy Motors, one of the largest automobile dealers in the world, and Peter DeMet, large Pontiac dealer. Raynor also helped put over the latter's Championship Bowling TV program, which was elected best sports show on television. He is also active in civic and social programs. Among others, he works with the Foundation for Emotionally Disturbed Children, where he is currently serving as vice-president.

One of Raynor's most significant accomplishments as general counsel of NVA came in 1951 when he successfully argued the case of the United States of America vs. the Cavalier Vending Corporation. The decision handed down stated that the mixture of charms with ball gum or candy does not violate the Federal Pure Food and Drug Act.

That was the big battle. Since then he has kept in touch with trouble spots in different parts of the United States, keeping them from flaring up like the Cavalier case. He has also negotiated group insurance programs covering everything from liability to life insurance for members of NVA.

Last year he was able to obtain clarification of federal taxation policies toward the bulk vending industry, which will do a lot toward simplifying taxation policy throught the United States. With the help of his secretary, Mrs. Cooke, he begins work on upcoming NVA conventions more than a year before they are due to take place.

Raynor's wife, formerly Muriel Kolbert of Muskegon, Mich., was a college sweetheart at Northwestern, which she also attended as a liberal arts student. They have two sons and a daughter: Lynn, 17, at the University of Southern California; Barry, 15, at suburban New Trier High School, and Debra, 10. For a long time Raynor encouraged the eldest son, Lynn, to take up sports. Every NU varsity player gets a miniature N sweater and rolling a basketball around the floor before he could walk, but it never took. Lynn showed an early preference for dramatics, which he is now studying at Southern California.

Raynor still keeps up with sports as much as he can. He bowls regularly and does a few licks on the basketball court whenever possible. He's up 28 pounds from his college weight of 142, but with his almost five-foot 11-inch height, he carries the extra pounds easily.

**New Bowlers**

• *Continued from page 100*

the City of Chicago, giving them a healthy immediate impetus on the new game market. It is expected that the new bowlers will also meet with municipal approval in Detroit, a big market only recently sprung open to amusement games other than the customary pool and shuffleboard. Both cities—Chicago and Detroit—have dated ordinances prohibiting games with bumpers or obstacles on the playfield. The new ball bowlers and "small bowlers" have no such obstacles, trips or switches on their playing surfaces.

If early returns are an indication, the new "small bowler" games appear to be moving toward healthy sales and grosses in the months ahead. One question still unanswered is whether the novelty appeal of the new games will hold up over a period of time. Their continued success thru 1958 will depend on this point.

**State Coin Org**

• *Continued from page 100*

local groups in areas where they do exist.

One of the factors holding up the membership drive in New York City is the union situation (see Music Machine Department). Gotham juke box and game operators are caught in a jurisdictional battle which now takes a great deal of their energies.

In addition to the local representatives, the meeting was attended by Jack Wilson, of the New York State Operators Guild; Tony Catonese and Buck Van Wyck of the Rockland County Operators Association; Mr. and Mrs. Bill McCarthy of Hurleyville; Pat Marcy of Boonsville; Mac Douglas; Bob Charles of Binghamton; Max Cohen of Wood Ridge, and Lou Werner, counsel.

Guest was Stretch Hanify, public relations director for Grossinger's.

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Continued from page 97

nals and next to full-line vending batteries in industrial plants.

Essentially, the ABT changer is supposed to function by the detection of three different colors as well as check the penetration of ink in currency. Further methods are said to be utilized, the ABT will make no disclosures pending clarification of patent rights. National Rejector is said to use a scanning device, while Vendo's changer is supposed to fluoresce dollar bills and measure sulphite content. In all three methods, the claim is that counterfeit bills do not have essential properties which the changers detect in true currency.

The National and Vendo have made no statements on marketing plans for their changers, ABT plans to distribute its eventual production models on a lease basis. The lease will run for a year, and the location or operator will pay monthly rental fees. However, if the changers are to be incorporated into merchandise vendors, ABT will have to alter its lease arrangement. Whatever the final outcome, the first 500 models of the changers will be of the service type, dispensing coins thru payout tubes and holding \$150 in change—quarters, nickels and dimes.

