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1957 Fair Season 'Year of Names'

Major and Smaller Annuals Find TV, Record Personalities Big B. O. Hypo

By CHARLIE BYRNES

CHICAGO — Television and record name performers, proven draws at many major fairs, will be playing more county fairs this year, based on 1957 results.

The smaller fairs, the grass roots of the agricultural fair business, are turning to names in attempts to bolster sagging grandstand revenues, and the artists themselves are becoming more aware of the pay-outs at the rural events.

Most significant example of a big name playing county fairs was the 1957 tour made by Gene Autry, who made a string of one-day appearances at Midwest events. In addition to setting a number of new records, the veteran cowboy pocketed hefty cash for his share.

Typical of the fairs that have found names the answer is the Fayette County Fair, West Union, Ia., which has already booked Herb Shriner as its 1958 feature. The Great Jones County Fair, Monticello, Ia., is another that will again go along with the names this year. Bedford County Fair, Bedford, Pa., switched to name attractions last year and credited much of its success to the Four Aces and Fontane Sisters. Logan County Fair, Lincoln, Ill., likewise credits the Cisco Kid, who made a long string of appearances at county fairs, for racking up a new one-day attendance mark.

Revenue Up 10%

Altho it has long featured top names, officials of the Tri-State Fair, Superior, Wis., figured their 10 per cent increase in grandstand revenue was due to Russell Arms and Hal McIntire's orchestra.

The magic of the names is not regional by any means. Officials of the Beaumont, Tex., fair were more than pleased with the appearance of Sonoky Lanson, who not only drew strong crowds to the fair but proved valuable as a public relations man around that Texas city.

Preston Foster, long-time motion picture and TV actor, probably

\$\$ Magic in Presley Name

TUPELO, Miss.—Hardly typical, but significant of the strength of names at county fairs, was the personal appearance of Elvis Presley at the Mississippi-Alabama Dairy Fair here in 1957.

The guitar-playing singer, who hails from just outside this Mississippi town, drew an overflow of 12,000 people to his one-night performance at \$2 each. The appearance netted \$22,800 for the Tupelo Youth Center.

In 1956, the results were much the same, a jammed fairgrounds and grandstand.

played one of the longest strings of county fairs last year, with good success at most of them. On his itinerary were Iowa agricultural events at West Liberty, Sac City, Monticello, West Union and Cresco. He also played fairs at Owatonna and Madison in Minnesota; Morgan City and Abbeville, La.; Newport, Tenn., and Ellettsville, Ind.

Triple Name Bill

The Lake County Fair, Crown Point, Ind., last year came up with one of the most ambitious name bills in the Midwest. Included were Herb Shriner, Leo Carrillo and Guy Mitchell, and the fair was pleased with the results. Montgomery County Fair, Dayton, O., on the strength of a record breaking appearance of Pat Boone in 1956, did satisfactory business with Guy Mitchell and the Lone Ranger last year, and Newport, Tenn., reported okay returns for Preston Foster, Billy Williams and Candy Candido.

The Canfield, O., fair is another that stretched its budget to some extent but was more than pleased with the thumping crowds drawn to its grandstand by the Lennon Sisters. Among those fairs that switched to names for the first time was the annual at Fairfax, Va., which offered Jack Bailey and his "Queen for a Day" TV program, and the Columbia, Tenn., event, which featured Tommy Bartlett and Leo Carrillo.

The Mariners, former Godfrey quartet, were kept busy and reportedly did better than okay at

(Continued on page 51)

CLAIM BRITONS WORLD'S TOP FILMOPHILES

LONDON — Britain is the most film-minded nation in the world, a survey by the Financial Times here reports. In the United Kingdom, every inhabitant goes to the movies an average 25 times per year. Runner-up country is New Zealand, with a figure of 18 times a year. The U. S. figure is 16.2 times.

The ready acceptance of vidfilm in the very first year of commercial British television is attributed by the Times to this national orientation toward film. America didn't grant film equal status with live programming for seven years, it points out.

The fantastic demand for film has kept features largely off TV here, with movie houses frequently showing triple bills and insisting on changing bills three and even four times a week. Consequently, any halfway decent half-hour series is sure of an English sale and program schedules here are filled with American imports. Tho Britain is the best film market, it lags as a producer, despite the fact that London is second only to Hollywood in total number of properties brought to theater and TV screens.

The Times reported that 60 per cent of all films less than feature length were imports last year, 47 per cent American and 13 from other countries. It attributes the high American percentage to "a similarity of language," predicting the most important new source of TV film will come from U. S.-British co-production deals.

Apathy Toward G.I. Live Entertainment Overseas a Mystery

Offshore Show Tour Appreciation Potential Pay-Off for Sponsors

By DREW PEARSON

CASABLANCA — Disinterest on the part of agencies, packagers, film companies and the TV network in assembling live entertainment units for G.I.'s overseas remains the mystery of 1957. The volunteer units I took during the past three seasons on the North Pole circuit were overwhelmingly received, and the Azores-to-Tripoli trip this Christmas proved as heart-warming.

For every soldier, sailor and airman entertained, there are dozens of relatives and friends back home who echo their appreciation. Where could a more thankful and willing audience be found for a sponsor's product than in the away-from-home ranks and their home-based counterpart?

Little Entertainment

Servicemen overseas have little entertainment, local radio, juke boxes, some movies and occasionally closed circuit TV. Sports-wise, they wrestle and box and assemble basketball teams, but live talent is non-existent, glamor is missing. The doors to the base theaters fly off their hinges hours before any rare visiting show. The lines are six-deep and seemingly endless outside the gyms and hangars in Labrador, Greenland, Newfoundland and Iceland as well as Libya and here in Morocco.

The strictly volunteer unit which publicist Michael Sean O'Shea assembled for the North African tour

of air bases last month included the comedy team of Clara Cedrona and Damian Mitchell, who've become show unit regulars over three years with this writer. Their special material and sophisticated humor didn't go over a single head. A medley of video cigarette jingles, impressions of the Coty Girl, Ed Sullivan and "64,000 Question" were eaten up.

G.I.'s Are Hip

Young composer Burt Bacharach, Famous Music found the same solid audience for his own compositions. His "Sad Sack," "Winter Warm" and "The Story of My Life" were already familiar to these sharp G.I.'s.

Singers Joy Hodges and Dorothy Dennis had no trouble at all in selling themselves as individual personalities and distinctly different chirpers. La Hodges had it made with her first song, "Happy to Make Your Acquaintance" and followed thru with "Just in Time" and "All the Way." With Dorothy Dennis, she rocked the house each time with such standards as "Get Happy," "Honeysuckle Rose," and "Deed I Do." When the combined Hodges-Dennis vocal on the rock and roller "I'm Walkin'" was belted out, the G.I. aisle-sitters flipped to a nan.

Barney Ross, ex-Marine, former welterweight and lightweight champion of the world, author of the current tome, "No Man Stands Alone," was given an ovation at his initial appearance. A familiar name and face, his just being there inspired a rousing welcome. He turned song-and-dance-man with

(Continued on page 6)

NEWS OF THE WEEK

Syndication of Hour TV Film Shows Due for Next Season . . .

Next season will see the first strong push into syndication of TV hour-long films, and with it a strengthening of the audience position of independent stations. These outlets will have available time for the impressive hour-longs, while network affiliates shift to clock time via tape. . . . Page 2

TV Sponsors to Hike Pressure For Short Pacts, Vacations . . .

Ground swell is growing among major advertisers for a return in TV networking to old radio practice of a summer hiatus. Typical gripe is voiced by Young & Rubicam's media chief, Peter Levathes. . . . Page 2

Major Labels Kick Off 1958 With Big Product Campaigns . . .

The major labels kicked off the New Year with a tremendous release of 1958 product. Columbia's program—including special merchandising services and dealer incentives—ties in with the company's 10th anniversary of the Long Playing Records. Extensive new LP

product was released by RCA Victor, Capitol, Decca and Coral. . . . Page 15

Mercury Records Climbs 98-cent Singles Bandwagon . . .

Mercury Records last week was the first label to follow RCA Victor's lead in hiking the suggested list price of 45 singles to 98 cents. Kapp Records is expected to follow suit around January, and Jubilee indicated it would "probably" do likewise in the near future. Other labels either said no price hike is planned "as yet" or could not be reached for comment. . . . Page 15

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North Africa Sharp on TV

CASABLANCA — Audiences played to in North Africa by the volunteer unit headed by Michael Sean O'Shea and Drew Pearson proved mighty sharp as well as responsive. They know the current crop of TV jingles by heart and even some of the lesser-known video personalities are quickly recognized. Any reference to TV stars and programs rated immediate acknowledgment, and the merest throwaway gag about a nationally televised product got reaction.

As for records and recording artists, the G.I.'s are just as disk-happy and aware of the top-rated platters as any pop music lover back in the U. S. Because of the limited entertainment available to these men, they latch on to every motion picture or closed circuit TV show they can see.

EXEC SEES CHANGES

Clients to Hike Pressure for Short Net Pacts—Levathes

NEW YORK—With the emergence of strong three-network competition on such nights as Thursday and Sunday, and with Friday largely up for audience grabs, the TV networks will be under vastly increased pressure this year from major advertisers seeking to shorten the length of their contract commitments.

That's the considered opinion of Peter Levathes, Young & Rubicam's veepee and media topper. The one-time movie exec, now a leading figure in media buying circles, feels that "summer sponsorship still doesn't measure up to what sponsors expect to get," and adds that there should be "a very real difference in price" between the summer and winter periods.

Levathes is far from alone in this opinion, a check-up by The Billboard shows. Earlier this year, Bowman Gray, now president of R. J. Reynolds, sounded off sourly on the rating drops experienced by film shows sponsored by the tobacco firm. Other execs, both in agency and advertiser circles, privately applauded, and began to push against the budget-straining bonds of 52-week commitments. Now, even network officials admit that the squeeze is on, with one high-ranking NBC sales exec stating "the pressure will build in 1958, and in 1959 you'll see a return to the old summer hiatus period. It's got to come."

Three Factors

Y&R's Levathes cites the following three factors as being the chief

reasons for sponsor pressure: (1) Growth and circulation of U. S. video is leveling off, (2) the TV medium is more highly competitive between networks, with stepped-up audience selectivity, and (3) the shake-outs in the U. S. economy, and a general tightening of money.

"In a network sense, TV is fully competitive today," he says, "with 80 to 90 per cent of sets tuned to three or more fully competitive channels. The monopoly that once existed in many markets is no longer present. You can get an almost immediate feel as to how a show is doing."

Audience promotion is one clue to this, Levathes believes. "Promotion today is very effective with new shows. Such promotion was wasted before, because there was no choice. Take the growth of 'Maverick,' a well-promoted buy made back in the days when the

time period's audience was divided between just two networks. Networks must begin to realize that time values change with major tune-outs."

No Summer Exits

Levathes does not see, at the same time, a mass rush to exit TV in the summer, pointing out that most sponsors with top-rated shows will continue them thru the summer, and that it is the show with a very mild rating record that is likely to be absent in the hot-weather days.

Also, he feels that the time periods in the late portions of network time "have more stability, both summer and winter," with the spots that are "vulnerable" occurring chiefly from 7:30 to 8:30 p.m.

"Sponsors will lose discounts with shorter contracts and with hiatus situations," says Levathes, "but—so what?"

ANNUAL REPORTS

ABC, CBS Look Back In Pride, Ahead in Joy

NEW YORK—Pride in 1957 results and optimism for 1958 are reflected in the year-end reports of CBS-TV and ABC-TV, just released. Both stress the gains made in total viewing audience and the continued increase in number of hours spent watching TV by the average American.

CBS points to its day-long delivery of the greatest number of homes, its 6.8 per cent increase in gross billings and 29 new advertisers in its total of 128 web sponsors. A new high of 231 affiliates was reached among stations. The Douglas Edwards newscasts attained a weekly circulation of 33,975,360, higher than any other news vehicle in any medium.

The report records the CBS purchase during 1957 of WCAU-TV, Philadelphia, and KWK-TV, St. Louis, and recalls its unique Nikita Khrushchev interview. The web's current advertisers include 13 which never before used network TV: Allstate Insurance, American Can, American Gas, American Liberty Oil, Bird & Son, Carling Brewing, International Telephone & Telegraph, James S. Kemper Company, Libby-Owens-Ford, Pan American Oil, Pittsburgh Plate Glass, Stroh Brewing and Sunshine Biscuit.

ABC's Gains

ABC's biggest gain was its live clearance improvement from 75 to 85 per cent, with upcoming affilia-

tions raising it to 90 per cent this spring. A heavy programming investment has produced three hits rating-wise, "Maverick," "The Real McCoys" and "Zorro," among the new nighttime entries, while ABC's re-entrance into daytime has given it dominance of the 3-6 p.m. time periods, according to all rating services.

Gross billings for 1957 at ABC were about \$81,200,000. The web made the greatest percentage gains in homes, now delivering 7,000,000 per evening minute, 42 per cent higher than in 1956.

WCBS-TV here, in its year-end statement, notes a 5.8 per cent rise in net advertising revenue and continued dominance of the market according to Nielsen station index figures. A decrease in sales of both 10 and 20-second announcements put the accent on one-minute spots during 1957. A record \$5,001,027 was donated (via facilities, production and rate-card time value) for public service telecasting.

NBC's 'Tonight' One of ABC Affils' Top Shows

NEW YORK — NBC-TV's "Tonight" series is proving one of the top attractions on stations of ABC-TV's basic web covering some 2,500,000 TV homes in several major cities. And, the Jack Paar starer has become a drawing card on at least one of CBS-TV's top affiliates.

This odd situation, in which the NBC show is giving "tiff" competition to NBC stations, has its latest example in Atlanta, where "Tonight" began on December 30 on WLW-A, an ABC outlet. The schedule on the Crosley outlet occurred because the local NBC outlet, WSB-TV, is booked solid with feature films purchased when "Tonight" hit its low ebb last summer

NTA'S Mil. Net 148% Over '56

NEW YORK—A record net income of \$1,094,031, 148 per cent above the 1956 total, is reported by National Telefilm Associates for 1957. Its year-end statement notes a personnel increase to 135; the acquisition of WATV here and KMGM-TV, Minneapolis; the beginning of commercial operations by the NTA Film Network, and the high ratings gained by the quartet of Shirley Temple feature films.

A total of \$17,720,134 in exhibition contracts were written during 1957, an increase of 206 per cent over 1956. NTA's assets are listed at \$32,143,270, as against \$13,092,934 for 12 months earlier. Midway in 1957, NTA sold 350,000 shares of common stock in an offering of sinking fund subordinated notes.

Movie Exhibs Buy TV Show

CINCINNATI — A group of local movie exhibitors have signed a 52-week contract with WKRC-TV, Cincinnati, to sponsor "Daryl Parks and the Weather" weekdays at 6:25 p.m. It is believed to be the first time nationally that a group of movie exhibitors have signed to sponsor a regular TV show for that length of time.

During the weathercast current attractions at each of 11 co-operating theaters will be announced. It also will be emphasized during the program that the features will not be seen on TV for at least seven years.

Co-operating in the TV campaign are S&S Enterprises, the Bein Circuit, Ackerman Enterprises and the Hill Circuit. The group comprises downtown, neighborhood and drive-in locations.

NBC to Aid Barton Bally

NEW YORK—Barton Candies is going king-size in its promotion thru NBC Exploitation channels of its part-sponsorship of Steve Allen.

The confection firm has made arrangements to spot life-size cut-outs of Allen in the store windows of Barton candy shops or stores carrying the Barton line in a total of 36 cities. The promotion will center on a new Barton product, "TV Munch."

PLANS FOR '58

'Today' to Hit Road, Up Science

NEW YORK—NBC's most successful participating vehicle, "Today," will hit the road for location junkets to 28 major U. S. cities during 1958. It is also planning major expansions of science coverage aimed particularly at the school-age and college dialers of the Dave Garroway starer.

In addition to the science up-beat, there'll be a step-up in the search for new video performing talent to be seen on the show, including comedy talent, singers, musicians and other acts, according to NBC execs.

Due to start its seventh year on NBC on January 14, "Today" has so far aired, by NBC's count, some 7,500 announcements for 325 different participating advertisers, and has grossed more than \$35,000,000. It wasn't always this way. When it began in 1952, it had just one lonesome advertiser, Kiplinger News Letter.

WBC Sets 2d Confab

BALTIMORE — The Westinghouse Broadcasting Company will conduct a second industry-wide conference on local public service programming, to be held here March 5-8.

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FCC Can't Keep Up With Rapid TV Rise

WASHINGTON — The year-end report of the Federal Communications Commission, released last Tuesday (31), paints a cheerful picture of broadcast expansion, and a glum one of the agency's inability to keep up with the administrative load plus Congressional committee inquiries.

The broadcast picture collectively embraces more than 800 TV stations, with over 650 commercials, over 100 translators, and over 50 educational outlets, says the FCC. Auxiliary, remote pick-up, studio transmitter links and other adjuncts to broadcast service alone account for 3,600 authorizations. However, broadcasters were reminded that their total authorizations tally only 8,500, as against 400,000 safety and special radio services.

Major problems of the agency were listed as its understaffed attempts to deal with "overwhelming" service expansion and technical developments, growing interference and enforcement problems, increasing competition for radio facilities (from non-broadcast as well as broadcast interests). Procedural tactics which delay providing of new service was notable among the headaches, as were court contests of grants without hearing.

The commission reminds the industry that it has recommended a law extending the license period from three to five years, that it is studying a special staff report on TV network operation (the Barrow Report), that applications by TV stations to conduct pay TV operations on a trial basis will be considered after March 1, and, finally, that the television allocations study organization is completing an engineering review of present and potential service, both ultra and very high.

Broadcasters are reminded to brush up on their vocabulary of spectrum-saving techniques. There will be increasing attention given

'Secret' Best For Client ID

NEW YORK — "I've Got a Secret" for Winston cigarettes is the No. 1 show in sponsor identification, according to Trendex figures for December. Pat Boone for Chevrolet is the No. 1 new program, ranking fifth among all shows with 77.3 per cent correct identification. The top four, including Lawrence Welk, "\$64,000 Question" and "Talent Scouts," have a minimum of two complete seasons each in TV.

Ranking second among new programs is Rosemary Clooney for Lever Bros., with a 57.2 percentage. "The Price Is Right," "Walter Winchell File" and the Alcoa-Goodyear "Playhouse" follow.

'Asked for It' In Sunday Shift

NEW YORK — More mid-season shuffling at ABC-TV will find "You Asked for It" moving on Sundays from 7 p.m. to the 9:30-10 p.m. slot in two weeks. The Best Foods series will thus follow Sid Caesar and precede Scotland Yard. The web is returning the 7-7:30 time to its stations.

The plan to move "Walter Winchell File" to Thursdays having been scrapped, ABC has re-slotted the dramatic series Fridays, 10-10:30 p.m. "Colt 45" vacates that spot for the 8:30-9 p.m. Friday berth.

to "offset carrier," "single side-band" and "split-channel" transmission. Also under discussion will be tropospheric and ionospheric "scatter" techniques and expanding "microwave" operation.

In a grand finale of complaint, FCC Chairman Doerfer notes that "competition and interference considerations now require one-third of all applications for new TV or AM stations to go to hearings." In sum, the FCC is trying to handle an administrative load "which has more than doubled" since World War II, with "little change in amount of appropriation or number of personnel."

'56 OVER '55

FCC Notes Radio-TV's Income Hike

WASHINGTON — Comparison of radio and television revenue for 1956 showed TV's take was \$896,900,000, or 20.4 per cent above 1955, while radio revenues were \$480,800,000, up 6 per cent from 1955, according to the Federal Communications Commission on Thursday (2).

The FCC's AM-FM broadcast financial data for 1956 repeats August, 1957, figures for television, for comparative purposes. The FCC notes that TV profits for 1956 were \$189,600,000, or an increase of 26.2 per cent over the previous year, while radio profits in 1956 were \$49,200,000, up 7 per cent, before payment of Federal income tax.

Total revenues of the radio and TV industry for the 1956 calendar year were \$1,400,000,000, or 15 per cent above 1955. Total radio and TV profits in 1956 were at \$238,800,000, or 21.7 per cent above 1955.

On an individual market basis, New York's seven metropolitan TV stations rolled up profits of \$21,500,000, as against 32 New York and Northeast New Jersey radio stations, which made \$4,600,000 in 1956. In Chicago, four television stations made \$9,700,000 profit in 1956, while its 27 radio stations made \$4,800,000, before taxes. In Detroit, three TV stations made profits of \$7,400,000, while 10 radio stations chalked up \$3,000,000 in profits, 1956.

'Perry Mason' Adds Sponsor

NEW YORK — Bristol-Myers last week purchased alternate weeks of the last half hour of "Perry Mason," Saturday 7:30-8:30 p.m. Not only has the program increased its ratings considerably, but the last half hour of the show generally rates higher than the first 30 minutes.

