

The Billboard

IN THIS ISSUE

For D.J. Programming
**RECAPS OF 1957
 TOP RECORDS**

PRICE
35 CENTS

DECEMBER 23, 1957 **ARB** THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY **ABC**

Stores Find Joeys Top Yuletide Aids

Clown Has Made Tradition in Many Toy Departments Via Welcome Winter Work

By TOM PARKINSON

CHICAGO — Christmas Eve brings a shutdown for toylands in most of the nation's big department stores, and with it comes completion of an engagement not only for Santa Claus but also for dozens of top circus clowns.

For decades these stores have booked clowns to contribute toward the holiday fun. The joeys roam the trains-and-dolls department to shake hands with as many moppets as possible and provide the parents with visual reminder that this is a special time of year for youngsters.

In some stores the clown has become as much an annual tradition as Santa Claus himself. And for the clowns, this business has long been a source of welcome winter work.

Changes in the circus business have brought complications for some who have been in this sideline, but for the most part the same clowns are going back to the same stores, just as they have for years.

Take clown Mickey McDonald, for example. Fresh from a season with the Gil Gray Circus, McDonald again is playing the toy department at the Brown & Dunkin store in Tulsa. This is his 31st season there.

And in St. Louis, Ringling's pride, Otto Griebing, is entertaining youngsters and parents at the Famous Barr store, a Christmas date he has filled for many years. Griebing is a clown tramp with Ringling-Barnum, but with Famous Barr he is a traditional white-face clown, more fitting for the Christmas season. In either spot his comedy juggling and pantomime are laugh-getters.

In Chicago, white-face Joe Coyle, veteran of the circus, now is even more a veteran of State Street, for he has made the toyland clown

job a year-round affair. He not only appears regularly during the pre-Christmas season but he also clowns for the store on a Saturdays' schedule thru the rest of the year, too. Coyle has been with Mandel Bros. some 28 years.

Familiar winter and summer in Detroit is midget clown Joe Short. In the Christmas season he's clowning in department stores. In the summer he's working the excursion boats and midway of Bob-Lo Amusement Park.

Clown Lawrence Cross has been with the Yonkers store, Des Moines, many years, altho he took time out last year to make a Christmas-time TV series in the Pacific Northwest.

Typical of many stores, Macy's, San Francisco, features its toyland clown in its newspaper advertising for the season. The clown is Count Popo DeBathe, who declares this booking is a choice five weeks and still allows him time to make such other Christmas dates as an employees' party for Lockheed aircraft.

The circus-toyland combination for clowns started when circus was limited to summer time. With most indoor shows the combination continues because these circuses close down for the holidays. But Ringling's new year-round schedule and current Christmas stand in Mexico City forced some clowns to cancel long-standing store engagements. One of these was Paul Jerome, who left his Oklahoma City date to another clown after many years.



and a big 1958 to all our friends everywhere from all of us at

The **Billboard**

TAYLOR HEADS VICTOR DISK CLUB PANEL

NEW YORK — A 10-man panel, composed of distinguished composers, critics and teachers, has been organized to aid in selection of repertoire for the new RCA Victor Society of Great Music. Latter is the new mail-order record club operation formed jointly by RCA Victor and the Book of the Month Club.

Chairman of the panel will be Deems Taylor, composer and commentator. Other members are Jacques Barsun, professor of history at Columbia University, music critic and author; Samuel Chotzinoff, general music director of the National Broadcasting Company; John M. Conly, editor of High Fidelity Magazine and music columnist of the Atlantic; Aaron Copland, composer and teacher; Alfred Frankenstein, music critic of San Francisco Chronicle; Douglas Moore, professor of music, Columbia U., and composer; William Schuman, president of Julliard School of Music.

(Continued on page 27)

TV Gift-Wrappers Suffer Throes of Annual Nightmare

'Ghost of Christmas Present' Lost in Commercial Shuffle

By CHARLES SINCLAIR and BOB BERNSTEIN

NEW YORK — The annual nightmare of the business Christmas gift is upon the ulcerous, over-worked artisans of the TV industry.

The focus centers on New York, which remains the holiday capital, if not the production capital, of the industry. There, under such hopeful banners as "Comet," "Speedy," and "Rapid," ancient messenger "boys" pressed into yuletide service creak their gift-laden way. From time to time, they peer owl-ishly at the labels of bright packages, destined for timebuyers, program buyers and TV editors, containing key rings, monogrammed highball glasses, tins of pickled rattlesnake meat, and \$5.89 Scotch which actually costs less.

Hung on the wall of many a TV or flackery office might well be the motto: "It is more blessed to give than to receive, but some are more blessed than others."

Thus, the Spirit of Christmas has been lost in the commercial shuffle, as these quotes would seem to testify:

From a network flack: "Almost everyone on my list confided to me that last year's present was useless, too small, inappropriate or wife-condemned. I slaved for six weeks this year to pick out individual gifts and I know the same thing will happen."

From a daily newsmen: "If only they'd send simple, general items to everyone that anyone could use! These individual things tangle with personal tastes. And they're monogrammed, yet."

From a public relations exec: "Last year, we sent out liquor to everyone. One trade reporter sold it back to me for \$2.50 a bottle. Another has a standing deal with a station rep firm to sell all his liquor; the rep floats its annual party with the stuff, invites the editor, who drinks lemonade. Another wrote back saying: 'I want an individual present, stop lumping me with 100 other guys.'"

Conversely Speaking

From an ad agency veepee: "We send out food clients' products, which increase in number each season. It looks like a CARE package and it's filled with just what the editors don't diet, mostly staples."

From a magazine editor: "If they'd only send staples instead of those dreadful fancy foods like fried grasshopper!"

From a station manager: "Our budget was too low, so we bartered \$2,000 worth of unsold time and came up with lavish gifts from department stores and specialty shops. It worked the first year, but now the list has grown so large that we tie up time early which we could probably sell to holiday advertisers."

From a columnist: "Where's the value in being a byline writer when everyone from editor to office

(Continued on page 7)

NEWS OF THE WEEK

Probes in Congress Launch TV's Agonizing Reappraisal . . .

The TV industry has begun an agonizing reappraisal of what happened since Congress went home last summer, in the light of the Senate Commerce Committee's decision to start TV inquiries in January. . . . **Page 8**

Madison Avenue Hatches New Round Of "Arbitron" Research Planning . . .

ARB's "instantaneous" measurement system, "Arbitron," is causing major stir in TV ad circles. Networks are eyeing it closely and are talking contract deals, while agencies view it as both a major timesaver and a creative challenge to come up with better shows and TV commercials. . . . **Page 2**

Victor Unifies Singles-LP Sales; Up 45's to 98 Cents . . .

RCA Victor made news on two fronts last week. The company unveiled a new organizational plan for its sales and promotional departments, centralizing and streamlining operations in both under single commands, and combining the sales operations of all three

Victor labels—Victor, Vik and Camden. At the same time, Victor announced a price increase to 98 cents on 45 singles. **Page 15**

Lieberson Cites Columbia Record Sales Leadership . . .

Columbia Records now holds sales leadership of the record industry, according to a year-end statement by president Goddard Lieberson noting that the company in 1957 will exceed its 1956 peak by nearly 50 per cent. . . . **Page 15**

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Walter Evans Retires Jan. 1

CINCINNATI — E. Walter Evans, president of The Billboard Publishing Company since 1940, is retiring effective January 1, 1958. Evans, who is 68 years of age, completed 50 years of service with the company two years ago. He started as office boy in Cincinnati in 1906, worked in all departments of the magazine at one time or another, and became Secretary-Treasurer in 1931.

Directors of the company last week elected William D. Littleford to replace Evans. Bill Littleford, grandson of the founder, William H. Donaldson, and son of the present chairman of the board, R. S. (Continued on page 47)

Loot Trend Check-Up

NEW YORK—A quick check-up among staffers of The Billboard reveals the following trends at work in the realm of business Christmas gifts this season:

Liquor, particularly Scotch, is still the general favorite.

Fancy food baskets or tinned assortments seem to be the runner-up, with this type of gift favored strongly by the music industry.

Perhaps significantly, a popular gift this year to TV editors is a set of razor-sharp carving knives.

Odd-ball gifts continue to appear. A few: A traveling iron for newshens; a "Genuine Belly Button Brush" and lint container, and, from outdoor show exec Bob Hasson, a "new Lincoln" in the form of a shiny copper penny attached to his yuletide card.

Arrival of Arbitron System Puts Madison Ave. Into Tizzy

Two Networks Seek New System; Agencies Face Instant Crises

By CHARLES SINCLAIR

NEW YORK—The arrival of Arbitron, the new "instantaneous" rating system of American Research Bureau, has literally thrown Madison Avenue into a science-fiction tizzy.

Here are the latest developments: • The two major networks are planning a series of top-level huddles with ARB to discuss contracts which may well go a long way toward getting ARB off its \$750,000 investment nut in a hurry. Both NBC and CBS have developed an overnight romance with the electronic system, seeing it as a possible answer to delays on the ratings of new, important shows.

• The chief competitor to ARB in the national TV rating field—giant A. C. Nielsen Company and Trendex—are privately quite worried about the new intruder into their midst, since Arbitron plans to offer a seven-city "competitive" report that parallels Trendex and later a national report that parallels NTL. The Arbitron announcement broke at a time when Nielsen was in the midst of negotiating renewals—at a sizable hike—on his network TV contracts. The effect was immediate. Now, Nielsen reportedly is talking of three-year contracts with sizable discounts.

• Major ad agencies have been flocking up to ARB headquarters to look at the "Arbitron Board"—a kind of cross between a pinball machine and a Univac—which may change the whole course of agency research. Since remote "slave" boards can be installed in agencies, showing every 90 seconds the shifting patterns of network ratings reported at ARB, a "Rating Room" at big agencies may be a common sight in the near future.

Said one agency research chief with grim humor: "Now we'll be able to watch ourselves lose clients."

Arbitron will probably have its greatest effect in the world of big-time, blue-chip TV by simply accelerating all the processes and tensions that currently involve ratings most researchers feel. No longer will clients have to wait four or five weeks to find out their standing in a cross-section sample of U. S. viewing homes; the rating can be calculated as soon as the program ends. And, in a few more minutes, cost-per-1,000 figures can be determined.

Networks, too, will be able to gauge the competitive values of their shows in seven cities said, by ARB, to be 9 per cent correlated to the 20-odd cities in which the three networks have simultaneous, three-channel rivalry.

The heaviest strain, simultane-

ously, will be on creative admen and on TV talent. With Arbitron, the kind of shifting that takes place between the Ed Sullivan-Steve Allen audiences will all be too obvious, and admen will have to come up with integrated, entertaining commercials which do not scare away viewers to other shows. Talent will be under the severest microscope yet invented; a clinker act or a sour show may bring a major cancellation even before the program signs off.

ARB's timetable for Arbitron goes something like this:

1. In January, New York will be measured by an Arbitron sample of some 300 homes, with other major cities like Chicago and L. A. following soon.

2. As quickly as possible in 1958, the seven-city "competitive" rating will be evolved.

3. By January 1959, ARB hopes to be measuring the U. S. with a 1,200-home permanent probability sampling of all homes.

Bing Set to Do 26-Show Season

Chesterfield First in Line for Film Package to Be Shot in Europe

NEW YORK—Bing Crosby will appear on network TV almost on an alternate week basis during the season of 1958-'59. The sponsor will probably be Chesterfield, the other cigarette sponsors are also bidding for Crosby. He will appear in as many as 26 shows, most of them half hour. A few hour shows may, however, be worked into the package.

The package is being put together by Saul Jaffe. The key to it is the fact that it will be on film, and shot abroad so that Crosby can honeymoon and work at the same time. Various film companies are bidding for the business, with Screen Gems regarded as the probable designate, but with Desilu also in the picture.

The selection of the network, of course, waits on the sponsor. CBS-TV, however, has already put in a strong bid for the property, with the other networks just as interested. NBC-TV probably will be able to make prime time available, and, at the moment, has closer connections with Chesterfield. But

Sponsor on Prod For 'Gun' Partner

NEW YORK—Warner-Lambert is pressing NBC-TV to find an alternate week sponsor for its "Restless Gun," which is running second best among the new season's crop of Westerns, according to Nielsen figures.

With a 33.0 rating and a 43.9 audience share, the current advertiser reportedly feels more intense web efforts could result in a sale. The show is topping Burns and Allen and Guy Mitchell in their Monday 8-8:30 p.m. slot.

CBS and Crosby have had a long, pleasant relationship.

Should Chesterfield buy Crosby, it would mean the almost certain cancellation of Frank Sinatra's ABC-TV show at the end of this season. But Sinatra's cancellation is virtually assured anyway according to the trade, unless his ratings multiply themselves during the rest of this season.

CBS has offered to let Crosby write his own ticket—either 12 hour-long spectaculars or six 90-minute shows—but they want him on TV live. He'd rather do film. The Jaffe film deal makes it possible for him to travel, and it also offers a bundle of dough, tax free if he remains in Europe long enough.

CBS Plans Tentative '58 Program Shifts

NEW YORK—What is the CBS-TV programming thinking for next fall? While it is rather early to be definitive about September 1958, the web's programming brass has pencilled several new shows into those time periods now under severe pressure.

"Pursuit," a series of live detective stories based on the best material available, is being talked about for Monday 7:30-8:30, where it would replace "Robin Hood" and Burns and Allen. At 8:30, the web hopes "The Sergeant and the Lady" will be able to give battle to the top rated "Wells Fargo," now on NBC-TV. What will happen to the Monday evening programs displaced is not known, but presumably they will be shifted.

Tuesday, 7:30-8:30, CBS has hopes that Charles Marquis Warren's "Ramrod" will be able to handle ABC's "Cheyenne." This, of course, would pit one Western against another. Phil Silvers is expected to go into the Friday 9-9:30 time period to replace "Mr. Adams and Eve." At 10 p.m. Tuesdays, "VIP," the Ralph Bellamy vehicle, a TV version of "Executive Suite," may substitute for "The \$64,000 Question."

Wednesday the plan is to shift "The Big Record" into the 7:30-8:30 time period so that it can battle "Disneyland" and "Wagon Train" on even terms. Nothing has been designated for the 8:30 spot on Wednesdays.

Ziv Purchases 'Bat' Bio, Sets Fall Showing

NEW YORK—In a departure from its usual policy of secrecy on new telefilm properties, Ziv TV announced purchase of TV rights to Richard O'Connor's "Bat Master-son," the biography of the fast-drawing marshal who was a contemporary of Wyatt Earp.

Production is blueprinted for early spring, with Ziv hoping to have the series sold soon afterward for fall start on one of the networks. Series would be half-hour telefilms, produced by Ziv.

Current success of Western shows in the top ranks of the rating lists, causing sponsors to eye all outer possibilities on the horizon for possible 1958 buys, is believed to be the reason for Ziv's about-face on not discussing long-range plans.

New Format For Godfrey

NEW YORK—Arthur Godfrey's "Talent Scouts" is about to get its format revamped in the interest of increasing its appeal to viewers. The exact plan hasn't been decided upon, but the show will probably also offer televiewers a contest that would bring the best of the contestants together for a massive run-off.

Both the North Advertising agency representing Toni, and Young & Rubicam for Lipton's Tea are working on variations of this plan. The need to improve the "Talent Scouts" format has been apparent this season as the show has taken a drubbing in the ratings from NBC-TV's "Wells Fargo" after long years of success on CBS-TV.

ABC in Black Last 2 Years; Profits Rising

PIB Reports Show Income Jump of 17% for October

NEW YORK—Published reports that ABC-TV is operating in the red are false, The Billboard has learned from unimpeachable sources. The network was operating in the black last year and tauts for this season has more than doubled its net profit over the same period for 1956. Its gross is up 20 per cent over last fall.

Publishers Information Bureau gives ABC a 17.7 per cent income rise for October, against 3.5 for NBC-TV and 9.2 for CBS-TV. A preliminary report for November, being checked for PIB, increases ABC's rise to 22 per cent over last year.

With radio and theater divisions earnings still down, American Broadcasting-Paramount Theaters, the web's parent company, credits its fourth quarter dividend of 25 cents per stock share largely to the gains by owned TV stations and the web operation. Billings for WABC-TV's fourth quarter, for example, reached an all-time high, up 27 per cent over the fall of 1956.

"A 56 per cent circulation increase as documented by A. C. Nielsen Company" was noted in an AB-PT letter to shareholders last week. The most significant rating gains registered by ABC have been in the 8-9:30 p.m. period Thursdays and the 7:30-8:30 p.m. slot Sundays. Last year, both nights were especially weak.

WCAU to CBS For \$20 Mil

PHILADELPHIA—CBS, Inc., has purchased WCAU-TV and its AM-FM radio counterparts from the Philadelphia Bulletin for \$20,000,000, filling its complement of stations up to the permissible seven. A price of \$4,400,000 for the real property of the station is included in the total figure.

CBS-TV's other VHF stations are WCBS, New York; KNXT, Los Angeles; WBBM, Chicago, and KMOX, St. Louis. Its UHF outlets are WXIX, Milwaukee, and WHCT, Hartford, Conn.

CBS LEAD NARROWED, NBC CITES 'CHALLENGE'

NEW YORK—NBC is viewing the latest Nielsen report for the latter weeks of November as evidence of "seriously challenging CBS for leadership"—something NBC-TV has not done in several seasons.

A year ago, NBC was top dog in "average evening rating" on only one night of the week (Saturday), with CBS ahead on all others. Now, NBC leads on Mondays, Wednesdays and Thursdays, with the other four going to CBS and none to ABC, according to a memo prepared by the NBC research department for high web brass.

On the basis of Average Audience Rating, according to the memo, the gap between NBC and CBS in evening time periods has been narrowed from a 23 per cent difference last year to one of only

5 per cent. (CBS figures vary a bit, reporting NBC trailing by 7 per cent.)

On a "Share of Audience" level (not rating), NBC claims a tie with CBS for 21 half-hour "wins" with ABC receiving five, a gain from last year which NBC describes as "truly remarkable."

Particularly strong gains have been made, according to the memo, in the early evening, 7:30-8 p.m. periods ("rating gain of 71 per cent") and in daytime average ratings for the periods where NBC competes directly with CBS (but not including the periods where CBS has network shows and NBC does not). There, "NBC leads CBS by 6 per cent in average ratings," the network reports, with a lead in the morning listed as 25 per cent.

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Capitol Sets Early Open Season on TV

WASHINGTON — The first salvo from Capitol Hill on January inquiries into television was fired this week (23) by Senate Commerce Committee Chairman Warren Magnuson (D., Wash.) who announced that TV inquiry would "occupy a prominent place in the committee's work during the coming session."

Magnuson said the committee will go into the subject of pay TV. "Many of the committee members are opposed to the proposal, but the chairman has said he believed the proposal should be given a fair trial to determine whether it will be approved by viewers." Among items to be considered will be the Thurmond (D., S. C.) bill against pay TV. A bill has been promised for January by Senator Langer (R., N. D.) which would outlaw wired as well as broadcast toll TV.)

The TV inquiry outlined by Magnuson also mentions the Smathers (D., Fla.) bill to divorce broadcasters from any interests in music publishing or recording. The Bricker (R., Ohio) bill to put nets under FCC regulations is also noted.

Magnuson hopes for an allocations report by the AD HOC committee of TV engineers which was set up in 1955 to study possibility of reallocating TV frequencies, possibly into an all-UHF system. Committee is under direction of Dr. Edward L. Bowles, of Massachusetts Institute of Technology. This group is distinct from the all-industry Television Allocation

Study Organization (TASO), which is due to report its findings under direction of George R. Town, some time around July, 1958. Still another spectrum study is one by Electronic Industries Association, with the purpose of setting up a presidentially appointed government commission to referee spectrum allocation among the different services. (Billboard November 4, 1957).

'THE 49'ERS'

ABC to Push Western Hour Monday Eves

HOLLYWOOD — ABC-TV will be pushing a Monday 7:30-8:30 p.m. berth for a new Western next fall, based on the success of "Maverick" and the "Cheyenne"-"Sugarfoot" pairing in similar slots Sunday and Tuesday. The move is concrete affirmation of ABC faith in the impetus an hour starter gives to an evening's schedule. Warner Bros. is again the producer, the series this time being "The 49'ers," with two starring roles. William Orr will serve as executive producer, with 39 segments fixed.

The California gold-rush background grew out of the web's interest in "The Californians," which was originally set for ABC this fall and then moved to NBC-TV. A pilot film will be ready February 15. With "Disneyland" firm to continue in the Wednesday kick-off spot, the web would have four hour-long starters in a row.

NEW YORK—State Farm Mutual continues to accent sports in its programming buys. Advertiser has bought one-quarter of the Saturday "Baseball Game of the Week" on CBS-TV during 1958. American Safety Razor is bowing out. Other sponsors are Falstaff and Marlboro cigarettes.

Gold Medal Goes to Town On Western Commercials

NEW YORK — Gold Medal Studios is planning a major breakthrough in the problems of creating "integrated" film commercials for sponsors of network Western shows who want a sagebrush atmosphere in their video sell, and who want it filmed close to Madison Avenue.

The Bronx studio operation has signed an exclusive contract with Vern Walter, president of the huge "Cimarron Ranch" just 30 minutes' drive from New York City. Cimarron has a complete Western "town," with saloon, hotel, post office, general store, bar, and other outer facilities, plus several hundred acres of wooded, hill-and-dale terrain.

To rental commercial producers, Gold Medal will lease the location site for a basic \$100 per day—about 40 per cent less than going rate on comparable Hollywood locations, according to Gold Medal prexy Martin Poll. Some 200 trained horses and riders are available at a rental fee (base price \$10 per day) that is about half of the West Coast rates for movie mounts. In addition, there are a set of Western strbles, a large corral, and a square dance pavillion.

Meanwhile, back at the studio, Gold Medal has installed a brand-

WHO WANTS TO FIGHT ME NEXT?

CHICAGO — Film distrib Walt Schwimmer, author of "What Have You Done for Me Lately?" is going around town asking, "Who wants to fight with me next?"

Schwimmer is taking amused bows for Grey Advertising's loss of the hefty Kolyonos account. He appeared on WABD's "Night Beat" interview November 20 to promote his new book and took a few swipes at the sincerity of some advertisers. To defend the fraternity, Arthur Fatt, Grey prexy, asked for equal time the following week. Night Beater Howard Whitman asked Fatt whether he brushed his teeth with Kolyonos, and Fatt allowed that, no, he didn't. Out the window went the account.

Lever, P. Paul And Joe Lowe Buy 'Bandstand'

NEW YORK—Lever Brothers, Joe Lowe Corporation and Peter Paul have bought segments of "American Bandstand," in the first web sales activity for the high-rated ABC-TV deejay strip. Lever, in a 52-week contract for Wisk will sponsor a Wednesday quarter hour and a Friday participation, starting January 8.

Peter Paul, for Mounds and Almond Joy, has bought a Thursday quarter hour, beginning February 6. Lowe, for Popsicles, has bought a quarter hour for nine weeks next summer. "Bandstand" scored a 10.4 rating with a 40.0 audience share in its 4-4:30 (clock time) p.m. portion, according to December Trendex figures, and 11.2 with the same share in the 4:30-5 p.m. period.

The 90-minute stanza beat its competition by an average 64 per cent. Its audience pull is such that "Do You Trust Your Wife?" rescheduled in the middle of "Bandstand" a few weeks ago, has jumped from a 4.5 Trendex to a 7.0 with a 29.3 share.

GREAT DAY AT BBDO

Duffy Upping Recalls American Tobacco Coup

NEW YORK — Election of Charles H. Brower as president of Batten, Barton, Durstine & Osborn last week was pretty much anticipated along Madison Avenue. He had been executive VP and general manager. Elevation of Bernard C. (Ben) Duffy to vice chairman of the board and vice chairman of the executive committee relieves him of the presidency's administrative detail, which he has desired following his illness of the past year. Duffy will be able to restrict himself to top-level client relations, his forte.

Brower also succeeds Duffy as chairman of the executive committee. Duffy takes the place of Alex F. Osborn as vice board chairman. Osborn, a founder of BBDO, remains a director and member of the executive committee.

Most indicative of Duffy's success in client relations was his famed coup in snaring the \$10,000,000 American Tobacco account when it was resigned by Foote, Cone & Belding in March of 1948. Tradesters are fond of recalling that Duffy got the business using only a brief phone call from Miami, a five-sentence letter and an informal two-hour meeting.

When FC&B and American Tobacco split, BBDO was not regarded as a top contender for the account. Duffy, in Florida at the time, phoned his agency and dictated a letter to be sent to Vincent Riggio, ATC president. In five terse sentences he explained that altho he was not in town, he'd like a brief appointment to talk about his agency. When Riggio agreed, Duffy flew north.

The solicitation proved just as simple. At 11 a.m. on March 28, Duffy entered the office of Riggio, whom he had never previously met. They chatted for two hours, with Duffy exhibiting only a 10-cent binder with a few pages detailing some clients and campaigns handled by BBDO, and a breakdown of the agency's departments. The material was not arranged in the usual presentation style at all. Shortly after 1 p.m., the men emerged and went to lunch, a signed letter of agreement reposing in Duffy's pocket.

Duffy didn't have time to celebrate then, for he had to attend a wake in New Jersey. It wasn't until 11 p.m., 12 hours after he entered Riggio's office, that he could toast his triumph—with two beers at Jojo's Tavern in Jersey.



RICH America's 10th TV MARKET

\$6¼ billion annual income
\$3¾ billion retail sales
917,320 TV sets

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Lewistown	Shamokin
Lewisburg	Hazleton
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Frederick	Westminster

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2160 Patterson St., Cincinnati 22 Ohio

Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1937, at Post Office, Cincinnati, Ohio under act of March 3, 1879. Copyright 1957 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5; The Billboard TV Program and Time Availabilities, The Billboard International, and Funspot, the monthly magazine of amusement management. 19
Printed by WORLD COLOR PRtg. CO., St. Louis, Mo.
Vol. 69 No. 52

new Mitchell rear-projection screen—the first new one in a New York film studio in many years. (The two others in town are in the hands of commercial producers who usually don't rent them out.) Geared for r.p. pictures as large as 15 by 20 feet, film exec Poll says "we can use the new screen for completion work indoors, and have the announcer seen against the Grand Canyon if necessary." The over-all price reduction of filming Western-styled commercials in the Gold Medal indoor-outdoor facilities, according to Poll, will be "an over-all one-third less than in Hollywood." But even this is not the main advantage, as Poll sees it. "Integrated commercials have been successful in Westerns, but usually they have been avoided because of the necessity of trekking to Hollywood to make them in the same locales as telefilm Westerns," he says. "Now, they can be done just as rapidly by top commercial producers in the East, under New York agency supervision, and still have the right sagebrush feel." Gold Medal also intends to rent its new Western facilities for the making of "Eastern" Westerns in the telefilm and feature fields.

Westinghouse Tops ARB on All 5 Stations

NEW YORK—All five Westinghouse Broadcasting TV stations topped their markets, according to November rating week figures from American Research Bureau. In the ARB four-week report, only one of the five was a shade out of first place. The stations which gave such a dominant position to a non-network group broadcaster are KDKA, Pittsburgh; averaging a 62.9 audience share; KYW, Cleveland, with a 43.6 share; WBZ, Boston, with 48.5; KPXX, San Francisco, with 39.6, and WJZ, Baltimore, the newest WBC outlet, with 37.9.

The rating results demonstrate "the importance of vigorous local programming," according to WBC programming veepee Dick Pack. "It delivers large lead-in audiences for network shows," yet identifies the station with its community.

British Sets Now 4.3 Mil

LONDON — Great Britain's trade press is calling 1957 "safe landing for TV," with 4,300,000 video homes and set sales which each week double the same period of 1956. The commercial network, ITV, is averaging daily three hours of viewing per home, with its air time just extended to midnight. Its five-station network carries 2,000 commercials per week, a majority being 15-second spots.

By next summer 40 per cent of all homes will have TV, according to Television Audience Measurement, Ltd. TAM also reports a continued increase in American program import.

B&B Gives Burnett A Battle for Buick

NEW YORK — Benton & Bowles is giving the Leo Burnett agency stiff competition in the battle for the \$24,000,000 Buick Motor account which last week gave the Kudner agency its notice. While Burnett is the recommendation to Buick of James Ellis, the Kudner agency head, B&B with its strong TV department and Gotham headquarters has a great deal to offer.

TV during the last week has been made the whipping boy in the loss of the Buick business by Kudner. However, insiders believe that Kudner was given the heaveho by General Motors in an effort to placate its dealers. The decision to fire the agency, it was believed,

was made this spring when the company was under terrific dealer pressure for its failure to restyle its last model car, a mistake which cost it third place in sales.

The Kudner handling of the Buick advertising is generally considered by most insiders to have been a major factor in the molding of a mass market for the vehicle. And among GM agencies, Kudner was generally considered one of the most astute, especially in its use of TV.

The dealers were not happy with ex-TV chief Mike Kirk's two major purchases, Milton Berle and Jackie Gleason, but both produced fairly impressive ratings. And "Wells
(Continued on page 14)

Refresher Course On Sewing Starts Product Stampede

GREEN BAY, Wis. — A TV show here, designed as a refresher course for sewing machine operation, has triggered a 25 per cent increase in sales for Viking, sponsor of the series. The programs were aimed directly at women who had already purchased the product rather than general viewing; despite this and the absence of ads and publicity and specific commercials on the telecasts, every dealer in the area has reported a run on the Swedish-made machines.

The Midwest distributor who thought up the series is now producing it in markets in Wisconsin, Michigan, Minnesota and Illinois.

Indie KTVU, 4th S.F. Station, Due in April

SAN FRANCISCO—Increased competition is in the offing for San Francisco and Bay Area television when KTVU, the market's first independent station, goes on the air about April 1.

San Francisco will thus become the 21st four-station market in the country, and, as the ninth largest retail area, one of the last major ones to do so. (Technically, San Francisco has been a four-station market for almost four years, KSAN-TV, Channel 32, beginning operation in April, 1954. As a UHF in a VHF market, the operation has been severely limited, however, and the channel has never been in serious commercial contention with the others. There is also an educational station, KQED.)

The first effects of the pending addition are already manifesting themselves. There is a mounting battle for product, especially features, between the stations, and prices asked for by distributors have risen sharply.

An indication of what may be ahead was the tag placed on the NTA "Champagne" package, first offered last month. Asking price: \$5,100 per picture. Previous feature prices: \$2,500 to \$2,700.

Whether or not actually dependent on market conditions, the increase was coincidental with KGO-TV's purchase of the entire M-G-M backlog, and KTVU's buy of the remaining Warner Bros.-AAP package, some 400-odd pictures. This removed the last outstanding big blocks from the counter and started the other two stations, KRON-TV (NBC) and KPIX (CBS) on a renewed hustle for product.

The KGO-TV purchase was notable because it marked the ABC affiliate's first major feature investment. The market for the past two years has been extremely bullish on features, very bearish on syndicated film.

As a matter of fact, syndicated distributors have in many instances had trouble getting into the market. All three stations combined play only 39 half hours of syndicated film per week (22 first run, 17 seconds), or only about two shows per station per day.

KRON-TV at one time was the leading exponent of film, especially with its use of a first-run 10 o'clock nighttime strip. About a year or so ago, however, the station switched to features because, Program Director Norman Louveau declares, the pix proved considerably more profitable than syndicated film.

KTVU's opening should give syndicators a shot in the arm. The station has already bought almost 30 series and should bring about a steady demand for independent product. Further, as already pointed out, feature prices have been rising, tending to make syndicated shows a more attractive buy.

Concomitantly, regional and local sponsors will have prime night hours opened to them for the first time. Altho a number of the existing stations have an announced policy of trying to fit local sponsors into Class A time, the network schedules have generally been adhered to faithfully in San Francisco, and, with ABC's (KGO-TV) emergence as a strong network during the past year, the small advertiser has had difficulty finding a place to park.

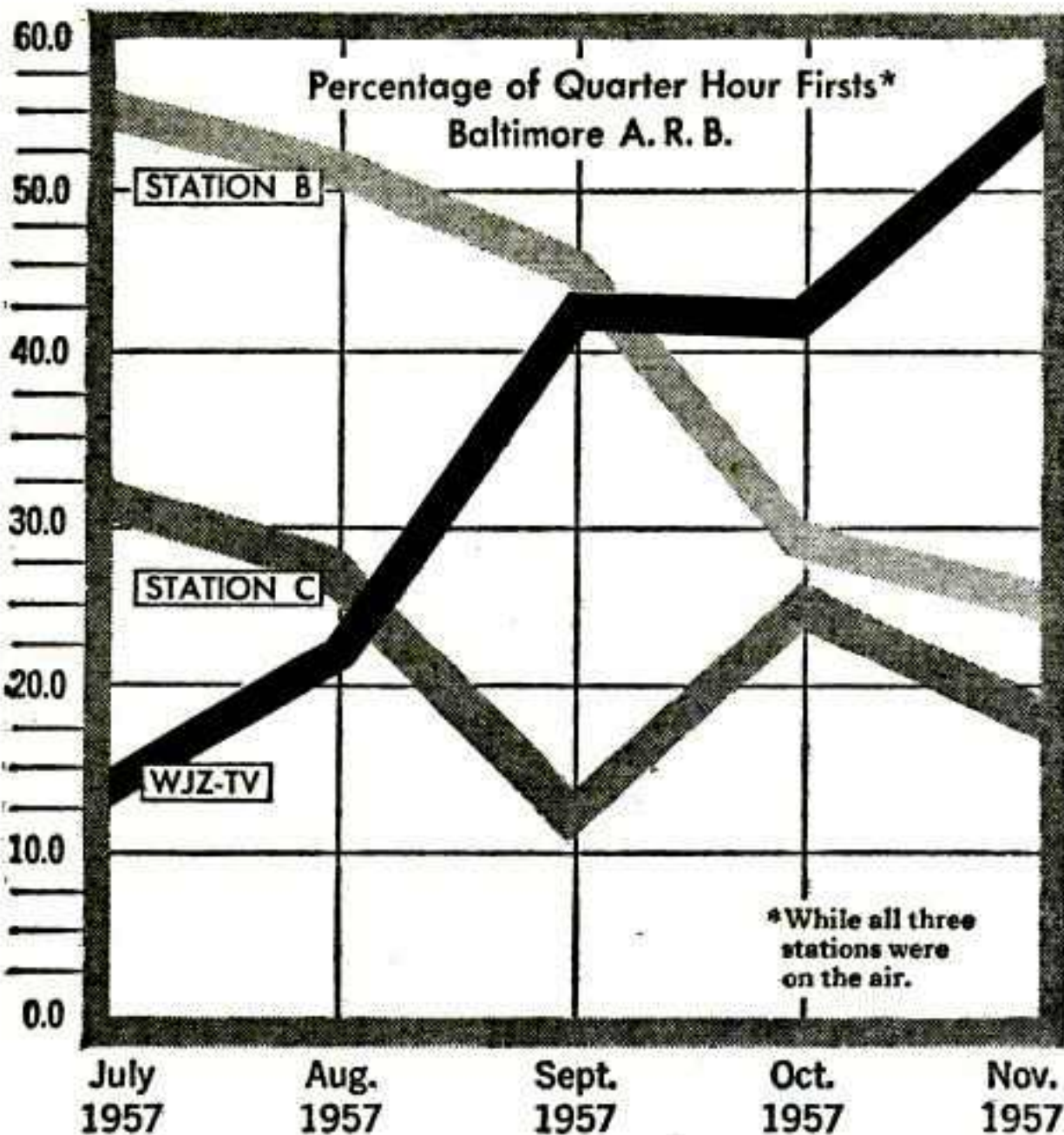
Denied by all parties is a report of a reshuffling of network affiliation, with CBS moving from KPIX to KTVU, NBC from KRON to KPIX, and KRON becoming the independent outlet. KTVU General Manager Bill Pabst states that a tentative program schedule has been drawn up and that time sales on the basis of an indie operation, will start January 1.

3 Overseas Sales For 'Star Golf'

CHICAGO — Walt Schwimmer reports three overseas placements for "All-Star Golf." One is a 26-time go on KULA, Honolulu, carried by Wildroot Hair Tonic and Miller High Life Beer, its domestic sponsors on the ABC net.

Also, Schwimmer sold the series direct to a 10-station network in Japan and a six-station web in Australia, for resale there.

in Baltimore WJZ-TV dominates



A fast picture of the big change in Baltimore TV shows that WJZ-TV, under Westinghouse Broadcasting Company ownership, has moved from 3rd to a dominant 1st place in less than four months!

The November ARB report on quarter hours shows that WJZ-TV is first in more quarter hours than the other two Baltimore stations COMBINED!

WJZ-TV	(ABC)	257 firsts
Station B	(CBS)	119½ "
Station C	(NBC)	90½ "

WJZ-TV DOMINATES IN SHARE OF SETS-IN-USE TOO!

Confirming WJZ-TV's dominance in the Baltimore TV picture, the November ARB figures for share of sets-in-use are:

WJZ-TV	(ABC)	37.9
Station B	(CBS)	34.0
Station C	(NBC)	26.7

Now... in Baltimore, WJZ-TV dominates. In Baltimore, more and more, no selling campaign is complete without the WBC station. Your Blair-TV man is ready to talk business, and so is Joe Dougherty, WJZ-TV Sales Manager (MOhawk 4-7600, Baltimore).

WESTINGHOUSE
WJZ 13 TV abc
BALTIMORE
Represented by Blair-TV

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

Per average evening minute:

56% more homes watch ABC-Television than a year ago*



TELEVISION probably is measured and evaluated more frequently than anything else in America.

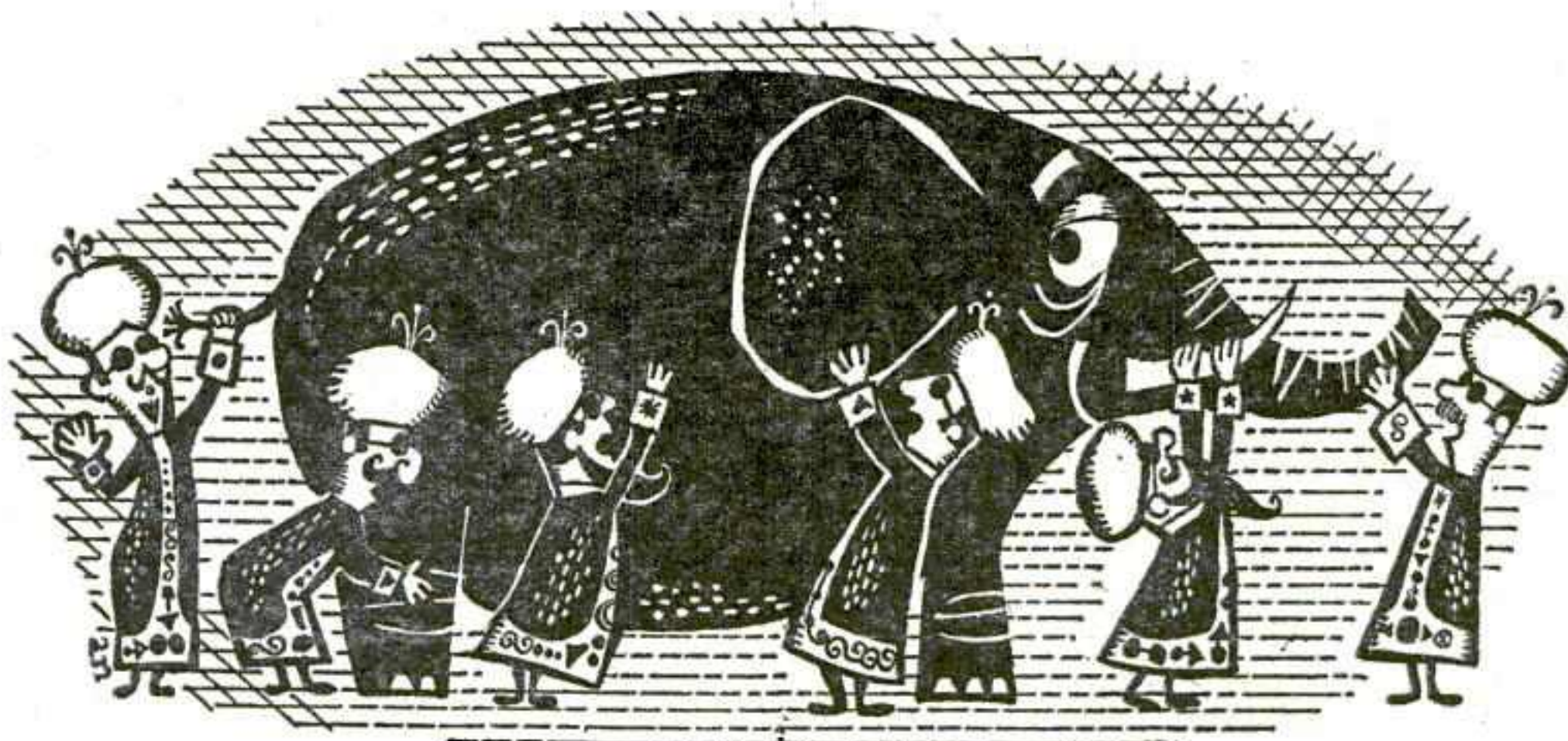
Yet most of this evaluation is reminiscent of the six fabled blind men and the elephant. Each touched a different part of the animal—the trunk, the tail, the ears, the tusks, the side, the legs. None, of course, could tell what the whole elephant was like.

Individual TV statistics rarely tell what the *whole* network is like.

However, one such uncommon statistic is found in the latest Nielsen Report* for the '57-'58 season. The facts are these: since one year ago, one network has lost audience and two have gained.

Today, 56% more homes watch ABC-Television than did last year.

ABC-Television's gain—bigger both in percentage and absolute millions of new homes—is television's most startling, most vital statistic.



* Nielsen Television Index for the two-week period ended November 9, 1957, versus the comparable Nielsen measured two-week interval in 1956. (This analysis reflects the average audience per minute delivered to all sponsored evening programs from 7:30 to 10:30 p.m. NYT, Sunday through Saturday, by each network.)

ABC TELEVISION NETWORK



This One



POBE-JL8-JBWJ

OMAHA GOES FOR COLOR CARNIVAL

OMAHA — This market jumped from 41st to 7th place in color set sales this month, as the result of KMTV's Color Carnival, a promotion which featured 30 hours a week of network and 20 hours a week of local colorcasting. KMTV now plans to continue the schedule, topping all outlets in number of color hours.

The ten dealers here who co-operated in the campaign sold out all existing stock in two weeks. The station used a saturation spot schedule on radio and TV.

FCC Delays Action On N. Y. Regents' Pitch for WATV

WASHINGTON—The Federal Communications Commission is apparently in no immediate hurry to decide on the N. Y. State Board of Regents request for WATV-TV, commercial New Jersey station already in the process of being by the National Telefilm Associates. The FCC will hold no meetings during Christmas Week (22 to 28) and cannot bring out a decision until after the first of the year.

NTA's filing, which reached the FCC recently (19), says the Regents request to have the commercial N. J. channel reclassified and moved to N. Y. is "unprecedented." NTA points out that the Regents had no right to push into the WATV - NTA transaction, which is already up for FCC approval.

The film distributors say that a 1952 ruling of the Commission outlawed the practice of providing additional opportunity for third parties to try to buy a station whose owner had already decided to sell to a particular buyer.

Wash. Post Puts in Bid for Birmingham

WASHINGTON — Washington Post Broadcast Division has petitioned the Federal Communications Commission to assign a third channel to Birmingham, reassigning one not in use in Selma, Ala. The holder of the Selma grant has already petitioned the FCC to move it to Montgomery. Birmingham, 27th U. S. market in retail sales, is the only one of the top 30 markets which does not have at least three stations in operation.

Jan Murray's 'Wingo' Making Sales Rounds

NEW YORK — One of the newer packages making the rounds at the agencies is "Wingo," a Jan Murray package. The property is a half-hour giveaway program which accents the visual. An important feature is that it makes it possible for contestants to win \$250,000 twice during every show. Murray will not emcee.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

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

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

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

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

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

THE TOP HUNDRED

• COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

3-Net Avg. \$3.75; ABC Avg. \$4.49;
CBS Avg. \$3.35; NBC Avg. \$3.55

1. L. WELK (Dodge, ABC)	1.25
2. WELK'S TOP TUNES (Dodge, ABC)	1.61
3. GUNSMOKE (Sperry Rand, L & M, CBS)	1.72
4. I'VE GOT A SECRET (R. J. Reynolds, CBS)	1.75
5. WELLS FARGO (American Tobacco, General Motors, NBC)	1.87
6. CLIMAX (Chrysler, CBS)	2.01
7. WHAT'S MY LINE? (H. Curtis, Sperry Rand, CBS)	2.03
8. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	2.06
9. D. EDWARDS NEWS (American Home Products Brown & Williamson, American Can, CBS)	2.07
10. RESTLESS GUN (Warner, NBC)	2.11
11. U. S. STEEL (U. S. Steel, Armstrong, CBS)	2.12
12. ALFRED HITCHCOCK (Bristol-Myers, CBS)	2.12
13. \$64,000 QUESTION (Revlon, CBS)	2.13
14. LASSIE (Campbell, CBS)	2.16
15. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC)	2.20
16. YOU BET YOUR LIFE (Toni, Chrysler, NBC)	2.24
17. ED SULLIVAN (Lincoln-Mercury, Eastman, CBS)	2.25
18. ZANE GREY (General Foods, Ford, CBS)	2.30
19. TWENTY-ONE (Pharmaceuticals, NBC)	2.31
20. CAVALCADE OF SPORTS (Papermate, Gillette, Toni, NBC)	2.36
21. PERSON TO PERSON (Time, American Oil, CBS)	2.38
22. ERNIE FORD (Ford, NBC)	2.41
23. TO TELL THE TRUTH (Pharmaceuticals, CBS)	2.42
24. THE MILLIONAIRE (Colgate, CBS)	2.42
25. G.E. THEATER (General Electric, CBS)	2.43
26. WYATT EARP (General Mills, P&G, ABC)	2.47
27. NAME THAT TUNE (American Home, Kellogg, CBS)	2.54
28. MEET MCGRAW (P&G, NBC)	2.56
29. CHEYENNE (General Electric, ABC)	2.56
30. FATHER KNOWS BEST (Scott, Lever, NBC)	2.66
31. MAVERICK (Kaiser, ABC)	2.71
32. DANNY THOMAS (General Foods, CBS)	2.72
33. LORETTA YOUNG (P&G, NBC)	2.74
34. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS)	2.76
35. PERRY COMO (Noxzema, Kimberly-Clark, American Dairy, Sunbeam, Knomark, RCA, NBC)	2.77
36. WAGON TRAIN (Drackett, Lewis-Howe, Ford, NBC)	2.82
37. THE LINE-UP (P&G, Brown & Williamson, CBS)	2.87
38. RED SKELTON (S. C. Johnson, Pet Milk, CBS)	2.87
39. ROBIN HOOD (J & J, Wildroot, CBS)	2.88
40. DISNEYLAND (Derby, General Foods, General Mills, Reynolds, ABC)	2.88
41. PLAYHOUSE 90 (American Gas, Philip Morris, Bristol-Myers, Kimberly, Allstate, CBS)	2.95
42. KRAFT THEATER (National Dairy, NBC)	2.95
43. BROKEN ARROW (Miles, Ralston, ABC)	2.95
44. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma Craft, Polaroid, NBC)	2.97
45. HAVE GUN, WILL TRAVEL (American Home, Lever, CBS)	2.97
46. AMATEUR HOUR (Hazel Bishop, NBC)	2.97
47. THE PRICE IS RIGHT (RCA, Speidel, NBC)	3.02
48. JACK BENNY (American Tobacco, CBS)	3.05
49. BOB CUMMINGS (R. J. Reynolds, Chesbrough, NBC)	3.10
50. SUGAR FOOT (American Chicle, Union Carbide, ABC)	3.13
51. OH SUSANNA (H. Curtis, Nestle, CBS)	3.13
52. GEORGE GOBEL (RCA, L&M, NBC)	3.13
53. SCHLITZ PLAYHOUSE (Schlitz, CBS)	3.14
54. YOU ASKED FOR IT (Best Foods, ABC)	3.15
55. CIRCLE THEATER (Armstrong, U. S. Steel, CBS)	3.15
56. M-SQUAD (American Tobacco, Hazel Bishop, NBC)	3.17
57. BURNS & ALLEN (Carnation, General Mills, CBS)	3.17
58. EDDIE FISHER (L&M, RCA, NBC)	3.20
59. PERRY MASON (Union Carbide, Purex, Libbey, CBS)	3.22
60. LONE RANGER (General Mills, ABC)	3.22
61. SUSPICION (Ford, Philip Morris, NBC)	3.29
62. TRACKDOWN (American Tobacco, General Petroleum, CBS)	3.38
63. THE CALIFORNIANS (Singer, NBC)	3.41
64. SGT. PRESTON (Quaker, CBS)	3.46
65. DRAGNET (L&M, Schick, NBC)	3.46
66. ZORRO (Seven-Up, General Motors, ABC)	3.49
67. GISELE MACKENZIE (Scott, Schick, NBC)	3.49
68. CIRCUS BOY (Kellogg, Mars, ABC)	3.50
69. BACHELOR FATHER (American Tobacco, CBS)	3.50
70. GODFREY'S SCOUTS (Lever, Toni, CBS)	3.55
71. DECEMBER BRIDE (General Foods, CBS)	3.63
72. THE BIG RECORD (General Motors, Armour, Pillsbury, Kellogg, CBS)	3.64
73. TEXAS RANGERS (Flav-R-Stars, Sweets, Co., ABC)	3.66
74. YOUR HIT PARADE (American Tobacco, Toni, NBC)	3.68
75. TOMBSTONE TERRITORY (Bristol-Myers, ABC)	3.69
76. REAL McCOYS (Sylvania, ABC)	3.69
77. MIKE WALLACE (Philip Morris, ABC)	3.70
78. THIS IS YOUR LIFE (P&G, NBC)	3.71
79. OZZIE & HARRIET (Eastman-Kodak, ABC)	3.71
80. I LOVE LUCY (Gold Seal, Sheaffer, CBS)	3.72
81. BOLD JOURNEY (Ralston, ABC)	3.74
82. STUDIO ONE (Westinghouse, CBS)	3.76
83. RIN-TIN-TIN (National Biscuit, ABC)	3.77
84. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	3.79
85. JIM BOWIE (American Chicle, ABC)	3.82
86. THE THIN MAN (Colgate, NBC)	3.84
87. PAT BOONE (General Motors, ABC)	3.84
88. ALCOA (Aluminum Co., Goodyear, NBC)	3.84
89. LUCILLE BALL-DESI ARNAZ (Ford, CBS)	3.90
90. LIFE OF RILEY (Lever, NBC)	3.90
91. CLUB OASIS (L&M, Max Factor, NBC)	3.90
92. CHEVY SHOW (General Motors, NBC)	3.96
93. PHIL SILVERS (P&G, R. J. Reynolds, CBS)	3.98
94. GOODYEAR THEATER (Goodyear, Aluminum, NBC)	4.01
95. RED BARBER (State Farm, NBC)	4.04
96. BOWLING STARS (American Machine, ABC)	4.11
97. PEOPLE'S CHOICE (Borden, American Home, NBC)	4.28
98. COURT OF LAST RESORT (P. Lorillard, NBC)	4.30
99. TIC TAC DOUGH (Warner, RCA, NBC)	4.31
100. 50TH ANNIVERSARY (General Motors, NBC)	4.43

• COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

3-Net Avg. \$4.73; ABC Avg. \$5.27;
CBS Avg. \$4.51; NBC Avg. \$4.50

1. L. WELK (Dodge, ABC)	1.18
2. GUNSMOKE (Sperry-Rand, L&M, CBS)	1.75
3. WELK'S TOP TUNES (Dodge, ABC)	1.92
4. WELLS FARGO (American Tobacco, General Motors, NBC)	2.08
5. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC)	2.18
6. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	2.28
7. CAVALCADE OF SPORTS (Papermate, Gillette, Toni, NBC)	2.29
8. RESTLESS GUN (Warner, NBC)	2.33
9. D. EDWARDS NEWS (American Home Products, Brown & Williamson, American Can, CBS)	2.38
10. ALFRED HITCHCOCK (Bristol-Myers, CBS)	2.41
11. ED SULLIVAN (Lincoln-Mercury, Eastman, CBS)	2.43
12. MAVERICK (Kaiser, ABC)	2.43
13. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS)	2.46
14. \$64,000 QUESTION (Revlon, CBS)	2.58
15. I'VE GOT A SECRET (R. J. Reynolds, CBS)	2.60
16. G.E. THEATER (General Electric, CBS)	2.65
17. CLIMAX! (Chrysler, CBS)	2.66
18. YOU BET YOUR LIFE (Toni, Chrysler, NBC)	2.70
19. TWENTY-ONE (Pharmaceuticals, NBC)	2.72
20. ZANE GREY (General Foods, Ford, CBS)	2.73
21. WYATT EARP (General Mills, P&G, ABC)	2.77
22. LASSIE (Campbell, CBS)	2.87
23. MEET MCGRAW (P&G, NBC)	2.95
24. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma-Craft, Polaroid, NBC)	2.96
25. ERNIE FORD (Ford, NBC)	2.97
26. CHEYENNE (General Electric, ABC)	2.97
27. PERRY COMO (Noxzema, Kimberly-Clark, American Dairy, Sunbeam, Knomark, RCA, NBC)	2.98
28. AMATEUR HOUR (Hazel Bishop, NBC)	3.09
29. THE MILLIONAIRE (Colgate, CBS)	3.10
30. HAVE GUN, WILL TRAVEL (American Home, Lever, CBS)	3.13
31. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS)	3.15
32. WAGON TRAIN (Drackett, Lewis-Howe, Ford, NBC)	3.16
33. U. S. STEEL (U. S. Steel, Armstrong, CBS)	3.19
34. TO TELL THE TRUTH (Pharmaceuticals, CBS)	3.19
35. RED SKELTON (S. C. Johnson, Pet Milk, CBS)	3.19
36. YOU ASKED FOR IT (Best Foods, ABC)	3.20
37. PERSON TO PERSON (Time, American Oil, CBS)	3.21
38. NAME THAT TUNE (American Home, Kellogg, CBS)	3.28
39. JACK BENNY (American Tobacco, CBS)	3.42
40. BCWLING STARS (American Machine, ABC)	3.43
41. SUGAR FOOT (American Chicle, Union Carbide, ABC)	3.46
42. PERRY MASON (Union Carbide, Purex, Libbey, CBS)	3.52
43. LORETTA YOUNG (P&G, NBC)	3.55
44. KRAFT THEATER (National Dairy, NBC)	3.74
45. FATHER KNOWS BEST (Scott, Lever, NBC)	3.75
46. TOMBSTONE TERRITORY (Bristol-Myers, ABC)	3.81
47. M-SQUAD (American Tobacco, Hazel Bishop, NBC)	3.83
48. BROKEN ARROW (Miles, Ralston, ABC)	3.84
49. RED BARBER (State Farm, NBC)	3.91
50. THE PRICE IS RIGHT (RCA, Speidel, NBC)	3.92
51. GEORGE GOBEL (RCA, L&M, NBC)	3.92
52. ROBIN HOOD (J & J, Wildroot, CBS)	3.94
53. DANNY THOMAS (General Foods, CBS)	3.98
54. OH! SUSANNA (H. Curtis, Nestle, CBS)	4.10
55. PLAYHOUSE 90 (American Gas, Philip Morris, Bristol-Myers, Allstate, CBS)	4.11
56. BOB CUMMINGS (R. J. Reynolds, Chesbrough, NBC)	4.16
57. THE LINE-UP (P&G, Brown & Williamson, CBS)	4.18
58. GISELE MACKENZIE (Scott, Schick, NBC)	4.18
59. BOLD JOURNEY (Ralston, ABC)	4.20
60. SUSPICION (Ford, Philip Morris, NBC)	4.25
61. THE CALIFORNIANS (Singer, NBC)	4.25
62. EDDIE FISHER (L&M, RCA, NBC)	4.26
63. DISNEYLAND (Derby, General Foods, General Mills, Reynolds, ABC)	4.30
64. SCHLITZ PLAYHOUSE (Schlitz, CBS)	4.30
65. YOUR HIT PARADE (American Tobacco, Toni, NBC)	4.35
66. TRACKDOWN (American Tobacco, General Petroleum, CBS)	4.36
67. BACHELOR FATHER (American Tobacco, CBS)	4.37
68. CHEVY SHOW (General Motors, NBC)	4.38
69. DRAGNET (L&M, Schick, NBC)	4.40
70. 50TH ANNIVERSARY (General Motors, NBC)	4.43
71. TEXAS RANGERS (Flav-R-Stars, Sweets, ABC)	4.48
72. MIKE WALLACE (Philip Morris, ABC)	4.44
73. CIRCLE THEATER (Armstrong, U. S. Steel, CBS)	4.60
74. BURNS & ALLEN (Carnation, General Mills, CBS)	4.64
75. CLUB OASIS (L&M, Max Factor, NBC)	4.68
76. TWENTIETH CENTURY (Prudential, CBS)	4.70
77. GOODYEAR THEATER (Goodyear, Aluminum, NBC)	4.73
78. LUCILLE BALL-DESI ARNAZ (Ford, CBS)	4.78
79. REAL McCOYS (Sylvania, ABC)	4.80
80. COLT 45 (Campbell, ABC)	4.81
81. SGT. PRESTON (Quaker, CBS)	4.87
82. THE THIN MAN (Colgate, NBC)	4.92
83. PAT BOONE (General Motors, ABC)	4.92
84. STUDIO ONE (Westinghouse, CBS)	4.96
85. OZZIE & HARRIET (Eastman-Kodak, ABC)	5.00
86. DECEMBER BRIDE (General Foods, CBS)	5.01
87. THIS IS YOUR LIFE (P&G, NBC)	5.18
88. I LOVE LUCY (Gold Seal, Sheaffer, CBS)	5.23
89. LONE RANGER (General Mills, ABC)	5.29
90. THE BIG RECORD (General Motors, Armour, Pillsbury, Kellogg, CBS)	5.33
91. JIM BOWIE (American Chicle, ABC)	5.33
92. ALCOA (Aluminum Company, Goodyear, NBC)	5.33
93. SALLY (Chemstrand, Royal McBee, NBC)	5.39
94. PHIL SILVERS (P&G, R. J. Reynolds, CBS)	5.45
95. ZORRO (Seven-Up, General Motors, ABC)	5.46
96. LIFE OF RILEY (Lever, NBC)	5.46
97. GODFREY'S SCOUTS (Lever, Toni, CBS)	5.52
98. HIGH ADVENTURE (General Motors, CBS)	5.52
99. CIRCUS BOY (Kellogg, Mars, ABC)	5.54
100. PEOPLE'S CHOICE (Borden, American Home, NBC)	5.59

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COMING COST PER THOUSAND ANALYSES: ▶ Next Week: General Dramas and Comedies.

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

THE TOP HUNDRED

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.

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

3-Net Avg. \$3.82; ABC Avg. \$4.66;
CBS Avg. \$3.44; NBC Avg. \$3.51

1. LAWRENCE WELK (Dodge, ABC)	1.43
2. WELK'S TOP TUNES (Dodge, ABC)	1.58
3. GUNSMOKE (Sperry-Rand, L&M, CBS)	1.60
4. I'VE GOT A SECRET (R. J. Reynolds, CBS)	1.79
5. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS)	1.81
6. CLIMAX! (Chrysler, CBS)	1.87
7. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	1.87
7. ALFRED HITCHCOCK (Bristol-Myers, CBS)	1.88
9. ED SULLIVAN (Lincoln-Mercury, Eastman, CBS)	1.94
10. YOU BET YOUR LIFE (Toni, Chrysler, NBC)	1.98
11. \$64,000 QUESTION (Revlon, CBS)	2.01
12. U. S. STEEL (U. S. Steel, Armstrong, CBS)	2.02
13. WELLS FARGO (American Tobacco, General Motors, NBC)	2.02
13. Twenty-One (Pharmaceuticals, NBC)	2.11
15. G. E. THEATER (General Electric, CBS)	2.17
16. TO TELL THE TRUTH (Pharmaceuticals, CBS)	2.21
17. ERNIE FORD (Ford, NBC)	2.26
18. PERSON TO PERSON (Time, American Oil, CBS)	2.29
19. LASSIE (Campbell, CBS)	2.29
19. THE MILLIONAIRE (Colgate, CBS)	2.33
21. RESTLESS GUN (Warner, NBC)	2.33
21. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS)	2.34
23. PERRY COMO (Noxzema, Kimberly-Clark, American Dairy, Sunbeam, Knomark, RCA, NBC)	2.35
24. AMATEUR HOUR (Hazel Bishop, NBC)	2.37
25. ZANE GREY (General Foods, Ford, CBS)	2.38
26. NAME THAT TUNE (American Home, Kellogg, CBS)	2.43
27. LORETTA YOUNG (P&G, NBC)	2.44
28. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma Craft, Polaroid, NBC)	2.49
29. MEET MCGRAW (P&G, NBC)	2.55
30. D. EDWARDS NEWS (American Home Products, Brown & Williamson, American Can, CBS)	2.59
31. FATHER KNOWS BEST (Scott, Lever, NBC)	2.59
31. DANNY THOMAS (General Foods, CBS)	2.59
31. PLAYHOUSE 90 (American Gas, Philip Morris, Bristol-Myers, Kimberly, All State, CBS)	2.70
34. RED SKELTON (S. C. Johnson, Pet Milk, CBS)	2.73
35. KRAFT THEATER (National Dairy, NBC)	2.78
36. THE PRICE IS RIGHT (RCA, Speidel, NBC)	2.79
37. GEORGE GOBEL (RCA, L&M, NBC)	2.80
38. MAVERICK (Kaiser, ABC)	2.81
39. THE LINEUP (P&G, Brown & Williamson, CBS)	2.81
39. EDDIE FISHER (L&M, RCA, NBC)	2.82
41. WAGON TRAIN (Drackett, Lewis-Howe, Ford, NBC)	2.86
42. BOB CUMMINGS (R. J. Reynolds, Chesebrough, NBC)	2.92
43. SCHLITZ PLAYHOUSE (Schlitz, CBS)	2.94
44. WYATT EARP (General Mills, P&G, ABC)	2.96
45. HAVE GUN, WILL TRAVEL (American Home, Lever, CBS)	2.96
45. OH! SUSANNA (H. Curtis, Nestle, CBS)	2.97
47. JACK BENNY (American Tobacco, CBS)	2.97
47. PERRY MASON (Union Carbide, Purex, Libbey, CBS)	3.06
49. CHEYENNE (General Electric, ABC)	3.08
50. GODFREY'S SCOUTS (Lever, Toni, CBS)	3.09
51. BURNS & ALLEN (Carnation, General Mills, CBS)	3.11
52. GISELE MacKENZIE (Scott, Schick, NBC)	3.13
53. SUSPICION (Ford, Philip Morris, NBC)	3.13
53. CIRCLE THEATER (Armstrong, U. S. Steel, CBS)	3.14
53. BACHELOR FATHER (American Tobacco, CBS)	3.19
56. BIG RECORD (General Motors, Armour, Pillsbury, Kellogg, CBS)	3.20
57. YOU ASKED FOR IT (Best Foods, ABC)	3.25
58. LUCILLE BALL-DESI ARNAZ (Ford, CBS)	3.33
59. YOUR HIT PARADE (American Tobacco, Toni, NBC)	3.33
59. THIS IS YOUR LIFE (P&G, NBC)	3.34
61. DECEMBER BRIDE (General Foods, CBS)	3.36
62. M-SQUAD (American Tobacco, Hazel Bishop, NBC)	3.36
62. CHEVY SHOW (General Motors, NBC)	3.50
64. DRAGNET (L&M, Schick, NBC)	3.53
65. THE CALIFORNIANS (Singer, NBC)	3.53
65. MIKE WALLACE (Philip Morris, ABC)	3.57
67. I LOVE LUCY (Gold Seal, Sheaffer, CBS)	3.66
68. CLUB OASIS (L&M, Max Factor, NBC)	3.66
68. PAT BOONE (General Motors, ABC)	3.69
70. SUGAR FOOT (American Chicle, Union Carbide, ABC)	3.69
71. 50TH ANNIVERSARY (General Motors, NBC)	3.82
72. STUDIO ONE (Westinghouse, CBS)	3.83
73. TRACGDOWN (American Tobacco, General Petroleum, CBS)	3.83
73. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	3.84
75. BROKEN ARROW (Miles, Ralston, ABC)	3.88
76. BOLD JOURNEY (Ralston, ABC)	3.88
76. GOODYEAR THEATER (Goodyear, Aluminum, NBC)	3.88
78. LIFE OF RILEY (Lever, NBC)	3.91
79. CAVALCADE OF SPORTS (Papermate, Gillette, Toni, NBC)	3.91
79. ALCOA (Aluminum Company, Goodyear, NBC)	3.92
81. THE THIN MAN (Colgate, NBC)	3.92
81. OZZIE & HARRIET (Eastman-Kodak, ABC)	3.93
83. REAL McCOYS (Sylvania, ABC)	3.94
84. DISNEYLAND (Derby, General Foods, General Mills, Reynolds, ABC)	4.03
85. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC)	4.08
86. ROBIN HOOD (J&J, Wildroot, CBS)	4.10
87. COURT OF LAST RESORT (P. Lorillard, NBC)	4.18
88. BOWLING STARS (American Machine, ABC)	4.19
89. PEOPLE'S CHOICE (Borden, American Home, NBC)	4.21
90. TIC TAC DOUGH (Warner, RCA, NBC)	4.26
91. SALLY (Chemstrand, Royal McBee, NBC)	4.33
92. PHIL SILVERS (P&G, R. J. Reynolds, CBS)	4.39
93. TOMSTONE TERRITORY (Bristol-Myers, ABC)	4.42
94. SGT. PRESTON (Quaker, CBS)	4.48
95. DATE WITH ANGELS (Chrysler, ABC)	4.54
96. WHAT'S IT FOR? (Pharmaceuticals, NBC)	4.65
97. ROSEMARY CLOONEY (Lever, NBC)	4.70
98. TELEPHONE TIME (Bell, ABC)	4.83
99. ZORRO (Seven-Up, General Motors, ABC)	4.83
100. JANE WYMAN (Hazel Bishop, Quaker, NBC)	4.91

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

3-Net Avg. \$9.08; ABC Avg. \$9.71;
CBS Avg. \$8.05; NBC Avg. \$9.62

1. I'VE GOT A SECRET (R. J. Reynolds, CBS)	1.39
2. LASSIE (Campbell, CBS)	1.49
3. DISNEYLAND (Derby, General Foods, General Mills, Reynolds, ABC)	1.75
4. CIRCUS BOY (Kellogg, Mars, ABC)	2.31
5. RIN TIN TIN (National Biscuit, ABC)	2.45
6. ZORRO (Seven-Up, General Motors, ABC)	2.46
7. WELLS FARGO (American Tobacco, General Motors, NBC)	2.51
8. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	2.52
9. WYATT EARP (General Mills, P&G, ABC)	2.54
10. CHEYENNE (General Electric, ABC)	2.57
11. ROBIN HOOD (J&J, Wildroot, CBS)	2.66
12. RESTLESS GUN (Warner, NBC)	2.72
13. OH! SUSANNA (H. Curtis, Nestle, CBS)	2.81
14. LAWRENCE WELK (Dodge, ABC)	2.82
15. GUNSMOKE (Sperry-Rand, L&M, CBS)	2.95
16. FATHER KNOWS BEST (Scott, Lever, NBC)	2.98
17. ZANE GREY (General Foods, Ford, CBS)	3.10
18. SUGAR FOOT (American Chicle, Union Carbide, ABC)	3.17
19. MAVERICK (Kaiser, ABC)	3.19
20. TEXAS RANGERS (Flav-R-Straws, Sweets, ABC)	3.22
21. REAL McCOYS (Sylvania, ABC)	3.24
22. LONE RANGER (General Mills, ABC)	3.26
23. JIM BOWIE (American Chicle, ABC)	3.31
24. TRACKDOWN (American Tobacco, General Petroleum, CBS)	3.33
25. BROKEN ARROW (Miles, Ralston, ABC)	3.41
26. WAGON TRAIN (Drackett, Lewis-Howe, Ford, NBC)	3.48
27. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma Craft, Polaroid, NBC)	3.62
28. SGT. PRESTON (Quaker, CBS)	3.62
29. BACHELOR FATHER (American Tobacco, CBS)	3.71
30. ED SULLIVAN (Lincoln-Mercury, Eastman, CBS)	3.76
31. PERRY MASON (Union Carbide, Purex, Libbey, CBS)	3.76
32. PHIL SILVERS (P&G, R. J. Reynolds, CBS)	3.77
33. DANNY THOMAS (General Foods, CBS)	3.84
33. LEAVE IT TO BEAVER (Sperry, CBS)	3.84
35. JACK BENNY (American Tobacco, CBS)	3.89
36. HAVE GUN, WILL TRAVEL (American Home, Lever, CBS)	3.91
37. PERRY COMO (Noxzema, Kimberly-Clark, American Dairy, Sunbeam, Knomark, RCA, NBC)	3.94
38. LIFE OF RILEY (Lever, NBC)	4.21
39. OZZIE & HARRIET (Eastman-Kodak, ABC)	4.26
40. NAME THAT TUNE (American Home, Kellogg, CBS)	4.37
41. G. E. THEATER (General Electric, CBS)	4.42
42. I LOVE LUCY (Gold Seal, Sheaffer, CBS)	4.72
43. TOMSTONE TERRITORY (Bristol-Myers, ABC)	5.00
44. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	5.02
45. SALLY (Chemstrand, Royal McBee, NBC)	5.05
46. HARBOUR MASTER (R. J. Reynolds, CBS)	5.10
47. THE MILLIONAIRE (Colgate, CBS)	5.27
48. THE PRICE IS RIGHT (RCA, Speidel, NBC)	5.45
49. GEORGE GOBEL (RCA, L&M, NBC)	5.46
50. POLLY BERGEN (L&M, Max Factor, NBC)	5.53
51. BURNS & ALLEN (Carnation, General Mills, CBS)	5.56
52. CLIMAX! (Chrysler, CBS)	5.67
53. YOU ASKED FOR IT (Best Foods, ABC)	5.68
54. AMATEUR HOUR (Hazel Bishop, NBC)	5.69
55. ERNIE FORD (Ford, NBC)	5.77
56. M-SQUAD (American Tobacco, Hazel Bishop, NBC)	5.99
57. EDDIE FISHER (L&M, RCA, NBC)	6.01
58. PAT BOONE (General Motors, ABC)	6.30
59. HALL OF FAME (Hallmark, NBC)	6.45
60. TWENTIETH CENTURY (Prudential, CBS)	6.49
61. DATE WITH ANGELS (Chrysler, ABC)	6.57
62. MEET MCGRAW (P&G, NBC)	6.61
63. WELK'S TOP TUNES (Dodge, ABC)	6.64
64. BOLD JOURNEY (Ralston, ABC)	6.76
65. TO TELL THE TRUTH (Pharmaceuticals, CBS)	6.79
66. YOU BET YOUR LIFE (Toni, Chrysler, NBC)	6.95
67. ALFRED HITCHCOCK (Bristol-Myers, CBS)	7.04
68. HIGH ADVENTURE (General Motors, CBS)	7.16
69. BOB CUMMINGS (R. J. Reynolds, Chesebrough, NBC)	7.23
70. LUCILLE BALL-DESI ARNAZ (Ford, CBS)	7.28
71. DRAGNET (L&M, Schick, NBC)	7.34
72. THE LINEUP (P&G, Brown & Williamson, CBS)	7.66
73. THE BIG RECORD (General Motors, Armour, Pillsbury, Kellogg, CBS)	7.99
74. NAVY LOG (U. S. Rubber, ABC)	8.00
75. DECEMBER BRIDE (General Foods, CBS)	8.03
75. PEOPLE'S CHOICE (Borden, American Home, NBC)	8.03
77. GISELE MacKENZIE (Scott, Schick, NBC)	8.13
78. THE THIN MAN (Colgate, NBC)	8.21
79. D. EDWARDS NEWS (American Home Products, Brown & Williamson, American Can, CBS)	8.26
80. RED SKELTON (S. C. Johnson, Pet Milk, CBS)	8.29
81. EVE ARDEN (Lever, Shulton, CBS)	8.31
82. COURT OF LAST RESORT (P. Lorillard, NBC)	8.40
83. GODFREY'S SCOUTS (Lever, Toni, CBS)	8.43
84. DICK & THE DUCHESS (Mogen David, H. Curtis, CBS)	8.57
85. BOWLING STARS (American Machine, ABC)	8.59
86. COLT .45 (Campbell, ABC)	8.76
87. LORETTA YOUNG (P&G, NBC)	8.88
88. SCHLITZ PLAYHOUSE (Schlitz, CBS)	9.14
89. YOUR HIT PARADE (American Tobacco, Toni, NBC)	9.22
90. CHEVY SHOW (General Motors, NBC)	9.29
91. CLUB OASIS (L&M, Max Factor, NBC)	9.37
92. TWENTY-ONE (Pharmaceuticals, NBC)	9.41
93. COUNTRY MUSIC JUBILEE (Williamson & Dickie, ABC)	9.45
94. SABER OF LONDON (Sterling, NBC)	9.48
95. TIC TAC DOUGH (Warner, RCA, NBC)	11.00
96. THE CALIFORNIANS (Singer, NBC)	11.85
97. ALCOA (Aluminum Company, Goodyear, NBC)	12.80
98. \$64,000 QUESTION (Revlon, CBS)	12.91
99. TELEPHONE TIME (Bell, ABC)	14.11
100. KRAFT THEATER (National Dairy, NBC)	14.22

Yuletide Blues For TV Flacks

• Continued from page 1

boy is on the receiving end? How safe can these press agents play it?"