Pilot models of the ABT changer will incorporate improvements made upon the original prototype. The three colors it detects will be an addition of one, a six-second cycle will be shortened to a three-second one, and a simplified mechanism will reject counterfeit bills as well as those of the wrong denomination. In the original model, spurious objects inserted had to go thru the whole cycle before rejection, while in the pilot models they will not get past the insertion tray.

Other refinements will be an electric counter for the dollar bills and a burglar alarm that is tripped by any attempt to break into the console cabinet. The cabinet will be housed in 18-gauge sheet steel,

and the currency container and return tubes will have a separate housing of heavy-gauge steel. Multi-tumbler locks and key-operated slide locks will also be utilized. The complete unit will be 42" by 26" by 15".

Patzer started work on the changer early in 1955, exhibited it at a private showing at the NAMA convention, and said that the prototype has been in operation in ABT's Chicago plant for the past eight months. He said that any genuine bills—crumpled, creased, torn, inserted reversed or upside down—have repeatedly been accepted, and that all spurious, foreign or otherwise non-genuine bills have been rejected. Recently issued new-type dollar bills go thru as well as U. S. Hawaiian dollar bills.

**SPECIALS**

14' BOWLING ALLEYS \$450.00

**ALLEYS**

- Genco 6 PL. SKILL BALL \$195.00
- Williams 6 PL. ROLL-A-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

**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 FUN HOUSE 295.00
- Gottlieb REGATTA 125.00

**UNIVERSITY Coin Machine Exchange**

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Tel: AXminster 4 3529

**Parliament Cuts Wholesale Price; Changes Filter**

NEW YORK—Effective today (13), the wholesale price on Parliament cigarettes is \$9 a thousand, the same as other popular-priced filter brands. It had been \$9.81 a thousand.

Philip Morris, Inc., Parliament manufacturer, announced that the brand is introducing a new high-filtration recessed filter mouth-piece.

According to a company statement, the nicotine content is now reduced from 2.2 milligrams to 1.5 milligrams a cigarette. Joseph F. Cullman 3rd, PM president, said that a Consumer Union test showed that nicotine content is down 25 per cent and tar content down 40 per cent in the new Parliaments.

The price reduction will generally mean an increased profit margin for the cigarette operator. As a rule, operators have been vending Parliaments for 30 cents, the same as other filters. The new price gives them an extra .81 cents a pack margin.

**Juke Hearings**

Continued from page 93

before both House and Senate groups.

Familiar faces on the proponents side are expected to include Herman Finkelstein, counsel for ASCAP, a representative of the Library of Congress Copyright Office; and Sydney Kaye, spokesman for Broadcast Music, Inc. All will urge that the juke box music user be put in the same category as others who use music for profit, and be made liable for performance royalty.

**Tobacco Production**

Tobacco produced in 1957 is estimated by Agriculture Department at 1,080 million pounds, 23 per cent below 1956, 22 per cent below average and the smallest total since 1943.

**VALLEY'S**  
**3**  
**NEW**  
**6-POCKETS**  
**for '58**  
**OUT**  
**SOON!**

**CHILDREN'S RIDES! SHOOTING GALLERIES!**

RECONDITIONED—COIN OPERATED  
LIKE NEW CONDITION LARGE SELECTION  
ALL MODELS ALL KINDS  
FULLY GUARANTEED WRITE FOR LIST

Terms: 25% deposit with order—balance C.O.D.  
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DISTRIBUTING INC.

- BIG SHOWS \$275.00 each
- NITE CLUBS 205.00 each
- BROADWAYS 175.00 each
- BIG TIMES 100.00 each

ASK FOR BEN MACKIE or HAROLD HOFFMAN  
3726 Kessen Ave., Cincinnati, O., MONTANA 1-5004



**JOE ASH Says:**

Available For Immediate Delivery  
LARGEST SELECTION IN U.S.A.

**GOTTLIEB GAMES**

SINGLE & MULTIPLE PLAYERS • EVERY MODEL FOR PAST 5 YRS.

LARGE SELECTION OF ALL MODELS

**WILLIAMS EQUIPMENT**

LATE MODEL MUSIC • ALL MAKES & MODELS

Cable: COMAC

Exclusive Distributors for Wurlitzer, D. Gottlieb and Centile in SA, Canada, Mex. and E. Penna. Cable Address: COMAC, Philadelphia, Penna.

**ACTIVE**

You can ALWAYS depend on ACTIVE ALL WAYS

AMUSEMENT MACHINES CO.