The show averaged a 23.7 average audience rating for its last 30 minutes. It averaged a 22.3 AA the first 30 minutes. Both are Nielsens and are for the first October report thru the first December report. Its initial Nielsen was a 20.9. Its last Nielsen was 25.8. Young & Rubicam is the agency.

Frey Quits Colgate for Position at OB&M

NEW YORK — Samuel Frey, media director of the Colgate-Palmolive Company, has resigned to join Ogilvy, Benson & Mather. He will become vice-president in charge of media for the agency.

HERE COME THE REDCOATS AGAIN

British Theatrical Film World Readies Invasion of U. S. TV

NEW YORK — Hurting badly because of sagging theatrical receipts, the British theatrical film industry is getting ready to try a major invasion of the American TV market for the season of 1958-'59. Virtually every top British motion picture name has now made himself available for TV work, both on spectaculars, as well as regular weekly series.

This means that such top talent as Alistair Sim, Peter Finch, Terry Thomas and Jack Hawkins, and such top producers as Launder and Gilliat, Michael Powell and Emeric Pressburger can be had for video series. Betty and Sydney Box have already worked on a series.

However, a few top directors are unavailable, such as David Lean, Sir Carol Reed and Michael Anderson, all top names who function in American theatrical films, as well as in the British industry. The Boulting Brothers, who have indicated their dislike for TV, will also remain outside the medium.

Ideas Submitted
British producers and British production companies have already started to submit ideas for shows to the American networks. Among the potential properties is a show based on the famous British court, the Old Bailey, another on Madame Tussard's Waxworks, and still another, a comedy about a British family which emigrates to America and whose breadwinner is

a salesman. A series called "Flying Doctor" is being produced in Canada by Ralph Smart for Associated TV.

Also available for American TV are the members of the great British talent pool of live theater, musicals, bands, etc., who now are pushing themselves for such work. They believe that their greatest potential is in spectaculars. From Sir Laurence Olivier down, they have told American interests, espe-

cially the webs, that they are ready, willing and able to cross the water for live spectaculars or make them on film for whomever is interested.

Studios Busy

A large number of British studios are occupied in turning out product for American TV. Among them are Pinewood studios, the Associated British operation, British National and the Walton-on-Thames studios. The British producers can, of course, produce for their own TV system, but they need the American market to get into the profit column.

American TV is also showing some interest in British writers. Among these is Ian MacCormick, a writer for the British Broadcasting Corporation, who has soared to prominence based on a work titled, "The English Family Robinson." It was a story of four generations of a British family of colonials most of whose existence was spent in India. Among other well-known British writers interested in writing for American TV are Wolf Mankiewicz, Eric Andrews and the Launder and Gilliat team. Still another reason pushing the English film into TV is the recent sale of 100 RKO movies to the BBC. This deal should prove another major blow to the already reeling British film industry.

Bishop Buys 'Treasure' Half

NEW YORK — In the midst of talk that Hazel Bishop is dissatisfied with the rating performances of "M-Squad" and the Jane Wyman series, the cosmetic firm nevertheless has signed for alternate weeks of "Treasure Hunt" on NBC.

Via the Raymond Spector Agency, Hazel Bishop is due to bow in tomorrow (7) on the Bud Granoff-produced quizzer in the 7:30-8 p.m. spot. The sponsor will go for two more telecasts on a full-sponsorship basis, then shift into an alternate pattern with Glamour starting January 28.

Clients Seek Arden Exit

NEW YORK — Both Shulton and Lever Bros. are pressing CBS-TV to allow them to move out of the Eve Arden show, Tuesdays 8:30-9 p.m. The situation-comedy has not lived up to expectations. It started low and has not improved ratings.

Its most recent Nielsen was about an 18. The program cannot be canceled until 26 half hours are seen, which means it can go off sometime in late March.

Tatham-Laird Gets Kolynos

CHICAGO — Tatham-Laird, Inc., snagged the Kolynos account last week, as well as other products, not yet identified, manufactured by Whitehall Laboratories.

Whitehall recently bounced Grey Advertising after Grey's president, Arthur Fatt, admitted during an interview on "Night Beat" that he doesn't brush his teeth with the product he advertises.

Last week, Tatham-Laird personnel were busy inspecting their home medicine cabinets.

Coming Soon!

TV's PROPELLING NEW FORCE...

Aimed to hit RATINGS fast!



Report at Year's

1957 was a dynamic year for television. There are now three and a half million more television homes than last year. More people are spending more time watching television than a year ago. And the three networks' share of audience has increased over 1956, while the independent stations' declined.

1957 also saw an unprecedented shift of audience among networks, with NBC emerging as the Number One network daytime and advancing into a virtual stand-off for the Number One nighttime position.

During the day NBC leads the second network by 6%. This is an audience increase of 30% over last year for NBC while the second network has declined 11%.

At night NBC's average audience has jumped 10% in twelve months while the other network's has *dropped* 10%.

In terms of nighttime half-hour wins NBC and its major competition are now tied with 21 apiece.

In the completely reprogrammed 7:30-8:00 PM (NYT) Monday-Friday strip, NBC's audience is 71% greater than a year ago.

These gains are naturally reflected in NBC's business ledger. Sponsored time and gross network billings are the highest ever recorded by the network.

While advancing in audience and sales, NBC also won more awards for distinguished programs than any other network. During 1957 it gave America its most talked about productions—television classics like *Green Pastures*, *Pinocchio*, the *General Motors Fiftieth Anniversary Show* and *Mary Martin's Annie Get Your Gun*. NBC also offered the nation's educational television stations their first live network programming.

By all yardsticks of leadership, 1957 was a year of substantial progress for the

NBC Television Network

Source: Nielsen Television Index.

End

Apathetic Slant On Offshore G.I. Tours

Continued from page 1

the blonde skyscraper Siri, a 6'3" glamor girl whose introduction as "Miss Mis-Guided Missile of 1958" had the spectators cheering and howling. Siri, costumed in skin-tight silver-sprayed space suit dotted with Ross on "I Can't Give You Anything But Love, Baby," and brought down the house with their ad lib version of a torrid Latin dance.

Five beautiful Hartford Agency Models (Mae Conley, Ginny Gaylor, Louise Manning, Hope Ryden, Joanne Smith) had no trouble in making the G.I.'s pay attention to their Tina Leser fashion show of 1958 swim suits any more than they did while being introduced wearing military garb for a precision military march. The Four Jumping Jacks, musical combo and members of the USAF Band, Bolling Field, Washington, D. C., backed the show under the direction of Burt Bacharach.

Globetrotter Score

The fantastic response to the games played by the Harlem Globetrotters and the U. S. All-Stars prior to or immediately following the entertainment unit was gratifying to all concerned in the troupe. The combination of sports and show business performers worked like a charm—except in big Air Force hangars which were necessary to hold overflow crowds but impossible to heat and a bit difficult when it came to staging a variety show.

The man who made it possible to present the Harlem Globetrotters on this Christmas tour is Abe Saperstein, their owner, who rearranged schedules during his busiest season, dug into his pocket to pay all sorts of expenses, and took time to come along on this up-early, to-bed-late trip. The Globetrotters have covered almost every part of the world, played in 11 foreign countries last year, but this was probably their most rugged trip—10,000 miles in 10 days—covering all but one American base from the Azores to Tripoli.

After the Globetrotters played in Casablanca, local sportscasters said that city would now be famous for two things—the Roosevelt-Churchill meeting in 1943 and the crowd that nearly mobbed Casablanca Stadium in 1957. Crown Prince Moulay Hassan and his brother, Moulay Abdullah, sat with 8,000 other fans who almost turned the stadium into bedlam scrambling for chairs. I personally carried in some extra chairs for the substitute players to sit on, but they didn't have a chance; they were snatched out of my hands. The substitute players and dignitaries all had to sit wherever they could.

The crowd got a big kick out of the Brooklynese of Referee John Fox, applauded the long shots of Wayne University's George Brown, chortled over the antics of Harlem's Chico Burrell, and went wild

(Continued on page 11)

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.

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.

VARIETY & MUSIC SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
3-Net Avg., \$4.38; ABC Avg., \$3.23; CBS Avg., \$4.11; NBC Avg., \$3.80		3-Net Avg., \$5.64; ABC Avg., \$6.95; CBS Avg., \$3.71; NBC Avg., \$4.87		3-Net Avg., \$4.08; ABC Avg., \$4.99; CBS Avg., \$4.02; NBC Avg., \$3.57		3-Net Avg., \$10.43; ABC Avg., \$15.64; CBS Avg., \$7.41; NBC Avg., \$7.74	
1. L. WELK (Dodge, ABC)	\$1.25	1. L. WELK (Dodge, ABC)	1.18	1. L. WELK (Dodge, ABC)	\$.98	1. L. WELK (Dodge, ABC)	\$2.82
2. WELK'S TOP TUNES (Dodge, ABC)	1.61	2. WELK'S TOP TUNES (Dodge, ABC)	1.92	2. WELK'S TOP TUNES (Dodge, ABC)	1.43	2. STEVE ALLEN (S. C. Johnson, Greyhound, Pharmacruff, Polaroid, NBC)	3.62
3. ED SULLIVAN (Lin-Mercury, Eastman, CBS)	2.25	3. ED SULLIVAN (Lin-Mercury, Eastman, CBS)	2.43	3. ED SULLIVAN (Lin-Mercury, Eastman, CBS)	1.88	3. ED SULLIVAN (Lin-Mercury, Eastman, CBS)	3.76
4. ERNIE FORD (Ford, NBC)	2.41	4. STEVE ALLEN (S. C. Johnson, Greyhound, Pharmacruff, Polaroid, NBC)	2.96	4. ERNIE FORD (Ford, NBC)	2.21	4. PERRY COMO (Noxzema, Kimberly-Clark, Amer. Dairy, Sunbeam, Knomark, RCA, NBC)	3.94
5. PERRY COMO (Noxzema, Kimberly-Clark, Amer. Dairy, Sunbeam, Knomark, RCA, NBC)	2.77	5. ERNIE FORD (Ford, NBC)	2.97	5. PERRY COMO (Noxzema, Kimberly-Clark, Amer. Dairy, Sunbeam, Knomark, RCA, NBC)	2.34	5. GEORGE GOBEL (RCA, L & M, NBC)	5.46
6. RED SKELTON (S. C. Johnson, Pet Milk, CBS)	2.87	6. PERRY COMO (Noxzema, Kimberly-Clark, Amer. Dairy, Sunbeam, Knomark, RCA, NBC)	2.98	6. AMATEUR HOUR (Hazel Bishop, NBC)	2.35	6. POLLY BERGEN (L & M, Max Factor, NBC)	5.53
7. AMATEUR HOUR (Hazel Bishop, NBC)	2.97	7. AMATEUR HOUR (Hazel Bishop, NBC)	3.09	7. STEVE ALLEN (S. C. Johnson, Greyhound, Pharmacruff, Polaroid, NBC)	2.44	7. AMATEUR HOUR (Hazel Bishop, NBC)	5.69
8. STEVE ALLEN (S. C. Johnson, Greyhound, Pharmacruff, Polaroid, NBC)	2.97	8. RED SKELTON (S. C. Johnson, Pet Milk, CBS)	3.19	8. RED SKELTON (S. C. Johnson, Pet Milk, CBS)	2.70	8. ERNIE FORD (Ford, NBC)	5.77
9. GEORGE GOBEL (RCA, L & M, NBC)	3.13	9. GEORGE GOBEL (RCA, L & M, NBC)	3.92	9. GEORGE GOBEL (RCA, L & M, NBC)	2.79	9. EDDIE FISHER (L & M, RCA, NBC)	6.01
10. EDDIE FISHER (L & M, RCA, NBC)	3.20	10. GISELE-Mackenzie (Scott, Schick, NBC)	4.18	10. EDDIE FISHER (L & M, RCA, NBC)	2.81	10. PAT BOONE (Gen. Motors, ABC)	6.30
11. GISELE-Mackenzie (Scott, Schick, NBC)	3.49	11. EDDIE FISHER (L & M, RCA, NBC)	4.26	11. GODFREY SCOUTS (Lever, Toni, CBS)	3.08	11. WELK'S TOP TUNES (Dodge, ABC)	6.64
12. GODFREY'S SCOUTS (Lever, Toni, CBS)	3.55	12. YOUR HIT PARADE (Amer. Tob., Toni, NBC)	4.35	12. GISELE MACKENZIE (Scott, Schick, NBC)	3.11	12. THE BIG RECORD (Gen. Motors, Armour, Pillsbury, Kellogg, CBS)	7.99
13. THE BIG RECORD (Gen. Motors, Armour, Pillsbury, Kellogg, CBS)	3.64	13. CHEVY SHOW (Gen. Motors, NBC)	4.38	13. BIG RECORD (Gen. Motors, Armour, Pillsbury, Kellogg, CBS)	3.19	14. RED SKELTON (S. C. Johnson, Pet Milk, CBS)	8.29
14. YOUR HIT PARADE (Amer. Tob., Toni, NBC)	3.68	14. 50TH ANNIVERSARY (Gen. Motors, NBC)	4.43	14. YOUR HIT PARADE (Amer. Tob., Toni, NBC)	3.33	15. HOLIDAY IN LAS VEGAS (Exquisite Form, NBC)	8.33
15. PAT BOONE (Gen. Motors, ABC)	3.84	15. CLUB OASIS (L & M, Max Factor, NBC)	4.68	15. CHEVY SHOW (Gen. Motors, NBC)	3.36	16. GODFREY'S SCOUTS (Lever, Toni, CBS)	8.43
16. CLUB OASIS (L & M, Max Factor, NBC)	3.94	16. PAT BOONE (Gen. Motors, ABC)	4.92	16. CLUB OASIS (L & M, Max Factor, NBC)	3.66	17. DICK & THE DUCHESS (Mogen David, H. Curtis, CBS)	8.57
17. CHEVY SHOW (Gen. Motors, NBC)	3.96	17. BIG RECORD (Gen. Motors, Armour, Pillsbury, Kellogg, CBS)	5.33	17. PAT BOONE (Gen. Motors, ABC)	3.66	18. YOUR HIT PARADE (Amer. Tob., Toni, NBC)	9.22
18. 50TH ANNIVERSARY (Gen. Motors, NBC)	4.43	18. GODFREY'S SCOUTS (Lever, Toni, CBS)	5.52	18. 50TH ANNIVERSARY (Gen. Motors, NBC)	3.69	19. CHEVY SHOW (Gen. Motors, NBC)	9.29
19. ROSEMARY CLOONEY (Lever, NBC)	4.52	19. COUNTRY MUSIC JUB. (W'mson, Dickie, ABC)	5.78	19. ROSEMARY CLOONEY (Lever, NBC)	4.65	20. CLUB OASIS (L & M, Max Factor, NBC)	9.37
20. COUNTRY MUSIC JUB. (W'mson, Dickie, ABC)	5.35	20. HOLIDAY IN LAS VEGAS (Exquisite Form, NBC)	6.31	20. COUNTRY MUSIC JUB. (W'mson, Dickie, ABC)	4.95	21. COUNTRY MUSIC JUB. (W'mson, Dickie, ABC)	9.45
21. HOLIDAY IN LAS VEGAS (Exquisite Form, NBC)	5.62	21. ROSEMARY CLOONEY (Lever, NBC)	6.37	21. HOLIDAY IN LAS VEGAS (Exquisite Form, NBC)	4.96	22. 50TH ANNIVERSARY (Gen. Motors, NBC)	14.79
22. FRANK SINATRA (L & M, Bulova, ABC)	5.71	22. VOICE OF FIRESTONE (Firestone, ABC)	7.98	22. FRANK SINATRA (L & M, Bulova, ABC)	5.05	23. FRANK SINATRA (L & M, Bulova, ABC)	19.15
23. POLLY BERGEN (L & M, Max Factor, NBC)	6.11	23. FRANK SINATRA (L & M, Bulova, ABC)	8.12	23. VOICE OF FIRESTONE (Firestone, ABC)	6.54	24. GUY MITCHELL (Max Factor, ABC)	20.25
24. VOICE OF FIRESTONE (Firestone, ABC)	6.77	24. PATRICE MUNSEL (Gen. Motors, ABC)	11.78	24. PATRICE MUNSEL (Gen. Motors, ABC)	7.62	25. ROSEMARY CLOONEY (Lever, NBC)	24.21
25. PATRICE MUNSEL (Gen. Motors, ABC)	7.73	25. DICK & THE DUCHESS (Mogen David, H. Curtis, CBS)	12.06	25. POLLY BERGEN (L & M, Max Factor, NBC)	8.30	26. PATRICE MUNSEL (Gen. Motors, ABC)	24.30
26. DICK & THE DUCHESS (Mogen David, H. Curtis, CBS)	8.24	26. POLLY BERGEN (L & M, Max Factor, NBC)	13.29	26. DICK & THE DUCHESS (Mogen David, H. Curtis, CBS)	9.30	27. VOICE OF FIRESTONE (Firestone, ABC)	36.38
27. GUY MITCHELL (Max Factor, ABC)	9.61	27. GUY MITCHELL (Max Factor, ABC)	13.92	27. GUY MITCHELL (Max Factor, ABC)	9.68		

QUIZ & PANEL SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
2-Net Avg., \$2.78; CBS Avg., \$2.37; NBC Avg., \$2.21		2-Net Avg., \$3.51; CBS Avg., \$2.88; NBC Avg., \$4.05		2-Net Avg., \$2.53; CBS Avg., \$2.04; NBC Avg., \$2.94		2-Net Avg., \$10.73; CBS Avg., \$11.84; NBC Avg., \$10.45	
1. I'VE GOT A SECRET (R. J. Reynolds, CBS)	\$1.75	1. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	\$2.28	1. I'VE GOT A SECRET (R. J. Reynolds, CBS)	\$1.60	1. I'VE GOT A SECRET (R. J. Reynolds, CBS)	\$1.99
2. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS)	2.03	2. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS)	2.46	2. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS)	1.79	2. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	2.52
3. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	2.06	3. \$64,000 QUESTION (Revlon, CBS)	2.58	3. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	1.87	3. NAME THAT TUNE (Amer. Home, Kellogg, CBS)	4.37
4. \$64,000 QUESTION (Revlon, CBS)	2.13	4. I'VE GOT A SECRET (R. J. Reynolds, CBS)	2.60	4. YOU BET YOUR LIFE (Toni, Chrysler, NBC)	1.94	4. THE PRICE IS RIGHT (RCA, Spindel, NBC)	5.45
5. YOU BET YOUR LIFE (Toni, Chrysler, NBC)	2.24	5. YOU BET YOUR LIFE (Toni, Chrysler, NBC)	2.70	5. \$64,000 QUESTION (Revlon, CBS)	1.98	5. TO TELL THE TRUTH (Pharmaceuticals, CBS)	6.79
6. TWENTY-ONE (Pharmaceuticals, NBC)	2.31	6. TWENTY-ONE (Pharmaceuticals, NBC)	2.72	6. TWENTY-ONE (Pharmaceuticals, NBC)	2.02	6. YOU BET YOUR LIFE (Toni, Chrysler, NBC)	6.95
7. TO TELL THE TRUTH (Pharmaceuticals, CBS)	2.42	7. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS)	3.15	7. TO TELL THE TRUTH (Pharmaceuticals, CBS)	2.17	7. TWENTY-ONE (Pharmaceuticals, NBC)	9.41
8. NAME THAT TUNE (Amer. Home, Kellogg, CBS)	2.54	8. TO TELL THE TRUTH (Pharmaceuticals, CBS)	3.19	8. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS)	2.33	8. TIC TAC DOUGH (Warner, RCA, NBC)	11.00
9. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS)	2.76	9. NAME THAT TUNE (Amer. Home, Kellogg, CBS)	3.28	9. NAME THAT TUNE (Amer. Home, Kellogg, CBS)	2.38	9. \$64,000 QUESTION (Revlon, CBS)	12.91
10. THE PRICE IS RIGHT (RCA, Spindel, NBC)	3.02	10. THE PRICE IS RIGHT (RCA, Spindel, NBC)	3.92	10. THE PRICE IS RIGHT (RCA, Spindel, NBC)	2.78	10. WHAT'S IT FOR? (Pharmaceuticals, NBC)	14.54
11. THIS IS YOUR LIFE (P & G, NBC)	3.71	11. THIS IS YOUR LIFE (P & G, NBC)	5.18	11. THIS IS YOUR LIFE (P & G, NBC)	3.33	11. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS)	19.73
12. TIC TAC DOUGH (Warner, RCA, NBC)	4.31	12. TIC TAC DOUGH (Warner, RCA, NBC)	5.65	12. TIC TAC DOUGH (Warner, RCA, NBC)	4.21	12. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS)	21.62
13. WHAT'S IT FOR? (Pharmaceuticals, NBC)	4.79	13. WHAT'S IT FOR? (Pharmaceuticals, NBC)	5.89	13. WHAT'S IT FOR? (Pharmaceuticals, NBC)	4.54	13. THIS IS YOUR LIFE (P & G, NBC)	23.31

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COMING COST PER THOUSAND ANALYSES:

Next Week: Adventure—Suspense—Western Shows
News—Sports—Miscellaneous Shows.