From a vidfilm publicist: "You can't take a chance of leaving one helpful press contact out, so you send to everyone you've ever heard of at the address, even if you think they may have moved."

From a network chief: "Certain flacks have been known to pad the gift list with departed newsmen, even deceased editors, in order to complete their own shopping."

The competitive drive to outdo rival companies leaves many a tattered budget and haggard press agent. On the other hand, there's a current trend toward shrinkage explained by apologetic execs as "part of the national recession." This taxes the poor publicist's ingenuity more than ever; he has to make a \$5 gift look like a \$10 gift. Elaborate wrappings are being favored.

The Billboard has been unable to round up a majority vote on the meaning of Christmas gifts. "It's a thank-you for past kindnesses to our firm," say the idealists. "It's a stimulus for future kindnesses," say the realists. "It's a cheerful custom bringing some heart to the business world," say the sentimentalists. "It's a damn pain in the neck," said one source, "no matter what the reason."

There are enough industry personages who are already angry at being left off cocktail invitation lists to fill a Mike Todd party. At the rate of 30 seconds for signing and sealing and five seconds for opening and reading, the TV industry loses an estimated 40,000 man-hours over greeting cards each December.

A request for short holiday verse to be printed in this issue brought no expressions of good will toward men:

"Deck the halls for Gross and Lolly,
Fa la la la, la la la la.
Gifts from Kintner, Frank and Ollie,
Fa la la la, la la la la."
Came from a web veepee.
"Hark the Herald Angels Sing,
Account execs and newsmen bring
Peace on earth and vintage mild
Home in stacks to wife and child."

That was the offering of an agency TV department head.

"From coasters to toasters I've got 'em,
With the name of the firm on the bottom.
I'd settle for that if only they'd stop
Putting their corporate names on the top."

And, a message of warm wishes from a listings editor:
"Why do you always send women
Twelve prunes encircling a per-simmon?
When will you decide we rate
Veuve Clicquot '28?
Men rake in such bottles, they need a truss,
But only the prunes get stewed,
not us."

A Billboard staffer:
"Say, is that package for ME?"



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COMING COST PER THOUSAND ANALYSES:

Next Week: Cigarette-Tobacco Sponsors and Home, Building and General Sponsors.

Probes in Congress Launch TV's Agonizing Reappraisal

Webs Charge FCC Plan Would Break Down Free-TV Defenses

By MILDRED HALL

WASHINGTON—An agonizing reappraisal by the TV industry of all that has gone on since Congress went home last summer was touched off by announcement this week (23) of Senate Commerce Committee television inquiries to start in January. (See separate story on page 3.)

Major rumblings on the TV front which will affect Hill thinking have been in toll developments, both wired and air, and the Barrow's Network Study report.

Network spokesmen link the two. They say that the FCC's proposed trial for toll, together with the Barrow proposals to decimate present network business practices, will leave free TV open to inroads on its programming and revenue by pay services. Network programming itself faces a possible divestiture verdict from the recently formed FCC Office of Network Study, now under Dr. Warren C. Baum, former member of the Barrow's group, which failed to complete the programming aspects of the study.

Celler Objectives

Determined referee of the whole programming question is Representative Celler (D., N. Y.), House Antitrust Chairman, who has praised the Barrow report and urges early completion of its study of network programming practices by the permanent group. Celler wants the permanent study group to get into network talent contracts and other "network non-broadcast

activities." He has also blasted Justice for its delay in a three-year study of network program activities.

On the pay TV firing line between the industry and Hill forces is the Federal Communications Commission, which has given a very pale green light to a three-year trial for toll. The agency is also deciding what it will tell Congressmen and Senators about the Barrow network study report, which would put the webs under FCC regulation and drastically amend the chain broadcast rules.

The FCC's proposed toll trial will meet heavy going from anti-toll figures on the Hill, altho the trial would not get underway until March, when applications will be accepted from stations meeting the FCC's mile-high requirements: Heavy programming responsibilities plus full disclosure of financial and other terms in contracts (primary or secondary) between stations and pay program services.

Case Against Toll

Network lawyers are expected to base their strategy on the loudly

(Continued on page 14)

NBC O&O's Bag Republic Backlog

NEW YORK—What amounts to a "group buy" spearheaded by NBC-TV station executives is springing yet another major backlog of feature pictures—218 Republic Pictures moves and 15 serials—into active TV syndication.

By one expert opinion, the package can be divided into 26 "AA" features, 26 "A" grade titles, more than 100 usable features and more than 60 action Westerns. Stars include John Wayne, Maureen O'Hara, James Mason, Errol Flynn and a long list of others.

The deal involves six of the seven NBC o&o stations (exception: Chicago) which are joining with a number of other key VHF outlets in cities like Boston, San Francisco and similar major markets. Money involved is reported to be some \$3,500,000, which is slightly more than half of what Republic has figured the total gross of the package might be.

The move by Republic to put its package into active sales is concurrent with reports from Hollywood that the studio is in the process of terminating film production. The growing belief that Republic will pull out of feature production entirely is strengthened by the interesting-if-true rumor that it is not planning to pay SAG residuals on the big post-1948 package.

SAG spokesmen admit that the pictures "are getting away from us." The major threat that SAG normally holds is a shutdown of Republic production, but the threat is empty if there's nothing to close up. Republic is already embroiled in a suit with AFM over the musicians' 6 per cent formula.

Not really clear yet is who,

exactly, will be selling the package in the markets not covered by the multi-station deal. One school of thought is that sales will be handled thru Republic offshoot Hollywood Television Service; another is that a new sales organization will be created, with NBC's blessing, to handle feature TV sales.

CNP to Spring 3 New Shows For Synd. Sale

NEW YORK — California National Productions will release three new shows for first-run syndication in the first half of 1958, followed in July by 39 more episodes of its "Silent Service." First to be offered for sale is "Union Pacific," filmed this past summer and fall.

"Captain Courage," a costume drama being readied in England, is next on the CNP timetable, followed by an "international intrigue adventure series. Robert A. Ciner, programming veepee, continues in charge of all production.

"Tomorrow's problems in syndication do not center on advertisers and agencies (but on) local and regional audiences whose tastes have become sophisticated thru more than a decade of exposure to all types of TV fare," says Earl Lettitt, new president of CNP. "We intend to keep continuity of production on which program buyers can rely."

HOLLYWOOD LINES UP PILOTS BUT ACTUAL PRODUCTION LAGS

HOLLYWOOD—Program development continued apace on the West Coast last week. Script assignments and announced plans by major companies are ahead of last season. Actual filming, however, is lagging considerably behind.

This is what happened in pilot preparation last week:

California National Productions—Assigned four writers, Bob Dennis, John Hawkins, Sid Morse and Tony Barrett on a foreign intrigue show, for which Murray Hamilton has been signed to play the lead.

A second show, a newspaper comedy, will be written by John Fenton Murray and John E. Green. Both series were created by CNP Vice-President Robert Cinader, and will be directed by George Cahan. Names of the shows have not been selected yet.

TCF-TV Productions—Assigned Peter Hacker to produce the hour-long *Cameo Kirby*, based on a 20th Century-Fox property of the same name, features of which were shot in 1923 and 1930, starring John Gilbert and J. Harold Murray. The pilot is scheduled to roll in February.

Signed Stanley Rubin for producer of *Trans-Atlantic*, comedy-adventure series which takes place on a luxury liner.

Set Martin Ragaway to write a pilot for *Mr. Belvedere* and Si Rose and Seaman Jacobs for *Mother Was a Freshman*. Both programs were scheduled for development last season, but failed to get off the ground.

Four Star Films—Contracted Jane Russell for a series in which she will play a nightclub owner, stories to be built around the part.

Desilu Productions—Readied three new programs: *U. S. Air Force*, being produced with the co-operation of the Air Force, and being written by Frank Moss. Some footage is filmed; *Grand Jury*, series dealing with the function of this body in combatting crime, being produced by Mort Briskin, and *U. S. Marshall*, delving into exploits of federal officers, also Briskin-produced. Both of the latter shows are in conjunction with NTA.

TPA—To shoot *Cannonball*, series built around Toronto-Detroit trucking operations. Film locations will be both in Canada and the U. S., with Lesley Selender directing, Ken Cooper and Willis Vachel Keith writing.

Irving Brecher-Eddie Small Productions—Planning *The Big Time*, melodrama created by Brecher. Pilot rolls in January with Ray Danton in the lead of the Frank Gill-George Carlton Brown script.

Joseph M. Schenck Enterprises—Readying their first TV production, *Survival*, based on a concept created by producer Stuart Reynolds and Rony Lazzarino. Show revolves around North American Air Defense Command.

ZIV ANALYSIS:

Beer Clients Vary Shows & Markets

NEW YORK—Brewers tend to be multi-market, multi-show customers of long duration, a Ziv TV analysis of film sponsorship has disclosed. Of all Ziv beer clients, 68 per cent now sponsor the same show in three or more markets and 27 per cent in five or more markets. Ten per cent have identical line-ups for two different series, while 42 per cent sponsor more than one series.

The number of markets being used by the distributor's clients has increased by 17 per cent in two years. The number of different brewers on Ziv's roster has risen 13 per cent.

NTA 'Champagne' Package Sold to 16 New Markets

NEW YORK — National Telefilm Associates has sold its "Champagne Package" of features in 16 more markets, bringing total sales to 50. New purchasers include, KMOX, St. Louis; WGN-TV, Chicago; KPX, San Francisco; WVJ-TV, Detroit; KUTV, Salt Lake City, Utah; WTV, Oklahoma City, and KOTV, Tulsa, Okla.; KROD-TV, El Paso, Tex.; WBLN-TV, Bloomington, Ill.; KOIN-TV, Portland, Ore.; and KTVK, Phoenix.

The package includes such feature films as "High Noon," "Spellbound," "Bells of St. Mary's," and "Third Man." Ratings, so far, have been exceptional. WRCA-TV, here, got a 17.2 Trendex, with a 38.8 share of audience on December 7.

'Lively Arts' Dies in Spring

NEW YORK — The "Seven Lively Arts" will end its career at the end of this season, CBS-TV has other plans for its executive producer, John Houseman. The network's contract with Houseman runs to sometime in 1959.

CBS is currently casting about for a vehicle to employ his talents. Chances are that he will produce some of next season's dramatic spectaculars for the network.

Thailand Buys Bloc

BANGKOK—Freemantle Overseas has made its first Thailand sale, negotiated by Col. Karroon Kengradomying, manager of station HSA-TV here. "Jungle" and a library of 150 encyclopedia Britannica shorts will debut next month.

Guild Batters \$15 Mil, Sees '58 Going Up

NEW YORK — Guild Films sales (all cash rental) to sponsors and stations exceeded \$15,000,000 during 1957, according to a year-end statement by president R. R. Kaufman. "The TV film industry should register further gains in 1958 regardless of general economic developments," says Kaufman, noting "continuing upsurge of spot TV buying" and "steady increase of program sponsorship by local and regional sponsors."

Net income for Guild Films is estimated at \$820,000 in this, "the most successful year in the company's history." All 22 of the firm's properties registered sales. Kaufman sees a resurgence of comedy both in syndication and network programming.

Marketing Service Offered Agencies

HOLLYWOOD — Advertiser Service Associates has been formed here to render marketing services to ad agencies, especially those which have no branch office in this area. Herbert K. Landon, former Kenyon & Eckhardt exec, has been named general manager. ASA will also handle special projects such as store checks, new product tests and parties and sales convention.

Lever Buys Into 'Clock'

NEW YORK—Lever Bros., thru Sullivan, Stauffer, Colwell & Bayles, has bought a weekly quarter-hour in "Beat the Clock," the quiz which returns to NBC-TV next month as a 2:30-3 p.m. strip.

ZIV SETS THE PACE WITH...

3 OUT OF TOP 4

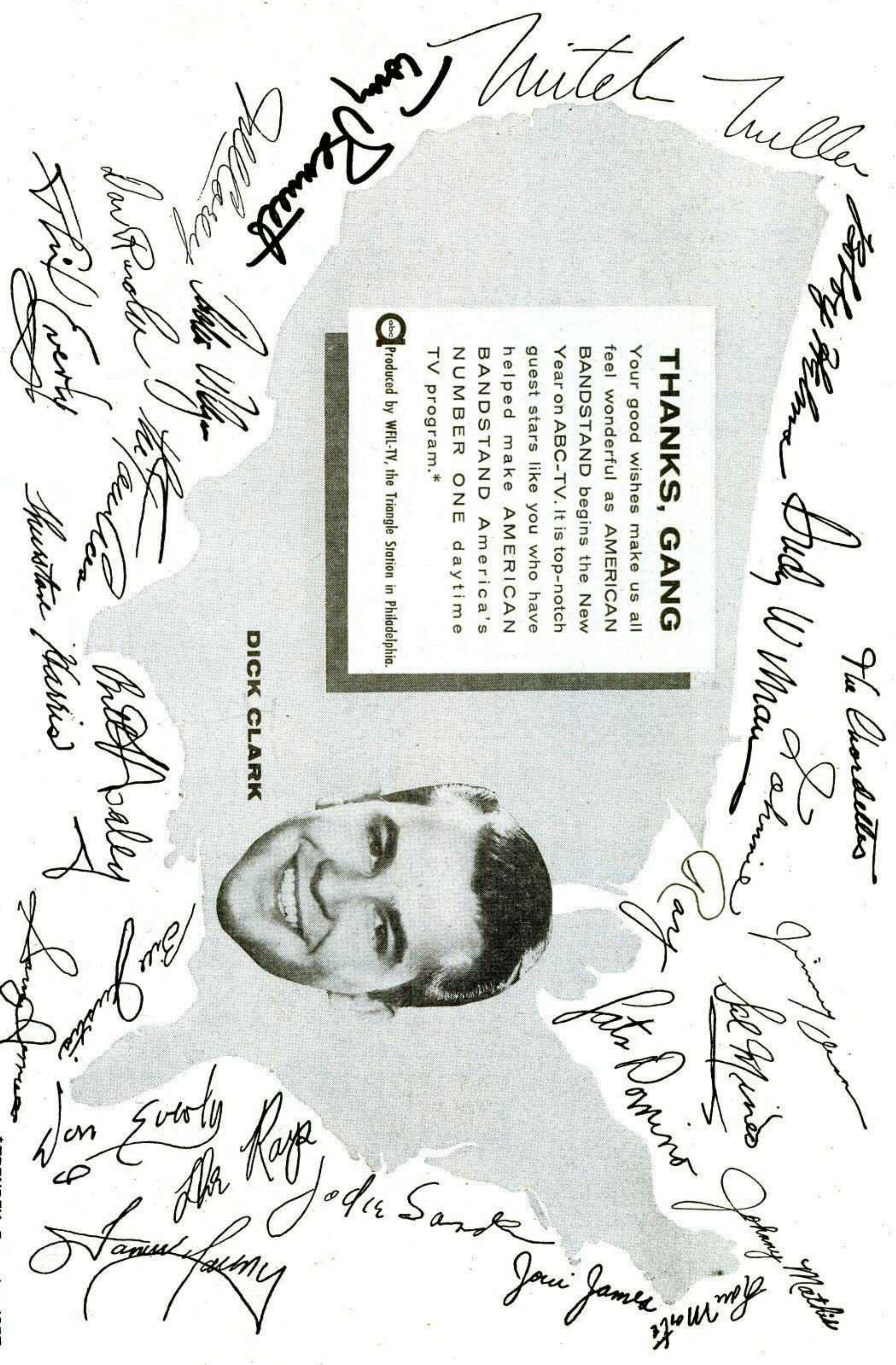
SYNDICATED SHOWS
in BALTIMORE

Time after time, in city after city,
ZIV SHOWS RATE GREAT!

ZIV TELEVISION PROGRAMS INC.

#1 HIGHWAY PATROL
#2 MEN OF ANNAPOLIS
#4 MR. DISTRICT ATTORNEY

ARB, Sept. '57



THANKS, GANG

Your good wishes make us all feel wonderful as AMERICAN BANDSTAND begins the New Year on ABC-TV. It is top-notch guest stars like you who have helped make AMERICAN BANDSTAND America's NUMBER ONE daytime TV program.*

abc Produced by WFL-TV, the Triangle Station in Philadelphia.



DICK CLARK

* TRENDIX, December 1957

NEXT BILLBOARD SPOT SHOWCASE

will appear in the

January 13 Issue

ADVERTISING DEADLINE, JANUARY 8

Spot Showcase
A PRESENTATION OF RECENT TV COMMERCIALS

QUIETEST
Produced for: Air France, Niagara Mohawks Power Co., Best Taste Yet, P. Lorillard (Old Gold), Lennen & News, UPA Pictures

AIR FRANCE
Produced for: Air France, Niagara Mohawks Power Co., Best Taste Yet, P. Lorillard (Old Gold), Lennen & News, UPA Pictures

Best Taste Yet
Produced for: P. Lorillard (Old Gold), Lennen & News, UPA Pictures

To Showcase YOUR good commercial productions before all 1700 top ad agency commercials buyers . . .

Reserve Spots Now

ON HEELS OF STOCK DEALS

Report UA-AAP Dickering For Paramount's Backlog

NEW YORK — Now well on its way to control of Associated Artists Productions, fast-moving United Artists is now rumored in the process of hatching a long-range deal for the last, great uncommitted backlog of feature product in the TV market: the Paramount Pictures backlog.

The report—promptly denied by UA—was a conversation subject here last week for film execs, who pointed to these developments:

1. Paramount has appointed James A. Schulke, talent agent and former agencyman at Y&R, to "assist in the development of Paramount's television activities." Packaging the features for TV and discussing deals for them may well be one of his first assignments.

2. Thru a new subsidiary, Gotham TV Film, UA has contracted (in Canada, reportedly) to purchase 700,000 shares of AAP stock, primarily the Chesler-Goldhar-Schwebel holdings contested in a bitter backstage feud with National Telefilm Associates, previously reported in The Billboard. The price, also reported earlier: \$6 in cash; \$6 in securities per AAP share.

3. It's been known for some time that the race for the Paramount stockpile of features had narrowed to NTA and AAP, and that a combination of the two might swing the bloc into TV. According to Eliot Hyman, president, AAP "will continue in business under its present management," in its new role under UA's wing. Now, a combination of UA-AAP forces may move again on Paramount.

Open and Shut Plans

United Artists itself is ducking any confirmation of such a move. When queried on the Paramount rumor, one of UA's top corporate directors categorically denied a deal, despite its persistence last

week in film circles. "Perhaps," he suggested sagely, "it's a Paramount business feeler."

However, United Artists has no hesitancy about discussing plans for its newest telefilm project, a 39-episode dramatic anthology package of telefilm half-hours, currently working-titled "United Artists Playhouse" and budgeted at an estimated \$50,000 per episode.

As outlined by Bruce Eells, new executive veepee of UA-TV, the series will draw on UA's theatrical producers, with episodes in the series serving in many cases as "prototypes" of other series which may be developed by UA producers.

Close to Cost
Such a move would enable UA

MGM SHORTS

ABC Nears MGM Deal For Shorts

NEW YORK—ABC-TV is close to a deal with MGM-TV for a good part of its short subject library. The network wants the short subjects for use on its "Mickey Mouse Club" which has been doing quite well so far this season, but finds itself tight on product.

Prime consideration in the deal would be 52 "Our Gang" comedies. Other "Our Gang" comedies released thru Interstate were very successful several years ago in attracting large numbers of kid viewers. Also included in the negotiations are 135 cartoons. They do not include the "Tom and Jerry" series of cartoons owned by MGM-TV.

Also not included in the deal would be the dramatic short subjects such as "Crime Does Not Pay," the Pete Smith comedy series, and the Robert Benchley and Nostradamus shorts. MGM-TV would be able to get a good price for its shorts and still have a large number left with a large financial potential.

3 Sponsors Sign For 'Roller Derby'

NEW YORK—WABC-TV here revives "Roller Derby" December 29 with three sponsors, American Chicle, Seven Up Developers and Ward Baking, committed to the 90-minute live sports-comedy series. Each of the advertisers is supplementing with a spot campaign on the station. Three "Roller" participations remain open.

to offer the anthology package to advertisers at a cost equal to, or less than, actual costs, since it would be functioning at the same time as a network-aimed showcase for pilot films, timed for sales pitches in April, 1958.

The new program operation is not expected to overlap on the already-busy feature film sales of UA, according to Eells. Expansion of UA into syndication in the near future would mean a sales force of "45 to 75 salesmen and executives" headed up by an opposite number to UA's able feature sales chief, John Leo, Eells stated.

8 NTA Pilots Now in Works

NEW YORK—National Telefilm Associates has added two more properties to its list for 1958, for a total of eight pilot films in production for immediate sale. Mort Briskin will produce both new entries for Desilu, "Grand Jury" and "U. S. Marshal." The former deals with investigations by the Los Angeles Grand Jury, the latter depicts federal law enforcement activities in four States.

NTA finishes production on the second 39 stanzas of its "Sheriff of Cochise" in two weeks at Desilu.

Toll TV Wins In L.A., But . . .

HOLLYWOOD—An off-again on-again measure authorizing television in the Los Angeles area was finally passed by the Los Angeles city council last week, but only by a slim eight to six majority. The measure gives franchises to both Skiatron and Telemeter Corporation.

Skiatron reportedly has the inside track on televising the Dodger baseball games if facilities can be set up in time. It's understood, however, that Telemeter is not completely out of the bidding.

A problem still confronting Skiatron is one of transmission since at a recent San Francisco hearing Pacific Tel & Tel, whose power poles Skiatron would use, indicated that it was against an open wire setup.

Opponents of pay-TV also stated that they might try for a referendum on the matter, a move that could tie up the television companies for several months.

OFFER 10-YEAR NO-TV PLEDGE

HOLLYWOOD—Following growing hue by theater exhibitors against release of feature films to television, one company, American International Pictures, this week promised 10-year clearance of pix before making them available to TV.

General practice has been to allow three-year clearance (providing residual payments were worked out on post-'48 films) altho some distributors, such as Lipper, allow only 18 months. AIP execs James H. Nicholson and Samuel Z. Arkoff made the pledge to TOA and Allied States Associations, both leading theater chains.

- 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 those commercials.

WGR-TV
NOW TOP BANANA in BUFFALO

Get **LOW, LOW, COST/M**
from Peters, Griffin, Woodward, Inc.

On **THE HELEN NEVILLE SHOW**
Personalities, Fashions and Household Hints

2:00-2:30 P.M. MON. thru FRI.

WGR-TV
ABC CHANNEL 2
A TRANSCONTINENTAL STATION

Slow Pace Blamed as Imported Shows Flop

NEW YORK—With the 1957-'58 season anything but a grand success for European-produced shows, ad agencies are looking for the reason why. Consensus is that the fault lies with the directors, rather than the producers, writers or facilities, factors which in most cases equal what's available here. European directors, however, are inclined to pace material too slowly for the American taste.

Two of the season's major disappointments have been CBS-TV's "Dick and the Duchess," still battling for its place in the TV sun, and "O. S. S.," which was recently canceled by Mennen on ABC-TV. Last season two English produced series, "Lancelot," and "The Buccaneers" failed to make the grade. Even the strongest example of an English success story, CBS's "Robin Hood" is under heavy pressure. NBC-TV's "Price Is Right" is now edging it out in the latest Nielsen report.

Two pilots recently produced in Europe have also been written off, according to trade sources. They are "Meet Me at Maxim's," featuring CBS correspondent David Schowbrun, and "The Vikings," which was produced by King Douglas Bryna Productions, and co-fi-

'26 Men' Bought By Four Markets

NEW YORK—ABC Film Syndication sold "26 Men" in four more markets last week, including its first Canadian sales, to put the Western in a current total of 149 markets. New buyers are CKMI, Quebec City, and CBMI, Montreal, in Canada; plus KLTU, Tyler, Tex., and WIMA, Lima, O.

nanced by CBS. Another major disappointment, but in syndication, is "White Hunter," which is reportedly curtailing production after the first 13 shows in the series have been shot.

CBS-TV Film Sales, which has had extensive experience producing abroad, still maintains its faith in foreign production. It expects to go into co-production with Associated Artists on "William Tell," the story of the Swiss hero. CBS-TV's "Assignment Foreign Legion" is now in the Tuesday 10:30-11 p.m. slot on the CBS web.

Buy 'Wallace' For Overseas

NEW YORK—ABC Film Syndication has acquired 26 stanzas of "Mike Wallace Interview" for overseas distribution, with more to come. The ABC-TV series will be dubbed in Spanish, German and French, but immediate sales are aimed at Canada and Great Britain. Previously, the syndication firm has gained overseas rights on one other property from its sister division: "Wyatt Earp."

Francis, Benson Named Orr Aids

HOLLYWOOD—Cedric Francis was named administrative assistant and Hugh Benson executive assistant to William T. Orr, executive producer of Warner Bros.' television division, last week.

Francis was previously head of Warner's short subject department, while Orr has served as an associate on the TV staff for the past

Storer, G-K to Show 'Patrol'

HOLLYWOOD — First sales of "African Patrol" were concluded between Gross-Krasne and Storer Broadcasting Company and General Teleradio last week.

Stations buying the new syndicated series are WJW-TV, Cleveland, and WAGA-TV, Atlanta, both Storer stations, and CKLW-TV, Detroit, General Teleradio outlet. It's understood other GT channels may buy the series, but sales are being made on an individual basis.

Starring John Bentley, the action-adventure show is being filmed entirely in Africa, with 27 of the 39 episodes completed. G-K is repeating station by station sales pattern of the "O. Henry Playhouse" series.

'Gray Ghost' Gets Big Southern Push

NORFOLK — WAVY-TV here staged a whirlwind promotion to launch "The Gray Ghost" in a romantic re-creation of the Confederacy. The intensive week-long campaign, thru December 16, scattered \$50 bills all over town, brought out Confederate hats and flags, press luncheons with Southern cooking, personal appearances by Pat Jones (author of the book on which the series is based) and a teaser campaign of 50 ID's and 50 20-second spots.

Colonial Stores, sponsor of the CBS Television Films show, handed out 150,000 Confederate bills and displayed hundreds of cutouts of the title character.

Appointments are a result of WB's expansion in the TV field.

Lantz on Cartoons: Put Some \$\$ in 'Em

NEW YORK — Walter Lantz states the formula for successful cartoon programming: "Make them non-seasonal, uncontroversial and musical, and above all, put some money into them."

The producer-emcee of "Woody Woodpecker," which is drawing a 15.3 rating (American Research Bureau) in a 5 p.m. slot to top all network daytime figures, deplors slapped-together shorts passed off as "new TV shows." He attributes "Woody's" healthy debut to the format evolved by Lantz and Universal Pictures, which includes five minutes of live action on film to blend the cartoons and explain the animation processes.

"We've shot 9,000 new feet and developed new characters like Chilly Willy the penguin to avoid that stale look," says Lantz. "Mail indicates that our pantomime-to-classical-music cartoons are big favorites, so we've scheduled one

in each show in a center spot. When you're doing a new series, you make changes like that. When you're unloading old product, you never tinker with the form."

After 41 years in the business, Lantz was "forced" into TV because "cartoons for theaters will soon be extinct. Costs have gone up 165 per cent in 10 years, booking fees only 15 per cent." Video is the answer, Lantz feels, though "There's nothing wrong with theatrical exhibitors that a buck more won't cure." Once in, he and Universal (for whom this is a first TV series, too) labeled the "Woody Woodpecker" backlog not as the finished vidfilm product but a starting point for activity which is currently keeping a staff of 55 busy in Hollywood.

"Long animated commercials are coming," predicts the veteran animator. "Too many which should (Continued on page 14)

in **TIMES SQUARE**

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or all day Sundays & Holidays
at the Hippodrome Garage
(on the corner)

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since 1899
celebration cakes on the house
in the heart of Theatre District*

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NEW YORK CITY

As we go into the New Year...

"PEOPLE ARE FUNNY" enters its 17th

(No. 6 in latest ARB)

Art Linkletter's

"HOUSE PARTY" enters its 14th

Groucho Marx's

"YOU BET YOUR LIFE" enters its 12th

John Guedel Productions

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.

• Top 20 Film Shows

Rank Order	Show and Distributor	Avg. Rating
1	Highway Patrol (Ziv)	18.3
2	Crusader (MCA)	16.8
3	Esso Golden Playhouse (Official)	15.6
4	Your All Star Theater (Screen Gems)	15.1
5	Honeymooners (CBS)	15.0
5	Silent Service (NBC)	15.0
7	State Trooper (MCA)	14.0
8	Code Three (ABC)	13.9
9	Men of Annapolis (Ziv)	13.3
10	Ramar of the Jungle (TPA)	12.9
11	Sheriff of Cochise (NTA)	12.7
12	Cisco Kid (Ziv)	12.6
12	Death Valley Days (U. S. Borax)	12.6
12	Elery Queen (TPA)	12.6
15	Boots and Saddles (NBC)	11.1
16	Whirlybirds (CBS)	11.6
17	Popeye (Assoc. Artists)	11.0
18	Martin Kane (Ziv)	10.7
19	Annie Oakley (CBS)	10.6
20	San Francisco Beat (CBS)	10.4

• Top Film Shows Among Men

Rank Order	Show and Distributor	Men Per 100 Homes
1	Martin Kane (Ziv)	93
2	If You Had a Million (MCA)	92
2	Waterfront (MCA)	92
4	Crosscurrent (Official)	91
5	Crusader (MCA)	90
6	Dr. Christian (Ziv)	89
6	Federal Men (MCA)	89
6	Honeymooners (CBS)	89
9	Esso Golden Playhouse (Official)	88
9	Kingdom of the Sea (Guild)	88
11	Confidential File (Guild)	87
11	Famous Playhouse (MCA)	87
11	I Led Three Lives (Ziv)	87
11	My Favorite Story (Ziv)	87
11	Science Fiction Theater (Ziv)	87
11	Soldiers of Fortune (MCA)	87
17	Championship Bowling (Walt Schwimmer)	86
17	Code Three (ABC)	86
17	Damon Runyon (Screen Gems)	86
17	Frontier Doctor (Hollywood TV)	86
17	Harbor Command (Ziv)	86
17	Highway Patrol (Ziv)	86
17	Lone Wolf (MCA)	86
17	Man Behind the Badge (MCA)	86
17	Man Called X (Ziv)	86
17	O. Henry Playhouse (Gross Krasne)	86
17	San Francisco Beat (CBS)	86
17	Star Performance (Official)	86
17	Susie (TPA)	86

• Top Film Shows Among Women

Rank Order	Show and Distributor	Women Per 100 Homes
1	Liberace (Guild)	98
2	Man Behind the Badge (MCA)	96
2	Soldiers of Fortune (MCA)	96
4	Crusader (MCA)	95
4	Esso Golden Playhouse (Official)	95
4	If You Had a Million (MCA)	95
4	Kingdom of the Sea (Guild)	95
4	Martin Kane (Ziv)	95
9	Crosscurrent (Official)	94
9	Dr. Christian (Ziv)	94
9	Federal Men (MCA)	94
9	Frontier Doctor (Hollywood TV)	94
9	Parade of Stars (MCA)	94
9	Star Performance (Official)	94
15	Confidential File (Guild)	93
15	Gray Ghost (CBS)	93
15	Honeymooners (CBS)	93
15	Science Fiction Theater (Ziv)	93
15	Susie (TPA)	93
20	I Led Three Lives (Ziv)	92
20	Racket Squad (ABC)	92

• Top Film Shows Among Kids

Rank Order	Show and Distributor	Kids Per 100 Homes
1	Popeye (Assoc. Artists)	103
2	Looney Tunes (Guild, Assoc. Artists)	99
3	Kit Carson (MCA)	98
4	Little Rascals (Interstate)	93
5	Annie Oakley (CBS)	89
5	Gene Autry, 1 Hr. (CBS)	89
5	Hopalong Cassidy (NBC)	89
5	Jungle Jim (Screen Gems)	89
5	Terry and the Pirates (Official)	89
10	Laurel and Hardy (Governor)	88
11	Ramar of the Jungle (TPA)	86
12	Brave Eagle (CBS)	83
12	Cisco Kid (Ziv)	83
12	Flash Gordon (Guild)	83
12	Gene Autry, 1/2 Hr. (CBS)	83
16	Sky King (Nabisco)	81
16	Three Musketeers (ABC)	81
18	Foreign Legionaire (TPA)	79
18	Range Rider (CBS)	79
18	Steve Donovan, Western Marshal (NBC)	79

SHORT SCANNINGS

The regular winter meeting of the Board of Directors of the National Association of Radio and Television Broadcasters will be held on January 19-24 at the Camelback Inn, Phoenix, Ariz. . . .

William R. Gillen, vice-president of Batten, Barton, Durstine, Osborn, has been named manager of the agency's Chicago office effective January. Gillen succeeds J. H. Haupt, a BBDO vice-

PULSE LOCAL RATINGS FOR NOVEMBER

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

BOSTON

2 TV STATIONS—873,200 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:
 as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
 Population—2,991,600 (16th in U. S.)
 Buying Income—\$5,813,848,000 (7th)
 Retail Sales—\$3,864,632,000 (6th)
 Food Sales—\$965,802,000 (6th)
 Drug Sales—\$124,742,000 (6th)
 Automotive—\$555,792,000 (6th)
 Above figures include following counties: Essex, Middlesex, Norfolk, Suffolk.

TOP NETWORK SHOWS

1. Groucho Marx, WBZ, Th. . . . 41.4
2. Perry Como, WBZ, S. . . . 41.0
3. Lucy-Desi Show, WNAC, W. . . . 39.5
3. Playhouse 90, WNAC, Th. . . . 39.5
5. Shower of Stars, WNAC, Th. . . . 38.2
6. Alfred Hitchcock, WNAC, Su. . . . 36.2
7. Gunsmoke, WNAC, S. . . . 35.5
8. G.E. Theater, WNAC, Su. . . . 35.2
9. George Gobel, WBZ, T. . . . 35.1
10. Ed Sullivan, WNAC, Su. . . . 33.9

TOP MULTI-WEEKLY SHOWS

1. News, Wea., Misc. (11 p.m.), WNAC, M-F. . . . 20.4
2. News, Wea. (7:00 p.m.), WNAC, M-F. . . . 18.1
3. Patti Page, misc., WNAC, M, W, F. . . . 16.8
4. Mickey Mouse Club, WNAC, M-F. . . . 16.4
4. Queen for a Day, WNAC, M-F. . . . 16.4
6. Boston Movietime, WBZ, M-F. 16.1
6. News-A. MacDonald (6:45 p.m.), WBZ, M-F. . . . 16.1
8. Captain Kangaroo, WNAC, M-F. . . . 15.4
9. Guiding Light, WNAC, M-F. . . . 15.1
10. Search for Tomorrow, WNAC, M-F. . . . 14.7

TOP FEATURE FILMS

- Once-Weekly
1. Movie, WBZ, Su.-5:30-7:00. . . . 17.9
 2. Million \$ Movie, WNAC, S.-1:30-3:15 15.3
 3. Action Theater, WNAC, S.-3:15-4:30 14.9
 4. Sun Show, WNAC, Su.-12:00-1:00 10.7
 4. Premiere Performance, WBZ, Su.-11:15-Sign Off 10.7
- Multi-Weekly
1. Boston Movietime, WBZ, M-S-Variou Times 15.8
 2. Double Feature, WBZ, F., S.-11:15-Sign Off 12.1
 3. Hollywood Playhouse, WBZ, M-F.-1:00-2:30 11.7
 3. Morning Star Time, WNAC, M-F.-8:45-10:00 a.m. . . . 11.7
 5. Late Show, WNAC, M-Su.-11:45-Sign Off 10.8

TOP SYNDICATED FILMS

1. Whirlybirds (CBS), T.-7:00. . . . 30.0
2. Honeymooners (CBS), WNAC, S.-10:30 29.5
3. Death Valley Days (U. S. Borax), WNAC, F.-10:30 28.7
4. Boots and Saddles (NBC), WNAC, Th.-8:00 28.5
5. Esso Golden Playhouse (Official), WBZ, W.-7:00 27.2
6. State Trooper (MCA), WNAC, Su.-10:30 25.7
7. Code Three (ABC), WNAC, T.-10:30 25.4
8. Federal Men (MCA), WBZ, T.-7:30 24.9
9. Captain David Grief (Guild), WNAC, T.-8:30 24.4
9. Annie Oakley (CBS), WNAC, Su.-5:00 24.4
11. Badge 714 (NBC), WNAC, W.-6:30 22.9
11. Sheriff of Cochise (NTA), WNAC, Su.-10:30 22.9
13. Silent Service (NBC), WBZ, F.-7:00 22.8
14. I Led Three Lives (Ziv), WNAC, W.-7:30 22.7
14. Frontier Doctor (Hollywood TV), WBZ, Th.-7:00 22.7
16. Harbor Command (Ziv), WNAC, Su.-7:00 22.2
17. Highway Patrol (Ziv), WBZ, S.-7:00 21.0
18. Star Performance (Official), WBZ, Su.-10:30 20.7
18. Sky King (Nabisco), WNAC, W.-6:00 20.7
20. Studio 57 (MCA), WBZ, T.-10:30 20.2

CLEVELAND

3 TV STATIONS—484,100 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:
 as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
 Population—1,666,000 (11th in U. S.)
 Buying Income—\$3,848,216,000 (10th)
 Retail Sales—\$2,388,956,000 (9th)
 Food Sales—\$584,352,000 (9th)
 Drug Sales—\$90,162,000 (9th)
 Automotive—\$404,608,000 (10th)
 Above figures include following counties: Cuyahoga, Lake.

TOP NETWORK SHOWS

1. Lucy-Desi Show, WJW, W. . . . 41.6
2. Perry Como, KYW, S. . . . 40.8
3. Pres. Eisenhower, WWJ, 25.2; KYW, 14.2, Th. . . . 39.4
4. Gunsmoke, WJW, S. . . . 37.9
5. Playhouse 90, WJW, Th. . . . 32.4
5. Wyatt Earp, WEWS, T. . . . 32.4
7. Alfred Hitchcock, WJW, Su. . . . 32.0
8. G.E. Theater, WJW, Su. . . . 31.9
9. Danny Thomas, WJW, M. . . . 29.9
10. Lawrence Welk, WEWS, S. . . . 29.4

TOP MULTI-WEEKLY SHOWS

1. Popeye, KYW, M-F. . . . 16.9
2. Reporter, Sports Final (11 p.m.), WJW, M-F. . . . 15.8
3. Mickey Mouse Club, WEWS, M-F. . . . 13.9
4. 6 o'Clock Adventure, KYW, M-F. . . . 13.6
5. 11th Hour News, Wea., KYW, M-F. . . . 12.9
6. Action-Six, Misc., WJW, M-F. . . . 11.6
6. Wea., Misc. (11:15 p.m.), WJW, M-F. . . . 11.6
8. News-Hughes (11 p.m.), WEWS, M-F. . . . 11.0
9. Queen for a Day, KYW, M-F. . . . 10.7
10. American Bandstand, WEWS, M-F. . . . 10.6

TOP FEATURE FILMS

- Once-Weekly
1. Premiere Theater, WJW, S.-11:30-Sign Off 15.5
 2. Pinto Playhouse, KYW, S.-4:30-5:30 15.2
 3. Showcase Theater, WJW, Su.-4:00-5:30 14.5
 4. Men of the West, KYW, S.-3:00-4:00 13.7
 5. Home Theater, KYW, S.-11:15-Sign Off 12.4
- Multi-Weekly
1. 6 o'Clock Adventure, KYW, M-F.-6:00-7:00 13.6
 2. Western Theater, WEWS, S., Su.-Various Times 8.8
 3. 1:00 Playhouse, KYW, M-S.-Various Times 6.7
 4. Best of Hollywood, KYW, M-S.-11:30-Sign Off 6.2
 5. Nite Owl Theater, WJW, M, F., Su.-11:30-Sign Off 5.0

TOP SYNDICATED FILMS

1. Silent Service (NBC), WJW, S.-10:30 28.4
2. Highway Patrol (Ziv), WJW, T.-7:00 20.9
3. San Francisco Beat (CBS), WJW, W.-7:00 19.5
3. Last of the Mohicans (TPA), WJW, Th.-7:00 19.5
5. Frontier Doctor (Hollywood TV), KYW, M.-7:00 19.0
6. Parade of Stars (MCA), WJW, S.-7:00 18.9
7. Waterfront (MCA), WEWS, M.-7:00 18.5
8. Annie Oakley (CBS), WJW, S.-6:30 18.2
9. Dr. Hudson's Secret Journal (MCA), WJW, Su.-7:00 17.9
10. O. Henry Playhouse (Gross Krasne), WEWS, Th.-7:00 17.2
11. Sheriff of Cochise (NTA), KYW, Th.-10:30 16.9
11. Popeye (Assoc. Artists), KYW, M-F.-5:30 16.9
13. Death Valley Days (U. S. Borax), KYW, Th.-7:00 16.2
13. My Little Margie (Official), KYW, S.-4:00 16.2
13. Star Performance (Official), WEWS, Su.-6:00 16.2
16. State Trooper (MCA), KYW, T.-9:30 15.9
16. Captain David Grief (Guild), KYW, W.-7:00 15.9
18. Frontier (NBC), WJW, S.-5:30 15.7
19. Last of the Mohicans (TPA), WJW, S.-6:00 15.2
20. Gene Autry (CBS), WEWS, S.-6:30 14.5
20. Martin Kane (Ziv), KYW, Su.-7:00 14.5

COLUMBUS, O.

3 TV STATIONS—173,600 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—621,900 (32d in U. S.)
 Buying Income—\$1,347,551,000 (29th)
 Retail Sales—\$865,049,000 (30th)
 Food Sales—\$188,811,000 (29th)
 Drug Sales—\$30,988,000 (30th)
 Automotive—\$147,888,000 (28th)
 Above figures include following counties: Franklin.

TOP NETWORK SHOWS

1. Gunsmoke, WBNS, S. . . . 40.9
2. Ed Sullivan, WBNS, Su. . . . 32.4
3. Perry Como, WLW-C, S. . . . 32.3
4. Danny Thomas, WBNS, M. . . . 32.2
5. Lucy-Desi Show, WBNS, W. . . . 29.3
6. Loretta Young, WLW-C, Su. . . . 29.2
7. G.E. Theater, WBNS, Su. . . . 28.9
7. Lassie, WBNS, Su. . . . 28.9
7. Pres. Eisenhower, WBNS, Th. . . . 28.9
10. Godfrey's Talent Scouts, WBNS, M. . . . 27.9

TOP MULTI-WEEKLY SHOWS

1. Popeye Theater, WBNS, T-F. . . . 19.9
2. Casper Capers, WTVN, M-F. . . . 15.1
3. Mickey Mouse Club, WTVN, M-F. . . . 14.8
4. News-Pepper, Weather (11 p.m.), M-F. . . . 14.6
5. Three City Final (11 p.m.), WLW-C, M-F. . . . 12.1
6. 50-50 Club, WLW-C, M-F. . . . 11.3
7. Captain Kangaroo, WBNS, M-F. . . . 10.8
7. Verdict Is Yours, WBNS, M-F. . . . 10.8
9. Romper Room, WTVN, M-F. . . . 10.8
10. Armchair Theater, WBNS, M-F. . . . 10.3

TOP FEATURE FILMS

- Once-Weekly
1. Sun Showboat, WTVN, Su.-12:30-2:00 12.6
 2. Something Different, WTVN, S.-10:30-Sign Off 12.5
 3. Best of M-G-M, WLW-C, Su.-5:30-7:30 11.6
 4. Lex Meyers Theater, WTVN, Su.-9:00-10:30 11.2
 5. Saturday Showboat, WTVN, S.-12:00-3:00, 5:30-8:00 9.8
- Multi-Weekly
1. Armchair Theater, WBNS, M-F., Su.-Various Times 10.1
 2. Frontier Theater, WBNS, M-F.-5:00-6:00 9.2
 3. Home Theater, WTVN, M-F.-Various Times 8.5
 4. Middy Movie, WTVN, M-F.-1:00-7:30 7.6
 5. Early Home Theater, WTVN, M-F.-2:30-4:00 6.9

TOP SYNDICATED FILMS

1. Death Valley Days (U. S. Borax), WBNS, Su.-9:30 25.9
2. Highway Patrol (Ziv), WBNS, T.-10:30 23.5
3. Honeymooners (CBS), WBNS, S.-7:00 22.5
4. Last of the Mohicans (TPA), WBNS, S.-10:30 22.2
5. Cisco Kid (Ziv), WTVN, Su.-5:30 20.9
6. Popeye (Assoc. Artists), WBNS, T-F.-6:00 19.9
6. Captain David Grief (Guild), WBNS, Th.-7:30 19.9
8. Waterfront (MCA), WBNS, S.-6:30 19.5
9. Sky King (Nabisco), WBNS, F.-6:30 18.9
9. Silent Service (NBC), WTVN, M.-7:00 18.9
11. Frontier (NBC), WTVN, T.-6:30 18.5
11. Frontier Dr. (Hollywood TV), WTVN, F.-7:00 18.5
13. Soldiers of Fortune (MCA), WTVN, Th.-6:30 17.9
13. Harbor Command (Ziv), WTVN, F.-9:30 17.9
15. Annie Oakley (CBS), WBNS, M.-6:00 17.5
16. Whirlybirds (CBS), WTVN, Th.-7:00 17.2
16. Men of Annapolis (Ziv), WBNS, T.-7:30 17.2
18. O. Henry Playhouse (Gross Krasne), WTVN, F.-10:30 16.2
19. Looney Tunes (Guild), WTVN, Su.-11:30 a.m. . . . 16.0
19. Championship Bowling (W. Schwimmer), WBNS, S.-11:30. . . . 16.0

president and director, who has been in charge of the Chicago office since 1947. Haupt is resigning because of health and will live in Phoenix, Ariz.

Ann Gillis, producer of NBC news and special events shows, died this past week at her home after a long illness. Miss Gillis, 44, was the wife of William Slocum, a columnist on the New York Daily

Mirror. . . Harry Tugend, producer whose credits include "The Road to Bali," "Golden Earrings," etc., and six years as writer for the late Fred Allen, has been named to produce NBC-TV "The George Gobel Show." Tugend replaces Alan Handley beginning with the show of December 31.

Vice-President Nixon will talk

informally to CBS-TV affiliates at their Fourth General Conference in Washington, in January. . . . Frank Cooper Associates have set William Nichols, writer-idea man with NBC on a one-year deal, to work on "Project 20" in association with Henry Salomon. Nichols will be involved in six films based on the history of musical-comedy. . . .

LIEBERSON CITES COL. DISK SALE LEADERSHIP

NEW YORK—Columbia Records now holds sales leadership of the record industry, according to a year-end statement by President Goddard Lieberson noting that the company in 1957 will exceed its 1956 peak by nearly 50 per cent.

Commenting on Columbia's significant jump in sales, Lieberson added: "With its development of the world's largest LP catalog, phonograph line, and record club, Columbia has become the dominant force in the billion-dollar 'sound' industry. Columbia's 1957 disk sales have exceeded 1956 totals by more than 42 per cent, while the industry generally has increased by 25 per cent."

"In 1958 Columbia will celebrate the 10th anniversary of its introduction of the long playing record which today accounts for 61 per cent of the total industry volume—97 per cent of classical volume and 82 per cent of popular album sales; album sales, in fact, now represent two-thirds of all popular music sales," Lieberson pointed out.

The Columbia chief added: "In 1957 Columbia climaxed its five-year rise from a one-model phonograph product to major standing with a line of 38 models, prices ranging from \$29.95 to \$2,000."

"1957 caps an extraordinary two-year rise in the development of Columbia Records. Sales volume has more than doubled since 1955; number of employees has virtually doubled in the same period. New manufacturing and warehousing facilities have been added in New York, California and Indiana. In January, 1958, Columbia will extend its company-owned distribution system to branches covering 60 per cent of the potential record market."

Victor to Hike 45 Singles to 98 Cents

Move Includes 100% Return Privilege On 45 & 78 Disks; Trade Surprised

NEW YORK — RCA Victor caught the trade off guard last week with the surprise announcement that it will raise the price of 45 r.p.m. single records to 98 cents suggested list, including federal excise tax.

The move, to take effect on January 1, was coupled with the inauguration of a 100 per cent return privilege covering all 45 and 78 r.p.m. records.

According to Jack Burgess, newly named manager of the Commercial Sales Department, the return privilege will apply for a period of three months from the

date of each release. It will be extended to distributors, who are expected to pass this on to their retailers, racks and one-stops, all on an equal basis.

The 78 r.p.m. price of \$1.15 per disk will prevail, as will the regular 100 per cent exchange (not return) privilege on the Victor Gold Standard Series and the Bluebird Children's line.

Other diskeries, informed of the move late last week, had not formulated similar plans. Several displayed most interest in the return aspect. A number of the indies expressed themselves in opposition to such an increase. At least one label, ABC-Paramount, which currently is hot in the singles arena, feels that it should not tamper with the price structure at such a time.

Mrs. Bourne Elected to ASCAP Board

NEW YORK — Mrs. Bonnie Bourne, widow of the late Saul H. Bourne, has been elected to the board of directors of the American Society of Composers, Authors and Publishers. She is the first woman ever to serve on the ASCAP board.

Commenting on the appointment, ASCAP prexy Paul Cunningham said: "Her many years of work with her husband, Saul, in the music business, will make her a valuable member of our board, and we know that she will be of great help to us in the protection of the rights of our American music people." Mrs. Bourne, president of Bourne, Inc., will serve out the term of the late Saul Bourne, long time ASCAP director and treasurer.

Also announced are the appointments of Frank Conner, president of Carl Fischer, Inc., to the post of treasurer, succeeding Bourne; Jack Bregman of Bregman, Vocco and Conn., as assistant Treasurer, and Douglas Moore as a member of the executive committee.

M-G-M Preems Spoken Word Sets in Jan.

NEW YORK—M-G-M Records enters the spoken word package disk field, with January release of four new sets. The groups will be known as the "Arcady Series," the title taken from the legendary Green name for the land of poetry. Disks will list at \$4.98.

Initial release will carry packages by noted actors and authors reading selections of their own works. Ralph Richardson will be heard in condensed versions of Joseph Conrad's "Youth," and "Heart of Darkness"; Alec Guinness reads selections from "Gulliver's Travels" and other Jonathan Swift writings; William Faulkner is heard in passages from "Light in August" and "The Sound and the Fury," and Carson McCullers reads portions of her novel and play, "Member of the Wedding," the novel, "The Heart Is a Lonely Hunter," her novelette, "The Ballad of the Sad Cafe," plus three of her poems.

Producer of the series is Jean Stein, editor of the "Paris Review." Miss Stein has also set for release in the near future, a package devoted to author Isak Dinesen's reading complete stories from her latest book, "Last Tales," and her classic, "Winter's Tales."

Verve Claims \$7 Mil Gross

LAS VEGAS, Nev. — Norman Granz, president of Verve Records, flew all of his distributors here last week (20-22) for the diskery's annual conclave, at the Sands Hotel. Close to 100 salesmen and 30 distrib managers attended to hear Granz's report on 1957 business and his plans for 1958.

According to the jazz impresario, Verve will have grossed over \$7,000,000 for 1957, its biggest year. He attributes this to a sharp rise in jazz album sales and also to the label's entry into the pop singles and EP fields. Granz also raised the price of his jazz LP's in 1957.

Jazz highlights in the success story have been the 14-album release of recordings made at the Newport Jazz Festival, several Count Basie hit packages, and especially the several multiple Ella Fitzgerald sets, several in duets with Louis Armstrong.

Rickey Nelson, who since has ankleed the label for Imperial, also accounted for smashes, in both singles and album classes. The year also saw Verve's first original cast sound track album, "Funny Face" with Fred Astaire and Audrey Hepburn.

Last week, Granz signed a recording deal with Italian flick star Anna Magnani. Her first disk will be an EP, to be released in January. One side will be an Italian tune featured in her current Paramount film, "Wild Is the Wind."

Victor Unifies Single-LP Sales

Realigns Field Personnel, Advertising, Promotion, Publicity Under One Head

NEW YORK—RCA Victor has reorganized its sales and promotional departments, centralizing and streamlining operations in both under single commands.

The new set-up was announced last week to Victor's field staff at its annual conclave here by George R. Marek, vice president and general manager of the Record Division. It eliminates the division between singles and album sales forces, and also combines the sales operations of the three Victor labels: Victor, Vik and Camden.

Under the new arrangement, Victor's 26 field men also will handle rack jobbers and disk jockey promotion in their assigned territories; in effect, serving as RCA Victor disk reps across the board.

Jack Burgess, formerly manager of the singles division, becomes manager of the Commercial Sales Department, covering both singles and albums. Harry Jenkins, former manager of Singles Sales and Promotion, takes over Burgess' old post. Vice-president Bill Bullock continues as manager of the Album Department.

5 Main Districts

Victor has divided the country into five main districts, each of

which is to have a district manager, an innovation for the company.

The company's advertising, promotional and publicity functions also have been co-ordinated, with Bill Alexander, former advertising manager heading the new department. Alexander's staff will include the following: George Parkhill, manager of pop advertising and promotion; Carl Bosler, handling advertising and point of sale materials; Jack Dunn, radio promotion; Jerry Thorp, publicity manager; Bernie Miller, administrator artists exploitation; C. J. Luten, manager Red Seal promotion; Bob Kotlowitz, manager of promotion for tapes, services and Camden Records.

The five field managers and their staffs are: New York District—Manager, Sal Peruggi; plus Frank Amaru, Cambridge, Mass.,

(Continued on page 18)

Cap Steps Up Club Promotion

HOLLYWOOD—Capitol Records is stepping up promotion of its record club, with a full scale membership drive scheduled for 1958, CRI Prexy Glenn E. Wallichs said last week.

The first public solicitation for membership takes the form of a full-page ad in the December 23 issue of Life magazine. Other consumer advertising, as well as a stepped-up direct mail campaign, is to follow.

Members signing up express a preference for one of three divisions: Best Seller Hit Albums, Classical Albums, or Hi-Fi Jazz. A member binds himself to purchasing four albums during the year, in return for which he receives free albums on signing.

Capitol will also turn out a monthly publication, the Capitol Record Club Review, a 24-page color magazine to be edited by Jack Smothers. Distribution of first issue will start in mid-January.

Kapp to Debut Trend Label

NEW YORK—Kapp Records is the latest diskery to enter the multi-label field. Prexy Dave Kapp announced the new Trend line this week.

The name of the label stems from Kapp's acquisition several years ago of the catalog of the defunct West Coast Trend label, originally started by Albert Marx. Under that deal, Kapp acquired the label's title as well as the original four sides cut by the Hi-Lo's, later released as part of a Kapp LP.

The label will focus on pop material and talent with a beat and will be kicked off next week with its initial single release, "Little Pigeon," by Chuck Sims, a 17-year-old rockabilly. The disk was purchased from the Spangles label in Ohio. Two more singles will be released in January, and altho no present plans are set for packages, Kapp said that LP's would undoubtedly come later. For the present, the Kapp distributor line-up will be used.

Epic Disk Sales Show Sharp Upturn Over '56

NEW YORK — Epic Records sales during 1957 registered an increase of 84 per cent over 1956, according to Bill Nielsen, label's general manager.

Nielsen added that both classical and pop album sales increased by more than a third. In the pop album category, the hike was spearheaded by two dance packages, "Dance to the Music of Lester Lanin" and "Lester Lanin At the Tiffany Ball." Total sales of the packages have hit the quarter million level, it was stated. Other big Epic albums of the year were "Let Me Sing and I'm Happy," Jay Blackton's package of Irving Berlin tunes; Roy Hamilton's "The Golden Boy"; "Put the Blame on Mame," by Somethin' Smith and the Redheads, and the Merrill Station Choir's "Up Anchor" and "Sound Off."

During 1958—in addition to proceeding with the development of its classical staples such as the Cleveland Orchestra and the Amsterdam Concertgebouw—the label will enter the pop concert field, according to Charles Schicke, classical a.&r. chief. This development will be well under way during the first six months of the year, with the Cleveland organization active in this category. Schicke added that the classical catalog would be diversified generally during 1958.

Epic classical catalog in 1957 had the biggest sales in its history, Schicke pointed out.

Nielsen indicated that changes (Continued on page 41)

NEW GIMMICKS IN GREETINGS

NEW YORK — Skyway Records and Crossroads TV Productions (Red Foley's "Country Music Jubilee" producer) came up with a couple of unique Christmas greeting gimmicks this year.

Skyways sent deejays boxes of Christmas cards, which were ready for addressing and re-mailing to the jockey's own mailing lists. Crossroads sent their greetings, via ham radio.

Jubilee announcer Joe Slatery, also a ham radio operator, passed along the holiday message to fellow hams, who in turn phoned each message to appropriate parties. Message read, "This Christmas greeting from your friends in the Ozarks comes to you by amateur radio, a vital link in America's civil defense."

Am-Par Brass Skeds N. Y. January Meet

NEW YORK—ABC-Paramount execs will hold a special meeting here with the label's Eastern divisional distributors heads on January 10, at which time Am-Par prexy, Sam Clark, will unveil company plans for 1958.

A key item on the 1958 agenda will be the launching of 22 new albums in January, details of which will be set forth by jazz artist and repertoire chief Creed Taylor.

In addition to Clark and Taylor, ABC-Paramount brass attending the distributor conclave will include veepee Harry Levine, sales chief Larry Newton; Dewey Bergman Jr., sales and merchandising manager of the album division; artist and repertoire topper, Don Costa; promotion-publicity head, Natt Hale; Irwin Garr, general manager of the label's music firms, and production director, Romeo Fabrizio.

ARTIST SPOTTING MORE IMPORTANT

Disk Star Shows' Rating Upsets Cue Re-Evaluation of TV Plugs

By JUNE BUNDY

NEW YORK — Network television's emphasis on record talent this season and the rating upsets experienced by some of the disk star shows to date have changed the thinking of some music men on the relative value of video plugs and have brought about a change in their approach to spotting a new platter artist on TV.

While Perry Como's NBC-TV show is still one of the most sought after exposure outlets, disk execs and publishers now maneuver to have their artists scheduled on the latter part of the show (8:30-9 p.m.) since CBS-TV's "Perry Mason" program has been cutting into Como's rating in the 8-8:30 p.m. portion of his show.

The latter halves of the Ed Sullivan and Steve Allen shows (also key targets for disk pluggers) are in similar demand now that ABC-TV's Western "Maverick" has topped both variety airers consistently for the past few weeks.

Interestingly, many music business execs opine that "American Bandstand," Dick Clark's daily afternoon ABC-TV record-hop show—top-rated network program in its time period—is rapidly becoming the No. 1 network video plug in the industry. For instance, an artist and repertoire director at a key

indie said: "A plug on the Clark show is more important to us than Sullivan in terms of records sold the next day."

In line with this, Roulette's a.&r. toppers Hugo Peretti and Luigi Creatore point out that altho the stepped-up demand for disk talent in TV makes it far easier for a record artist to grab off guest spots on network program today than last season, the impact of those appearances has also lessened.

Consequently they note, whereas at one time a single shot on a national TV show had immediate and strong impact on disk sales in stores, a one-shotter won't do it today. An artist must appear on

several network programs in a comparatively brief time span before the exposure pays off on the retail level.

For example, they list Roulette warbler Jimmy Rodgers, who plugged his latest disk on three network TV shows (Ed Sullivan, "Shower of Stars" and the Guy Mitchell program during a one-week period last month, plus another Sullivan shot in late October and a stint on CBS-TV's "Big Record" December 4. Rodgers, who makes seven times as much today as he did for his first Sullivan guest show last September, is booked for another "Big Record" show and three more Sullivan shows in the near future.

'Music Man' a Shiny Yuletide Ornament

Editors' Note: "The Music Man" opened last Thursday (19) at New York's Majestic Theater under the production banner of Kermit Bloomgarden. Two staffers from The Billboard covered the opening, of major interest to the music and drama fields—June Bundy analyzing the music angles and Charles Sinclair the dramatic values.

NEW YORK—Capitol Records may very well have another "My Fair Lady" in its original cast album of "The Music Man," which opened at the Majestic Theater last Thursday night (19) with Robert Preston in the title role.

Meredith Willson has written a fresh, honest score, which is beautifully integrated into the quaint 1912 setting of his book. Mood-wise, the score suggests a happy blending of "Oklahoma" and "My Fair Lady," with both music and lyrics growing logically out of the plot.

The show may not have a best-selling single hit, but it's bound to be a sales bonanza in the LP field. In addition to the original cast album (which will be out in mid-January), Frank Productions, Inc., has already lined up a flock of other album versions on the show, including a modern jazz, Dixieland and choral packages. Altho he declines to identify the albums until their release, a Frank exec said there will be more LP versions out on the show than on any other previous Broadway score.

Meanwhile, Capitol chalked up another "first" for the score, via the release of a "Broadway Preview" EP, (featuring four tunes from the show) six weeks ago, marking the first time an EP has been released so far in advance of a musical's opening on Broadway. The EP spotlights Billy May's "76 Trombones," an exuberant march; Guy Lombardo's "Lida Rose," charming old-fashioned ditty; "Till There Was You" (most commercial

(Continued on page 27)

NEW YORK—The brightest, shiniest yuletide ornament on Broadway's Christmas tree has been firmly placed there by Meredith Willson and Kermit Bloomgarden with "The Music Man."

In a Morton Da Costa production as fancy as a Tiffany gift wrapping, Willson—who created book, music (see separate story) and lyrics—tells the most lavish traveling salesman story in dramatic history, concerning a quick-thinking Hoosier whose line includes band instruments, uniforms and the kind of charm that makes a small-town librarian in Iowa throw away her copies of Balzac.

As the traveling Comm-man, Robert Preston is America's answer to Rex Harrison. He whizzes into the peaceful Iowa countryside like a cyclonic combination of Pied Piper and John Phillip Sousa, leaving a trail of fluttering female hearts and filled-out order forms

(Continued on page 27)

SCANDINAVIAN REPORT SEES U. S. TALENT HOT

NEW YORK — Scandinavia is mighty active territory for American artists and songs, according to Lenart Reuterskiold headman of the Stockholm based Reuter and Reuter Music firm, one of the leaders in its territory. Reached just prior to take-off on his journey home, Reuterskiold had been here to complete an exclusive agreement for representation of the

Edward B. Marks catalog in Sweden, Norway, Denmark and Finland.

Reuterskiold indicated that he also has rights to portions of the catalogs of the Big Three, Columbia Pictures Music and other State-side firms for his area.

Reuterskiold also completed deals in the States to represent

(Continued on page 41)

BELAFONTE HITS BRIT. JACKPOT

LONDON — Harry Belafonte has hit the jackpot here with his Christmas dishing of "Mary's Boy Child." Latest count shows the record has sold officially 1,250,000, the unofficial later reports indicate the count is closer to 1,500,000. When the disk hit 1,000,000 it broke the record for sales of a single here.