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Write or wire for prices



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M-100A, Converted to 45 RPM... \$275  
 SEEBURG 100R ..... 450  
 A.M.I. "B" ..... 95  
 A.M.I. D-40 ..... 165  
 WURLITZER 1800 ..... 395  
 ROCK-OLA "FIREBALL" 120 (78) 190

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  
 United ROYAL BOWLING ALLEY  
 Gottlieb STRAIGHT FLUSH  
 Valley 4-POCKET POOL

**VENDING**

KEENEY "22" DE LUXE  
 ELECTRIC CIGARETTE VENDER  
 22 Columns. Gals—Holds Top Spot!  
 Also Available: Keeney 300 and 400-Cup Coffee Venders, Cold Drink Vender.

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A Quarter Century of Service

**ATLAS MUSIC COMPANY**

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

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**Bulk Banter**

Continued from page 97

Square, N. Y., celebrated with his wife last December 8 their 26th wedding anniversary. Their son, Norman, was married last June. Goldberg reports unfavorable restrictions on bulk vending in the County of Nassau. The mixture of ball gum with charms is prohibited, he says, and neither are viewers allowed on the machines. The most unusual location he has is a bakery, where for some reason ball gum sells at a faster rate than in any of his other spots.

Bob Kantor, Confection Specialties, Inc., Chicago, has just returned from a four-week cruise in the Mediterranean aboard the S.S. Constitution. He and his family visited North Africa as well. In Rome he breakfasted at the Excelsior Hotel with Samuel Eppy, Samuel Eppy & Company, who is on an eight-week trek around Europe. . . . In California the Lew Feldmans and the Bob Feldmans, Acme Vending Service, Los Angeles, have just returned from a weekend spent in Las Vegas. . . . The many friends of George Templin, Los Angeles bulk operator, will be glad to know that his father is recuperating at home following a stay in the hospital.

Ernes Cobb, Encinas, Calif., operator, is reported at home following surgery in a local hospital. . . . John Clem of Whittier spent a very enjoyable Christmas with his grandson, who arrived shortly before the holidays. . . . The wife of John Dunn, Los Angeles bulk merchandiser, returned home from an extended visit with friends and relatives in Chicago. . . . Bob Leidenberger, Western Vending Machine Operators Association past president, reports that his wife has received her California State license as a beautician after a rigorous examination.

**BRAND NEW FOR '58**  
**Williams TEN STRIKE**  
**Bally ALL STAR BOWLER**

United ROYAL BOWLING ALLEY  
 Williams JIGSAW  
 Genco MOTORAMA  
 Genco SHOWBOAT  
 Bally STRIKE BOWLER

**USED EQUIPMENT SPECIALS**

United 11' Bowling Alleys ..... \$495.00  
 United 14' Bowling Alleys ..... 475.00  
 Genco 6-Pl. Skill-Ball ..... 199.50  
 Wms. 6-Pl. Roll-a-Ball ..... 199.50  
 Chicoin 6-Pl. Ski-Bowl ..... 199.50

**PHONOGRAPHS**

**United UPA-100**

SEEBURG		AMI		WURLITZER	
M100B	5375	E-120	5375	1650	\$325
M100C	475	F-120	550	1800	595
HF100C	550	G-120	650	1900	675
M100W	550	G-200 (new)	725	1700	545
HF100R	660	H-100	750		
V200	695				
J100	775				



**GENCO'S SHOWBOAT**

with the popular  
**CHANGE-A-CARD**  
 and  
**HOLD-OVER**  
 feature  
 Plus EVERY  
 MODERN  
 INNOVATION



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LOW PRICE **BIG APPEAL** SMALL SIZE **HIGH PROFITS**

NOW YOU CAN EQUIP EVERY LOCATION

ONLY 59" LONG X 22" WIDE

**Williams BRAND NEW WINNER**

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 TEN PINS**  
 NOVELTY  
 No Match • No Replays

Single National  
 Rejector  
 Adjustable to  
 5¢ or 10¢ play  
 or  
 2 players for 25¢.