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COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

By Program Type:

Toiletry, Toilet Goods
Household Cleanser & Polish

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.

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.

TOILETRY & TOILET GOODS SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg. \$3.75; ABC Avg. \$4.16; CBS Avg. \$3.25; NBC Avg. \$3.42

1. SPERRY-RAND (Gunsmoke, CBS)...	1.72
2. H. CURTIS, SPERRY-RAND (What's My Line? CBS)...	2.03
3. TONI (People Are Funny, NBC)...	2.06
4. AMER. HOME PRODS. (D. Edwards News, CBS)...	2.07
5. WARNER (Restless Gun, NBC)...	2.11
6. BRIST-MYERS (Alfred Hitchcock, CBS)...	2.12
7. REVLON (\$64,000 Question, CBS)...	2.13
8. MENNEN (Wednes. Night Fights, ABC)...	2.20
9. TONI (You Bet Your Life, NBC)...	2.24
10. PHARMACEUTICALS (Twenty-One, NBC)...	2.31
11. GILLETTE, TONI (Caval. of Sports, NBC)...	2.36
12. COLGATE (The Millionaire, CBS)...	2.42
13. PHARMACEUTICALS (To Tell the Truth, CBS)...	2.42
14. P&G (Wyatt Exp., ABC)...	2.47
15. P&G (Meet McGraw, NBC)...	2.56
16. P&G (Loretta Young, NBC)...	2.74
17. REVLON (\$64,000 Challenge, CBS)...	2.76
18. NOXZEMA (Perry Como, NBC)...	2.77
19. WILDROOT, J&J (Robin Hood, CBS)...	2.88
20. BRIST-MYERS (Playhouse 90, CBS)...	2.95
21. HAZEL BISHOP (Amateur Hour, NBC)...	2.97
22. AMER. HOME, LEVER (Have Gun, Will Travel, CBS)...	2.97
23. PHARMACEUTICALS (Steve Allen, NBC)...	2.97
24. CHESEBROUGH (Bob Cummings, NBC)...	3.10
25. H. CURTIS (Oh, Susanna, CBS)...	3.13
26. HAZEL BISHOP (M-Squad, NBC)...	3.17
27. P&G (Perry Mason, CBS)...	3.22
28. SCHICK (Gisele MacKenzie, NBC)...	3.45
29. SCHICK (Gisele MacKenzie, NBC)...	3.49
30. TONI (Godfrey's Scouts, CBS)...	3.55
31. ARMOUR (The Big Record, CBS)...	3.64
32. TONI (Your Hit Parade, NBC)...	3.68
33. BRIST-MYERS (Tombstone Territory, ABC)...	3.69
34. P&G (This Is Your Life, NBC)...	3.71
35. COLGATE (Mr. Adams & Eve, CBS)...	3.79
36. COLGATE (The Thin Man, NBC)...	3.84
37. LEVER (Life of Riley, NBC)...	3.90
38. MAX FACTOR (Club Dastik, NBC)...	3.94
39. WARNER (Tic Tac Dough, NBC)...	4.31
40. LEVER (Rosemary Clooney, NBC)...	4.52
41. PHARMACEUTICALS (What's It For? NBC)...	4.79
42. HAZEL BISHOP (Jane Wyman, NBC)...	4.98
43. CARTER (West Point, ABC)...	5.19
44. MAX FACTOR (Polly Bergen, NBC)...	6.11
45. LEVER (Shulton (Eve Arden, CBS)...	6.50
46. H. CURTIS (Dick & the Duchess, CBS)...	8.24
47. MENNEN (O.S.S., ABC)...	9.48
48. MAX FACTOR (Guy Mitchell, ABC)...	9.61
49. REVLON (Winchell File, ABC)...	10.47

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg. \$4.92; ABC Avg. \$7.40; CBS Avg. \$4.48; NBC Avg. \$4.46

1. SPERRY-RAND (Gunsmoke, CBS)...	1.75
2. MENNEN (Wednes. Night Fights, ABC)...	2.18
3. TONI (People Are Funny, NBC)...	2.28
4. GILLETTE, TONI (Caval. of Sports, NBC)...	2.29
5. WARNER (Restless Gun, NBC)...	2.33
6. AMER. HOME PRODS. (D. Edwards News, CBS)...	2.38
7. BRIST-MYERS (Alfred Hitchcock, CBS)...	2.41
8. H. CURTIS, SPERRY-RAND (What's My Line? CBS)...	2.46
9. REVLON (\$64,000 Question, CBS)...	2.58
10. TONI (You Bet Your Life, NBC)...	2.70
11. PHARMACEUTICALS (Twenty-One, NBC)...	2.72
12. P&G (Wyatt Exp., ABC)...	2.77
13. P&G (Meet McGraw, NBC)...	2.95
14. PHARMACEUTICALS (Steve Allen, NBC)...	2.96
15. NOXZEMA (Perry Como, NBC)...	2.98
16. HAZEL BISHOP (Amateur Hour, NBC)...	3.09
17. COLGATE (The Millionaire, CBS)...	3.10
18. AMER. HOME, LEVER (Have Gun, Will Travel, CBS)...	3.13
19. REVLON (\$64,000 Challenge, CBS)...	3.15
20. PHARMACEUTICALS (To Tell the Truth, CBS)...	3.19
21. P&G (Perry Mason, CBS)...	3.52
22. P&G (Loretta Young, NBC)...	3.55
23. BRIST-MYERS (Tombstone Territory, ABC)...	3.81
24. HAZEL BISHOP (M-Squad, NBC)...	3.83
25. WILDROOT, J&J (Robin Hood, CBS)...	3.94
26. H. CURTIS (Oh, Susanna, CBS)...	4.10
27. BRIST-MYERS (Playhouse 90, CBS)...	4.11
28. CHESEBROUGH (Bob Cummings, NBC)...	4.16
29. SCHICK (Gisele MacKenzie, NBC)...	4.18
30. TONI (Your Hit Parade, NBC)...	4.35
31. SCHICK (Dragnet, NBC)...	4.40
32. MAX FACTOR (Club Dastik, NBC)...	4.68
33. COLGATE (The Thin Man, NBC)...	4.92
34. P&G (This Is Your Life, NBC)...	5.18
35. ARMOUR (The Big Record, CBS)...	5.33
36. LEVER (Life of Riley, NBC)...	5.46
37. TONI (Godfrey's Scouts, CBS)...	5.52
38. WARNER (Tic Tac Dough, NBC)...	5.65
39. PHARMACEUTICALS (What's It For? NBC)...	5.89
40. COLGATE (Mr. Adams & Eve, CBS)...	6.18
41. LEVER (Rosemary Clooney, NBC)...	6.37
42. CARTER (West Point, ABC)...	6.57
43. HAZEL BISHOP (Jane Wyman, NBC)...	6.90
44. MENNEN (O.S.S., ABC)...	10.30
45. LEVER (Shulton (Eve Arden, CBS)...	11.78
46. H. CURTIS (Dick & the Duchess, CBS)...	12.06
47. MAX FACTOR (Polly Bergen, NBC)...	13.29
48. REVLON (Winchell File, ABC)...	13.68
49. MAX FACTOR (Guy Mitchell, ABC)...	13.92

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg. \$3.82; ABC Avg. \$6.77; CBS Avg. \$3.28; NBC Avg. \$3.40

1. SPERRY-RAND (Gunsmoke, CBS)...	1.58
2. H. CURTIS, SPERRY-RAND (What's My Line? CBS)...	1.79
3. TONI (People Are Funny, NBC)...	1.87
3. BRIST-MYERS (Alfred Hitchcock, CBS)...	1.87
5. TONI (You Bet Your Life, NBC)...	1.94
6. REVLON (\$64,000 Question, CBS)...	1.98
7. PHARMACEUTICALS (Twenty-One, NBC)...	2.02
8. PHARMACEUTICALS (To Tell the Truth, CBS)...	2.17
9. COLGATE (The Millionaire, CBS)...	2.29
10. WARNER (Restless Gun, NBC)...	2.33
10. REVLON (\$64,000 Challenge, CBS)...	2.33
12. NOXZEMA (Perry Como, NBC)...	2.34
13. HAZEL BISHOP (Amateur Hour, NBC)...	2.35
14. P&G (Loretta Young, NBC)...	2.43
15. PHARMACEUTICALS (Steve Allen, NBC)...	2.44
16. P&G (Meet McGraw, NBC)...	2.49
17. AMER. HOME PRODS. (D. Edwards News, CBS)...	2.55
18. BRIST-MYERS (Playhouse 90, CBS)...	2.59
19. CHESEBROUGH (Bob Cummings, NBC)...	2.86
20. P&G (Wyatt Exp., ABC)...	2.94
21. AMER. HOME, LEVER (Have Gun, Will Travel, CBS)...	2.96
21. H. CURTIS (Oh, Susanna, CBS)...	2.96
23. P&G (Perry Mason, CBS)...	2.97
24. TONI (Godfrey's Scouts, CBS)...	3.08
25. SCHICK (Gisele MacKenzie, NBC)...	3.11
26. ARMOUR (The Big Record, CBS)...	3.19
27. TONI (Your Hit Parade, NBC)...	3.33
27. P&G (This Is Your Life, NBC)...	3.33
29. HAZEL BISHOP (M-Squad, NBC)...	3.36
30. SCHICK (Dragnet, NBC)...	3.50
31. MAX FACTOR (Club Dastik, NBC)...	3.66
32. COLGATE (Mr. Adams & Eve, CBS)...	3.83
33. LEVER (Life of Riley, NBC)...	3.88
34. GILLETTE, TONI (Caval. of Sports, NBC)...	3.91
35. COLGATE (The Thin Man, NBC)...	3.92
36. MENNEN (Wednes. Night Fights, ABC)...	4.03
37. WILDROOT, J&J (Robin Hood, CBS)...	4.08
38. WARNER (Tic Tac Dough, NBC)...	4.21
39. BRIST-MYERS (Tombstone Territory, ABC)...	4.39
40. PHARMACEUTICALS (What's It For? NBC)...	4.54
41. LEVER (Rosemary Clooney, NBC)...	4.65
42. HAZEL BISHOP (Jane Wyman, NBC)...	4.91
43. CARTER (West Point, ABC)...	5.55
44. LEVER (Shulton (Eve Arden, CBS)...	6.73
45. MAX FACTOR (Polly Bergen, NBC)...	8.30
46. H. CURTIS (Dick & the Duchess, CBS)...	9.30
47. MAX FACTOR (Guy Mitchell, ABC)...	9.68
48. MENNEN (O.S.S., ABC)...	9.81
49. REVLON (Winchell File, ABC)...	11.00

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg. \$10.09; ABC Avg. \$15.64; CBS Avg. \$8.70; NBC Avg. \$9.32

1. TONI (People Are Funny, NBC)...	2.52
2. P&G (Wyatt Exp., ABC)...	2.54
3. WILDROOT, J&J (Robin Hood, CBS)...	2.65
4. WARNER (Restless Gun, NBC)...	2.72
5. H. CURTIS (Oh, Susanna, CBS)...	2.81
6. SPERRY-RAND (Gunsmoke, CBS)...	2.95
7. PHARMACEUTICALS (Steve Allen, NBC)...	3.62
8. P&G (Perry Mason, CBS)...	3.76
9. AMER. HOME, LEVER (Have Gun, Will Travel, CBS)...	3.91
10. NOXZEMA (Perry Como, NBC)...	3.94
11. LEVER (Life of Riley, NBC)...	4.21
12. BRIST-MYERS (Tombstone Territory, ABC)...	5.00
13. COLGATE (Mr. Adams & Eve, CBS)...	5.02
14. COLGATE (The Millionaire, CBS)...	5.27
15. MAX FACTOR (Polly Bergen, NBC)...	5.53
16. HAZEL BISHOP (Amateur Hour, NBC)...	5.69
17. HAZEL BISHOP (M-Squad, NBC)...	5.99
18. P&G (Meet McGraw, NBC)...	6.61
19. PHARMACEUTICALS (To Tell the Truth, CBS)...	6.79
20. TONI (You Bet Your Life, NBC)...	6.95
21. BRIST-MYERS (Alfred Hitchcock, CBS)...	7.04
22. CHESEBROUGH (Bob Cummings, NBC)...	7.23
23. SCHICK (Dragnet, NBC)...	7.34
24. ARMOUR (The Big Record, CBS)...	7.99
25. SCHICK (Gisele MacKenzie, NBC)...	8.13
26. COLGATE (The Thin Man, NBC)...	8.21
27. AMER. HOME PRODS. (D. Edwards News, CBS)...	8.26
28. LEVER, SHULTON (Eve Arden, CBS)...	8.31
29. TONI (Godfrey's Scouts, CBS)...	8.43
30. H. CURTIS (Dick & the Duchess, CBS)...	8.57
31. P&G (Loretta Young, NBC)...	8.88
32. TONI (Your Hit Parade, NBC)...	9.22
33. MAX FACTOR (Club Dastik, NBC)...	9.37
34. PHARMACEUTICALS (Twenty-One, NBC)...	9.41
35. WARNER (Tic Tac Dough, NBC)...	11.00
36. REVLON (\$64,000 Question, CBS)...	12.91
37. MENNEN (Wednes. Night Fights, ABC)...	14.33
38. PHARMACEUTICALS (What's It For? NBC)...	14.54
39. CARTER (West Point, ABC)...	14.70
40. GILLETTE, TONI (Caval. of Sports, NBC)...	16.65
41. H. CURTIS, SPERRY-RAND (What's My Line? CBS)...	19.73
42. MAX FACTOR (Guy Mitchell, ABC)...	20.25
43. REVLON (\$64,000 Challenge, CBS)...	21.02
44. BRIST-MYERS (Playhouse 90, CBS)...	21.16
45. MENNEN (O.S.S., ABC)...	22.90
46. HAZEL BISHOP (Jane Wyman, NBC)...	23.25
47. P&G (This Is Your Life, NBC)...	23.31
48. LEVER (Rosemary Clooney, NBC)...	24.21
49. REVLON (Winchell File, ABC)...	29.77

HOUSEHOLD CLEANSER & POLISH SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg. \$3.19; CBS Avg. \$2.16; NBC Avg. \$3.24

1. AMER. HOME PRODS. (D. Edwards News, CBS)...	\$2.07
2. COLGATE (The Millionaire, CBS)...	2.42
3. P&G (Meet McGraw, NBC)...	2.56
4. LEVER (Father Knows Best, NBC)...	2.66
5. P&G (Loretta Young, NBC)...	2.74
6. DRACKETT (Wagon Train, NBC)...	2.82
7. S. C. JOHNSON (Red Skelton, CBS)...	2.87
7. P&G (The Lineup, CBS)...	2.87
9. LEVER (Have Gun, Will Travel, CBS)...	2.97
9. S. C. JOHNSON (Steve Allen, NBC)...	2.97
11. P&G (Perry Mason, CBS)...	3.22
12. ARMOUR (The Big Record, CBS)...	3.64
13. P&G (This Is Your Life, NBC)...	3.71
14. GOLD SEAL (I Love Lucy, CBS)...	3.72
15. COLGATE (Mr. Adams & Eve, CBS)...	3.79
16. LEVER (Life of Riley, NBC)...	3.90
17. P&G (Phil Silvers, CBS)...	3.98
18. LEVER (Rosemary Clooney, NBC)...	4.52

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg. \$4.17; CBS Avg. \$4.17; NBC Avg. \$4.17

1. AMER. HOME PRODS. (D. Edwards News, CBS)...	\$2.38
2. P&G (Meet McGraw, NBC)...	2.95
3. S. C. JOHNSON (Steve Allen, NBC)...	2.96
4. COLGATE (The Millionaire, CBS)...	3.10
5. LEVER (Have Gun, Will Travel, CBS)...	3.13
6. DRACKETT (Wagon Train, NBC)...	3.16
7. S. C. JOHNSON (Red Skelton, CBS)...	3.19
8. P&G (Loretta Young, NBC)...	3.52
9. LEVER (Father Knows Best, NBC)...	3.75
10. LEVER (The Lineup, CBS)...	4.18
12. P&G (This Is Your Life, NBC)...	5.18
13. GOLD SEAL (I Love Lucy, CBS)...	5.23
14. ARMOUR (The Big Record, CBS)...	5.33
15. P&G (Phil Silvers, CBS)...	5.45
16. LEVER (Life of Riley, NBC)...	5.46
17. COLGATE (Mr. Adams & Eve, CBS)...	6.18
18. LEVER (Rosemary Clooney, NBC)...	6.37

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg. \$3.19; CBS Avg. \$3.12; NBC Avg. \$3.08

1. COLGATE (The Millionaire, CBS)...	\$2.29
2. P&G (Loretta Young, NBC)...	2.43
3. S. C. JOHNSON (Steve Allen, NBC)...	2.44
4. P&G (Meet McGraw, NBC)...	2.49
5. AMER. HOME PRODS. (D. Edwards News, CBS)...	2.55
6. LEVER (Father Knows Best, NBC)...	2.59
7. S. C. JOHNSON (Red Skelton, CBS)...	2.70
8. P&G (The Lineup, CBS)...	2.81
9. DRACKETT (Wagon Train, NBC)...	2.82
10. LEVER (Have Gun, Will Travel, CBS)...	2.96
11. P&G (Perry Mason, CBS)...	2.97
12. ARMOUR (The Big Record, CBS)...	3.19
13. P&G (This Is Your Life, NBC)...	3.33
14. GOLD SEAL (I Love Lucy, CBS)...	3.57
15. COLGATE (Mr. Adams & Eve, CBS)...	3.83
16. LEVER (Life of Riley, NBC)...	3.88
17. P&G (Phil Silvers, CBS)...	4.33
18. LEVER (Rosemary Clooney, NBC)...	4.65

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg. \$7.86; CBS Avg. \$5.87; NBC Avg. \$7.44

1. LEVER (Father Knows Best, NBC)...	\$2.98
2. DRACKETT (Wagon Train, NBC)...	3.48
3. S. C. JOHNSON (Steve Allen, NBC)...	3.62
4. P&G (Perry Mason, CBS)...	3.76
5. P&G (Phil Silvers, CBS)...	3.77
6. LEVER (Have Gun, Will Travel, CBS)...	3.91
7. LEVER (Life of Riley, NBC)...	4.21
8. GOLD SEAL (I Love Lucy, CBS)...	4.72
9. COLGATE (Mr. Adams & Eve, CBS)...	5.02
10. COLGATE (The Millionaire, CBS)...	5.27
11. P&G (Meet McGraw, NBC)...	6.61
12. P&G (The Lineup, CBS)...	7.66
13. ARMOUR (The Big Record, CBS)...	7.99
14. AMER. HOME PRODS. (D. Edwards News, CBS)...	8.26
15. S. C. JOHNSON (Red Skelton, CBS)...	8.29
16. P&G (Loretta Young, NBC)...	8.88
17. P&G (This Is Your Life, NBC)...	23.31
18. LEVER (Rosemary Clooney, NBC)...	24.21

Pepsi Bolsters N. Y. Position

NEW YORK — The Pepsi-Cola \$1,000,000 spot deal on WCBS-TV here will give that beverage sponsor a strong position in this important market. The deal provides for a combination of special programs, plus prime time announcements which can be stepped up to saturation scale during certain periods of the year.

They would, of course, be during the holidays and during the summer. Among the special programs is the Tony Award. The pact runs for two years.

Nielsen Launches Study Number 3

NEW YORK—Nielsen coverage service, Study No. 3, is now under way to provide station and network information based on spring 1958 measurements. Subscribers will get complete reports next August.

CHANSATIONAL! NEW CHARLIE CHAN CAPTIVATES CHICAGO!

SMASH RATINGS

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

In Chicago, on WBKB it has improved the Wednesday night 10:15-10:45 time spot by 257% to become the NUMBER ONE syndicated program in the market on any station, any day, any time!

Outstrips closest competition by over 53%, capturing a 39.2% share of audience. (Videodex 11/57).

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



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STATIONS DUE TO GAIN

Factors Point to Syndication Of Hour Films Next Season

NEW YORK — The season of 1958-'59 is expected to bring the first strong push into syndication of reruns of hour vidfilm product, and with it a strengthening of the audience position of the independent stations. They are the natural recipients of such product, because they have time available, while network affiliates in the Middle West and Far West will be shifting to clock time as tape machines become more and more available.

They will be programming network schedules in their regular order. Also, the caliber of the hour product and their network ratings are such that they should attract large audiences even in rerun.

Here are the hour shows which can be made available:

There are, of course, already 52 hours of the "20th Century-Fox Hour" for sale by National Telefilm Associates. ABC-TV, which has programmed most of the other hour film shows, has the largest stockpile. "Cheyenne," with its impressive Tuesday night ratings, will probably be made available, unless General Electric pays plenty to keep it off the syndicated market. There will be a minimum of 52 hours of this Western ready for sale by the end of the current season.