The record was originally issued in the States during the Christmas 1956 season. It was released here last October and has been number one on local charts for the past four weeks. Local forces indicate that E. R. (Ted) Lewis, prexy of British Decca, will issue a gold record to the singer in honor of his achievement.

Tico Pacts 3 New Distributors For 1958

NEW YORK—Roulette's Latin American disk subsidiary, Tico, is stepping up its activity next year. Three new distributors have been added, thereby opening up new territories, and three new LP's are scheduled for immediate release.

New Tico distributors (already handling Roulette) are Jandel, Minneapolis; Eric, Dallas, and

(Continued on page 43)

Aberbachs Go Broadway Legit

NEW YORK—Hill & Range toppers Jean and Julian Aberbach will take a flier on Broadway next fall via the production of an operatic version of Arthur Miller's drama "A View From the Bridge," which was presented on the Main Stem a few seasons ago.

The book and lyrics are being done by Stone Widney and music by Hayward Morris, an assistant to Alan Jay Lerner. The score, of course, will be published by one of the Aberbach firms, thus paving the way for their entrance into the bigtime Broadway show score field.

Weiss to N. Y. For Huddles With Morris

PARIS—Bobby Weiss, managing director of the international division for the Edwin H. Morris music publishing companies headquartered in Paris, planes to New York this Friday night (27) for a series of special conferences with Edwin (Buddy) Morris.

Weiss will meet with Morris and General Professional Manager Sidney Kornheiser in the Gotham offices, discussing plans for the company's operation abroad in 1958. Providing the various Morris Music publishing companies with direct liaison with European publishers, Weiss constantly makes flying visits to London, Frankfurt, Munich, Berlin, Cologne, Hamburg, Zurich, Vienna, Milan, Stockholm and Copenhagen in an effort to obtain outstanding copyrights as well as gear action on Morris titles in the various foreign countries.

Morris has acquired numerous foreign titles since Weiss signed with the pubbery in an exec capacity in October, 1956. Various songs are still in the lyric adaptation stage and are expected to be issued shortly, including "Tambourine Mexican," "Dream Dust," "The Destiny Theme," etc. Two recent Weiss acquisitions were "Swinging Sweethearts" and "The Lovely Ladies of Milano" recorded by Ron Goodwin, Hugo Winterhalter, David Carroll, Richard Hayes, Werner Mueller, Franck Pourcel, Dick Jacobs, etc.

Following his New York stay, Weiss will plane to Hollywood for more talks with Morris as well as Sidney Goldstein of the Coast office.

During his visit, Weiss will stay at the Roosevelt Hotel.

Committee to Consider Smathers Bill

WASHINGTON — The Smathers (D., Fla.) bill to divest broadcasters of any interests in publishing or recording of music has been listed as an item to be considered by the Senate Commerce Committee when it renews its television inquiry in the coming session. In announcing committee business for 1958, Chairman Warren Magnuson (D. Wash.) does not specifically note that hearings will be held on the Smathers bill—only that it will be considered, as

(Continued on page 43)

Disk Names Flock to GAC Roster

NEW YORK — General Artists Corporation has added a flock of recording names to its talent roster. These include Mario Lanza and Bob Scobey, of Victor; Johnny Desmond, Coral; Julie Wilson, Vik; Jimmie Rodgers, Roulette; Ronnie Deauville, Era; Charles Applewhite, Design; Margie Raeburn, Liberty; Danny and the Juniors, AmPar; the Coguestes and Billy Brown, Columbia, and Jimmy Edwards, Mercury.

Bernalton Sets New Mgt. Agency

NEW YORK — New management agency, Bernalton Enterprises, has been organized by Bernard Sabel, Alan Strauss and Norton Berman. Initial talent includes the Del Vikings, Janet Eden and Buddy Roberts. Set-up includes a publishing operation.

Mop Brigade Like Lyrics With Values

HOUSTON — A new angle turned up here in programming, aimed squarely at housewives, has brought healthy rating increases during radio station KNUZ's "Housewives' Hit Parade," according to spokesmen for the station.

The plan, adopted last summer, was directed at determining whether homemakers really go for the same rocking beat that catches the average teen-age ear. About 100 homemakers of widely varying ages from this area were selected for the panel. They were asked to give report card grades of A, B, C, D, or E for a number of each week's crop of new releases. The 12 highest rated disks were played on the "Housewives' Hit Parade" show.

Results show that like the youngsters, the ladies like the swinging beat but also like a lyric to have some value. They turned thumbs down, according to the spokesman, on such hits as "Little Bitty Pretty One," and "Black Slacks," but put such disks as Melodie D'Amour, and "You Send Me," atop their lists, even before buyers made them hits. A number of disks, not even in the top 50 best-sellers have made the grade with the broom brigade. Program director Ken Grant has now increased the panel to 300 homemakers in the area. Members of the panel can also vote against disks they find irritating or objectionable.

Crewe & Slay Cameo Tie-Up

NEW YORK—Bob Crewe and Frank Slay, one of the newer and currently most-successful cliffing teams, have incorporated their talents and efforts into XYZ Productions, projected as an active diskery. The pair, who in the past has sold the masters recorded on their own XYZ label to various

(Continued on page 43)

Coming Next Week . . .

The Billboard's
4th SPOTLIGHT
ON TAPE

- Wrapping up 1957, the year tape came of age.
- The outlook for 1958 with a review of new tape recorders and playbacks, blank and recorded tape and accessories.

Design to Deb First of Name Artist Series

NEW YORK—Design Records, the \$1.49 LP label produced by Si Leslie's Pickwick Sales this week, will release the first group in its new series of disks by name artists. Meanwhile, Roy Freeman, artist and repertoire director, planned to the Coast on a talent hunt.

The Design release includes the label's first LP by Dorothy Lamour, plus one by the Claude Thornhill ork and another by Eddie Condon and his All-Star jazz combo. It also will feature a coupling of Gershwin's "American in Paris" and "Porgy and Bess" music newly cut under the direction of D'Artega; a hi-fi coupling of music from "My Fair Lady" and "Around the World in 80 Days," and the label's first classical release — the Tchaikovsky Piano Concerto in B Flat, with Jean Barga as soloist.

Harry Horlick and ork have a set of South American favorites, entitled "Exotica," and two jazz veterans, Louis Prima and Joe Venuti, are coupled in a vintage slicing. Jack Ladelle, radio personality has cut some of his speciality in "Hawaiian Holiday in Hi-Fi," and the recently pacted orkster Al Donahue has a dance set entitled "Invitation to Dance."

The children's category is covered with "A Festival of Walt Disney Favorites."

Freeman will locate in the offices of Superior Pressing, Pickwick's Hollywood affiliate, for 10 days.

UA Label Inks Third Pactee

NEW YORK — United Artists Records, recently launched disk wing of the flick concern, signed Bob Carroll, last week. The warbler, formerly on Coral and RCA Camden, is UA's third pactee and its third male singer. He currently is appearing at the Sans Souci in Havana.

Last Friday (20), UA took its first two artists, Wes Bryan and Joe Valino to Chicago for an in-person presentation of their initial disks. Germisa Distributors, local rep, was co-host at a cocktail party for deejays, radio-TV personalities, press and dealers at the Imperial House. Also attending were Al Tamarin, executive assistant to prexy Max Youngstein, and Harold Friedman, UA sales chief.

Tamarin then took off for the Coast.

Meanwhile, UA has lined up six or seven LP projects, to get under way by the end of January.

DJ's May Hear ASCAP vs. BMI

NEW YORK—The panel discussions scheduled for the forthcoming First Annual Pop Music Disk Jockey Convention in Kansas City, Mo., next March may spotlight a debate on the ASCAP vs. BMI situation.

Storz Stations, which is sponsoring the conclave, has invited ASCAP prexy Paul Cunningham and BMI prexy Carl Haverlin "to air" their sides of the continuing controversy before the disk jockeys in attendance.

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

It's no longer news when a label buys a master. What is news is the speed with which the wheels start moving when the purchase takes place. Latest acquisition is Atlantic's take-over on "I Can't Help It," the great Hank Williams song, recorded on the Cleveland Marc label by Burt Taylor. Within an hour, a deal was completed with Tom Ilius. At the same time, arrangements were made for Marc to ship the 200 remaining copies of the disk to Atlantic, the disk then to be overprinted with an Atlantic label and rushed out air mail special to key jocks across the country. Day letters were on their way to the jocks within an hour after the deal was completed. The same day the Cleveland label sent out the mother of the disk which was received the next day at M-G-M, Atlantic's pressing plant. At the same time, an appearance for the artist was set up for the most coveted TV exposure of the day, the Dick Clark ABC-TV Bandstand show, for January 3.

As he departs for his new assignment at M-G-M, Arnold Maxin leaves the Epic label in swinging shape. Current releases by the Four Coins, Roy Hamilton, Little Joe and the Thrillers, Somethin' Smith and the Redheads, Sal Mineo, and a bought master of "Charades," by the Sophomores, are all making plenty of noise. Albums by Mineo and Lester Lanin are also reportedly moving briskly. In two weeks, sale of the third Lanin LP is said nearly to equal the sales to date of the second Lanin

package, issued several months ago.

Distaffers are always a prime subject of interest in one way or another within the music trade.

(Continued on page 45)

Shayne Exits Northern for Own Pub Firms

NEW YORK — Larry Shayne, who has resigned as general professional manager of Northern Music, has set up his own publishing firm in conjunction with Jay Livingston and Ray Evans. Firm of Livingston and Evans has the score of "Oh, Captain," set for a March Broadway opening — with an advance sale of \$1,000,000 reported, and starring Tony Randall, Abbe Lane and Xavier Cugat.

Shayne will also set up Larry Shayne Music. Both firms are ASCAP.

Columbia Records will do the original cast recording of "Oh, Captain," and a flock of singles from the score are set.

Northern, meanwhile, is known to have an active schedule for the immediate future, with 18 songs on 26 disks to be released within three months.

HOLLYWOOD — Myron L. (Bud) Levinson was named operations manager for region three of Capitol Records Distributing Corporation last week.



Merry Christmas

I WISH THAT I COULD PLAY PIANO
JUST LIKE PETER DE ROSE
I'D PLAY HIS MUSIC EV'RY DAY
LIKE OUR EARLY RADIO SHOWS
MY FAVORITES ARE "DEEP PURPLE"
AND "WAGON WHEELS" I GUESS
OR "HAVE YOU EVER BEEN LONELY?"
"MARSHMALLOW WORLD" AND THE REST
"I HEARD A FOREST PRAYING"
AND "STARLIT HOUR" TOO
"LILACS IN THE RAIN" AND
"LAMP IS LOW"
"WHITE ORCHIDS" AND "ROYAL BLUE"
HIS LOVELY "FOUNTAIN IN
CENTRAL PARK"
"MUDDY WATER" AND "OVER THE SEA"
HIS WONDERFUL "AUTUMN SERENADE"
"IT'S TIME TO SAY ALOHA"
(HE WROTE THIS WITH ME)
"WHEN YOUR HAIR HAS TURNED
TO SILVER"
ANOTHER "AS YEARS GO BY"
THEY BRING THE SWEETEST MEM'RIES
TOO SWEET TO EVER CRY
SO, MAY I WISH YOU MERRY XMAS
WITH A HAPPY NEW YEAR NOTE
SINGING "GOD IS EVER BESIDE ME"
SWEETEST SONG HE EVER WROTE

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"MAKE BELIEVE WEDDING BELLS"
b/w "GO ALONG BABY"
Dick Glasser—ARGO #5283
"I NEVER HAD A DREAM LIKE
THIS BEFORE"
Les Baxter—Capitol #3842
"THE OBJECT OF MY AFFECTION"
Danny Davis—Capitol #CA 112
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Stereo Disk Developments Key Gambit of Caution to Enthusiasm

'Chicken or Egg?' Asks Music Trade

By REN GREVATT

NEW YORK — Phonograph cartridge manufacturers voiced reactions ranging from quiet caution to wild enthusiasm on the latest developments in the stereophonic disk situation this week. Release and demonstration last week of a stereo disk pressing by Audio Fidelity has caused considerable comment and speculation in the trade as to when stereo could or would actually become a factor in the market.

Tapping manufacturer opinion inevitably leads to the restatement of an old, old question. Which, in effect, comes first, the chicken or the egg? Some firms are already geared to produce the stereo cartridge for a market that's so far devoid of disks to play. On the other hand, others say they will play it cool till they see a few more stereo records making their appearance.

In any event, it seems possible that several important diskeries, all of whom have acquired custom Westrex stereo cutters, may feel the necessity of a speed-up or crash type program in order to be represented in the market.

But a point which escapes many of the more optimistic, according to some traders, is the fact that even with stereo cartridges and stereo disks, you still can't reproduce stereophonically. You've got to have two of everything — pre-amps, amplifiers and speaker units before you can get the desired effects. And at present, such equipment, at budget prices or in handy packaging, has not made its appearance. The lack of proper equipment, is thus viewed by some as a tempering factor in the picture.

1st Step in Motion

The first step leading to the dual type player equipment, however, is already in motion by cartridge producers who supply the bulk of cartridges to phono manufacturers.

The most interesting announcement came from Larry LeCashman of Electro-Voice in Buchanan,

FREY PROJECTS FULL PRODUCT'N

NEW YORK — Never known for restraint or caution, Sid Frey, Audio Fidelity topper, continues to stir up a stereophonic storm. The 11th Avenue mahoff this week announced his intention to go into full stereophonic production as soon as a Westrex cutter is made available to him. Westrex announces that they have 20 cutters in production and that they will begin filling orders in mid-January (see separate story).

Frey says his entire output will be stereophonic. The disks are "compatible," that is, they will play on present-day monaural equipment. To date, the only equipment that will play an Audio Fidelity disk stereophonically is in testing laboratories of phonograph and equipment manufacturers. And thus far, no major phono manufacturer has indicated any intention of mass-producing stereo playback machines.

Mich. LeCashman said his firm is already in production with a ceramic stereo cartridge which "can be sold to phono manufacturers for as low as \$2.50 each." According to LeCashman, the problem of rumble in stereo reproduction is a serious one. "Our cartridge, which is designed for the Westrex system, we feel is rumble free. With average equipment than the Westrex is practically insurmountable," he said. LeCashman added that about 1,000 of the cartridges have already been produced and the firm will be ready to fill orders "sometime in January."

Sonotone's Robert Lewis indicated that his firm is "working hard to get something in the works for shortly after the first of the year." Lewis felt that certain interests are pushing stereo too fast, "but since that's the way the wind is blowing we've got to be ready for it." Lewis averred that he thought the move last week by Audio Fidelity was "premature and somewhat ill-advised. It could actually affect

Westrex Sees Disk Mass Item in '58

By RALPH FREAS

NEW YORK — The stereophonic disk, as a mass market item, will really arrive sometime in 1958. That's the opinion of Mr. R. E. Warn, vice-president of Westrex, the firm that has pioneered the development of the stereo disk in the U. S.

"It could hit the market in force in the first quarter of the year or the last quarter," Mr. Warn stated. "It's hard to estimate any closer than that. But it is safe to say that stereophonic disks will be a factor in the business during 1958."

Mr. Warn did not say which stereo system would be used by the industry—the Westrex or a competitive system. He did say that he believed the industry would determine which system was the best within a short time.

Meanwhile Westrex is continuing to produce stereo cutters for use by the record industry. As The Billboard reported recently, the cutters, custom made and tagged at \$6,000, are already in use on major record companies. Twenty more Westrex cutters will be sold to diskeries next month on a "first come, first served" basis. This second run of cutters will cost slightly less, \$4,250.

Who's buying the cutters? The independent companies have ordered more than the majors, Mr. Warn said. He opined that the indies would push for stereo production faster than the majors. In fact, Warn stated that stereo disks will probably hit the market within days after the indies get delivery of stereo cutters.

In Warn's opinion, there is one danger in this situation. Whereas the majors will have spent a lot of time experimenting and trying to bring disk stereophony to a peak

the sale of records," he said. Lewis added that the Sonotone unit will be of the ceramic type and will carry a reasonable price tag.

At Weathers Industries, administrative sales engineer Charles Gillies, said the company has no interest in jumping in full tilt. "We'll not go into production until we get a few disks coming thru and even then we'll take our time until we are sure we can market a superior product at a profit. Very likely we will go after the replacement market that is bound to develop as a result of the hurriedly-produced cartridge products that will hit the market first." The Weathers unit, Gillies said, is likely to be of the FM capacitance variety and may market for around \$125.

Astatic, of Conneaut, O., will have pre-production models for debut to the trade by the end of December. Salesmen will be calling on hi fi salons and components dealers to demonstrate the cartridge and take orders, according to a spokesman. The unit, under development for two years, will be of the ceramic variety and will sell, said the spokesman, "for less than \$60."

General Electric admits that they have a cartridge under development, but the firm is reluctant to disclose any details as to type, price or when it will be available. A spokesman said the company will await the disk industry's decision between the Westrex and British Decca systems before going into production.

Spokesmen for Ronnette, Audak (Rek-O-Kut) and Shure all declined comment "at this time."

of perfection before introducing it, some minors will rush in regardless of the quality of their product. A move like this could hurt the development of a stereo disk market, he believes.

Westrex is also producing a re-producer which is the converse of the cutter. Priced at \$350, the unit is the moving coil type and is designed primarily for laboratory and experimental work.

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Victor Unifies Single-LP Sales

• Continued from page 15

Portland, Me., Providence; Charles Boyd (E. Hartford, Conn., Albany, N. Y., Syracuse); Dick Maxwell (New York, Newark); Bill Baker (Philadelphia, Harrisburg, Pa.); Tom Potter (Baltimore, Washington). Amaru has been brought back in from overseas service.

Chicago District — Manager, W. R. Booth, plus Myron King (Chicago, Peoria, Ill.); Darrell Bade (Milwaukee, Minneapolis); Vito Blando (Indianapolis, Louisville, Ky.); Bob Duffy (Detroit, Toledo); Ray Sacher (Pittsburgh, Buffalo); Allan Clark (Cleveland, Cincinnati). Duffy formerly was promotion man for Vik.

Atlanta District — Manager, W. H. O'Dell; Walter Blumberg (Charlotte, Richmond, Knoxville); Frank Ryall (Atlanta, Birmingham, Miami-Jacksonville); Herb Linsky (New Orleans, Memphis).

Kansas City District—Manager, R. S. Krueger; Charles Hall (Kansas City, St. Louis); Charles Fach (Omaha, Denver); Bob Fender (Dallas, Oklahoma City); Bob Smith (San Antonio, El Paso, Houston).

Los Angeles District — Manager,

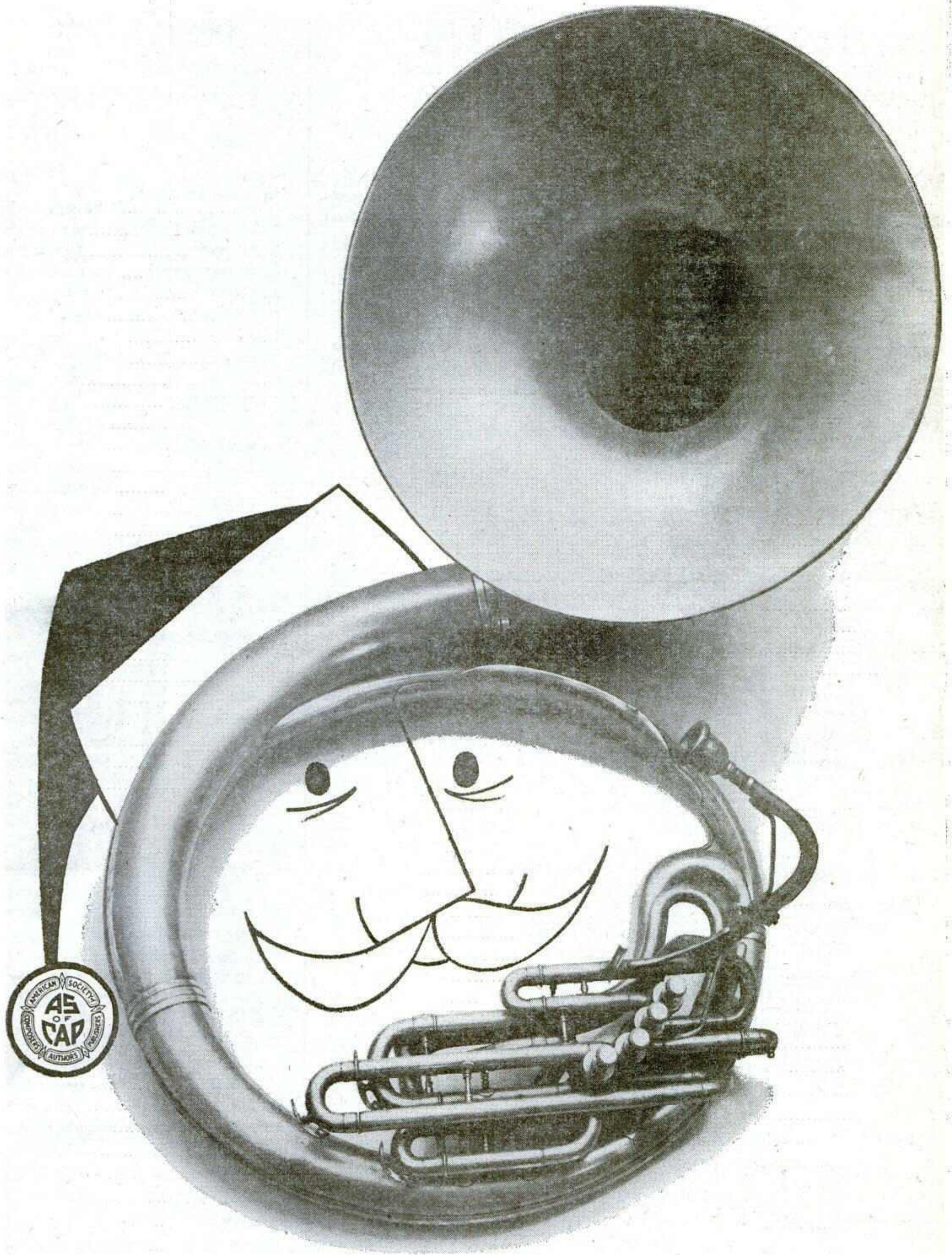
Bob Yorke, who also doubles as manager of West Coast operations; Ted Rosenberg (Los Angeles, Honolulu); Don Goins (San Francisco, Oakland, Fresno, Salt Lake City); John Davidson (Seattle, Portland, Ore., Billings, Mont.)

The first-named city in each instance after the man's name will be his base of operations.

Also reporting to Burgess will be Irwin (Skip) Tarr, manager of Sales for Special Markets (racks, supermarkets, etc.). Two special reps will report to Tarr—Paul Sklar in New York, and Don Van Gorp in Chicago.

Burgess, Jenkins and Alexander, as well as Bullock and vice-president Jim Davis, manager of operations, all will report directly to Marek.

Vik Records, the subsidiary pop singles and album label, will have the same set-up, with Vik general manager Ben Rosner still reporting to Burgess. Altho it will be handled by Victor sales staffers in the field, Vik will retain its method of distribution via independent distributors. Of the label's 30 distrib, 26 are indies.



Season's Greetings ★ American Society of Composers, Authors and Publishers

1957's BEST SELLING RECORDS

POPULAR

... according to Best Sellers in Stores

A recapitulation of The Billboard's Best Sellers in Stores chart for the entire year of 1957. Note: Some records reached their potential late in 1956 or had not yet reached this level when 1957 ended—thus their position in these few instances does not necessarily reflect their total popularity.

Position	Title	Artist & Label
1	ALL SHOOK UP	Elvis Presley, RCA Victor
2	LOVE LETTERS IN THE SAND	Pat Boone, Dot
3	LITTLE DARLIN'	The Diamonds, Mercury
4	YOUNG LOVE	Tab Hunter, Dot
5	SO RARE	Jimmy Dorsey, Fraternity
6	DON'T FORBID ME	Pat Boone, Dot
7	SINGIN' THE BLUES	Guy Mitchell, Columbia
8	YOUNG LOVE	Sonny James, Capitol
9	TOO MUCH	Elvis Presley, RCA Victor
10	ROUND AND ROUND	Perry Como, RCA Victor
11	BYE BYE LOVE	Everly Brothers, Cadence
12	TAMMY	Debbie Reynolds, Coral
13	PARTY DOLL	Buddy Knox, Roulette
14	TEDDY BEAR/LOVING YOU	Elvis Presley, RCA Victor
15	BANANA BOAT DAY-O	Harry Belafonte, RCA Victor
16	JAILHOUSE ROCK	Elvis Presley, RCA Victor
17	WHITE SPORT COAT	Marty Robbins, Columbia
18	COME GO WITH ME	Del Vikings, Dot
19	WAKE UP LITTLE SUSIE	Everly Brothers, Cadence
20	YOU SEND ME	Sam Cooke, Keen
21	SEARCHIN'	The Coasters, Atco
22	SCHOOL DAY	Chuck Berry, Chess
23	GONE	Ferlin Husky, Capitol
24	DIANA	Paul Anka, ABC-Paramount
25	TEENAGERS' ROMANCE	Ricky Nelson, Verve
26	BANANA BOAT SONG	The Tarriers, Glory
27	HONEYCOMB	Jimmie Rodgers, Roulette
28	WHOLE LOTTA SHAKIN' GOIN' ON	Jerry Lee Lewis, Sun
29	DARK MOON	Gale Storm, Dot
30	THAT'LL BE THE DAY	The Crickets, Brunswick
31	BUTTERFLY	Charlie Gracie, Cameo
32	MOONLIGHT GAMBLER	Frankie Laine, Columbia
33	TEEN-AGE CRUSH	Tommy Sands, Capitol
34	IT'S NOT FOR ME TO SAY	Johnny Mathis, Columbia
35	SILHOUETTES	The Rays, Cameo
36	BUTTERFLY	Andy Williams, Cadence
37	MARIANNE	Terry Gilkyson, Columbia
38	I'M WALKIN'	Fats Domino, Imperial
39	CHANCES ARE	Johnny Mathis, Columbia
40	SEND FOR ME	Nat King Cole, Capitol
41	RAINBOW	Russ Hamilton, Kapp
42	BE-BOP BABY	Ricky Nelson, Imperial
43	SHORT FAT FANNY	Larry Williams, Specialty
44	GREEN DOOR	Jim Lowe, Dot
45	IM GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER	Billy Williams, Coral
46	BLUEBERRY HILL	Fats Domino, Imperial
47	OLD CAPE COD	Patti Page, Mercury
48	MR. LEE	The Bobbettes, Atlantic
49	WHISPERING BELLS	Del Vikings, Dot
50	BLUE MONDAY	Fats Domino, Imperial

COUNTRY & WESTERN

... according to C&W Best Sellers in Stores

A recapitulation of The Billboard's C.&W. Best Sellers in Stores chart for the entire year of 1957. Note: Some records reached their potential late in 1956 or had not yet reached this level when 1957 ended—thus their position in these few instances does not necessarily reflect their total popularity.

Position	Title	Artist & Label
1	GONE	Ferlin Husky, Capitol
2	FRAULEIN	Bobby Helms, Decca
3	BYE BYE LOVE	Everly Brothers, Cadence
4	A WHITE SPORT COAT	Marty Robbins, Columbia
5	YOUNG LOVE	Sonny James, Capitol
6	FOUR WALLS	Jim Reeves, RCA Victor
7	THERE YOU GO/TRAIN OF LOVE	Johnny Cash, Sun
8	WAKE UP LITTLE SUSIE	Everly Brothers, Cadence
9	GONNA FIND ME A BLUEBIRD	Marvin Rainwater, M-G-M
10	JAILHOUSE ROCK	Elvis Presley, RCA Victor
11	SINGING THE BLUES	Marty Robbins, Columbia
12	WHOLE LOTTA SHAKIN' GOIN' ON	Jerry Lee Lewis, Sun
13	TEDDY BEAR/LOVING YOU	Elvis Presley, RCA Victor
14	HONKY TONK SONG	Webb Pierce, Decca
15	MY SPECIAL ANGEL	Bobby Helms, Decca
16	ALL SHOOK UP	Elvis Presley, RCA Victor
17	MY SHOES KEEP WALKING BACK TO YOU	Ray Price, Columbia
18	WALKIN' AFTER MIDNIGHT	Patsy Cline, Decca
19	GEISHA GIRL	Hank Locklin, RCA Victor
20	I'M TIRED	Webb Pierce, Decca
21	I'VE GOT A NEW HEARTACHE/WASTED WORDS	Ray Price, Columbia
21	FALLEN STAR	Jimmy Newman, Dot
23	I WALK THE LINE	Johnny Cash, Sun
24	CRAZY ARMS	Ray Price, Columbia
25	TOO MUCH	Elvis Presley, RCA Victor
26	KNEE DEEP IN THE BLUES	Marty Robbins, Columbia
27	HOME OF THE BLUES	Johnny Cash, Sun
28	TANGLED MIND	Hank Snow, RCA Victor
29	FALLEN STAR	Ferlin Husky, Capitol
30	AM I LOSING YOU?	Jim Reeves, RCA Victor
31	BYE BYE LOVE	Webb Pierce, Decca
32	NEXT IN LINE	Johnny Cash, Sun
33	HOLIDAY FOR LOVE	Webb Pierce, Decca
34	IS IT WRONG?	Warner Mack, Decca
35	WHY, WHY?	Carl Smith, Columbia
36	HONEYCOMB	Jimmie Rodgers, Roulette
37	I MISS YOU ALREADY	Faron Young, Capitol
38	LOVE ME TENDER	Elvis Presley, RCA Victor
39	FIRST DATE, FIRST KISS, FIRST LOVE	Sonny James, Capitol
40	I'LL ALWAYS BE YOUR FRAULEIN	Kitty Wells, Decca
41	THE STORY OF MY LIFE	Marty Robbins, Columbia
42	YOUR TRUE LOVE	Carl Perkins, Sun
43	SEARCHING (FOR SOMEONE LIKE YOU)	Kitty Wells, Decca
44	STOLEN MOMENTS	Hank Snow, RCA Victor
45	I HEARD THE BLUEBIRDS SING	Jim Edward, Maxine & Bonnie Brown, RCA Victor
46	THREE WAYS	Kitty Wells, Decca
47	REPENTING	Kitty Wells, Decca
48	PLEASE DON'T BLAME ME	Marty Robbins, Columbia
49	I FOUND MY GIRL IN THE U. S. A.	Jimmie Skinner, Mercury
50	RAUNCHY	Bill Justis, Phillips International

RHYTHM & BLUES

... according to R&B Best Sellers in Stores

A recapitulation of The Billboard's R.&B. Best Sellers in Stores chart for the entire year of 1957. Note: Some records reached their potential late in 1956 or had not yet reached this level when 1957 ended—thus their position in these few instances does not necessarily reflect their total popularity.

Position	Title	Artist & Label
1	JAILHOUSE ROCK/TREAT ME NICE	Elvis Presley, RCA Victor
2	SEARCHIN'/YOUNG BLOOD	The Coasters, Atco
3	YOU SEND ME	Sam Cooke, Keen
4	WAKE UP LITTLE SUSIE	Everly Brothers, Cadence
5	ALL-SHOOK UP	Elvis Presley, RCA Victor
6	BLUE MONDAY	Fats Domino, Imperial
7	HONEYCOMB	Jimmie Rodgers, Roulette
8	DIANA	Paul Anka, ABC-Paramount
9	SILHOUETTES	The Rays, Cameo
10	COME GO WITH ME	Del Vikings, Dot
11	I'M WALKIN'	Fats Domino, Imperial
12	LOVE IS STRANGE	Mickey & Sylvia, Vik
13	SEND FOR ME	Nat King Cole, Capitol
14	SHORT FAT FANNIE	Larry Williams, Specialty
15	SCHOOL DAY	Chuck Berry, Chess
16	LITTLE DARLIN'	The Diamonds, Mercury
17	THAT'LL BE THE DAY	The Crickets, Brunswick
18	LUCILLE	Little Richard, Specialty
19	WHOLE LOTTA SHAKIN' GOIN' ON	Jerry Lee Lewis, Sun
19	BLUEBERRY HILL	Fats Domino, Imperial
21	HAPPY, HAPPY BIRTHDAY, BABY	The Tune Weavers, Checker
22	C. C. RIDER	Chuck Willis, Atlantic
23	MR. LEE	The Bobbettes, Atlantic
24	TEDDY BEAR/LOVING YOU	Elvis Presley, RCA Victor
25	SINCE I MET YOU BABY	Ivory Joe Hunter, Atlantic
26	SO RARE	Jimmy Dorsey, Fraternity
27	JIM DANDY	Lavern Baker, Atlantic
28	HONKY TONK (Parts 1 & 2)	Bill Doggett, King
29	LITTLE BITTY PRETTY ONE	Thurston Harris, Aladdin
30	BE-BOP BABY	Ricky Nelson, Imperial
31	VALLEY OF TEARS	Fats Domino, Imperial
32	JUST BECAUSE	Lloyd Price, ABC-Paramount
33	OVER THE MOUNTAIN	Johnnie & Joe, Chess
34	JENNY JENNY/MISS ANN	Little Richard, Specialty
35	PARTHER UP THE ROAD	Bobby (Blue) Bland, Duke
36	WITHOUT LOVE	Clyde McPhatter, Atlantic
37	KEEP A KNOCKIN'	Little Richard, Specialty
38	PARTY DOLL	Buddy Knox, Roulette
39	IT HURTS TO BE IN LOVE	Annie Laurie, Deluxe
40	BYE BYE LOVE	Everly Brothers, Cadence
41	STARDUST	Billy Ward, Liberty
42	LOVE LETTERS IN THE SAND	Pat Boone, Dot
43	SINGING THE BLUES	Guy Mitchell, Columbia
44	A THOUSAND MILES AWAY	The Heartbeats, Rama
45	NEXT TIME YOU SEE ME	Little Jr. Parker, Duke
46	HONEST I DO	Jimmy Reed, Vee Jay
47	TOO MUCH	Elvis Presley, RCA Victor
48	RAUNCHY	Bill Justis, Phillips International
49	YOUNG LOVE	Tab Hunter, Dot
50	THE WHISPERING BELLS	Del Vikings, Dot
50	AIN'T GOT NO HOME	Clarence Henry, Argo

1957's MOST PLAYED RECORDS BY JOCKEYS

POPULAR

... according to Most Played by Jockeys

A recapitulation of The Billboard's Most Played by Jockeys chart for the entire year of 1957. Note: that some records reached their potential late in 1956 or had not yet reached this level when 1957 ended—thus their position, in these few instances, does not necessarily reflect their total popularity.

Position	Title	Artist & Label
1	LOVE LETTERS IN THE SAND	Pat Boone, Dot
2	ALL SHOOK UP	Elvis Presley, RCA Victor
3	ROUND & ROUND	Perry Como, RCA Victor
4	YOUNG LOVE	Tab Hunter, Dot
5	YOUNG LOVE	Sonny James, Capitol
6	DON'T FORBID ME	Pat Boone, Dot
7	SINGING THE BLUES	Guy Mitchell, Columbia
8	TAMMY	Debbie Reynolds, Coral
9	LITTLE DARLIN'	The Diamonds, Mercury
10	TOO MUCH	Elvis Presley, RCA Victor
11	SO RARE	Jimmy Dorsey, Fraternity
12	BUTTERFLY	Andy Williams, Cadence
13	BANANA BOAT DAY-O	Harry Belafonte, RCA Victor
14	HONEYCOMB	Jimmie Rodgers, Roulette
15	GONE	Ferlin Husky, Capitol
16	TEDDY BEAR	Elvis Presley, RCA Victor
17	OLD CAPE COD	Patti Page, Mercury
18	BYE, BYE LOVE	Everly Brothers, Cadence
19	WAKE UP LITTLE SUSIE	Everly Brothers, Cadence
20	CHANCES ARE	Johnny Mathis, Columbia
21	PARTY DOLL	Buddy Knox, Roulette
22	JAILHOUSE ROCK	Elvis Presley, RCA Victor
22	IT'S NOT FOR ME TO SAY	Johnny Mathis, Columbia
24	I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER	Billy Williams, Coral
25	MARIANNE	Terry Gilkyson, Columbia
26	BANANA BOAT SONG	The Tarriers, Glory
27	A WHITE SPORT COAT	Marty Robbins, Columbia
28	DIANA	Paul Anka, ABC-Paramount
29	LOVE ME	Elvis Presley, RCA Victor
30	MARIANNE	The Hilltoppers, Dot
31	COME GO WITH ME	Del Vikings, Dot
32	TAMMY	Ames Brothers, RCA Victor
33	MOONLIGHT GAMBLER	Frankie Laine, Columbia
34	TEEN-AGE CRUSH	Tommy Sands, Capitol
35	DARK MOON	Gale Storm, Dot
36	SEARCHIN'	The Coasters, Atco
37	I'M WALKIN'	Fats Domino, Imperial
38	WHO NEEDS YOU	Four Lads, Columbia
39	GREEN DOOR	Jim Lowe, Dot
40	TRUE LOVE	Bing Crosby-Grace Kelly, Capitol
41	WHY, BABY, WHY	Pat Boone, Dot
42	PARTY DOLL	Steve Lawrence, Coral
43	THAT'LL BE THE DAY	The Crickets, Brunswick
44	SCHOOL DAY	Chuck Berry, Chess
45	FASCINATION	Jane Morgan, Kapp
46	BUTTERFLY	Charlie Gracie, Cameo
47	RAINBOW	Russ Hamilton, Kapp
48	WHITE SILVER SANDS	Don Rondo, Jubilee
49	MELODIE D'AMOUR	Ames Brothers, RCA Victor
50	LOVE IS STRANGE	Mickey & Sylvia, Vik

COUNTRY & WESTERN

... according to Most Played C&W by Jockeys

A recapitulation of The Billboard's Most Played C&W by Jockeys chart for the entire year of 1957. Note: that some records reached their potential late in 1956 or had not yet reached this level when 1957 ended—thus their position, in these few instances, does not necessarily reflect their total popularity.

Position	Title	Artist & Label
1	YOUNG LOVE	Sonny James, Capitol
2	GONE	Ferlin Husky, Capitol
3	FOUR WALLS	Jim Reeves, RCA Victor
4	SINGING THE BLUES	Marty Robbins, Columbia
5	BYE BYE LOVE	Everly Brothers, Cadence
6	FRAULEIN	Bobby Helms, Decca
7	THERE YOU GO	Johnny Cash, Sun
8	WHITE SPORT COAT	Marty Robbins, Columbia
9	GONNA FIND ME A BLUEBIRD	Marvin Rainwater, M-G-M
10	I'M TIRED	Webb Pierce, Decca
11	MY SHOES KEEP WALKING BACK TO YOU	Ray Price, Columbia
12	WAKE UP LITTLE SUSIE	Everly Bros., Cadence
13	HONKY TONK SONG	Webb Pierce, Decca
14	FALLEN STAR	Jimmy Newman, Dot
14	AM I LOSING YOU?	Jim Reeves, RCA Victor
16	I'VE GOT A NEW HEARTACHE	Ray Price, Columbia
17	KNEE DEEP IN THE BLUES	Marty Robbins, Columbia
18	WHY, WHY	Carl Smith, Columbia
19	ALL SHOOK UP	Elvis Presley, RCA Victor
20	I HEARD THE BLUEBIRD SING	Jim Edward, Maxine & Bonnie Brown, RCA Victor
21	WALKIN' AFTER MIDNIGHT	Patsy Cline, Decca
22	HOLIDAY FOR LOVE	Webb Pierce, Decca
23	MY SPECIAL ANGEL	Bobby Helms, Decca
24	HOME OF THE BLUES	Johnny Cash, Sun
25	CRAZY ARMS	Ray Price, Columbia
26	I MISS YOU ALREADY	Faron Young, Capitol
27	TRAIN OF LOVE	Johnny Cash, Sun
28	GEISHA GIRL	Hank Locklin, RCA Victor
29	YOU'RE THE REASON (I'M IN LOVE)	Sonny James, Capitol
30	JAILHOUSE ROCK	Elvis Presley, RCA Victor
31	TEDDY BEAR	Elvis Presley, RCA Victor
32	TOO MUCH	Elvis Presley, RCA Victor
33	WHOLE LOTTA SHAKIN' GOIN' ON	Jerry Lee Lewis, Sun
34	BYE BYE LOVE	Webb Pierce, Decca
35	I WALK THE LINE	Johnny Cash, Sun
35	STOLEN MOMENTS	Hank Snow, RCA Victor
37	WASTED WORDS	Ray Price, Columbia
38	NEXT IN LINE	Johnny Cash, Sun
39	I'M COMING HOME	Johnny Horton, Columbia
40	OH, SO MANY YEARS	Kitty Wells & Webb Pierce, Decca
41	FALLEN STAR	Ferlin Husky, Capitol
42	GO AWAY WITH ME	Wilburn Brothers, Decca
43	FIRST DATE—FIRST KISS—FIRST LOVE	Sonny James, Capitol
44	MISSING YOU	Webb Pierce, Decca
45	TWO SHADOWS ON YOUR WINDOW	Jim Reeves, RCA Victor
46	ACCORDING TO MY HEART	Jim Reeves, RCA Victor
47	THREE WAYS	Kitty Wells, Decca
48	DON'T LAUGH	Louvin Brothers, Capitol
49	ON MY MIND AGAIN	Billy Walker, Columbia
50	REPENTING	Kitty Wells, Decca

RHYTHM & BLUES

... according to Most Played R&B by Jockeys

A recapitulation of The Billboard's Most Played R&B by Jockeys chart for the entire year of 1957. Note: that some records reached their potential late in 1956 or had not yet reached this level when 1957 ended—thus their position, in these few instances, does not necessarily reflect their total popularity.

Position	Title	Artist & Label
1	BLUE MONDAY	Fats Domino, Imperial
2	LOVE IS STRANGE	Mickey & Sylvia, Vik
3	SEARCHIN'	The Coasters, Atco
4	I'M WALKIN'	Fats Domino, Imperial
5	SINCE I MET YOU BABY	Ivory Joe Hunter, Atlantic
6	JIM DANDY	Lavern Baker, Atlantic
7	ALL SHOOK UP	Elvis Presley, RCA Victor
8	SCHOOL DAY	Chuck Berry, Chess
9	C. C. RIDER	Chuck Willis, Atlantic
10	JAILHOUSE ROCK	Elvis Presley, RCA Victor
11	MR. LEE	The Bobbaites, Atlantic
12	YOU SEND ME	Sam Cooke, Keen
13	BLUEBERRY HILL	Fats Domino, Imperial
14	SEND FOR ME	Nat King Cole, Capitol
15	WHOLE LOTTA SHAKIN' GOIN' ON	Jerry Lee Lewis, Sun
16	SHORT FAT FANNIE	Larry Williams, Specialty
17	FARTHER UP THE ROAD	Bobby (Blue) Bland, Duke
17	WITHOUT LOVE	Clyde McPhatter, Atlantic
19	PARTY DOLL	Buddy Knox, Roulette
20	HONEYCOMB	Jimmie Rodgers, Roulette
21	WAKE UP LITTLE SUSIE	Everly Brothers, Cadence
22	TEDDY BEAR	Elvis Presley, RCA Victor
23	DIANA	Paul Anka, ABC-Paramount
24	YOUNG BLOOD	The Coasters, Atco
25	TOO MUCH	Elvis Presley, RCA Victor
26	VALLEY OF TEARS	Fats Domino, Imperial
27	KEEP A KNOCKIN'	Little Richard, Specialty
28	THAT'LL BE THE DAY	The Crickets, Brunswick
29	COME GO WITH ME	Del Vikings, Dot
30	LITTLE BITTY PRETTY ONE	Thurston Harris, Aladdin
31	SEND ME SOME LOVIN'	Little Richard, Specialty
32	LONG LONELY NIGHTS	Clyde McPhatter, Atlantic
33	THOUSAND MILES AWAY	The Heartbeats, Rama
34	AIN'T GOT NO HOME	Clarence Henry, Argo
35	HAPPY, HAPPY BIRTHDAY, BABY	Tune Weavers, Checker
36	SILHOUETTES	The Rays, Cameo
37	OVER THE MOUNTAIN	Johnnie & Joe, Chess
38	LUCKY LIPS	Ruth Brown, Atlantic
39	HONEST I DO	Jimmy Reed, Vee Jay
40	WHISPERING BELLS	Del Vikings, Dot
41	LUCILLE	Little Richard, Specialty
42	HONKY TONK	Bill Doggett, King
42	YOU GOT ME DIZZY	Jimmy Reed, Vee Jay
44	YOUNG LOVE	Tab Hunter, Dot
45	IT HURTS TO BE IN LOVE	Annie Laurie, Deluxa
46	EMPTY ARMS	Ivory Joe Hunter, Atlantic
47	BYE, BYE LOVE	Everly Brothers, Cadence
48	JENNY, JENNY	Little Richard, Specialty
49	SO RARE	Jimmy Dorsey, Fraternity
50	JUST BECAUSE	Lloyd Price, ABC-Paramount

1957 TOP TUNES

Based on the Honor Roll of Hits

A recapitulation of The Billboard's weekly Honor Roll of Hits for the period January thru December. This chart is determined by scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Charts. These charts include record sales, sheet sales and disk jockey performances.

Pos.	Song	Writer	Publisher	Licensee
1.	TAMMY BEST SELLING RECORDS: Debbie Reynolds, Coral; Ames Brothers, RCA Victor	Jay Livingston-Ray Evans	Northern	ASCAP
2.	LOVE LETTERS IN THE SAND BEST SELLING RECORD: Pat Boone, Dot	N. Kenny-C. Kenny & Coats	Bourne	ASCAP
3.	AROUND THE WORLD BEST SELLING RECORDS: Victor Young, Decca; Mantovani, London	Victor Young	Victor Young Publications	ASCAP
4.	YOUNG LOVE BEST SELLING RECORDS: Sonny James, Capitol; Tab Hunter, Dot	Carole Joyner-Rie Carley	Lewery Music	BMI
5.	SO RARE BEST SELLING RECORD: Jimmy Dorsey, Fraternity	Jerry Herst-Jack Sharpe	Robbins	ASCAP
6.	ALL SHOOK UP BEST SELLING RECORD: Elvis Presley, RCA Victor	Otis Blackwell-Elvis Presley	Presley-Shalimar	BMI
7.	LITTLE DARLIN' BEST SELLING RECORD: Diamonds, Mercury	M. Williams	Excelsior Music	BMI
8.	ROUND AND ROUND BEST SELLING RECORD: Perry Como, RCA Victor	Lou Stallman-Joe Shapire	Rush	BMI
9.	BYE BYE LOVE BEST SELLING RECORD: Everly Brothers, Cadence	B. Bryant & F. Bryant	Acuff-Rose	BMI
10.	MARIANNE BEST SELLING RECORDS: Ferry Gilkysen, Columbia; Hilltoppers, Dot	T. Gilkysen-Dehr-Miller	Montclare	BMI
11.	DON'T FORBID ME BEST SELLING RECORD: Pat Boone, Dot	Singleton	Roosevelt	BMI
12.	BANANA BOAT SONG BEST SELLING RECORD: Harry Belafonte, RCA Victor	Arkin, Carey, Darling	F. B. Marks	BMI
13.	DARK MOON BEST SELLING RECORDS: Bonnie Guitar, Dot; Gale Storm, Dot	Ned Miller	Dandelion	BMI
14.	BUTTERFLY BEST SELLING RECORDS: Charlie Gracie, Cameo; Andy Williams, Cadence	A. September	Mayland-Presley	BMI
15.	FASCINATION BEST SELLING RECORDS: Jane Morgan, Kapp; Dick Jacobs, Coral; David Carroll, Mercury	S. D. Marchetti, D. Manning	Southern Music	ASCAP
16.	HONEYCOMB BEST SELLING RECORD: Jimmie Rodgers, Roulette	Bob Merrill	Hawthorne Music	ASCAP
17.	TEDDY BEAR BEST SELLING RECORD: Elvis Presley, RCA Victor	Hal Mann-Bernie Lowe	Gladys Music	ASCAP
18.	DIANA BEST SELLING RECORD: Paul Anka, ABC-Paramount	Paul Anka	Famco Music	BMI
19.	PARTY DOLL BEST SELLING RECORDS: Buddy Knox, Roulette; Steve Lawrence, Coral	Jim Bowen-Buddy Knox	Jackie Music	BMI
20.	IT'S NOT FOR ME TO SAY BEST SELLING RECORD: Johnny Mathis, Columbia	A. Stillman & R. Allen	Korwin Music	ASCAP
21.	A WHITE SPORT COAT BEST SELLING RECORD: Marty Robbins, Columbia	Marty Robbins	Acuff-Rose	BMI
22.	CHANCES ARE BEST SELLING RECORD: Johnny Mathis, Columbia	A. Stillman & R. Allen	Korwin Music	ASCAP
23.	OLD CAPE COD BEST SELLING RECORD: Patti Page, Mercury	Rogh Rock-Wakus	George Fincus & Sons	ASCAP
24.	COME GO WITH ME BEST SELLING RECORD: Del Vikings, Dot	C. E. Quick	Fee Bee	BMI
25.	SINGING THE BLUES BEST SELLING RECORD: Guy Mitchell, Columbia	Eudsley	Acuff-Rose	BMI
26.	FM WALKIN' BEST SELLING RECORDS: Fats Domino, Imperial; Ricky Nelson, Verve	Al Domino, D. Bartholomew	Reeve	BMI
27.	WHITE SILVER SANDS BEST SELLING RECORDS: Dave Gardner, OJ; Don Rondo, Jubilee	C. Mathews	Fellows-Peer Music	BMI
28.	TOO MUCH BEST SELLING RECORD: Elvis Presley, RCA Victor	Lee Rosenberg & Bernard Weinman	Southern Belle-Elvis Presley	BMI
29.	GONE BEST SELLING RECORD: Ferlin Husky, Capitol	S. Rogers	Hill & Range	BMI
30.	I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER BEST SELLING RECORD: Billy Williams, Coral	Joe Young-Fred Ahlert	De Silva, Brown & Henderson	ASCAP



CLEAN UP
AFTER
CHRISTMAS
WITH



ON
CAPITOL'S



Roulette
Chart-
makers



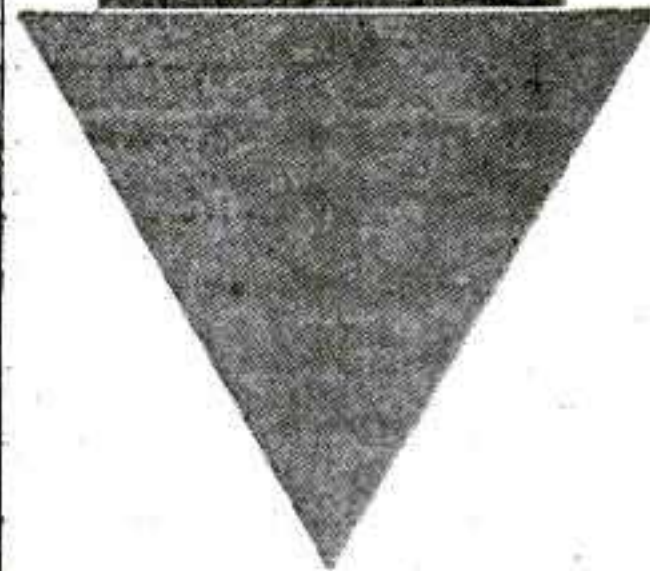
The Playmates
Rock With
"JO-ANN"
R-4037



Valerie Carr
Sings
"YOU'RE THE
GREATEST"
R-4038



The Techniques
Blend
"HEY LITTLE
GIRL"
R-4030



A SOUND BET...
BUY ROULETTE

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Independent
in the Country
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HITS**

**WALKIN'
WITH
MR. LEE**
LEE ALLEN
Ember #1027

Headin' for the Top 10

**THE
JOKER**
**BILLY
MYLES**
Ember #1026

**I REMEMBER
DEAR
TUNE
WEAVERS**
Ember-Casa Grande
#4038

An Overnight
Smash Heading for
the Charts
**GET A
JOB
THE
SILHOUETTES**
Ember #1029

The Big Money-Making
Label for '58
**EMBER
RECORDS, INC.**
1697 Broadway
N. Y., N. Y.

1957's TOP POPULAR ALBUMS

... according to
Best Sellers in Stores

A recapitulation of The Billboard's Best Selling Pop Albums Chart for the entire year of 1957. Note: the possibility exists where an album reached its potential late in 1956 or had not reached this level when 1957 ended—thus its position, in these instances, does not necessarily reflect its total popularity at the retail level.

Position	Album	Artist & Label
1	MY FAIR LADY	Original Cast, Columbia OL 5090
2	HYMNS	Tennessee Ernie Ford, Capitol T 756
3	OKLAHOMA!	Sound Track, Capitol SAO 595
4	AROUND THE WORLD IN 80 DAYS	Sound Track, Decca DL 9046
5	THE KING AND I	Sound Track, Capitol W 740
6	CALYPSO	Harry Belafonte, RCA Victor LPM 1428
7	LOVE IS THE THING	Nat King Cole, Capitol W 824
8	THE EDDY DUCHIN STORY	Sound Track, Decca DL 8289
9	SONGS OF THE FABULOUS 'FIFTIES	Roger Williams, Kapp KXL 5000
10	FILM ENCORES	Mantovani, London LL 1700
11	LOVING YOU	Elvis Presley, RCA Victor LPM 1515
12	ELVIS	Elvis Presley, RCA Victor LPM 1382
13	AN EVENING WITH HARRY BELAFONTE	RCA Victor LPM 1402
14	JERRY LEWIS JUST SINGS	Decca DL 8410
15	A SWINGIN' AFFAIR	Frank Sinatra, Capitol W 803
16	BELAFONTE	Harry Belafonte, RCA Victor LPM 1150
17	STEADY DATE WITH TOMMY SANDS	Capitol T 848
18	SPIRITUALS	Tennessee Ernie Ford, Capitol T 818
19	WHERE ARE YOU?	Frank Sinatra, Capitol W 855
20	WONDERFUL, WONDERFUL	Johnny Mathis, Columbia CL 1028
21	BELAFONTE SINGS OF THE CARIBBEAN	Harry Belafonte, RCA Victor LPM 1505
22	PAT'S GREAT HITS	Pat Boone, Dot DLP 3071
23	THIS IS SINATRA	Frank Sinatra, Capitol T 768
24	HIGH SOCIETY	Sound Track, Capitol W 750
25	SONGS FOR SWINGIN' LOVERS	Frank Sinatra, Capitol W 653
26	THE PAJAMA GAME	Sound Track, Columbia OL 5210
27	DAY BY DAY	Doris Day, Columbia CL 942
28	ELVIS PRESLEY	RCA Victor LPM 1254
29	THE PLATTERS, VOL. I	Mercury MG 20146
30	PAL JOEY	Sound Track, Capitol W 912
30	RICKY	Ricky Nelson, Imperial IMP 9048

... according to
Disk Jockey Plays

A recapitulation of The Billboard's Most Played by Jockeys Chart for the entire year of 1957. Note: the possibility exists where an album reached its potential late in 1956 or had not reached this level when 1957 ended—thus its position, in these instances, does not necessarily reflect its total popularity.

Position	Album	Artist & Label
1	LOVE IS THE THING	Nat King Cole, Capitol W 824
2	A SWINGIN' AFFAIR	Frank Sinatra, Capitol W 803
3	CALYPSO	Harry Belafonte, RCA Victor LPM 1428
4	AROUND THE WORLD IN 80 DAYS	Sound Track, Decca DL 9046
5	ELVIS	Elvis Presley, RCA Victor LPM 1382
6	CLOSE TO YOU	Frank Sinatra, Capitol W 789
7	HIGH SOCIETY	Sound Track, Capitol W 750
8	DAY BY DAY	Doris Day, Columbia CL 942
9	WONDERFUL, WONDERFUL	Johnny Mathis, Columbia CL 1028
10	LOVING YOU	Elvis Presley, RCA Victor LPM 1515
11	WE GET LETTERS	Perry Como, RCA Victor LPM 1463
12	SUDDENLY IT'S THE HI-LO'S	Columbia CL 955
13	DANCE TO THE MUSIC OF LESTER LANIN	Epic LN 3340
14	ROCKIN'	Frankie Laine, Columbia CL 938
15	THIS IS SINATRA	Frank Sinatra, Capitol T 768
16	SKI TRAILS	Jo Stafford, Columbia CL 910
17	WHERE ARE YOU?	Frank Sinatra, Capitol W 855
18	JACKIE GLEASON PRESENTS VELVET BRASS	Capitol W 859
19	GREAT SONGS FROM HIT SHOWS	Sarah Vaughan, Mercury MGP 100
20	TONY	Tony Bennett, Columbia CL 938
21	YOUNG IDEAS	Ray Anthony, Capitol T 866
22	RING AROUND ROSIE	Rosemary Clooney & The Hi-Lo's, Columbia CL 1006
23	PAL JOEY	Sound Track, Capitol W 912
24	EYDIE GORME	ABC-Paramount ABC 150
25	JUST ONE OF THOSE THINGS	Nat King Cole, Capitol W 903

Seasons greetings

**SAM COOKE
BUMPS BLACKWELL
THE VALIANTS
RONNIE DRAPER
WILLIAM PRESTON
THE DEBS
JACK ROGERS
BOB NOLEN
PILGRIM TRAVELERS
KYLO TURNER
JOHNNY "GUITAR"
WATSON
BEN TUCKER
DEMPSEY WRIGHT
THE TURKS
NICARAGUANS
MARY KENNEY
CLIFF WHITE**

REX PRODUCTIONS RECORDING ARTISTS



REX PRODUCTIONS STAFF

**JOHN SIAMAS
ALEX SIAMAS
ANDY KARRES
BUMPS BLACKWELL
REX OBERBECK
DON CLARK
JOHN GRAY
ANDY LITSCHI**

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We have every record accessory, needles—polythelene sleeves, green stock record rack cloths, bags, etc. FOR IMMEDIATE SHIPMENT at whole-sale prices.

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SAY YOU SAW IT IN THE BILLBOARD!

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

NEW PRODUCTS

TWO TAPE ACCESSORIES FROM LIVINGSTON . . .

Livingston Audio Products, Caldwell, N. J., announces the addition of two products to its line. One is a custom-engineered test tape; the other a tape machine cleaner. The test tape, retailing at \$9.95, is designed to check head alignment, frequency response, flutter and wow and signal-to-noise ratio on all 7½ i.p.s. stereophonic (stacked and staggered) dual track and full track machines. It has a special stroboscopic leader for checking machine speed. The tape machine cleaner cleans all parts of tape machines—heads, tape guide and drive belts—in one operation. Sprayed on from a squeeze-type, unbreakable bottle, the formula does away with dirt, clogging and loss of frequency response due to grease and deposits of metallic oxides. It will retail at \$1.49.

ZENITH HAS NEW TRANSISTOR PORTABLES . . .

Zenith Radio Corporation, Chicago, has introduced a 1958 line of transistor pocket and portable



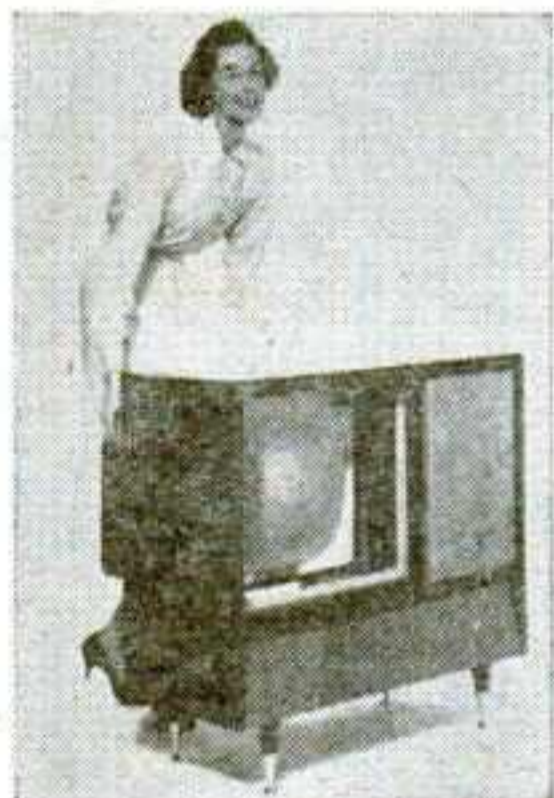
radios. Featured in the line are two new series of pocket receivers and a leather-covered carry-about radio. The Royal 300 pocket receiver (shown here) is priced at \$15 less than Zenith's previous models and features new compact designing. Combined with a big oversize dial scale, the size permits holding and dialing at the same time with one hand. Another unit is the Royal 500D with extra power and vernier tuning. Each is offered in a choice of three colors and earphone reception is possible with optional attachment.

The Royal 700 is a leather-covered portable model. Power source is six flashlight batteries capable of operating the set for up to 350 hours. The unit weighs three pounds, eight ounces.

SYLVANIA SHOWS CONVERTIBLE TV . . .

A television receiver that can be used as a portable and a console has been introduced by Sylvania Electric Products, New York. The new model, the firm points out, offers the dealer new merchandising possibilities. Syl-

vania's convertible line includes a table model, two lowboys and three consoles, ranging in price from \$229.95 to \$379.95. The firm solved the problem of convertible TV by designing a receiver that has the lightness of a portable, the price advantage of a table model and the speaker performance of a console. In the table and console versions, the speaker is front-mounted in the furniture piece. It is connected to the receiver's audio by means of an extension cord. To convert



the unit into a portable, the speaker can be removed and placed in a special compartment within the receiver. It then slides out from the console to become a portable. The unit is equipped with a 21-inch, 110-degree tube. When the set is removed from the console cabinets to be used as a portable, a bamboo curtain or decorative glass panel can be closed.

ZENITH HAS NEW CARRY-ABOUT TV . . .

Zenith Radio Corporation, Chicago, has announced a new series of portable TV receivers. They feature precision-built, high-performance horizontal chassis to replace vertical chassis units. The new line has hand-wired circuitry



usually associated with higher priced sets. There are eight portables in the new 20-model series, ranging from a 14-inch set to a 24-inch set which can be operated by means of Space Command ultra-sonic signals from across a room. Suggested retail price of the 20 new receivers range from \$139.95 to \$575.



The importance of phono sales in the store (two-thirds against one-third sold by mail) is stressed in this entrance display. Note the 10-cent kiddie ride. Sign says, "Free rides for the kiddies. Ask cashier for 10 cents."



Kiddies are catered to. This mass album display under the sign, Kiddie Korner, gives a picture of the family trade encouraged by the store. Not many sales opportunities are missed, even the bulk of Randy's business is done by mail.

SELLING BY MAIL

How a Good Mail-Order Disk Business Operates

- Randy's Record Shop dates its start with its first bag of mail orders
- Four principles of direct-mail selling insured success for the Tennessee shop

By RALPH FREAS

Mention the name Randy Wood to anyone in the record business. Automatically, they'll think of Dot Records. The formation of the label in 1951, its rapid growth, its sale for around \$2,000,000 in 1956 is a familiar story. Less familiar but equally interesting is the story of Randy's Record Shop, where everything, including Dot, humbly began back in 1945.

3,000 Pieces a Week

Most everyone who lives in Gallatin, Tenn., buys records from Randy's Record Shop. But most of the records Randy's sells go outside of Gallatin city limits—way outside. About 95 per cent of the shop's business is mail order.

Here are a few facts. The shop ships records to an average 36 States every day. An average of 3,000 pieces of mail is received every week. Mail-order customers still lean to the 78 r.p.m. disk; 78's account for 75 per cent of sales. Randy's employs 14 people, 13 of whom work in the mail-order department. Orders are not limited to customers in rural areas. Randy's regularly fills orders from people in large metropolitan areas.

A Lucky Incident

How did the business start and how did it grow? After the war, Randy Wood began repairing radios in one corner of his brother-in-law's machine shop. Soon he was selling radios as well as fixing them. Quickening interest in recorded music led Wood to add phonographs, too. The record business was a natural step forward.

Actually Randy Wood was not wholeheartedly in the record business. This was a little plus off to the side. His main business was still radios and phonographs. A one-minute radio spot changed all this.

That first one-minute spot on Nashville's WLAC drew a bagful of mail, stunned the organization and launched Wood in the disk business. The rest is history.

Today, Randy's Record Shop sponsors a daily 45-minute radio show. Still beamed on WLAC's 50,000 watts, the show is heard from 10:15 to 11 p.m. Deejay Gene Nobels presides, playing the top tunes as determined by the

sales at Randy's. Sundays, the music leans to spirituals and sacred music.

Special Gimmicks

Several special merchandising gimmicks are used to build a heavy mail-order response. One of the more successful is a six-record pre-pak. Offered at \$2.98, the pre-pak contains six top popular records. All other records are sold at full price, with the exception of 10 per cent off in sales to servicemen.

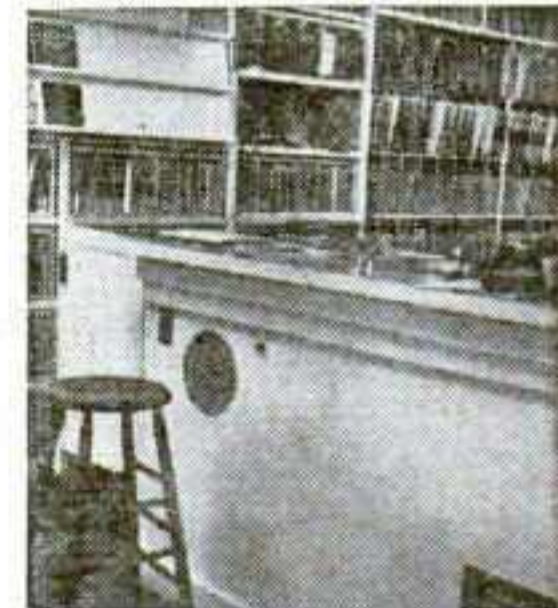
The store also handles several phono lines. In the case of phonos, the over-the-counter business exceeds mail order by 50 per cent. Randy's estimate of Christmas phono sales is around 450 units. The bulk of the business will be done in the \$35 to \$65 classification. Individual top seller is a \$23.95 unit. One of the methods used to promote phono sales is an offer of 10 records of the customer's choice with the purchase of a phono. Interestingly, the shop still gets orders for the old, acoustic, hand-wind models.

Good Catalog

A catalog is one of the most useful tools for mail-order selling, and Randy's has a good one. It's a 34-page newsprint listing, with a two-color, slick-paper cover. The catalog, which is included with every shipment of records, spells out mailing procedures and

terms of special offers. Records are listed alphabetically by artist. The text pages are livened greatly with pictures of current top-selling artists. In addition to records, the catalog lists low-priced phonos and accessories.

The success of this mail-order operation underscores several principles. First, advertise and make sure that your advertising medium is reaching the audience you want. Second, offer the prospect something special, in the case of Randy's, specially priced pre-paks and free disks with a phono purchase. Third, make it easy for the customer to order and buy from you. Fourth, fill orders promptly and fill them with the merchandise ordered.



Demonstration equipment is built right into the counter. Top of the counter holds a Rek-O-Kut Rondine turntable. Amplifier is underneath. Speaker port opens onto the main traffic area. To the right of speaker, a volume control is placed for customer convenience.



Main traffic area uses custom-built display racks. Top of rack has bins for singles—45's and 78's—clearly labeled by title and artist. Lower part of rack displays LP jackets. Each display holds a different musical category (rock and roll, country and western, etc.).