**AUTOMATIC  
 PIN RESET**

BALL ACTUALLY HITS PINS!  
 NO ROLLOVERS

TURN  
 TO  
 AIM

PUSH  
 TO  
 BOWL

"KLEER-VUE" 1-piece HOOD  
 "STRONGER THAN GLASS"

**FORMICA Playfield and Rails**

CREATORS OF DEPENDABLE PLAY APPEAL  
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

SEE IT  
 AT YOUR  
 DISTRIBUTOR







**QUALITY!  
VALUE!  
SERVICE!**

**...Always FIRST at FIRST!**

**Chicago Coin's  
TV BOWLING  
LEAGUE!**

**QUIETEST BOWLER EVER  
MANUFACTURED!**

**NO CONTACTS ANYWHERE ON  
PLAYING FIELD!**

• More Realism Than Ever Before! •  
Real Pin Action—100% Bowling Ball  
Impact! No Contacts Under Pins! • Rubber  
Lined Ball Return—Sound-Proof  
Playfield and Back Stop! • Giant 4½-  
Inch, 2½-Lb. Balls! • Giant Realistic Size  
Pins—Larger Than Ever!

**NOW SHIPPING!**

Exclusive Distributor for Chicago  
Coin in N. Illinois and Indiana

**WE NEED ALL TYPES  
ARCADE  
EQUIPMENT**

Send List for Best Prices

**POOL GAMES**

A Brand New Model  
**KAYE'S  
"COMPETITOR"  
6-POCKET POOL**

Greatest Value in  
the Industry!

**NEW VALLEY  
6-POCKET POOL GAMES**

Slate or Regular Tops  
Write for Price

**FIRST-Conditioned  
14-FT. BOWLERS**

Chi Coin BOWLING LEAGUES  
United BOWLING ALLEYS  
Bally BOWLING LANES  
Keeney TRUE-SCORE BOWLER  
Exh. TRU-BOWLERS  
Write, Phone for  
SPECIAL PRICES!

Cable Address:  
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**COIN MACHINE  
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Joe Knick & Wally Finkle

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**GUNS**

**FIRST-Conditioned**

Genco CIRCUS ..... Write  
Exh. JUNGLE HUNT ..... \$335  
Wms. JET FIGHTER ..... 130  
Exh. SPORTLAND GUN .... 140  
Exh. STAR SHOOTING  
GALLERY ..... 120  
Exh. SHOOTING GALLERY. 170  
Seeburg COOK HUNT ..... 120

**WANTED!**

**200**

**8' SHUFFLE ALLEYS**

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Write or Call  
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**ARCADE**

**FIRST-Conditioned**

Genco CHAMPION BASE-  
BALL ..... \$175  
Keeney CROSS COUNTRY .. 210  
Genco HI-FLY BASEBALL .. 195  
United DERBY ROLL ..... 145  
Wms. BIG LEAGUE BASE-  
BALL ..... 145  
Capital MIDGET MOVIES ... 125  
Wms. STAR SERIES ..... 85  
Mutos. ROCK 'N' ROLL ..... 75  
Cheq. Coin MIAMI SHUFFLE 65

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for IMPORTERS**

Fully  
Illustrated

Send for  
FREE  
Copy  
Today!



**'58 Forecast**

• Continued from page 93

to those businessmen who operated  
efficiently and intelligently.

**Dime Play**

The same situation faces the  
music industry right now, Baker  
believes. Operators are going to  
have to get out and work harder  
than they ever did before, in the  
face of rising costs in equipment,  
records and labor. He suggests that  
this is the time for operators to  
convert wholly to 10-cent play and  
to see that they arrange a better  
commission split.

He believes that the business  
will be there but that the operator  
will have to go out and dig it up.  
This is not to say that Baker is  
despondent about the year ahead.  
Far from it. In the event that the  
case against the city and State on  
the oppressive juke box license fees  
is resolved in favor of the operators,  
he is looking toward a big expansion  
in his music routes to balance  
with his sizable cigarette vending  
business.

**Miami License**

• Continued from page 93

be, is open to speculation. And  
generally there are as many opinions  
as speculators.

The city has answered the order,  
but agreed to hold up action for  
the present. And no definition of  
the term "present" was given.

A spot check of operators indicated  
that business was continuing  
normally. Several noted that "some  
pressure by City Officials" had  
been put on locations to switch to  
the Petrocini machines, but they  
stated its effect was "questionable."

All the news of your industry  
every week in The Billboard...