'Conflict' Due

Virtually certain to be put on the market are 19 hours of "Conflict," a Tuesday night ABC vehicle of last season. Also possibilities are "Sugarfoot" and "Maverick," both

of which are doing very well this season. Among the odds and ends are a combination of about 13 of the "Kings Row" and "Casablanca" series.

CBS-TV will have 39 hours of the "Perry Mason" detective series if it chooses to market them, and NBC-TV will be able to peddle a similar number of hours of its "Wagon Train." Both series are in their first season, and for that reason may not go the syndicated route.

The fact remains, however, that the desire to produce rerun revenue from these hour shows will undoubtedly push a number of them into syndication, primarily ABC product. And the probability is also that few local and regional sponsors can sustain the burden of sponsoring hour programs. Participations in such programs will consequently have to be sold. This season, however, many half-hour syndicated shows are already being sold on a participating basis setting a pattern.

'Sea Hunt' in 146 Markets

NEW YORK—A brisk round of year-end sales has boosted the market total committed for Ziv's "Sea Hunt" series to 146, according to Walter Kingsley, syndication sales chief. This is just 10 cities short of what most distributors consider the "ideal" situation.

Produced for Ziv by Ivan Tors, the series picked up such market-by-market buys in its latest sales as Schlitz, R. J. Reynolds, O'Keefe Brewing, General Baking and a number of stations for markets in Florida, Texas, South Carolina, Tennessee and Arkansas.

WEWS Starts Live Schedule

CLEVELAND — WEWS-TV, the Scripps-Howard outlet here, has launched an ambitious live programming schedule, highlighted by telecasts of the Cleveland Symphony Orchestra (five half hours), a 90-minute variety show called "One o'Clock Club" hosted by news analyst Dorothy Fuldheim and a series of guest sbtbs by local talent and Cleveland-born stars.

The station's recently completed \$2,500,000 studios are to be used to the fullest by the end of this drive toward local live expansion, according to WEWS chief James Hanrahan.

First Big Spot Sale On 'Cross Country'

CHICAGO — Fred Niles, producer of "Cross Country" for an informally organized rural network, announced his first major sale last week to Charles Pfizer & Company of Brooklyn, the pharmaceutical manufacturer. The spots, totalling 902 in all, will plug preventives for animal diseases. Leo Burnett is the agency.

Show will bow during the week of January 27 on 40 stations bought by Pfizer, located in the Midwest and Northeast. None are in metropolitan markets, in keeping with Niles' plan for grouping low-cost stations beamed at agriculturally centered populations. Two Pfizer spots will run in each show, which has a capacity of four.

A second contract, now in ne-

gotiation, would expand the coverage to 80 outlets. Niles predicted a net of 150 to 200 stations by the end of 1958.

The show will be aired once a week, any day at the station's option, during the noon hour when farm viewership has been found to be so high as to compete with night-time audience size.

With a magazine format, "Cross Country" is compiled from film segs furnished by a skein of local TV station farm directors, highlighting farm life and controversial agricultural issues. Sponsors can buy one or more spots in any grouping of markets to fit its distribution. Stations have the option of locally selling spots not sold by the national selling staff.

Skiatron Must Okay Its Users, WSES a Case

WASHINGTON—Skiatron Electronics let it be known last week that it will not give any franchise for use of its Equipment "Until we find that the proposed user is technically and financially qualified to program effective pay TV service."

Skiatron spokesmen told The Billboard Thursday (2) that the recent toll TV application by Philadelphia UHF station, WSES, which proposed to use the Skiatron system, was entered at the Federal Communications Commission before the station had conferred with Skiatron. Skiatron says it is now "investigating" the applicant. The firm is not at all sure it cares to be a party to the Philadelphia Broadcasting Company application.

The Skiatron pronouncement may shatter rosy dreams of ultra high candidates for the toll service equipment, such as the offering of the Philadelphia station. The latter offered extensive sports programming (December 27, 1957), concentrating on Philadelphia pro baseball, basketball and football teams, plus collegiate sports in five universities. Rates proposed were \$30 annually for home subscribers and \$100 for commercial users, additional charges of \$1 for home and \$5 for commercial user were suggested for additional "special" programs of box office type.

Of the WSES sports programming proposals, toll TV spokesmen said: "Television pioneered with basketball games and local team sports when it didn't have any other type programming to offer. Pay TV service should aim higher. We'd prefer to see opera, or the Sadler's Wells Ballet, to basketball."

NTA Battles Regents With WATV Brief

NEW YORK—Still battling the New York Board of Regents over WATV, here, National Telefilm Associates in its brief to the Federal Communications Commission pointed out that the State educational body has not made adequate use of TV rights already granted to it.

Among the points that NTA has made is that the BOA has UHF permit for TV-stations in two Up-State cities where the conversion rate is more than 60 per cent. They are Buffalo and Rochester.

Also mentioned is the fact that the city school system here is not equipped for TV, even if the BOA should get the rights to the station, and that the likelihood of the Republican-dominated Legislature allocating millions for a New York City educational TV station is rather slim.

TPA Sales Clinic Jan. 6

NEW YORK—Television Programs of America will hold the first of two sales clinics on January 6 here. It will be for eight new executives hired by the film production and distribution firm.

Selling of "Tugboat Annie," which is expected to be TPA's first new property of 1958, will be stressed. The second sales clinic begins February 3 and will be attended by the entire staff, numbering 50 people.

STIR IN ENG.

BBC's RKO Buy Bombs Brit. Films

LONDON—Motion picture industry leaders have called an emergency meeting this week to discuss the bombshell news that the British Broadcasting Corporation's TV web has acquired the rights of 100 old RKO movies and will show them alternate Saturdays over the next seven years at 9 p.m. This is the latest move in a series of skirmishes over the past five years during which time the BBC has been doing its best to show old British feature films with the co-operation of the film industry here. A recent deal which gave the BBC the right to show 12 old films a year fell thru when none of the British companies would release product for that purpose.

Exasperated by the film execs' head-in-sand attitude, the BBC finally negotiated the RKO deal thru Robin International for \$602,000 — struck a further blow by scheduling the movies for a peak 9 p.m. showing, when all motion picture effort had been directed toward limiting films shown over TV to before 5 p.m. and after 10 p.m.

A further blow for film interests is the attitude of the Independent Commercial TV stations which are reshuffling their schedules to combat the new BBC program. They will bring their movies on a half hour earlier, at 8:30 p.m.

Meanwhile, film interests here are busy hurling "I told you so's" at each other, while the powerful Cinema Exhibitors Association, the main opponents to letting the BBC have any pictures at all, have announced that they will use any pressure to change the BBC's policy.

WLW-T Signs Redleg Games

CINCINNATI — Gabe Paul, general manager of the Cincinnati Baseball Club, reports that WLW-T will again telecast 23 Redleg home games and at least 30 road games during the 1958 season, the same as last year. Sponsors will again be the local Ford dealers and the Hudepohl Brewing Company.

Frank McCormick, former Redlegs' first baseman and the last two seasons a coach with the club, will assist George Bryson in telecasting the Cincy games in 1958. He succeeds the veteran Cincinnati newspaperman, Tom Swope, who last season took a leave of absence from The Cincinnati Post to handle statistical details for Bryson.

Aussie Web Buys 1,162-Film Pkg.

NEW YORK — Commonwealth TV & Films, Inc., has sold an 1,162-property package to TCN-HSV, the Australian network in Sydney and Melbourne.

The deal includes 164 feature films, 350 shorts, 300 Terrytunes and 50 other cartoons, 66 half-hour dramas, 32 quarter-hour musicals, 100 station breaks and 100 five-minute shows. It's the largest mixed package ever to move from the U. S. to the Aussie market.

The Billboard... television's
WEEKLY PROGRAMMING and
TIME-BUYING GUIDE
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TV's PROPELLING
NEW FORCE . . .

Aimed to add **IMPACT** to your messages!

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
HOME BUILDING			
Household Furnishings			
Fifth Carpet, Directly	2 (20)	LA	Hartley
Stover's Furniture, Thos. F. Conroy	1 (10)	LA	KENS-TV
	1 (10)	J	KENS-TV
Appliances, Household Equipment, Supplies			
National Presto, Control Master			
Appliances (Donahue & Coe)	1 (60), 1 (30)	LA	Fred Niles
Montgomery Ward, Power Tools	1 (60)	LA	Fred Niles
Utility Appliance Corp., Robinson, Jensen, Fenwick & Haynes	1 (60)	FA	Hollywood
Mission Appliance, Water Heaters, Robinson, Jensen, Fenwick & Haynes			
	1 (20)	NA	Hollywood
General Electric, Lamps, BBDAO	1 (60)	LA	Sound Masters
Lamar Co., Lawn-Boy Automower, Erwin Waser, & Rothrauff & Ryan	1 (60), 1 (20)	LA, M	MPO-TV
Universal Coffee-matic, Gould & Tierney	1 (60)	LA	Roger Wade
Universal Cookomatic Appliance, Gould & Tierney	1 (60)	LA	Roger Wade
Hudson Paper, Bathroom Tissue, Norman, Craig & Kummel	1 (10)	LA	Wondsel, Carlisle Dumphrey
Alcoa Aluminum Wrap, Ketchum, MacLeod & Grove	1 (60)	LA, SM	TV Graphics
The National Lead Co., Dutch Boy Paints, Marschalk & Pratt	3 (20)	SA	Transfilm
	1 (20)	FA	Transfilm
Long Star Gas, Gas & Ranges, Rothrauff & Ryan	1 (60)	SA	Keitz & Herndon
Frigidaire, Kuderer (Patrice Munsel)	7 (100), 7 (60), 1 (100)	LA	MPO
	1 (60)	SA	MPO
	1 (60)	FA	MPO
Singer, Ronalds	1 (20), 1 (07), 1 (12)	SE	Hal Roach
Royal McBee, Portable Typewriter, Young & Rubicam (Sally)	2 (120), 1 (60)	LA	Wondsel, Carlisle, Dumphrey
General Electric, Telechron Clocks, N. W. Ayer	1 (60)	LA	Wondsel, Carlisle, Dumphrey
Radio, TV Sets, Phonographs			
Westinghouse TV Sets, McCann-Erickson (Studio One)			
	2 (60), 2 (50)	LA	Van Praag
	1 (10)	LA, J	Van Praag
Zenith Radio, Earle Ludgin	1 (50)	LA	Sarra
		NA	Sarra
Household Soaps, Cleaners, Polishes			
Johnson's Wax, Pride, Needham			
Louis & Brody	3 (60)	LA (C)	Elliot, Unger & Elliot
Procter & Gamble, Comet, Compton	2 (60)	LA	Elliot, Unger & Elliot
S. C. Johnson, Jubilee, Glade Air, Benton & Bowles (Steve Allen, Skellum)	1 (60)	LA	Universal
	1 (60)	SE	Universal
	2 (60)	SA	Universal
S. C. Johnson, Glo-Coat, Needham, Louis & Brody (Steve Allen)		NA	Fred Niles
Texize Chemical, Texize Detergent, Henderson			
	8 (20)	LA	Fred Niles
Lan-O-Sheen, Rug & Upholstery Detergent, Bruce B. Brewer	3 (20)	FA	Fred Niles
Lan-O-Wipe, Household Detergent, Bruce Brewer	3 (20)	FA	Fred Niles
Procter & Gamble, Cheer, Young & Rubicam	1 (60)	LA	Sound Masters
Spize & Span, Young & Rubicam	2 (90), 7 (60)	LA	Sound Masters
Bon Ami, Glass-Gloss, Erwin Waser & Rothrauff & Ryan	1 (60), 1 (20)	LA, M	MPO
Colgate, Vel, Foster	3 (60), 3 (40), 3 (20), 1 (10)	SA	Comens
		NA	Sarra
Tiz Products, Tiz Aerosol, Grant			
Knorr, Bont Polih, Scuff Kote, Lanowax, Lanol Whitiz, Emil-Mogol (Perry Com)	6 (60)	FA	Shamus Culhane
	2 (60)	LA	Shamus Culhane
King Starch, H. W. Buddemeier	2 (60), 2 (20), 1 (10)	LA, FA	Academy
Success Wax, Scneider Cardon	1 (60), 1 (20)	LA	Bandelier
	1 (40)	FA	Bandelier
S.O.S., Tuffy, McCann-Erickson	1 (60)	SA, SE	Hal Roach
Colgate Palmolive, Ajax, Bryan-Houston	4 (60)	LA	Gray-O'Reilly
Procter & Gamble, Blue Dot Dug, Compton	1 (04)	LA	Wondsel, Carlisle, Dumphrey
APPAREL			
Apparel, Footwear, Accessories			
King Leather, Billfold, Smith, Taylor & Jenkins			
	1 (60)	LA	Warren R. Smith
Mishawaka Rubber, Red Ball Shoes, Campbell-Milburn	4 (50)	SA	Keitz & Herndon
Maidenform, Brax, Norman Craig & Kummel	1 (60), 1 (20)	LA	Elliot, Unger & Elliot
Crescendos Gloves, Lester Harrison		NA	Sarra

(Continued next week)

SG's 'Crown' Into 8 Marts

NEW YORK — Screen Gems last week moved its new "Triple Crown" package consisting of 110 pictures into eight good-sized markets. The features were bought by WBBM, Chicago; WFIL-TV, Philadelphia; KRON-TV, San Francisco; WHCT-TV, Hartford, Conn.; WISH-TV, Indianapolis; WANE-TV, Fort Wayne, Ind.; KUTV, Salt Lake City, and KFMB-TV, San Diego, Calif.

The price for the package in

Chicago was the highest ever paid per picture in that market, above the \$8,000 mark. Of the picture, 52 are from the Columbia library, 52 from the Universal library and eight were on last season's "Playhouse 90. Among the titles are "It Happened One Night," "All Quiet on the Western Front" and "Lost Horizon." All are Academy Award winners.

KONO Dominance Grows in 10 Mos.

SAN ANTONIO — KONO-TV, after 10 months' operation, has zoomed to dominance in share of audience here from noon to midnight, according to November fig-

Crosley to Open Cleveland Office

CLEVELAND — The Crosley Broadcasting Corporation will open a sales office here this week, headed by James R. Seferl, national account exec for WLW-C, Columbus, O.

The Cleveland office will represent Crosley radio and TV stations in Michigan, Northern Ohio and Western Pennsylvania.

ures from American Research Bureau.

The ABC-TV affiliate averaged a 32.8 share, and was one percentage point shy of over-all sign-on to sign-off leadership, bowing to KENS-TV, 33.0 to 33.1.

Thanks!

The waiters, cooks, busboys, dishwashers and musicians who have worked at the Stork Club for many years want to thank your unions:

Actor's Equity

American Guild of Variety Artists

The Associated Actors and Artistes of America

Fact Finding Committee
of the Entertainment Unions

—for their letters endorsing the Stork Club strike for union recognition.

As you know, 95 per cent of the Stork Club crew, waiters and kitchen help alike, were forced to go out on strike a year ago — on January 9, 1957, to be exact — when Stork Club management refused to recognize and bargain in good faith with the unions representing them.

A few weeks later management blew its top again . . . it fired the musicians because Local 802 President, Al Manuti tried to bring about a friendly settlement of the dispute. Since then the Stork Club has been operating with scab help only.

The record proves it is not our fault the strike has lasted a year . . . we offered to let some outstanding, fair-minded citizen

judge the dispute on its merits . . . but Stork Club management wants to run things its own way . . . meaning low wages, long hours, firing people without just cause . . . a way of doing things that went out with Simon Legree.

That is why the 24 hour picket line must be kept going in front of the Stork Club — until management catches up with the times and is ready to sit down to talk terms with the unions.

Until the Stork "delivers" a union contract, we know that show people will continue to respect the picket line.

Thanks again for your generous cooperation, past, present, and future.

Al Manuti
AL MANUTI, President

LOCAL 802
AMERICAN FEDERATION OF MUSICIANS

Louis Fernandez
LOUIS FERNANDEZ, President
LOCAL 89
CHEFS, COOKS, PASTRY COOKS
AND ASSISTANTS UNION

David Siegal
DAVID SIEGAL, President
LOCAL 1
DINING ROOM EMPLOYEES UNION

AFFILIATES OF AFL-CIO

in **TIMES SQUARE**

PARK YOUR CAR
at our expense

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

**NOT ONLY WHILE YOU DINE
BUT ALL NIGHT**

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

Rosoff's
RESTAURANT
147 W. 43rd St. JU 3-3200
NEW YORK CITY



CONTENTED CLIENTS



RETURN TO KLING



AGAIN AND AGAIN FOR



**QUALITY,
CREATIVITY
AND SERVICE..**

HOLLYWOOD • 1416 NORTH LA BREA

KLING

FILM PRODUCTIONS

CHICAGO • 1058 W. WASHINGTON BLVD.

WGN COVERS BLAZE

Chi New Year's Day Viewers Watch Fire

CHICAGO—WGN-TV grabbed a hefty share of the New Year's Day audience, usually the private domain of the football-casters, by head-up remote coverage of a spectacular downtown fire raging in 12-degree temperature.

A couple of hours after the five-alarm spectacle broke out in a large refrigerator warehouse,

WGN-TV went on the air at 11:55 a.m. with one camera on the sidewalk a half-block from the blaze and later enlisted another one with telephoto lens from a studio window about two blocks away. The first pickup lasted more than two hours, and the station broke in later with several 20 to 30-minute segs as programming allowed, until 5:30 p.m.

Judging by public conversation next day, the station's audience was sizable and public favor was enormous.

Coverage was handicapped because the station had almost all its remote equipment tied up in the International Amphitheatre in preparation for an automobile show preview scheduled for Saturday (4). But the location of the blaze worked in the station's favor. The single camera was able to plug in at the WGN-TV garage, where numerous automobile commercials are staged, located only a half block from the camera position. The direct plug-in enabled a startling clarity of smoke billows, water streams and the caking of ice on the sides of the burning structure.

The fire department ordered in a tall crane to swing a 1,200-pound steel ball against the building wall, punching holes to admit streams of water, adding up to some of the most dramatic viewing ever televised in on-the-spot news coverage. The pounding went on for hours.

Success of the venture is chiefly attributable to assistant TV news director Steve Fentress, who, besides directing the whole enterprise, kept up an unceasing, but always informative, line of commentary from the frigid scene, even during those moments when there wasn't much obvious to say. He was relieved occasionally by Lloyd Pettit.

An offbeat, but effective, twist was provided with the playing of background music under the running commentary — recordings at low volume of ominous sounding classics that provided a striking assist to the drama of the event.

7% of Major Sponsors Use Barter Deals

NEW YORK — Despite the widespread talk in TV concerning barter deals, less than 7 per cent of major advertisers have actually been involved in them. And, about half of these deals are simple swaps of products for air mentions.

That's the highlight of a study by the Association of National Advertisers, which queried 234 members of the ANA's Radio-TV Group for their opinions and experiences.

Of the 16 members who said they had used bartered TV, nine said they were satisfied with their experience. Four of these (the names weren't revealed) have used barter deals before and are currently using them. The other five are not currently involved.

Those who like barter mention, chiefly, the money advantage, with one saying he got "300,000 worth at a cost of about \$100,000 to \$150,000." Those who don't like it complain about the time classifications they land in, and the difficulties of administration.

Petry Attacks Barrow Study As Fallacious

NEW YORK — Station rep Edward Petry has come to the defense of his competition, the networks, by attacking the Barrow Report as fallacious. "Some present network practices can and should be corrected, but to cut the heart out of this vital network service is quite another thing, says the firm's president. "An atmosphere of continued and usually uninformed harassment, accusation and investigation by various government offices is not the climate in which TV can grow."

"Neither the stations nor the advertisers are opposed to present network option time arrangements, and neither are we," adds Petry. "Any governmental intervention in the control of rates is dangerous. The academic conclusion of non-broadcasters can well be overly influenced by specious but very vocal arguments of small special interest groups."

Weston Joins Buy of WZIP

CINCINNATI—Ed Weston, assistant general manager of WCPO-TV and radio here, has resigned that post to purchase Station WZIP, Covington, Ky., in partnership with Len Goorian, former WCPO producer and later with WKRC here; Arthur Selloff, and Alfred B. Katz, Cincinnati attorney.

The new owners of the Covington daytime radio station are slated to take over January 15, pending FCC approval. The group is reported dickering for a second station in Florida. The partnership is reported as having the backing of local financial interests. Weston will be vice-president and general manager of the WZIP operation.

The switch from a predominantly TV operation to radio was explained by Weston as due to radio's encouraging outlook. He cited the fact that radio set sales up to December, 1957, were up 13 per cent, while TV set sales were off 16 per cent for the same period. He foresees a further boon for radio in

KMGM Still Improves Aud. Share, Ratings

MINNEAPOLIS — KMGM-TV, here, continues to improve its share of audience and ratings in this market, according to the latest Nielsens for November. Ratings were up at the station every day of the week except Tuesdays. Greatest gains were scored Sundays, Wednesdays and Mondays, with percentages being 245, 123 and 115 respectively. KMGM's share of audience also increased from 8.9 in November to 15 in December.