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING DECEMBER 14

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

This Week	Last Week	Weeks on Chart
1. Elvis' Christmas Album Elvis Presley, RCA Victor LOC 1035	1	4
2. My Fair Lady Original Cast, Columbia OL 5090	2	90
3. Merry Christmas Bing Crosby, Decca DL 8128	3	4
4. Christmas Carols Mantovani, London LL 913	12	3
5. Around the World in 80 Days Sound Track, Decca DL 9046	4	39
6. Ricky Ricky Nelson, Imperial IMP 9048	5	7
7. Pal Joey Sound Track, Capitol W 912	7	7
8. Hymns Tennessee Ernie Ford, Capitol T 756	—	51
9. Perry Como Sings Merry Christmas Music RCA Victor LPM 1243	8	2
10. The King and I Sound Track, Capitol W 740	9	76
11. Warm Johnny Mathis, Columbia CL 1078	—	1
12. Christmas Hymns and Carols Robert Shaw Chorus, RCA Victor LM 1711	—	1
13. Pat's Great Hits Pat Boone, Dot DEP 3071	6	10
14. Now Is the Caroling Season Fred Waring, Capitol T 896	—	1
15. Loving You Elvis Presley, RCA Victor LPM 1515	10	23
16. April Love Sound Track, Dot DLP 9000	—	1
17. Spirituals Tennessee Ernie Ford, Capitol T 818	23	23
18. 'S Marvelous Ray Conniff, Columbia CL 1074	—	1
19. Film Encores Mantovani, London LL 1700	19	31
20. Love Is the Thing Nat King Cole, Capitol W 824	15	31
21. Hymns We Love Pat Boone, Dot DEP 3068	—	1
22. Jingle Bells Lawrence Welk, Coral CRL 57186	—	1
23. There'll Always Be a Christmas Ames Brothers, RCA Victor LPM 1541	16	4
24. Oklahoma! Sound Track, Capitol SAO 595	17	119
25. Dream Along With Me Perry Como, RCA Camden CAL 403	11	2

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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.

Special Merit Jazz Album

ART BLAKELY: THE JAZZ MESSENGERS (1-12")—Bethlehem BCP 6023

One of the best Messenger sets to hit the market in quite some time. Material treated is substantial, emotionally turned, but not in the frantic groove essayed on other recent etchings by group. Solos by tenorist Johnny Griffin and pianist Junior Mance are uniformly excellent; the rhythm is sure and well-shaded, relating especially well to the soloists. If shown to modern buyer, this hard swinging package should do well, for it is one of the better albums of its kind.

New Jazz Talent Album

A SWINGING INTRODUCTION TO JIMMY KNEPPER (1-12")—Bethlehem BCP 77

Knepper, a vital new trombonist in his first album as a leader, shows flexibility, emotional power, and individuality. Evidence of his talent for writing is also amply documented. A strong cast, including altoist Gene Quill and pianist Bill Evans, who solo persuasively, enhances package's musical value. Moving and quite understandable, set could sell its share, if shown. Try "Idol of the Flies" as demo-track.

Special Merit Folk Album

COMMUNITY CONCERT (1-12")—Frances

Archer & Beverly Gile. Disneyland WDL 3023

An unusually interesting package, whose 16 bands contain a veritable concert. Archer and Gile are interpreters of folk songs and ballads. First side contains European material, including songs from Shakespeare, Brahms, Hungarian material, etc. Second side is made up of American songs, including white and Negro spirituals, a hobo song ("Nine Hundred Miles"), etc. The artists tour constantly in the Community Concerts organization, and this should tie in well with the release of the album. The performances are outstanding.

Special Merit Low-Priced Album

PETER PAN (1-12")—Robin Hood. RH LP 1000

An outstanding children's record that can be sold easily by any type of outlet, especially at \$1.49. Eschewing the slickness and gimmicks of Broadway and of previous disk versions, this sticks fairly close to the Barrie story, utilizing narrator and actors, plus background music, in proper portions, and letting the heart-tugging charm of the original come thru. Children (and parents) will listen to it again and again, and love it. Excellent recording.

— Album Cover of the Week —

NO SELECTION THIS WEEK

For Reviews and Ratings of New Albums See Page 26

Most Played by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 14

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

1. **PAL JOEY**
Sound TrackCapitol W 912
2. **'S MARVELOUS**
Ray ConniffColumbia CL 1074
3. **JUST ONE OF THOSE THINGS**
Nat King ColeCapitol W 903
4. **WHERE ARE YOU?**
Frank SinatraCapitol W 855
4. **JACKIE GLEASON PRESENTS "Oooo!"**
Jackie GleasonCapitol W 905
6. **THERE'LL ALWAYS BE A CHRISTMAS**
Ames BrothersRCA Victor EPA 1-1541
7. **ELVIS' CHRISTMAS ALBUM**
Elvis PresleyVictor LOC 1035
8. **YOUNG IDEAS**
Ray Anthony Orch.Capitol T 866
9. **EYDIE SWINGS THE BLUES**
Eydie CarméABC-Paramount ABC 192
10. **MUTED JAZZ**
Jonah JonesCapitol T 839
10. **WE GET LETTERS**
Perry ComoRCA Victor 1463



Best Selling Pop EP's

FOR SURVEY WEEK ENDING DECEMBER 14

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1. **JAILHOUSE ROCK**
Elvis PresleyRCA Victor EPA 4114
2. **ELVIS' CHRISTMAS ALBUM**
Elvis PresleyRCA Victor EPA 4108
3. **AND A VERY MERRY, MERRY CHRISTMAS**
Pat BooneDot DEP 1062
4. **LOVING YOU**
Elvis PresleyRCA Victor EPA 1-1515
5. **RICKY**
Ricky NelsonImperial EP 153
6. **SPIRITUALS**
Tennessee Ernie FordCapitol EAP 1-818
7. **HYMNS**
Tennessee Ernie FordCapitol EAP 1-756
8. **FOUR BY PAT**
Pat BooneDot DEP 1057
9. **MERRY CHRISTMAS**
Bing CrosbyDecca ED 547
10. **HERE'S LITTLE RICHARD**
.Specialty EP 402

Reviews and Ratings of New Popular Albums

GALLOPING FINGERS:
ETHEL SMITH79
 (1-12")
 Decca DL 8456

The noted organ virtuosa plays a dozen selections comprising a remarkably broad range of material. Included are "The Galloping Comedians," "Hora Staccato," "Maple Leaf Rag." Technique and sound are excellent. Package should appeal to a general market and to hi-fi buyers.

MUSIC TO STOP THE CLOCK BY....78
 Stephane Grappelly Ork (1-12")
 Verve MGV 20001
 An assemblage of standards recorded in France, melliflously performed by strings and rhythm with violinist Grappelly up front as soloist. Grappelly flavors his solo flights with jazz "feel," has fine sound and the arrangements for the orchestra are satisfying, thus making this package more interesting than many of its kind. Dealers should get immediate response from dance and mood buyers, for set is extremely appealing on both levels.



CHUCK WILLIS CROWNED KING OF THE STROLL

"Betty and Dupree" was beautifully timed to cash in on a dance fad that is now sweeping the country. The new dance step has been baptized the Stroll and in "Betty and Dupree" Chuck Willis has come up with a Stroll to end all Strolls.

"The Stroll", says the current Billboard, "may herald the beginning of a new 'Big Apple' type dance trend in the music business". It describes the Stroll as a rock and roll version of the minuet (yes, that's right). Some look on it as a revival of the "mess around".

"Betty and Dupree" would have been a hit at any time but due to the current Stroll fad, it ought to stroll to the top of the pop charts in record time.

Why not stroll along?



BETTY AND DUPREE
Chuck Willis
1168
ATLANTIC
 RECORDING CORPORATION
 167 WEST 57 STREET, NEW YORK 19, N. Y.

MELANCHOLY BABY76
 Della Reese (1-12")
 Jubilee JLP 1026
 In view of canary's sock standing with deejays this package is worth its weight in gold, plug-wise. Miss Reese's first LP showcases her dramatic, stylized thrashing on a great collection of standards—"When Your Lover Has Gone," "Say It Isn't So," etc. Display-wise cover suffers from fact that the curvaceous thrush is bundled up from head to toe in slacks, shapeless raincoat, gloves and hood.

SLAUGHTER ON TENTH AVENUE..74
 Sound Track (1-12")
 Decca DL 8657
 Score for film is entirely based on the ballet music by Richard Rodgers. Herschel Gilbert has expanded, adapted and arranged this material to correspond with the action of the picture. Results are dramatic and find new meanings in Rodger's material, but product may disappoint some who are looking for the original version.

NOSTALGIA IN HI-FI73
 Bert Buhrman at the Organ. (1-12")
 ABC-Paramount ABC 209
 Organist gives straightforward renditions of standards, including "Blue Moon," "Dancing in the Dark," "All the Things You Are," "Night and Day." Conn electronic organ is well recorded, inclines toward intimate side rather than toward grand effects.

FOR WHOM THE BELL TOLLS.....70
 (1-12")
 Jubilee JLP 1034
 This "tribute to Victor Young" features some of the late writer's most popular numbers such as: "Around the World," "Golden Earrings," "Blue Star" ("Medic" theme) and "Johnny Guitar," in addition to title selection. Pianist Harry Sukman stays close to the melodies, aided by guitar, bass and rhythm.

THE TWO OF US—LARRY GREEN, MIKE DI NAPOLI70
 (1-12")
 ABC-Paramount ABC 175
 Duo-piano team from New England run thru such tunes as "Moonlight Cocktail," "Mean to Me," "In the Mood" and "Under a Blanket of Blue." Styling recalls typical cocktail-bar manner, featuring pleasant continuity at the cost of variety and interest.

THE TWO HOT COLES68
 Eddie & Betty Cole (1-12")
 Six Thousand LP 6000
 This package offers jocks an interesting springboard for mike chatter. Style-wise, Eddie Cole is strongly reminiscent of his younger brother, Nat Cole. Listenable piano solo work and relaxed warbling by Cole and his frau on a group of standards—"I Hadn't Anyone," "Poor Butterfly," etc.

CHARLENE BARTLEY: THE WEEKEND OF A PRIVATE SECRETARY.....68
 (1-12")
 RCA Victor LPM 1478
 Charlene Bartley has a sweet, fresh vocal sound but doesn't do much with it on this package of standards—"Moon Over Miami," "I've Got a Crush on You," etc.—keyed to the title theme. Subtle backing is provided by Tito Puente, Don Alessi, Milt Hinton and Hal McKusick on various sides. Once canary's style has jelled, she should shape up as a good deejay bet.

Polka

POLKA DATE WITH RAY76
 Ray Henry Ork (1-12")
 Dana DLP 1253
 A strong package for polka territory. Sides are all polka and oberek instrumentals, with occasional shouting by the band. Arrangements and repertoire are authentic, and fine material for dancing. General dealers may find it worthwhile to carry, owing to current interest in polkas. Cover is attractive, and a companion display to Dana's new album by Frank Wojnarowski.

POLKAS—CZARDASZ—OBERFKS76
 Frank Wojnarowski Ork (1-12")
 Dana DLP 1254
 Another authentic package, which should do well regionally. In contrast to the "Polka Date With Henry" album just released by the label, this one is more varied. Ork alternately plays all three of the dance forms, plus one waltz. Thus, while it has not the sustained drive and bounce of the Henry album, it appeals to more national groups. Cover is very attractive, and a good companion cover to the Henry album.

International

RUMANIAN FOLKLORE:
ANNE NICOLAS69
 (1-12")
 Verve MGV 20002
 Singer makes the most of sexy "Continental" delivery in strongly contrasted material. Slow, melancholy numbers and lively dance selections are accompanied by typical "tzigane" orchestra. One of tunes turns out

to be identical with "Johnny (Is the Boy for Me)."

Folk

ANDREW ROWAN SUMMERS72
 (1-12")
 Folkways FA 2348
 The well-known folk-singer lends his characteristic style to an interesting group of ancient English and American folk tunes and ballads. Included are "Shenandoah," "The Three Ravens" and "Lord Thomas and Fair Ellender." Those familiar with his singing and collectors of folk material will be likely to want this.

OHIO STATE BALLADS70
 Anne Grimes with Dulcimer (1-12")
 Folkways FH 5217
 Compendium of songs from the Buckeye State includes material from the days of the early settlers, ballads of war and everyday life, blues and religious songs. Lively but scholarly collection places more emphasis on material than on performance, which is wholesome and earnest.

FLAMENCO—A NIGHT IN GRANADA67
 Sung by Carbonerillo De Jere-Andres Conde (1-12")
 Verve MGV 20005
 Package inclines toward night-club atmosphere rather than toward authentic flamenco style. Singers employ characteristic approach to popularized material. Disk suffers from lack of first-rate guitar backgrounds. This will not satisfy aficionados of flamenco but may have some appeal for others.

Low-Priced

KINGS OF DIXIELAND82
 (1-12")
 Crown 5045

Well played, often raucously happy Dixie that should be extremely pleasing to traditional buyer. Set's price—\$1.49, good sound, heated performances by "names" in Dixie field—
 (Continued on page 28)

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Music Angles

• Continued from page 16

tune in the show and a lovely ballad) by Nelson Riddle with Sue Raney, and the Four Preps' "It's You," a nostalgic barber shop quartet item.

Capitol Records in releasing nine singles from the show in all, including the above four disks, plus the romantic "Good Night My Someone" by Les Paul and Mary Ford and the catchy "Gary, Indiana," which is on the flip side of the Lombardo platter. Other singles released to date include Felicia Sanders' "Goodnight My Someone" on Decca and Bernie Lowe's version of the same tune on Cameo; Barbara McNair's "Till There Was You" on Coral; Ted Heath's London waxing of "76 Trombones"; Jimmy McPartland's "76 Trombones" and the charming "Marian—the Librarian."

The score received a great send-off on Patrice Munsel's ABC-TV show last week, with the canary and Julius LaRosa warbling several tunes from the score. However, neither artist conveyed the sock emotional impact that the music has on stage at the Majestic. Robert Preston, who doesn't have any more voice than Rex Harrison, also possesses Harrison's ability to sell a song, via faultless timing and sheer personal magnetism.

"The Music Man" should step out early next year as a disk sales leader—a smash new entry in the legit musical LP field.

June Bundy.

Dramatic Values

• Continued from page 16

for tulas and gold-braided uniforms.

Barbara Cook, the far-from-plain hit of "Plain and Fancy" and the candy-voiced hussy of "Candide," lands neatly in the top ranks of musicomediennes as the dream-eyed librarian of "The Music Man," showing style, talent and versatility.

David Burns is properly blustery as the stuffed-shirt mayor of River City, Ia., and Pert Kelton is a welcome sight as Barbara's dotting mother. Red-haired Eddie Hodges, a moppet with the timing of a master, is a standout as the kid brother, and the Buffalo Bills are a fine quartet of local businessmen.

Onna White, once the chorus captain of "Guys and Dolls," makes her choreographic debut in "The Music Man," and an auspicious start it is. Her lively, inventive dances have the bounce of Metro's kudoed "Seven Brides for Seven Brothers," but are so well integrated with the show's other elements that it's hard to tell where her choreography leaves off and Da Costa's stage direction begins.

Howard Bay's sets and lighting, and Raoul Pene du Bois' costumes are first-rate, and catch, with nostalgia, the flavor of a 1912 Corn Belt town.

Chances are, "The Music Man" is already in that charmed circle of "Tickets That Are Hardest to Get." Charles Sinclair.

Deems Taylor

• Continued from page 1

Music, composer; Carleton Sprague Smith, chief of the Music Division of the N. Y. Public Library and the Metropolitan Opera Association; G. Wallace Woodworth, music professor at Harvard and commentator on the Boston Symphony radio broadcasts. Woodworth also is conductor of the Harvard U. Glee Club.

Three members of the panel—Copland, Moore and Schuman, have been winners of Pulitzer prizes for composition.

The panel convened for the first time late last week. The announcement of the club's initial album releases will be announced sometime next month.



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ON CAPITOL'S



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CREACIONES DE MIGUEL HERRERO — FM-104 (An exciting album of Flamenco Songs). Orquesta bajo la direccion de Arteta y Arijito. Guitar accompaniment, Paquito Simon.



JOTAS — FM-101 (folk music from Spain). Orquesta de Camara de Madrid conducted by Jose Luis Lloret. Musical supervisor Daniel Montorio.



ALFREDO KRAUS OF SPAIN — FM-111 ("The greatest Spanish tenor since Miguel Fleta"). Orquesta de Camara de Madrid conducted by Jose Luis Lloret. Musical supervisor Daniel Montorio.

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• Reviews and Ratings of New Popular Albums

• Continued from page 26

M. Matlock, Ben Pollack, Dick Cathcart, Clyde Hurley, etc.—on familiar Dixie material give this item excellent sales prospects.

PUNCH & JUDY79

Doug Anderson (1-12")
Robin Hood RH LP 1010
Something entirely new in a children's record—an attempt to convey on disk the slapstick comedy of the traditional Punch and Judy puppet show. It's reasonably successful, once it spins its way past the story of the evolution of "Punch and Judy," the possibly a bit sophisticated for the pre-school tots. At any rate, parents looking for something different in a \$1.49 buy should be exposed to this.

NIGHT LIFE IN VIENNA77

Anton Paulik Ork. (1-12")
Crown CLP 5052
Selections combine familiar material with lesser known examples. Good performances of such numbers as "Blue Danube Waltz," "Pizzicato Polka," "Wine, Women and Song" in light, non-symphonic style. Recording could be better, but it will sell at \$1.49 tag.

I'M IN THE NUDE FOR LOVE75

Jon Trevanni Ork. (1-12")

Crown 5046

Album title is illustrated by provocative photo of gal in hammock. Contents establish romantic mood with numbers like "Poinciana," "Reverie," "My Old Flame," "All Alone." Arrangements attempt polished style but execution is rather crude. Lists at \$1.49.

PARIS NIGHT LIFE74

Pierre Legendre Ork (1-12")
Crown CLP 5048
Nice arrangement of original tunes with French flavor. Titles describe aspects of Paris such as: "Cocktails Champs Elysees," "Rue de la Paix," "Left Bank Lovers." Cover depicting night scene will appeal to travel-minded supermarket shoppers.

Childrens'

WOODY WOODPECKER'S FAMILY ALBUM76

Grace Stafford, Mel Blanc, Gloria Wood & the Woodyets (1-12")
Decca DL 8659
Many of the younger set will be pre-sold on this package thru cartoon features in theaters and on TV. In addition to "Woody Woodpecker Song," the impersonators of the ani-

ated animals sing of "Chilly Willy, the Penguin," "Homer Pigeon," "Heinie, the Laughing Hyena," etc.

Specialty

TONY LAVELLI: ACCORDION CLASSICS70

(1-12")
Folkways FS 3837
Lavelli, former basketball star, presents a program which ranges from "La Cumparsita" to Mozart's "Turkish March." He includes an operatic medley, a polka, a march and some salon pieces. Disk will please fanciers of the accordion. General audience will be less attracted.

Spoken Word

LOVE LETTERS—WITH FOSTINI67

(1-12")
Jubilee JLP 2020
Reading by Fostini against musical backgrounds comprise billets-doux by Napoleon, List, Beethoven and Poe. Despite dissimilarity of personalities, general effect is reminiscent of "The Continental."

Classical

DEBUSSY: QUARTET; LEES: QUARTET (1-12")—Paganini String Quartet. Liberty SWL 1500464

Second Quartet by Benjamin Lees, young American composer, proves to be interesting work, full of vitality, sometimes reminiscent of Bartok. Paganini gives good account of piece, compensating somewhat for less satisfactory reading of Debussy Quartet.

• Reviews and Ratings of New Jazz Albums

BOB CROSBY'S BOB CATS82

(1-12")
Coral CRL 57170
Excellent recording of Dixie soundings excitingly purveyed by Crosby group of vets—Eddie Miller, M. Matlock, J. Best, etc. Strong rhythm section with drummer Jack Sperling leading the surge adds sparkle to proceedings. Most of material treated has basic association with Dixie idiom. Traditional buyer will pick up on this; more modern clientele might show interest, for set never sounds antiquated, has kind of drive that appeals to all jazz fans.

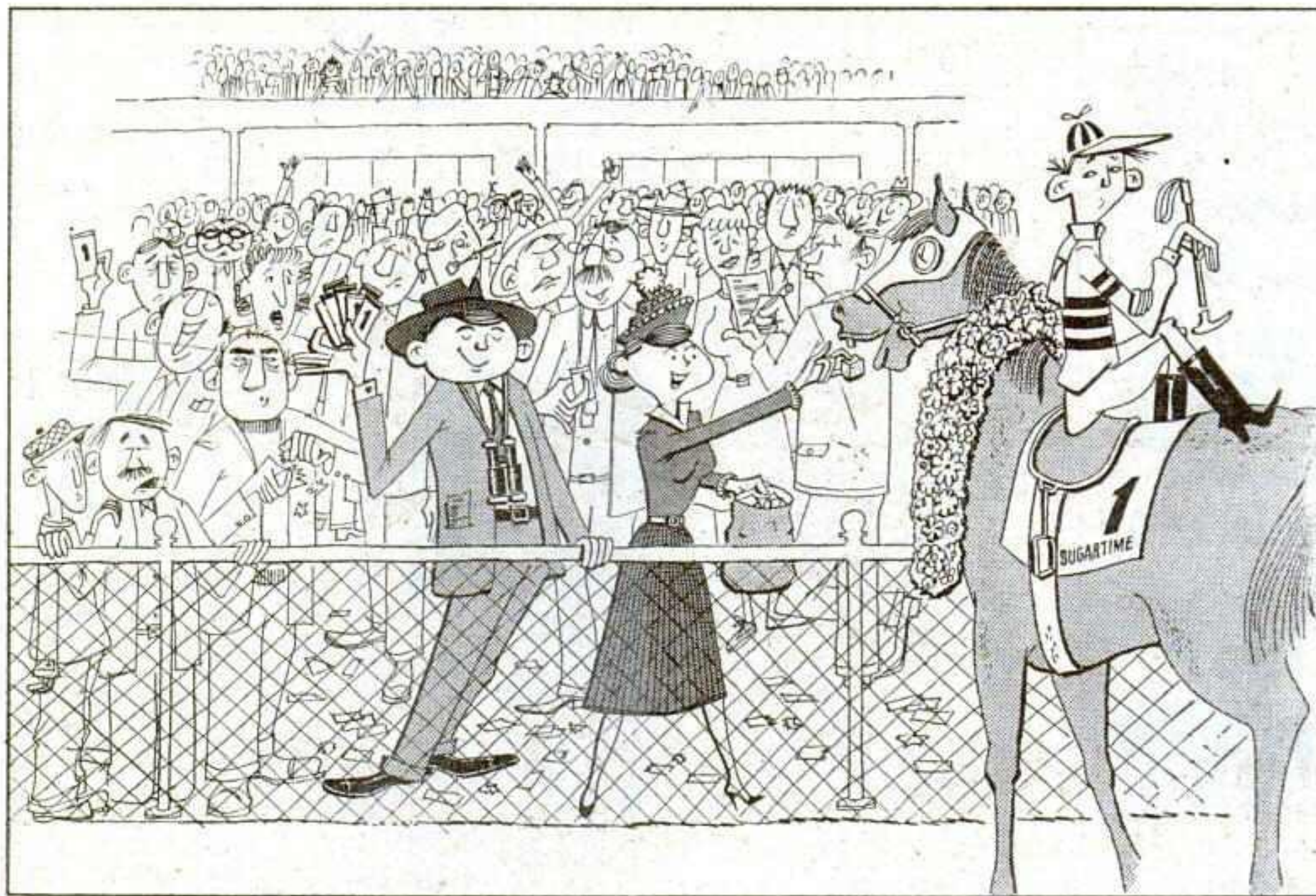
THE ANATOMY OF IMPROVISATION80

(1-12")
Verve MGV 8230
A record complement to a chapter in L. Feather's recently published tome, "Book of Jazz." Set is extremely valuable in itself, for it exposes large sampling of top players in good form . . . i.e. C. Parker, D. Gillespie, A. Tatum, B. Powell, R. Eldridge, C. Hawkins, L. Young and many more. Running variety of styles, package's appeal is likely to be wide. Especially notable for demo purposes:

CLEAN UP AFTER CHRISTMAS WITH



ON CAPITOL'S



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SUGAR IN THE EVENING
SUGAR AT THE FINISH LINE
DISK JOCKIES ARE ON A WINNER
WHEN THEY RIDE "SUGARTIME !!"



PS-S-S-T: DEALERS & OPERATORS
It's even money that "Sugartime" by The McGuire Sisters will be No. 1 in a few weeks. The lucky Coral number is 9-61924. Get on it today.

Tatum's "Blues in B Flat" and Gillespie and Eldridge's "Trumpet Blues."

EAST COASTING BY CHARLIE MINGUS79 (1-12")

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CLINT MILLER
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 I'm In Love
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LAURA K. BRYANT'S
 SENSATIONAL RENDITION
 OF
"BOBBY"
 CAMEO #124
CAMEO RECORDS

THE CHORDETTES
PHOTOGRAPHS
 c/w
BABY OF MINE
 Cadence 1341
cadence RECORDS

A SMASH FOLLOW UP
DELLA REESE
"I ONLY WANT TO LOVE YOU"
 and
"MY LOVE POSSESSED"
 Jubilee 5307
JUBILEE RECORDS
 1650 Broadway New York 19

THANKS, DEEJAYS, FOR THE RECOGNITION!
"MERRY CHRISTMAS, SANTA CLAUS"
 with the Bob Vincent Orchestra and Joanne Vincent
 #4M-103
 (We Got a Late Start, But We'll Be Back Next Year!)
GALE RECORDS
 48 West 48th St., New York, N. Y.

Bethlehem BCP 6019
 Set holds wide appeal in that it is simultaneously adventurous and accessible. Mingus gives evidence of talent for writing integrated, individual jazz compositions well rooted in jazz tradition. Soloists have ample room to spread out, and pianist B. Evans, trombonist J. Knepper, trumpeter C. Shaw, and bassist Mingus are heard to advantage. Should be equally appealing to "mainstream" or more modern buyer. Try "West Coasting" or "Celia" as demo bands.

LUCKY THOMPSON FEATURING OSCAR PETTIFORD, VOL. 278 (1-12")
 ABC-Paramount ABC-17:
 Vol. 1 by Thompson generally was rated the tenor sax virtuoso's best LP, and this one is comparable in its swinging, full-toned, modern-mainstream jazz exposition. This time, all tracks are Thompson originals, which may make selling just a bit slower. Artist has kept himself somewhat remote from the local market, which puts most of selling burden up to dealer, but it can sell, if shown. Superb notes by Nat Hentoff add weight to the quality entry.

HALLELUJAH HAMP: LIONEL HAMPTON76 (1-12")
 Verve MG V 8226
 A loose, informal session notable for rapport among the players—B. Rich, O. Peterson, R. Brown, H. Ellis and Hampton. Latter is central and catalytic figure, with pleasing, building continuity in his extended solo stints, pushing his colleagues to better things. Taking lead from Hamp, set has more of a swing feel than anything else, in spite of presence of modern players. Better sound and balance would have added appeal.

MUSIC FOR LOSERS: TURK MURPHY75 (1-12")
 Verve MG V 1013
 New Orleans revivalist Murphy presents several listenable tracks in "traditional" style. Dixie fans will

probably take to this. Vocals are by Murphy and Thad Vander. Album title refers to the selection of tunes, which are designed to create a "happy" mood. Steady-type merchandise.

VINNIE BURKE ALL-STARS75 (1-12")
 ABC-Paramount ABC 139
 Set features unusual instrumentation—two guitars, tenor, trombone and rhythm, and tends to soft swing in scoring and solo interpretations. Performance level is generally good with attractive solos by Al Cohn and bassist Burke, but it is the ever-improving, virile-sounding pianist, Ed Costa, who contributes most substantial and consistently interesting solos in set.

A TRIBUTE TO THE GREATS: SAL SALVADOR74 (1-12")
 Bethlehem BCP 74
 A tasty tribute to contemporary moderns—Mulligan, Monk, Parker, Guiffre, Kenton, etc.—by way of treatment of their more famous tunes. Prime appeals of set are apt appropriation of tunes for this quartet context, the emphatic interplay between guitarist Salvador and pianist E. Costa, who also contribute stimulating solos. An integrated effort that deserves to be shown. Try "Four Brothers" as demo-track.

THE JACKIE McLEAN QUINTET72 (1-12")
 Jubilee JLP 1064
 McLean's alto style is highly reminiscent of Charlie Parker's. Trumpeter Don Byrd is also featured in the set. Prime appeal will probably be to the "hard bop" fans. Lack of big name value may hamper sales potential, but set could move with displays of "Lover Man," "It's You or No One" and "The Way You Look Tonight."

KID ORY IN EUROPE72 (1-12")
 Verve MG V 8254
 Choice item for Dixieland fans. The set was recorded during Ory's appearance at the Theater de Champs Elysees in December, 1956. The

approval of the crowd is evident in the whistling and applause. Surprising excitement on "Tiger Rag." Other numbers include "Four or Five Times" and "Basin Street Blues."

BIRD ON 52ND STREET70
 Charlie Parker, Alto; Miles Davis, Trumpet; Duke Jordan, Piano; Max Roach, Drums; Tommy Potter, Bass. (1-12")
 Jazz Workshop JWS 501
 Set is the second of an edited series originally recorded on a home tape recorder. The sound is hardly perfect, but Parker's inspired blowing and marvelous technique more than compensate. For the collector, student and Parker fan this is a gem despite mechanical shortcomings.

Jazz Specialty
GERSHWIN, ANYONE?85 (1-12")
 Music Minus One MMO Vol. 4
DO-IT-YOURSELF: MUSIC OF COLE PORTER84 (1-12")
 Music Minus One MMO Vol. 5
 MMO, now leader in the field of "participation" disks, has continued to improve its musical quality and presentation. (It also has raised price to \$5.95.) Both of these sets can be extremely valuable to student, amateur and professional musicians and, to a more limited degree—to vocalists. Latter limitation is due to fact that tunes are played in their original keys, which will present range problems to many tyros. Each set has stellar modern jazz accompaniment for eight tunes, with bound-in pages carrying melody lines and chords for C, B, flat, E flat and bass clef instruments. Also words. Truly modern chord changes and rhythm styling pose a challenge, but certainly increase practical instructional value, just as these particular tunes are valuable repertory to aspiring club-date musicians. Vol. 4 offers accompaniment by Hank Jones, M. Lowe, G. Duvivier and Max Roach, plus some beautiful trumpet by Joe Wilder. Vol. 5 has Ray Bryant, K. Burrell, Duvivier and Art Taylor. For all types of music and instrument stores.



CLEAN UP AFTER CHRISTMAS WITH



ON CAPITOL'S



Holiday Greetings to You All

from **Elvis and the Colonel**

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending December 14

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Raunchy		3 5	6. Kisses Sweeter Than Wine		6 5
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.			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.		
2. April Love		1 9	7. Silhouettes		7 10
By Fain & Webster—Published by Leo Feist (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15660.			By B. Crewe and F. Slay—Published by Regent Music (BMI) BEST SELLING RECORD: Rays, Cameo 117. RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9856; Dean Jones, M-G-M 12580.		
3. You Send Me		2 9	8. Peggy Sue		8 5
By L. C. Cooke—Published by Higuera (BMI) BEST SELLING RECORDS: Teresa Brewer, Coral 61898; Sam Cooke, Keen 34013. RECORDS AVAILABLE: Jesse Belvin, Modern 1025; Plas Johnson, Cap 3835.			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.		
4. All the Way		4 7	9. At the Hop		16 3
By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP) BEST SELLING RECORD: Frank Sinatra, Cap 3793. RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Dec 30453; Norville Reid/J. Pleis, Dec 30444; Walter Scharf, Jubilee 5300.			By Singer-Medora-White—Published by Singular (BMI) BEST SELLING RECORD: Danny and the Juniors, ABC-Paramount.		
5. Jailhouse Rock		5 11	10. Chances Are		9 15
By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7035.			By Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40993.		
Second Ten					
11. Fascination		10 19	16. Tammy		19 23
By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP) BEST SELLING RECORD: Jane Morgan, Kapp 191. RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamalton, London 1758; Dick Jacobs, Coral 61864; Don Johnson, Kandy 111; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 6980; Ethel Smith, Dec 30421; Troubadours, Kapp 191.			By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61851. RECORDS AVAILABLE: Ames Brothers, Vic 6930; George Barnes, Dec 30398; Joseph Gershon Ork, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Snyder, Dec 30433.		
12. Great Balls of Fire		11 3	17. I'm Available		17 7
By Jack Hammer-Otis Blackwell—Published by BRS-Hill & Range (BMI) BEST SELLING RECORD: Jerry Lee Lewis, Sun 281. RECORD AVAILABLE: Georgia Gibbs, Vic 7098.			By Dave Burgess—Published by Golden West (ASCAP) BEST SELLING RECORD: Margie Rayburn, Liberty 55102. RECORDS AVAILABLE: Dave Burgess, Challenge 1008; Kendall Sisters, Argo 5278; Bonnie Lou, King 5094.		
13. My Special Angel		13 10	18. Rock and Roll Music		20 6
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.			By Chuck Berry—Published by Arc Music (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1671.		
14. Melodie D'Amour		15 12	19. Around the World		21 28
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.			By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORD: Victor Young and Bing Crosby, Dec 30262. RECORDS AVAILABLE: Georgie Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddis Fisher, Vic 6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 6853; Mantovani, London 1746; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Lawrence Welk, Coral 61741.		
15. Liechtensteiner Polka		14 5	20. Wake Up Little Susie		12 13
By Kotscher-Lindt—Published by Burlington (ASCAP) BEST SELLING RECORD: Will Glahe, London 1755. RECORDS AVAILABLE: Lawrence Welk, Coral 61900; Li'l Wally Ork, Banana 510.			By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1337.		
Third Ten					
21. Be-Bop Baby		23 12	26. Bony Moronie		- 1
By P. Longhurst—Published by Travis Music (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5463.			By Larry Williams—Published by Venice (BMI) RECORD AVAILABLE: Larry Williams, Specialty 615.		
22. The Joker		24 4	27. Put a Light in the Window		27 3
By Billy Myles—Published by Angel Music (BMI) RECORDS AVAILABLE: Ronnie Gaylord, Kapp 158; Hilltoppers, Dot 15662; Billy Myles, Ember 1026.			By Rhoda Roberts—Kenny Jacobson—Published by Planetary (ASCAP) RECORD AVAILABLE: Four Lads, Col 41058.		
23. Oh, Boy!		28 2	28. Why Don't They Understand?		26 3
By Sunny West, Bill Tilghman, Norman Petty—Published by Nor-Va-Jac (BMI) RECORD AVAILABLE: Crickets, Brunswick 9-55035.			By Joe Henderson-Jack Fishman—Published by Hollis Music (BMI) RECORD AVAILABLE: George Hamilton IV, ABC-Paramount 9862.		
24. Little Bitty Pretty One		18 9	29. Buzz, Buzz, Buzz		- 1
By R. Byrd—Published by Recordo Music (BMI) RECORDS AVAILABLE: Bobby Day, Class 211; Thurston Harris, Aladdin 3398.			By J. Gray & R. Byrd—Published by Cash (BMI) RECORDS AVAILABLE: Rusty Draper, Mer 71221; Hollywood Flames, Ebb 119.		
25. Just Born		22 9	30. Honeycomb		25 28
By Luther Dixon & Billy Dawn Smith—Published by Winneton Music (BMI) RECORD AVAILABLE: Perry Como, Vic 7050.			By Bob Merrill—Published by Hawthorne Music (ASCAP) RECORDS AVAILABLE: Jimmie Rodgers, Roulette 4015; Georgie Shaw, Dec 30418.		

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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.

THE
WORD
ON
PLAYS

Christmas gets brighter all the time with JERRY VALE's 'sleeper' ("Pretend You Don't See Her") waking up to hit standards and winding up a great year for the lad! * * * THE FOUR LADS' newest, "Put a Light in the Window," is stirring up activity to rival Paul Revere's bit in the Old North Church! * * * JOHNNY MATHIS, the year's hottest property, is neatly on the charts with his latest and building an avalanche for '58! * * * MARTY ROBBINS follows "White Sport Coat" with "The Story of My Life," and with the same spectacular results! * * * The way VIC DAMONE's latest is breaking into the 'hit' category, it looks like no one can "Close the Book"!

Extra Exposure!

Artist appearances on television build sales that make every day Christmas! You can count on these to boost your traffic: MARTY ROBBINS adds the extra for his already 'snow-balling' "The Story of My Life" in a guest appearance on the December 23rd GUY MITCHELL Television Show; GUY appears on the Dinah Shore Show December 29th, the same evening Jerry Vale guests on the Steve Allen Show.



VIC
DAMONE

JUNIOR MISS
(from the CBS Television Show "Junior Miss")
b/w
I CAN'T CLOSE THE BOOK
with GLENN OSSER
and his orchestra
4-41057



JOHNNY
MATHIS

WILD IS THE WIND
(from the Paramount Picture "Wild Is the Wind")
with RAY ELLIS
and his orchestra
b/w
NO LOVE
with RAY CONNIFF
and his orchestra
4-41060



MARTY
ROBBINS

THE STORY OF MY LIFE
b/w
ONCE-A-WEEK DATE
with RAY CONNIFF
and his orchestra
4-41013



MITCH
MILLER

MARCH FROM THE RIVER KWAI
and
COLONEL BOGEY
(from the Horizon Picture "The Bridge on the River Kwai")
b/w
HEY LITTLE BABY
MITCH MILLER
and his orchestra
4-41066



THE
FOUR
LADS

PUT A LIGHT IN THE WINDOW
with RAY ELLIS
and his orchestra
b/w
THE THINGS WE DID
LAST SUMMER
with CLAUDE THORNHILL
and his orchestra
4-41058



JERRY
VALE

THE SPREADING CHESTNUT
b/w
PRETEND YOU DON'T
SEE HER
with PERCY FAITH
and his orchestra
4-41010

THE SURE-FIRE HITS ARE ON

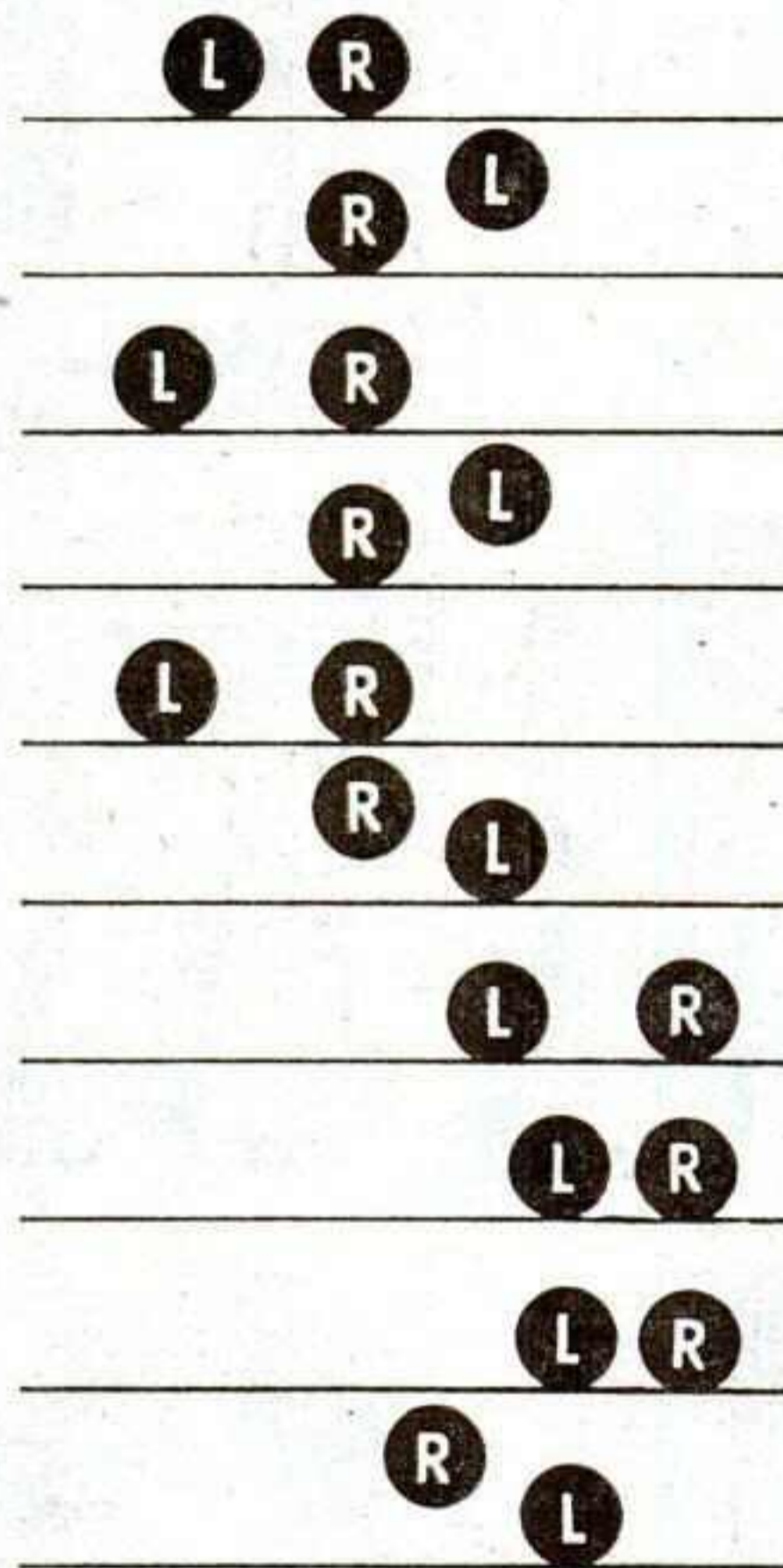
COLUMBIA RECORDS

A DIVISION OF CBS
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"CBS" T.M.

HOW TO DANCE "THE STROLL"

THE CHORUS STEP: The boy's part is described.
The girl's part is just the opposite.

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



**THIS IS THE WAY YOU CAN
"ROCK THE STROLL"**

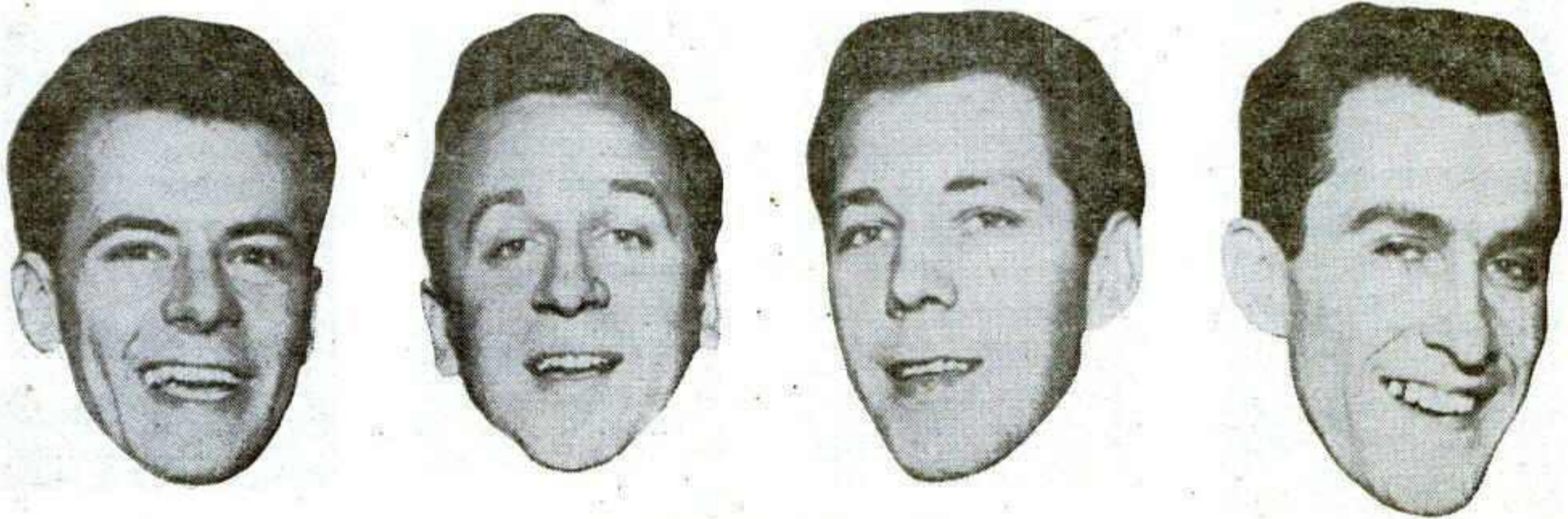


MERCURY 71242

THE FABULOUS SONG-DANCE HIT!

Catching On Like Wildfire With America's Teenagers

“THE
STROLL”



BY THE
DIAMONDS

DEEJAYS-WRITE FOR FREE "STROLL" DIAGRAM CARDS
MERCURY RECORDS 35 E. WACKER DRIVE CHICAGO 1, ILLINOIS



Best Sellers in Stores

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

FOR
SURVEY WEEK
ENDING
DECEMBER 14, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. APRIL LOVE (ASCAP)—Pat Boone....	4	8	17. ALL THE WAY (ASCAP)—Frank Sinatra	19	7	34. THE JOKER (BMI)—Hilltoppers.....	—	1
WHEN THE SWALLOWS COME BACK TO CAPISTRANO (ASCAP)— Dot 15660			CHICAGO (ASCAP)—Capitol 3793			Chicken, Chicken (ASCAP)—Dot 15662		
2. AT THE HOP (BMI)— Danny and the Juniors.....	5	3	18. JUST BORN (BMI)—Perry Como.....	18	9	35. THE BIG BEAT (BMI)—Fats Domino..	—	1
Sometimes (BMI)—ABC-Paramount 9871			IVY ROSE (ASCAP)—Vic 7050			I Want You to Know (BMI)—Imperial 5477		
3. JAILHOUSE ROCK (BMI)—Elvis Presley	1	11	19. MELODIE D'AMOUR (BMI)— Ames Brothers	20	11	36. WHITE CHRISTMAS (ASCAP)— Bing Crosby	50	2
TREAT ME NICE (BMI)—Vic 7035			So Little Time (BMI)—Vic 7046			God Rest Ye Merry, Gentlemen (ASCAP)— Dec 23778		
4. RAUNCHY (BMI)—Bill Justis.....	2	6	20. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV.....	22	4	37. THE STORY OF MY LIFE (ASCAP)— Marty Robbins	41	4
The Midnite Man (BMI)—Phillips International 3519			Even Tho' (BMI)—ABC-Paramount 9462			Once-a-Week Date (BMI)—Col 41013		
5. YOU SEND ME (BMI)—Sam Cooke... 3	9		21. OH, BOY (BMI)—Crickets.....	26	4	38. KEEP A' KNOCKIN' (BMI)— Little Richard	31	12
SUMMERTIME (ASCAP)—Keen 34013			Not Fade Away (BMI)—Brunswick 55035			Can't Believe You Wanna Leave—Specialty 611		
6. PEGGY SUE (BMI)—Buddy Holly..... 7	7		22. LIECHTENSTEINER POLKA (ASCAP)—Will Clahe	16	6	39. PUT A LIGHT IN THE WINDOW (ASCAP)—Four Lads	39	2
Everyday (BMI)—Coral 61885			Schweitzer Polka (BMI)—London 1755			The Things We Did Last Summer (ASCAP)— Col 41058		
7. GREAT BALLS OF FIRE (BMI)— Jerry Lee Lewis.....	6	4	23. I'M AVAILABLE (BMI)— Margie Rayburn	25	7	40. COULD THIS BE MAGIC? (BMI)— Dubs	40	7
You Win Again (BMI)—Sun 281			If You Were (ASCAP)—Liberty 55102			Such Lovin' (BMI)—Gene 5011		
8. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	12	5	24. BUZZ, BUZZ, BUZZ (BMI)— Hollywood Flames	29	4	41. JINGLE BELL ROCK (ASCAP)— Bobby Helms	—	1
Better Loved You'll Never Be (ASCAP)— Roulette 4031			Crazy (BMI)—Ebb 119			Captain Santa Claus (ASCAP)—Dec 30513		
9. CHANCES ARE (ASCAP)— Johnny Mathis	8	14	25. I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke	—	1	41. SANTA AND THE SATELLITE (BMI)— Buchanan and Goodman.....	—	1
THE TWELFTH OF NEVER (ASCAP)— Col 40993			'FOREVER (BMI)—Specialty 619			Part 2 (BMI)—Luniverse 107		
10. ROCK AND ROLL MUSIC (BMI)— Chuck Berry	9	7	26. LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris	15	9	43. TILL (ASCAP)—Roger Williams.....	33	7
Blue Feeling (BMI)—Chess 1671 ^c			I Hope You Won't Hold It Against Me (ASCAP)— Aladdin 3308			Big Town (ASCAP)—Kapp 197		
11. SILHOUETTES (BMI)—The Rays..... 11	10		27. HONEYCOMB (ASCAP)— Jimmie Rodgers	23	19	44. HARD TIMES (THE SLOP) (BMI)— Noble (Thin Man) Watts.....	—	1
Daddy Cool (BMI)—Cameo 117			Their Hearts Were Full of Spring (ASCAP)— Roulette 4015			I'm Walkin' the Floor Over You (BMI)—Baton 249		
12. RAUNCHY (BMI)—Ernie Freeman..... 17	6		28. TEARDROPS (BMI)— Lee Andrews and the Hearts.....	28	4	45. BLACK SLACKS (BMI)— Joe Bennett & Sparkletones.....	32	11
Puddin' (BMI)—Imperial 5474			Girl Around the Corner (BMI)—Chess 1675			Eppin' Rock Boogie (BMI)—ABC-Paramount 9827		
13. MY SPECIAL ANGEL (BMI)— Bobby Helms	14	10	29. FASCINATION (ASCAP)—Jane Morgan. 24	16		46. YOU SEND ME (BMI)—Teresa Brewer. 42	6	
Standing at the End of My World (BMI)— Dec 30423			Fascination (Instrumental) (ASCAP)—Kapp 191			Would I Were (ASCAP)—Coral 61898		
14. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers	10	13	30. TAMMY (ASCAP)—Debbie Reynolds... 27	22		47. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers	35	14
Maybe Tomorrow (BMI)—Cadence 1337			French Heels (ASCAP)—Coral 61851			Ol' Man River (ASCAP)—Checker 872		
15. BONY MORONIE (BMI)— Larry Williams	21	7	31. WILD IS THE WIND (ASCAP)— Johnny Mathis	30	2	48. PEANUTS (BMI)— Little Joe & the Thrillers.....	36	12
YOU BUG ME, BABY (BMI)— Specialty 615			NO LOVE (BUT YOUR LOVE) (BMI)— Col 41060			Lily Lou (BMI)—Okeh 7088		
16. BE-BOP BABY (BMI)—Ricky Nelson... 13	12		32. THE JOKER (BMI)—Billy Myles..... 34	5		49. DANCE TO THE BOP (BMI)— Gene Vincent	44	3
HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)—Imperial 5468			Honey Bee (BMI)—Ember 1026			I Got It (BMI)—Cap 3839		
			33. RAUNCHY (BMI)—Billy Vaughn..... —	1		50. AROUND THE WORLD (ASCAP) Bing Crosby	—	13
			SAIL ALONG SILVER MOON (ASCAP)—Dot 15661			(INSTRUMENTAL) (ASCAP)—		

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.

PENNY LOAFERS AND BOBBY SOCKS (Pamco, BMI)—Joe Bennett & the Sparkletones—(ABC-Paramount 9867)—Sales are leaping in all markets. It looks like a loot platter. Flip is "Rocket" (Pamco, BMI). A previous Billboard "Spotlight" pick.

THE STROLL (Meridian, BMI)—The Diamonds—Mercury 71242—This is the biggest by the crew in several tries. Sales are strong in all markets. Flip is "Land of Beauty" (Pure, BMI). A previous Billboard "Spotlight" pick.

SUGARTIME (Nor-Va-Jak, BMI)—The McGuire Sisters—Coral 61924—Signs are that this will be a big one. Action is heavy in all markets. Flip is "Banana Split" (Rosemeadow, BMI). A previous Billboard "Spotlight" pick.



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING DECEMBER 14

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.

Penny Loafers and Bobby Socks
..... **Joe Bennett and the Sparkletones**
(BMI) ABC-Paramount 9867

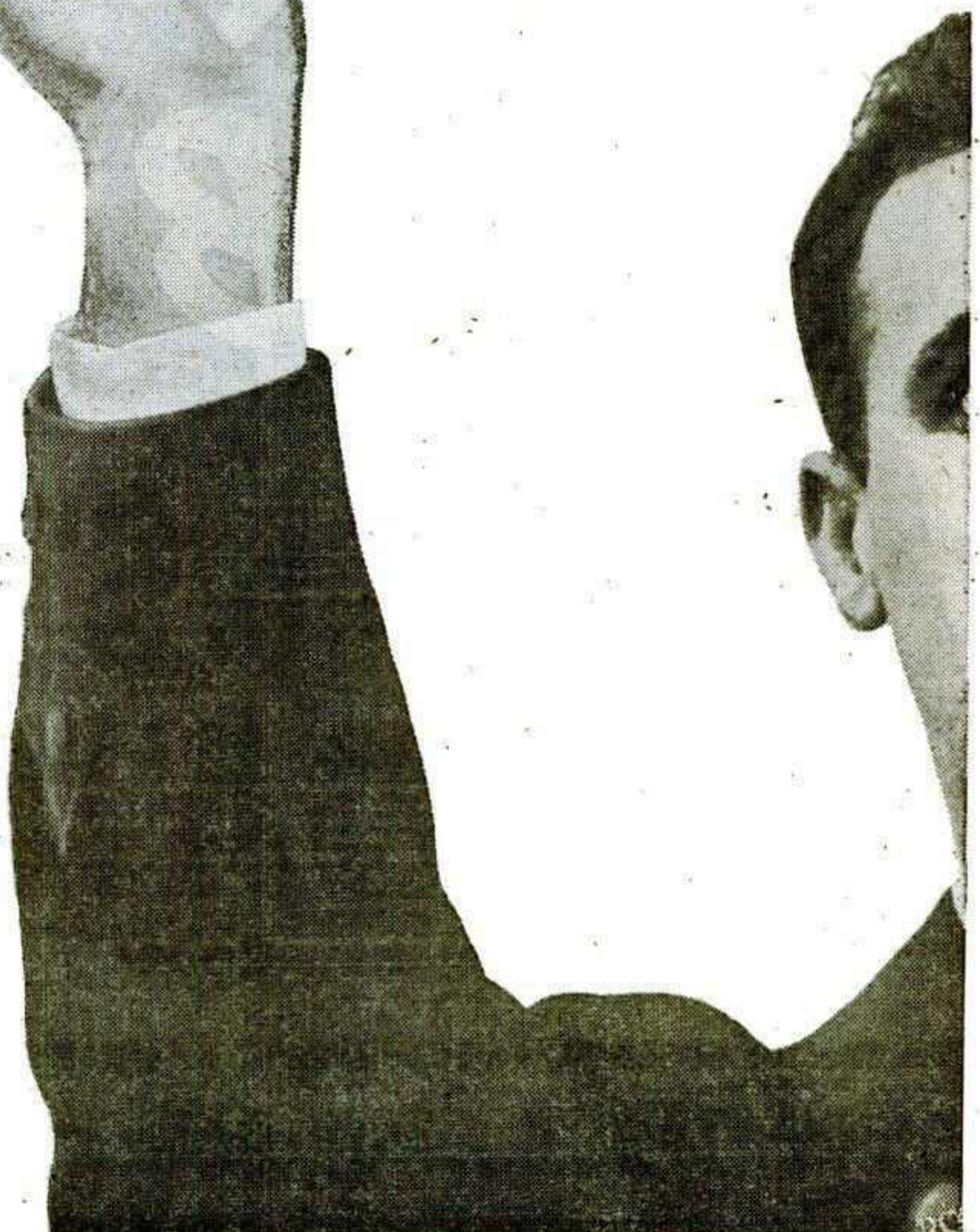
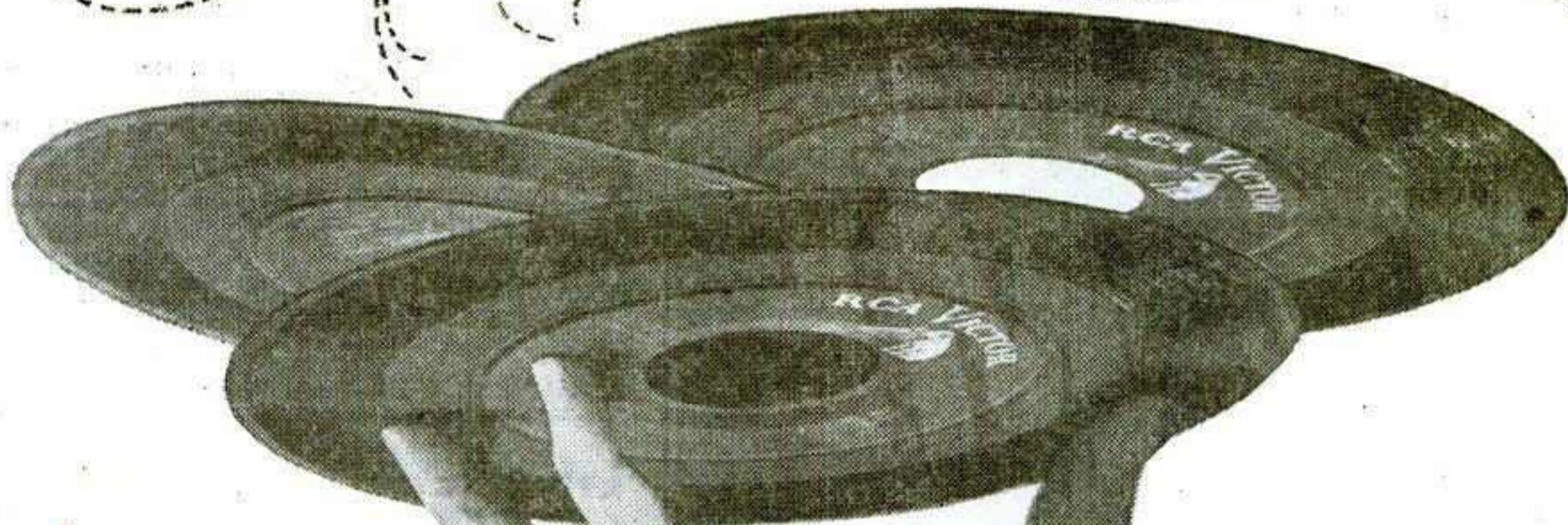
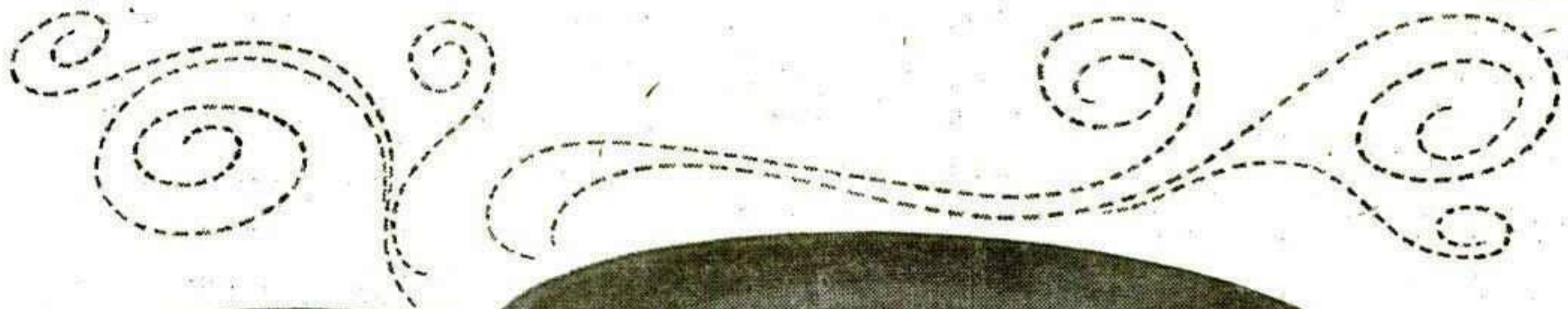
You Can Make It, If You Try **Gene Allison**
(BMI) Vee Jay 713

THREE HOT ONES FROM RCA VICTOR

MILTON ALLEN—**DON'T BUG ME BABY** c/w **JAMBOREE** 47/20-7116

BARRY DEVORZON—**BARBARA JEAN** c/w **BABY DOLL** 47/20-7124

JUDY FAYE—**SECOND ANNIVERSARY** c/w **ROCKY-ROLLY-LOVER BOY**
47/20-7125



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...



carol hughes



LEND ME YOUR COMB



b/w

FIRST DATE

R4041

A SOUND BET... BUY ROULETTE

Most Played by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 14

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

This Week	Last Week	Weeks on Chart
1. APRIL LOVE (ASCAP)—Pat Boone.....	1	9
When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660		
2. YOU SEND ME (BMI)—Sam Cooke.....	2	8
Summertime (ASCAP)—Keen 34013		
3. ALL THE WAY (ASCAP)—Frank Sinatra.....	4	9
Chicago (ASCAP)—Cap 3793		
4. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers.....	3	6
Better Loved You'll Never Be (ASCAP)—Roulette 4631		
5. JAILHOUSE ROCK (BMI)—Elvis Presley.....	5	11
Treat Me Nice (BMI)—Vic 7035		
6. RAUNCHY (BMI)—Bill Justis.....	6	8
The Midnite Man (BMI)—Phillips' International 2519		
7. RAUNCHY (BMI)—Ernie Freeman.....	7	4
Puddin' (BMI)—Imperial 5474		
8. PEGGY SUE (BMI)—Buddy Holly.....	8	6
Everyday (BMI)—Coral 61885		
9. YOU SEND ME (BMI)—Teresa Brewer.....	11	7
Would I Were (ASCAP)—Coral 61898		
10. RAUNCHY (BMI)—Billy Vaughn.....	19	2
Sail Along Silvery Moon (ASCAP)—Dot 15661		
11. CHANCES ARE (ASCAP)—Johnny Mathis.....	13	15
The Twelfth of Never (ASCAP)—Col 40993		
12. PUT A LIGHT IN THE WINDOW (ASCAP)—Four Lads.....	17	8
The Things We Did Last Summer (ASCAP)—Col 41058		
13. I'M AVAILABLE (BMI)—Margie Rayburn.....	9	7
If You Were (ASCAP)—Liberty 55102		
14. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis..	21	3
You Win Again (BMI)—Sun 281		
15. SILHOUETTES (BMI)—Diamonds.....	-	7
Daddy Cool (BMI)—Mercury 71197		
16. AT THE HOP (BMI)—Danny and the Juniors.....	-	1
Sometimes (BMI)—ABC-Paramount 9871		
17. MY SPECIAL ANGEL (BMI)—Bobby Helms.....	12	9
Standing at the End of My World (BMI)—Dec 30423		
18. SILHOUETTES (BMI)—The Rays.....	10	9
Daddy Cool (BMI)—Cameo 117		
19. THE TWELFTH OF NEVER (ASCAP)—.....	24	11
Chances Are (ASCAP)—Col 40993		
20. MELODIE D'AMOUR (BMI)—Ames Brothers.....	15	12
So Little Time (BMI)—Vic 7046		
21. OH, BOY! (BMI)—Crickets.....	-	1
Not Fade Away (BMI)—Brunswick 55035		
22. THE STORY OF MY LIFE (ASCAP)—Marty Robbins	25	2
Once-A-Week Date (BMI)—Col 41013		
23. JUST BORN (BMI)—Perry Como.....	16	11
Ivy Rose (ASCAP)—Vic 7050		
24. JINGLE BELL ROCK (ASCAP)—Bobby Helms.....	-	1
Captain Santa Claus (ASCAP)—Dec 30513		
25. THE JOKER (BMI)—Hilltoppers.....	23	2
Chicken, Chicken (ASCAP)—Dot 15662		



Territorial Best Sellers

FOR SURVEY WEEK ENDING DECEMBER 14

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

At the Hop
 Danny and the Juniors, ABC-Para.
Jailhouse Rock, Elvis Presley, Vic.
Kisses Sweeter Than Wine
 Jimmie Rodgers, Rlt.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
Raunchy, Bill Justis, Phil. Intl.
Silhouettes, Rays, Cam.
You Send Me/Summertime
 Sam Cooke, Keen

CHICAGO

April Love, Pat Boone, Dot
At the Hop
 Danny and the Juniors, ABC-Para.
Chances Are, Johnny Mathis, Col.
Jailhouse Rock, Elvis Presley, Vic.
Liechtensteiner Polka, Will Glahe, Lon.
Peggy Sue, Buddy Holly, Cor.
Silhouettes, Rays, Cam.
You Send Me, Sam Cooke, Keen

DETROIT

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

EAST TEXAS

Great Balls of Fire, Jerry Lee Lewis, Sun
Hard Times (The Ship)
 Noble (Thin Man) Watts, Btn.
I'll Come Running Back to You
 Sam Cooke, Spe.
Jailhouse Rock/Treat Me Nice
 Elvis Presley, Vic.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
Raunchy, Bill Justis, Phil. Intl.
You Send Me, Sam Cooke, Keen

FLORIDA

All the Way, Frank Sinatra, Cap.
April Love, Pat Boone, Dot
At the Hop
 Danny and the Juniors, ABC-Para.
Bony Moronie, Larry Williams, Spe.
Great Balls of Fire, Jerry Lee Lewis, Sun
Jailhouse Rock, Elvis Presley, Vic.
Melodie D'Amour, Ames Brothers, Vic.
Reet Petite, Jackie Wilson, Brk.

LOS ANGELES

April Love, Pat Boone, Dot
Chances Are/Twelfth of Never
 Johnny Mathis, Col.
Jailhouse Rock, Elvis Presley, Vic.
My Special Angel, Bobby Helms, Dec.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
Silhouettes, Rays, Cam.
You Send Me, Sam Cooke, Keen

NEW YORK AND NEWARK

April Love, Pat Boone, Dot
At the Hop
 Danny and the Juniors, ABC-Para.
Jailhouse Rock, Elvis Presley, Vic.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.
Rock and Roll Music, Chuck Berry, Chs.
Silhouettes, Rays, Cam.
Wake Up Little Susie, Everly Brothers, Cdc.

NORTHERN NEW YORK STATE

April Love, Pat Boone, Dot
Bony Moronie, Larry Williams, Spe.
Just Born, Perry Como, Vic.
Kisses Sweeter Than Wine
 Jimmie Rodgers, Rlt.

Liechtensteiner Polka, Will Glahe, Lon.
Raunchy, Ernie Freeman, Imp.
Wake Up Little Susie, Everly Brothers, Cdc.
You Send Me, Teresa Brewer, Cor.

NORTHERN OHIO

April Love, Pat Boone, Dot
At the Hop
 Danny and the Juniors, ABC-Para.
Chances Are/Twelfth of Never
 Johnny Mathis, Col.
Great Balls of Fire, Jerry Lee Lewis, Sun
Jailhouse Rock/Treat Me Nice
 Elvis Presley, Vic.
Liechtensteiner Polka, Will Glahe, Lon.
Raunchy, Bill Justis, Phil. Intl.
You Send Me, Sam Cooke, Keen

NORTHWEST

All the Way, Frank Sinatra, Cap.
April Love, Pat Boone, Dot
At the Hop
 Danny and the Juniors, ABC-Para.
Be-Bop Baby, Ricky Nelson, Imp.
Chances Are, Johnny Mathis, Col.
Great Balls of Fire, Jerry Lee Lewis, Sun
Peggy Sue, Buddy Holly, Cor.
Pretend You Don't See Her, Jerry Vale, Col.

PHILADELPHIA

April Love, Pat Boone, Dot
At the Hop
 Danny and the Juniors, ABC-Para.
Chances Are/Twelfth of Never
 Johnny Mathis, Col.
Jailhouse Rock/Treat Me Nice
 Elvis Presley, Vic.
My Special Angel, Bobby Helms, Dec.
Raunchy, Bill Justis, Phil. Intl.
Teardrops, Lee Andrews, Chs.
You Send Me, Sam Cooke, Keen

SAN FRANCISCO AND OAKLAND

All the Way, Frank Sinatra, Cap.
April Love, Pat Boone, Dot
Chances Are/Twelfth of Never
 Johnny Mathis, Col.
Jailhouse Rock, Elvis Presley, Vic.
Melodie D'Amour, Ames Brothers, Vic.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
You Send Me, Sam Cooke, Keen

SOUTHERN OHIO

Be-Bop Baby, Ricky Nelson, Imp.
Fascination, Jane Morgan, Kapp
Honeycomb, Jimmie Rodgers, Rlt.
Jailhouse Rock, Elvis Presley, Vic.
Just Born/Ivy Rose, Perry Como, Vic.
Let's Light the Christmas Tree
 Ruby Wright, Fly.
Little Bitty Pretty One, Bobby Day, Cls.
Raunchy, Ernie Freeman, Imp.