**WANTED!**

**MAJESTIC  
SUPER-JUMBO  
JUBILEE**

**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 UNI-  
VERSAL 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 al-  
most no investment thru National's  
Rental Plan! Write, Wire, Phone,  
Visit Us Now for Rates and Infor-  
mation.

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**COIN MACHINE EXCHANGE**

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**Now! Gottlieb's**

**STRAIGHT FLUSH**

**combines new wide-open roto-targets  
with the universal appeal of playing cards**



- ♥ Wide-Open Roto-Targets Bring 3 Targets Up to Scoring Position at All Times, Allowing One Skill Shot to Lite 2 Cards with A Single Hit \*
- ♥ Special Score For:
  - Lighting Any Five Cards in a Row
  - Hitting Red and Green Targets After Row is Made
  - Making Special Rollover on 5th Ball After Straight is Lit
- ♥ Red and Green Targets Light Pop Bumpers and Cyclonic Kickers for Added High Score
- ♥ Total of 18 Ways to Score Specials Including Match Feature and High Score to 7,000,000
- ♥ Four Places to Spin Roto-Targets

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**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS



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**PLAYS LIKE  
REAL BOWLING!**

*Now* **NO ROLL-OVER  
SWITCHES ON  
PLAYFIELD!**

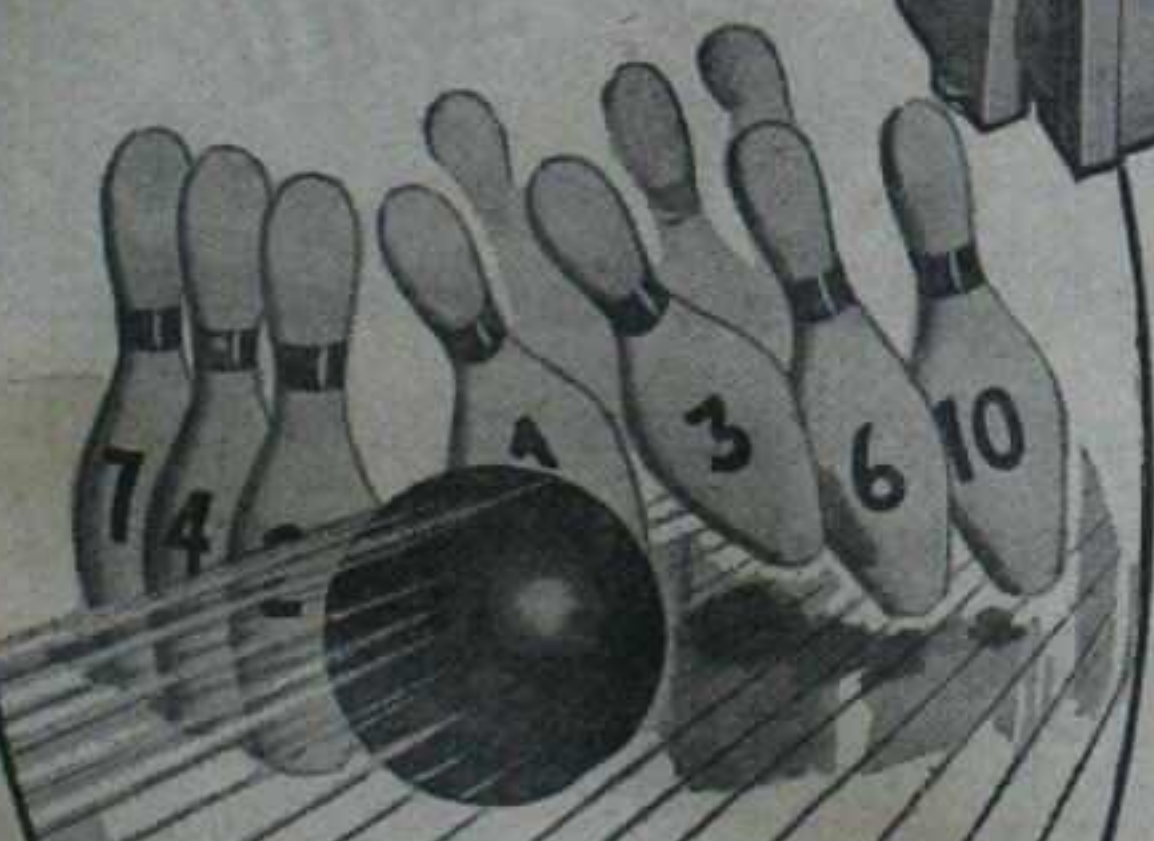
*Now*  
**REAL  
PIN  
IMPACT**

Available  
in 3 Sizes  
13' - 16' - 20'



**QUIETEST Bowler  
Ever Manufactured!!!**

- ✓ Entire Ball Return Runway is Rubber Lined!
- ✓ Playfield Sound-proofed with Cork Backing!
- ✓ Back Stop is Sound-proofed with Cork!