Among the other stations, during the same time, WTCN-TV, here, the ABC-TV outlet, went from an 11.9 share to a 20, but both KSTP-TV and WCCO-TV lost in share. KMGM has done especially well with its feature films. The Wednesday night feature, for example, got an 11.7 American Research Bureau rating in December. The same show got a 6.0 in November.

The station, however, may program wrestling films instead of features on one or two late week nights so as to offer viewers more variety of programming. It has already added sports, news and syndicated programming to the station's schedule. Don Swartz is the manager.

1958, what with transistor radios yet to hit their stride.

Weston began his TV career in 1948 in New York, where he was associated with Du Mont and CBS. He joined the Scripps-Howard-operated WCPO organization in 1949, where he served as program director before becoming assistant to General Manager Mort Watters. His successor at WCPO has not yet been chosen.

NEW YORK — The top-rated daytime local show here is now "Time for Fun," according to the December American Research Bureau report. The WABC-TV strip, 12-12:30 p.m., averaged a 9.5 with a 50.3 share of audience, sweeping 6:15 a.m.-5:30 p.m. competition. Bill Britten stars as Johnny Jellybean in this live-with-cartoons format.

EMMY AWARDS NOTICE

To: Producers of Syndicated Shows
Network Producers
Station Producers whose shows are either fed to national or regional networks.

Series or One-Shots
Sustaining or Sponsored
Live or Film

Every three months the Academy of Television Arts and Sciences has sent to as many television producers as we are able to trace, a recommendation card on which they have entered what, in their opinion, are their best achievements for the preceding 3 months.

From these cards, a Reminder Bulletin was prepared and mailed to all Academy members throughout the country.

Cards for the Final Quarter have now been mailed out. On their return, a Reminder Bulletin for the whole year 1957 will be issued.

With this announcement, printed through the co-operation of Billboard, the Academy strongly urges all producers of programs eligible for an EMMY Award who have not submitted such programs to do so immediately.

IF A SHOW OF YOURS WAS AIRED FOR THE FIRST TIME IN 1957 AND IF YOU DID NOT RECEIVE A CARD, phone the Academy office immediately so that you may still enter any eligible achievements before the January 15 deadline.

In New York.....JUDson 6-3833
In Los Angeles.....CRestview 4-5209

Entries for individual achievements in Acting, Writing, Directing, etc., will be made by other means.

Coming Soon!

TV's PROPELLING NEW FORCE...

Aimed to hit your MARKET with impact!

All CNP Activities Cut But Syndication

NEW YORK — California National Productions has stripped itself of all but syndication activity and has simultaneously undertaken five production and two distribution projects. "Were going to correct the lack of product which hampered us last year and build film syndication before returning to other projects," says Earl Rettig, CNP's new president.

Gone from CNP's aegis are the NBC Opera Company, international sales, film sales service and Calnatron, RCA's new electronics system. Tabled is the theatrical investment plan. Only merchandising remains among CNP's diverse responsibilities.

The year's blueprint came alive last week with the sales offering of "Union Pacific" and 59 episodes of "Medic." On the horizon is a distribution deal with Batjak Productions on "Danger Is My Business,"

a title which may shortly be changed. "Captain Courage," an international intrigue series and a newspaper comedy (both untitled) and a second 39 stanzas of "Silent Service" are on the agenda.

Upbeat Year
Rettig sees 1958 as an upbeat year for syndication in comparison with other areas of TV, with stations more willing to program

shows in prime time and national advertisers leaning toward local and regional buys. The exec foresees almost total production continuing to center in Hollywood, with financial savings attributed to overseas shooting viewed as a moot point.

Personal appearances are being stressed, the president reports, because of increasing advertiser re-

quests and measured effect on audience during the past year. The fact that long-established stars are reluctant to make such tours is one good reason for not using them in vidfilm series. Other reasons: The financial bite they take is huge and the value of big names is far secondary, in Rettig's opinion, to the importance of basic story and script.

Apathy Toward G.I. Shows

Continued from page 6

over Benny Schirtzinger, world champion batonist, who twirled flaming batons between halves.

According to Dave Zinkoff, Philadelphia sports announcer who acted as tour secretary, it was the most enthusiastic crowd ever to cheer the Globetrotters. After the game, the rush to get Globetrotter autographs almost swamped the players' bus and caused Consul General Henry Ford and me to get slightly roughed up in the melee. In an area where Little Rock did more damage than Sputnik, North Africans now know there can be good, clean American sports competition.

The yuletide season isn't the only time during the year when

live entertainment is needed by our servicemen stationed in widely scattered areas abroad. The requirement for these units is constant. If the Madison Avenue flannel suiters will take heed, they will find they can do themselves (and their clients) more good in touring American military bases with sponsor-identified personalities than with half the time, trouble, and expenses they incur daily dreaming up new ideas on how to reach the great American buying public. In the case of this more recent and past shows, there wasn't any axe to grind, since all we had to sell was entertainment for all who wished it and a touch of "back home" for the men who needed it. Without any astronomical budgets behind us or months of planning ahead, our efforts were rewarded with the kind of audience reception and expression of gratitude that are hard to come by in this day and age of stepped-up missile programs and soaring Sputniks.

'Men' Stars Hit the Road

NEW YORK — Promotion-conscious Hood's Dairy is going light on supermarkets and orphanages for its upcoming "26 Men" personal appearance tour, to concentrate on bringing stars Kelo Henderson and Tris Coffin to its factories and plants to charm employees. The January 10-18 tour includes Boston, Providence, Hartford and Springfield, Conn.; Portland, Me., and Burlington, Vt.

Coffin and Henderson will also play Albany, N. Y., and New York, January 18-21, and hit Chicago around the date of the shows premiere there on WGN-TV. "Men" is now in 75 of the top 100 markets, with the Chicago sale last week extending to 29 weeks the unbroken sales record of ABC Film Syndication.

Phil Williams, new sales veepee at ABC Film, starts his own personal appearance tour of regional offices this week in Chicago.

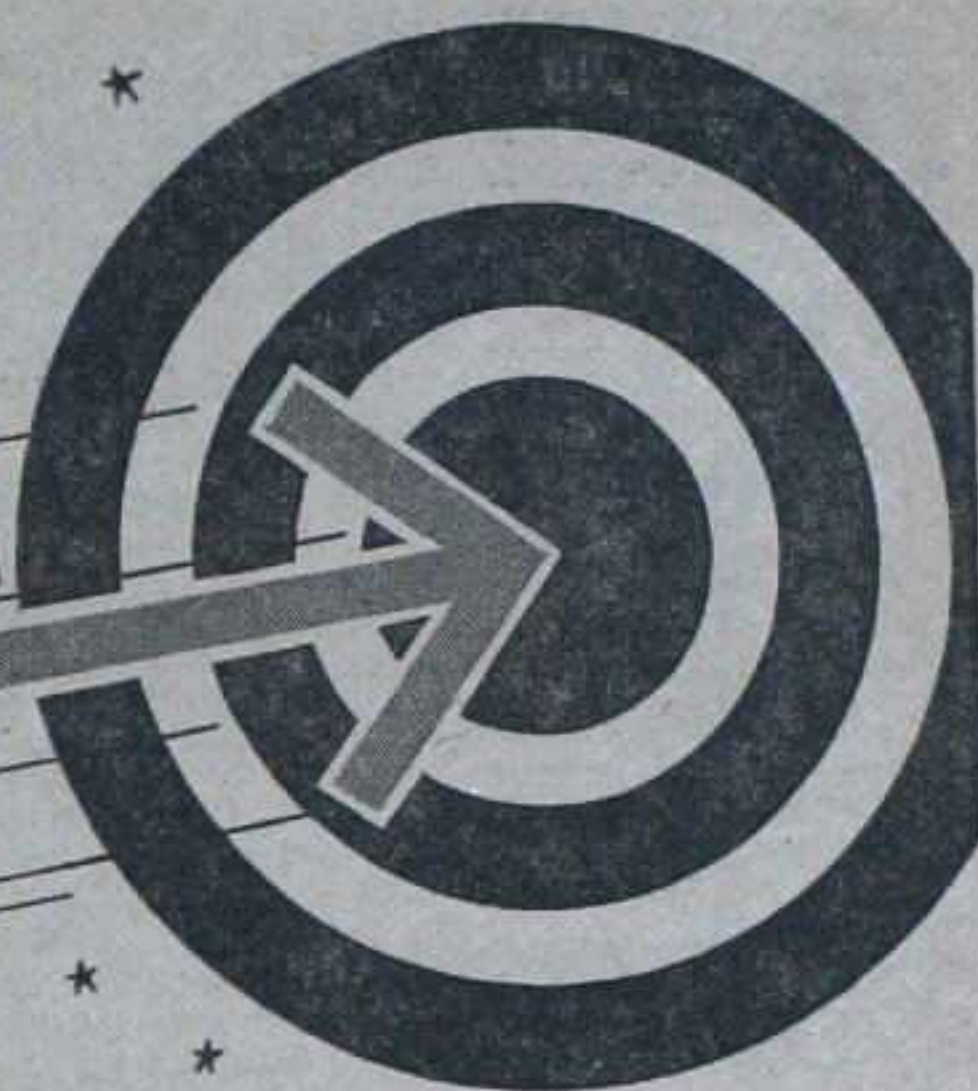
Commercial Cues

Recent TV spot commercials produced by Shamus Cullane Productions have applied three-dimensional cartoon techniques, to make possible a greater degree of reality while at the same time retaining the appeal of modern cartoon figures. According to Shamus Cullane, the three-dimensional impression is conveyed by the use of textured stock, which imbues cartoon clothing with a three-dimensional, textured quality, absent in conventional coloring and inking methods. TV spots using this technique were produced for Esquire Boot Polish and Esquire Lanol White thru the Emil Mogul Agency. In one of the two spots produced for Esquire, the Cullane organiza-

(Continued on page 12)

COMING SOON!

TV'S PROPELLING
NEW FORCE...



Aimed to hold **AUDIENCES** week after week!

Rosemary Clooney and Tennessee Ernie Ford Lead Pack

TOP-RATED AMONG PERSONALITIES WITH 1/2 HOUR SHOWS

HIS		HERS	
1. ERNIE FORD	35.4*	1. ROSEMARY CLOONEY	26.9**
2. PAT BOONE	23.6	2. POLLY BERGEN	17.8
3. FRANK SINATRA	13.4	3. GISELE MacKENZIE	16.5
4. GUY MITCHELL	10.0	4. PATRICE MUNSEL	9.0

Based on the NIELSEN REPORT, 2 weeks ending Nov. 23, 1957

*THE FORD SHOW

Thursdays 9:30 P.M. NBC-TV

Sponsored by Ford Division of Ford Motor Co.

**THE LUX SHOW

Thursdays 10:00 P.M. NBC-TV

Sponsored by Lever Bros.

PULSE FILM RATINGS for October

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

The Pulse Audience Composition Studies

• Syndicated Film Mystery Shows

OCTOBER RATINGS		AMONG WOMEN	
Rank	Show & Distributor	Rank	Show & Distributor
1.	Highway Patrol (Ziv) .. 18.3	1.	Crosscurrent (Official) .. 94
2.	Code Three (ABC) .. 13.9	2.	Confidential File (Guild) .. 93
3.	Sheriff of Cochise (NTA) .. 12.7	3.	Racket Squad (ABC) .. 92
4.	Ellery Queen (TPA) .. 12.6	4.	San Francisco Beat (CBS) .. 91
5.	San Francisco Beat (CBS) .. 10.4	5.	Badge 714 (NBC) .. 89
6.	Mr. District Attorney (Ziv) .. 9.3	6.	Sheriff of Cochise (NTA) .. 89
7.	Charlie Chan (TPA) .. 9.2	7.	Code Three (ABC) .. 88
8.	Badge 714 (NBC) .. 8.8	8.	Highway Patrol (Ziv) .. 87
9.	Public Defender (Interstate) .. 7.8	9.	Lone Wolf (MCA) .. 87
10.	Racket Squad (ABC) .. 7.7	10.	City Detective (MCA) .. 86

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distributor	Rank	Show & Distributor
1.	Crosscurrent (Official) .. 91	1.	Highway Patrol (Ziv) .. 67
2.	Confidential File (Guild) .. 87	2.	Paris Precinct (Guild) .. 63
3.	Code Three (ABC) .. 86	3.	Mr. District Attorney (Ziv) .. 61
3.	Highway Patrol (Ziv) .. 86	4.	Sheriff of Cochise (NTA) .. 58
3.	Lone Wolf (MCA) .. 86	5.	Mr. and Mrs. North (Schubert) .. 53
3.	San Francisco Beat (CBS) .. 86	6.	Sherlock Holmes (Guild) .. 46
7.	City Detective (MCA) .. 84	7.	Badge 714 (NBC) .. 43
8.	Badge 714 (NBC) .. 83	7.	City Detective (MCA) .. 43
8.	Racket Squad (ABC) .. 83	7.	Racket Squad (ABC) .. 43
8.	Sheriff of Cochise (NTA) .. 83	10.	Confidential File (Guild) .. 39
		10.	San Francisco Beat (CBS) .. 39

• Syndicated Film Comedy Shows

OCTOBER RATINGS		AMONG WOMEN	
Rank	Show & Distributor	Rank	Show & Distributor
1.	Honeymooners (CBS) .. 15.0	1.	Honeymooners (CBS) .. 93
2.	Amos 'n' Andy (CBS) .. 9.8	1.	Susie (TPA) .. 93
3.	Mama (CBS) .. 8.0	3.	Damon Runyon (Screen Gems) .. 91
4.	Susie (TPA) .. 7.9	4.	Ray Milland Show (MCA) .. 87
5.	My Little Margie (Official) .. 7.8	5.	Mama (CBS) .. 83
6.	Stu Erwin Show (Official) .. 6.4	6.	Life With Father (CBS) .. 82
7.	Laurel and Hardy (Governor) .. 5.8	7.	Mickey Rooney Show (Screencraft) .. 79
8.	My Hero (Official) .. 5.2	8.	Meet Corliss Archer (Ziv) .. 78
9.	Mickey Rooney Show (Screencraft) .. 4.5	8.	Stu Erwin Show (Official) .. 78
10.	Life With Father (CBS) .. 4.2	10.	My Little Margie (Official) .. 73

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distributor	Rank	Show & Distributor
1.	Honeymooners (CBS) .. 89	1.	Laurel and Hardy (Governor) .. 88
2.	Damon Runyon (Screen Gems) .. 86	2.	Meet Corliss Archer (Ziv) .. 69
2.	Susie (TPA) .. 86	3.	Amos 'n' Andy (CBS) .. 63
4.	Ray Milland Show (MCA) .. 82	4.	My Little Margie (Official) .. 62
5.	Mickey Rooney Show (Screencraft) .. 73	5.	My Hero (Official) .. 59
6.	Mama (CBS) .. 69	6.	Stu Erwin Show (Official) .. 57
7.	Meet Corliss Archer (Ziv) .. 66	7.	Honeymooners (CBS) .. 56
8.	My Little Margie (Official) .. 64	7.	Mama (CBS) .. 56
9.	My Hero (Official) .. 63	7.	Mickey Rooney Show (Screencraft) .. 56
10.	Laurel and Hardy (Governor) .. 53	10.	Susie (TPA) .. 54

STATION SIGNALS

The semi-annual meeting of the Arizona Broadcasters' Association has been set for January 11 at the Valley Ho Hotel in Scottsdale, Ariz. Broadcasters from all over the State are expected to participate. . . WLBR-TV, Lebanon, Pa., owned by Triangle Publications, has announced its affiliation with the ABC-TV net, effective January 5. . . KING-TV, Seattle, televised the Seattle Post-Intelligencer's Annual Awards Dinner for the "Man of the Year" in sports on January 3.

Leonard C. Nachbar has been tapped to business manager of WTCN-TV. Nachbar previously was chief accountant and office manager. . . Copies of three films from KPIX-Westinghouse's "Adventures in Print" series are being forwarded to the Library of

Congress for permanent retention. . . Helga Ingolfsdotter, staff member of the United States Information Service in Reykjavik, Iceland, has just completed a three-day working visit to KSBW-TV, Salinas-Monterey, Calif., her only stop at a broadcasting outlet during her three-month U. S. junket.

WAVE, Inc., this week announced plans for a new radio and TV center designed for efficient ground-floor operation in downtown Louisville. . . WWTW, Cadillac, Mich., celebrated its fourth birthday on December 31. . . Effective immediately, Venard, Rintoul & McConnell, Inc., will represent KVII-TV, Amarillo, Tex. . . William F. Maccrystal, formerly general manager of KOAT-TV, Albuquerque, N. M., has joined the sales staff of H-R Television, Inc., Los Angeles.

PULSE LOCAL RATINGS FOR NOVEMBER

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

ATLANTA

3 TV STATIONS—217,000 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—843,700 (.20th in U. S.)
Buying Income—\$1,574,793,000 (22d)
Retail Sales—\$1,178,805,000 (21st)
Food Sales—\$237,726,000 (22d)
Drug Sales—\$41,148,000 (22d)
Automotive—\$201,468,000 (22d)
Above figures include following counties: Clayton, Cobb, De Kalb, Fulton.

TOP NETWORK SHOWS	
1.	Lucy-Desi Show, WAGA, W. . . 34.7
2.	Ed Sullivan, WAGA, Su. . . 34.0
3.	Gunsmoke, WAGA, S. . . 33.5
4.	G.E. Theater, WAGA, Su. . . 31.2
5.	Have Gun, Will Travel, WAGA, S. . . 30.5
6.	Alfred Hitchcock, WAGA, Su. . . 30.2
7.	Zane Grey Theater, WAGA, F. . . 28.5
8.	Oh Susanna, WAGA, S. . . 28.2
9.	Life of Riley, WSB, F. . . 28.0
9.	\$64,000 Question, WAGA, T. . . 28.0

TOP MULTI-WEEKLY SHOWS	
1.	News, Weather (6:30 p.m.), WSB, M-F. . . 32.3
2.	NBC News, WSB, M-F. . . 12.2
3.	Newsroom, Weather (11 p.m.), WSB, M-F. . . 11.2
4.	Starlight Movies, Misc., WAGA, M-Th. . . 10.9
5.	Art Linkletter, WAGA, M-F. . . 10.7
6.	CBS News, WAGA, M-F. . . 10.4
6.	I Led Three Lives, WAGA, M-Th. . . 10.4
8.	Waterfront, WAGA, T, Th. . . 10.2
9.	Edge of Night, WAGA, M-F. . . 10.1
9.	Late Show, Misc., WSB, M-F. . . 10.1
9.	Search for Tomorrow, WAGA, M-F. . . 10.1
9.	World News, Weather (6:30 p.m.), WAGA, M-F. . . 10.1

TOP FEATURE FILMS	
Once-Weekly	
1.	M-G-M Playhouse, WSB, Su.-2:30-4:00 . . . 20.2
2.	Action Theater, WSB, Twice on Sunday . . . 15.0
3.	Premiere Performance, WAGA, F.-11:00-Sign Off . . . 14.3
4.	Starlight Theater, WAGA, S.-11:00-Sign Off . . . 11.3
5.	Century Playhouse, WSB, Su.-10:30-Sign Off . . . 10.7
Multi-Weekly	
1.	Armchair Playhouse, WSB, M-S.-Various Times . . . 11.4
2.	Late Show, WSB, M-S.-Various Times . . . 11.2
3.	Starlight Movies, WAGA, M-Th.-11:00-Sign Off . . . 10.9
4.	Movietime U. S. A., WLW-A, M-Su.-Various Times . . . 4.7
5.	Movie At 11, WLW-A, M-F.-11:00-12:30 . . . 4.0

TOP SYNDICATED FILMS	
1.	Highway Patrol (Ziv), WAGA, F.-7:30 . . . 28.2
2.	Code Three (ABC), WAGA, S.-10:30 . . . 26.4
3.	State Trooper (MCA), WAGA, F.-7:00 . . . 26.2
4.	Studio 57 (MCA), WAGA, Th.-10:30 . . . 23.2
5.	Men of Annapolis (Ziv), WAGA, Th.-7:00 . . . 20.2
6.	Mr. District Attorney (Ziv), WAGA, W.-7:00 . . . 19.5
7.	Casey Jones (Screen Gems), WAGA, M.-7:00 . . . 18.0
7.	Honeymooners (CBS), WSB, F.-7:00 . . . 18.0
9.	Famous Playhouse (MCA), WLW-A, Su.-6:30 . . . 17.5
10.	Victory at Sea (NBC), WSB, Su.-2:00 . . . 17.4
11.	Dr. Christian (Ziv), WSB, W.-10:30 . . . 16.2
12.	Sheriff of Cochise (NTA), WSB, T.-7:00 . . . 16.0
12.	Whirlbirds (CBS), WSB, W.-7:00 . . . 16.0
14.	Lone Wolf (MCA), WSB, S.-6:30 . . . 15.9
15.	Joe Palooka (Guild), WLW-A, Su.-6:00 . . . 15.7
16.	If You Had a Million (CBS), WSB, M.-7:00 . . . 15.5
17.	Badge 714 (NBC), WAGA, T.-7:00 . . . 14.9
18.	San Francisco Beat (CBS), WSB, T.-7:30 . . . 12.9
19.	Man Behind the Badge (MCA), WLW-A, F.-6:30 . . . 12.7
20.	1Sky King (Nabisco), WLW-A, W.-6:30 . . . 12.5

CINCINNATI

3 TV STATIONS—309,800 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—1,036,700 (17th in U. S.)
Buying Income—\$1,989,047,000 (17th)
Retail Sales—\$1,331,119,000 (19th)
Food Sales—\$318,645,000 (17th)
Drug Sales—\$44,444,000 (19th)
Automotive—\$228,841,000 (20th)
Above figures include following counties: Campbell, Kenton, Ky.; Hamilton, O.