ST. LOUIS AND KANSAS CITY

At the Hop
 Danny and the Juniors, ABC-Para.
Bony Moronie, Larry Williams, Spe.
Buzz, Buzz, Buzz, Hollywood Flames, Ebb
Jailhouse Rock, Elvis Presley, Vic.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.
Rock and Roll Music, Chuck Berry, Chs.
Why Don't They Understand?
 George Hamilton IV, ABC-Para.

WASHINGTON AND BALTIMORE

All the Way, Frank Sinatra, Cap.
April Love, Pat Boone, Dot
At the Hop
 Danny and the Juniors, ABC-Para.
Chances Are/Twelfth of Never
 Johnny Mathis, Col.
Jailhouse Rock, Elvis Presley, Vic.
Kisses Sweeter Than Wine
 Jimmie Rodgers, Rlt.
Raunchy, Ernie Freeman, Imp.
Raunchy, Bill Justis, Phil. Intl.



Merry Christmas

from **M-G-M Records**

JONI JAMES

NEVER TILL NOW | **I GIVE YOU MY WORD**

(From the MGM Production "Raintree County")

K12565 on 45 & 78 rpm

ART MOONEY and His Orch.

The **RIVER KWAI MARCH** (COLONEL BOGEY)

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

K12590

MARVIN RAINWATER

LOOK FOR ME (I'll Be Waiting for You)

and **LUCKY STAR**

K12586 on 45 and 78 rpm

CONNIE FRANCIS

WHO'S SORRY NOW

and **YOU WERE ONLY FOOLING**

K12588

DICK HYMAN TRIO

GOOD TIMES

and **Mandolins Of Venice**

K12600

ROBBIN HOOD

A DATE FOR ALWAYS

and **I WANT TO THANK YOUR FOLKS**

K12599

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The Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK
ENDING
DECEMBER 14, 1957

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
Cadence 1337

ROCK AND ROLL MUSIC
★ CHUCK BERRY ★
★ BLUE FEELING
Chess 1671

ALL THE WAY
★ FRANK SINATRA ★
★ CHICAGO
Capitol 3793

AT THE TOP
★ DANNY AND THE JUNIORS ★
★ SOMETIMES
ABC-Paramount 9871

FASCINATION
★ JANE MORGAN ★
★ FASCINATION
(Instrumental)
Kapp 191

APRIL LOVE
★ PAT BOONE ★
★ WHEN THE SWALLOWS COME BACK
TO CAPISTRANO
Dot 15660

NEW HIT
★ I'LL COME RUNNING BACK TO YOU
★ FOREVER
Specialty 619

JAILHOUSE ROCK
★ ELVIS PRESLEY ★
★ TREAT ME NICE
RCA Victor 7035

RAUNCHY
★ BILL JUSTIS ★
★ THE MIDNITE MAN
Phillips, International 3519

I'M AVAILABLE
★ MARGIE RAYBURN ★
★ IF YOU WERE
Liberty 55102

TAMMY
★ DEBBIE REYNOLDS ★
★ FRENCH KEELS
Coral 61851

MELODIE D'AMOUR
★ AMES BROTHERS ★
★ SO LITTLE TIME
RCA Victor 7046

WHY DON'T THEY UNDERSTAND
★ GEORGE HAMILTON IV ★
★ 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
Roulette 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 MATTHIS ★
★ THE TWELFTH OF NEVER
Columbia 4993

PEGGY SUE
★ BUDDY HOLLY ★
★ EVERYDAY
Coral 61885

LITTLE BITTY PRETTY ONE
★ THURSTON HARRIS ★
★ I HOPE YOU WON'T HOLD IT AGAINST ME
Aladdin 3398

OH, BOY!
★ THE CRICKETTS ★
★ NOT FADE AWAY
Brunswick 55035

JUST BORN
★ PERRY COMO ★
★ IVY ROSE
RCA Victor 7050

RAUNCHY
★ ERNIE FREEMAN ★
★ PUDDIN'
Imperial 5474

TEARDROPS
★ LEE ANDREWS AND THE HEARTS ★
★ GIRL AROUND THE CORNER
Chess 1675

HONEYCOMB
★ JIMMIE RODGERS ★
★ THEIR HEARTS WERE FULL OF SPRING
Roulette 4015

BONY MORONIE
★ LARRY WILLIAMS ★
★ YOU BUG ME, BABY
Specialty 615

LIECHTENSTEINER POLKA
★ WILL GLAHE ★
★ SCHWITZER POLKA
London 1735

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

WHY WHY
★ CARL SMITH ★
★ EMOTIONS
Columbia 40984

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.

THE JOKER
★ BILLY MYLES ★
★ HONEY BEE
Ember 1026

COULD THIS BE MAGIC
★ THE DUBS ★
★ SUCH LOVIN'
Gone 5011

**SWANEE RIVER ROCK
(TALKIN' 'BOUT THAT RIVER)**
★ RAY CHARLES ★
★ I WANT A LITTLE GIRL
Atlantic 1154

NEW HIT
★ YOU CAN MAKE IT, IF YOU TRY
★ JOHNNY MATTHIS ★
★ HEY, HEY I LOVE YOU
Vee Jay 713

KEEP A' KNOCKIN'
★ LITTLE RICHARD ★
★ CAN'T BELIEVE YOU WANNA LEAVE
Specialty 611

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

BEST BUY
★ JOE BENNETT &
★ THE SPARKLETONES
★ Penny Loufers and Bobby Sox
Rocket
★ THE DIAMONDS
★ ABC-Paramount 9867
★ Land of Beauty
★ Mercury 71242

BEST BUY
★ THE MCGUIRE SISTERS
★ Sugartime
★ Banana Split
★ Coral 61924

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

OPINION
★ FRANKIE AVALON
★ Dede Dinah
★ Ooh La La
★ Chancellor 1011

OPINION
★ VIC DAMONE
★ Gift of Love
★ Unafraid
★ Columbia 41085

OPINION
★ PAUL ANKA
★ You Are My Destiny
★ When I Stop Loving You
★ ABC-Paramount 9880

OPINION
★ SAMMY DAVIS JR.
★ I'm Comin' Home
★ Hallelujah, I Love Her So
★ Decca 30536

OPINION
★ BILLY & LILLIE
★ La Dee Dah
★ The Monster
★ Swan 4002

OPINION
★ BUDDY KNOX
★ Swingin' Daddy
★ Whenever I'm Lonely
★ Roulette 4042

OPINION
★ THE CHANCELLORS
★ I'm Comin' Home
★ Gotta Little Baby
★ XYZ 104

OPINION
★ BRENDA LEE
★ Rock-A-Bye Baby Blues
★ Rock the Bop
★ Decca 30535

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BEING DISTRIBUTED!**

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Sings

'WHO CAN TELL'

b/w

**'YOU'LL NEVER
KNOW'**



and
Simultaneously

'MARIE'

b/w

'EASY TO LOVE'

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'SWEET 'N' BEAT'

Marsha Howard, National President
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- All-State Record Distributors
2023 S. Michigan Ave., Chicago 16, Ill.
- Alpha Distributors
457 W. 45th St., New York, N. Y.
- Music City Record Dists., Inc.
127 Lafayette St., Nashville 2, Tenn.

JET RECORDS

CHARLES E. HOWARD
5234 E. 69TH STREET
INDIANAPOLIS, INDIANA

• 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	7
2. AROUND THE WORLD (Young)	3	27
3. ALL THE WAY (Barton)	4	6
4. FASCINATION (Southern)	2	19
5. TAMMY (Northern)	5	23
6. LIECHTENSTEINER POLKA (Burlington)	10	4
7. MELODIE D'AMOUR (Rayven)	9	10
8. SILHOUETTES (Regent)	6	7
9. WHITE CHRISTMAS (Berlin)	14	3
10. YOU SEND ME (Higuera)	—	3
11. KISSES SWEETER THAN WINE (Folkways)	7	3
12. RUDOLPH, THE RED-NOSED REINDEER (St. Nicholas)	12	3
13. PRETEND YOU DON'T SEE HER (Rosemeadow)	—	1
14. CHANCES ARE (Korwin)	8	13
15. RAUNCHY (Hi-Lo)	—	1

• Best Selling Sheet Music in Britain

(For week ending December 14)

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

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

• Best Selling Pop Records in Britain

(For week ending December 14)

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

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

• 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. Peaman's copyrighted Audience Coverage Index.

Radio	Television
A Very Special Love (R)—Korwin—ASCAP	All the Way (F)—Maraville—ASCAP
All the Way (R)—Maraville—ASCAP	April Love (F) (R)—Feist—ASCAP
April Love (R) (F)—Feist—ASCAP	Around the World (R) (F)—Young—ASCAP
Ca C'est L'Amour (R) (F)—Young—ASCAP	At the Hop (R)—Singular—BMI
Chances Are (R)—Korwin—ASCAP	Chances Are (R)—Korwin—ASCAP
Fascination (R) (F)—Southern—ASCAP	Chicago (R) (F)—Fred Fisher—ASCAP
I Never Felt More Like Falling in Love (R)—Korwin—ASCAP	Christmas Day (R)—Franklin—BMI
I'll Never Say Never Again (R)—Bregman, Vocco & Conn—ASCAP	Fascination (R) (F)—Southern—ASCAP
I'll Remember Today (R)—Hollis—BMI	Great Balls of Fire (R) (F)—BRS—BMI
Just Born (R)—Winneton—ASCAP	Headin' Home (R)—Panther—ASCAP
Katsumi Love Theme (R) (F)—Witmark—ASCAP	I Heard the Bells on Christmas Day (R)—St. Nicholas—ASCAP
Kisses Sweeter Than Wine (R)—Folkways—BMI	I Never Felt More Like Falling in Love (R)—Korwin—ASCAP
Las Vegas (R)—Peer—BMI	(I Love You) For Sentimental Reasons (R)—Duchess—BMI
Liechtensteiner Polka (R)—Burlington—ASCAP	I Only Want to Love You (R)—Planetary—ASCAP
Love Me Forever (R)—Greta—BMI	If I Can Help Somebody (R)—Leeds—ASCAP
Lovely Ladies of Milano (R)—Meridian—BMI	I'm Walking Away (R)—Longridge—ASCAP
Melodie D'Amour (R)—Rayven—BMI	It's Good to Be Here (R)—Chappell—ASCAP
March From the River Kwai—Colonel Bogey (R) (F)—Columbia Pictures-Boosey & Hawkes—ASCAP	Jingle Bell Rock (R)—Cornell—ASCAP
Put a Light in the Window (R)—Planetary—ASCAP	Junior Miss (R) (F)—Chappell—ASCAP
Sayonara (R) (F)—Berlin—ASCAP	Just Born (R)—Winneton—ASCAP
Silver Bells (R)—Paramount—ASCAP	Kisses Sweeter Than Wine (R)—Folkways—BMI
Sleigh Ride (R)—Mills—ASCAP	Raunchy (R)—Hi-Lo—BMI
Story of My Life (R)—Famous—ASCAP	Silhouettes (R)—Regent—BMI
Swedish Polka (R)—Mills—ASCAP	Silver Bells (R)—Paramount—ASCAP
That's Why I Was Born (R)—Janfra—ASCAP	Sleigh Ride (R)—Mills—ASCAP
Till (R)—Chappell—ASCAP	The Stroll (R)—Meridian—BMI
Twelfth of Never (R)—Empress—ASCAP	Uh Huh (R)—Vanderbilt—ASCAP
Winter Warm (R)—Famous—ASCAP	Wild Is the Wind (R)—Jung-Nickel—ASCAP
Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP	Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
You Send Me (R)—Higuera—BMI	You Meet the Nicest People at Christmas (R)—Manchester—ASCAP
	You Send Me (R)—Higuera—BMI

BEST SELLERS!

- JOHNNIE PATE Quintet
SWINGING SHEPHERD BLUES
Federal 12312
- JOHNNIE PATE Orchestra
WALKIN' WITH MR. LEE
Federal 12314
- BILL DOGGETT
LEAPS AND BOUNDS
Parts 1 and 2
King 5101
- RUSTY YORK
PEGGY SUE
King 5103
- EARL BOSTIC
JOSEPHINE
King 5092
- OTIS WILLIAMS and HIS CHARMS
COULD THIS BE MAGIC
b/w
OH JULIE
DeLuxe 6158
- LITTLE WILLIE JOHN
PERSON TO PERSON
King 5091
- The Original
FEVER
King 4935
- DONNIE ELBERT
LET'S DO THE STROLL
b/w
WILD CHILD
Deluxe 6156
- BONNIE LOU
I'M AVAILABLE
King 5094

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GIVE TO DAMON RUNYON CANCER FUND

VOX JOX

By JUNE BUNDY

GIMMIX: Gene Weed, WQAM, Miami, literally "gave himself away" last month, as the result of a contest he conducted, where female listeners were invited to write, in 25 words or less, why they

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

DECEMBER 27, 1947:

1. Ballerina
2. Near You
3. How Soon
4. Too Fat Polka
5. Civilization
6. You Do
7. Serenade of the Bells
8. Golden Earrings
9. —And Mimi
10. I'll Dance At Your Wedding

DECEMBER 27, 1952:

1. Why Don't You Believe Me?
2. I Saw Mommy Kissing Santa Claus
3. Glow Worm
4. Don't Let the Stars Get in Your Eyes
5. You Belong to Me
6. I Went to Your Wedding
7. Keep It a Secret
8. Because You're Mine
9. Lady of Spain
10. Rudolph the Red-Nosed Reindeer

would "like a date with Gene Weed." Weed was also a winner in the deal, since first prize went to a 19-year-old blonde University of Miami sophomore, Priscilla Burns.

Gordie Baker, WSPR, Springfield, Mass., is taking a special show unit to air force men in isolated outposts of Newfoundland, Labrador and Greenland this Christmas. Unit left home December 19 and is due home December 27. It's Baker's second trip. Last September he was the first deejay ever to visit the remote Arctic bases.

Disk promotion man Buddy Basch gave his favorite deejays the "knife" last week. The flack sent jocks across the country a general utility knife to plug Royce Goodrich's National platter "I've Got the Edge." . . . Bob Hoffer, WDAE, Tampa, Fla., garnered a sizable amount of front page publicity this month with a contest to find the best definition of the word "Raunchy." Winner proposed the following: "Something you would not bring home to Mother."

San Antonio is really "hopping" these days via a 35th anniversary party for KTSA, emceed by seven KTSA jocks, at the San Antonio City Auditorium this month; a special rock and roll show, emceed by KONO jocks, December 18; and what is billed as "the world's biggest record hop," sponsored by KTSA deejays, December 27. Latter hop will be held from 9 a.m. to midnight, with all proceeds going to the local March of Dimes. The KONO show was presented at the Texas Theater.

Meanwhile, a raft of deejay changes have taken place in Texas recently. Dave Holliday, ex-police chief of Refugio, Tex., has joined KMAC, San Antonio. . . . Red Jones is the new all night host on "Night Alley" over KILT, Houston. . . . Johnny Edwards, KTHT, Houston, has moved his "Top o' the Morning" show's starting time up to 5 a.m.

Another ex-policeman, Bob Villastrigo, has joined KONO under the new name of Bob Collins. . . . Jim Lewis formerly of KGBT, Harlingen,

Tex., has joined KBBB, Borger, Tex., as morning man, while Bill Criswell, has moved over to same station as late afternoon spinner thus completing the new station's lineup, which includes Barney Groven, program director; Bill McClure, and Dotty Knight.

MONITOR MUSICAL SURVEY

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

Bangor, Me

"In Times Like These," Tony Leonetti, Vik.

Boston

"All the Way," Frank Sinatra, Capital.

Elmira, N. Y.

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

Lakeland, Fla.

"Kisses Sweeter Than Wine," Jimmie Rodgers, Roulette.

Hartford, Conn.

"Lida Rose," Guy Lombardo, Capitol.

Memphis

"April Love," Pat Boone, Dot. Columbia.

New Orleans

"No Love," Johnny Mathis, Columbia.

St. Louis

"A Very Special Love," Debbie Reynolds, Coral.

Chicago

"Mistletoe and Holly," Frank Sinatra, Capitol.

Hot Talent

(Continued on page 16)

both Dot and Kapp Records in the Scandinavian area, adding that: "Pat Boone is one of the top artists over there." Also on an American kick is the fact that "The Banana Boat Song," "Cindy, Oh Cindy," and "True Love," are among the top hits in Scandinavia: right now, according to the publishing exec.

"Live performances in restaurants and night clubs are the biggest source of performance royalty revenue there," Reuterskiold continued. All the radio stations are owned by the government. The government buys all the records for the radio stations, so there is no such thing as sending promotion disks to the stations as you can do in America," he averred. "Our best way of promoting a record on which we have a song is to send a direct mail piece with a sample of the record to all the dealers. Sweden has between 400 and 500 of these with perhaps 1,000 in all Scandinavia," he added.

Reuterskiold arrived in Hollywood earlier in the week via the polar airline route and returned to Stockholm on the conventional transatlantic circuit.

Epic Disk Sales

• Continued from page 15

in the Epic distribution set-up would be forthcoming. He noted that in the area of Don Comstock, distrib in Atlanta, Epic had taken a phenomenal jump.

In the singles field, Sal Mineo hit a sales total of over 2,000,000 with "Start Movin'," "Party Time" and "Lasting Love," it was stated. Other best selling pop artists were the Four Coins, with "Shangri-La," Somethin' Smith and Roy Hamilton. Leaders on the Okeh label in 1957 were Little Joe, Doc Baby and the School Boys.

Bill Nielsen, in his statement, took note of the services rendered the company by Arnold Maxin, recently moved to M-G-M Records.

THANKS

DISK JOCKEYS AND OPERATORS

You've got it on the brink

Let's push it over

★ ★ ★

RECENT POP RELEASES COMING UP STRONG



For Survey Week Ending December 7

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

You Can Make It, If You Try . . .

. . . . Gene Allison

(BMI) VEE JAY 256

★ ★ ★

VEE JAY RECORD CORP.

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CHICAGO 16, ILLINOIS

All Phones: CAlumet 5-6141

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

BUDDY KNOX . . . Roulette 4042 . . . **SWINGIN' DADDY**
(Patricia, BMI)

Ex-Lt. Knox, who had a big one with his last effort, "Hula Love," could have a repeat with this catchy rockabilly. Fine warbling and good backing give the side strong potential. Flip, "Whenever I'm Lonely," is a folkish theme that is also nicely presented (Patricia, BMI).

THE CHANCELLORS . . . XYZ 104 . . . **I'M COMIN' HOME**
(Conley, BMI)

GOTTA LITTLE BABY . . . (Conley, BMI)
Good group work, and a very salable vocal by the lead on this pretty rockaballad make it a strong contender. "Gotta Little Baby," the flip, is a rocker with a slight Latin beat and can also go well. Two strong sides.

PAUL ANKA . . . ABC-Paramount 9880 . . . **YOU ARE MY DESTINY**
(Pamco, BMI)

This is Anka's strongest since "Diana." It's a dramatic production with strings, but the best still comes thru. Anka clefled the tune. Flip, "When I Stop Loving You," is a snappy number with excellent guitar backing (Figure, BMI).

FRANKIE AVALON . . . Chancellor 1011 . . . **DEDE DINAH**
(Debmar, ASCAP)

Smart selling by Avalon on this cute rocker makes it an appealing item. The lyric utilizes the titles of several other currently popular tunes with girls' names. "Ooh La La," the flip, is a medium-beat rockabilly with a slight Latin flavor (Debmar, ASCAP).

BILLY & LILLIE . . . Swan 4002 . . . **LA DEE DAH**
(Conley, BMI)

THE MONSTER . . . (Conley, BMI)
Warbling effort by the new duo on the rockaballad could be a winning effort. The cute song is presented with appeal. Flip, "The Monster," is an amusing defense of rock and roll music that is told by the male member of the pair. Both can click.

VIC DAMONE . . . Columbia 41085 . . . **THE GIFT OF LOVE**
(Robbins, ASCAP)

Real quality warble by the artist on the pretty tune from the flick of the same name. Damone came close with "An Affair to Remember," and sock selling here on the ballad could push the side all the way. "Unafraid," the flip, is also a ballad and is presented with similar romantic backing (Dartmouth, ASCAP).

SAMMY DAVIS JR. . . . Decca 30536 . . . **I'M COMIN' HOME**
(Conley, BMI)

Davis' first rock and roll effort could well be a hit. His cover of the pretty rockaballad has a sound that is exactly in line with current teen tastes. Flip, "Hallelujah, I Love Her So," is a fine go on the old Ray Charles click, and it's presented with something of a Ray Charles approach (Progressive, BMI).

POP DISK JOCKEY PROGRAMMING

JOE WILLIAMS . . . Roulette 4039 . . . **GEE BABY, AIN'T I GOOD TO YOU**
(Capitol, ASCAP)

WHAT'S NEW . . . (Witmark, ASCAP)
Williams has two fine sides that should please listeners in his first release on this label. "Gee Baby," the standard, gets a solid delivery in usual Williams' style with excellent Count Basie backing. "What's New," another evergreen, is presented with the same appeal. Jimmy Mundy's orking nicely assists.

HILTON JEFFERSON . . . RCA Victor 7126 . . . **THE HOUR OF PARTING**
(Harms, ASCAP)

COLE SLAW . . . (American Academy of Music, ASCAP)
Two tasteful instrumental treatments that add up to quality wax. "Hour," the pretty standard, is soloed by Jefferson on alto sax with support from a chorus. "Cole Slaw," a lindy hopper, once a hit with the title "Sorghum Switch" by Frank Culley, is given a relaxed and equally effective go. Both rate many 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

Mary, Mary Lou . . . 83
DECCA 30530 — A country-flavored side — this one with a rollicking rhythm, in contrast to the flip. Horns and Haley's vocal have a lot of drive. Good wax. (Champion, BMI)

It's a Sin . . . 80
Haley does a country-flavored tune here—and he is very effective with it—catching a true hillbilly flavor in his vocal. Horns, of course, and a chorus, make it entirely pop. Worth good exposure. (Milene, ASCAP)

TINA ROBIN
Everyday . . . 78

CORAL 61936—Rockabilly cover rendered in distinctive, somewhat brassy tones against a staccato r.&r. backing. Gal's delivery should appeal to teens and even some adults. (Peer, BMI)

Believe Me . . . 76
Young thrush belts this ballad without the usual rockaballad cliches in the arrangement. Sincere, poignant reading merits attention. (Nor-Va-Jak, BMI)

DON CHERRY
Love Me, If You Will . . . 77

COLUMBIA 41077—A pretty ballad. Cherry belts it with style. Ray Conniff's arrangement is classy, featuring a mandolin sound and a chorus. Watch it. (Ludlow, BMI)

It'll Be Me . . . 74
There's a rousing, revival-type of feeling to Cherry's chanting of this religious side. Banjo sound and Conniff's use of chorus behind the singer are attractive. (Cromwell, ASCAP)

MALCOLM DODDS
Unspoken Love . . . 76

END 1010—Effective group chant on an above-average rockaballad. If fully plugged, this one can step out. (Mac Martin, BMI)

Tonight . . . 68
Enthusiastic, fancy vocal on a fancy gypsy-type tune with throbbing bolero backing. Solo tenor is backed by group. Flip is the side, if any. (Maureen, BMI)

JIMMY RICHARDS
Cool as a Moose . . . 75

Columbia 41083—Instrumental, great for dancing, with medium, rock tempo, handclapping on back beat, and unusual sound that suggests a combination of muted trombone and kazoo. Voices add to riffing. Kids will dig it. (Blackwood, BMI)

Strollin' and Boppin' . . . 75
Like the flip, a Ray Conniff original, for teen dancers. Similar sounds on this face, to a blues format. Everybody seems to be playing thru tissue paper. Live stuff for all markets. (Blackwood, BMI)

MARIO LANZA
Never Till Now . . . 75

RCA VICTOR 7119—Tenor's operatic style is soft pedaled in favor of pleasingly restrained treatment of gentle theme from new "Raintree County" film. Other versions of song have been out for while, but this one rates play. (Robbins, ASCAP)

Come Dance With Me . . . 74
If Lanza's comeback picture "Seven Hills of Rome" clicks, this romantic theme from the film might easily take off. Lanza is in rather strident voice, but revived melody is lovely. Jocks will recognize it. (Bloom, ASCAP)

LAURA K. BRYANT
Bobby . . . 75

CAMEO 124—The rockabilly tune has a Latin beat. It has also been done by Barbara McNair on Coral. This version can offer strong competition. (Sheldon, BMI)

Angel Tears . . . 72
Sincere reading of a waltz-weepie by the thrush, who has a nice way with a lyric. Some action possible. (Lowe, ASCAP)

DICK HYMAN TRIO
Good Times . . . 75

M-G-M 12600—Hyman at the harpsichord, plus ukulele and whistling is the make-up on this catchy rhythm side. Melody has a staying quality. Good item for jocks and jukes. (Cromwell, ASCAP)

Mandolines of Venice . . . 71
Hyman plays harpsichord piano on this dreamy, minor flavored waltz. Side has a schmaltzy gypsy quality as well as a suggestion of the gondoliers on the canals. Okay jock programming. (Cromwell, BMI)

CORNELL GUNTER
Baby Come Home . . . 74

EAGLE 301—This is the first t/ the artist on this label. It's a rockabilly adaptation of "Blue Danube." There are several versions available, but

this could be the one to make it. (Hill & Range, BMI)

I Want You Madly . . . 72
Rockabilly ballad has a dual track by Gunther. Listenable ork and chorus backing accompany. More on flip. (Fortune, BMI)

THE SIX TEENS
Stop Playing Ping Pong . . . 74

FLIP 329—The lead here is 14-year-old Trudy Williams and she pleads for her man to stop playing ping pong with her heart. The gals are supported by a male group. Side has an okay message but slightly jerky rhythm which detracts. (Limax, BMI)

My Secret . . . 70
This side features "Trudy and Louise," in a rumba rhythm r.&b. ballad. It's a typical juvenile message which doesn't come too close. Previous sides have been stronger. (Limax, BMI)

THE QUARTER NOTES
Like You Bug Me . . . 73

DOT 15685 — Interesting rockabilly material is handed strong vocal treatment by group, with lead singer registering particularly well. (Lowery, BMI)

Please Come Home . . . 72
Wistful ballad spotlights poignant reading by lead singer and group. Both sides bear watching. (Lowery, BMI)

BARRY DE VORZON
Barbara Jean . . . 73

RCA VICTOR 7124—The chanter has an individual quality in his vocal style. Tune is a rhythm number with a lively lilt, and a chorus abetting the arrangement. Good-sounding wax; merits plays. (DeVorzon, BMI)

Baby Doll . . . 71
A rockaballad. De Vorzon's vocal has a touch of quality in it. Arrangement features typical triplet figure. (DeVorzon, BMI)

JUDY FAYE
Second Anniversary . . . 73

RCA VICTOR 7125—The theme here has to do with "young married." Judy Faye sings rockaballad—sensitive in lyric and in performance. (Remi, BMI)

Rocky-Rolly-Lover Boy . . . 71
A rock and roller. The chick's vocal is backed by swinging country string instrumentation and a chorus. (Remi, BMI)

ANGELA DRAKE
Only Classmates . . . 73

M-G-M 12595—Pleasant thrushing by Miss Drake supported by male group, the Naturals, on a bouncy tune, right up the current "classroom" groove. Worth spins. (Broadcast, BMI)

Accent on Youth . . . 69
An oldie is updated by Miss Drake with triplet backing. Bah-bah-bah backing by the Naturals also gives it a current flavor. Message on flip will mean more to market, however. (Famous, ASCAP)

ROBBIN HOOD
A Date for Always . . . 71

M-G-M 12599 — A frank plea for making it for always by the gal. She gets a suitable pleading quality in the pipes which could garner some limited attention. (Aberbach Canada, ASCAP)

I Want to Thank Your Folk . . . 70
Fair thrushing by the gal on a slow rock and roll patterned ballad. Tune has been around before but the side could win some spins with a push. (Oxford, ASCAP)

CORY LIND
Billy Loves Me . . . 72

CHRISTY 101 — Pleasant vocal by Miss Lind on a folkish ballad with a Western flavor. Nice sound by the artist could start something. (Ramholt & Shirgus, BMI)

It's Tragic But It's True . . . 67
So-so rockaballad is capably chanted by the thrush. Fair chances. (Ramholt, BMI)

THE KARTUNES
Will You Marry Me? . . . 72

M-G-M 12598 — A snappy, upbeat blues tune with a title that has great currency. Message is strongly teen-slanted and that, plus the jump rhythm, can pull some activity. (Regent, BMI)

Raindrops . . . 65
Slightly adulterated rock and roll type material in the slow groove by the new group. Side fails to generate any payoff spark. (Current, BMI)

EARTHA KITT
If I Can't Take It With Me (When I Go) . . . 71

RCA VICTOR 7118—Miss Kitt waxes

in the calypso vein in this confession of a gal who has succeeded at the game of life. She's loaded but she wants to take it all with her. Possible item for intimate club work but without the in-the-flesh touch it lacks the spark. (Ross, Jungnickel, ASCAP) Proceed With Caution...69

Clark Jocks might go for this thoroly pleasant effort. (Planetary, ASCAP) Warm Lips and Cold, Cold Kisses...62

THE SPADES You Mean Everything to Me...69 LIBERTY 55118—A rockaballad on a boughtn master. Gentle warbling may register some adolescent appeal, but it's not very distinctive. (Balcones, BMI)

THE CASUAL THREE Candy Store Blues...69 MARK-X 7009—Sipping cokes in a candy store—that's where he met her. This is the theme of this rockaballad, chanted in slow tempo, with effective monotony. (Figure, BMI)

DICK TODD You're Deeper in My Heart...68 TODD 1000—Mediterranean type guitar backs this romantic opus, the first in many a day for baritone Todd. Nice, sincere chanting could muster a spin or two tho breakout power seems limited. (Amber, ASCAP)

The Night Is Young and You're So Beautiful...68 Same piano, guitar combination backs Todd on this reprise of the standard. Pleasant, easy going wax that would be okay for slow terping accompaniment. Coupling debuts the label. (Words & Music, ASCAP)

BIGGIE McFADDEN The Lord Don't Treat His Children That Way...68 DOT 15684—Warmly expressive warbling on pleasing ballad. (Dayton, ASCAP)

KAREN CHANDLER AND HER JACKS *Ball Along Silv'ry Moon...68 DECCA 30537—Double-track chirping on standard with modified rock and roll backing. Tune is always good for some juke spins. (Joy, ASCAP)

FELICIA SANDERS Goodnight My Someone...67 DECCA 30538 — Waltz from forthcoming Meredith Willson show, "Music Man." Classy, but relatively uncommercial treatment of the pretty lullaby. Deejays may like for a closer. (Frank, ASCAP)

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

AL BARKLE: With This Ring/Sputnick II—Vita 173 JOANNIE KING: History/O.K. Doll, It's a Deal—Sand 258 LOVETT SISTERS: Dear Daddy/Won't Cha Squeeze Me?—Todd 1001 THE MONOGRAMS: My Baby Dearest Darling/Please Baby, Please—Saga 1000

Jazz LOREZ ALEXANDRIA This Year's Kisses...70 FEDERAL 12313—Expressive thrushing on a jazz-styled version of the oldie. Both sides are from the canary's recent LP "Lorez Sings Prez." Moderate potential in singles field, both pop and r.&b. (Berlin, ASCAP)

Religious THE LAWRENCE WELK GLEE CLUB Ave Maria...78 CORAL 65523—Sweet, schmaltzy version of the traditional theme featuring violin solo and quality work by glee club. Good holiday wax for deejays with family-type audience or sacred segs. From new L.P. (Champagne, ASCAP)

Latin American

PEREZ PRADO A Lo Loco...78 RCA VICTOR 7120—A slow mambo with a group vocal plus those frantic, end-of-the-phrase mambo hiccups. Fine sound and arrangement make it an excellent dance side. (Music Publishers Holding, ASCAP) Killindini Docks...73

Spiritual

THE HARMONIZING FOUR Where Could I Go But to the Lord...86 VEE-JAY 854—A relaxed, touching performance. Group really has the spirit on them as they chant this one. (Stamps & Baxter, BMI) Motherless Child...82

THE FAMOUS DAVIS SISTERS My Wonderful Counselor...83 SAVOY 4088—Happy gospel is rendered with a sound that could attract buys from lovers of spiritual music. (Savoy, BMI) Farewell...83

THE HIGHWAY Q. C.'S The Way Up the Hill...82 VEE-JAY 853—Fine three-beat spiritual, with a world of feeling. Lead singer is very effective, and is supported by a fine choral group. Maintains interest all the way. (Gladstone, ASCAP) There's Something on My Mind...82

Number of Releases This Week

Table with 4 columns: Label, Pop, R&B, C&W. Lists various record labels and their corresponding release counts in each category.

Smathers Bill

will various bills affecting television. Committee counsel! Nicholas Zapple has been conducting an investigation into songwriter complaints made against Broadcast Music, Inc., and broadcasters, last winter, when the matter was put before the Communications Subcommittee chairman, John O. Pastore (D., R. I.). Zapple is working on a report for the committee which could be ready fairly early in the session.

Crewe & Slay

Continued from page 16 other companies, will now have their disks distributed thru Cameo Records, but will retain ownership.

The duo has been writing together for the past four years and has bolted into prominence within the past few months with their hit tune, "Silhouettes," which originally was recorded by the Rays on XYZ and later sold to Cameo.

The first disks to be released thru the new XYZ-Cameo tie-up are "I'm Comin' Home," and flip, "Got a Little Baby" by the Chancellors, and "Wooden Angels" b-w "Something Old, Something New" by Les SeEVERS and the Oaks.

In addition to the tunes recorded on their own label, the team also has several songs which have been done by various artists for other labels. These include "Stepping Stone," and "Jigsaw Puzzle" by the Falcons, RCA Victor; "Lah De Dah," and "The Monster" by Billy and Lilly on Swan (also being distributed by Cameo.) and "Good, Good Morn-

ing, Baby," and flip, "The Gambler," by Lillie Bryant on Cameo. Crewe, who is under contract to Vik Records, has recorded "Charm Bracelet" and "Do Be Do Be Do" for that label.

Tico Pacts 3

Continued from page 16 Eric, San Francisco. The new albums include "Latin Jewels" by Tito Rodriguez, "That Latin Touch" by pianist Marco Rizo, and Latin drummer Caney's "Flying Down to Rio."

Rodriguez and his orchestra—currently appearing at the Palladium here, are scheduled to fly to Puerto Rico at the end of this month for a series of TV "spectaculars" over the island's TV network.

HOUSTON — Allstar Record Distributors, Dan J. Mechura, president, has opened a wholesale phono record distribution outlet here, with headquarters at 1908 Leeland Avenue, to cover Houston and the Gulf Coast area. Firm will carry the Felsted, Dootone, Allstar, RAM and Legend record lines.

THE BIG HITS ARE ON DOT RECORDS

A SMASH! RICKY NELSON STOOD UP WAITIN' IN SCHOOL 5483

Imperial Records 6425 Hollywood Blvd. Hollywood 28, Calif.

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

RECORD PRESSINGS Shellac—Vinylite—Flex 78, 45—33, 33 Test Pressings Free Small or Large Quantity Labels—Pressings—Masters SONCRAFT, INC. 1650 Broadway New York 19, N. Y.

IN THE LEAD for TOP RATINGS! Chess 1678 "SECOND FIDDLE" The Rays Checker 878 "SAY BOSS MAN" Bo Diddly Chess 1675 "TEAR DROPS" Lee Andrews and the Hearts CHESS CHECKER RECORD COMPANY 2120 South Michigan Ave. Chicago, Illinois All Phones: CALumet 5-2770

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• This Week's C&W Best Buys

NO SELECTIONS THIS WEEK

• Review Spotlight on . . .

C&W RECORDS

BUDDY KNOX

Swingin' Daddy (Patricia, BMI)—Roulette 4042 See review on Pop Spotlight section.

BRENDA LEE

Rock-a-Bye Baby Blues (Rennee, BMI) Rock the Bop (Cedarwood, BMI)—Decca 30535—Virtuosic rockabilly belting by the precocious young lady on these two strong sides can appeal in both pop and c.&w. marts. Both are slanted at teen dance fans and could hit the mark. Her two best tries recently.

C&W TALENT

BUCK GRIFFIN

Jessie Lee (Lin, BMI)—M-G-M 12587—Griffin registers as a solid new find with his masterful delivery on the country blues. An authentic feel for the genre is evident, and the relaxed country backing helps effectively. Flip is a country weeper, "You'll Never Come Back" (Lin, BMI).

C&W DISK JOCKEY PROGRAMMING

EDDIE NOACK

Dust on the River (Starrite, BMI)—Starday 334—Traditional country fans will find this to their liking. Noack renders the philosophical ballad with sincerity. His approach is similar to Hank Williams. "What's the Matter, Joe," the flip, is an amusing "lament" for a cat who was recently married (Starrite, BMI).

• Reviews of New C&W Records

BUCK GRIFFIN

Jessie Lee . . . 78 M-G-M 12597—Country blues, slow in tempo. Griffin has a very authentic feel for the genre, and plenty of individuality in his vocal. Solid wax, and merits real exposure. (Lin, BMI) You'll Never Come Back . . . 73 That is, she'll never come back if she waits for him to beg her. Typical country theme, done with emotion, to an unusual string and rhythm backing. Griffin's vocal is part recitative. (Lin, BMI)

HANK SNOW

The Blue Danube Waltz . . . 77 RCA Victor 7121—Expert guitar solo work by Snow on a rather subdued instrumental version of the Strauss waltz. Under the Double Eagle . . . 77 Bright, happy instrumental version of the p.d. march. Snow's guitar work a standout. Good juke wax.

RONNY KEENAN

Jukebox Queen . . . 76 SANDY 1005—Delivery here is in the pop idiom. The rockabilly-blues is nicely belted. If pushed, this could move in both pop and c.&w. fields. (Burnt Oak, BMI) Stop Sign on Your Heart . . . 67 Keenan renders the c.&w. weeper in traditional country style. Country strings support the vocal. Territorial interest possible. (Burnt Oak, BMI)

PHIL BROWN

All These Memories . . . 73 BAKERSFIELD 130 — Hearty warbling stint by Brown in traditional

country style on a meaningful weeper. (American, BMI) You're a Luxury . . . 72 Brown sells with gusto on an amusing country ditty with good lyrics. Both sides shape up as spinable for c.&w. jocks of the old school. (Chris, BMI)

WESLEY HARDIN

Anyway . . . 73 AFS 302—Artist uses a Jerry Lee Lewis approach in belting the rockabilly blues. Solid piano and country string backing enhance the good vocal effort. If exposed, this might do bi. (Artrec, BMI) A Thing Called Love . . . 69 Delivery on this side is similar, but better material on flip makes it appear stronger. (Artrec, BMI)

DOTTIE PRICE

Green Valley . . . 72 M-G-M 12601—A pretty folk-flavored song. Dottie Price sings it in a pure, lyric voice to a simple, effecting background. Deejays looking for unusual material have it here. (Leeds, ASCAP) I Can't Give You Back Your Heart . . . 72 A weeper. Lyric is a strong one and carries a good melody line. The chanteuse sings it with simple charm. (Leeds, ASCAP)

HYLO BROWN

Stone Wall . . . 72 CAPITOL 3853—There's plenty of the traditional hill sound on this ditty. Tune has a good idea and okay single and multi-track vocal by Brown. Fancy down home fiddlin' adds a nice touch. Fair chances. (Driftwood, ASCAP) Foolish Pride . . . 70 More traditional styled wax by Brown with those same fiddles, with the nice, bucolic sound. An old, old country theme fails to add much that's new. (Central Songs, BMI)

RICK JOHNSON

Eenie Meenie . . . 72 COMET 102 — Bright guitar and chorus pace the cheerful vocal on this rocker-novelty. Sock selling could strike pay dirt. (Cedarwood, BMI) Bouquet of Roses . . . 70 The old c.&w. ballad hit is listenably delivered by Johnson. Doesn't approach Eddy Arnold's original, however. (Hill & Range, BMI)

BILL DENNING

Study Hall Romance . . . 70 FAME 502—Another promising Texas warbler. Tune is a rockaballad with group backing Denning's solo. Coupling has potential. (Mel-Mat, BMI)

(WILD) BILL TAYLOR

Little Jewell . . . 68 Raucous rockabilly shouting in a live-sounding dinking out of Taylor, Tex. Material is the usual type of blues pattern, but the cat merits a trial. (Mel-Mat, BMI)

JIMMIE WILLIAMS

Do You Know . . . 69 M-G-M 12596 — A bouncy arrangement, bluesy in quality, of a heart-breaking theme. He knows all about

• C&W Territorial

Best Sellers

FOR SURVEY WEEK ENDING DECEMBER 14

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. Jailhouse Rock, Elvis Presley, Vic.
2. My Special Angel, Bobby Helms, Dec.
3. Kisses Sweeter Than Wine, Jimmie Rodgers, Rit.
4. Oh, Boy! Crickets, Brk.
5. Raunchy, Ernie Freeman, Imp.

Dallas-Fort Worth

- 1. My Special Angel, Bobby Helms, Dec.
2. Fraulein, Bobby Helms, Dec.
3. Is It Wrong? Warner Mack, Dec.
4. I Found My Girl in the U. S. A. Jimmy Skinner, Mer.
5. Geisha Girl, Hank Locklin, Vic.
6. Great Balls of Fire, Jerry Lee Lewis, Sun
7. Jailhouse Rock, Elvis Presley, Vic.
8. The Story of My Life, Marty Robbins, Col.

Houston

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

Memphis

- 1. My Shoes Keep Walking Back to You, Ray Price, Col.
2. I Found My Girl in the U. S. A. Jimmy Skinner, Mer.
3. The Story of My Life, Marty Robbins, Col.
4. My Special Angel, Bobby Helms, Dec.
5. Wake Up Little Susie, Everly Brothers, Cdc.
6. Raunchy, Bill Justis, Phil: Intl.

Nashville

- 1. The Story of My Life, Marty Robbins, Col.
2. My Special Angel, Bobby Helms, Dec.
3. Wake Up Little Susie, Everly Brothers, Cdc.
4. Great Balls of Fire, Jerry Lee Lewis, Sun
5. Home of the Blues, Johnny Cash, Sun
6. Jailhouse Rock, Elvis Presley, Vic.

New Orleans

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

St. Louis

- 1. Kisses Sweeter Than Wine, Jimmie Rodgers, Rit.
2. Raunchy, Bill Justis, Phil: Intl.
3. Great Balls of Fire, Jerry Lee Lewis, Sun
4. Jailhouse Rock, Elvis Presley, Vic.
5. My Special Angel, Bobby Helms, Dec.
6. I Found My Girl in the U. S. A. Jimmy Skinner, Mer.

her and he'll never be the same. Interesting country wax. (White Oak, BMI)

If You're Lookin' for Love . . . 60 A pop-flavored side, slow in tempo, with considerable beat in the arrangement but with little distinction. (White Oak, BMI)

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

JIMMY HEAP: I'm One of Those/Alone at a Phone—Fame 501

ERNIE HUNTER: Kissing Your Picture/Boy Crazy—Rainbow 1204

THE THREE-THIRDS: Lonely Blues/Kisses Sweeter Than Wine—AFS 301

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING DECEMBER 14 RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 C&W best sellers in stores.

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 14 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.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists most played C&W records by jockeys.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Mac Wiseman, now associated with Dot Records in Hollywood, will appear as guest on "New Dominion Barn Dance" from the WRVA Theater, Richmond, Va., December 28 and January 4. Wiseman was formerly a regular on the old barn dance group there. . . . Pee Wee King and Little Eller Long occupy the guest slot on "Louisiana Hayride," Shreveport, January 4. . . . Thurston Moore's 1958 edition of Hillbilly and Western Scrapbook, in recent years a successful pitch item for c.&w. jocks, rolled off the presses last week. His Rock 'n' Roll Scrapbook is due out this week. . . . Jerry Hammond, his military service completed, has rejoined "Red River Jamboree" at Paris, Tex. Glenn Hammond, who formerly worked with Jerry, and will again at intervals, is now deejay at KDQN, Nashville, Ark.

Cowboy Copas, new on the Dot label, has as his first release in nearly two years a new Boudleaux Bryant tune

called "Blue Kimona." Flip side is titled "Breeze." . . . Texas Bill Strength, entertainer-deejay, who still holds forth at Station KEVE, Minneapolis, typewrites that he was all set to fly into Nashville for the recent deejay conclave, when he was brought down with the idiotic flu. . . . "Country music is really going great guns in this Far North town," writes Jimmy Simpson, the Oilfield Boy, from Anchorage, Alaska. He says that the Johnny Cash and Hank Williams records seem to be receiving the most requests.

"Pee Wee King's Bandstand," new TV-er, comprises a 10-man band plus a girl vocalist, usually a guest, and the trio of old-timers, Redd Stewart, Gene Stewart and Chuck Wiggins. King has just concluded a deejay trek to promote his combo's recording of the Ridge-way Music tune, "Prelude to a Broken Heart." Pee Wee says he's also plugging the Gene Vincent (Continued on page 46)

Advertisement for Roy Acuff's "ONCE MORE" on Hickory 1073. Includes text: "NOW ON HICKORY! Roy Acuff 'ONCE MORE' Hickory 1073 If It's Country Music It's Bound To Be Good!"

Advertisement for "GREAT BALLS OF FIRE" by Jerry Lee Lewis. Includes text: "SENSATIONAL 'GREAT BALLS OF FIRE' JERRY LEE LEWIS Sun 281"

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING DECEMBER 14
RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Chart	Weeks on Chart
1. YOU SEND ME (BMI)—Sam Cooke	1	9	9
Summertime (ASCAP)—Keen 34013			
2. RAUNCHY (BMI)—Ernie Freeman	5	4	4
Puddin' (BMI)—Imperial 5474			
3. RAUNCHY (BMI)—Bill Justis	3	5	5
The Midnite Man (BMI)—Phillips International 3519			
4. AT THE HOP (BMI)—Danny and the Juniors	10	2	2
Sometimes (BMI)—ABC-Paramount 9871			
5. JAILHOUSE ROCK (BMI)—Elvis Presley	2	11	11
Treat Me Nice (BMI)—Vic 7035			
6. SILHOUETTES (BMI)—The Rays	4	9	9
Daddy Cool (BMI)—Cameo 117			
7. PEGGY SUE (BMI)—Buddy Holly	6	4	4
Everyday (BMI)—Coral 61885			
8. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	11	3	3
You Win Again (BMI)—Sun 281			
9. MY SPECIAL ANGEL (BMI)—Bobby Helms	9	8	8
Standing at the End of My World (BMI)—Dec 30423			
10. ROCK AND ROLL MUSIC (BMI)—Chuck Berry	7	6	6
Blue Feeling (BMI)—Chess 1671			
11. I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke	—	1	1
Forever (BMI)—Specialty 619			
12. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	—	2	2
Better Loved You'll Never Be (ASCAP)—Roulette 4031			
13. LITTLE BITTY PRETTY ONE (BMI)—Thurston Harris	8	9	9
I Hope You Won't Hold It Against Me (BMI)—Aladdin 3398			
14. BUZZ, BUZZ, BUZZ (BMI)—Hollywood Flames	15	2	2
Crazy (BMI)—Ebb 119			
15. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers	12	13	13
Maybe Tomorrow (BMI)—Cadence 1337			

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 14
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	Weeks on Chart
1. YOU SEND ME—Sam Cooke	1	10	10
Keen 34013—BMI			
2. RAUNCHY—Ernie Freeman	3	5	5
Imperial 5474—BMI			
3. GREAT BALLS OF FIRE—Jerry Lee Lewis	4	2	2
Sun 281—BMI			
4. BONY MORONIE—Larry Williams	9	4	4
Specialty 615—BMI			
5. BUZZ, BUZZ, BUZZ—Hollywood Flames	8	2	2
Ebb 199—BMI			
6. JAILHOUSE ROCK—Elvis Presley	2	10	10
Vic 7035—BMI			
7. AT THE HOP (BMI)—Danny and the Juniors	—	1	1
ABC-Paramount 9871			
8. SILHOUETTES—Diamonds	13	5	5
Mercury 71197—BMI			
9. ROCK AND ROLL MUSIC—Chuck Berry	7	4	4
Chess 1671—BMI			
10. PEGGY SUE—Buddy Holly	11	3	3
Coral 61885—BMI			
11. RAUNCHY—Bill Justis	6	4	4
Phillips International 3519—BMI			
12. SILHOUETTES—The Rays	10	9	9
Cameo 117—BMI			
13. OH, BOY!—Crickets	—	1	1
Brunswick 55055			
13. DANCE TO THE BOP—Gene Vincent	—	1	1
Cap 3839—BMI			
15. CHANCES ARE—Johnny Mathis	—	1	1
Col 40993—ASCAP			
15. YOU CAN MAKE IT IF YOU TRY—Gene Allison	—	1	1
Vee Jay 713—BMI			
15. THE BIG BEAT—Fats Domino	—	1	1
Imperial 5477—BMI			

ON THE BEAT

Continued from page 17

Now it seems that you've got to have a chick's name in your title to make a song hit. "Peggy Sue," by Buddy Holly; "Wake Up Little Susie," by the Everly Brothers and "Ivy Rose," by Perry Como are all on one or another of the charts right now and Paul Anka's big hit, "Diana," has just recently slipped off. "Jo-Ann," by both the Playmates and the Twintones, is a new and fast moving tune. In the same general category, tho lacking the actual name, are such tunes as "Little Bitty Pretty One," by Thurston Harris and "Be Bop Baby," by Ricky Nelson, both currently on the charts, and Bobby Helms' "My Special Angel" and "Fraulein," and Hank Locklin's "Geisha Girl."

The pop music world mourns the death this week of veteran personal management man Al Green. Green succumbed to a heart attack in the Hotel Taft, New York Wednesday (18). Services were held Friday (20). Green helped in building Johnnie Ray as an important record talent and in recent years he had much to do with building the career of Lavern Baker. He also handled Ann Cole, Jackie Wilson and the Jokers.

"Party Party," by Dear Beard, released on Atlantic several months ago, is showing signs of action after an initial period of quiet. The label is getting wires out to 500 jocks in an effort to cash in on the territorial activity. . . . Pat Ballard, cleffer of note, is embarking on a new rock and roll kick. Operating with Elmer Willett, of Pittsburgh, Ballard will make masters for the teen-age market. Explaining his move into the disk field, Ballard says, "whereas flirting with the majors often means a six-month delay while everybody agrees on whether a song will be etched or not, now I can call the turn on what sound we get, the sound being the thing."

Joe Kolsky, exec veepee of Roulette Records and Mrs. Kolsky are on the S. S. Homeric enjoying a Caribbean cruise. It's his first vacation in two years. . . . Buddy Knox sings his latest Roulette disk, "Swingin' Daddy," and "Whenever I'm Lonely" on the Dick Clark American Bandstand ABC-TV show, January 7. . . . East-West is out with two new disks from the "grass roots." The Fabulaires of Philadelphia have "While Walking," and "No No," while Hamp Jones, a Cleveland cat, does "Pack Your Clothes" and "You're Not My Girl."

Don Robey has cut Billy Bodaford, a rockabilly chanter and newest pactee of his Back Beat Records label. The session was held in Nashville rather than Houston. . . . The Erskine Hawkins ork, newly pacted by Universal Attractions, has upcoming dates in Hamilton, O., Aliquippa, Pa., and Hanover, Pa. . . . Chris Columbo and his band start a two-month one-nighter tour, December 24 at Danville, Va. . . . Little Willie John, Ann Cole and Hal (Cornbread) Jackson and band are the latest package to hit the road via the Universal office. . . . The original Cadillacs work December 20-24 at New York's Apollo, which date will be followed by a six-week one-nighter trek.

Lou Krefetz, of Poplar Records, has appointed Leonard Smith Distributing Company, in Albany, N. Y., and Eastern Record Distributing Company in Hartford, Conn. Al Jones' Poplar dinking of "Mad Mad World," reports Lou, is moving fast and big.

5 BEST SELLING XMAS ALBUMS!

1. LAFF OF THE PARTY
Vols. 1, 2, 3, 4, 5 & 7—REDD FOX
2. LAFF OF THE PARTY
Vol. 8—BEXLEY & TURNER
3. BEST GOSPEL SINGERS
ZION TRAVELERS & others
4. BEST VOCAL GROUPS IN ROCK 'N' ROLL
PENGUINS, CUFF LINKS & others
5. DEXTER BLOWS HOT & COOL
DEXTER GORDON'S JAZZ STARS



HOT SELLING SINGLES!!!

- SWEET LOVEPenguins 432
EARTH ANGELPenguins 348
THE GOLF GAME (From Laff of the Party, Vol. 8) Bexley & Turner 431
YOU GOT THE NERVE OF A MONKEYFilmore Slim 429

HIT INSTRUMENTAL!!!

- DANCE PARTY(From the Album Dance Party) Peppy Prince 430

BEST SELLING BLUES!!!

- BLAME IT ON THE BLUESWillie Headen 427

DOOTO RECORDS

9512 S. Central Avenue Los Angeles 2, California

Vee Jay 256

"YOU CAN MAKE IT IF YOU TRY"

Gene Allison

Vee Jay 258

"TIME MAKES YOU CHANGE"

b/w

"PAIN IN MY HEART"

The Dells

Falcon 1006

"MY ONLY LOVE"

The Falcons

Falcon 1007

"ROAD HOUSE"

Al Smith

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and
"LITTLE BITTY PRETTY ONE"
Aladdin #3398

Beverly Hills, Calif.

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WAYNE
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b/w
"Lovey Dovey Pair"
CASH BOX AWARD OF
THE WEEK to
BIG MAYBELLE'S
"RING DANG
DILLY"
b/w "So Long"
#1527

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This Week's R&B Best Buys

NO SELECTIONS THIS WEEK

Review Spotlight on . . .

R&B RECORDS

- BUDDY KNOX**
Swingin' Daddy (Patricia, BMI)—Roulette 4042
- THE CHANCELLORS**
I'm Comin' Home (Conley, BMI)
Gotta Little Baby (Conley, BMI)—XYZ 104
- PAUL ANKA**
You Are My Destiny (Pamco, BMI)—ABC-Paramount 9880
- FRANKIE AVALON**
Dede Dinah (Debmar, ASCAP)—Chancellor 1011
- BILLY & LILLIE**
La Dee Dah (Conley, BMI)
The Monster (Conley, BMI)—Swan 4002
- R&B DISK JOCKEY PROGRAMMING**
- JOE WILLIAMS**
Gee Baby, Ain't I Good to You (Capitol, ASCAP)
What's New (Witmark, ASCAP)—Roulette 4039
- HILTON JEFFERSON**
The Hour of Parting (Harms, ASCAP)
Cole Slaw (American Academy of Music, ASCAP)—RCA Victor 7126
- See reviews for above records in Pop Spotlight section.

Reviews of New R&B Records

- BIG MAYBELLE**
So Long . . . 80
SAVOY 1527—Big Maybelle sells the moving oldie with solid showmanship and heart. Should grab off plenty of play. (Shapiro Bernstein, ASCAP)
- Ring Dang Dilly . . . 74
Okay performance on a catchy rhythm—novelty, but gal has had stronger material. (Crossroads, BMI)
- BILL BODAFORD & THE ROCKETS**
Teardrops . . . 79
BACK BEAT 507 — Extremely effective rockabilis—ballad, tenderly chanted against group murmuring "bayuh-bee, bayuh-bee." Teen-type yearning in the message and sound could count for strong action in pop and r.&b. fields. (Lion, BMI)
- Little Girl . . . 74
A rocker. Bodaford is equally forceful when he belts. Strong talent that should go far. Material on this side is ordinary, but treatment can carry it. (Lion, BMI)
- DONNIE ELBERT**
Wild Child . . . 78
DE LUXE 6156—Sock warbling job by Elbert on an effective blues-type with chorus backing. Strong jockey material. (Maggie, BMI)
- The Stroll . . . 76
A bouncy rhythm item, highlighted by Elbert's showmanly vocal and powerful teen-ager appeal on a multi-market basis. Different tune with same title was recently cut by the Diamonds and others. (Mem-Lo, BMI)
- Distributors Wanted**
For Gospel, Spiritual, Blues Records now in stock—
"Time Moves On"—No. 45-62
"I Need You Lord, Yes I Do"—No. 45-63
"I Got a Seat in God's Kingdom Waiting for Me"—No. 64-05
"My Dying Day is Coming After Awhile"—No. 64-06
"Faith Reaches Out"—No. 21-42
"Lord, I'm Coming Home to Thee"—No. 21-41
"Sweet Potato Child"—No. 45-51
"Rock & Rhythm Boogie"—No. 45-49
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FOLK TALENT & TUNES

Continued from page 44

record of "I Got It," penned by Dick Glasser. . . Clyde Moody has just cut his first session for Renown Records, of Durham, N. C., with the release due out next week. . . Jimmy Skinner, Cincy c.&w. entertainer and music merchants, presented a Christmas jamboree show for the Royal and Bell furniture stores at Emery Auditorium, Cincinnati, Sunday (22), giving three performances. On the bill, besides Skinner, were George Jones, Justin Tubbs, Jimmy Williams, Skeeter Davis, Ray Lunsford, Ines Hellman, Al Runion and the Hometowners.

Gene Sullivan, whose newest on Columbia, "Please Pass the Biscuits," is meeting with good reception, has become a regular on "Louisiana Hayride," Shreveport. . . Saturday's (28) Dow radio show on NBC will feature Wanda Jackson and Billy Walker, with Wanda and Billy teaming up with host Red Foley to conclude the program in a trio arrangement of "What Are You Doing New Year's Eve?" . . . Bob Wills will guest on this Saturday night's (28) "Country Music Jubilee" on ABC-TV. . . Hank Snow's newest on the RCA Victor label is "The Blue Danube Waltz" b.w. "Under the Double Eagle."

Ricky Nelson's new clicker on the Imperial label, "Stood Up," was penned by Dub Dickerson, Dallas c.&w. lad. . . Ramblin' Lou, Niagara Falls, N. Y., deejay, has a corking array of c.&w. talent set for three performances at the State Theater, Niagara Falls, Saturday (28). Featured will be Faron Young, Jean Shepard, Carl Perkins, Hank Locklin, Sanford Clark, Grandpa Jones and Don Reno and Red Smiley. . . Darrell Glenn, spending the holidays in Fort Worth from Los Angeles, reports that he'll return to the business shortly after the first of the year with something new and different.

Sally Starr, of Philly's WFIL-TV and WJMJ, will spend the holidays in Episcopal Hospital, Front and Lehigh Avenues, Philadelphia, thus causing her to miss her December 25 "Christmas Jamboree" program for the first time in 10 years. It will also mark the first time in three years that Sally will be unable to host on her "Starr Theater" show on WFIL-TV. Sally's c.&w. jamboree on WJMJ has been carried without interruption at the same time, Monday thru Saturday, for the past decade. Miss Starr would be happy to receive taped or mailed greetings from artists to be included on her holiday jamboree programs.

Speedy Hayworth, electric standard man with Slim Wilson's Tall Timber Trio, and Marijohn Wilkin, artists' contact for Earl Bostic Music, were in Nashville last week to work a Columbia session with Billy Walker. . . Murray Nash and Hal Rosen, of Murray Nash Associates, Nashville, last week concluded a nine-day promotion tour thru the Midwest and East to hustle Johnny Jay's Mercury waxing of "Sugar Doll" and "Tears," Steve Schulte's "Paying the Piper," on Felsted, and "Goodbye, She's Gone," by the Sprouts on RCA Victor.

With the Jockeys

After spinning the country and western wax at WFLW, Monticello, Ky., the last three years, Welby Hoover has shifted his activity to

the new 500-watt music and news station, WLCK, Scottsville, Ky. "We're a new station and our library really shows it," writes Welby. "Please tell the majors and indies to shoot me some records; 'I'll sure play them.'" . . . Uncle Dewey Gardner is again manning the c.&w. turntables at WCRE, 1,000-watt daytime station at Cheraw, S. C., after an absence of two years. Gardner formerly at Station WAYN, Rockingham, N. C., says he's inaugurating three new hour-long country shows and that he's sadly in need of records. "I can plug all the c.&w. talent appearing in the territory," Gardner type-writes, "and also will do personals with them (gratis) in the area." Brent Hill handles r.&b. on the station; Bill Ray, pops, and Shirley Oliver, women's programs.

Doug Bruner has joined WDMF, 1,000-watter at Buford, Ga., with three hours of country music daily. Doug features his Clem and Clara characters a half hour daily. WDMF is 70 per cent c.&w., with Benny Hall whirling country music, 6-8 a.m. daily, on "Benny's Breakfast Club." . . . Willard Howell, former program director at WEPG, South Pittsburg, Tenn., has been named promotion manager of WHAB, Baxley, Ga. Howell doubles as c.&w. deejay and is heard at 3:05 p.m.,

Monday thru Saturday, on his "Country Classics" show. He asks that c.&w. artists put him on their mailing list. . . Neal Merritt, veteran c.&w. entertainer and record twirler, is being heard daily in a new three-hour, c.&w. music show on Station KRIC, Beaumont, Tex. He says he's badly in need of c.&w. wax.

Jack Reno, who recently shifted from KDKD, Clinton, Mo., to KCOG, Centerville, Ia., infos that he's in need of c.&w. platters from Columbia, RCA Victor, Decca, Capitol and all the minor labels. He's on the air from 1-4 p.m. six days a week. . . Pat Boyd, fem c.&w. deejay at WMAX, Grand Rapids, Mich., will shortly head up her own how on WOOD-TV, that city. Tentatively, the telecast will run a half hour weekly, following the established country format, with Pat serving as thrush and emcee. . . Rocky Rauch has added another hour and a half of c.&w. spinning to his schedule at KRLC, Lewiston, Idaho, Saturdays, 10-11:30 a.m. He's also heard daily from 5-6 p.m. and doubles six nights a week on pickin' and singin' at the Stables nitery in Lewiston. "Sure could use some new country releases," Rocky writes. "I get quite a few releases from the small companies, but I can't understand why the big companies don't give the deejays better service."

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING DECEMBER 14

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. Peggy Sue, Buddy Holly, Cor.
2. Raunchy, Bill Justis, Phil. Int.
3. Raunchy, Ernie Freeman, Imp.
4. Buzz, Buzz, Buzz, Hollywood Flames, Ebb
5. Jailhouse Rock, Elvis Presley, Vic.
6. Rock and Roll Music, Chuck Berry, Cha.
7. I'll Come Running Back to You, Sam Cooke, Spe.
8. You Send Me, Sam Cooke, Keon
9. Great Balls of Fire, Jerry Lee Lewis, Sun
10. Bony Moronie, Larry Williams, Spe.

Charlotte

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

Chicago

1. My Special Angel, Bobby Helms, Dec.
2. Peggy Sue, Buddy Holly, Cor.
3. Raunchy, Bill Justis, Phil. Int.
4. Rock and Roll Music, Chuck Berry, Cha.
5. Kisses Sweeter Than Wine, Jimmie Rodgers, Rit.
6. Oh, Boy! Crickets, Brk.
7. Jailhouse Rock, Elvis Presley, Vic.
8. Silhouettes, Rays, Cam.
9. You Send Me, Sam Cooke, Keon
10. Great Balls of Fire, Jerry Lee Lewis, Sun

Cincinnati

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

Detroit

1. At the Hop, Danny and the Juniors, ABC-Para.
2. You Send Me, Sam Cooke, Keon
3. Raunchy, Bill Justis, Phil. Int.
4. I'll Come Running Back to You, Sam Cooke, Spe.
5. Great Balls of Fire, Jerry Lee Lewis, Sun
6. Kisses Sweeter Than Wine, Jimmie Rodgers, Rit.
7. Rock and Roll Music, Chuck Berry, Cha.
8. Silhouettes, Rays, Cam.

Los Angeles

1. Raunchy, Ernie Freeman, Imp.
2. You Send Me, Sam Cooke, Keon
3. Silhouettes, Rays, Cam.
4. Jailhouse Rock, Elvis Presley, Vic.

Wake Up Little Susie

1. Wake Up Little Susie, Everly Brothers, Cdc.
2. Be-Bop Baby, Ricky Nelson, Imp.
3. Buzz, Buzz, Buzz, Hollywood Flames, Ebb
4. I'll Come Running Back to You, Sam Cooke, Spe.
5. Chances Are, Johnny Mathis, Col.

New Orleans

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

New York

1. At the Hop, Danny and the Juniors, ABC-Para.
2. You Send Me, Sam Cooke, Keon
3. Silhouettes, Rays, Cam.
4. My Special Angel, Bobby Helms, Dec.
5. Raunchy, Ernie Freeman, Imp.
6. Buzz, Buzz, Buzz, Hollywood Flames, Ebb
7. Kisses Sweeter Than Wine, Jimmie Rodgers, Rit.
8. Be-Bop Baby, Ricky Nelson, Imp.
9. Jailhouse Rock, Elvis Presley, Vic.

Philadelphia

1. You Send Me, Sam Cooke, Keon
2. At the Hop, Danny and the Juniors, ABC-Para.
3. I'll Come Running Back to You, Sam Cooke, Spe.
4. Kisses Sweeter Than Wine, Jimmie Rodgers, Rit.
5. Little Bitty Pretty One, Thurston Harris, Ala.
6. Raunchy, Ernie Freeman, Imp.
7. My Special Angel, Bobby Helms, Dec.
8. Silhouettes, Rays, Cam.

St. Louis

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

Washington, D. C.

1. You Send Me, Sam Cooke, Keon
2. Raunchy, Ernie Freeman, Imp.
3. At the Hop, Danny and the Juniors, ABC-Para.
4. Raunchy, Bill Justis, Phil. Int.
5. Little Bitty Pretty One, Thurston Harris, Ala.
6. Silhouettes, Rays, Cam.
7. Rock and Roll Music, Chuck Berry, Cha.
8. Be-Bop Baby, Ricky Nelson, Imp.
9. Great Balls of Fire, Jerry Lee Lewis, Sun
10. Bony Moronie, Larry Williams, Spe.

SETTLE WITH JONES

AGVA Offers 20G On Bright Suit

NEW YORK — The American Guild of Variety Artists is offering to pay \$20,000 from its treasury, as settlement on a \$35,000 judgment against its executive secretary, Jackie Bright. This move was made possible by overwhelming approval of its executive board last week on a resolution.

Harold Berg, union attorney, said that of the 45 board members there was one dissenting vote and five votes not cast, and that all others were affirmative.

The action stems from a defamation of character suit brought by Dick Jones, former Eastern regional director. Jones had cited articles in the AGVA News under the by-lines of Bright, who was then president, and Jack Irving, then executive secretary. They accused Jones, who had been expelled from the union, as attempting to form his own rival theatrical union.

Federal Court recently ruled that AGVA was not a responsible party to the action as it did not vote on publication of the articles. Bright and Irving were the only defendants. Irving has been living in Miami in retirement. The court's jury voted \$10,000 against each of them in general damages, plus \$15,000 in punitive damages against Bright and \$35,000 against Irving. The executive board's decision to offer a settlement to Jones makes no reference to Irving.

The board's action is reportedly based on an AGVA bylaws provision under "Duties of the Board." It states: "The Board shall vote money to pay any loss incurred by any officer, person or Board member, in carrying out its officially authorized orders."

Berg told The Billboard, "As of Monday (23), Jones is a dues-paying member of AGVA." The membership restoration having been part of the settlement resolution.

The \$20,000 settlement is divided as follows: \$5,000 in settlement of the libel case, and \$15,000 in "present settlement of the pending injunction case." Jones, in addition to winning his libel action, also has an injunction case set for trial March 15 in which he demands restoration of his life membership, his AGVA position and damages for time lost since his discharge and expulsion.

One dues-paying member, Victor LaMonte, has characterized the settlement vote as a use of union treasury money for personal purpose. He has had counsel assigned by the Legal Aid Society to study the case. Berg, however, told The Billboard there is no contradiction between the Federal Court ruling that the union was not a party to printing the articles, and the involving of the bylaws provision to settle the fine against Bright with union money.