**REAL BOWLING ACTION!  
NO MORE ROLL-OVER  
SWITCHES UNDER PINS!**

**NEW PROFIT  
MAKING FEATURE!**  
**2 Games for 25c**  
Also available as  
One Game for 25c  
Easily convertible  
to regular 10c play!

**GIANT  
BALLS**

4½ in.  
DIAMETER  
2½ POUNDS

**GIANT  
PINS**

REALISTIC SIZE  
Larger Than  
Ever Before!

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# Fastest **COMPETITIVE-PLAY** money-maker ever built!



**W**ant to see happy huddles of players around your games again?  
 Want to hear the chorus of players' chuckling grunts, mingled with merry music  
 of coins cascading into the cash-box? Then hurry to your Bally Distributor and see  
 the sweet simplicity of **TARGET-ROLL!** See **TARGET-ROLL...** and see!

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**Bally** **TARGET-ROLL**  
 HIGH-SCORE plus exciting new **MATCH-TARGET** feature



# CASH IN ON THE **BIG SWITCH** TO NO SWITCHES!

EQUIP EVERY LOCATION WITH **UNITED'S NEW**

# ROYAL

## BOWLING ALLEY

**REALISTIC BOWLING  
REGULATION SCORING**

**BALL HITS PINS** JUST AS IN REGULATION BOWLING

**NO PLAYBOARD SWITCHES** ON SMOOTH ALLEY

**BIG 4½ INCH BALL**

**EXTRA QUIET... EXTRA FAST**

**1 TO 6 CAN PLAY**

**BIG, DURABLE  
PINS**

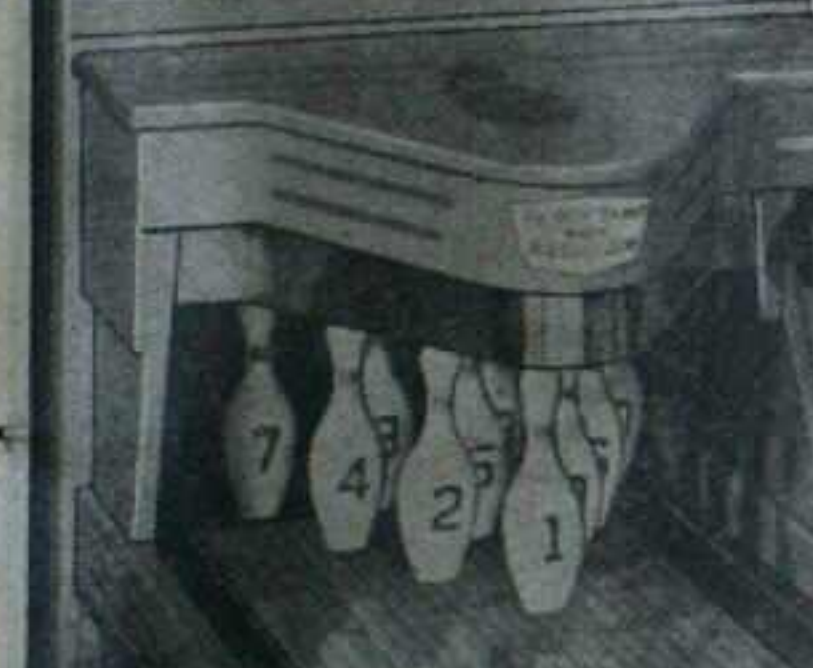
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### CREDIT UNIT