TOP NETWORK SHOWS	
1.	Lucy-Desi Show, WKRC, W. . . 37.8
2.	Perry Como, WLW-T, S. . . 35.3
3.	President Eisenhower, WKRC 17:0; WLW-T 16:3, Th. . . 33.3
4.	Zorro, WCPO, Th. . . 32.4
5.	Father Knows Best, WLW-T, W. . . 31.5
6.	Alfred Hitchcock, WKRC, Su. . . 30.2
6.	Red Skelton, WKRC, T. . . 30.2
8.	Tony Martin, WLW-T, Su. . . 29.3
9.	Danny Thomas, WKRC, M. . . 28.9
10.	Lawrence Welk, WCPO, S. . . 28.8

TOP MULTI-WEEKLY SHOWS	
1.	50-50 Club, WLW-T, M-F. . . 19.6
2.	Mickey Mouse Club, WCPO, M-F. . . 18.1
3.	3 City Final (11:00 p.m.), WLW-T, M-F. . . 15.0
4.	News, Weather (11:00 p.m.), WKRC, M-F. . . 14.9
5.	Tic Tac Dough, WLW-T, M-F. . . 14.4
6.	Our Gung Comedy, WCPO, M-F. . . 11.4
7.	Al Lewis Show, WCPO, M-F. . . 10.8
8.	Headin' West, WLW-T, M-F. . . 10.0
8.	NBC News, WLW-T, M-F. . . 10.0
8.	Matinee Theater, WLW-T, M-F. . . 10.0

TOP FEATURE FILMS	
Once-Weekly	
1.	Best of MGM, WLW-T, Twice on Sunday . . . 12.3
2.	Premiere Performance, WKRC, Su.-11:15-Sign Off . . . 9.5
3.	Western Corral, WCPO, Su.-12:00-1:00 . . . 9.2
4.	Movietime U. S. A., WLW-T, S.-4:45-6:00 . . . 8.7
5.	Frontier Theater, WCPO, S.-5:00-6:00 . . . 7.9
Multi-Weekly	
1.	Home Theater, WKRC, M-F.-11:15-Sign Off . . . 9.8
2.	MGM Theater, WLW-T, M-S.-11:15-Sign Off . . . 9.1
3.	Headin' West, WLW-T, M-F.-5:30-6:30 . . . 7.5
4.	Ladies Home Theater, WKRC, M-F.-5:00-6:30 . . . 7.2
5.	Million 5 Movie, WCPO, S., Su.-10:30-Sign Off . . . 6.6

TOP SYNDICATED FILMS	
1.	Code Three (ABC), WKRC, T.-10:30 . . . 23.5
2.	Dr. Christian (Ziv), WKRC, M.-7:00 . . . 23.4
3.	Sheriff of Cochise (NTA), WKRC, Th.-7:30 . . . 22.8
4.	Highway Patrol (Ziv), WKRC, S.-10:30 . . . 21.5
5.	Harbor Command (Ziv), WLW-T, Su.-10:30 . . . 19.0
6.	Sieve Donovan, Western Marshal (NBC), WKRC, M.-6:30 . . . 18.9
7.	Ramar of the Jungle (TPA), WCPO, Su.-6:30 . . . 18.5
8.	Cisco Kid (Ziv), WCPO, Su.-6:00 . . . 18.2
9.	Kingdom of the Sea (Guild), WLW-T, W.-7:00 . . . 17.4
10.	Mama (CBS), WLW-T, M.-7:00 . . . 15.9
11.	Silent Service (NBC), WKRC, F.-7:30 . . . 15.5
12.	1Sky King (Nabisco), WCPO, Th.-6:00 . . . 14.5
13.	Studio 57 (MCA), WLW-T, W.-10:30 . . . 14.2
14.	Twenty-Six Men (ABC), WLW-T, Th.-7:00 . . . 14.0
15.	1Death Valley Days (U. S. Borax), WKRC, F.-7:00 . . . 13.9
16.	Last of the Mohicans (TPA), WCPO, W.-10:00 . . . 13.5
16.	O. Henry Playhouse (Gross-Krasne), WCPO, W.-10:30 . . . 13.5
18.	Stories of the Century (Hollywood), WKRC, T.-6:30 . . . 12.9
19.	Stage Seven (TPA), WKRC, S.-7:00 . . . 12.5
20.	Parade of Stars (MCA), WKRC, W.-7:00 . . . 12.2

GREENVILLE WASHINGTON

2 TV STATIONS—31,500 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:
No Data Available

TOP NETWORK SHOWS	
1.	Father Knows Best, WITN, W. . . 43.8
2.	Wagon Train, WITN, W. . . 42.6
3.	Gunsmoke, WNCT, S. . . 41.3
4.	Oh Susanna, WNCT, S. . . 40.8
5.	Ernie Ford, WITN, Th. . . 40.3
6.	Groucho Marx, WITN, Th. . . 39.3
7.	Have Gun, Will Travel, WNCT, S. . . 39.0
8.	M Squad, WITN, F. . . 38.5
9.	G.E. Theater, WNCT, Su. . . 36.8
10.	Climax! WNCT, Th. . . 36.4

TOP MULTI-WEEKLY SHOWS	
1.	CBS News, WNCT, M-F. . . 24.3
2.	NBC News, WITN, M-F. . . 22.1
3.	Channel 7 Reporter, Weather (6:30 p.m.), WITN, M-F. . . 21.2
4.	Sports Focus, WNCT, M-F. . . 20.7
5.	Esso Reporter, Weather (6:30 p.m.), WNCT, M-F. . . 19.8
6.	Guiding Light, WNCT, M-F. . . 19.7
7.	Jewel Box Jamboree, WNCT, T, F. . . 19.3
8.	Search for Tomorrow, WNCT, M-F. . . 19.1
9.	Roy Rogers, WITN, M-F. . . 18.5
10.	Love of Life, WNCT, M-F. . . 18.0

TOP FEATURE FILMS	
Once-Weekly	
1.	Bar 7 Roundup, WITN, S.-6:00-7:00 . . . 21.5
2.	Sun. Evening Theater, WITN, Su.-10:30-Sign Off . . . 19.3
3.	Saturday Matinee, WITN, S.-12:00-1:00 . . . 18.0
3.	Horror, WITN, S.-11:00-Sign Off . . . 18.0
5.	Action Theater, WNCT, S.-2:00-3:00 . . . 13.0
Multi-Weekly	
1.	Bright Leaf Theater, WNCT, T., Th.-Su.-Various Times . . . 10.7

TOP SYNDICATED FILMS	
1.	Willy (Official), WITN, M.-7:00 . . . 33.5
1.	Esso Golden Playhouse (Official), WNCT, T.-9:00 . . . 33.5
1.	Sheriff of Cochise (NTA), W.-7:00 . . . 33.5
4.	State Trooper (MCA), WITN, Su.-7:30 . . . 32.8
5.	Silent Service (NBC), WNCT, F.-8:00 . . . 29.5
6.	Highway Patrol (Ziv), WITN, T.-7:30 . . . 29.3
7.	Last of the Mohicans (TPA), WNCT, S.-7:00 . . . 24.3
8.	Stars of the Grand Ole Opry (Flamingo), WNCT, S.-6:00 . . . 21.3
8.	Boston Blackie (Ziv), WITN, F.-6:00 . . . 21.3
10.	Little Rascals (Interstate), WNCT, S.-9:00 a.m. . . 20.8
11.	Lone Wolf (MCA), WITN, T.-6:00 . . . 20.3
12.	Uncommon Valor (RKO), WNCT, Th.-6:00 . . . 19.5
13.	City Detective (MCA), WITN, W.-6:00 . . . 19.3
13.	Waterfront (MCA), WITN, M.-6:00 . . . 19.3
15.	Looney Tunes (Guild), WNCT, M.-6:45 . . . 19.0
16.	Dangerous Assignment (NBC), WNCT, Su.-6:30 . . . 17.8
16.	Cisco Kid (Ziv), WNCT, F.-6:00 . . . 17.8
16.	Victory at Sea (NBC), WNCT, T.-6:00 . . . 17.8
19.	1Sky King (Nabisco), WNCT, W.-6:00 . . . 16.8
20.	Grey Ghost (CBS), WNCT, W.-7:30 . . . 16.5
21.	Annie Oakley (CBS), WNCT, F.-5:30 . . . 15.8
22.	Little Rascals (Interstate), WNCT, Th.-5:45 . . . 15.5
23.	Ferry and the Pirates (Official), WNCT, S.-10:30 a.m. . . 14.5
24.	Hopalong Cassidy (NBC), WNCT, S.-5:00 . . . 11.9

Robert Lawrence Productions will establish its own animation for the production of TV commercials in the firm's main headquarters in New York, effective January 1. . . Installation of the new \$200,000 sound system at Hal Roach Studios has been completed. The new equipment includes a Westrex Magnetic Recording and Reproducing Machine.

COMMERCIAL CUES

Continued from page 11

tion blended live actors, shown in color, with black and white modernistically-animated backgrounds, heightening the illusion of three dimensions.

Caravel Films has installed an Oxberry optical printer to speed film production at its new \$1,000,000 production center which was opened recently. . .

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

Market statistics shown are derived from Sales Management's current "Survey of Buying Power," and cover only each market's metropolitan areas, as defined by government specifications. Although they

thus cannot include complete TV coverage or trading areas, they do provide comparative statistics for the chief population centers of TV stations.

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

LUBBOCK, TEX.

2 TV STATIONS—41,500 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—162,300 (132d in U. S.)
Buying Income—\$303,612 (118th)
Retail Sales—\$185,159,000 (134th)
Food Sales—\$33,701,000 (160th)
Drug Sales—\$5,088,000 (163d)
Automotive—\$44,301,000 (111th)
Above figures include following counties: Lubbock, Tex.

TOP NETWORK SHOWS

- 1. Cheyenne, KCRD, T. 41.1
2. Gunsmoke, KDUB, S. 40.3
3. Ernie Ford, KCRD, Th. 39.5
4. Playhouse 90, KDUR, Th. 37.4
5. Have Gun, Will Travel, KDUB, S. 37.3
6. Colt 45, KDUB, S. 37.0
7. Bob Cummings, KGBD, T. 36.5
8. Oh Susanna, KDUB, S. 36.5
9. Thin Man, KCRD, F. 35.0
10. Meet McGraw, KCRD, T. 34.3
11. Wyatt Earp, KCRD, W. 34.3

TOP MULTI-WEEKLY SHOWS

- 1. News, Weather, Feature (6 p.m.), KDUB, M-F. 25.5
2. CBS News, KDUB, M-F. 24.3
3. Looney Tunes, KDUB, M-F. 21.4
4. News, Weather (10:30 p.m.), KCRD, M-F. 20.9
5. News, Weather (6:00 p.m.), KCRD, M-F. 20.8
6. Here's Howell (6:15 p.m.), KCRD, M-F. 20.2
7. News, Weather, Feature (10:30 p.m.), KDUB, M, T, Th, F. 18.3
8. Queen for a Day, KCRD, M-F. 16.2
9. Channel 11 Matinee, KCRD, M-F. 14.7
10. Topper, KDUB, M, T, Th, F. 14.2

TOP FEATURE FILMS

- Once-Weekly
1. MGM Movie, KCRD, S-12:00-1:45 19.8
2. 20th Century Showcase, KDUB, Su-10:45-Sign Off 16.8
3. Premiere Performance, KDUB, S-11:00-Sign Off 13.1
4. U. A. Showcase, KDUB, T-11:00-Sign Off 11.9
5. Frontier Theater, KDUB, S-12:30-1:30 7.3
Multi-Weekly
1. Columbia Showcase, KCUB, M, S-Various Times 17.4
2. Channel 11 Matinee, KCRD, M-F-3:34-5:15 14.7
3. Warner Brothers, KDUB, W, F-Various Times 12.6
4. Channel 11 MGM Theater, KCRD, M-Su-10:45-Sign Off 11.8

TOP SYNDICATED FILMS

- 1. Gray Ghost (CBS), KDUB, Th-9:00 35.8
2. Whirlybirds (CBS), KDUB, Th-6:30 34.0
3. Sheriff of Cochise (NTA), KCRD, M-8:30 31.3
4. Doug Fairbanks Presents (ABC), KDUB, M-7:30 28.8
5. Uncovered (Thompson), KDUB, T-7:00 25.3
6. Silent Service (NBC), KDUB, F-8:30 25.3
7. Reader's Digest (Telestar), KDUB, S-9:30 25.3
8. Twenty-Six Men (ABC), KDUB, S-7:30 23.3
9. Cisco Kid (Ziv), KCRD, Th-6:30 22.8
10. Looney Tunes (Guild), KDUB, M-F-5:00 21.4
11. Victory at Sea (NBC), KCRD, F-7:30 20.0
12. Captain David Grief (Guild), KDUB, T-8:30 19.3
13. Kingdom of the Sea (Guild), KDUB, M-10:00 18.0
14. Championship Bowling (W. Schwimmer), KDUB, S-4:45 15.3
15. Rocky Jones, Space Ranger (Official), KCRD, S-10:30 a.m. 14.8
16. Stu Erwin (Official), KCRD, T-5:30 13.3
17. Frontier (NBC), KCRD, W-5:30 12.0
18. My Little Margie (Official), KCRD, S-11:00 a.m. 11.3
19. Liberace (Guild), KDUB, M-F-12:00 9.3

MEMPHIS, TENN.

3 TV STATIONS—141,500 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—547,400 (141st in U. S.)
Buying Income—\$917,129,000 (46th)
Retail Sales—\$692,889,000 (39th)
Food Sales—\$147,129,000 (44th)
Drug Sales—\$20,149,000 (48th)
Automotive—\$139,230,000 (33d)
Above figures include following counties: Shelby

TOP NETWORK SHOWS

- 1. Lucy-Desi Show, WREC, W. 45.8
2. President Eisenhower, WREC 28.7; WMCT 11.2, Th. 39.9
3. Gunsmoke, WREC, S. 39.7
4. Danny Thomas, WREC, M. 33.4
5. Perry Como, WMCT, S. 31.8
6. Ed Sullivan, WREC, Su. 31.0
7. Playhouse 90, WREC, Th. 30.1
8. Wyatt Earp, WHBQ, T. 29.2
9. \$64,000 Question, WREC, T. 28.4
10. Sugarfoot, WHBQ, T. 28.2

TOP MULTI-WEEKLY SHOWS

- 1. Late Movie, WREC, M-F. 17.4
1. Popover, Misc., WHBQ, M-Th. 17.4
3. Mickey Mouse Club, WHBQ, M-F. 16.2
4. Range Rider, WREC, M-F. 15.1
5. Art Linkletter, WREC, M-F. 11.3
5. Early Movie, WREC, M-F. 11.3
7. Our Miss Brooks, Misc., WREC, M-F. 11.2
8. Little Rascals, WHBQ, M-W. 11.0
9. Your Esso Reporter (10 p.m.), WMCT, M-F. 10.9
10. News, Weather (5:30 p.m.), WREC, M-F. 10.8

TOP FEATURE FILMS

- Once-Weekly
1. Command Performance, WHBQ, Su-8:00-10:00 22.0
2. Matinee Theater, WREC, S-12:30-4:15 13.9
3. Million Dollar Playhouse, WREC, S-10:00-Sign Off 13.7
4. Tales of the West, WMCT, S-12:30-1:30 12.6
5. Hollywood Movie, WMCT, S-1:30-3:30 9.7
Multi-Weekly
1. Late Movie, WREC, M-F, Su-Various Times 17.0
2. Early Movie, WREC, M-S-Various Times 11.5
3. Academy Award Theater, WMCT, T-Su-Various Times 9.6
4. Million \$ Movie, WHBQ, M-Su-Various Times 9.5
5. House of Horror, WHBQ, M-F-11:45-Sign Off 7.8

TOP SYNDICATED FILMS

- 1. State Trooper (MCA), WHBQ, T-8:00 17.9
2. Esso Golden Playhouse (Official), WREC, S-9:30 25.3
3. Captain David Grief (Guild), WREC, W-10:00 20.7
4. Martin Kane (Ziv), WMCT, Th-8:00 20.4
4. Sheriff of Cochise (NTA), WREC, T-9:30 20.4
6. Highway Patrol (Ziv), WMCT, Su-9:30 19.5
7. Science Fiction Theater (Ziv), WREC, Th-10:00 18.2
8. Frontier (NBC), WHBQ, F-9:00 17.7
9. Popeye (Assoc. Artists), WHBQ, M-Th-6:00 17.4
10. Whirlybirds (CBS), WMCT, W-7:00 16.9
11. If You Had a Million (CBS), WHBQ, F-8:30 16.3
12. Badge 714 (NBC), WHBQ, S-9:30 15.3
13. Range Rider (CBS), WREC, M-F-6:00 15.1
14. Susie (TPA), WHBQ, Su-7:30 15.0
15. Men of Annapolis (Ziv), WMCT, T-9:30 14.9
16. Cisco Kid (Ziv), WMCT, W-7:30 14.7
16. Sky King (Nabisco), WMCT, S-10:30 a.m. 14.7
18. Annie Oakley (CBS), WHBQ, F-6:00 14.2
19. Honeymooners (CBS), WMCT, S-8:00 13.0
20. Dr. Christian (Ziv), WREC, S-6:00 11.2

NEW ORLEANS

3 TV STATIONS—213,100 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—813,700 (122d in U. S.)
Buying Income—\$1,307,115,000 (21st)
Retail Sales—\$885,619,000 (27th)
Food Sales—\$174,462,000 (34th)
Drug Sales—\$38,072,000 (29th)
Automotive—\$130,034,000 (137th)
Above figures include following counties: Jefferson, Orleans, St. Bernard

TOP NETWORK SHOWS

- 1. Perry Como, WDSU, S. 53.8
2. President Eisenhower, WDSU 33.3; WWL 18.8, Th. 52.1
3. Father Knows Best, WDSU, W. 44.3
4. Twenty One, WDSU, M. 43.8
5. Ernie Ford, WDSU, Th. 41.3
6. Gunsmoke, WWL, S. 40.3
7. Life of Riley, WDSU, F. 39.8
7. Lux Show, WDSU, Th. 39.8
9. M. Squad, WDSU, F. 39.5
9. Wagon Train, WDSU, W. 39.5

TOP MULTI-WEEKLY SHOWS

- 1. World-Sports, Weather (6:15 p.m.), WDSU, M-F. 34.0
2. Esso Reporter (6:00 p.m.), WDSU, M-F. 33.8
3. World Tonight (11:00 p.m.), WDSU, M-F. 20.1
4. Queen for a Day, WDSU, M-F. 18.7
5. Little Rascals, WDSU, M-F. 18.6
6. Matinee Theater, WDSU, M-F. 16.9
7. Late Show, WDSU, M-F. 16.3
8. My Little Margie, WDSU, M-F. 15.7
9. Modern Romances, WDSU, M-F. 15.4
10. Price Is Right, WDSU, M-F. 15.1

TOP FEATURE FILMS

- Once-Weekly
1. Sunday Matinee, WDSU, Su-4:30-6:00 35.3
2. Sun Spectacular, WWL, Su-10:30-Sign Off 20.6
3. Saturday Matinee, WDSU, S-3:00-5:00 20.4
4. Western Roundup, WDSU, S-8:00-9:00 a.m. 15.1
5. Two Gun Playhouse, WWL, S-12:00-2:00 11.6
Multi-Weekly
1. Late Show, WDSU, M-Su-11:15-Sign Off 16.6
2. Theater 4, WWL, M-S-Various Times 9.5
3. 4 Most Feature, WWL, M-F-4:00-5:30 7.4
4. Million \$ Movie, WJMR, M-Su-Various Times 5.3