E. WALTER EVANS

Walter Evans Winds Up 51 Years With Billboard

• Continued from page 1

Littleford, has been with the company since 1934. He has been active in nearly all facets of the company and has been vice-president since 1946. Littleford will continue in the New York office, publishing headquarters of the company. Printing plant and general business offices will remain in Cincinnati.

Walter Evans, thru his personality and many years of association with the field, is one of the best known figures in the amusement industry. Tho never actually active in outdoor show business, he

Tampa Fair Books Ringling for 3 Days

Five Circus Performances for Grandstand; Races, Thrill Show, Barnes, Royal In

TAMPA, Fla.—Ringling Bros. and Barnum & Bailey Circus will play three days of the 11-day Florida State Fair here. The circus is to give five performances, morning and afternoon, in front of the grandstand.

The fair runs February 4-15. The circus is to be there February 5-7. There will be one performance the first day and two each on the other days.

Booking was revealed last week

by the Ringling circus. The date was negotiated in Chicago during the outdoor conventions. Verbal agreement there was followed up by the firm booking last week.

The circus also announced other future bookings (see Circus section).

The Tampa fair will have National Speedway auto races on four days. These are February 5, 8, 11 and 15. Circus opens on the evening of February 5 after the afternoon racing.

Jack Kochman's thrill show is scheduled for four days, February 4, 8, 9, 14.

Barnes-Carruthers agency will have a grandstand show at the fair at times not used by the circus, races and thrill show. Royal American Shows will again provide the midway attractions.

Wisconsin Fair Appoints New Press Chief

MILWAUKEE—The Wisconsin State Fair will increase its promotional efforts in '58 thru the appointment of Bob Shanahan to head up a full time public relations staff, Bill Masterson, fair manager, announced.

Shanahan, staffer on radio station WRIT here, was formerly with the Miller Brewing Company. In addition to handling press and radio, he will line up additional attractions for the fair. Plans are (Continued on page 49)

GAC-Hamid Inks Nine Iowa Fairs

CHICAGO — Four Iowa fairs have booked the Mariners as part of their 1958 grandstand shows, Ernie Young, GAC-Hamid, Inc., announced last week.

The quartet will play Iowa annuals at Waukon, Webster City, Cresco and West Liberty. Other bookings in that State reported by Young included signing of the Sam Howard Water Show at Missouri Valley, Donnellson and Guthrie Center. The office also closed with fairs at Dubuque and Marshalltown for the "Midwestern Hayride" grandstand show.

Winkley Adds Race At Minnesota Fair

MINNEAPOLIS — Frank R. Winkley's Auto Racing, Inc., has been given the nod for 10 afternoons of auto racing at the '58 Minnesota State Fair, an increase of one day over his '57 contract, when he presented nine programs at the big fair.

Plans are to run five days of speedway car races, four of stock car races and one program of midget auto races, the latter a new addition which will be climaxed with a 100-lap feature.

In order to cope with the concentrated schedule, Winkley said he would eliminate several smaller dates from his schedule.

At the Iowa fair convention he signed to furnish speed events, both still dates and fair races, at Cedar Rapids. Only other Iowa event Auto Racing, Inc., will play is the Howard County Fair, Cresco, where he will put on one afternoon and one evening stock car meet. The Northwest Missouri State Fair, Bethany, awarded its racing contract to Winkley at the Iowa conclave.

Previously, he had signed for two days of racing at the Oklahoma Free State Fair, Muskogee; Steele County Free Fair, Owatonna, Minn., one day; South Dakota State Fair, Huron, three days, plus speed events at the North Dakota State Fair, Minot, Greater Grand Forks (N. D.) State Fair, and the St. Louis County Fair, Hibbing, Minn. First still date will be late in March at Shreveport, La.

quaint shops occupied by leading Belgian artists and craftsmen.

The architecture of Belgium 1900 includes styles from the middle ages, thru the 16th, 17th and 18th centuries, to the "noodle" style popular in 1900. A typical sight will be the ornamented rooftops which start from a wide base and zig-zag up on both sides to form a narrow peak, and which are known as Spanish roofs everywhere, except in Spain where they are called Flemish. The main entrance to the section is thru the Archers Gateway which will contain a medieval portcullis raised and lowered by soldier guards stationed in fortified turrets.

170 HOUSES IN THROWBACK

12-Acre '1900' Town Slated for Brussels

NEW YORK—In the midst of putting on the biggest, most modern show in the world, Belgium, in a special section of its forthcoming World's Fair, will turn the clock back by a half century. A 12-acre area of the fair will be designated "Belgium 1900" and will contain 170 houses copied from or inspired by past Belgian architecture, nestled closely along a network of narrow, twisting streets paved with ancient cobblestones.

Each house will have a cafe or restaurant, a night club, an art shop or an antique shop, and each will offer to visitors its own interpretation of La Belle Epoque as the Gay '90's were known on the Continent.

The chief center of night life at the fair, which runs from April 17 thru October 19 next year, Belgium 1900 will include everything from

singing waiters and organ grinders to brass bands and Can-Can dancers. Presiding over all will be the "mayor" and his two deputies.

Daily Schedule

Among the events scheduled are daily concerts of music hall tunes by a light band, a vintage auto rally featuring hot-rods of 1900, daily archery and cross-bow competitions, folklore pageants by leading folklore societies of the Belgian provinces and neighboring countries from Scotland to Italy, rallies of film stars and period plays of the French and Flemish theater.

In addition, scores of restaurants will offer a virtually unlimited choice of food specialties from all regions of Belgium. Visitors will also be able to inspect and buy traditional Belgian products — among them lace, crystal and ceramics—in

Santa on Ice In Bank Lobby

NEW YORK—A daily ice show is being offered in the lobby of the Manhattan Savings Bank, 47th Street and Madison Avenue. Produced by Ice Attractions (Ray Beudet and Jila Rolontz), the unit offers portable ice, two girl skaters and a Santa skater.

Three brief routines are offered daily during banking hours, and participants are on ice between shows, as well. They give favors to kids and souvenirs to adults. Beudet affiliated with the Hetzer Theatrical Agency for its presentation which won the Canadian "A" Circuit grandstand award in Chicago.

Wright Joins Dome Group

NEW YORK — Frank Lloyd Wright has joined with Mike Todd, Henry J. Kaiser and Pat Weaver in the merchandising effort for Kaiser's aluminum dome arenas.

Dallas Fair Nets 308G

DALLAS — The State Fair of Texas reported a net profit of \$308,000 for 1957 thus far, a drop from last year's \$343,317.

Sixteen directors re-elected to the 48-man board were Ben E. Cabell, Robert L. Clark, Fred F. Florence, D. A. Hulcy, George L. MacGregor, James M. Moroney, William F. Neale, Robert M. Olmstead, J. Woodall Rodgers, John W. Runyon, Hugo W. Schoellkopf, Clyde L. Stewart, Joe C. Thompson, J. Glenn Turner, J. Ralph Wood and Ben H. Wooten. They will serve for three years.

West Canada Forms Assn.

EDMONTON, Alta. — The Western Canada Racing Association, Ltd., has been formed to manage all thoroughbred racing in Calgary, Edmonton, Saskatoon and Regina.

Officers are: General manager, Lou Davies; president, A. J. Anderson, Edmonton; vice-presidents, M. E. Hartnett, Calgary; T. H. McLeod, Regina, and S. N. MacEachern, Saskatoon.

Directors are: C. W. Adams, Calgary; Lloyd Wilson, Edmonton; E. J. Courtney, Regina, and Dr. F. G. Salisbury, Saskatoon.



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Arena Recap

Univ. of Illinois Tells Arena Plans
CHAMPAIGN, Ill.—A \$7,500,000 sports arena with theater equipment will be built by the University of Illinois here. It will seat 18,000 for basketball and 20,000 for some other uses. Design has been approved by a trustees' committee. It is to be financed by \$20 per semester increase in student fees, starting in 1960. It is to be completed two years after construction starts next fall.

Name New Manager For Omaha Building
OMAHA — Charles Mancusco has been appointed manager of the Municipal Auditorium here. He succeeds John Balmer, who returned to a position with "Ice Capades."

Cleveland Voters Reject Hall Bonds
CLEVELAND — Voters defeated a proposal for a bond issue to finance a \$15,000,000 exhibition hall here.

Laredo Proposes New Auditorium
LAREDO, Texas—A bond issue is proposed here to finance a suggested \$1,000,000 multi-purpose auditorium.

Lubbock Promotion Suggests Gift Tickets
LUBBOCK, Texas — Promotion material has been used here to suggest using tickets to Lubbock Auditorium events as Christmas gifts. Appearances by Roberta

Dallas Profits On Auditorium's First 2 Months

DALLAS — The new Dallas Memorial Auditorium showed a profit during the first two months of the current fiscal year which began October 1.

Auditorium Director W. W. Vanderslice reported \$59,353.55 income from rentals during October and November and expenses of \$46,853.57. That left a profit on auditorium maintenance and operation of \$12,499.98.

Officials were mildly surprised that the auditorium showed a profit. Vanderslice said averaging almost a thousand dollars a day was considerably better than expected since few municipal auditoriums ever pay their own way.

So far, auditorium rentals have exceeded preliminary budget estimates by about \$17,000, while operating expenses have been \$5,460 less than anticipated.

Including days when shows or conventions have been moving in or out of the auditorium, the building has been in use every day since October 1.

Some of the heftier rentals have included the Ringling Circus, \$11,490; Oldsmobile, \$4,150; city of Dallas Civil Service, \$3,750; Texas State Teachers' Association, \$3,650; Massey - Harris - Ferguson, Inc., \$1,537, and the Grand Chapter of the Texas Order of the Eastern Star, \$1,525.

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Peters, the Ballet Russe and "No Time for Sergeants" were included in the publicity.

Deering Resigns From Houston Post
HOUSTON—Francis R. Deering is resigning as manager of the Sam Houston Coliseum and other municipal facilities here. He will become business manager of the First Methodist Church on January 1.

Pittsburgh Taking Auditorium Bids
PITTSBURGH — Bids will be opened February 12 on the proposed municipal auditorium here. The giant building is to have a retractable roof so the structure may be used for either indoor or outdoor events. It is to seat up to 13,600 people.

Frederick New Fair Leader At Altamont

ALTAMONT, N. Y. — Ian C. Frederick, Schenectady florist, was named president of the Altamont Regional Fair last week, succeeding Arthur S. Tompkins.

Frederick said he will press for continuance of the fairgrounds beautification program, which contemplates a lagoon with illuminated fountain on the race track infield, shrubbery, flowers and acres of new grass. Work will be resumed early in the spring. Grading of Infield Park was completed this year.

Besides naming Frederick to the presidency, the board of directors of the Albany, Schenectady, Greene County Agricultural Societies, Inc., named Rhodell M. Stanton, Greenville, vice-president. Frederick and Stanton, respectively, are president and secretary-treasurer of the State-wide 4-H Club Foundation.

Rombough Re-Elected
Re-elected are Rensselaer Taylor, Albany, treasurer, and Stuart T. Rombough, Altamont, secretary-manager.

Newly named to the board of directors is Walter Miller, Slingerlands, recently chairman of the Albany County Extension Service Farm Department and formerly an associate member of the board. Directors re-elected are the officers, and Tompkins, Walter S. Mason, Albany; George R. Sawin, Altamont; Raymond S. Meddaugh, Putnam; Howard Getman, Schenectady; Howard F. Ogsbury, Altamont; Andrew J. Ulrich, Guilderland Center, and Foster Potter, Loudonville.

Associate directors are Clarence Jennings, East Durham; William R. Wands, Altamont; Hector S. Roney, Medusa; George Walthousen, Schenectady; Rony Miller, Athens; Warner Bouck, Loudonville; Davis Beresford, Delanson; Robert Whipple, Altamont; Donald Z. Terhune, Delmar; Frank Polak, Schenectady; Norris H. Strout, Scotia; Millard A. Orsini, Altamont; Howard Marsh, Voorheesville, and Fred S. Stanton, Schenectady. Other representatives on the board will be named by the supervisors of Albany, Schenectady and Green counties, the Grange and the extension services.

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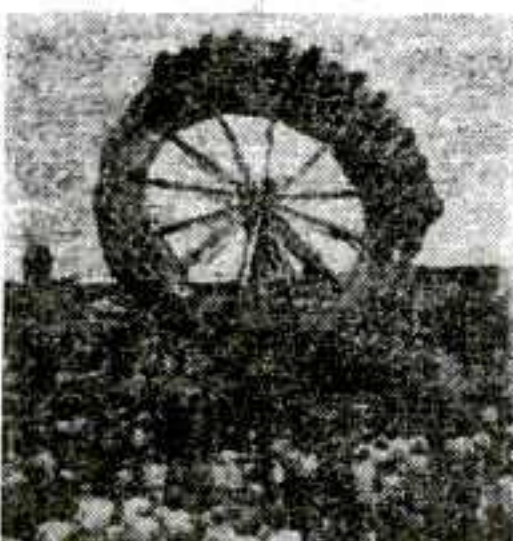
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Scott, Turner, Rides: (College Park) Orlando, Fla.; (Boardwalk) Daytona Beach Jan. 2-25.
Sugar State: Henderson, La., 23-Jan. 2.

Circus Routes

Davenport, Orrin: Grand Rapids, Mich., 20-25; Saginaw 27-Feb. 1.
Packs, Tom: Havana, Cuba, 23-Jan. 12.
Ringling Bros. and Barnum & Bailey: Mexico City, Mex., 23-Jan. 6; Shreveport, La., 17-19; Little Rock, Ark., 24-26; Nashville, Tenn., 28-30; Montgomery, Ala., Feb. 1-2; (fair) Tampa, Fla., 5-7; Miami 13-16.

Miscellaneous

Matchstick City: Miami, Fla., 23-Jan. 4.
No Time for Sergeants: Wilmington, Del., 25; Baltimore, Md., 30-Jan. 4.
Royal Ballet (Sadler's Wells): Chicago, Ill., Dec. 24-29; Dec. 31-Jan. 5; Detroit, Mich., 7-11; Toronto, Ont., 13-15; Cleveland, O., 17-19; Montreal, Que., 21-24.

Ice Shows

Ice Capades, 17th Edition: Spokane, Wash., 25-Jan. 1; Seattle 3-12; Vancouver, B. C., 13-18.
Ice Capades, 18th Edition: Boston, Mass., 27-Jan. 12; Providence, R. I., 13-22.
Shipstads & Johnson's Ice Follies: Philadelphia, Pa., 25-Jan. 12; New York 14-26.

Wisconsin Fair

• Continued from page 47

being mulled to book in record artists, bands and other timely attractions, Masterson said. Shanahan will also act as contact man with State and local industry in an attempt to encourage more industries to be represented with exhibits at the big annual fair. In recent years the fair has had a part-time public relations man who joined the staff for three months before the fair.

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THE FINAL CURTAIN

GATEWOOD—Col. Cliff (A. L.), of Miles City, Mont., producer-manager of the Flying X Rodeo for 37 years, December 9. Survived by his widow, Elsie, Gaylord, Mich.

HUMPHREY—John, 84, for 67 years an entertainer, December 14 in Meyer Memorial Hospital, Buffalo. Recently he had received the first life membership in the American Guild of Variety Artists. He began as an acrobat with old Wonderland Shows in Wilkes-Barre, Pa., and in succeeding years appeared as blackface comedian in med shows and as a comedian with musicals and minstrel shows. He had also worked the Keith and Sun vaude circuits as clown, magician, juggler and contortionist. Survived by a daughter, Mrs. Archie P. Dumas, Lawrence, Kan.; three brothers, Peter, George and Andrew, all of Philadelphia, and a sister, Mrs. Anna Scherrotta, Philadelphia. Services December 17 and burial in Forest Lawn Cemetery, Buffalo.

KRAMER—R. L., 63, veteran outdoor showman, recently in Fayetteville, Ark., following a long illness. He was a veteran of World War I. Burial was in Joplin, Mo., with American Legion rites. His widow, Grace, survives.

Hamid to Give W. Va. State Rinty, Revue

RONCEVERTE, W. Va.—Next year's grandstand attractions at the West Virginia State Fair will be provided by GAC-Hamid, it was decided last week.

Hamid will provide Rin-Tin-Tin and supporting acts on Monday and Tuesday of fair week, a revue from Wednesday thru Saturday, and the Diving Horse attraction daily, it was announced. Joe Basile's band will play all week.

Veteran showmen who will renew their presentations here in 1958 include Tony Vitale with fireworks, Ben Weiss with bingo, and Aaron Hymes, souvenirs and novelties.

Winter Fairs

Arizona
Mesa—Maricopa Co. Fair, March 27-30.

Florida
Arcadia—DeSoto Co. Fair & Livestock Expo. Jan. 13-18. A. G. Erickson.
Bradenton—Manatee Co. Fair, Jan. 27-Feb. 1. Harper Kendrick.
Clewiston—Sugarland Expo. Jan. 28-Feb. 1. D. G. Pearcy.
Dade City—Pasco Co. Fair, March 5-8. J. F. Higgins.
De Land—Volusia Co. Fair, March 3-9. Lee Maxwell.
Eustis—Lake Co. Fair & Flower Show, March 10-15. Karl Lehmann.
Fannin Springs—Suwannee River Cattle Show, Feb. 19-21. L. C. Cobb, Trenton.
Fort Myers—Southwest Fla. Fair, Feb. 3-8. Robert Hippelheuser.
Kissimmee—Kissimmee Valley Livestock Show, Feb. 19-23. O. L. Partin.
LaBelle—Hendry Co. Fair, Jan. 28-Feb. 2. Frank Pohhill.
Largo—Pinellas Co. Fair & Horse Show, Feb. 25-March 1. J. H. Logan.
Madison—North Fla. Livestock Show & Sale, Feb. 24-25. O. R. Hamrick Jr.
Miami—Southeast Fla. & Dade Co. Youth Show, Jan. 18-26. Ralph E. Huffaker.
Ocala—Southeastern Fat Stock Show & Sale, March 3-7. Louis Glibbreath.
Orlando—Central Fla. Fair, Feb. 24-March 1. C. T. Bickford.
Plant City—Fla. Strawberry Festival, Feb. 17-22. Fred W. Nulter.
Sarasota—Sarasota Co. Agrl. Fair, March 10-15. K. A. Clark.
Sebring—Highlands Co. Fair, Feb. 24-March 1. B. J. Harris Jr.
Tampa—Fla. State Fair, Feb. 4-15. J. C. Huskison.
West Palm Beach—Palm Beach Co. Fair, Jan. 24-Feb. 1. Lamar Allen.
Winter Haven—Fla. Citrus Expo. Feb. 18-22. Robert J. Eastman.

McWETHY—Louise, 94, mother of Ray McWethy Sr., owner of White City Court, Sarasota, Fla., and grandmother of Ray McWethy Jr., of Mack's bingo at Williams Grove Park, Mechanicsburg, Pa., December 18 in Sarasota Memorial Hospital. Burial in Pavilion, N. Y.

MOORE—William B., 49, business manager of Cetlin & Wilson Shows, December 18 in Miami. (Details in Carnival Section.)

OLIN—Lee, 65, one of the organizers of the Northeast Georgia Fair and prominent in civic and business circles, December 15 in Athens, Ga. Survivors include his widow, two sons and a daughter.

OLIVER—Charles, 71, owner-operator of Mound City Shows, December 17 in St. Louis. (Details in Carnival section.)

POLLIE—K. Bea, 40, long-time concessionaire, recently in a Grand Rapids, Mich., hospital of complications following an ankle injury. During her many years in the business she and her husband, John C. Pollie, has been in many branches. In addition to operating independently at fairs, they had been with Gooding, Wade, Motor State, Skerbeck, World of Pleasure, Lee United, Crossroads, Wolverine, Fidler and L. W. Elliott shows. She was a member of the Michigan Showmen's Association, was active in the Parent-Teachers' Association in Grand Rapids and was superintendent of the First Methodist Church primary Sunday school in that city. Surviving are her husband; a daughter, Janice Kay; a son, Curtis; two brothers and her parents, Mr. and Mrs. Frank Culver.

STROBEL—John Courtney, veteran magician who spent 15 years with carnivals, December 8 in Columbus, O. He also performed as a ventriloquist and also did puppet, paper tearing, chalk talk and rag picture work. Services December 11 and burial in Greenlawn Cemetery, Columbus.

WEBB—Harry D., longtime concessionaire and wild life show operator, recently in Vicksburg, Ariz.

WELLS—Dick, 64, long-time performer, December 5 in Longview, Tex. He had been with Wells and Montgomery and Brown and Wells. Survivors include his widow, Eva, and two daughters, Betty Jane and Georgana Lee.

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Rye Razes Coaster; Adding Wild Mouse

RYE, N. Y.—The major Roller Coaster at Playland, the Westchester County-owned park here, has been completely dismantled since the end of November, and its place will be filled with two rides operated by concessionaires.

Edward Kilcullen, park director, said operator John Panas has ordered a Wild Mouse from Eric Dedemeyer, and that another ride is pending. The big Coaster was 30 years old, Kilcullen said, and it was decided that the capital expense of repairs and upkeep over the next two or three years would have proven uneconomical.

An estimated \$10,000-\$15,000 has been spent on the ride annually, it is reported. In addition there has been the cost of two ride hands and a daily track-walking inspection, which will be eliminated under a concession operation.

Second Best Season

Kilcullen said the audit on the 1957 season will likely show a net profit to the county of some \$510,-

000, second only to the previous year's \$526,000.

The summer musical theater initiated last season by Phil Moloney was an unqualified success, it was reported. Set in a cool and landscaped setting on Manursing Island, Playland property, it offered many theater-in-the-round hits. Attendance was slow in building, but the enterprise was well established by season's end and a good year is anticipated for 1958. Already set for next year are "Oklahoma," "Carousel" and "Showboat."

The Playland rink has been in operation since October 25, at the same prices as last year. Business has been a bit off, with the decline attributed both to the Asiatic flu and the November opening of a new municipal rink in nearby White Plains.

Kilcullen visited the Chicago parks convention with Tom Coughlin, park superintendent.

Carroll Studies Riverboat, Steam Train

AGAWAM, Mass. — A major addition planned for Riverside Park's 1958 season is a Mississippi-style riverboat plying a network of canals. A Western town is also contemplated, to include a steam train ride.

Alan Hawes, paddleboat manufacturer and attraction designer, visited park owner Ed Carroll during the week.

Strong area publicity with picture and TV coverage was won thru a Tuesday (10) press party for Barney Ross. Held at Riverside's Parkview Restaurant, the cocktail party and dinner honored Ross' book, "No Man Stands Alone." Carroll's late father, Dan, was a fight promoter and Ed Carroll and Ross have been acquainted for many years. Carroll was aided by Harry Storin in throwing the party.

ROLLER RUMBLINGS

URO Reports 10 New Members at Chi Meet

CHICAGO — At the annual meeting of the United Rink Operators, held December 9 in the LaSalle Hotel here, 14 people, representing 10 rinks, were announced as new members of the association. An increased number of inquiries from operators from all over the country was reported by the secretary, and the opinion was expressed that the association is showing healthy growth.

New member rinks and their operators are Rainbow Arena, Berlinsville, Pa., Richard W. Morris, manager; Arcadia Skateland, Pottstown, Pa., Walter P. Weber and Charlotte Yoder, owners; Ce-Mar Amusement Center, Cedar Rapids, Ia., Don McElhinney, manager; Roll-Arena, Wheaton, Ill., Lawrence Schleyer, manager; Dell's Rink, De Kalb, Ill., Del Olson, manager; Idle Roller Rink, Charlotte, Mich., Milton and Dorothy Adams, owners; Ranch Rink, St. Johns, Mich., William and Beatrice Karber, owners; Melody Skateland, Indianapolis, H. R. Miner, owner; Scottie's Roller Bowl, New Buffalo, Mich., E. J. Scott, owner, and Maple Park Rollarena, Three Rivers, Mich., Carl and Elsie Goodrich, owners.

Following luncheon at the hotel, members and guests viewed movies and slide of the Miami queen contest, the Macy Thanksgiving Day parade in New York and the roller-skating film produced by the Roller Skating Foundation of America, available thru the courtesy of William Schmitz and the RSFA.

Irwin Rosee, of the Foundation, and Al Kay, Pepsi-Cola Company, spoke briefly on the work of the Foundation and the soft drink concern in helping to promote roller skating and their plans for the coming year. The URO went on record as approving and supporting the work of these organizations, and urged members to co-operate in every way possible.

During business discussions, the president and members stressed the importance of operators keeping in touch with all amateur activities in relation to their effect on business conditions, pointing out that amateur activities are the show windows of the industry. It was also pointed out that the main business of the URO is promotion of roller skating as a business, of which specialized amateur activities is only a part.

By unanimous vote all officers of the URO were retained for another year, and committee chairmen were appointed for the holding of regional meetings in their areas for the benefit of operators unable to attend the general meeting. It was also voted to hold future annual meetings two days instead of one, to allow more time for general discussions.

In addition to Rosee, of the RSFA, and Kay, of Pepsi-Cola, George F. Apdale, president of the United States Amateur Roller Skating Association, was a guest.

Cincy Skating Show Nets \$500 for Charity . . .

CINCINNATI — Netting well over \$500, the roller skating show segment of the Mile of Dimes drive, The Cincinnati Post's annual campaign with which to raise funds for the benefit of underprivileged children at Christmas, was the most successful yet raised.

Held December 9 before a capacity crowd at Price Hill Roller Rink, the fourth annual show, sanctioned by the Roller Skating Rink Operators' Association of America, was emceed by rink President Charles Meyer and offered 22 acts,

including dance numbers by rink professional, Mrs. Donna Roach and her partner, Lonnie Kane. Show production was under the direction of Mrs. Roach.

Advance publicity for the show, carried over a two-week period, consisted of three photos a week in the newspaper plus plugs thru the courtesy of Paul Dixon and Bonnie Lou, local TV personalities who made guest appearances at the show.

Following the show the press, celebrities and rink personnel were guests of Meyer at a cocktail party in honor of Stanley Dahلمان, promotion manager of The Post and originator of the skating show segment of the Mile of Dimes drive.

Mineola Western Party

Set for January 10 . . .

MINEOLA, N. Y. — First big event on the 1958 calendar at Earl Van Horn's Mineola Roller Rink is the January 10 Western party, the only night of the year when dungarees are permitted to be worn in the rink. The annual party features Western games, including the jailhouse gimmick. To the best-dressed cowboy and cowgirl will go 17-jewel wrist watches.

Mineola's annual New Year's Eve celebration will be held from 8 p.m. to 12 a.m., Tuesday (31). Between Christmas and New Year's Day there will be daily matinees at the rink.

NAAPPB CHANGE-OVER

Bowman Visits Chicago; Huedepohl to Vacation

CHICAGO — Paul H. Huedepohl was preparing for a West Coast and Hawaii vacation, and John Bowman, new secretary of the National Association of Amusement Parks, Pools & Beaches, was studying NAAPPB office operation here last week.

Mr. and Mrs. Huedepohl have left for Seattle and Portland. On Christmas Day they will leave Portland for San Francisco, and at 9 a.m., December 26, they will leave by United Airlines for Honolulu.

In the Islands, they will head-quarter at the Moana Hotel. They

will return by ship, arriving in Chicago about January 17.

Meanwhile, Bowman will have taken over operation of the NAAPPB office in January 2. He was named executive secretary recently. Huedepohl will continue as a consultant for three years.

Bowman said last week he was in Chicago for a few days while Huedepohl was present to assist him in learning the office. He will return to Erie, Pa., January 2.

Wild Mouse, Roundup for Olympic in '58

IRVINGTON, N. J. — New rides will feature the operation at Olympic Park next season, with delivery expected in the spring on a Schiff Wild Mouse and a Roundup.

An area has been cleared near the swimming pool for the Wild Mouse, which will be operated by three concessionaires who currently have rides at the park. They are Howard Brown, Ed Ball and Jules Schwartz. An African dip and flower stand were removed to provide space.

Elsewhere in the park, the Caterpillar has been taken from the upper level and relocated, and the Hot Rod track has been extended into the vacant area.

Olympic Park went to the Universal Ticket System in 1957 with dime units, a departure from the nickel unit system utilized in many other parks. Results were termed excellent. A Pitney-Bowes Ticketometer provided automatic counting of tickets.

Court Finds for Hartford Palace in Damage Action . . .

HARTFORD, Conn.—A Hartford Superior Court jury has refused to award damages to Mrs. Gloria Pappa, East Hartford, for injuries allegedly received in a fall while learning to use roller skates. Defendant in the suit, represented by attorney Joseph P. Cooney, was Hartford Skating Palace, where the mishap occurred in April, 1953.

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Write City Manager, IRVING H. BECK, City Hall, Newport, R. I.

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Hartford Attorney Joins 49ers' Staff

SARASOTA, Fla. — Edward Rogin, Hartford, Conn., attorney who was receiver of the Ringling-Barnum circus following the 1944 fire, has been retained by Stuart Lancaster and Mrs. Hester Ringling Sanford.

He is in Sarasota and joins with other attorneys in the suit against John Ringling North and other principals in the circus management.

The suit is expected to come to life in mid-January. North is coming back from Europe and the court has set a January hearing.

Meanwhile, in a separate action the federal government's internal revenue service has ordered an auction of the residence of the late Mrs. Edith Ringling and auction of a 33,000-acre tract of land.

The sale is directed to provide

funds with which to pay the inheritance tax. No payment has been made in the four years since Mrs. Ringling's death, it is charged.

The auction is expected to be in January or February. A New York firm has been retained to handle it.

Rex Sets Opening

EDMOND, Okla. — Rex Bros. Circus will open January 27 at Shawnee, Okla. The show operates out of quarters at Edmond.

UNDER THE MARQUEE

The Milt Herriotts are spending the holidays with their son, John, and his family, at Dallas. . . The Freddie Jones, of the Clyde Beatty Circus Side Show, were in Chicago during the outdoor conventions.

Omer Kenyon, having completed his work with the Josef Meier Passion Play for this season, was in Milwaukee for the preliminaries on opening his promotion of the Shrine Circus there. After spending the holiday on the West Coast, he'll be back in Milwaukee.

Don Marcks has been in Los Angeles and visited with Dorothy Herbert, John and Ruth Strong and Ernestine and Parley Baer. Johnny Fulghum is in Richmond, Va., and recently talked with Harry Sinclair, clown on a store date, and Dunn Bros., Miniature Circus. Fulghum will be ahead of a circus next summer.

Ringling quarters houses 30 elephants now. Jack Joyce is wintering on the quarters. . . Francis and Elsie Kitzman report they have a new car and trailer and will winter in Florida. . . Clyde D. Wixom, whose family had the Wixom show, is using a Christmas card with a photo of the old show.

While Henson Bros. Circus is in quarters with Page Bros. Carnival, agent L. O. Block will be booking Alabama, Mississippi and Louisiana for early 1958 dates. . . H. H. Varner reports hosting Frank Bland and friends at the Diano quarters, Canton, O.

F. Beverly Kelley visited Dr. and Mrs. William Manns while he was in Washington ahead of the play, "Middle of the Night," which stars Edward G. Robinson. Kelley was guest of the Manns at a meeting of the Anteaters Association's game dinner.

Frank Braden is at the Paramount Hotel, New York. . . John Facer will clown with Polack Bros. next year. . . Elisabeth Green, daughter of Bill Green, who has the animal farm at Fairlee, Vt., is home from a date at Toronto, where she had the Greens' elephant, and other acts included Seppo Lieve, Penny Nichols, Bambi Jean, Rolande, Del Aires, Ricardos, Frisco sway pole, Ian Garden and Bill Garden.

Circus fan Bill Hall writes from Philadelphia that he visited Bill Brinley and the latter's miniature circus at a department store date there recently. Brinley made a TV appearance there.

Acts coming in from Europe include Andre Moons, puppets, which will be on the Ed Sullivan TV show January 26; and Three Szekelys, who will be on the Sullivan show February 16 both handled by Wilson Storey.

Gaby, Fofu and Miliki, Cuban comics and circus owners, who

RINGLING BIG IN MEXICO CITY

MEXICO CITY—Ringling-Barnum circus has been drawing big business on its initial visit to Mexico City. Show switched to the Auditorio Nacional, seating 17,500, altho its stage-style layout was not so ideal for circuses as the Arena Mexico's arena layout.

The Auditorio seats 17,500 and the show has been getting full houses. First night (6) was a benefit for the Red Cross and it was an SRO. Biggest of the early days was December 8, with a gross in excess of 350,000 pesos.

RINGLING ALTERS SOUTHERN ROUTE

Will Make Shreveport, Little Rock, Nashville, Montgomery, Tampa, Miami

NEW YORK — Ringling Bros. and Barnum & Bailey Circus has revealed its revised route for January and February.

The show completes its current stand in Mexico City January 6. Next appearance will be the Hirsch Youth Center Arena on the Louisiana State Fairgrounds, Shreveport.

Dates there are to be January 17-19.

Then come engagements at the Barton Coliseum, Little Rock, January 24-26; Nashville, January 28-30, and the Alabama State Coliseum, Montgomery, February 1-2.

The show has booked three days, February 5-7, at the Florida State Fair, Tampa, where it will appear in front of the grandstand.

Final stand will be at Miami's baseball park, Marlin Field, February 13-16. Open time between Tampa and Miami may be filled and two Florida locations are being considered, but neither was finalized last week.

John Ringling North arrived back in New York Friday (20) and announced having contracts for new acts to appear in 1958.

Happy Kellems Launching New Minstrel Show

OKLAHOMA CITY — A new show playing buildings, the Honey Boy Minstrels, will open here January 6-7, with Happy Kellems in charge.

Kellems, circus and grandstand clown, has been active in the minstrel business for years and has been connected with several big-name minstrel companies of the past as well as with some revivals. He is owner and producer of the new show.

The new company will include a cast of 24 people and will play a route of sponsored stands. The opening is under auspices of the Junior Chamber of Commerce.

Kellems is owner and producer of the new show. Howard Suesz is associated with the company.

Personnel will include Cleo Plunkett, Hi-Brown Bobby Burns, Buck McClain, Alvin Maddox, Lonnie Branch, Drane Walters, Sec Moriarty and the Melody Four.

Jack McMahon and Jack La-Pearl are agents and Lou Stone handles press. Bob Dickman is doing the billposting. George Vest and Tex Maynard will supply the music.

Kitten and Gabby Wendt, the Aero-Stylites, lay claim to being the first sway pole act to work Broadway and Times Square, New York. They did this while in the Macy parade on Thanksgiving Day. Kitten will have her new illuminated moon rigging on the Davenport show.

were on the Sullivan show recently, have been considering an offer to appear with a U. S. circus. . . Nita and Peppi, daughter and son of Charley Borza, of the Storey office, have a two weeks' engagement in Canada. . . Miss Mara left for Spain and a four weeks' engagement there. . . Storey has booked Juan Lopez, Federico Ferroni, Marcos Droggett, Mauricio Droggett, and the Three Namedils for the Tom Packs Circus in Havana.

Booked for the Minneapolis Shrine show are Wallendas, St. Leons and Marcus Troupe, Cimses Dogs and Sils Sisters, and the Riding Dorchesters

Hagen Buying Top, Seats, More Animals

EDMOND, Okla. — Hagen Bros. Circus, in quarters here, has ordered a new big top, a 90 with three 40's, for next season. The tent, larger than last year, is coming from U. S. Tent & Awning Company. The show also will have a new Side Show top.

In quarters a crew is building new seats for Hagen Bros. These will include chairs on the front side and starbacks on the back side. Show previously had all-starback reserves.

A shipment of animals has arrived. Included are a camel, three llamas, alpaca, two lion cubs and a gnu.

Hunt Nearly Ready for '58; Quarters Shows Suspended

BURLINGTON N. J. — Hunt Bros. Circus is practically ready for the road following weeks of repainting, repairing and replacing in quarters here. Most equipment is ready and placed in the barns, and the Hunts are set for their annual Miami vacation. Several new stock trailers have been built and equipment is decked out in a red, white and blue color scheme.

Joe Gilligan is en route to the Hunts' Florida home, hauling Harry Hunt's new cabin cruiser, "Circustime." It will be berthed at Pelican Harbor Yacht Club thru March 1.

Winter quarters personnel includes manager Marvin Case and Joe Gilligan, in charge of refurbishing; John Wasowski, master mechanic; Milton Yale, generators; Ed Mellon, boss canvasman, assisted by Al Lenox; Bill Cody, seat man; Lucky Rogers, cookhouse; Capt. Roy Bush, elephant superintendent, with Junior Clark and Shorty Sharp; Bubbles Williams, sanitation department; Frank Hammer, ring stock; Donald Bumpus, carpenter, and Popcorn Marzak, art work.

Walter Long, show secretary, has been busy getting the Miami home ready for the Hunts' arrival. Date and place of the 1958 opening have not been announced, but the circus will cover its traditional Eastern territory, the management states.

Omaha Sets Date

OMAHA — Dates for the Shrine Circus at the Municipal Auditorium here have been set back a week from the original schedule, it was announced last week by producer Rink Wright. The circus opening now is planned for April 14.

Show Makes \$4,900

HONOLULU — The recent 442d Go for Broke Circus netted \$4,904.04 despite inclement weather and poor advance ticket sales, promoter of the show announced this week. Of this total the 442d veterans organization received \$4,120.73 and the promoter got \$783.31.

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SANTA ROLE

Showmen's League Host to 250 Kids

CHICAGO — The Showmen's League of America hosted over 250 of Chicago's underprivileged children at its 12th annual Christmas party Sunday (15) in the Hotel Sherman.

Co-chaired by President Jack Duffield and Solie Wasserman, the 12th party was one of the most lavish ever held and the youngsters left after being treated to a complete show, refreshments and a huge bag of toys, favors and food.

Busses picked up the moppets at predetermined assembly points set up by various day nurseries and shelters. When they arrived at the hotel, Louie Berger, assisted by ladies of the SLA Auxiliary and Caravans, Inc., checked their wraps.

Wearing gala holiday hats, they then were treated to a show staged by Chuck Zemater's Hollywood Conservatory of Music, including an accordion band, singers and dancers. Then Santa Claus, in the person of Art Peets, made his entrance and told a traditional story. Refreshments in the form of ice cream, cookies and milk followed and community singing of Christmas carols was led by Connie Ray. All the youngsters were greeted by Earl Shipley in clown make-up.

In addition to a blazer jacket, each of the over 250 youngsters were presented with a sack of toys, 12 different articles in each bag. They all received a shopping bag loaded with 20 different items such as oranges, apples, nuts, cookies and small novelty toys. Sister Joan of St. Patrick's Cathedral led the prayers.

Also serving on the committee were Chick Bohdan, Harold Barrows, Jack Kwiet, Andy Kasin, Blackie Cherniak and Manuel Blasco, transportation; Charles and Chuck Zemater, Dick Ware and Stu McCellan, entertainment; Nat Green and Dave Friedman, publicity; Jimmy Stanton and Hy Neitlich, special arrangements; Bernie Mendelson, finance; Noble Case,

Chick Schloss, Mickey Blue, Bill Carsky, Ned Torti, Andy Kasin, Sam Arnez, Al Sweeney, Morris Brown and Hank Shelby, packaging; Max Brantman, Tom Sharkey, John Lempart and Jack Kaplan, food and beverages; Ed Levinson and Benedict Garmisa, toys and clothing.

Harry Crossey and Gus Bering of the Hotel Sherman, also assisted in arrangements.

Talent in the show included Robert Stout, accordion solo; Teen Tones, musical; Judy and Darlene, acrobatic; Pink Ponies, Debbie, Donna, Carol and Sherrie; Stair Dance, Judy, Janie, Darlene and Marilyn; "Stars and Stripes," Hollywood Starlets; Gem Tones, Ken, Jack and Harry.

E. L. Winrod To Handle Merry Mixer

PACIFIC, Mo.—E. L. Winrod, owner-manager of Monarch Exposition Shows, announced he has been named exclusive sales representative for a new ride, Merry Mixer, being manufactured by Garbrick Manufacturing Company, Centre Hall, Pa.

Winrod said the ride was tested at 16 fairs this year and the entire 1958 production has been sold. He also said that he will operate Monarch Exposition as usual this coming season and will carry a Mixer in the ride line-up.

Chas. Oliver, Owner, Dead

ST. LOUIS — Charles Oliver, 71, owner-operator of Mound City Shows, died in Incarnate Word Hospital here Tuesday (17).

Oliver started in the business in 1917 when he became associated with W. O. Brown in Chicago. Two years later he moved to this city where he went into the business for himself. He was a Mason and a lifetime member of the International Association of Showmen.

Survivors include his widow, Catherine. Funeral services were held Friday (20) with burial in Valhalla Cemetery.

50 Turn Out for Phoenix Services

PHOENIX, Ariz.—Despite rain, the ninth annual Memorial Services of the Arizona Showmen's Association was attended by more than 50 people at Greenwood Cemetery here Sunday (15).

Rev. Carl Soules, assistant pastor of the First Presbyterian Church, was the principal speaker. The services were arranged by Don Hanna, chairman, and Margaret Stone, co-chairman.

During the year, the association lost two of its members, Walter Sansoucci and Charles Cooper, the latter first vice-president of the organization.



A FEW of the youngsters who attended the 12th annual Christmas party of the Showmen's League of America are shown in these two photographs. In the above shot they're using their chairs as tables from which they are cramming themselves with ice cream, milk and cookies. In the other photo clown Earl Shipley and Santa Claus (Art Peets) are loading the youngsters with sacks of gifts.

C&W's Bill Moore Dies After Stroke

MIAMI—The Eastern carnival world was shocked last week by the unexpected death of William B. Moore, business manager of the Cetlin & Wilson Shows and one of the guiding figures of the Miami Showmen's Association.

Moore, 49 years old, had not been in poor health. He was stricken at the club Tuesday evening (17) and died at 6 p.m. the following day.

Expressions of sympathy came from far and wide to the home of Bill and Irene Moore at 341 Southwest 21st Road. Concessionaire Sydney Daniels, an old friend, was close at hand, and John Weisman, who flew here from New York, recalled that there was no sign of illness when he and Moore were in Pittsburgh last week to observe the casting of the bronze memorial plaque of the Miami club.

Moore was also active in behalf of the C&W show at the Chicago conventions and the Indianapolis bidding for the Indiana State Fair which followed.

Lifelong Showman
A native of Toronto, Moore was born August 28, 1908. He had spent most of his life in outdoor

show business, with Granite State Shows and other shows prior to joining C&W's concession operation more than seven years ago. He saw Army service during World War II. The Moores were married 17 years.

Moore was 1954 president of the Miami club and it was during his administration that the lavish club building was dedicated. Under his chairmanship more than \$10,000 was raised for the memorial plaque and the Showmen's Rest in Southern Memorial Cemetery was enhanced by a large and costly monument.

Services were scheduled for Monday (23) at the clubrooms, with burial in Showmen's Rest. Arrangements were handled by Gordon's Funeral Home.

F. M. Pete Sutton, manager of Frank W. Babcock Shows, and his wife, June, have purchased a home in the San Fernando Valley near Los Angeles. . . . Bill and Ruth Davis, of Meeker Shows, are home in San Fernando, Calif., after visiting friends and relations in Texas and Florida.

Kansas City Club Outlines Holiday Social Schedule

KANSAS CITY, Mo.—The holiday social program of the Heart of America Showman's Club and the Ladies' Auxiliary will get under way with installation of officers, open house and Christmas party in the clubrooms on December 27.

Also scheduled is memorial services at 2:30 p.m. on December 29; a luncheon at 1:30 p.m. in the Ball Park Room of the Hotel Kansas Citizen, December 30; a tacky party that night in the same room

Carroll Adds Roller Coaster

MINNEAPOLIS—Charles Carroll, owner of Carroll's Greater Shows, has purchased a Miler Roller Coaster and a Super Rolloplane, he announced here upon his return from the Chicago outdoor meetings.

Carroll also said he has good prospects of getting delivery on a new Scrambler for the 1958 season.

at 8 p.m. and the banquet and ball at 7 p.m. on December 31 in the Pickwick Hotel.

MIDWAY CONFAB

Mrs. Louis (Frances) Berger is confined to Augustana Hospital, Chicago, with a broken left arm sustained in a fall at home.

Bill Meyers, photo gallery op, is wintering in Divernon, Ill. He is working at a retail shoe store in Springfield, Ill.

Alex Santor, veteran show owner and concessionaire, is wintering in the Rio Grande valley but will return to Kansas City to spend the holidays with his mother. . . . Marie Jordon, former outdoor show gal, is currently singing at the Clover Leaf Club in Chicago and received many visitors during the outdoor meetings. . . . Ep Glosser has joined the Heth Shows as legal rep and concessions manager.

Mr. and Mrs. Peter Sokolwski, concessionaires on Tennessee Valley Shows, hosted a number of their friends recently at a party honoring the birth of their new daughter, Sandra. . . . Ray McGovern is confined at Route 2, Box 6, Valdosta, Ga., following the loss of an eye and would like to receive mail. . . . Big Tom Murry, bucket agent for Don Pierson this season, is recuperating from a stroke in Ward 50-A, Hines Veterans Hospital, Maywood, Ill.

Paul La Cross, agent for Continental Shows, has been working his knife throwing and trick shooting act thru Montreal and Quebec. . . . Mail has been received from several standbys of the Virginia Greater Shows at quarters. Letters are in from Al and Cris Darling, Port Richey, Fla.; Mrs. A. Mabley, Atlanta, who had the novelties and cotton candy; Calvin Nelson, for-

mer chief electrician, and Happy Arnold, former front-gate man, both now in Tampa. Darling supervised the office-owned concessions.

C. A. (Curley) Vernon, owner of United Exposition Shows, and J. M. McCurdy are back in Bryan, Tex., after a hunting trip where both got their limit of deer. . . . Harry Keller Jr., writes that Scotland Rides are wintering in Fayetteville, Pa., this year. Plans are to hit the road with five rides in the spring including a new Merry-Go-Round. It will play Pennsylvania, Maryland, West Virginia, Virginia and both Carolinas. . . . Robert Tilton, girl show operator, recently visited friends in Virginia en route to the sunny South. Personnel on his show at the close of the season included Wally Jackson, tickets, and Ida Jackson and Merriam Stevens, dancers.

Jimmie Henson, owner of Greater Dixieland Shows, was on hand for the Des Moines fair meeting but doesn't plan to play very far from his Louisiana home next season. Says he'll play his Southern route and some church festivals. . . . Stanley Mazurkiewicz recently took delivery of two new Eyerly rides. . . . Tommy Lane reports that he and his two youngsters, Deanna and Tommie, are wintering in Augusta, Ga., where he's framing two girl shows.

Louis Pasteur and his snakes have been signed to appear at the sports show in Hartford, Conn., January 18.

NO OUTSIDERS

NSA's Shindig Free: Limited To Members

NEW YORK — This year's New Year's Eve party of the National Showmen's Association will differ greatly from previous ones, it was decided last week, in that admission will be free to members and their guests.

Reason for the change was reportedly that non-show people had begun to dominate the affairs in recent years. Rather than charge the nominal \$2.50 a head this time for favors, decorations, music and entertainment, it was deemed wiser to let paid-up members in free. Each can bring one guest, also free. Ladies' Auxiliary members can also attend free. Charley Davenport and Dave Brown are in charge.

OUTDOOR BIZ CARES FOR OWN

MIAMI — A story in the Miami News did wonders for an old showman in need last week. It told of Chief Wromaponey, 80-year-old Iroquois billed as Hugo the Great, who collapsed in a show tent in Perrine. He does an iron-jaw act pulling a truck, and working with Preacher Dan Jordon.

The South Florida Mardi Gras donated \$25 and got the doctor and ambulance. Jim White, of the Phil Silvers TV show, who once worked with the chief, called in with an offer to take care of the medical bills. Miami clubmen provided plenty of visitors at the VA Hospital, and cards and calls came in from throughout the country. The chief will be laid up for weeks with an infection in his system, but he'll not want for help or friendship.

Caravans, Inc., Installs 1958 Officer Slate

CHICAGO—Isabell Brantman was installed as president of Caravans, Inc., here recently with appropriate ceremonies.

Also taking office were Margaret Levine, Mae Taylor and Joan Sullivan, first, second and third vice-presidents respectively; Wanda Derpa, secretary, and Lillian Lawrence, treasurer.

Outgoing President Agnes Barnes turned over the office to the new president. Other show clubs and auxiliaries were represented by Frieda Rosen, Showmen's League of America; Josephine Haywood, Hot Springs Showmen's Association; Bess Hamid, National Showmen's Association; Dorothy Eastman, Missouri Show Women's Club; Patty Ann Sciortino, Greater Tampa Showmen's Association; Minnie Simmonds, Michigan Showmen's Association; Ruth Bernauer, Pacific Coast Showmen's Association; Phoebe Carsky, Lone Star Showman's Association; Aline Oakes, Regular Associa'ed Troupers, and Kitty Glosser, Heart of America Showmen's Association.

Club Activities

Showmen's League of America

CHICAGO—Approximately 75 members were present when President Jack Duffield opened the Thursday (19) meeting. Also on the platform were Bill Carsky, Ed Sopenar, Bernie Mendelson, Hank Shelby, Lou Keller, Sam J. Levy Sr., Maurice Ohren, Fred H. Kressmann and Al Sweeney.

Additional bond debenture numbers were drawn and they will be paid off. It was announced that redemptions have totaled \$30,000 in one year.

Sparky Garmisa showed colored slides of the Christmas party.

The members were saddened by the death of Bill Moore in Miami.

Reported on the sick list were Argot Apple, Phil Page, Charles Levine.

Greater Tampa Showmen's Association Ladies' Auxiliary

Assisting President Vera Cox at the regular meeting were Olive Sprague, Mary Wenzik, Egle Sedlmayr, Elsie Owens and Grace Fillingham.

Reported ailing were Betty O'Day, Francine Jones and Loretta Peterson.

The December bazaar was reported successful. Theme of the two dance nights was "Around the World in 60 Minutes" and was staged by members of the auxiliary. Participating were Betty Bress, Sally Brown, Olive Sprague, Alice Johnson, Isis Caughy, Clover Fogle, Mavis Osborne, Charlotte Shaffer, Evelyn Long, Flo Venner, Dorothy Crawford, Dot Marcy, Dolores Brewer, Lollie Schuman, Ruth Grimsell, Mickey Miller, Nancy Young, Mary Garner, Peggy Galluppo, Alice Johnson, Bobby Jean Taylor, Elsie Williamson, Marie Caughy, Esther Felke, Mae Halstead, Jeri Ringlin, Gussie Livingston, Esther Young and Mary Wenzik.

New members are Dottie Fry, Joe Ellen Know, Eleanor Spears, Gertrude Hodges, Lelia Herman, Sarah Wetherbee and Rose Logan.

Beatrice Tarbes, who took care of her two grandchildren during the past summer at the Miami home of her daughter and son-in-law, Mr. and Mrs. Louis A. Bell, is vacationing in New York. She will return to Miami for Christmas.

Hagerstown Added To Vivona Annuals

13 Fairs on Paper; A. of A. Buys 3 More Rides; to Field 3 Units

GOULDS, Fla. — The Great Hagerstown (Md.) Fair was added to the Amusements of America route last week, giving the Vivona family's operation 13 fairs on paper and two more pending. New next year will be Hagerstown and the fairs in Charleston, S. C.; Fredericksburg, Va., and Burlington, N. C.

The expanding operation will cover its most impressive fair route in 1958 and one which ranks high among those of Eastern truck shows. Morris Vivona, general agent, has been at work lining up still dates.

Addition of three rides gives the family a total of 26 office-owned devices. Including the rides already signed on for the season, the show will field 31 rides at fairs.

As usual, the show will be divided into three units for still dates. Babe and Phil Vivona will each handle a small unit, John

Vivona will manage the main show, and the three will combine for fairs.

Scrambler Arrives

The new Scrambler purchased by Danny Dell and John Vivona has arrived in Miami and is in operation. John Vivona also has a Helicopter on order, and delivery has been taken on a Spitfire.

Plans for the South Florida Mardi Gras and Home Show are progressing under direction of Harry E. Wilson, who has taken over during the illness of Milton M. Warshaw. Sponsored by the South Dade Kiwanis Club, it will be held in Goulds from January 31-February 9 and will include merchant, industrial and commercial exhibits, two kids' days, a Miss Kiwanis of South Dade beauty contest, armed forces night, Mardi Gras night with costume prizes, fireworks, and Indian ceremonial wedding.

Also on the schedule are mid-way high acts. Chief William McKinley, Oscola, will perform the marriage ceremony and 30 Seminole will dance before and after the wedding. Malcolm Moore is handling the souvenir program. Vi Wander is co-ordinating for the South Dade Kiwanis Club.

Miami Club's Women Honor Kate Glosser

MIAMI—Some 175 women attended the testimonial dinner at Charry's supper club to honor Kathyleen Glosser, outgoing president of the Miami Showmen's Association Ladies' Auxiliary. Several impressive gifts were presented, including a diamond wrist watch from the officers and directors; solid gold bracelet from Irene Moore and Eva Daniels, and a string of pink pearls from Regina McLinden.

On the dais with the president were Frances Deemer, first vice-president; Rosita Dell Grosso, second vice-president; Kay Leisure, third vice-president; Lois Weiss, treasurer; Hilda Roman, recording secretary; Rhea Carson, corresponding secretary, and Onalee Jones, chaplain.

Kathyleen Glosser was escorted to the dais by Agnes Grosso, immediate past president, and welcomed by Leona Plas, mistress of ceremonies. There was a toast, invocation and dinner, and a message of thanks from the outgoing president.

Greater Ohio Showmen's Association

COLUMBUS, O.—The annual Christmas party for underprivileged children was successfully held here Saturday (21).

The club has been holding regular Friday night card parties at their hall at 15 East Rich Street.

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Will give real bargain if sold complete or will sell separate. All Rides, Light Plant, Trucks, etc. Now operating Duell Lane; next week Spruill Ave. All mail and wires to HAROLD RALEY, c/o Shipley's Pharmacy, Charleston Heights, S. C.

FOR SALE

Dark Ride (Pretzel Ride) with good transportation, \$6,000.00. Ride has six cars, complete P-A. System, food top and good tractor and trailer and plenty of tricks. Ride is in good shape and ready to go. Reply to

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Box 6122 Tampa, Fla. Phone till 5 P.M.—8-1542, Tampa.

RIDES FOR SALE

Long arm Octopus and Super Rolloplane, all with fluorescent lighting, with or without transportation. Will put up rides for your inspection. Contact

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Large Chuck Wheel, 48 or 54 spaces, Mason or Evans. Also Big Six Wheels. Must be in good condition. Give full information.

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Motorhome, 32 ft., new top and wall, 6 Indian cycles, rollers, front, with 32 ft. trailer, new sides, floor and bally, all A-1 shape—first \$2,000.00 takes all complete. Also Girl Show Van complete, new top, wall and front, stage, etc.; Snake Show Van, Walk Thru, most beautiful on the road. This is all surplus equipment. Will book, buy or trade for Kiddie Rides, no junk. Write, wire or call

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All replies: ERNIE ALLEN P. O. Box 35, Terre Haute, Ind.

WANTED CARNIVAL

Mid-August date—6 days.

1957 Gross—\$8,000.00.

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Million Gate Seen For 1958 PNE Run

VANCOUVER, B. C.—About 1,000,000 people are expected to attend the Pacific National Exhibition during British Columbia's centennial celebrations in 1958.

Retiring President W. J. Borrie made the forecast at the annual PNE meeting. He said the exhibition is to be extended two days and run from August 18 to September 1.

Outlining the "traditional success story" of the PNE, Borrie said

this year's attendance of 820,193 was the second highest in the exhibition's history. He said the PNE would again press for permission to sell advance sale tickets on downtown streets of the city, prohibited since 1954.

Six large bulldozers started tearing up ground adjacent to Empire Stadium Thursday (12), the first work on the new midway and permanent amusement park to be operated by the Burrard Amusement Company. The new Roller Coaster will be built on the site and should be in operation by next June, according to Jerry Mackey, president of the company.

PNE directors and officials are mulling the possibility of a one-week grandstand show prior to the regular one-week stand of the Polack Bros. PNE-Shrine Circus. If a grandstand show is decided on, the circus will likely be cut to a week instead of the 10 days it usually runs.

The Commercial Building's interior will be renovated. The fairgrounds are also being improved.

Officers chosen are Joseph F. Brown, president; Orval C. Crook and Harry Mulholland, vice-presidents, and M. L. Barr, treasurer.

Buck, Brandon Sign 2 Dates For Chambliss

GREENVILLE, N. C.—Norman Y. Chambliss of Rocky Mount was elected manager of the Pitt County American Legion Agricultural Fair for the 10th consecutive year at last week's annual executive committee meeting. Chambliss also owns and manages the Rocky Mount Fair, his 39th year at that event.

Dates were announced for Greenville as the week of October 5, and for Rocky Mount as the week of September 22, both of which will offer the O. C. Buck Shows on the midway, and Joan Brandon, hypnotist, as top attraction. Other pavilion or grandstand attractions will be announced shortly, Chambliss said.

Also elected at last week's meeting were Ed Harris of Greenville, as president. The executive committee is composed of Howard Moye, Larry Averette, Ford McGowan, Lester Turnage, Charles S. Edwards, C. E. Hart, and State Senator Paul E. Jones.

Hillsdale, Mich., Ups 1957 Receipts By Over \$4,000

HILLSDALE, Mich. — The Hillsdale County Fair, despite cold weather on three days of its 1957 run, increased its total gross by approximately \$4,000, Harry Kelley, veteran secretary, announced at the recent annual meeting of the board. Total receipts were \$102,384.92.

Grandstand takes were up 18 per cent. Featured was "Ice Times" plus the Mariners and the ever-popular harness racing.

Erwin Howe was elected president, replacing William J. French, retired. William Danhausen was named vice-president; J. I. Post, treasurer, and Kelley as secretary for the 29th year.

COMMITTEES and SECRETARIES

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Durham, Conn., Picks Officers

DURHAM, Conn. — A. Ernest Otte has been elected president of the Durham Agricultural Fair Association. Serving with him are Robert Coe Sr., vice-president; Miss Marjorie Mathewson, secretary; Mrs. Edward Russell, treasurer; John Hatch, purchasing agent; Robert Hall, superintendent of rentals; William Otte Jr. superintendent of grounds; Carl N. Otte, publicity; Raymond Bonnell, program director, and Walter Stevens and William Bahrenburg, auditors.

Cradock, Va., Plan '58 Run

PORTSMOUTH, Va. — The Norfolk County Fair Association has been chartered at nearby Cradock and plans to operate its first fair in 1958, Earl S. Armel, secretary, announced.

Other officers are John C. Hammer, president; Ivan G. Fisk, vice-president; Weldon G. White, treasurer. Directors are John C. Barron, Oscar M. Ridgeway, Charles H. Vaughan, T. A. Mizel, Lloyd C. Taylor, Robert Connors, W. R. Strickland and Dwight D. Poindexter.

Iowa Park, Tex., Sets 1958 Dates

IOWA PARK, Tex.—The Texas-Oklahoma Fair will be held September 22-27 in 1958 and Victory Exposition Shows will provide the midway attractions for the 14th year, T. Leo Moore, executive vice-president, announced. Attendance in recent years has been close to 165,000.

Wilmington, O., Elects

WILMINGTON, O. — All officers of the Clinton County Fair were re-elected at its recent annual meeting. They are Oscar Hackney, president; H. R. Townsend, vice-president; A. A. Veith, secretary, and Holard Hackney, treasurer.

FAIR STOCK UP FROM \$10 TO \$550 PER

ALLENTOWN, Pa.—Evidence of the mushrooming value of fairgrounds stock are the shares of the Allentown Fair. Fair society's law limits stock to 1,000 shares, one to an individual. Ed Leidig, treasurer and general manager, notes that when first issued in 1855 the stock had a par value of \$10, that the last remaining shares were sold for \$400 each early this year, and that currently the asking price is \$550 per share.

Calgary Ex, Edmonton Inks RCMP Troupe

CALGARY, Alta.—The world-famous musical ride of the Royal Canadian Mounted Police will be presented daily in front of the grandstand at the 1958 Calgary Exhibition and Stampede. The following week it will be a grandstand attraction at the Edmonton Exhibition.

The 32 men and horses of the musical ride will go into training in Regina on March 1. The RCMP band from Regina will provide the musical backing for the ride.

The 1958 Calgary Exhibition will mark the golden jubilee of the first Dominion Exhibition held on the Calgary Exhibition grounds in July, 1908. At that time the official party was escorted to the grounds by members of the Royal Northwest Mounted Police.

78G Profit Noted for Allentown

ALLENTOWN, Pa.—Net profit of the 1957 Allentown Fair was \$78,000, it was brought out during the annual stockholders' meeting of the Great Allentown Fair Society. It was second only to the \$80,000 of 1948.

Mayor Donald V. Hock said the figures stand out as tributes to both Frank W. Hausman, who was re-elected president, and Ed Scholl, whose 24-year reign as president ended in 1948.

In addition to meeting in one of its own buildings on the fairgrounds, the new Agricultural Hall, lunch was served to the more than 200 stockholders present. Fair stock is limited to 1,000 shares, one to an individual.

Caruthersville Sets 25th Cele

CARUTHERSVILLE, Mo. — The American Legion Fair will celebrate its 25th anniversary in 1958 with special attractions, Harry E. Malloure, secretary-manager, announced.

Plant improvements during the past year have totaled \$30,000 and include new entrances, new lighting system and the erection of steel fencing.

GEORGETOWN, O. — Brown County Fair recently named two new directors to its board. Carl Sells, Hamersville, and James Moore, Russellville, are the two additions, while Ralph Griffith, Feesburg, was renamed.

FAIR MEETINGS

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 3-4. Mabel C. Hetzer, 307 First National Bank Building, Huntington, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 4. Robert S. Turner, Horseheads, N. Y., secretary.

Indiana Association of County and District Fairs, Severin Hotel, Indianapolis, January 5-7. Robert L. Barnet, Muncie Star, Muncie, secretary.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 6-8. Hubert Ransom, St. James, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 7-8. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 9-10. Rollo E. Singleton, 108 Parkhill, Columbia, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 13. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Wisconsin Association of Fairs, Schroder Hotel, Milwaukee, January 14-16. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 14-16. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 15. Thomas M. Craig, Spartanburg, S. C., secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 16-17. Jack Vinson, Tennessee-Carolina Fair, Newport, secretary.

North Carolina Association of Agricultural Fairs, Hotel Sir Walter Raleigh, January 16-17. J. Sib Dorton Jr., Route 10, Charlotte 6, secretary.

Western Canada Association of Exhibitions, Palliser Hotel, Calgary, Alta., January 17-19. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, John Marshall Hotel, Richmond, January 18-20. William E. Finch, Fairgrounds, Danville, secretary.

The Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 19-21. Harry B. Kelley, Hillsdale, secretary.

Association of Alabama Fairs, Jefferson Davis Hotel, Montgomery, January 20-21. Christie W. Summer, Jasper, secretary.

Massachusetts Agricultural Fairs Association, Hotel Bradford, Bos-

ton, January 20-21. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 22-23. Roy E. Symons, Skowhegan, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 23-24. L. Doc Cassidy, Kentucky State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 23-25. A. D. Scott, Fargo, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 26-28. C. C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 26-28. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 27-28. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 27-28. H. C. McClellan, Arlington, secretary.

Western Canada Fairs Association, Bessborough Hotel, Saskatoon, Sask., January 27-28. George K. Ross, Prince Albert, Sask., secretary-treasurer.

South Dakota Fair & Exposition Association, Pierre, January 29. Kenneth E. Johnson, Colome, secretary-treasurer.

Pennsylvania State Association of County Fairs, Americus Hotel, Allentown, January 29-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Association of Fairs, Youngblood Hotel, Enid, February 2-4. Roy Davis, Enid, President.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 5. N. S. Hand, Jackson, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 6-8. Bob Murdoch, 102 East Locust Street, Tyler, secretary.

Louisiana Fair and Festival Association, Bentley Hotel, Alexandria, February 9-10. Adolph Netter, Donaldsonville, secretary.

Edna, Tex., Names Dewey Strane Prez

EDNA, Tex. — Dewey Strane of this city was re-elected president of Jackson County Fair Association at the regular meeting of the fair board. Other officers elected were Arnold Koop, vice-president, and Mrs. Willie Mae Marthiljohni, secretary-treasurer.

Miss BeBe Says . . .

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MERCHANDISE TOPICS

Now is the time to cash in on sensational watch values, says Weinman's, 182 South Main Street, Memphis. Nationally advertised watches guaranteed to be like new and in the latest styles may be had in a choice lot at \$49 for six. A sample is \$9.95. Another group of men's new style Elgins, Walthams, etc., with expansion band are 10 for \$69, a sample \$8.95. A special on men's waterproof watches is the firm's round model, complete with expansion or leather band, at \$6.95 each. Women's rhinestone watches in latest style rhinestone or plain cases, packed in gift boxes and reconditioned and guaranteed to be like new are only \$7.95. A 17-jewel model is available for \$1 more. Write for Weinman's catalog showing many other values.

One of the firms which has definitely taken its place as a supplier to Billboard buyers is New England Jewelry Buyers, 124 Empire Street, Department 8, Providence, R. I. This firm specializes in jewelry closeouts, some outstanding values of which are BF122 women's wallets at \$3 per dozen, No. 2 gift perfume set at \$14.40, L1 Ronson-type lighters at \$5 per dozen, men's stone rings at \$2.50 per dozen, W1 men's six-piece watch sets at \$5.50 per dozen and E5 stone earrings at \$12 per gross. One of the interesting facts about this firm is that they will accept sample orders on any of their items at no increase in price. Terms are 20 per cent deposit, balance c.o.d., and a free catalog will be sent on request.

A new sweater clip has just been brought out by Delaware Valley

Jewelry Manufacturing, 132 Pine-wood Drive, Levittown, Pa. This sweater clip has a gold finish pearl chain made with careful detail from which is suspended a gold finished heart. One side of the heart is highly polished and desirable for engraving work while the other has an unusual concentric design with good eye appeal. This pearl chain sweater clip, No. SC4, is offered at the low price of \$3.75 per dozen, carded and tissue wrapped. The sales manager claims once an engraver sees how these move out, he'll want to order in quantity. A free catalog is available showing other low-priced engravers' items.

A genuine Benrus watch set is being introduced by Harris Novelty Company, 1102 Arch Street, Philadelphia 7. Sovereign men's thin watch with suede band in a de luxe gift box, including cuff links, tie bar and ultra fine pen and pencil set is offered for the first time at \$9.50. Still going strong is what Harris says is the season's greatest value. This is a six-pen pocket secretary set, including six retractable ball point pens in assorted colors plus red, green and blue inks; a leather grain vinyl pocket secretary with built-in pocket for credentials and a standard memo pad that is replaceable. All pens are fully guaranteed and are specially priced at \$7 per dozen sets or \$81 per gross. Harris requires a 25 per cent deposit, money order or cash and will ship the same day they receive the order. They have only one location and have a specially prepared catalog which is free on request.

PIPES FOR PITCHMEN

By BILL BAKER

LEO HELLER . . . who closed his foot joint at Sam's department store in Detroit last July to work as talker with Suicide Allen's Motordrome, is back at the same location, working pens for Manny Cornfield and Al Pomerantz. He has been there since October 20 after closing a successful motordrome tour that took him thru Michigan and the South. He closed with the Allen show on October 15. The Michigan tour, including the State Fair date, was especially good, according to Heller. The pen joint is doing okay, Leo infos, altho there is room for improvement. He put another iron in the fire recently by opening a wallet joint in Detroit for George Silverstein. Mrs. Heller is currently working the latter set-up, with Tom (Reverend) McMullen relieving between the two joints. Speaking of current conditions, Leo says that the pitch business is not bad, altho the easy money is gone. "You've got to sweat blood for every dollar you get," he says. "The pitch business of today is strictly for us psycho cases, and anyone with sense will get out of it. Chick DeCoursey joins me in these sentiments." Leo says he would like to hear from the boys in the hospitals before Christmas. He has something for them.