ACCEPTS UP TO 20 QUARTERS  
AT ONE TIME FOR FUTURE PLAY

ALSO AVAILABLE IN ONE PLAY FOR 25¢

CONVERTS EASILY TO 10¢ PLAY



**New  
DROP CHUTE  
MECHANISM**  
with NATIONAL REJECTOR  
on Pull-Out Drawer for Easier Servicing



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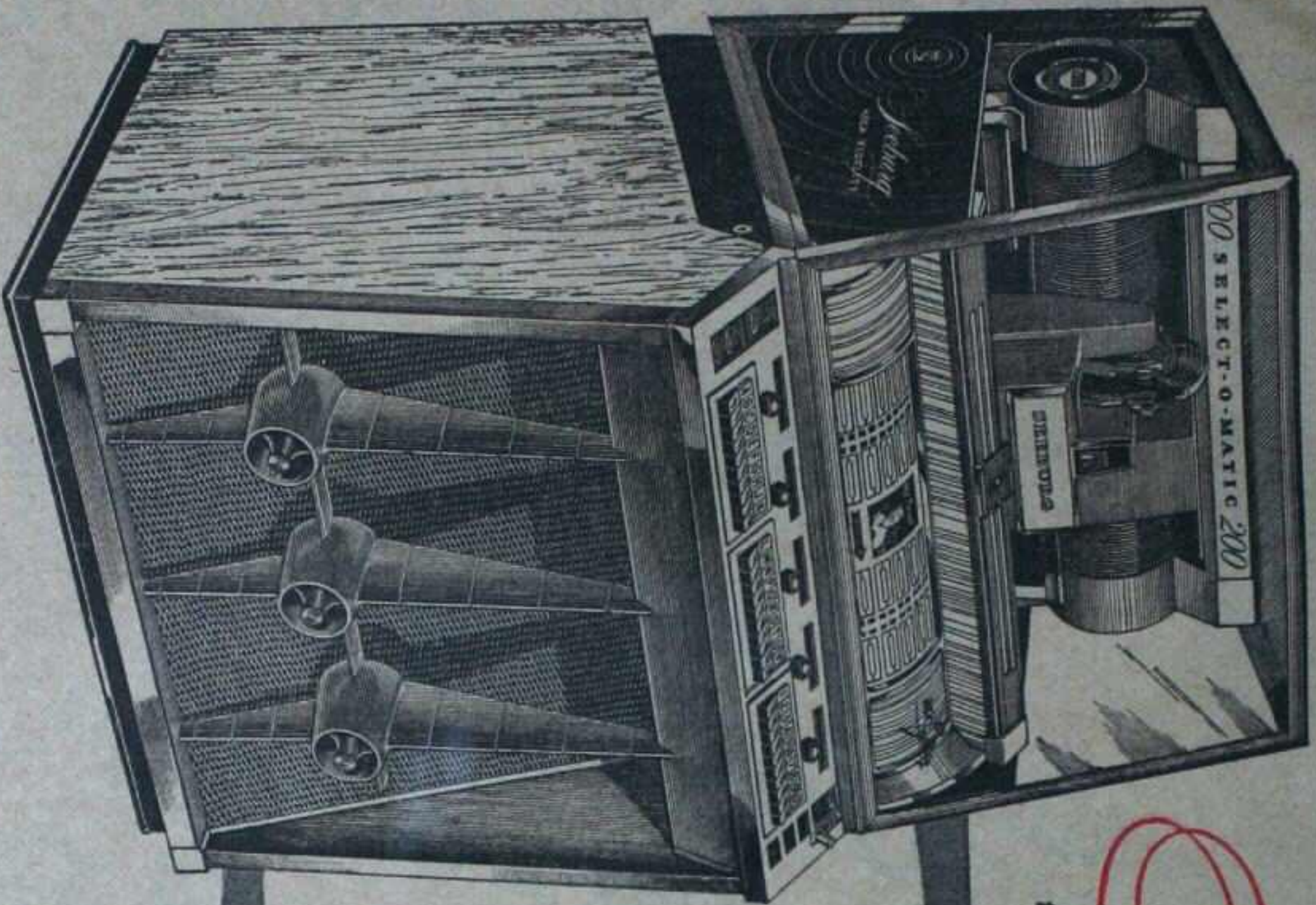
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**EXTRA STURDY CONSTRUCTION  
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**SEE YOUR DISTRIBUTOR NOW!**