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WDSU, F-10:00 37.3
2. Men of Annapolis (Ziv), WDSU, Th-9:30 36.8
3. Crusader (MCA), WDSU, T-9:30 36.0
4. Twenty-Six Men (ABC), WDSU, F-10:30 35.3
5. State Trooper (MCA), WDSU, T-10:00 32.8
6. Honeymooners (CBS), WDSU, W-9:30 32.3
7. Decoy (Official), WDSU, Th-10:00 31.8
8. Whirlybirds (CBS), WDSU, M-10:00 31.3
9. Silent Service (NBC), WDSU, Th-10:30 29.3
10. Frontier Dr. (Hollywood TV), WWL, Th-9:30 28.3
10. Esso Golden Playhouse (Official), WDSU, S-10:00 28.3
12. I Search for Adventure (Bagnall), WDSU, S-11:30 a.m. 27.8
13. Dr. Christian (Ziv), WDSU, W-10:00 27.5
14. Sinden 57 (MCA), WDSU, F-10:30 26.8
15. Death Valley Days (U. S. Borax), WDSU, S-10:30 26.3
16. Sky King (Nabisco), WDSU, S-11:00 a.m. 25.5
17. Sheriff of Cochise (NTA), WDSU, W-10:30 25.3
18. Mr. & Mrs. North (Schubert), WDSU, S-5:30 24.3
19. Looney Tunes (Guild), WDSU, S-9:00 a.m. 23.3
19. Parade of Stars (MCA), WWL, Su-10:00 23.3
21. Boots and Saddles (NBC), WWL, F-7:00 22.8

PROVIDENCE-PAWTUCKET

2 TV STATIONS—195,600 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—696,700 (127th in U. S.)
Buying Income—\$1,282,111,000 (32d)
Retail Sales—\$809,162,000 (22d)
Food Sales—\$181,338,000 (32d)
Drug Sales—\$31,148,000 (29th)
Automotive—\$137,253,000 (136th)
Above figures include following counties: Bristol, Kent, Providence

TOP NETWORK SHOWS

- 1. Perry Como, WJAR, S. 47.8
2. Ed Sullivan, WPRO, Su. 45.8
3. Gunsmoke, WPRO, S. 45.3
4. Lucy-Desi Show, WPRO, W. 44.2
5. Playhouse 90, WPRO, Th. 43.9
6. Danny Thomas, WPRO, M. 42.8
7. Climax! WPRO, Th. 42.4
8. December Bride, WPRO, M. 41.3
9. Gouffrey's Talent Scouts, WPRO, M. 40.3
10. Oh Susanna, WPRO, S. 39.3

TOP MULTI-WEEKLY SHOWS

- 1. Salty Shack, WPRO, M-F. 25.7
2. News, Weather (11:00 p.m.), WPRO, M-F. 24.1
3. Esso Reporter, Weather (11 p.m.), WJAR, M-F. 21.6
4. CBS News, WPRO, M-F. 19.5
5. News, Sports, Weather (6:30 p.m.), WPRO, M-F. 19.1
6. Mickey Mouse Club, WPRO, M-F. 18.3
7. Big Show, WJAR, T-F. 16.8
8. Hollywood-Cavalcade, WPRO, M-F. 15.5
9. Guiding Light, WPRO, M-F. 14.0
10. Captain Kangaroo, WPRO, M-F. 13.7

TOP FEATURE FILMS

- Once-Weekly
1. Million Dollar Movie, WJAR, Su-2:30-4:00 16.6
2. Premiere Performance, WJAR, M-11:15-Sign Off 16.3
3. Sat. Movie Matinee, WPRO, S-2:00-3:00 15.5
Multi-Weekly
1. Big Show, WJAR, T-Su-Various Times 18.2
2. Hollywood Movie Cavalcade, WPRO, M-S-Various Times 15.3
3. Early Show, WJAR, M-F-5:00-6:15 9.6
4. Afternoon Show, WJAR, M-F-1:00-2:00 7.6
5. Morning Show, WJAR, M-Su-Various Times 6.2

TOP SYNDICATED FILMS

- 1. Harbor Command (Ziv), WPRO, S-7:00 29.8
2. Honeymooners (CBS), WPRO, Th-7:00 25.3
3. Esso Golden Playhouse (Official), WPRO, S-10:30 23.8
4. Highway Patrol (Ziv), WJAR, T-10:30 23.5
5. Death Valley Days (U. S. Borax), WJAR, M-7:00 23.3
5. Dr. Hudson's Secret Journal (MCA), WPRO, T-7:00 23.3
7. Mama (CBS), WPRO, M-7:00 22.8
7. Sky King (Nabisco), WJAR, Th-6:30 22.8
9. Silent Service (NBC), WJAR, W-7:00 22.3
10. State Trooper (MCA), WJAR, W-10:30 20.8
10. Annie Oakley (CBS), WJAR, F-6:30 20.8
12. Twenty-Six Men (ABC), WJAR, Su-7:00 19.3
13. Popeye (Assoc. Artists), WPRO, S-8:00 a.m. 17.8
14. Sherlock Holmes (Guild), WPRO, Su-11:15 15.3
15. Victory at Sea (NBC), WJAR, Su-2:00 14.8
16. Kingdom of the Sea (Guild), WPRO, S-11:30 a.m. 10.3
17. Hopalong Cassidy (NBC), WJAR, Su-12:30 9.5
18. Mr. District Attorney (Ziv), WPRO, M-F-1:00 8.1
19. Amos 'n' Andy (CBS), WPRO, M-F-2:00 8.0
20. Looney Tunes (Guild), WJAR, S-8:00 a.m. 7.8

SAN ANTONIO

4 TV STATIONS—141,900 TV HOMES reported by The Pulse in the area surveyed

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

Population—594,200 (136th in U. S.)
Buying Income—\$819,807,000 (150th)
Retail Sales—\$612,352,000 (45th)
Food Sales—\$135,469,000 (48th)
Drug Sales—\$18,162,000 (53d)
Automotive—\$113,006,000 (144th)
Above figures include following counties: Bexar

TOP NETWORK SHOWS

- 1. Gunsmoke, KENS, S. 48.9
2. Lucy-Desi Show, KENS, W. 46.7
3. G. E. Theater, KENS, Su. 39.7
4. Alfred Hitchcock, KENS, Su. 38.0
5. Tales of Wells Fargo, WOAI, M. 36.5
6. Perry Como, WOAI, S. 35.7
7. Wyatt Earp, KONO, T. 34.5
8. Danny Thomas, KENS, M. 34.3
9. Have Gun Will Travel, KENS, S. 33.5
10. Restless Gun, WOAI, M. 32.7

TOP MULTI-WEEKLY SHOWS

- 1. 12 Star Final (10:00 p.m.), KONO, M, T, Th, F. 23.7
2. Mickey Mouse Club, KONO, M-F. 18.9
3. News (10:00 p.m.), WOAI, M-F. 15.8
4. Afternoon Movie, WOAI, M-F. 14.6
5. World at Large (6:00 p.m.), WOAI, M-F. 14.3
6. American Bandstand, KONO, M-F. 14.1
7. NBC News, WOAI, M-F. 12.9
8. 20th Century Theater, KONO, M-F. 12.2
9. Price Is Right, WOAI, M-F. 12.1
10. First Run Theater, WOAI, M-Th. 12.0

TOP FEATURE FILMS

- Once-Weekly
1. Sunday Afternoon Movie, WOAI, Su-12:15-2:00 16.9
2. Shock, KENS, F-10:00-Sign Off 16.3
3. Hollywood Feature, KONO, Su-9:00-10:00 15.6
4. Hollywood Theater, WOAI, S-5:00-6:00 15.1
5. Starlight Movie, KENS, S-10:00-Sign Off 15.0
Multi-Weekly
1. Afternoon Movie, WOAI, M-F-12:00-1:30 14.6
2. 20th Century Theater, KONO, M-Su-10:15-Sign Off 13.3
3. First Run Theater, WOAI, M-Th, Su-10:15-Sign Off 12.1
4. Command Performance, WOAI, F, S-10:15-Sign Off 12.0
5. Family Movie, WOAI, M-F-4:30-6:00 10.9

TOP SYNDICATED FILMS

- 1. Death Valley Days (U. S. Borax), KENS, S-9:30 35.5
2. Sheriff of Cochise (NTA), KONO, T-9:00 27.2
3. Gray Ghost (CBS), KONO, T-8:30 24.9
4. State Trooper (MCA), KENS, F-9:30 24.0
5. Sky King (Nabisco), KENS, S-11:30 a.m. 23.0
6. Ramar of the Jungle (TPA), KONO, M-6:00 22.9
7. Annie Oakley (CBS), KONO, T-6:00 22.7
8. Sheena, Queen of the Jungle (ABC), KONO, F-6:00 22.2
9. The Tracers (Mino), KENS, S-6:00 21.9
10. Inner Sanctum (NBC), WOAI, M-8:30 20.4
11. Silent Service (NBC), KENS, T-9:30 20.0
12. Highway Patrol (Ziv), WOAI, Th-7:00 19.0
13. Harbor Command (Ziv), KONO, F-9:30 18.9
14. Jungle Jim (Screen Gems), KONO, W-6:00 18.7
15. Frontier Dr. (Hollywood TV), WOAI, M-6:30 18.5
16. O. Henry Playhouse (Gross-Krasne), WOAI, F-7:30 16.5
17. Three Musketeers (ABC), KONO, Th-6:00 14.7
18. Twenty-Six Men (ABC), KENS, T-10:00 13.0
19. Whirlybirds (CBS), KENS, W-10:00 11.2
20. Crunch and Des (NBC), WOAI, W-9:30 10.4

SHORT SCANNINGS

Dwight Mills, chairman of the executive committee of Kenyon & Eckhardt, retired from the agency this past week. Howard S. Sheppard, of the special TV projects staff at Batten, Barton, Durstine & Osborn, has joined the

sales promotion and development staff of Harrington, Righter & Parsons, TV reps. Sydney Box, motion picture producer, who is screening the "White Hunter" series in association with Bernard Schubert, is on the board of the

newly formed Northeast England commercial TV stations. Frank Taubes and Willard Benner have been named creative supervisors at Ted Bates & Company.

Edward R. Eadeh, industry consultant to the Federal Communications Commission Network Study Staff the past two years, has joined Weed & Company as director of research. The December 28 episode of "Fury" was com-

mended by Col. Richard F. Lynch, president of the United States Civil Defense Council and director of Civil Defense for the City of Los Angeles. Colonel Lynch cited the show "Operation C-D" for its graphic portrayal of the need to prepare for possible disaster. Last week the California Safety Council presented an award to the producers of "Fury," Television Programs of America, for the stanza

titled "Bike-Road-Go," which stressed the importance of safety practice for juvenile cyclists. Fenneth M. Flower has been named account executive in the San Francisco office of CBS-TV Film Sales. Jack Benson has moved up in ABC's personnel department to the position of employment manager. Irving G. Kirk has been promoted to controller of Adam Young, Inc.

The Billboard Scoreboard

TV PROGRAM REVIEWS

NETWORK REVIEW

'7 Lively Arts' Takes Good Look at Movies

By BOB BERNSTEIN

The Seven Lively Arts (Net)
CBS-TV, Sunday (29), 5-6 p.m., EST
(Caught again).

A rather dry look at the feature film industry was punctuated by some blunt talk from some frank movie execs. They concurred that movies are always business and only sometimes art, that major studios are no more, that the trend to overseas production will continue for three reasons: Authenticity of setting, saving of money and the need for scope and glamour to compete with TV.

The articulate, amusing and occasionally shocking chats with Sam Spiegel, Joe Mankiewicz, Otto Preminger and others were gold

Look Up and Live (Local)

WCBS-TV, Saturday (28), 10:30-11 a.m., EST
(Caught again).

The "Story of the Three Kings" was simply but effectively told on "Look Up and Live" as its contribution to the holiday season. It was in the use of some new shadow puppets, however, that the program may have made an even greater contribution to the medium.

These puppets, used to represent the Three Kings, had a starkness and a dimension about them which made them look almost animated. They had a distinct character of their own and should be useful in a variety of purposes. They should, of course, have a ready application in the field of commercials.

With masterly narration by Norman Rose, the story told of the Three Kings' compulsion to pay their homage to Jesus at the barn in which he was born, the perils that befell them during their journey there and of how their final reverence for Jesus manifested itself. Some of the story naturally had a static quality, but was convincing nonetheless.

Leon Morse.

imbedded in the dross of clips from new movies, on-location production footage and some platitudes about the difficulties of shooting in bad weather. Joe Hyams made a helpful narrator and selfless host, and the editing was smooth.

It added up to an informative stanza of adult conversation, not the least virtue of which was the honest discussion of TV's inroads on movie box-office receipts. The picture would have been better rounded if they had seen fit to include an exec of a major studio, however.

This Way Up (Local)

Narrator, Walter Abel. Produced and directed by Konstantine Kaiser for Marathon TV Newsreel. Editor, Ken Baldwin. Photography, Henry Javorsky. Produced for the Sikorsky division of the United Aircraft Corporation.
(Reviewed at a private screening December 30.)

"This Way Up" is an artfully produced industrial film which presents an interesting account of the manner in which helicopters are being used in the modern world. The color film shows how the vehicle is put to work by the military, by industry and in transportation.

The Navy, for example, was shown dropping sonar gear from helicopters to find enemy submarines. The British Petroleum Company was shown equipping an oil field in New Guinea via a helicopter that carried each piece of equipment over mountains. And finally the European intercity helicopter airline service was shown flying between Paris, Brussels, Liege and other cities. There was also a section devoted to building the aircraft.

Henry Javorsky's camera work was excellent from the opening shot of helicopter's flying in formation to the final shot. Walter Abel's narration was top flight.

Leon Morse.

Projection '58 (Net)

Host, Ches Huntley. Director, Robert Priault. Producer, William R. McAndrew. Sustaining.
(NBC-TV, 6-7 p.m., EST December 29.)

Chock-full of fragmentary bits of news information from all corners of the globe, this historical appraisal of 1957 and prediction for 1958 was sporadically fascinating but rough going for the average viewer. An attractive circular setting placed NBC's top correspondents in 12 niches, each a separate dais, which helped the illusion that they were the 12 Apostles or at the very least 12 Wise Men.

The year-end special concentrated on Sputnik's implications and America's foreign policy, invoking humor including cartoons and some freely anti-Dulles comments. Everyone stuck to the script so closely, however, that the show resembled a concert reading of a play rather than a lively look at present and future. The correspondents themselves came off as very bright men who seemed hampered by TelePrompster.

It was a noble attempt to synthesize international opinion, but the talk grew so thick it was a great strain to follow. The educated predictions, incidentally, were dire enough to make you give up TV in 1958.

Bob Bernstein.

Arthur Murray Party (Net)

Host, Kathryn Murray. Director, Coby Ruskin. Producer, Arthur Murray. Sustaining.
(NBC-TV, 9-10 p.m., EST, December 28.)

How to spoil a good record and defeat your own ends was demonstrated amid opulence in this hour-long special. "Arthur Murray Party" was always script-weak but it had charm, simplicity and good dancing. This time out, they were all absent.

To begin with, the famed teaching staff danced not at all, functioning merely as applauding scenery at the rear. Kathryn Murray, the vivacious hostess, was trapped in two dismal sequences in a theater lobby and a ballet school which didn't indicate her own personal terpsichorean abilities. An

NETWORK REVIEW

Many Cooks Spoil the Jam-Session, That Is

By CHARLOTTE SUMMERS

All Star Jazz Show (Net)
Producer, Larry White. Director, Dwight Hemion. Emcee, Steve Allen. Sponsor, Timex thru Peck Advertising.
(NBC-TV, 10-11 p.m., EST, December 30.)

Too many name musicians can spoil a jam session and likewise too much production can cool off the hottest jazz show. This is exactly what happened to Timex's "All Star Jazz Show," which highlighted Louis Armstrong, Dave Brubeck and his group, Duke Ellington and his ork, Woody Herman and his crew, etc., to name a few. In addition, producer Larry White used poor judgment in departing from the standards and again in following one progressive jazz number with another.

The proof of the "missing beat" was clearly shown in shots of the passive audience which unfortunately were frequently flashed on the screen. Only one straight ork

overlong opening segment which had Bil Baird's puppets introducing the guests with elderly jokes set the leaden pace.

The highlighted dance contest looked obviously stacked in favor of Tallulah Bankhead. Granted the lady revealed superb form as a waltz partner, she was paired with Rod Alexander, a professional choreographer and partner. Gertrude Berg, Paul Winchell, Hedy Lamarr, Walter Slezak and their partners looked like under-rehearsed amateurs in comparison with the carefully-rehearsed, showy number allotted to Miss Bankhead.

Arthur Murray appeared briefly to explain how easy the cha cha really is. He didn't convince anyone. The gowns were lovely in color, and the guests all looked more comfortable than their material justified. Let's remember these dance parties for their summertime success.

Bob Bernstein.

number, Jack Teagarden and Bobby Hackett and friends, playing "Dixie," stirred them up and gave them the beat they were looking for. Their enthusiasm at this point was unmistakable.

High Spots

Another high spot was Satchmo's and Jack Teagarden's rendition of "Old Rocking Chair." But even here Director Dwight Hemion played with profile shots of Armstrong which in jazz circles is almost sacrilegious. Steve Allen's contribution consisted of overly long introductions and a brief piano number played with Louis Armstrong. Less talk and the use of name plates to identify the musicians while playing would have helped matters greatly.

Timex undoubtedly scored the highest with its commercials. Pitched by John Cameron Swayze, a rather formal choice for this party, Timex put a watch thru a water and shock test to prove its point. Another highlight was an enlargement of the works to explain its V-Conic staff. It was extremely effective and convincing.

Richard Diamond (Net)

CBS-TV, Thursday 2, 8-8:30 p.m., EST
(Caught again).

Now back on CBS under the Lorillard banner, "Richard Diamond" is still tailored primarily for the action-adventure fans, with star David Janssen still inclined toward the tight-lipped, biceps-flexing school of detective hero.

The new series, however, stepped off smartly with an up-to-date story about a nice, elderly gent who claims to be in communication with outer spacemen buzzing the Earth in flying saucers. Janssen is hired by a nephew to prove that the "Space Society" to whom elderly uncle has willed his money is attempting to do him in for obvious profit. Actually, it's the nephew who's behind it all, trying to create a situation in which any court would permit him to break the will and claim a fortune on the grounds that his uncle was off his rocker.

This off-beat plot was nicely fitted out with all sorts of futuristic props in the uncle's study, from a switching system to provide flares in case the spacemen decided to land on the front lawn of the estate to a big telescope aimed out the front window.

Good Acting

In supporting roles, Louis Van Rooten as the uncle and Ellen Corby as a slightly addled housekeeper handled their roles with skill and ease. Director Leigh Jason's pacing was brisk and sure, and kept the David T. Chandler story moving along smoothly. Eddie Fitzgerald's camera work was strongly lit and straightforward.

Commercials paired off Kent and Newport cigarettes in a major-minor relationship, with Kent getting the first two spots. The Kent commercials pushed hard on the "science" aspects of the new filter, showing interior shots of the Lorillard research labs and huge, multi-dialed machines which were said to be demonstrating how little nicotine and tars were to be found in the brand.

Charlie Sinclair.

Year of Crisis: 1957 (Net)

Moderator, Edward R. Murrow. Correspondents: Howard K. Smith, Eric Sevareid, Alexander Kendrick, David Schoenbrun, Winston Burdett, Ernest Leiser, Daniel Schorr and Peter Kalisher. Producer, John Day. Director, Don Hewitt. Sustaining via CBS-TV.
(CBS-TV, 4-5 p.m., EST, December 29.)

Back for their ninth yearly wrap-up of the news, the top flight corps of CBS correspondents presented an interesting round-table discussion of the year's events. For the main, their opinions indicated a decided deterioration in the position of the United States in world affairs directly attributable to Russia's Sputnikmanship.

"Year of Crisis: 1957" began with David Schoenbrun reporting on the North Atlantic Treaty Organization and gave each of the other seven correspondents a chance to report on their areas of coverage. Afterward the CBS newsmen suggested what the United States must do to face up to its problems. A final summation was made by Edward R. Murrow who asked, "What will we pay in freedom for freedom?"

The value of the program was in the liberal education it gave most viewers on foreign affairs. There was also a maximum of blunt speaking. For example, Peter Kalisher, CBS Far East correspondent, stated that our present China policy is bankrupt. Murrow's moderation of the discussion was, as usual, well done.

Leon Morse.

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Merc. Climbs 98c Singles Bandwagon

NEW YORK—Mercury Records last week was the first label to follow RCA Victor's lead in hiking the suggested list price of 45 singles to 98 cents. Meanwhile, Kapp Records expects to follow suit around January 15, and Jubilee indicated that it would "probably have to do" likewise in the near future.

A check of other labels revealed that no price hike on 45 singles is planned as yet by Columbia, Decca, M-G-M, Jubilee, London, Roulette, Cadence, Liberty, ABC-Paramount, while Capitol and Dot could not be reached for comment.

However, many traders believed that a general price hike to 98 cents on 45 singles is primarily

a matter of time. In line with this, some dealers have indicated that they will raise the 45 singles price of all labels, pending industry acceptance of the 98-cent tag.

Under the new RCA Victor plan, dealer cost on 45 singles was upped from 55 cents to 60 cents, thus giving retailers a gross increase of slightly more than one half per cent.

In addition to Mercury's price increase the label is also offering

Epic Special 10% Discount

NEW YORK — Epic Records has declared a 10 per cent discount on all distributor orders from the label's LP catalog (both classical and pop, but excluding new January releases) during the month of January.