WRITING . . . from Greensboro, N. C., Harry R. Day says he has completed his first two weeks at the burley tobacco markets to excellent business. There has been plenty of tobacco and prices were the highest in history. Among other members of the trips and keister fraternity with whom he came in contact were Joe Medley and Robert Burrows, who were getting their share with merchandise; Tex Watts, an old-timer who was doing well with a jewelry lay-

out, and Homer Wilson, who came from West Jefferson to work socks for a day to okay results. In Boone, N. C., Day ran into an old friend, Doug Finley, who was working bedspreads. "And I mean he was really putting them out," said Day. "He's an ace worker and seems to charm the people into buying." Day also noted Frank Curry doing well with med in Oxford, N. C. Building tips for him was the entertaining Peg Leg. To sum up, Day says, "My gross has been nearly double what I had expected, so tell the boys to put on those long handles and come up here, as there's gold in them hills for the getting. Mountain City, Tenn., and Boone, N. C., were extra good and West Jefferson isn't to be sneezed at either." Day would like to read pipes from others in the field.

C. E. HORTON . . . an old-timer who is re-entering the business after a long lay-off, sends along a word of thanks to Harry Day, who recently tipped a good spot for workers in Greensboro, N. C. "I have a relative in that neck of the woods and that was a tip I appreciated," writes Horton. "I wanted to stick to Connecticut for the winter, but wasn't able to get any of the big stores to consider the mouse. Old-timers will know I have been off the road a long time, and I would sure like to have others kick in a few good tips on spots to work. I am seriously thinking of going out-with a carnival in the spring. Before doing so, however, I would like to read the opinion of such work by pitchmen who have had experience in it. I plan on dropping a line to our old friend, Doc Blanton, as I note in the column he is looking for mail."

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WISH TO GET WITH BAND, SMALL combo, middle age, past 30 yrs. old. I am 39. Good personality, no floater, will stick, easy going. Play hillbilly shows, ride, swing, groove. Anything from Red Wing to Song of India. Go anywhere, fine set of drums. Phone: LU 1-1974, W. G. Scott, 2400 T St. S.E., Washington, D. C.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21 Ind. de30

"CRASH" BROWN, KING OF THE WORLD'S stuntmen. Dynamite Tower Act, Atomic Death Chair, Flaming Coffin Blast, Original Capt. Dynamite; smashing, crashing automobiles with all the glass, no braces; leaps automobile off 36 ft. ramp in leap of death bus jump; motorcycle maniacs, motorcycle ramp to ramp fire jump; Satan's Escape; ice block, brick and board wall crashes. One act or full show for any occasion. Acts as new as tomorrow, alive with death. If you want acts or a show that is not cut and dried, but definitely death defying, entirely new and different, contact: "Crash" Brown, Thrill-O-Rama, Westmoreland, Tenn. ja6

HIGH DIVING EXTRAORDINARY, FEAT- ured by Fox Movietone and the New York press. Presented here and abroad. Results impressive. Large, colored illustrated posters available. Capt. Mac Productions, 456 Lamplier Place, Warren, Ohio N. E. Phone 45337. mb3

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—20c a word. Minimum \$4.
 DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14.
(14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in _____ issue.

I enclose remittance of \$.....

Name

Address

City State.....

Manufacturers See Nickel Vending Gaining on Cent

Three Firms to Increase 5-Cent Units; One to Hike 1-Cent Production in '58

By FRANK SHIRAS

CHICAGO — Leading Manufacturers of bulk venders in the United States predict a continuing trend in 1958 in which the nickel vender will claim an increasing share of bulk vending as compared to the penny.

Comments from other leading persons acquainted with the manufacturers of penny venders express the view that it is primarily inflationary servicing costs, not one of manufacturing, that have hurt penny vending most.

Four manufacturers report they have made an increasing percentage of nickel compared to penny venders over the past five years, and three plan to increase the percentage of nickel venders in 1958.

Quantities of Venders
This trend toward nickel venders

is further borne out by 1958 plans for quantities of venders to be produced: Altho three out of the four plan on manufacturing more nickel venders next year, only one is scheduling an increase in the number of penny venders. Thus the percentage increase in nickel machines will not be simply a case of making fewer penny machines.

The general freeze on the number of penny machines planned for 1958 will be partly responsible for the percentage differential, but plans to increase actual numbers of nickel machines will add to it.

The four manufacturers are: The Northwestern Corporation, Victor Vending Corporation, Oak Manufacturing Company and The Columbus Vending Company. A fifth, The Atlas Manufacturing & Sales Corporation, refused to comment on penny versus nickel vending

because most of their equipment is designed primarily for combination penny-nickel operation.

Penny to Stay

The manufacturers see the nickel vender taking a bigger share of bulk vending, four out of five think that penny vending will always be profitable. Nevertheless, three of them think inflation will prove the greatest deterrent to penny vending in the future.

Only one of the five manufacturers thinks there will be a gradual switchover to nickel vending, and a second believes it is a possibility. The former was also the only one who felt that the bulk industry could continue at the present sales volume with nickel vending only.

Manufacturers differ widely in their views on the possibility of two-cent vending. Two of them feel that it wouldn't work, one believes it feasible, a fourth is undecided, and the fifth thinks it would work only if a 2-cent coin were available.

In determining future production, manufacturers in general say they use information received from distributors and operators and rely upon their own estimates of the future market as well. No clear-cut pattern emerged when they were asked which source of information

(Continued on page 72)

BULK BANTER

By FRANK SHIRAS

Milwaukee operators have the storm signals out. Many of them are using Silver King machines and are unable to get replacement parts. They have been forced to pull out a lot of the machines and are hurting. Anyone having parts for the machines can write Benn Ollman, 3222 North 54th Street, Milwaukee 61, The Billboard correspondent there.

Joseph Rades, Ridge Gum Corporation, is more than happy with the modern new building he has in Brooklyn on the outskirts of Cleveland, O. He has a mail order bulk operation exclusively in national chain stores, he reports. He is associated with his son, Robert Raymond Rades, the name of whose company is fittingly the Triple R Gum Company. Rades' daughter Doreen runs the office for both businesses. Writes Rades: "We are trying to run a clean business and give honest values as we intend to stay in business for a long time."

A new-type rack holding 18 machines is in the works at Mark Vending Company, owned by David Yurmark. He firmly believes that the battery will tap a new segment of the buying public. He is taking his family down to Miami Beach for the Christmas holidays and will stay at the Sea Isle Hotel. He hopes he will have the opportunity of meeting other operators while he is down there.

Death came to the father of Benjamin Shankman, executive vice-president of Leaf Brands, Inc. Sympathy in his bereavement is extended by all... If a time-study

(Continued on page 59)

Paul Price Bows Muttnick Charm

NEW YORK — The Paul A. Price Company has launched its second in a series of outer space charms—the Muttnick. The item has a transparent dome which houses a dog sitting on a platform. The charm resembles the first satellite launched by the Russians.

Dog and platform come in assorted colors, and the complete charm may be strung on a bracelet. The first Price outer space charm was a Statelite Ring.

News in Brief

NCWA to Hold Clinic in Chi

Palmer House Jan. 24-25...

National Candy Wholesalers Association, Inc., will hold packaging clinic in Chicago January 24-25 at the Palmer House in Chicago. Similar to clinic association held in '57, this month's will feature 24 booths. Last year 80 were in attendance.

Hollywood Brands Reports

Results of Campaign...

First results of Hollywood Brands, Inc., candy bar promotion in New York area have been reported. Over 30,000 retail calls were made by five merchandising crews and almost 15,000 initial placement sales were made in 85-mile radius. Series of 14 spot announcements per week on television tied into promotion, and series is being continued augmented by new single film commercials. Merchandising crews are moving into new territories pushing nickel and dime bars.

NAMA to Have '58 Convention

In St. Louis Kiel Bldg...

In order to again have convenience of exhibits on a single floor, the National Automatic Merchandising Association will have its '58 convention in Kiel Auditorium, St. Louis. Auditorium is convenient to all downtown hotels, a number of which will be used as "official" hotels to facilitate accommodations. Experience has shown no single hotel is capable of housing combined events as well as providing rooms for majority of those attending. Convention is scheduled for November 2-5.

Food And Drug Admin. Sets Up

Advisory Info Service...

New advisory information service is being set up by Food and Drug Administration to help press, attorneys, trade associations and members of regulated industries keep abreast of laws and rulings. Service primarily will provide replies of FDA officials to inquiries from food, drug and cosmetic industries, which will serve as guide to uniform interpretation of law governing those industries.

Lehigh Has Dime Candy Unit

With 240-Bar Capacity...

Lehigh, Inc., has 240-bar capacity candy vender for dime bars. Display panel at top of cabinet has three-product display instead of former model's single display. Merchandise vended also displayed over selector knobs. Magazine loading. Dimensions: 57" by 13" by 13". Price \$107.

(Continued on page 73)

State Cig Tax Collections Up 4% Over 1956

CHICAGO—In States having a cigarette tax, the total number of packages taxed was 4 per cent greater in 1957 than 1956 for the 10-month period ended October 31, according to figures released by the Tobacco Tax Council. Approximately 13.3 billion packages were taxed during the period this year, comparing to approximately 12.8 billion packages taxed during the same period last year.

During the month of October, 1.8 per cent more packages were taxed in 1957 compared to 1956, the quantities being 1,388,749,000 and 1,364,053,000 respectively.

States Up

There are 43 States, including the District of Columbia, which tax cigarettes. States showing gains of 10 per cent or more during the 10-month period were Arizona, Florida, Rhode Island, and West Virginia. Only two States were down from last year during the

(Continued on page 74)

SELF HELP

Kids Use Venders to Earn Cash

DENVER — Andy Anderson, Star Vending Company, sells many of his old but serviceable machines to businessmen who own retail stores and who are anxious to give their children an acquaintance with business.

Anderson sells used machines to these businessmen, who in turn install them in their places of business for their children. The children keep the machines clean and regularly collect the pennies.

In one instance a businessman who owns an amusement park for children bought and installed 25 machines in his park for his three young sons. The boys are in full charge of the operation. In a second instance the daughter of a partner in a string of seven hard-

(Continued on page 72)

State Cigarette Taxes for October

State and rate per package	Gross amount of taxes (*)	Packages taxed during October			Packages taxed January thru October		
		1957 (add 000)	1956 (add 000)	Per cent change from 1956	1957 (add 000)	1956 (add 000)	Per cent change from 1956
Alabama (4).....	\$ 960,151	24,004	22,989	+ 4.4	221,457	206,635	+ 7.2
Arizona (2).....	213,709	10,685	9,633	+ 10.9	101,474	91,896	+ 10.1
Arkansas (6).....	690,600	11,650	11,890	- 2.0	110,810	106,630	+ 3.9
Connecticut (3).....	855,590	28,520	33,528	- 14.9	270,828	268,521	+ 0.9
Delaware (3).....	141,564	4,719	5,432	- 13.1	48,185	46,852	+ 2.8
District of Columbia (2).....	180,010	9,001	8,280	+ 8.7	91,097	89,162	+ 2.0
Florida (5).....	2,410,422†	48,208	40,755	+ 18.3	445,915	397,329	+ 12.2
Georgia (5).....	1,373,607	27,472	28,872	- 4.8	275,299	268,309	+ 2.6
Idaho (4).....	215,047	5,376	4,742	+ 13.4	49,025	47,471	+ 3.3
Illinois (3).....	3,274,180	109,139	107,629	+ 1.4	1,008,465	969,989	+ 4.0
Indiana (3).....	1,329,131	44,304	44,763	- 1.0	438,143	422,664	+ 3.7
Iowa (3).....	699,503	23,317	22,577	+ 3.3	218,774	210,711	+ 3.0
Kansas (4).....	684,282	17,107	17,909	- 4.5	170,522	167,859	+ 1.6
Kentucky (3).....	872,615	29,087	25,303	+ 15.0	264,272	248,236	+ 6.5
Louisiana (8).....	2,219,921	27,749	25,998	+ 6.7	249,824	230,959	+ 8.2
Maine (5).....	533,516	10,670	10,184	+ 4.8	102,290	98,694	+ 3.6
Massachusetts (5).....	2,651,233	53,025	50,983	+ 4.0	499,422	483,820	+ 3.6
Michigan (5).....	1,644,451	72,889	72,238	+ 0.9	759,016	747,120	+ 1.6
Minnesota (4).....	1,090,690	27,267	26,719	+ 2.1	272,834	261,052	+ 4.5
Mississippi (5).....	664,601	13,292	14,122	- 5.9	131,378	126,948	+ 3.5
Missouri (2).....	937,518	46,876	41,047	+ 14.2	424,114	420,732	+ 0.8
Montana (8).....	471,070	5,887	6,585	- 10.6	57,418	64,266	- 10.7
Nebraska (4).....	293,654	7,299	11,394	- 35.9	115,138	116,005	- 0.7
Nevada (3).....	116,410	3,880	3,730	+ 4.0	36,045	34,695	+ 3.9
New Hampshire (3).....	289,141	8,772	7,866	+ 11.5	82,758	78,891	+ 4.0
New Jersey (5).....	3,164,336	53,287	62,753	+ 0.8	591,973	573,050	+ 3.3
New Mexico (5).....	303,883†	6,122	5,945	+ 3.0	62,411	59,649	+ 4.6
New York (3).....	5,771,437	192,381	189,429	+ 1.6	1,821,730	1,764,928	+ 3.2
North Dakota (6).....	314,820	5,247	4,835	+ 8.5	45,235	43,204	+ 4.7
Ohio (3).....	2,939,716	97,991	99,528	- 1.5	946,586	915,138	+ 3.4
Oklahoma (5).....	966,739	19,335	18,263	+ 5.9	184,956	178,405	+ 3.7
Pennsylvania (5).....	5,216,826	104,337	99,049	+ 5.3	995,808	947,769	+ 5.4
Rhode Island (3).....	305,493	10,183	10,236	- 0.5	109,535	96,465	+ 13.5
South Carolina (3).....	494,403	16,480	16,540	- 0.4	162,610	155,079	+ 4.9
South Dakota (3 1/2).....	162,079	4,987	5,950	- 16.2	51,057	50,922	+ 0.3
Tennessee (5).....	1,309,317	26,186	25,719	+ 1.8	253,079	238,911	+ 5.0
Texas (5).....	4,185,776	83,716	83,765	- 0.1	796,014	766,375	+ 3.7
Utah (4).....	211,912	5,298	4,564	+ 16.1	44,364	42,589	+ 4.2
Vermont (5).....	223,900	4,478	3,933	+ 13.9	40,240	39,596	+ 1.6
Washington (5)†.....	1,269,932	25,389	24,454	+ 3.8	233,270	225,723	+ 3.3
West Virginia (5).....	747,504	14,950	14,091	+ 6.1	172,171	151,933	+ 13.5
Wisconsin (5).....	1,716,876	34,338	36,477	- 5.9	325,966	316,628	+ 2.9
Wyoming (3).....	115,468†	3,849	3,354	+ 14.8	34,157	32,495	+ 5.1
TOTAL	\$56,233,024	1,388,749	1,364,053	+ 1.8	13,315,665	12,801,925	+ 4.0

No. of States showing increase in volume from: October 1956 28
 No. of States showing decrease in volume from: October 1956 13
 Total taxing States including District of Columbia 43

Note: Above data compiled from reports received from State tobacco tax administrators.
 (*) Represents the face value of the cigarette stamps and meter impressions sold within the month, and, in the case of Massachusetts and Michigan, the gross amount of taxes assessed under their respective reporting systems. Exceptions are Louisiana, Maine, South Carolina, Utah and Kentucky, in which States the dollar figures shown relate to net collections from cigarette taxes adjusted to a gross value basis; the package figures for these States are derived from the gross value figures thus obtained. The figures here shown for Massachusetts and Michigan reflect the operations for the month of September.
 (†) A part of the State-imposed cigarette tax here shown is returned directly to the political subdivisions of the State. This figure includes both the State and local shares of the gross value of stamps sold within the month.
 (‡) A rate per package somewhat higher than the rate here shown is imposed on certain premium priced cigarettes.

Ball and VENDING GUMS
LOW Factory Prices

BUBBLE • CHICLE
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-176 & 210 ct. 27¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Chloro-Vend Ball Gum 40¢ lb.
Chloro-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 34¢ lb.
Bubble Chicks, 320 & 520 ct. 34¢ lb.
Tab (short stick), 100 ct. 27¢ lb.
8-Stick Gum, 100 packs \$1.90

F.O.B. Factory 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
33 YEARS OF MANUFACTURING EXPERIENCE
4th & Mt. Pleasant • Newark 4, N. J.

PRICE LAUNCHES MUTTNICK!



Look through the crystal-clear dome and see Muttnick with his very sad expression awaiting to be launched through outer space! Dog sits on his own platform and dog and platform come in assorted beautiful colors. Muttnick vends in all types machines. **WAKE UP TIRED MACHINES BY USING MUTTNICK! THEY'LL REALLY MAKE YOUR MACHINES HOP WITH ACTION.**

\$15.00 per M

Labels available at your distributor or:

paul a. PRICE co. inc.
551 Leonard St., N. Y. 13, N. Y. COntaind 7-5147-R

Bulk Banter

• Continued from page 58

he'll never hold of Jane Mason man undoubtedly give her a discourse on the necessity of a portable phone. . . Rolfe Lobell went out of town again after returning from a brief trip to Dallas where he gave a speech at a dinner held by Everett Graff for operators. . . Lyle Becker was in the Windy City for a brief visit last week.

Paul Crisman, King & Company, became suddenly ill while working last Thursday and had to go home. So close is their partnership that Tom King is able to continue business with a minimum of time lost. . . Jack Nelson, Logan Distributing Company, rivals Saint Nick with things to do over the holiday season. He is working right down to the line in completing the moving into his new building.

Daniel Lally is aware of important sidelight problems in bulk vending. He says he has seen mothers forbid their children to buy from a machine with charms in it because they are afraid their children may swallow the charms. . . And another mother complained about the sale of religious crosses in the venders. The woman was so indignant that she not only phoned twice reporting the presence of the crosses but marched back to the store for a penny refund.

There is the big operator like (Continued on page 60)

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- STONER, 8-COLUMN CANDY, 160 capacity, prowar model... \$110.00
- STONER 6-COLUMN CANDY, 102 capacity, prowar model... 80.00
- STONER 8-COLUMN CANDY, 160 cap., postwar changemaker. 175.00
- STONER 8-COLUMN CANDY, postwar, 5-10-20 165.00
- NATIONAL CANDY, 9-column 90.00
- ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. ... 85.00
- EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c... 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
308 Furman St., Brooklyn, N. Y.
TRiangle 5-1857

ADVANCE SANITARY VENDOR

The Finest for Vending Flat-Pack Products



Here is a durable, reliable, sanitary vendor with many exclusive features which have made the Advance name a symbol for the best in vending. Accommodates flat packages up to 1/8" by 2" by 3 1/4" . . . has separate cash box. . . Advance coin detector with automatic coin return when machine is empty. . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today.

J. SCHOENBACH

Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
Resident 2-2900

VENDING MACHINES — Parts, Supplies: Ball Gum, all sizes; 1c Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum or bulk; Panned Candies; 1 Hersheys, 320 or 620 ct.; Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. **KING & CO.**, Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.

'Tis the Season to be JOLLY
"MERRY CHRISTMAS"

SAM, GEORGE & SID EPPY

SEASON'S GREETINGS From All At

Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

CANDY & COOKIE MACHINES

5c models or 10c models, precision mechanism, choice of four colors.

JOBBERS with salesmen WANTED

You can make big profits on our low-cost line of venders for:

- CANDY BARS
- CIGARETTES
- POSTAGE STAMPS

Manufactured and guaranteed by us. Our 25th year Write at once.
SHIPMAN MFG. CO.
LOS ANGELES 23, CALIF.

J. SCHOENBACH

For Victor Vending Corp.
Machines, Parts, Globes
Charms, Merchandise Supplies
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES

VICTOR'S SENSATIONAL NEW

GOLF GAME and BALL GUM VENDOR

\$24.50 EA.

Be first with this new money-making sensation.



Solid oak natural finish cabinet, 7" wide, 15" long.

WRITE FOR FREE 32 PAGE CATALOG

1/3 Deposit With All Orders.

PARKWAY MACHINE CORPORATION
715 Ensor Street, Baltimore 2, Maryland

SPECIALS

- 5 Col. U-Need-A-Pack Cigarette Machine ... \$25.00
- 6 Col. National 30.00
- 7 Col. DuGrenier 35.00
- 8 Col. Rowe 40.00
- 9 Col. National 50.00
- 10 Col. Rowe 75.00

Every machine reconditioned, refinished and guaranteed like new.

Write or Phone Telephone: 20592

T. O. THOMAS CO.
1572 JEFFERSON
PADUCAH, KENTUCKY

FINEST RECONDITIONED VENDORS

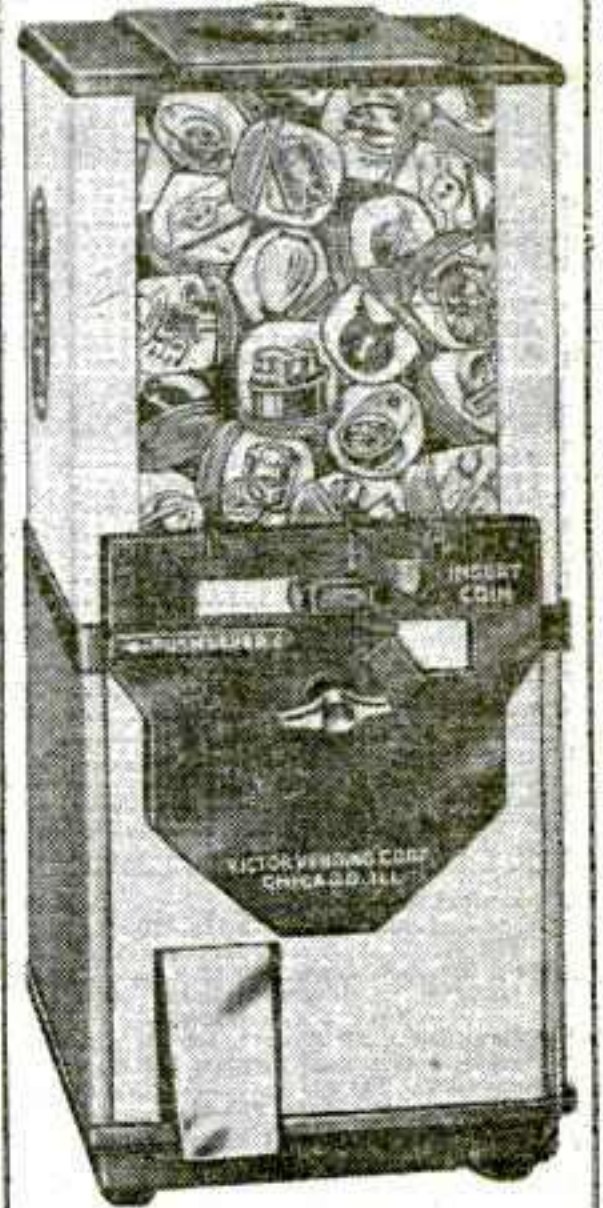
- N. W. Jet Capsule Mach. \$ 9.95
- Topper Cabinal, B. G. 9.95
- Advance Comb Machines 12.95
- Atlas 5c Capsule Machine 9.95
- Post-War 8 Col. Stoners 195.00
- Model V. B. G. Wheel 8.95
- Pre-War 8 Col. Stoners, theater. 125.00
- 2-Col. Card Machine, 3 for 5c. . 19.50
- 3-Col. Shipman Stamp Machine. . 22.50
- 2-Col. Stamp Machine 12.50
- Asstd. Counter Games 19.50
- (Write for List)
- Columbus Bi-Most Machine 15.00
- Silver King, 1c or 5c 8.50
- N. W. Model 49, 5c Machine .. 12.50
- Master, 1c and 5c 8.50
- 3-Col. Hot Nut 22.50
- DuGrenier, 6-Col., 1c Tab 14.50
- Mills 6-Col., 1c Tab 17.50
- Factory Reconditioned "Popcorn Saz" Machines 100.00

MEMBER NATL. VENDING MACH. DIST., INC.

Send for 1957 Catalog-Mdse. List! All Machines Completely Checked and Ready for Location. Order With Complete Confidence. 1/3 Dep., Bal. C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!



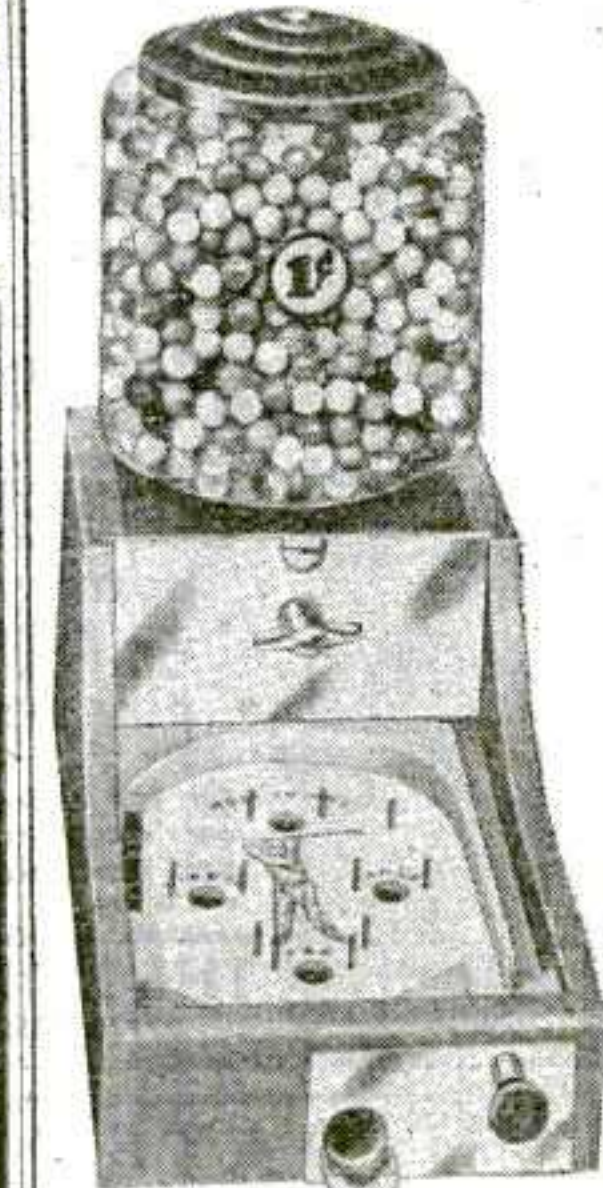
VENDORAMA SUPER MART

Now Features 10c and 25c Capsule Vending Holds 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 outstanding Money-Maker.

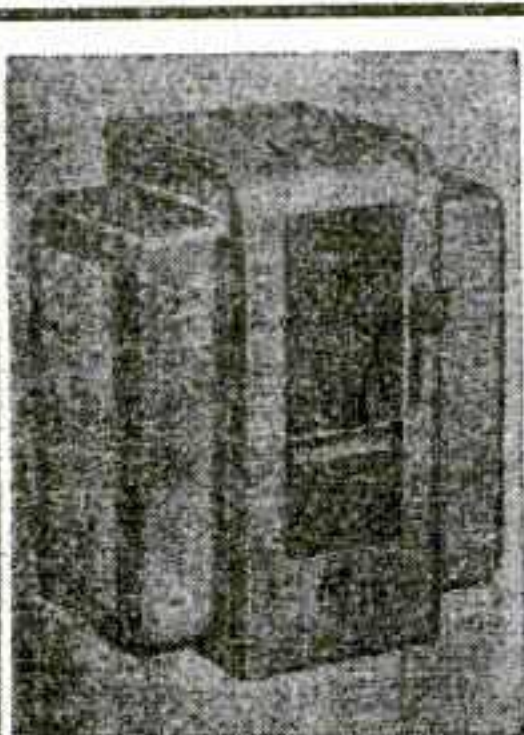


PLAY GOLF



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



LIVE DISTRIBUTORS WANTED

For the greatest money maker in its field, Coin Machine Operators in all parts of the country are adding Swami and Madam X napkin machines to their routes. Swami and Madam X has more location potential than any other coin machine, because you can place from 10 to 40 or more units in each restaurant location. A natural for juke box operators. Swami and Madam X is the only machine of its kind in the world, no competition. Our Los Angeles distributor sold approximately 50,000 units in three and a half years.

Write today for proof and free information and demonstration.

F. E. ERICKSON CO., INC.

P. O. BOX 3666 N. SACRAMENTO, CALIFORNIA

MERRY CHRISTMAS ATLAS MASTER Penny-Nickel BALL GUM CHARM VENDOR

Penny-nickel mechanism . . . one turn for a penny, five turns for a nickel. This means 30% more business because of the nickel play. The Atlas Master exclusive coin mechanism will not jam, skip nor take washers.

Send 35c for Sample Kit of Charms

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



"World's Largest Selection of Miniature Charms"

NATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES

PENNY KING COMPANY

2538 MISSION ST. PITTSBURGH 3, PA.



MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1r or 5c	\$14.50
N.W. DeLuxe 1r & 5c Comb.	12.00
N.W. #39 1r Porc.	7.95
N.W. Model #33, 1r Porc. Com- verted for 100 ct. B.G.	6.50
Silver King 1r B.G. or Mdse.	8.00
ATY Guns	30.00
Acorn, 1r or 5c	9.50

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	\$.85
Pistachio Nuts, Jumbo Queen	.69
Pistachio Nuts, Large Tulip	.66
Pistachio Nuts, Vendor's Mix	.57
Pistachio Nuts, Sheik	.43
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.37
Mixed Nuts	.32
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 550 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.47

Rain-Blo Gum, 50 ct.	\$.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Blo Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beach-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

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Globes, Brackets, Charms. Everything
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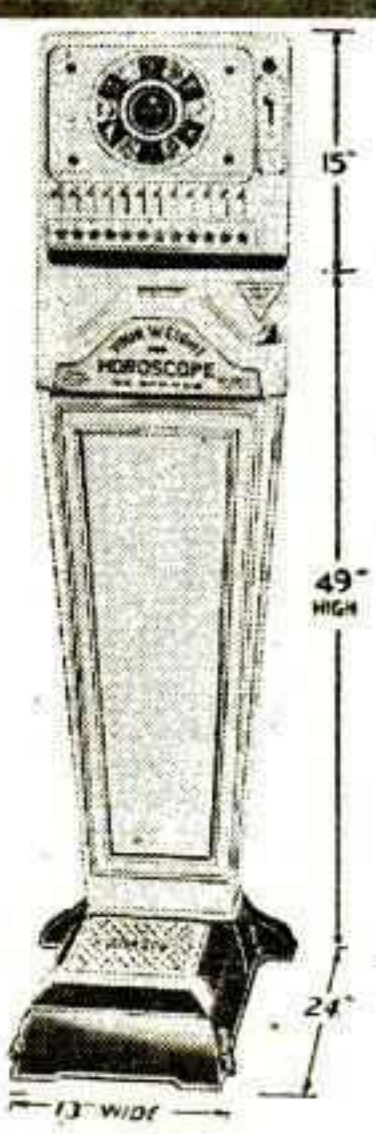
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BALANCE \$10.00 PER MONTH

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Est. 1889
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Bulk Banter

Continued from page 59

Michael Fichera who considers charms a necessity in his machines vending Boston Baked Beans and gum balls. He would have charms in other machines as well except that he finds the costs prohibitive. Having thought it out, he came up with the conclusion: "The total cost should be a 1 to 3 ratio. That is, merchandise plus charms should cost one-third of retail gross sales."

You can find California operators vending charms in widely differing degrees. Albert Martino, who has his venders located in markets, puts charms in 50 per cent of his machines. Fichera, just mentioned, has charms in 80 per cent of his venders. Then there are those like Harry McKinney Jr., William Siegle and Robert Biro, who put charms in only 10 per cent of their venders. Two other bulkmen, Robert Feldman and Ed Rosen, say they can't think of an operator that doesn't use charms.

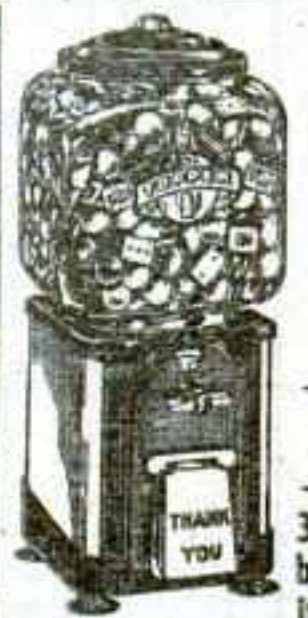
They must have overlooked Parke Hammer, an operator of 22 years' standing, who has never used charms and does not intend

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to do so. He said he sells only "non-taxable merchandise." Nuts alone fall into this category, for candy and gum are subject to the State sales tax in California.



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100 or more
Packed and sold 4-per case.

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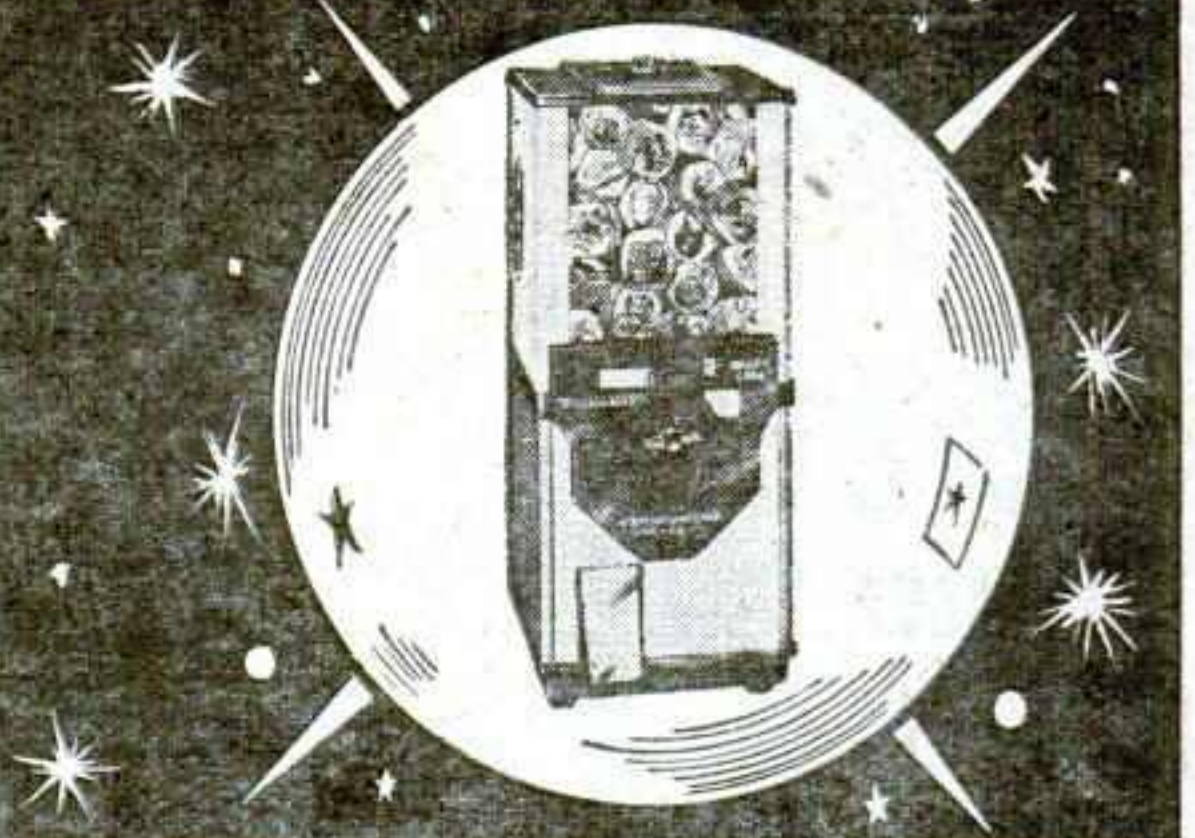
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W. Va. MOA Directors Plan Jan. 7 Conclave

Senate Copyright Bill, State Taxes To Be Discussed

CHARLESTON, W. Va.—The board of directors of the West Virginia Music Operators Association will make some final plans on the group's action regarding the Senate juke box copyright bill when they met at noon, January 7, at the Daniel Boone Hotel here in Charleston.

Also on the agenda will be a plan whereby the group hopes to work out an arrangement with the State Tax Commissioner so that operators can avoid loss of decals thru failure to get them off a machine when out of service or traded in.

Executive secretary Dana Hicks informed members that letters have gone out to all members of the West Virginia Congressional Delegation concerning the introduction of Music Operators of America president, George A. Miller. Most have replied favorably, indicating they would be glad to meet with Miller and hear the MOA side.

The directors' meeting, January 7, will be the last chance to set final plans prior to the scheduled congressional hearings of the O'Mahoney juke box copyright bill, January 15-17, at which both MOA and ASCAP will present arguments.

Wurlitzer Names L. A. Distributor

LOS ANGELES — The Wurlitzer Company last week (19) announced the appointment of Associated Distributors Inc., a new distributorship headed by Lee Walker, to represent them in the Los Angeles area.

Associated has leased the premises at 2775 West Pico Boulevard, formerly occupied by Sierra Distributors.

The appointment completes the [\(Continued on page 64\)](#)

UMO New 'Crash' Membership Drive

DETROIT — United Music Operators of Michigan (UMO) launched a new "crash-type" membership campaign last week enlisting not only the aid of their operator members but local distributors as well.

The format of the plan was presented to the membership at a recent meeting, receiving an enthusiastic response. The theme for the members was to build membership and active participation thru the slogan, "Bring a Buddy," urging present members to bring a fellow operator to sign up.

Distributors Help
But even more significant was the second phase of the plan which enlists the active co-operation of local juke box distributing organizations.

UMO officers, headed by con-

DETROIT OPS SERVE YULE PRISON JOY

DETROIT — Motor City music operators are carrying on the age-old tradition of show business by providing Christmas entertainment for the unfortunate. For the third consecutive year, the United Music Operators of Michigan gave pre-Christmas performances for inmates of the Detroit House of Correction, located near Northville, Michigan.

Two performances were given last Monday (16)—one in the men's division and one in the women's. The shows were presented with the co-operation of the Detroit Police Department. Acts sponsored by the UMO included: Vickie Adams, the "Rock & Roll Redhead," currently at the Clique Lounge, Lansing; The Tabs, male vocal quintet, and Adele Storm, "Songbird of the UMO." The Police Department furnished two acts, Tony Hosand and His Dogs, and Walter Wilson, magician, while Sgt. Arthur DeConinck of the Traffic Safety Bureau was master of ceremonies.

Operators' Holiday Record Buying Trails Previous Years

Lack of 'Hot' New Release Cited; Standards Programmed From Libraries

By AARON STERNFIELD and NICK BIRO

CHICAGO—Sales of Christmas records to the juke box trade have failed to keep pace with previous years and the main reason appears to be the absence of a really hot, new holiday release.

A spot check of operators and record one-stops throught the country revealed sales of holiday tunes to the juke box trade dragging anywhere from "slightly less" to as much as 50 per cent off from the previous year.

It appears most operators are programming less Christmas tunes, too, than they have in the past. And of the ones that are going on the juke box, most are standards and old favorites that the operator has in his record library.

New York

One exception is New York, where Christmas tunes are reportedly enjoying the best season in their history, with some music

boxes carrying as many as 20 yuletide sides, and most carrying at least four to six. But even here, distributors and one-stoppers report sales of yuletide tunes to the operators are nothing spectacular, with most operators relying upon their record inventories.

As Bernie Boorstein of Leslie Distributors, large Gotham one-stop, put it, "The Christmas season has seen the introduction of few seasonal hits but virtually no really big hits of any kind."

Old Standards

Of the holiday records that are selling, old standards still appear to dominate sales throught the country.

Bing Crosby's "White Christmas" is at the top of the list in virtually all juke box sales' tabulations. Close behind are his "Silent Night," "Silver Bells," "How Lovely Is Christmas" and "Jingle Bells."

New Releases

Of the current new releases, several appear to be headed for

good sales marks tho much of their popularity tends to vary by regional locals.

There certainly is no big overwhelming favorite that's taking the country by storm, such as "Rudolph the Red-Nosed Reindeer," with Gene Autry, in previous years.

Possibly the closest approximation is "Jingle Bell Rock," with [\(Continued on page 64\)](#)

PSYCHOLOGY

Op Lists 3 Gimmicks to Boost Gross

BOSTON—The use of a few bits of psychology did wonders in boosting juke box play for Dave Gropman, Beacon Hill Music Company, in this staid and conservative New England city, where people aren't too easily moved by new-fangled promotions.

Marked Coins

Dave thought for a while and finally fell back on a trick used by veteran coin machine men—the device of distributing marked coins. This worked so well that he decided to invest his own unmarked coins. He found that distributing [\(Continued on page 64\)](#)

George Miller Ends Stay In Hospital

OAKLAND, Calif.—George A. Miller, Music Operators of America president, appears well on the road to recovery after being confined to a hospital in Oakland recently.

While there was no official comment from Miller or his office, a source close to Miller indicated he planned to be resuming his duties [\(Continued on page 64\)](#)

Gordon Tells Ops Existence Hinges on Dual Pricing, EP

ALBANY, N. Y.—Jack Gordon, Seeburg sales executive, told nearly 40 juke box operators here that their existence as successful music merchants depends on their awareness of EP programming and their use of dual pricing.

Speaking at the Albany branch of the Davis Distributing Company Tuesday night (17), Gordon combined his talk with a recorded music concert to point up changes in popular music tastes.

Gordon emphasized that the operator must understand the music business thoroly if he is to make headway, as "today, the operator is one of the most important men in the music business."

Need for Knowledge

Ten years ago, explained Gordon, when the 24-selection and 48-selection machines were standard, the need for knowledge of the record business on the part of the operator was not great. Today, when the 200-selection unit is the

industry's standard, he added, this knowledge is essential.

Gordon traced the development of the 78, 33 $\frac{1}{2}$ and 45 records and explained why the 45 EP will grow in popularity. He pointed out that the use of the EP in juke boxes was originally conceived as a gimmick to ease the conversion from nickel to dime play.

But, said Gordon, the operator soon learned that the EP had tremendous pulling power. In Westchester County, for example, operators began buying EP records in 1954 when they switched to dime play.

At the time, they had no serious intentions of programming EP's permanently. But they soon learned that the EP's were heavy earners, and now they are programming more EP music than ever before.

Buying Preferences

The singles market, said Gordon, is fast losing ground to the EP and LP markets, and the preferences of the public are similar in juke-boxes to general record sales.

He cited figures of the Record Industry Association of America showing that while single sales have leveled off, album sales have

soared during the last four years and they are now well ahead of single sales.

"The 200-selection juke box is wasted when it is used for singles exclusively," said Gordon. According to releases listed in The Billboard, some 1,009 singles were released in a three-month period, he said. Of these records, only the top 30 will earn any money for the operator, Gordon concluded.

High Cost

The cost of looking for the golden disk is often prohibitive, Gordon argued.

Gordon said that the general public is concentrating its buying on multi-selection records and that while certain singles will do well in certain geographical areas, albums are more apt to rack up national sales.

According to Gordon, few operators program jazz properly, and fewer program progressive music, both of which are extremely popular with the teen-age audience.

Gordon cited trade paper adver- [\(Continued on page 64\)](#)

Hirsh Coin Quits Vending

WASHINGTON — The cigarette vending operation started in September by Hirsh Coin Machine Corporation, large juke box and amusement game operator here, has been discontinued.

The firm's secretary, Roger Squitro, said last week that the vending portion was dropped because it was "a little too much work." The venture was "very profitable," he said, but "more help was needed behind the scenes for every man on the street."

Equipment was sold to G. B. Macke Corporation, largest vending machine operator in the area. Squitro pointed out that there is a possibility the vending operation might be resumed sometime in the future.

GOTHAM SMILES

Games and Jukes Pick Up As Subway Strike Ends

NEW YORK — Juke box and amusement machine operators here are breathing easily again. The eight-day subway strike, which had been tying the city in knots, ended Tuesday night (16), and by Wednesday, service was back to normal.

For the first three or four days of the walkout, coin collections were far below normal for this time of year. But as some of the motormen began returning to work late last week, and as new men were put on, the coins began dropping in the juke boxes and games as well as in the subway turnstiles.

Bar Business

Bar business, which was off

sharply during the strike, is now heavy, and both juke box and amusement machine play this week is running well ahead of what is normally expected this time of year.

The net result, tho, will be a loss for operators. The coinmen reported collections off as much as 50 per cent during the strike, and even the increased collections between now and Christmas are not expected to make up for the loss.

Festive

The city itself is in a doubly festive mood, with the strike settlement coming at a time of year which is normally associated with [\(Continued on page 64\)](#)

Coinmen You Know

Boston

By CAMERON DEWAR

Bob Jones, of Redd Distributors, took a tour of the Connecticut territory and looked in at the regular meeting of the Eastern Connecticut Operators' Association to greet Abe Fish and Jim Tolisano. Also present was Ralph Ridgeway, Springfield, Ralph, who is president of the Western-Massachusetts Music Guild and a director of MOA, made a speech on MOA membership and discussed the situation with ASCAP.

Adolph Dugas, Webster, also attended the meeting, which was held at Jim O'Conner's shop in Danielson, Conn. Adolph played host at dinner for the operators. . . . A couple of Maine operators popped into town to look over the music situation. They were Sol Robinson, Lewiston, and Ed Campagna, Springvale.

Reports from David Bond and Irwin Margold, now on a trip to Europe, sound like there's good business ahead in the export line. They have found games and music very active and plan to complete their travels in about two weeks. Meanwhile Marshall Caras, minding the shop at home, says business is keeping up well and notes special interest among operators in two new pin games.

Jerry Flatto, Boston Record Distributors, is pretty proud these days. Reason is the one-stopper is happily awaiting the birth of a son (he hopes). He already has a daughter. . . . Tony Paglorca is the new assistant at Dick's Records now that Beverly Schade is mar-

ried. Boss Dick Mitchell is enjoying a rush of business from the Christmas trade.

Ed Ravreby, Associated Amusements, Inc., is overjoyed at the big interest being shown in the new record machine which is now on display. General Manager Dick Mandell taking what will probably be one of his last trips, piloting his own plane thru Connecticut, now that winter is approaching. . . . The Massachusetts Merchandising Council is planning a big social event early next year. Alfred I. Sharenow, Cigarette Service, is chairman.

Los Angeles

By SAM ABBOTT

Walter Cook and Mrs. Cook just returned from a vacation in Mexico. They flew to Mexico City and made side trips and tours from there, spending approximately two weeks south of the border. . . . Pat Pugliese, who was formerly with Minthorne Music, has opened his own parts department as a concession with American Coin. . . . Jean Minthorne, Minthorne Music, just returned from Phoenix, where his firm has a branch. . . . Paul Vogel, who conducted the used equipment department at Minthorne Music, is recuperating from injuries received in an automobile accident. He plans to return to work in about two weeks.

Al Weymouth, Weymouth Distributors, Smokeshop representative, is back from a business trip to San Francisco. . . . Puente music operator Harvey Kirby and his wife, Virginia, are receiving congratulations upon the arrival of their second son, Robert Michael. The Kirbys also have a daughter, Lou Wolcher, Advance Automatic Sales, San Francisco, in town and making the West Pico rounds, visiting with C. A. Robinson and William R. Happel Jr. . . . C. A. Robinson, of the firm bearing his name, just returned from Chicago where he visited the United Manufacturing Company's plant. He leaves soon for a Caribbean cruise. He plans to return following New Year's.

Ray Eberts, who retired from the operating field some years ago, still makes the West Pico rounds to visit friends. Last week he visited with Charlie Robinson. . . . Mrs. P. A. Barnes, Puente, in town shopping for games on her route, which she has operated since 1936. . . . The George Youngs are back at their home in Selma, Calif., following a combination business and pleasure trip to Miami. Young is the Wurlitzer distributor in that area. . . . William Leuenhagen is lining up spots as well as phonographs for a number of Christmas and New Year's Eve parties. Leuenhagen has been in this business for a number of years and reports that the indications are this will be his biggest holiday season. Business for his firm, excluding the one-stop record service, is already ahead of last year by a sizable percentage.

Washington

By DELORES NEWCOMB

G. B. Macke Corporation is bustling with activity. The company is moving to newer, larger quarters, with no more than the usual amount of confusion. Sid Lotenberg describes the new home as "probably one of the largest buildings of its type in the country." Things should be "back to normal" about the first of the year, he says. Macke has installed an automatic cafeteria in the RCA plant in nearby Alexandria, Va. Firm now has automatic feeding

facilities in about 20 plants in the area, and in seven or eight plants out of the metropolitan area.

Employees of the Hirsh Coin Machine Corporation were given "very generous bonuses" in celebration of the successful year, according to Hirsh treasurer Roger Squitroco. Presentations were made at the annual Christmas party given for employees last week. President de La Vieu, and vice president Phil Mason, are looking forward to winter sojourns shortly after the first of January.

Detroit

By H. F. REVES

Maurice J. Feldman, Central Coin Machine Exchange, is keeping busy with placement of the popular new bowling games on location, remarking between breaths, "This is the first time I've been able to sit down today," so hectic have been the demands for the new equipment. . . . Joseph Brilliant, Brilliant Music Company, has returned from an early winter vacation at Hot Springs, Ark., rejoining sales manager Ray Taylor in handling the rush of business. Collector Dave Stavelberg is kept hopping with the new bowlers, while his pal, Chester Moros, who has music machines only for Brilliant, continues his routine operation placidly.

Joseph Auton, manager of King-Pin & Equipment Company, and Richard O'Meara, manager of Music Systems, met for a friendly cup of coffee on our snowy Friday afternoon. . . . Frank Alluvot, head of Frank's Music Company, juke box operators, is adding a number of the newly approved bowling games.

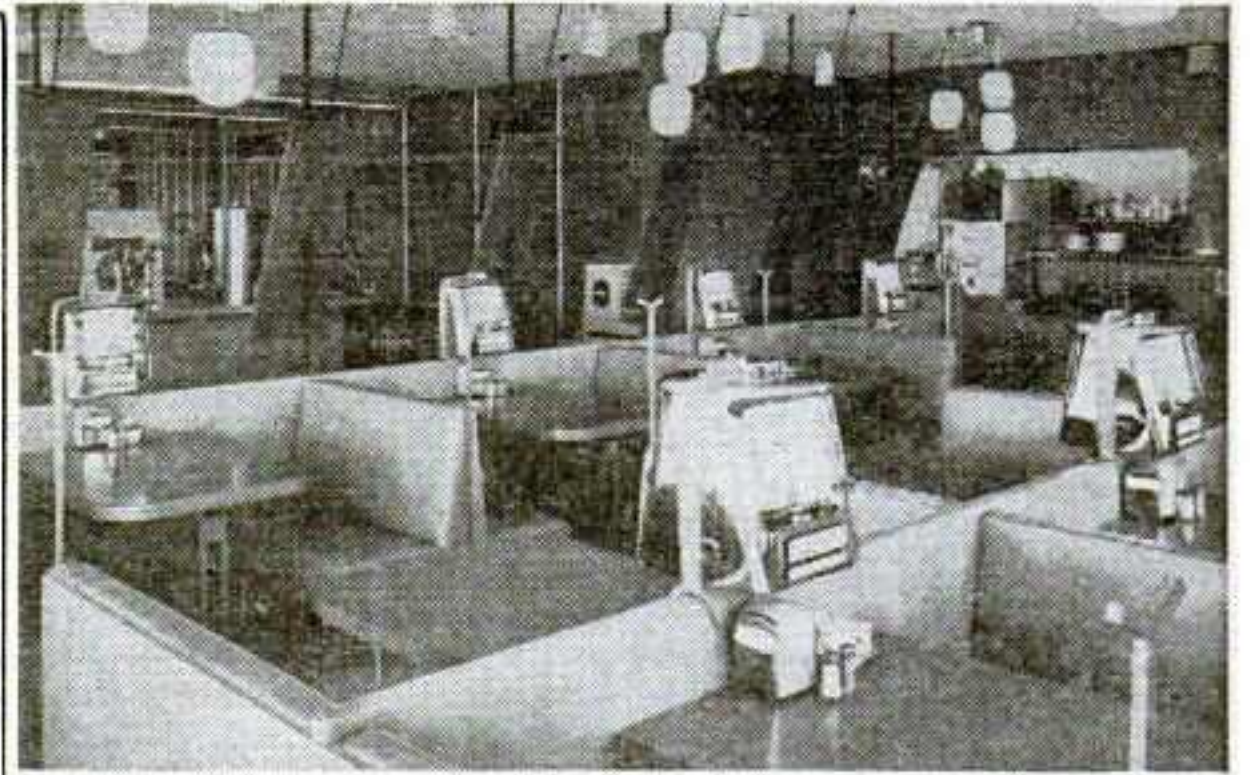
Harley Ketchpaw, collector for Frank's Music, has returned from a deer hunting expedition. Johnny Marklin, also a collector, took a week's vacation, timed to celebrate his son's wedding. . . . Frank Alluvot Sr., who recently moved into a new suburban home in Southfield Township, has returned from St. Louis, where he went to attend the funeral of an aunt. . . . The Joy Amusement Company, operated by James Morisi and Frank Bladergroen Jr., formerly in Northwest Detroit, has moved to the suburb of Redford Township. They are adding the new-type bowling games in Detroit locations.

Nicholas Koby, formerly a tavern operator, is entering the vending business with the formation of the new Koby Vending Company on the East Side. He is first establishing a cigarette route and plans to go into full-line diversified vending, including industrial locations.

Roy Small, United Music Operators' conciliator, was special guest at the UMO board meet, with coffee and cake to celebrate his birthday. . . . Sam Willens, Willens Music Company, celebrates his birthday on Christmas Day. . . . Sammy Sapienza, Eagle Music Company, is getting set to celebrate his birthday on January 9. UMO office secretary Adele Storm says the operators are secretive about their ages.

F. E. Koppelman, president of Automatic Caterers, is a firm believer in the policy of reviewing operating methods and making adjustments in company policies to meet changing business conditions.

James Wanink, manager of Automatic Merchandising Company in this area, is looking forward to some relaxation and more time for personal matters after his active



WALL BOXES at the newly erected White Spot Restaurant, at Denver's Lakeside Shopping Center, are mounted on brackets so as not to interfere with customers' eating. Brackets are covered with upholstery to match the booths. Multiple speakers are spotted thruout the cafe, and the phonograph is remoted in the basement.

year. . . . Interstate Detroit Coffee Company, headed by Richard M. Kopel and specializing in fresh-brewed coffee, is reported engaging in an important expansion program.

Twin Cities

By MAURICE BERNSTEIN

Amos and Danny Heilicher, Advance Music Company (who also own a recording company and record distributorship), have announced plans for a seven-million-dollar office building which will hold their own enterprises as well as house executives of several textile firms. Construction will begin as soon as a suitable location is obtained. . . . Tournament league bowling is still a much discussed subject among coinmen in this area, despite the NCMDA's rejection of the idea, reports Sol Rose, Sandler Distributing Company, Minneapolis.

The new "no-switch" feature that is a part of several new coin-operated bowling alleys is meeting distributor and operator praise, according to Lou Ruben, Lieberman Music Company, Minneapolis. . . . In Minneapolis shopping for equipment were operators B. F. Kragtorp, Tracy; Eddy Kubus, New Prague; Gabby Clusieu, Grand Rapids; Johnny Johnson, Staples, and Mr. and Mrs. Don Isensee, Hager City, Wisconsin.

The use of point-of-purchase juke box promotional items seems to be meeting with much more approval here than in most other parts of the country. Jim Christensen, Automatic Games Supply Company, St. Paul, says operators report increased playing of EP's on dual price machines when EP jackets are displayed near the phonographs. Christensen claims he has heard no bad reports from any of the operators who have tried out the jacket displays.

Memphis

By ELTON WHISENHUNT

A number of operators have sidelines that are taking an increasing amount of their time. Among them are Joe Cuoghi, who has interest in a new record label, Hi, whose first release is going in Memphis. . . . Parker Henderson's sideline is golf when he can get time to play, also flying and stock in an oil property.

Drew Canale, Canale Amusement Company, also has a record company going, Crystal Records, Inc. His first release, a big secret now, is due in early January. He feels fellow operators will be grabbing it like hot cakes.

Clarence Camp's sidelines are many. He is president of Southern Amusement Company, also flies, fishes, does woodworking, has several business enterprises besides his coin machine routes and is a stock-car racing promoter. . . . Bill Forsythe, Forsythe Music Com-

pany, Millington, Tenn., is alderman of his city.

Milo Solomito, owner of Ace Music Company, is a store owner on the side and spends much time there. . . . Edward H. Newell, owner of Ormatt Amusement Company, is a worker with Boy Scouts. He's vice-chairman of the Southern District Council of Boy Scouts of America, with many years of good service behind him.

Stanley Werner and wife, Rose, own Dixie Music Service and also operate a cigarette vending service. Stan's sideline is Greyhound bus driver while his wife oversees the routes. . . . George Sammons, president of Sammons-Pennington Company, works on the side with operators in Arkansas and Mississippi informing them on facts about conversion to dime play.

H. L. Todd, manager of Commodities, Inc., reports good collections from his hot chocolate machines. . . . Charles E. Pugh, manager of Quality Vending Service, and John D. H. Meyer, Meyer Sales Company, are among other food operators reporting brisk business this fall.

Milwaukee

By BENN OLLMAN

Erich Rakow, Canteen Company manager, has returned from a seven-week trip thru Europe. In charge during his absence was James Bruckbauer, his assistant. . . . According to Otto Hadrian, currently marking his 18th year in the coin machine business, receipts are spotty. Most of Hadrian's music equipment is on dime play. "EP's are a big help in selling dime music to location owners," he says.

Glenn Geadtke, G. & W. Novelty Company, is recuperating from recent surgery and putting in several hours a day at the office. . . . Cold temperatures haven't cooled off Ken Kulow's ardor for his favorite pastime—golf. . . . Jim Mayer, veteran counterman for Radio Doctors, is back on the job at the Wells Street one-stopper in tip-top shape.

Sam Cooper, manager of Paster Distributing Company plant, has been hard hit by the flu, which has kept him off the job for over a week. . . . Joe Volk, Madison music and games operator, stopped at the Paster headquarters to shop for new equipment. . . . Carl Betz, P. & P. Distributing Company route foreman back from Florida, reports business at a low ebb. Plans call for placing heavier concentration on music routes in months ahead, he said.

Bob Puccio spent some time in the north woods with a couple of location owners, but didn't bring back any deer. A bit luckier were Bud Wagner and Jay Alberndt, routemen for Harry Cisler. They

(Continued on page 69)

H200

Eyes see faster . . . ears hear truer . . . hands move surer, swifter with the coin to play the big take SHOWBOX "H-200." Now at your distributor's!

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MOST EP'S
80¢

78 RPM
60-71¢

45 RPM
55¢

LP'S:
\$2.47
\$3.09
\$3.69

★ Free title strip service
★ No extra charges
★ C.O.D. or check & postage with order

THE MUSICAL SALES CO.
MUSICAL SALES BLDG.
BALTIMORE 1,
MARYLAND



SEASON'S
GREETINGS

It is a Genuine Pleasure at the Holiday Season,

to Depart from the Usual Routine

of Business and Wish You and Yours the

SEASON'S GREETINGS

May the New Year Bring You Much Happiness

and a Full Measure of Prosperity

ROCK-OLA

MANUFACTURING CORPORATION

800 North Kedzie Avenue

Chicago 51, Illinois

Gordon on Dual Pricing, EP

• Continued from page 61

tising and record popularity charts, all showing that the album market is fast moving to a position of dominance.

With EP play accounting for a sizable percentage of selections in 200-selection juke boxes, Gordon said that dime play is no longer economically feasible for all records. He pointed out that six minutes of music for 10 cents is no better than straight 5-cent play for singles.

To assist the operator in selling dual pricing to the location, Gor-

dun advocated the use of split drums, with singles on the left at 10 cents and albums on the right for 15 cents. He proposed this breakdown in the jazz, country and western and rhythm and blues sections.

The operator should try to have both the singles and EP versions of artists on the same drum, he said. In order to facilitate this type of programming, Gordon announced that the J. P. Seeburg Corporation has plastic classification panels for singles and EP's for the major music types.

The title strip companies, he added, are aware of the growth of EP's and are currently printing strips which allow the operator to program EP's properly.

To illustrate his point, Gordon played some of the more popular albums, others which depicted music trends, and contrasted them with the hits of yesteryear.

After the talk, the operators were guests of Harry Wertheimer, manager of the Davis Albany office, at a collation.

Solomons at University

CHICAGO—Oops—our slip! In the December 16 issue of The Billboard Sam Solomons was erroneously identified with Cleveland Coin Machine Exchange. As everybody (including a red-faced Billboard staffer) knows, Solomons heads up University Coin Machine Exchange. Cleveland Coin Machine Exchange is headed by M. S. Gisser.

COIN MARKET PLACE
CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 Patterson St., Cincinnati 22, O.

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

Parts, Supplies & Services

45 RPM VOICEOGRAPH CONVERSION

Put new life in your old 78 rpm Voiceograph. 45 rpm Conversion Kits for all models. Complete details and price on request.

Leslie Anderson, Seaside Heights, N. J.

Used Coin-Operated Equipment

ANYTHING IN VENDING MACHINES—Every type machine made; new or used; under the market price. Established 30 years. Mack H. Postel, 2952B Milwaukee Ave., Chicago, Ill. de30

CIGARETTE CANDY VENDING MACHINES: reconditioned, refinished, guaranteed like new. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. de30

FOR SALE—USED BINGOS OF ALL TYPES. Write for prices. Frank Guerrini, 1211 West 4th St., Lewistown, Pa. de23

FOR SALE—USED CIGARETTE MACHINES, ready for location, 25¢ & 30¢ operation. 9 Col. Keeney, \$40; Lehigh 8 Col., \$75; Lehigh MC 10 Col., \$85; Lehigh MC 12 Col., \$95. Send 1/3 deposit. Frank Guerrini, 1211 West 4th St., Lewistown, Pa. de23

SHIPMAN DUPLEX STAMP MACHINES. \$10; Triplex, \$29.50 each, like new. Folders direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. Ja6

10 POKERINOS, A-1. MUST GO. MAKE offer. Will deal on Kiddie Auto or Train Ride. Crowding's Pier, Betterton, Md.

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 49's, Acorns, Toppers, Silver Kings, Counter Games, send your lists. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-17n

USE THIS HANDY FORM TODAY

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

Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no 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.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ _____ Payment enclosed

Address _____

Address _____

City _____ Zone _____ State _____

Psychology

• Continued from page 61

a handful of change to a waitress in a diner, restaurant or barroom was a good investment. He figured he'd get them all back, too. He did.

And on top of that, he gained the good will of the help and became known as a big spender among the patrons of the spots.

He also found that moving a record from one position to another is an excellent idea. Frequently, he says, patrons get used to seeing records in a particular sequence. Change this around, he says, and it is something amazing what it does for business.

Another little trick that paid off for Dave was always to go into a location with a full kit of records. Even if only one or two were changed and the position of a few others shifted, it looked to the location owner and patrons who might be watching that a lot of changes were being made.

Shift-Records

He discovered from experience that if he walks into the spot with one record in his hand the owner thinks it is a pretty small affair. But with a full kit, even if a good deal of the shifting is really ledger-dominant, the location owner sees a lot of action and feels he's getting better service.

Dave says there really isn't much to say about these little bits of psychology. But he does admit that he counts a bigger gross now that he practices it all the way around his route.

Wurlitzer

• Continued from page 61

breaking up of the California territory by Wurlitzer, which was formerly handled by Sierra Distributors. In October, Wurlitzer named George K. Young of Selma, California, distributor for the Northern portion of the State (The Billboard October 28), and Pacific Distributing Corporation in San Diego to represent them in the Southern area (The Billboard, November 11). The firm also has Emarey Distributing Company representing them in San Francisco, bringing the total of California outlets to four.

Associated will be handling the territory surrounding Los Angeles including the counties of Los Angeles, Orange, Riverside, San Bernardino, Santa Barbara and Ventura in California and Clark and Lincoln in Nevada.

Associated's new head, Lee Walker, has for years been associated with M.A.C. Vendors, Inc., a large co-operative-owned music operation on the Coast.

He will be assisted by Barney Smith, vice-president of Associated, and Gabe Orland, secretary-treasurer of the new distributorship.

The service end of the business is headed by Dick Kerr.

A complete renovation of the building leased by Associated is now underway, with the firm currently doing business from the new location.

George Miller

• Continued from page 61

in his office early this week.

Undergoing Tests

The nature of Miller's illness had not been disclosed. However, he was known to be undergoing numerous tests and his condition was described as "very satisfactory" by his office.

The news virtually ends speculation that Miller's illness would interfere with his attending Congressional hearings January 15-17 on the O'Mahoney juke box copyright bill. While no comment was forthcoming from his office, his attendance at the hearings along with MOA legal counsel Chauncey Carter, is now thought certain.

Holiday Disk Buying Trails

• Continued from page 61

Bobby Helms, whose sales are popping up with increased frequency throughout the country.

Popularity Varies

Other than this, popularity of tunes varies very much by individual cities. In Sacramento, for example, a pair of novelty-type tunes are holding their own among the old standards—at least to the juke box trade. They are "Hat Too Big," with Mel Blanc and "Little Sandy Sleighfoot," by Jimmy Dean.

Chicago operators, with what might be construed as slightly more scientific leanings, have bowed to the times by sampling "Santa and the Satellite," with Buchanan and Goodman. Another novelty holiday tune, "Merry Old Philosopher," with the old philosopher himself, Ed Lawrence, is also getting some play in the Windy City.

Small Play

With few exceptions, notably the mentioned New York case, operators are putting anywhere from three to six Christmas disks on their machines. While play is seldom more than a small percentage of the total, most locations demand the tunes and operators feel they have to comply, if only to keep peace on earth and good will . . . with their customers.

Gross takes from the holiday records, while good in a few scattered locations, are generally hardly worth the bother, some operators reported, if it were not for the customer angle of people at least wanting to see some yule disks.

Too Early

As one operator, Leon Mohill in Chicago, put it, "It's a little early to tell just how much we'll make on the Christmas tunes, but if past performance is any indication, we won't do much."

Another Chicago operator, Frank Padula, pointed out that it was this limited play feature of holiday standards that enabled the operator to build them up in his library. He noted his firm had been able to use some of the repeat standards for three to four years, storing them away till the following Christmas.

Libraries

Many operators have been able to build up sizable Christmas record inventories this way. A good example is Joe Connors, a New York operator, who has a library of some 600 sides for his 100-machine route. In the past, many operators had been buying records for Christmas and turning them in for 15 or 20 cents right after the holiday season. But lately they have been keeping these disks and building their libraries.

One-Stops

The practice is felt among one-stops and record distributors as

UMO Crash Drive

• Continued from page 61

widely thru the State as well as the metropolitan Detroit area.

75 Attend

At one meeting, held at Miller-Newmark Distributing Company, interest was shown by the attendance of some 75 operators, mostly from the local area, but an encouraging up-State showing. Invitations had been sent to all known music operators in the State.

Art Hebert, manager of Miller-Newmark's Detroit office, said that about 100 letters were received from operators—all sympathetic to the general trade association expansion.

The membership campaign was kicked off with the signing of John Sullivan, Sullivan's Music, who holds the distinction of being the first operator to join UMO as a result of the program. He was personally contacted by Ed Carlson, UMO president.

well. Most note that operators normally cut their record purchases anywhere from 10 to 50 per cent during the two weeks preceding Christmas. In programming Christmas tunes, the operator naturally buys less current popular hits, since he only changes a certain amount of records on his machine. With this year's operator library factor entering into the picture, purchases are even down more than usual.

In Chicago, Fred Sipiora at Singer One-Stop, noted that not only buying of holiday tunes was off, but the record sales in general to operators was off by about 20 per cent.

He noted that "most of our operators are using fewer Christmas numbers than in the past."

Small Percentage

In Sacramento, Calif., Record Supply Distributors, Inc., felt record sales were about the same as last year, but the percentage of Christmas disks bought was a bare 4 to 5 per cent.

Lieberman Music Company, Omaha one-stopper, said operator buying of all records, including Christmas tunes, was down by about 50 per cent. "Most of our operators use about five or six yuletide tunes, but principally from their libraries."