**SEE YOUR DISTRIBUTOR NOW!**

**4 ALL-LOCATION SIZES**  
**13 FT. LONG . . . 16 FT. LONG**  
EXPANDABLE WITH 4 FT. SECTIONS TO  
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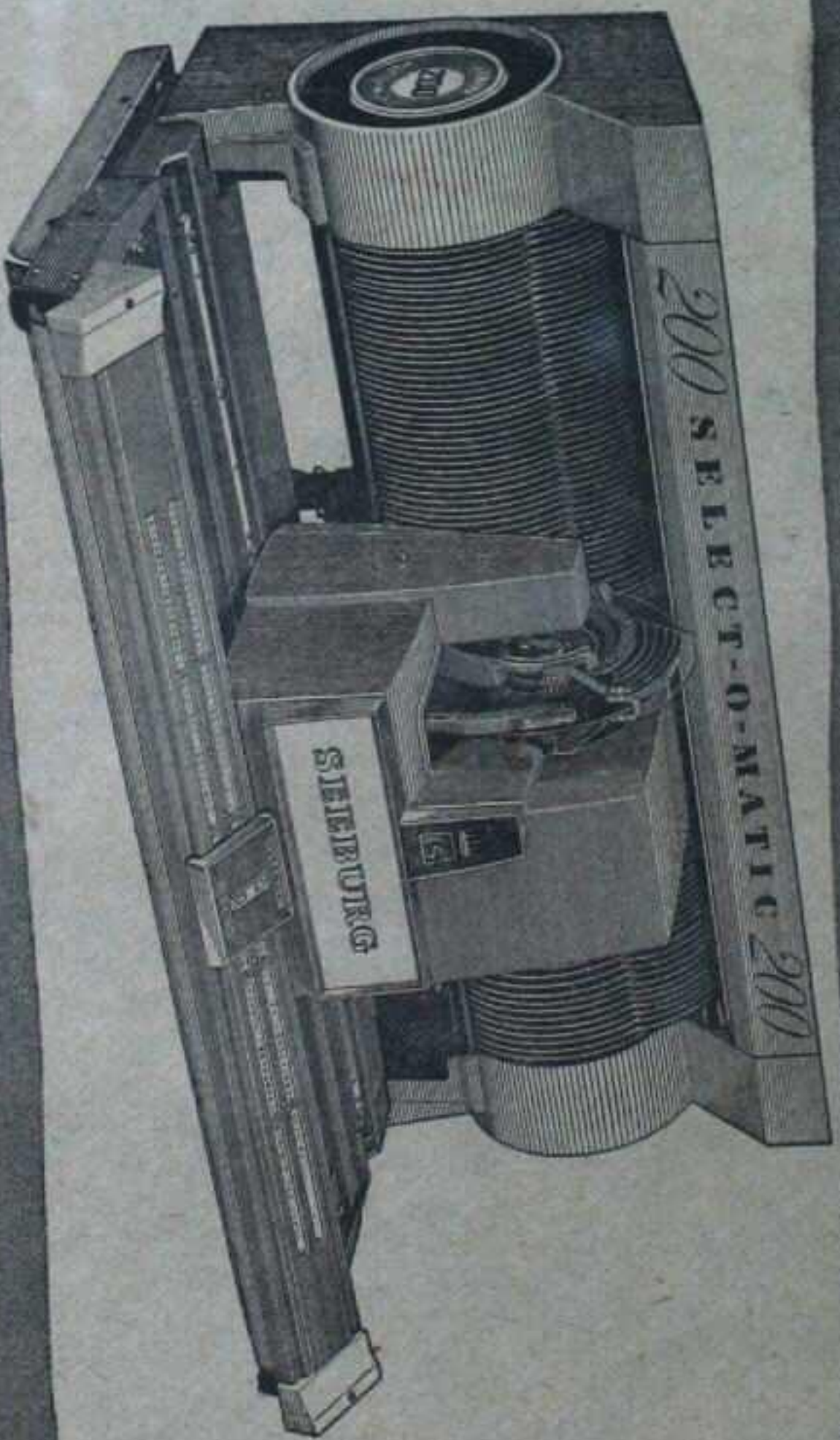
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HAS THE STRAIGHT-IN-LINE



*Select-o-matic* MECHANISM

*the most efficient mechanism in the history of coin-operated music*



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 DEPENDABLE MUSIC SYSTEMS SINCE 1902  
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 CHICAGO 22, ILLINOIS  
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