A. Williams Company, Philadelphia one-stop, also noted a slight drop in sales to operators, tho they weren't sure just how much. Williams also felt the lack of a new hot release was the key answer.

New Op Companies Chartered in N. Y.

NEW YORK — The following operating firms have been granted charters of incorporation in New York:

George Horowitz Associates, Inc. coin machines, Westbury, N. Y., has been granted charter of incorporation listing capital stock of 200 shares, no par value. Directors: George Horowitz, Lorraine Swarts and Beatrice Meltzer.

Mark Coin Machine Company, Inc., coin machines, Buffalo, N. Y., has been granted charter of incorporation listing capital stock of 200 shares no par value. Directors: Jane C. Donahue, Robert F. Conway and Edward M. Gantzer.

Dean Music Corporation, vending machines and phonographs, c-o Joseph M. Godman, Manhattan N. Y., has been granted charter of incorporation listing capital stock of 200 shares no par value. Directors: Joseph M. Godman, Essie B. Schiller and Max J. Weinman.

Gotham Smiles

• Continued from page 61

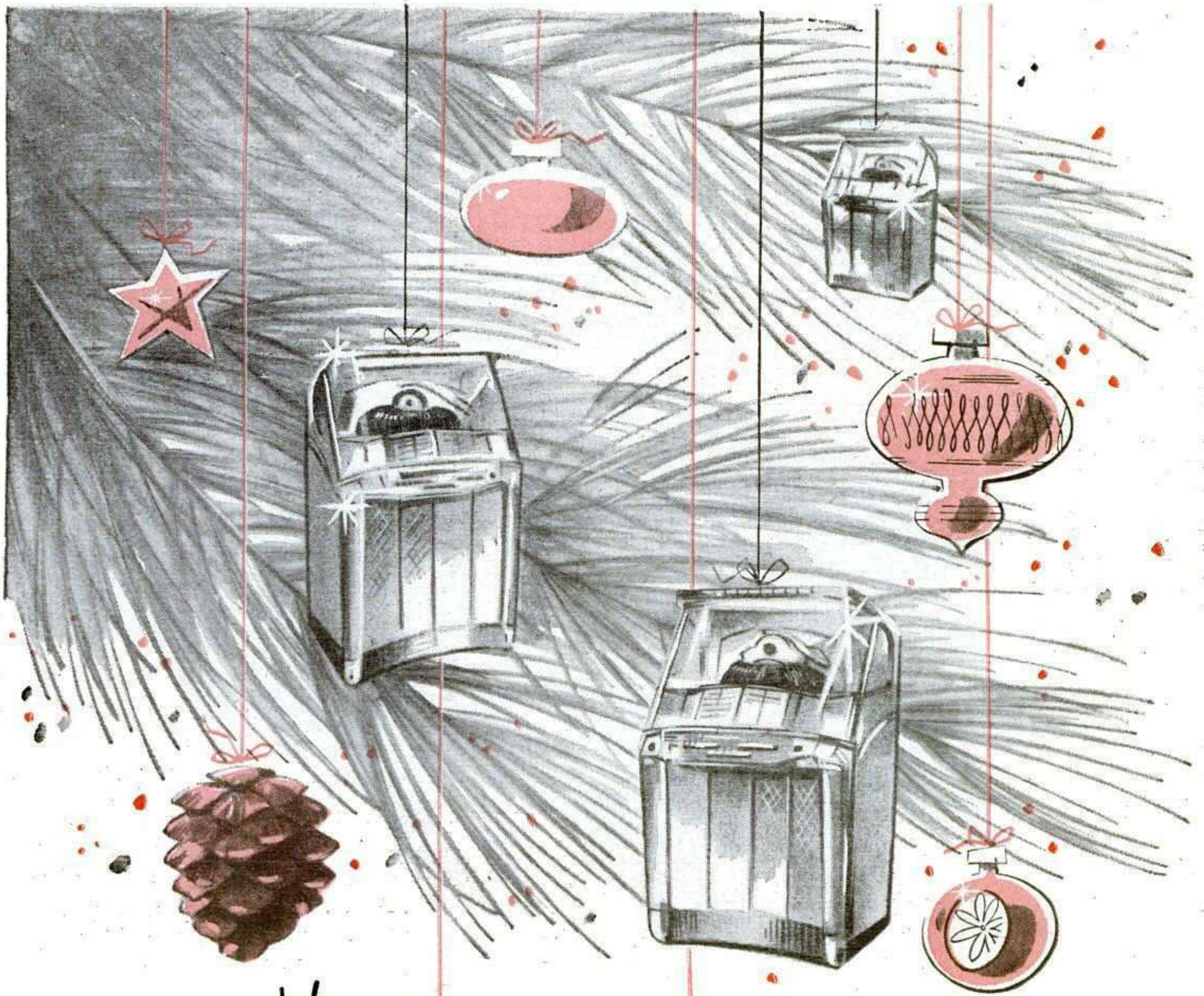
good fellowship and friendly elbows being bent at pleasant taverns.

All this adds up to more juke box music and more shuffleboard play. To make the situation even brighter, a relatively warm spell has hit the city, after a week of freeze and snow.

Shopping crowds are at an all-time high, with Macy's reporting the only \$2,000,000 day in its history early this week. And a goodly portion of the shoppers seem to have a couple of dollars left over for a visit to the nearby tavern, and a few dimes left for the juke box and shuffleboard.

Yam Incorporates

OPELOUSAS, La. — Yam Amusements, Inc., juke box operating firm, has been granted a charter of incorporation listing capital stock of \$1,500.



Have a
HAPPY CHRISTMAS
and a Profitable New Year



THE WURLITZER COMPANY
AND ITS DISTRIBUTOR ORGANIZATION



New Ball Bowlers Hit Detroit; Revolutionize City Operations

Perk Up Town Game Trade, Bring Sales, Optimism, Location Flurry

By HAL REVES

DETROIT — Approval of the new ball bowling games for city locations here has opened the town to new games for the first time to any significant extent in over a decade, since the early days of shuffleboard.

Symptoms of a new "gold rush" have enlivened the local scene since the formal approval of the new smooth alley games by the Detroit Police Department. (The Billboard, November 25.)

Manufacturers have rushed to turn out and step up production on the newly-licensed models, which are to be without the electrical contacts on the alley surface, used on previous ball bowler models.

Shipments of the new bowlers, made by Bally, Chicago Coin and United, are coming into the city in quantities and operators are rushed to install them on location. Considerable work is involved. In most cases each installation means the removal of an older game, usually a shuffleboard or skee game.

Not at Par

But a representative survey of operators and distributors here indicates that, with a number of exceptions, the new games have

not yet won the terrific popular acceptance which some first optimistically looked for.

While the games have not yet realized their true potential here, the future prospects are very good, provided adequate promotional effort back of them is sustained and operators do not become discouraged by the first returns which may be less than expected.

The town has been game-starved — this is a basic truism which the industry here recognizes—but it does not yet mean that the public will flock to patronize the first new game that comes along without preparation. Little or no publicity has been given to the new games generally in this area. The public discovers them when they

(Continued on page 68)

New Bally Bowler Shoots Ball at Pins

CHICAGO—The latest innovation in the game field has players shooting balls at bowling pins, rather than bowling them.

All-Star Bowler, a compact, five-and-a-half-foot Bally Manufacturing Company "gun-bowler," was shipped to distributors last week.

The new game has two characteristics — besides its radical new play features—that set it off from its predecessors in the bowling game lines: It is the smallest size bowler to appear in years; it lists at the relatively low price of \$575.

Three-inch, hard-plastic balls are fed into the "gun" one at a time. The "gun," mounted at the player's end of the game, continually pivots from side to side, covering the 10-pin target field from end to end. Player presses a lever at front of cabinet to "fire" a ball at the pins. Timing is important in scoring, with strikes possible only when lever is pressed while gun momentarily points directly at strike zone.

Two Can Compete

Either one or two players can play the game, with regulation scores registered automatically in the fashion of shuffle and ball bowling games.

Built without trip switches on the alley surface, scores are registered when ball hits pins, as on the latest new ball bowling games.

Herb Jones, Bally vice-president, said the new game was designed to accommodate those locations

where 11, 14 or 18-foot bowlers would not fit. He estimated that there were 50,000 such potential locations in the country. He said that a survey made among company distributors prompted production of such a game.

Jones mentioned transportation depots, small taverns and restaurants and cocktail lounges as examples of some types of locations requiring a more compact game. The firm expects, he said, that the new game will particularly suit the many limited-space locations on the East Coast.

All-Star Bowler has plastic pins scaled to size of the three-inch ball, in ratio comparable to that of actual bowling ball and pins. Coin chute is set for dime play.

400 Attend AAMONY Eighth Annual Banquet

NEW YORK—Some 400 persons filled the grand ballroom of the Park-Sheraton Hotel here Saturday night (14) for the Eighth Annual Banquet of the Associated Amusement Machine Operators of New York.

As in the past, the evening was barren of speeches, but it was replete with libations, good food, top-quality entertainment and dancing.

Dance music was provided by the Sam Wilson orchestra and Jack Oliver emceed the show, which starred Zero Mostel, comic. Other acts were Mara Gay, exotic; Ming and Ling, comic team, and Hibbert Bird and LaRue, dance team.

Distinguished guests included Art Garvey, Bally Manufacturing Company; Jack Gordon, J. P. Seeburg Corporation; Ben Gordon, Music Operators of Connecticut; Tom Greco and Jack Wilson, New York State Operators' Guild; Nash Gordon, Music Operators of New York; New York License Commissioner Edward Doyle, and City Councilman Jack Kranis.

In a prepared statement, President Sandy Warner said that "we are part of a business which in the past has been a prime target for various reformers, zealous investigators, uninformed newspapermen and ambitious politicians is well known to all. That the Associated Amusement Machine Operators of New York has not had to seriously alter its methods of operation because of this spotlight is no mere accident or oversight, but rather a result of painstaking step-by-step re-examination of our actions and practices."

EVOLUTION OF THE BOWLER: 1957 RECAP

CHICAGO — Every year one game stands out to characterize the fortunes of the game industry. This year, it was the ball bowler.

Actually born late in 1956, the ball bowler in 1957 grew to maturity, with four manufacturers, Bally, Chicago Coin, Keeney and United in production.

The game we have now is a hybrid, bred and cross-bred month by month thru the 1957 year, always improving in performance, always becoming more and more realistic.

One of the first improvements was a larger ball; larger pins followed; faster ball returns were developed; more quiet operation was added; a wide choice of lengths were offered; then balls actually hit the pins, rather than simply contacting trip switches on the alley surface; next, the surface switches were abandoned altogether, and the new games registered scores when ball met pins.

It would be difficult to predict what paths the bowling game may take in the year ahead. The latest type bowler, bowed by Bally last week (see separate story this section) is a compact, relatively low-priced game that has players shooting balls at the pins, rather than bowling them.

The ball bowler traces its ancestry to the shuffle bowler; which, in turn, is descended from the venerable game of shuffleboard, still in vogue in many areas of the nation.

Chi Licensed 6,461 Games 8,514 Jukes

CHICAGO — Licensing of amusement games in Chicago increased 4 per cent in 1957 over the previous year, while juke box licensing decreased 11 per cent.

A total of 14,975 games and jukes were licensed during the year, compared to a total of 15,728 in 1956.

William P. Geis, of the city collector's office, reported 6,461 games licensed this year, compared to 6,190 in 1956. Jukes accounted for 8,514 licenses this year, compared to 9,538 a year ago.

Few additional games or jukes were expected to be licensed before year's end, since machines are licensed on an annual basis. A move to pass a pro-rata license ordinance here has made little progress. Geis said that the 1958 license system is expected to remain the same.

Both games and jukes are licensed at \$25 annually. On the basis of total number of games and jukes licensed this year, revenue to the city would run to \$374,375.

Rule Alberta Pins Illegal

EDMONTON, Alta. — Magistrate F. W. Barclay declared in city police court that pinball machines are illegal when he handed down a decision on a case to test their legality following an amendment to the criminal code.

The ruling affects numerous city recreation centers and billiard rooms which have had machines.

Three men who operated such establishments were fined \$50 and costs each, after one was found guilty of operating a gaming house and the other two pleaded guilty.

Tevi Miller, defense counsel, said the distributor of pinball machines in Edmonton has recovered most of them and plans to return them to the factory.

The ruling was the first of its kind in Alberta and the charges were laid by city morality detectives to determine the exact legality of the machines.

Miller said he did not believe an appeal would be launched. He said his clients were as anxious as police to know just where they stood as far as the machines were concerned.

County DA Asks Oregon Action on Pins

EUGENE, Ore.—In an effort to outlaw pinballs thruout Oregon, Lane County District Attorney Eugene Venn said he will take the matter to the office of the State Attorney General.

Earlier he had presented such a proposal to the resolutions committee of the Oregon District Attorney's Association. They did not take action.

Venn said that in his opinion there has been "great disparity" in the prosecutions for possession and use of pinballs in the various counties of the State.

Commenting on the pinball issue, Venn said that the State Attorney General already has rendered an opinion that "nickel-in-the-slot" pinballs which automatically award replays to a winner are unlawful gambling devices under Oregon law.

Case Backfires

Following the Venn proposals, a Lane County Circuit court dismissed a case charging a Springfield man with "playing a game of chance," and the pinball involved was ordered returned to its owner.

Venn said he may appeal this case to the Oregon Supreme Court.

Defendant, Wallace Gilbert Jones, was accused of accepting money for games won on a pinball located east of Springfield last winter.

Judge Frank B. Reid, in the court order, said the case was dismissed because, in a companion case last summer against Neva Pearl Harvell, who allegedly paid money to Jones, a verdict of "not guilty" was returned. Judge Reid said this nullified the action in the current case.

Resort Town Revokes Pins

SALISBURY, Mass. — The Board of Selectmen of this big resort spot has revoked the licenses of all pinball machines in town. The action followed a blasting by the New England Citizens Crime Commission recently renamed from the Watch and Ward Society.

Police Chief Merrill G. Dow scurried around to the 10 licensed operators and warned them to remove machines from their locations. But he was indignant over the verbal lashing given him by Dwight S. Strong of the commission. Dow protested that there were signs on every machine saying, "No Gambling."

But Strong said continued operation of pinball machines was an affront to the citizens of Salisbury. He said that authorities in several nearby towns acted promptly three months ago when requested by the district attorney to close down the machines. About 100 were removed at that time in the Essex County drive.

N. Y. Court Rules Single Fee Covers All Games

NEW YORK—A recent ruling indicates that a single common show license covers more than one game on a single location in New York City. The practice had been for one license to cover a particular game type, with an additional license required for each additional type. A common show license costs \$50 a year here.

The case began when James Corrigan, a Queens tavern owner, was charged with failure to have a common show license for a miniature pool table on his location. He did have a license for a shuffle alley on the premises.

According to the court, "the sole issue to be determined by this court is whether a license fee is required to be paid to operate each game which constitutes a common show."

In the original judgment, Magis-

trate LoPiccolo ruled that when the defendant installed a second game, he was required to obtain an additional license.

The ruling was appealed by Haskell & Blatt, attorneys for the defendant, with the magistrate's decision upheld by the Appellate Part, Court of Special Sessions. However, Judge Silver dissented and issued the following memorandum in voting to reverse judgment:

"In my opinion, the regulations (Chapter B32, Section 41.0 of the Administrative Code) or article requires clarification. If it is intended that each machine be separately licensed, it should so state clearly and unequivocally."

Last Opinion

However, the defendant moved for reargument, and the latest ruling

(Continued on page 75)

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of December 16, 1957)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model C-40	\$ 69.00	\$ 69.00	\$ 69.00
Model E-40 (53) 40 sel., 78 RPM	225.00	225.00	225.00
Model E-80 (53) 80 sel., 45 RPM	350.00	350.00	350.00
Model E-120 (53) 120 sel., 45 RPM	425.00	350.00	375.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	595.00	350.00	565.00
ROCK-OLA			
1432 (50-51) 50 sel., 78 RPM	\$ 95.00	\$ 95.00	\$ 95.00
1432 Rocket	95.00	95.00	95.00
1434 (50-51) 50 sel., 78 RPM	175.00	135.00	145.00
1434 Fireball	195.00	135.00	195.00
1434 Rocket	150.00	135.00	145.00
1436 A-(53) 120 sel., 45 RPM	175.00	175.00	175.00
1438 (54) 120 sel., 45 RPM	395.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM	445.00	445.00	445.00
SEEBURG			
HM-100-Hideaway (9/49)	\$149.50	\$149.50	\$149.50
M-100-A (9/49) 100 sel., 78 RPM	195.00	69.50	185.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	375.00	395.00
HF-100-G (9/53) 100 sel., 45 RPM	695.00	575.00	575.00
HF-100-R	695.00	675.00	675.00
100-W (9/53)	575.00	575.00	575.00
WURLITZER			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	50.00	50.00	50.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	95.00	95.00	95.00
1250 (50) 48 sel., 45 or 78 RPM	115.00	69.50	115.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	124.50	165.00
1450 (51) 48 sel., 45 or 78 RPM	150.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix	299.50	149.50	175.00
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	275.00	275.00
1650 (53) 48 sel., 45 RPM	325.00	225.00	325.00
1650A (54) 48 sel., 45 RPM	325.00	225.00	225.00
1700 (54) 104 sel., 45 RPM	625.00	495.00	515.00
PINBALL GAMES			
BALLY			
Atlantic City (5/52)	\$ 65.00	\$ 55.00	\$ 65.00
Beach Beauty (1/55)	185.00	30.00	175.00
Beach Club (2/53)	75.00	30.00	30.00
Beauty (11/52)	75.00	55.00	75.00
Big Time (1/55)	245.00	110.00	125.00
Bright Lights (5/51)	55.00	55.00	55.00
Bright Spot (11/51)	65.00	65.00	65.00
Broadway (12/55)	270.00	185.00	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	60.00
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	55.00
Miami Beach (9/55)	145.00	120.00	125.00
Nite Club (3/56)	425.00	210.00	245.00
Palm Beach (7/52)	85.00	40.00	40.00
Palm Springs (11/52)	65.00	55.00	60.00
Spot Lite (1/52)	65.00	45.00	45.00
Surf Club (3/54)	60.00	40.00	55.00
Variety (9/54)	95.00	70.00	75.00
Yacht Club (6/53)	55.00	30.00	55.00

	High	Low	Mean Avg.
CHICAGO COIN			
Basket Ball Champ (10/49)	\$195.00	\$195.00	\$195.00
Tahiti (10/49)	75.00	75.00	75.00
GENCO			
Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00
GOTTLIEB			
Arabian Knights (11/53)	\$125.00	\$ 95.00	\$100.00
Auto Race (9/56)	270.00	235.00	245.00
Basketball (10/49)	200.00	200.00	200.00
Chinatown (10/52)	65.00	35.00	65.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	245.00	215.00	235.00
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	130.00
Derby Day (4/56)	210.00	185.00	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	195.00
Hawaiian Beauty (5/54)	125.00	120.00	125.00
Hit 'n' Run (3/52)	65.00	45.00	65.00
Jockey Club (4/54)	130.00	85.00	110.00
Jubilee (5/55)	275.00	210.00	210.00
Jumbo (10/54)	235.00	225.00	225.00
Marathon (10/55)	245.00	215.00	245.00
Lady Luck (9/54)	150.00	105.00	125.00
Lovely Lucy (2/54)	110.00	60.00	110.00
Marble Queen (6/53)	85.00	85.00	85.00
Mystic Marvel (3/54)	125.00	95.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	100.00	60.00	100.00
Poker Face (8/53)	85.00	60.00	75.00
Quarette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	65.00	60.00	60.00
Quinette (3/53)	75.00	65.00	65.00
Rose Bowl (10/51)	50.00	35.00	35.00
Score-Board (3/56)	275.00	185.00	225.00
Sea-Belles (8/56)	295.00	275.00	285.00
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	180.00
Sluggin' Champ Deluxe (4/55)	180.00	180.00	180.00
Southern Belle (6/55)	170.00	165.00	170.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	150.00	120.00	150.00
Sweet Add-A-Line (7/55)	175.00	135.00	175.00
Treador (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	175.00
UNITED			
ABC (2/52)	\$545.00	\$545.00	\$545.00
Caravan (1/56)	225.00	50.00	200.00
Circus (8/52)	25.00	25.00	25.00
Havana (2/54)	80.00	80.00	80.00
Hawaii (6/54)	120.00	120.00	120.00
Manhattan (4/55)	80.00	60.00	60.00
Nevada (8/54)	43.00	43.00	43.00
Pixie (9/55)	145.00	70.00	75.00
Rio (11/53)	25.00	25.00	25.00
Singapore (10/54)	40.00	40.00	40.00
Stardust (4/56)	225.00	150.00	210.00
Starlet (11/55)	225.00	50.00	125.00
Triple Play (8/55)	85.00	65.00	65.00
Tropicana (1/55)	75.00	75.00	75.00
Tropics (7/55)	145.00	145.00	145.00
WILLIAMS			
Army & Navy (10/55)	\$ 35.00	\$ 35.00	\$ 35.00
Big Ben (9/54)	125.00	65.00	95.00
C. O. D. (9/53)	75.00	75.00	75.00
Colors (11/54)	95.00	95.00	95.00
Dealer '21' (2/54)	55.00	35.00	55.00
Deluxe Baseball	195.00	85.00	125.00
Disk Jockey (11/52)	40.00	40.00	40.00
Eight Ball (1/52)	35.00	35.00	35.00
Fairway (6/53)	40.00	40.00	40.00
Grand Champion (8/53)	80.00	35.00	70.00
Gun Club (11/53)	40.00	40.00	40.00
Hayburner (6/51)	75.00	50.00	75.00
Hong Kong (10/52)	50.00	50.00	50.00
Jalopy (8/51)	55.00	40.00	40.00

	High	Low	Mean Avg.
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	135.00	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	185.00	195.00
Race the Clock (1/55)	200.00	100.00	190.00
Rainbow 5 Ball (11/48)	275.00	265.00	265.00
Regatta (10/55)	135.00	95.00	135.00
Scream (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	85.00
Struggle Buggy (12/53)	55.00	45.00	45.00
Slugfest (3/52)	45.00	45.00	45.00
Twenty Grand (12/52)	50.00	50.00	50.00
Times Square (4/53)	70.00	35.00	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 (5/56)	135.00	110.00	130.00
SHUFFLE GAMES			
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	195.00	195.00
Capital Deluxe Shuffle Games	435.00	225.00	365.00
Capitol (U) (6/55)	350.00	225.00	295.00
Carnival (K) (5/53)	125.00	45.00	85.00
Cascade (U) (2/53)	50.00	50.00	50.00
Century (K) (6/54)	295.00	175.00	210.00
Champion (B) (5/54)	300.00	125.00	195.00
Chief (U) (11/53)	85.00	85.00	85.00
Classic (U) (6/53)	140.00	50.00	80.50
Clipper (U) (5/55)	385.00	215.00	295.00
Clipper Deluxe (U) (5/55)	425.00	225.00	325.00
Clover Shuffle (U) (1/53)	125.00	39.50	75.00
Club (K) (4/53)	75.00	50.00	65.00
Comet Targette (U) (11/54)	125.00	125.00	125.00
Comet Deluxe (U) (11/54)	345.00	125.00	245.00
Cross-Cross (CC) (11/53)	95.00	95.00	95.00
Cross-Cross Targette Deluxe (CC) (1/55)	110.00	110	

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	High	Low	Mean Avg.
Name Bowler (CC) (1/54)	\$ 50.00	\$ 50.00	\$ 50.00
Official (U) (5/52)	85.00	60.00	75.00
Olympic (U) (8/54)	135.00	70.00	75.00
Original	95.00	50.00	70.00
Pacemaker (K) (9/53)	149.50	50.00	85.00
Palisade (K)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54)	255.00	255.00	255.00
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	225.00
Shuffle Pool (Ge) (11/53)	99.50	39.50	85.00
Six Player (CC)	50.00	45.00	45.00
Six Player Deluxe (K)	65.00	40.00	45.00
Six Player Deluxe (U)	65.00	40.00	45.00
Six Player, 10th Frame (U)	75.00	55.00	70.00
Speedlane Bowler (K)	275.00	275.00	275.00
Speedy (U) (8/54)	135.00	135.00	135.00
Star, 5 Player (U) (7/52)	95.00	34.50	45.00
Star, 10th Frame (U) (9/52)	110.00	29.50	60.00
Starlite (CC) (5/54)	295.00	145.00	195.00
Super Bonus Deluxe (U)	345.00	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)	395.00	265.00	295.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC)	175.00	175.00	175.00
Venus Deluxe (U) (3/55)	350.00	225.00	275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Vinus Bowler	385.00	225.00	325.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

AA Gun (K) ('48)	\$ 99.50	\$ 99.50	\$ 99.50
ABT Challenger (5/46)	30.00	25.00	25.00
Advance Shockers	22.50	22.50	22.50
Air Football	225.00	195.00	225.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) ('48)	125.00	125.00	125.00
All Star Baseball (W)	195.00	100.00	175.00
Anti Aircraft	99.50	99.50	99.50
Atomic Bombers (M)	125.00	100.00	125.00
Auto Photo (AP)	1995.00	1795.00	1795.00

	High	Low	Mean Avg.
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)	225.00	225.00	225.00
Basketball (CC)	195.00	155.00	195.00
Basketball Champ (CC)	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48)	145.00	95.00	145.00
Bat-A-Score Sr. (Ev) (8/48)	145.00	145.00	145.00
Bert Lane Merry-Go-Round	275.00	275.00	275.00
Big Broncho (1/51)	345.00	325.00	325.00
Big Inning (B) ('47)	125.00	125.00	125.00
Big League Baseball (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	145.00	150.00
Champion Baseball (G)	215.00	175.00	185.00
Champion Hockey ('46)	125.00	100.00	100.00
Coon Gun (S)	175.00	125.00	175.00
Coon Hunt (S) (2/54)	150.00	95.00	125.00
Dale Gun (Ex)	65.00	50.00	65.00
Defender (B) ('40)	150.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	195.00	95.00	135.00
Drivemobile (M) (7/54)	195.00	150.00	195.00
500-Shooting Gallery (Ex) (3/55)	175.00	85.00	175.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	125.00	60.00	125.00
Football (M)	275.00	275.00	275.00
Goalee (CC) (1/46)	95.00	65.00	95.00
Gun Patrol (Ex) (5/51)	150.00	62.00	95.00
Gypsy Fortune Teller	10.00	10.00	10.00
Harvard Metal Typer	125.00	125.00	125.00
Heavy Hitter (B)	65.00	50.00	50.00
Hi-Ball (Ex) (2/38)	95.00	75.00	75.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	200.00	175.00	195.00
Jet Fighter (W) (10/54)	225.00	150.00	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)	185.00	135.00	150.00
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 Skee-ball (CC)	175.00	145.00	145.00
Mill Scales	65.00	35.00	50.00
Name Plate (R)	150.00	125.00	125.00
Moon Ride (B) (5/54)	295.00	200.00	250.00
Panoram (Mills)	325.00	325.00	325.00
Pennant Baseball (W)	100.00	95.00	100.00
Periscope (CC)	100.00	95.00	95.00

	High	Low	Mean Avg.
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	325.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	365.00	225.00	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	100.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	195.00	175.00	195.00
Six Shooter (Ex)	75.00	75.00	75.00
S K Crip 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	185.00	195.00
Smiley (Pioneer) (8/46)	15.00	10.00	10.00
Space Gun (Ex)	125.00	85.00	95.00
Space Ranger (Deco)	295.00	224.50	295.00
Space Ship	275.00	95.00	135.00
Speed Boat (B) (7/53)	325.00	275.00	325.00
Sportland (Ex) (11/51)	120.00	120.00	120.00
Sportsman (K) (11/54)	185.00	175.00	175.00
Standard Metal Typer, F. S.	275.00	275.00	275.00
Star Series (W) (4/49)	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54)	100.00	100.00	100.00
Steeple Chase	395.00	395.00	395.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	125.00	125.00	125.00
Super Jet (CC) (4/53)	175.00	175.00	175.00
Super Jet (CC) (8/53)	295.00	295.00	295.00
Super Pennant (W)	175.00	145.00	175.00
Super Slugger (U) (7/55)	395.00	295.00	350.00
Telequiz (1/49) (T)	65.00	65.00	65.00
Ten Strike (E) (46)	85.00	75.00	85.00
3-D Theater (M) (12/53)	150.00	150.00	150.00
Three-of-a-Kind	20.00	18.00	18.00
Three Way Gripper (Gb)	25.00	25.00	25.00
Treasure Cove (Ex) (6/55)	225.00	225.00	225.00
Trigger Horse (E) (7/53)	395.00	395.00	395.00
Undersea Raider (2/46)	125.00	125.00	125.00
Voice-O-Graph (M) (4/46)	395.00	295.00	295.00
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 (1/51) (U)	65.00	65.00	65.00

New Ball Bowlers in Detroit

Continued from page 66

walk into a favorite location, so that introduction is coming gradually and by word-of-mouth.

The bowlers are not yet outmoding the older games in all cases. Strikingly significant was the situation in a typical neighborhood tavern visited in the Northwest section. A new bowling game was recently installed there, placed at the strategic position in the main room, close to the bar and all traffic. But it was idle.

Shuffleboard Competes

In the adjoining room, a sort of annex a bit out of the way and used only for not too frequent overflow business, were two shuffleboards—the regular long board and the bank type. Both had a full complement of active players plus some spectators.

But for many tradesmen, business is flourishing. "The games are going very, very well," said Art Hebert, manager of Miller-Newmark Distributing Company, one of the major distributors in the field. Operators are busy getting new equipment delivered and put on location.

Significantly most of this expansion is being done by operators regularly in the amusement game field—chiefly men who had operated shuffleboards and skee games in the city proper—so that they are experienced men who know their locations; not new men invading the territory, in general. It has been a matter of natural growth, rather than having juke or game operators who formerly worked Upstate coming into town.

Statistics of the number of machines on location are not available. Hebert, for instance, has been so busy meeting operator requirements that he claims he has not been able even to total up his own company's sales, let alone estimate those of other firms.

Sees Over 700

According to an estimate by Joseph Auton, manager of King-Pin Equipment Company, distributors, there are probably 700 to 800 now on location. But he feels that there are still good locations for several thousand more, with certainly not over 25 per cent of spots yet covered. Said Auton, "We need several thousand more bowlers." For a short time manufacturers were reported shooting 100 per cent of their production to Detroit to meet the demand.

Said Auton, "Even tho the city is down financially from unemployment, bowlers are still up to and exceeding expectations. I think that when things are a little better they will eventually do exceptionally well. Collections are getting better as the weeks go by. People were not used to the games and they had to learn."

Competition is inspiring demand. Location owners who were skeptical about the game find players are going to other spots down the street where a bowler has been installed.

Empire Coin Machine Exchange, distributors headquartered in Chicago, with a new branch office set up in Detroit, reported very satisfactory results with the new

games. The firm expects the business to continue strong.

Operators are aware of some drawbacks with the bowlers. Frank Alluvot Sr., head of Frank's Music Company, commented: "Up to now the bowlers have not been taking in enough money to suit me. Their cost is high. Skee games did better when they were introduced."

"Of course, we have to take into consideration that the bowlers are something entirely new here—maybe 10 per cent of the people in a bar understand the game. I hope in time that the public will understand the game and that business will pick up."

"We have had bowlers with electrical contacts out in the country for eight to 10 months and they are doing better now than when they were first placed. That is a hopeful sign."

Alluvot expects very rough business conditions for several months ahead because of the situation in the automotive industry.

Detroit \$\$ Off

Other aspects of the somewhat slow initial reception are unfortunate timing and a public unprepared for the new games, in the view of Maurice J. Feldman, Central Coin Machine Exchange. "The cost is keeping operators from putting out more games. But if the revenue is good, that should not stop them. The bowlers came out at a time when conditions are down in Detroit. If they had appeared a year ago, when they were first introduced thruout the country, they would have fared better. The games are, however, getting good play."

"Our game situation here was different—we never had a diver-

sified operation as in other parts of the country. We had shuffleboards, then pool tables, then skee games, which I think will still see some action at locations that don't warrant the bowler."

Dave Stevelberg, collector for Brilliant Music Company, commented, "Like any new game, it's hot, then cools off later." He reported that the contact-type bowlers located in the suburbs have done well over a long period, altho he noted that in Pontiac they went well for three months, then dropped off. Joseph Brilliant, he said, has expectations that the new bowlers will survive for many years. Stevelberg said that the bowlers are crowding out shuffleboards and skee games already on location, indicating that the situation is in flux.

He says individual customer reaction has been good in the past four weeks. He cited one location—"unfortunately" that of a competing operator—which took in \$190 in a week. At one of his own stops on Gratiot Avenue, patronage was greatly stimulated when a crowd of bowlers came in after playing in their regular bowling league late in the evening and kept the new game busy until 2 a.m. closing time. The result was a take of over \$100 for the week.

This example points to the need agreed upon generally by operators that the new bowling games require a promotional introduction. The complexities of bowling scoring are unfamiliar to most people here and only bowlers, primarily, are attracted to them in the first place. With the right program, it is expected that they will likely come to dominate the local tavern scene.

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COINMEN YOU KNOW

Continued from page 62

brought back some venison for their fellow routemen. . . . Les Harms is back on the job as a routeman for Harry Cislner.

Denver

By BOB LATIMER
An unusually quiet business ses-

sion was reported by members of the Colorado Music Merchants' Association, following the group's November meeting. Nothing of a particularly urgent nature was on the agenda, according to association president Jack Arnold. . . . Paul Scott, busy operator from

Landers, Wyo., took time off to visit Draco Sales Company in early November. Scott reports volume on the upgrade despite heavy snows.

Elton Deines, operator of Deines Music Company, with headquarters in nearby Boulder, Colo., was forced to skip a Texas vacation planned for mid-November, when Asiatic influenza "laid him low." Deines plans to go ahead with the vacation within a week or two.

A new entry in Southern Colorado phonograph operation is Colorado Music Company, which Nick Pizzuti recently completed in Pueblo. Colorado Music Company will offer phonographs, games and some vending equipment. In conjunction with creating his new operating office, Pizzuti has opened a retail record shop which will offer new records (as well as disks taken from the route), phonographs, tape recorders and radios.

John Gunderson, former owner of Midland Music Company, Phoenix, has bought a 20-phonograph route from Nyland Root. . . . James Rothgeber, Phoenix phonograph and cigarette machine operator, has recovered from the effects of a two-car crash which demolished the family automobile near Tucson, Ariz., last July.

One of the few remaining locations in which bingo games were still operating was ordered padlocked for one year in November. The site was the Western Inn, Idaho Springs, suburb near Denver. . . . Members of the Colorado Music Merchants' Association are busy with plans for the group's first Christmas party, to be held during the final week before Christmas at an undetermined spot.

When deep winter months arrive, Durango can be reached only by Wolf Creek Pass and Red Mountain Pass, both extremely high mountain highways. Consequently, Roy Kyser and Paul Pickett take their vacations during those months when play is at a minimum.

Pete Geritz, head of Mountain Distributors, reports results from his first showing of the 1957 AMI models as "well ahead of last year." Better play since the beginning of the winter season in almost every spot has encouraged phonograph buying, altho small down payments and long-term contracts are definitely a must.

One of the first five hunters to find an elk in the 1957 hunting season was Walter Appleton, who brought back a prize winner after a two-day sojourn in the Lost Park region. Walter was quite miffed when he found that he had far more elk meat on hand than his friends would accept!

Jackson, Miss.

Eddie Barnes, Eddie's Music Service, Greenville, doing okay now after a heart attack some weeks back. . . . Paul Maucell, Paul's Novelty Company, Greenville, has a beautiful new home with pretty front yard. . . . A number of Mississippi operators report increased business using the new 200 machines. Among them are W. A. Bustin, Bustin Music Company, Moorhead; Buck Buchanan, Fairway Amusement Company, Columbus; Abe Malouf, Malouf Music Company, Greenwood, and Billy Bledsoe, Chicot Amusement Company, across the Mississippi River from Greenville.

Austin Johnson, Johnson Music Company, Cleveland, is back in good health again after a recent operation. . . . Manuel Nassar, Nassar Music

Company, Shelby, reports the conversion of his route to 45 r.p.m. even in a country area was a good move. . . . John Haley, Haley Music Company, Canton, reports business brisk.

George Sammons, president of Sammons-Pennington Company, Seeburg distributor, seen on a trip thru Mississippi recently calling on music and game operators, as was Jack Canipe Jr., also of Memphis and vice-president of Consolidated Phonograph Company, Wurlitzer distributor. . . . Henry C. Smith, Smith Amusement Company, Greenville, filled in nicely recently for Pene Manos when he was on a trip.

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FRIENDLY ADVICE

P-R Plan, 50c Chute Help Op Hike Gross

THERMOPOLIS, Wyo. — Offering owners of choice locations not only brand new 200-play phonographs, but likewise using an educational program to familiarize the customer with the benefits of the 50 cent chute had some eye-opening results for Willard Harrington, phonograph operator here.

Harrington, who converted to 10 cent play only in late 1956 based the experiments on new 200-selection phonographs, all equipped with 50-cent chutes and used this as a sales pitch to set up a 60-40 split with several location owners who had been accustomed to the straight 50-50 split in the past.

There were some "beats," of course, but when Harrington promised each location owner a better return on this basis than on 50-50 and pointed out that he was concentrating very expensive new equipment in the location, he got co-operation.

Public Relations

The next step was to develop some sort of educational program which would acquaint tavern customers with the advantages of the 50 cent chute. Beginning on a seven to nine tunes for a half-dollar basis, Harrington pointed out that the 50-cent chute represented music at almost the same cost as under the old nickel-play system and made up small signs which were placed behind glass on each of the boxes to demonstrate why.

In using the signs, Harrington also puts the location owners themselves through a short "information program," encouraging them to point out this feature on the new phonograph to as many tavern customers as possible.

"It was a good thing that we did so," the Wyoming operator said. "Inasmuch as there were a lot of people who didn't understand the plan at all, particularly the same sort of potential customers who were still feeling a bit angry about the change from 5 cents to 10 cents."

Info Service

The two types of "information service" to customers and the colorful appearance of the brand new boxes on location began getting results from the beginning. Harrington had decided to make an issue of the plan, primarily because the area around Thermopolis had attracted a record number of tourists for 1957. Many oil workers and new wells have come in as well as construction workers working on government projects, petroleum developments and similar events.

The result? Within two months' time, Harrington found that his collections in most locations had risen by \$25 every two weeks, and that in no case was the increase less than \$15 or \$20. This, of course, made a thoro hit with the location owners who had been a bit skeptical about the "new deal."

BERMUDA BOUND

Pa. Distrib Hosts 22 Ops For Vacation

PITTSBURGH — Twenty-two operators and wives were guests of Music Distributing Company, local Wurlitzer outlet, for an all expense paid trip to Bermuda last month.

The group embarked on the Queen of Bermuda, and stayed at the Castle Harbour Hotel. Included in the party were Mr. and Mrs. Harry Sanders, Terra Alta, W. Va., and the following, all from Pennsylvania: Ralph Genovese, Uniontown; Helen Gardner, Uniontown; William Adams, New Kensington; Elizabeth Roberts, New Kensington; Ralph Imprente, Katherine Gitner and Benjamin Farrah, Ambridge.

Ops and Wives

Also the following operators with their wives: Joseph Babich, Aliquippa; Harry Lowe, Du Boise; Terry Thomas, Franklin; Joseph Pieffley, Meadville; Joseph Delco, Altoona; Frank Guerrini, Lewis-town; Henry Jasek and Eugene Wejack, Pittsburgh; Joseph Vinski, Turtle Creek; James Wisnouse, Somerset; Walter Flexer, Williamsport; Bruce Schrack, State College; James Fungaroli Jr., Bedford; Russell Stover, Altoona; Mickey Anderson, Erie; Russell L. Smith, Pittsburgh, and Fred Lafferty, Yardley.

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English Arcade Hawks Fun at Penny-a-Pitch

By **KEN KNAUF**

LONDON — There is nothing that compares to an Arcade at an English amusement park. It is a world in itself. The American Arcade operator would likely frown on it as a money-making proposition, but he would be impressed by the wealth of imaginative machines it contains.

The patron first fills his pocket with the large, dull-brown English penny pieces ... for nearly all of the machines are set at a penny a game. The English penny is about the size of our fifty-cent piece, so that a man with a pocketful feels well anchored if not prosperous.

We visited such a 140-machine Arcade run by John Holloway and wife, at London's Battersea Festival Gardens. Mrs. Holloway acts as cashier, and Holloway keeps a running account of receipts from within the Arcade's office.

Patrons Provide Music

In opposite corners are a 40-selection AMI juke box, and a 70-selection Piccolo juke box, operating at three-pence a play, keeping the air filled with rock 'n' roll, pop, and rhythm and blues melodies. Scattered between the two

music machines is as unique and varied a group of amusement games as this reporter has ever laid eyes on in a single establishment.

The Octopus, a large machine equipped with a dozen cranes, picks up candy and toffee for the lucky patron at a penny a try.

The Haunted Churchyard machine, when activated with a penny, brings the miniature figure of a drunk to life. As if conducting the final act of a puppet show, the drunk sits up, startled by a swinging cemetery gate, opening graves, a pestering skeleton and a rising tombstone.

Another puppet - type machine has spacemen piling out of a rocket ship after a landing on a strange planet.

Guzzling Bear

The Drinking Bear picks up a bottle of spirits, guzzles it, and leans back to smack its lip; as its eyes light up in color.

The Torpedo machine drops a projectile on one of 20 trays filled with token prizes. Prizes tip off of the trays, into a lift chute below. Lucky player can win candy bars, bottles of meat sauce or mustard, and other consumable awards.

A well-to-do patron with time to spare and a pocketful of 140 penny pieces can make the complete circuit of the Arcade, moving from machine to machine, dropping a penny in each. Each produces a fresh minute of entertainment.

Mrs. Holloway was surprised when we came back for more pennies. "You haven't grown up," she said, with an engaging smile.



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ROCK-OLA "FIREBALL" 120 (78) 150

45 RPM CONVERSION for M-100A... \$69.50
45 RPM CONVERSIONS for Other Models WRITE

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New York

Irving Snyder has sold his route to Martin Roth. Snyder has bought a home in New Jersey and has gone into the lumber business ... Al Wolfe, Loyal Automatic Music, has recovered from his recent heart attack and has left Mount Sinai Hospital. ... Fred Madden, M&M Vending, has bought a farm up-State ... Gabe Forman at Sandy Moore Distributors is busy with export business.

W. B.

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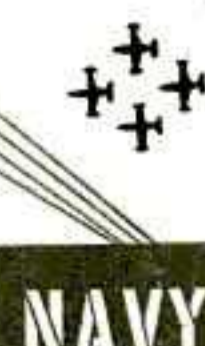
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ACE HIGH	285	2-PI MARATHON	235
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AUTO RACES	245	2-PI BLONDIE	175
CLASSY BOWLER	225	CAPRI	135
DERBY DAY	195	DIAMOND LILL	115
HARBOR LIGHTS	175	PINWHEEL	65
HAWAIIAN BEAUTY	125	TIMES SQUARE	55
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The quietest bowler ever made.
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Nickel Vend Gains on Cent
• Continued from page 58

they consider most important. One felt his own estimates were most important, while another said he relied upon information from operators the most.

Servicing Costs
On the question of inflation as it affects 1-cent vending, interesting comments were obtained from persons connected with the industry in different ways. Three feel that the cost of servicing penny machines has made them unprofitable.

Writes H. B. Stoner, president of Stoner Manufacturing Corporation: "We made a penny gum machine that was quite popular at one time, but due to the rising cost of labor for servicing these machines, we abandoned production at the close of the 1956 calendar year."

Frank Kulp, vice-president of Superior Manufacturing Company, writes: "We find that operators now operating 1-cent tab-gum machines are following a distinct pattern of replacing these machines with 5-cent package gum. One-cent tab-gum machines seem more time consuming to service and service today is extremely costly."

Writes James H. Martin, James H. Martin, Inc., on the question: "It is not profitable to operate 1-cent tab machines due to the high cost of servicing the machines. My opinion is that penny merchandise is on the way out and each month the volume should drop."

Venders Mandatory
Clyde W. Meredith, vice-president of Ford Gum and Machine Company, Inc., takes a somewhat more encouraging view on the penny. He writes: "I fear that we must line up with the alarmists about a secure future for penny vending if inflation continues to

mount. I think the trend in the vending business is up, however, and increasingly the inflationary spiral is making it mandatory for more and more retail business to be done thru automatic machines. This could eventuate in the penny vending machine becoming a necessary factor despite inflation."

These statements clearly imply that inflation has not hurt penny vending at manufacturing level, but rather servicing requirements have been responsible whether it be the cost of labor for the big operator or the time spent by the smaller operator which cuts down on the number of machines he can service in a week.

Supplies in Brief

Sugar Deliveries Down

Deliveries of sugar for U. S. consumption thru November 16 totaled 7,640 thousand tons, raw value, or 270 thousand tons less than at the same time last year, according to Agriculture Department. Spot price of domestic raw sugar, duty paid, New York, averaged 6.11 cents per pound from November 1 thru November 22, but has averaged 6.25 for the year to date.

Coffee Imports Down

U. S. imports of green coffee in September totaled 165 million pounds, a decrease of 14 per cent from August and 37 per cent under September, 1956, according to Commerce Department. September, 1957, imports were valued at \$81 million. Average value per pound was 49.4 cents, compared with 51 cents in August and 52.9 cents in September a year earlier.

Glass Containers

Factory shipments of machine-made glass containers during October totaled 12,818,000 gross. Returnable beverage containers accounted for 295 thousand gross of the total, a decrease of 1,000 gross from September, according to Commerce Department. Non-returnable beverage containers accounted for 77 thousand gross of the total, an increase of 20 thousand gross for September.

Self Help
• Continued from page 58

ware stores in Denver is now operating 15 machines and taking in between \$50 and \$75 per month, which will be used for her later education. In a third instance a suburban shopping center storekeeper bought his daughter only one machine, but she averages around \$10 per month, enough to pay the feed bill for her pet pony.

"Almost any businessman with children in the eight to 12-year bracket is thoroly interested once the idea is presented," said Anderson. "Inasmuch as the machine is to operate on a businessman's own premises, and we guarantee repairs and any changes he wants made, he is usually willing to pay a good price for the equipment."

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WURLITZER

1700	\$495.00
1800	595.00
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2000	795.00
1400	155.00

AMI
MODEL D-40\$115.00

WALL BOXES
WURLITZER 4851, Like New \$10.00
WURLITZER 3020, 48 Selec. 3.95
WURLITZER 5205 39.50
AMI 40 SEL. 2.95

BINGOS

MANHATTAN	\$ 60.00
CIRCUS	25.00
RIOS	25.00
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BERT LANE MERRY-GO-ROUND\$225.00
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Greatest Value in the Industry!
NEW VALLEY 6-POCKET POOL GAMES
Slate or Regular Tops
Write for Price

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QUIETEST BOWLER EVER MANUFACTURED!
NO CONTACTS ANYWHERE ON PLAYING FIELD!
• More Realism Than Ever Before! • Real Pin Action—100% Bowling Ball Impact! No Contacts Under Pins! • Rubber Lined Ball Return—Sound-Proof Playfield and Back Stop! • Giant 4 1/2-Inch, 2 1/2-Lb. Balls! • Giant Realistic Size Pins—Larger Than Ever!
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Genco CHAMPION BASE-BALL\$175
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Exh. JUNGLE HUNT \$335
Wms. JET FIGHTER 150
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NEWS IN BRIEF

Continued from page 58

Vendomatic Brings Out New 750-Cup Soft Drink Unit...

Vendomatic, Ltd. has new six-selection cold soft drink vender, VC-61, with 750 cup capacity. Four carbonated, two still drinks are offered. Sirup capacity is 16 gallons in four containers. Cups up to 9 ounces may be used. Anti-cup theft unit, changer, water pressure and carbon filter are some of features. Dimensions are 69" by 25". Price not quoted.

Outdoor Serv-ette Ice Vender Intro'd By Hilson, Inc. ...

Hilson, Inc., has introduced Serv-ette, primarily outdoor vender for bags of ice, will also accommodate bagged charcoal, half-gallons of milk, packaged or cartons of beverages, fruits, bread, etc. Cabinet and vending system can be installed in existing walk-in coolers or supplied with individual refrigeration unit. Four models available. Prices not quoted.

Peanut Stock Down

Supply of peanuts in off-farm positions on October 31 totaled 644 million pounds of equivalent farmers' stock (uncleaned, unshelled), according to Agriculture Department. Supply is 17 per cent above holdings a month earlier, but 18 per cent below those held on October 31 last year. For the season ended that date peanuts used in making candy, salted peanuts, peanut butter and miscellaneous products amounted to 187 million pounds, 11 per cent greater than a year earlier.

USED EQUIPMENT

UNITED and CHI COIN 14 FT. BOWLERS \$475.00 Crated

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CHICAGO COIN: T. V. BOWLING LEAGUE

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Children's Rides-Guns!

RECONDITIONED-COIN OPERATED Like New Condition-Fully Guaranteed MANY AVAILABLE-WRITE FOR LIST ALL TYPES-ALL MODELS

BUY OR TRADE FOR . . . GENCO SKY GUNNER Terms: 25% deposit w/order—balance C.O.D.



WANTED! Will Buy Mills #118 1¢ Tab Gum Venders - Reconditioned or As Is-In Working Order. State Quantity, Price.

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BALLY hits the bull's-eye!

ALL-STAR BOWLER

Just what our industry needs!

A game that combines the skill of the finest 2-player, the principle of a top-notch bowler and the action of a gun game . . . ALL IN ONE! Price-wise alone, this game is your best buy . . . BAR NONE!

- Fire the bowling ball at the pins from an oscillating projector!
- Hit the pins head on! (No trips on playing field.)
- Score strikes and spares with the necessary skill by "squeezing off" each roll!
- Split-second delivery of ball is bound to make this a tough game to "beat" even for the sharpshooting bowlers and marksmen!

NOW ON DISPLAY! COME IN TODAY!



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SCOTT CROSSE COMPANY 1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA. Rittenhouse 6-7712 Branch: 819-821 Lockawanna Ave., Scranton, Pa.

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

WATCH FOR

Williams

TEN STRIKE (REPLAY)

TEN PINS (NOVELTY)

"Greatest Bowling Game Ever Made!"

1 or 2 CAN PLAY

WORTH WAITING FOR

They FIT into ANY Location

(59" Long by 22" Wide)

Ball Hits Pins Exactly Like Real Bowling!

AUTOMATIC PIN RE-SET

FORMICA PLAYFIELD

10c—3 for 25c National Rejectors

Deliveries Soon—Contact Your Williams Distributor!



CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST., CHICAGO 24, ILL.

the Finest 5-Ball Game in YEARS . . .

Williams JIG SAW

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AMI MODEL "H" 200, 120 & 100

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GIVE TO DAMON RUNYON CANCER FUND

State Cig Tax

• Continued from page 58

period: Nebraska was off .7 per cent, while Montana was down a full 10.7 per cent.

During the month of October 28 States showed an increase in the number of packages taxed, with 15 States showing a drop, five of them by 10 per cent or more. Nebraska, with 35.9 fewer packages taxed, showed the biggest drop.

The gross amount of taxes collected from the 43 States during October was \$56,233,024. States with \$3 million or more in taxation during the month were, in order of gross amounts collected: New York, Pennsylvania, Texas, Michigan, Illinois, New Jersey. The range was \$5,771,437 collected by New York and \$3,164,336 collected by New Jersey.

Six States collected revenues up to \$2 million. They were, in order of gross amounts collected: Ohio, Massachusetts, Florida, Louisiana, Wisconsin, Georgia, Indiana, Tennessee, Washington, Minnesota. The range was \$2,939,716 collected by Ohio and \$1,090,690 collected by Minnesota.

ADMEN of every kind **ENDORSE**
THE BILLBOARD
as a top
selling force

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

NITE CLUB	\$250.00	GAYETY	\$60.00
BROADWAY	270.00	SURF CLUB	60.00
BIG TIME	110.00	DUDE RANCH	60.00
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Immediate Delivery. 1/2 Deposit.

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Competitive play and outstanding player appeal make Falstaff a natural profit-builder... proven by world-wide location tests.

Exclusive new "Advancing-Value" Roto-Targets have attained phenomenal player acceptance. Consecutive hits multiply Roto-Target values by 10 and 100 for higher scoring playfield action. This sensational new feature is more fun for all and presents an even greater challenge to the skill and timing of every player.

Falstaff has many other outstanding features that include: Two-way "Rollunders" that add to upper playfield action; 2 holes that score 100 times target values when lit; "Two-Way" Double Match Feature for more Specials; super-powered flippers that fire ball up field at targets; cyclonic kickers; twin chutes and an all steel door and door frame.

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- ★ Rock-Ola Phonos—50-120-200 Selection

WRITE OR CALL FOR PRICES

<p>★ ★ SPECIAL ★ ★</p> <p>1432 Rock-Ola, 50 Selection, 78 or 45 R.P.M. \$ 95.00 1434 Rock-Ola, 50 Selection, 45 R.P.M. 145.00 Like new A.B.C. Bally Bowling Lanes, 11 ft. 495.00 14 ft. 545.00 Bally Jumbo Bowler 295.00 Bally King Pin Bowler 295.00 ChiCoin Ske Bowl 245.00</p>	<p>BINGO GAMES</p> <p>Gayety \$ 45.00 Gaytime 95.00 Yacht Club 30.00 Palm Beach 40.00 Variety 85.00 Miami Beach 125.00 Parade 245.00 Dude Ranch 45.00 Big Time 125.00</p>
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CALDERON DISTRIBUTING, INC.
 433 N. Alabama St. Phone: MElrose 4-8468 Indianapolis, Indiana

400 Attend
 • Continued from page 66

Dave Simon and Irv Holzman, of United Manufacturing, provided the table libations.

Gifts to the guests were provided by L. Thaler & Company (cigarette lighters for the ladies), Bally Manufacturing and Runyon Sales (letter-opener-knives for the men), RCA Victor (records); P. Lorillard (cigarettes), and Universal Match (matches).

AAMONY officers are: Sandy Warner, president; Irv Holzman, vice-president; Lou Rosenberg, recording secretary; Dave Lowy, treasurer, and Morris Wurtzel, sergeant at arms.

On the board of directors are the officers and Ted Faith, Mike Gianuzzi, Phil Sharf, Bert Jacob, Al Koondel, Harold Prager, Harry Schildcrout, Sid Wulfson and Ted Blatt, counsel.

N. Y. Ruling
 • Continued from page 66

ing reverses the previous opinions. The opinion is as follows:
 "Motion for reargument granted. On reargument, judgment reversed on the law only, complaint dismissed and defendant discharged. Fine remitted. The regulation or article requires clarification. If it is intended that each machine be separately licensed, it should state clearly and unequivocally. All concur."

Merry Christmas and a Happy New Year



Bally MANUFACTURING COMPANY

GIVE TO DAMON RUNYON CANCER FUND

Introducing **SHOWBOAT** by **GENCO**



Exciting New "CHANGE-A-CARD" target with special "HOLD-OVER" feature

Hitting "Change-A-Card" target, lights playing cards in back rack. When all cards are lit, target and rollovers give *Special Bonus*. Holdover feature carries lighted cards from game to game.

Specials: for lighting 1-2-3-4-5 rollovers; for high score . . . "Match feature."

HIGH SCORE TO 9,900,000

- New extra powerful flippers that shoot ball at change-a-card target
- New—5 atomic thumper bumpers
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COMPACT CABINET:
 23½" Wide
 52" Long
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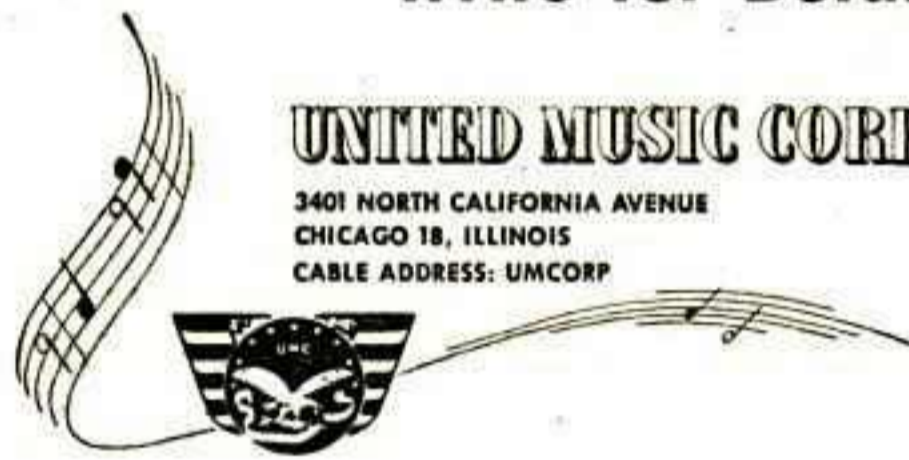
Perfect Performance Eliminates Costly Service Calls

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*For Increased Profits
Operate United's New Hi-Fidelity*

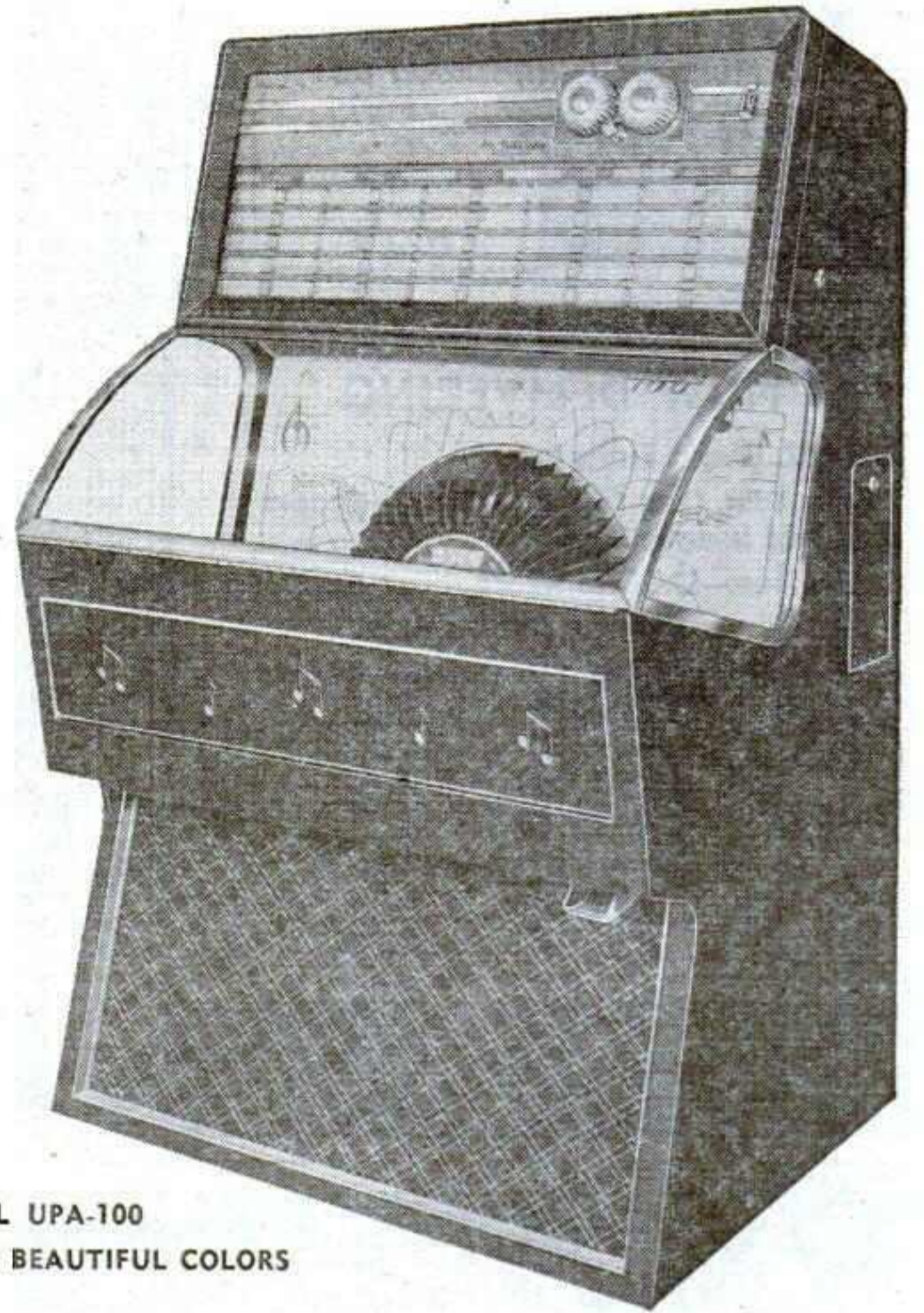
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CABLE ADDRESS: UMCORP



MODEL UPA-100
AVAILABLE IN 5 BEAUTIFUL COLORS

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ROYAL Bowling Alley

Realistic Bowling

Ball Hits Pins

No Playboard Switches

1 to 6 Can Play

Simple to Service

4 SIZES

13 FT. LONG . . . 16 FT. LONG
EXPANDABLE WITH 4 FT.
SECTIONS TO

17 FT. LONG . . . 20 FT. LONG

EXTRA QUIET...

EXTRA FAST...

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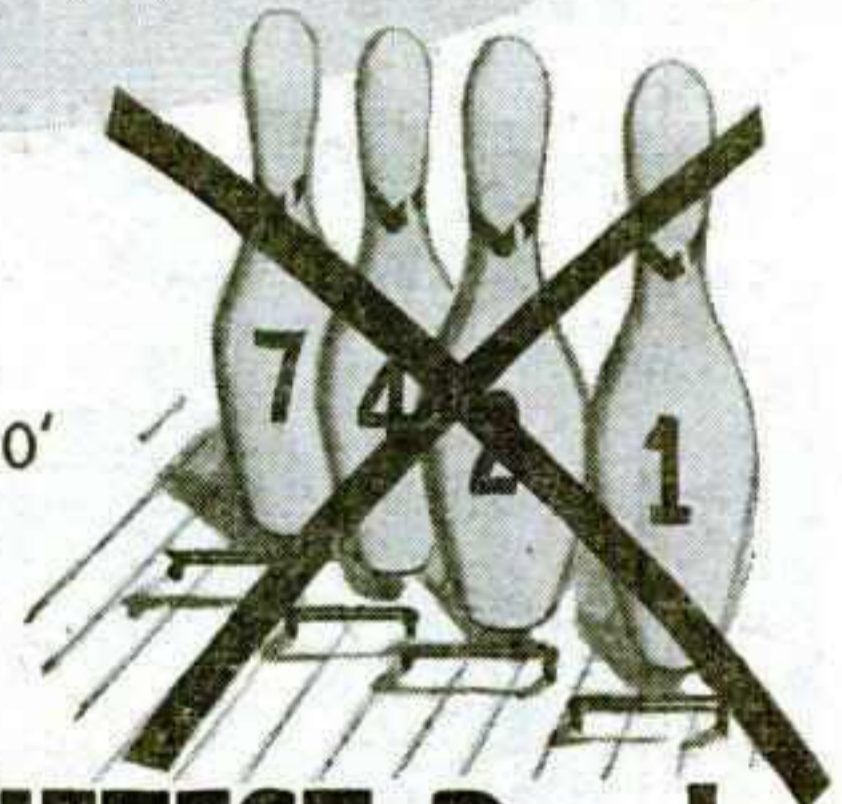
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**PLAYS LIKE
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Now **NO ROLL-OVER
SWITCHES ON
PLAYFIELD!**

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!
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**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
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**GIANT
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4½ in.
DIAMETER
2½ POUNDS

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REALISTIC SIZE
Larger Than
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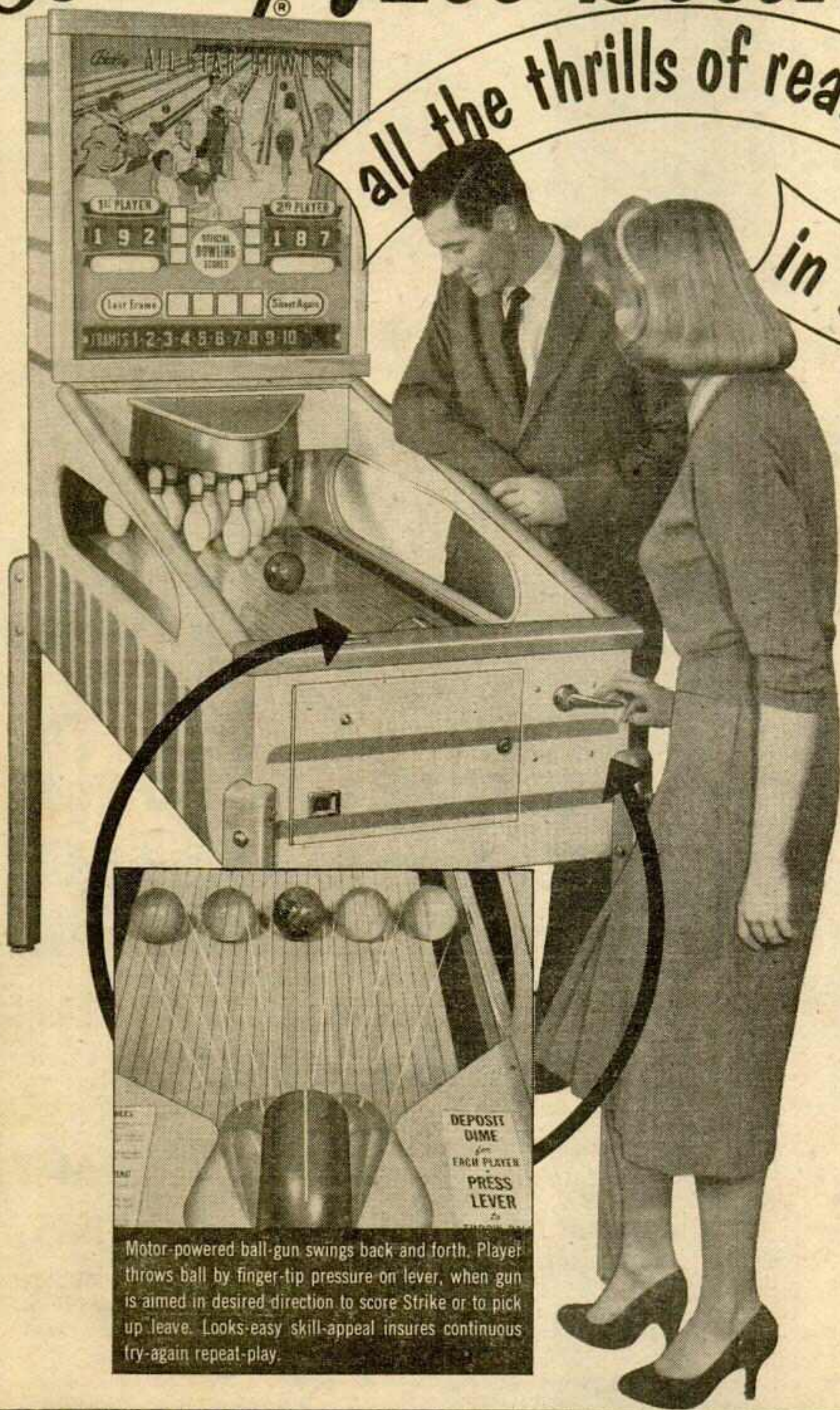
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all the thrills of real bowling
in 5 1/2 ft. by 2 ft. space



NO SWITCHES
ON SMOOTH ALLEY
BALL HITS PINS
OFFICIAL
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FAST AUTOMATIC
PIN-SETTER, BALL-RETURN
AND ROTARY TOTALIZERS
1 OR 2 CAN PLAY
10 FRAMES PER PLAYER—10 CENTS

Motor-powered ball-gun swings back and forth. Player throws ball by finger-tip pressure on lever, when gun is aimed in desired direction to score Strike or to pick up leave. Looks-easy skill-appeal insures continuous try-again repeat-play.

Now you can collect bowling-alley cash from the busy crowded locations where you've never been able to squeeze in a big bowler . . . earn big bowling profits in pinball space! Get ALL-STAR BOWLER busy for you now!

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