The special offer applies to orders received by the closest factory between December 30, 1957, and January 23, 1958. Epic general manager William S. Nielson described the discount plan as a move to build momentum for a strong February position, which he terms "the best month of the year for record sales."

In line with this, Nielson cited Christmas depletion of dealer inventories and phono sales (creating new disk collectors) as "the foundation for the strongest restocking program in the label's history."

Jerome Exits Prep to Join M-G-M Team

NEW YORK — Irving Jerome has resigned his post as chief of Prep Records, Capitol Records subsidiary, to accept the position of sales manager with M-G-M Records.

Jerome, a veteran of the Capitol diskery operation, is the third man to join the new M-G-M disk team, which is headed up by Arnold Maxin. The new sales chief will work closely with both Maxin and the label's newly appointed a.&c. director, Morton Craft.

'Decca on Parade' Cues Dozen Mood LP's

NEW YORK — Decca Records embarked on a series of special merchandising programs this week—to be known under the general theme of "Decca on Parade"—with the release of a dozen mood music albums. The over-all "On Parade" theme will tie together the diskery's promotion campaigns during the whole of 1958. The initial push on the 12 mood sets carries the subtitle, "Dreamtime."

Among the new sets are "Dream Time," by Wayne King; "An Enchanted Evening," by Jesse Crawford; "Themes of Distinction From Great Motion Pictures," by Bill Snyder; "Viennese Waltzes," by Russ Morgan; "Portraits in Hi-Fi," by George Siravo, and two albums featuring the late Victor Young.

A 13-page, four-color presentation is the main feature of the promotion. This will be supported at the dealer level by centerpieces,

streamers and hangers. The presentation, as added sales lure, will cover details of nine new phonographs to be added to the current '58 line. These include sets ranging from a list price of \$19.95 to just under \$300.

The "Dreamtime" campaign carries a healthy ad schedule as well as radio station coverage. Dealer incentives include a dating plan and extra discounts ranging from 5 to 10 per cent.

Columbia's 1958 Tee-Off Cues Big Product Campaign

Program Set to Tie in With LP Disk's 10th Anniversary Year

NEW YORK — Columbia Records kicks off the new year with a tremendous release of quality product, merchandising services and dealer incentives. Entire program ties in with the company's celebration of the 10th anniversary of the Long Playing record—the commemoration of which will receive treatment during the year via a series of planned events.

To initiate the "triumphant 10th anniversary year," Columbia has outlined the following program of sales protection and incentives for distributors and dealers:

1) From December 30, 1957 to March, 1958, distributors receive special dating terms on all packaged product shipments (except single records, Harmony, J-700 Series

and Playtime), as follows: January shipments will be billed 100 per cent in January, payable 50 per cent February 10 and 50 per cent March 10. February shipments will be billed 100 per cent in February and payable 100 per cent March 10. 2) Qualified dealers, thru March 1, will be eligible for a 10 per cent return privilege on all shipments excepting singles and children's disks selling for 49 cents or less. Provided that minimum qualifications are met, dealers will be eligible on a one-shot basis thru authorized distributors or branches. 3) For the first time in Columbia's history, the following categories are merchandised on 100 per cent exchange: 100 top-selling pop albums; 60 top-selling Masterworks albums; all single OL's; All Hall of Fame EP's; all Harmony albums (provided the polyethylene bag is not broken; all stereo tapes (provided the cellophane is not broken).

Also, effective with the January release, all album product normally covered by a six-month exchange will now enjoy a 12-month exchange period; all releases prior to January, 1958, remain unaffected on a six-month basis. Bill Gallagher, national sales manager,

stated that the lengthened exchange period will give product valuable exposure time. "We are not afraid to let our product sit out there a year . . . it will be an additional factor of stability," he added.

Product is highlighted by the release of seven packages in the new "Adventures in Sound" series and a very broad range of quality product in Masterworks, pop and jazz categories.

New and Different
"Adventure in Sound," a series of pop packages priced at \$4.98, is intended to appeal to the buyer looking for the new and the different. The varied line, assembled from domestic and foreign sources, has 19 packages in its initial release, including "Grand Bal Musette" by Joss Baselli and Ensemble; "Music From the Films," by Michel Legrand; "Delirium in Hi Fi," Elsa Popping; Big Bill Broonzy's "Big Bill's Blues"; Mexican love songs by the Trio Los Panchos; "Portrait of Leda," an exotic musical experiment featuring wordless vocals of Leda Anest; "Sorcery," by Sabu, and packages featuring West Indian, Chilean, Flamenco, Neapolitan, Russian and

(Continued on page 20)

EXEC CLARIFIES VICTOR'S 100% RETURN POLICY

NEW YORK — RCA Victor's 100 per cent guarantee on new album merchandise went into effect last week. However, in The Billboard's story (December 30) announcing the innovation, several aspects were insufficiently detailed. These were clarified this past week by Bill Bullock, vice-president and manager of the album department.

Bullock stated: "The distributor returns the albums which he has paid for, and gets a credit toward other merchandise, less 15 per cent." The 15 per cent represent a service charge, and this applies only to new album releases.

However, the complete 100 per cent return privilege, without any service charge, will continue to apply to "Best Buy" programs and other specified catalog items.

Regarding singles, these also are subject to 100 per cent return on new releases, without the 15 per cent service charge.

Victor Standards Get Cover Glamor Facelift

NEW YORK — January is "Cover Conversion" month for RCA Victor. Of the month's package release, 46 sets actually are catalog standards with brand new front covers.

Victor is making it a simple matter for dealers to glamorize their present inventories on these numbers, making new empty covers available on the 46 titles. And to add impetus to the conversion, the company is breaking a window display contest in February based on the new fronts. Details will be announced in several weeks, with big prizes to be offered via a tie-in

deal with a major manufacturer in another field.

Among the updated packages are the nine Beethoven Symphonies, conducted by Toscanini, now available in one seven-disk unit as well as separately; "The Great Caruso," with Mario Lanza; "Bolero" with Munch and the Boston Symphony; "Jungle Drums" with Morton Gould; and pop sets by Frankie Carle, the Three Suns and others.

The only "new" Red Seal issue is "Horowitz Plays Chopin," which was the Save-On-Records special for September. The pop and jazz SOR specials for December also will come out as regular January issues. These are Julie Andrews' "Lass With the Delicate Air" and Ruby Braff's "Hi-Fi Salute to Bunny."

Other pop issues include "George Beverly Shea," "The Worst of Homer and Jethro," "Prez Prado" and others. The list is headed by "The Glenn Miller Carnegie Hall Concert," which will be the subject of another big company contest promotion for both consumers and disk jockeys. (See separate story.)

Potent Program Agenda Jams Capitol's New Year Slate

New Classical Series, Extra Selling Aids Highlight Program

By JOEL FRIEDMAN

HOLLYWOOD — Capitol Records inaugurates the new year this week via a full slate of package goods in all fields of repertoire, attuned to the central theme, "I Love Music on Capitol Records."

Promotionally, the January release represents one of the most potent programs in the label's history, with separate campaigns being waged on the firm's FDS line, a new "Artist of the Month" program, three new soundtrack packages, a heavy release of stereo-tapes, increased merchandising and consumer advertising of the Capitol phonograph equipment and tape recorder line, and the initial release of Angel merchandise (see sepa-

rate story) under the Capitol banner.

In all, a total of 26 albums are being released this month, including seven FDS packages, five Capitol of the World albums and 14 pop sets.

New "PAO" Series

The new classical merchandise marks the issuance of a new series, designated the PAO series, and features new designs in packaging. All FDS packages are now priced at a suggested list of \$4.98, with all new albums to be released in a de luxe double jacket to include additional liner notes and more illustrations. Label is also affixing a gold FDS symbol to the line, the latter designed to sell the Full Dimensional Sound series as the

"zenith in high fidelity reproduction."

While the PAO series is new, label spokesmen declared that there are no plans at the present time to discontinue its present "P" series. Altho no new FDS works are expected to be released in the "P" line, orders for the existing FDS inventory will continue to be filled. Latter series is also being priced at \$4.98. There are no plans to convert "P" album stock to the new "PAO" design covers.

Talent and works in the January classical release include "The Sound of Wagner" by Erich Leinsdorf, the Roger Wagner Chorale in "Song of Latin America," "Duets With the Spanish Guitar" by

(Continued on page 42)

'KWAI' PICKED FOR COL. TEST

NEW YORK — Columbia Records will offer record dealers deferred billing on a pop single shortly, in an effort to test what effect such terms will have on the sales of a designated record.

First disk to get the test is the Mitch Miller recording of "River Kwai," with the Columbia factory reportedly allocating an additional 100,000 copies to be guaranteed to dealers under the new plan. Dealers who purchase "Kwai" recordings will not have to pay for them until April 15.

Capitol Preps Angel Send-Off

HOLLYWOOD — Angel Records, recently acquired by Capitol Records, Inc., will release a total of 17 new albums during January with the existing price and packaging policy to continue.

While the entire release was prepared prior to the acquisition of the company by Capitol, the new Angel product has been given a special merchandising program of

(Continued on page 20)

Rugulo 'Thrill' Suit Spotlights BMI-H&R Pact

HOLLYWOOD — An action charging violation of the Sherman-Clayton anti-trust laws, breach of contract and fraud was filed in U. S. Federal Court here last week (27) by composer-conductor Pete Rugulo, naming Hill & Range Songs, Alamo Music, Broadcast Music, Inc., and Jean, Julian and Adolph Aberbach as defendants.

The complaint alleges that Rugulo entered into a contract with the defendants in 1954, the terms of which called for Alamo Music to publish and exploit the composition, "Bring Back the Thrill," with Rugulo assigning his half-interest in the tune to Alamo (ASCAP).

Suit charges that by virtue of a prior agreement between Hill & Range and BMI, dated March 29, 1949, that Alamo was prevented from publishing and exploiting any ASCAP composition and that the Aberbachs intended to suppress "Bring Back the Thrill" because it was an ASCAP tune. According to the complaint, Alamo's pact with Rugulo was entered into with no intention of fulfilling its terms and accordingly constituted fraud.

Plaintiff asked the court for real damages of \$150,000 and under the provisions of the anti-trust laws, treble damages totaling \$450,000. Rugulo further asks for rescission of the existing agreement, return

Calif. Court Nixes AFM Suit Stay

HOLLYWOOD — Appeal by the American Federation of Musicians for a stay of execution of a recent California Supreme Court decision was denied the AFM last week by the U. S. Supreme Court.

The seldom used procedure under which appeal may be made to a justice of the Supreme Court was made by the AFM. Effect of the denial will undoubtedly hasten the hearing of the lawsuits brought by Coast musicians against the AFM and the Music Performance Trust Fund. California high court ruled that State courts do have jurisdiction in the pending litigation.

Superior Court Judge John J. Ford is expected to hear arguments Monday (6) concerning the issuance of a temporary injunction and the appointment of a receiver to stop payments to the trust fund pending trial of the cases.

Suits by Coast musicians were launched more than a year ago, and deal with payments ostensibly diverted to the trust fund that should have gone to the musicians themselves from work in record, motion pictures, television and transcriptions.

Col Sets Own Chi Branch

CHICAGO — Columbia Records opened its own distributing branch here last week, ending a long association with the Sampson Company, an appliance wholesaler. The move is part of a nationwide conversion to company branches.

Fred R. Cassman, formerly sales manager for the line at Sampson, is branch manager and virtually all the personnel are moving over intact.

Cassman announced that Christmas LP merchandise sold by Sampson on a 100 per cent return basis will be honored for exchange by the branch only during January. All back orders previously held by Sampson, he said, are being canceled.

Address of the branch is 2240 North Milwaukee Avenue.

of his interest in the copyright, and such punitive damages and legal costs as the court may allow.

The action is the first suit of its kind which points to the Hill & Range pact with BMI as the basis for alleged unlawful acts, and which uses much of the testimony brought out during last year's hearings before the House Judiciary sub-committee (Celler). A similar action charging Hill & Range with failure to perform was filed by songwriter Stan Jones in Los Angeles Superior Court recently.

The Rugulo complaint points out that ASCAP is a non-profit corporation, while BMI is a corporation for profit, organized for the purpose to act "primarily for the National Association of Radio & Television Broadcasters, and used as a bargaining instrument in connection with obtaining terms and rates"

(Continued on page 25)

C&W ARTISTS PLAY HOB WITH R&B CHARTS

NEW YORK — Quietly but very surely, a wholesale upheaval has taken place in The Billboard rhythm and blues best selling disk chart. In fact, a casual observer might think that the typesetter was playing tricks, since the chart now contains six disks by country artists out of the 15 records shown.

Buddy Holly's "Peggy Sue," leads the pact of country entrants on the r.&b. chart in the number three spot, with Jerry Lee Lewis' fast-moving "Great Balls of Fire," placing in fourth position. In sixth spot is Bill Justis' original version of the country blues, "Raunchy," while Elvis Presley, by now a familiar name on the r.&b. charts, shows in the eighth spot with "Jailhouse Rock."

Other country hits making the r.&b. grade are 10th place "Kisses Sweeter Than Wine," by Jimmie Rodgers with the Everly Brothers' "Wake Up Little Susie," in the 14th slot. Just off the charts, in the next two positions (16 and 17) are "My Special Angel," by Bobby Helms, and the Crickets' "Oh Boy." The latter has been moving up while the former of the two has been on the chart in recent weeks.

The infusion of the country element into the rhythm and blues fold has caused not a little consternation in deeply-rooted, authen-

Merc Extends Page Pact for 7 More Years

CHICAGO — Mercury Records repacted its biggest single talent property, Patti Page, last week for another seven years.

The deal, negotiated in New York between Irving B. Green, Merc proxy, and Jack Rael, la Page's business associate, includes a hefty guarantee against a standard 5 per cent royalty. The guarantee is payable in annual installments.

The contract thus sets one of the most durable associations in the history of the record business, which to date has run for 10 years and now will continue to 17. It's the only record tie-up the thrush has ever had.

Miss Page has been a particularly valuable property because of her ability to survive the recent near-annihilation of girl singers. Her million-sellers have included "Doggie in the Window," "I Went to Your Wedding," "Cross Over the Bridge" and "Changing Partners." Her "Tennessee Waltz" topped two million.

37 Distributors On Carlton Disk Line-Up

NEW YORK — Joe Carlton has lined up 37 distributors for his new label, Carlton Records, which will be launched in mid-January.

The label's California sales offices will be headed by Don Genson, while Mildred Howard will act as operations-production manager in New York. Other New York staffers include Jacqueline Rabbiner, office manager; Mrs. Gertrude Bering, comptroller; Kalish & Rubinoff, accountants; Norman Walter, general accounting manager, and tax attorney Solomon H. Mandell as personal consultant.

Pressing arrangements have been made with Capitol, RCA Victor and United Records plants in the East; Victor in the Midwest; and Monarch and Victor on the West Coast. Distribution coverage includes the Philippines, Hawaii, Alaska and British West Indies.

tic r.&b. circles, not unlike the furor that attended certain quarters of the traditional country field when Elvis Presley made his weight felt in the rural charts.

The developments led one trade-

(Continued on page 25)

O'Boyle Named CRDC Veepee

HOLLYWOOD — William F. O'Boyle, director of Capitol Records' phonograph division, has been elected a vice-president of Capitol Records Distributing Corporation, with the sales and service functions of the department to be incorporated under the jurisdiction of CRDC effective January 1.

CRDC now includes the operations, sales and phonograph divisions, under the direction of Geoffrey Racine, Max Callison and O'Boyle, respectively. O'Boyle's present staff at the parent company also moves over to CRDC.

O'Boyle rejoined Capitol last year from Columbia Records to head up the newly formed phono division. He previously had been with Decca Records in 1946, and was branch manager for Capitol in Scranton, Pa., from 1947-50.

CAPAC ASKS BOOST OF BROADCASTING RATES

TORONTO — Both Canadian performing rights societies are seeking higher fees for 1958.

Their applications are before the Copyright Appeal Board. They have been filed with the State Secretary's Copyright Office by the Composers, Authors and Publishers Association of Canada, Ltd., and BMI Canada, Ltd.

CAPAC proposes to increase its fee for private radio broadcasting to 2 per cent of the station's gross revenue for the second month preceding that in which a performing license is issued. This is an increase of one-quarter of 1 per cent over 1957 which was 1 1/4 per cent.

The Broadcasting Association asserts that since the new plan does now allow for certain deductions from gross revenue, such as advertising agencies and sales reps' commissions, that in effect, the increase, as sought, would amount to about 2 1/2 per cent.

By the new method of calculation, the station's fee for January, 1958, would be based on the gross revenue for November, 1957.

Coral-Brunswick Sked 13 January Packages

NEW YORK — Coral Records, with its subsidiary, Brunswick, moves into the new year with a package program of 13 releases, which will carry a dating plan and extra discounts for dealers.

The Coral 10-set release includes "Here's Steve Lawrence," The McGuire Sisters' "When the Lights Are Low," "With a Song in My Heart," by Lawrence Welk; "Electrified Favorites," and "The Poetry of Love," both by Steve Allen; "Harmony Is the Thing," by the Modernaires, and "Sing Around the Piano," by Lou Stein, all in the pop vein, with such jazz sets as "Jazz Greats of Our Time, Volume II," by Manny Albam; "Imported From France," by George Rosnery, and "Hot Club of America in Hi-Fi," by Jody Carver and Johnny Cucci.

Brunswick will issue "Lawrence Welk Presents Myron Floren," "Al Hibbler and the Ellingtonians," and "Time for Dancing," by Monte Freed and the Music Maestros. EP sets include two for each label: The McGuire Sisters and Debbie

Reynolds for Coral and the Crickets and Tiny Little on Brunswick.

On the promotion level, dealers will get a supply of streamers, hangers and mounted lithos plus a dating program and extra discounts of 5 to 10 per cent. Coral is also preparing a supplement to its Colorama Catalog which will include all LP releases since the original printing of the catalog, earlier this year, plus the current January product.

Meanwhile, general sales manager Norm Wienstroer is on a 10-day tour of the West Coast, visiting branches in Los Angeles and San Francisco.

Granz Books Hefty Sked For Europe

HOLLYWOOD — Norman Granz, top jazz impresario in the U. S. for more than a decade, will add to his area of operations shortly via an intensified schedule of bookings in Europe.

Granz closed a deal last week to tour the Benny Goodman orchestra on the Continent next fall, with final dates and schedules now being set up.

In addition, Granz has "An Evening With Ella Fitzgerald and the Oscar Peterson Quartet" set for a month's tour in 22 cities beginning April 10 in Paris. He kicks off the European tour of jazz at the Philharmonic on May 2, with talent thus far including Stan Getz, Sonny Stitt, Coleman Hawkins, Roy Eldridge and Dizzy Gillespie. Latter tour will play for six weeks beginning in London.

JATP unit is also tentatively scheduled to appear at the Brussels Fair in Belgium on June 16 under the auspices of the U. S. State Department. U. S. run of JATP gets under way on September 13 and is expected to go for approximately three weeks.

Webman Joins Spier Pubbery

NEW YORK — Hal Webman, Decca a.&r. staffer, is leaving the diskery to join the Larry Spier, Inc., publishing operation. Webman will work with Belle Nardone and Larry Spier Jr. in what is expected to be an expanded schedule of activity. Webman, who has been at Decca for one and one-half years, was a publisher prior to joining the label. He will bring his publishing holdings to his new affiliation.

One of Webman's functions in his new post will be the establishment of a recording wing for the making of masters.

Webman, one of the many Billboard alumni now active in the music business, brought to Decca such talents as Toni Arden, Felicia Saunders, jazz cats Fred Katz, Ralph Burns, etc. His last disk date for Decca was Sammy Davis' "I'm Coming Home."

Deejays Win Victor Awards

NEW YORK — Al Nobel, KQV, Pittsburgh, deejay, won first prize — and Arnold-Bristow spot car — in the deejay contest carried on in connection with the RCA Victor-Kleenex tie-in promotion on behalf of the Perry Como Highlighter album. Buyers of a Kleenex package received the album by sending in the package flag plus 50 cents.

(Continued on page 25)

CAPITOL RECORD #3859

Witchcraft

lyrics by CAROLYN LEIGH music by CY COLEMAN



PRICE
50¢
in U.S.A.

EDWIN H. MORRIS & CO., INC.
31 WEST 54th ST.
NEW YORK 19, N. Y.

-- thanks Frank!!

'57 Big Year for All Victor Subsidiaries

NEW YORK—RCA Victor last week issued potent progress reports on three of its subsidiary disk line operations. Big gains were reported for Camden, Vik and the Bluebird (children's) lines in 1957. Simultaneously, new plans for '58 were unveiled.

According to Ben Rosner, Vik general manager, the pop subsidiary label scored its biggest year since its inception four years ago. The largest factor was album sales, which surpassed those of 1956 by

60 per cent. The top seller was Giselle Mackenzie's "Christmas With Giselle," followed closely by *(Continued on page 49)*

10% Discount On Merc Tapes Thru January

CHICAGO — Future of stereo tape got another vote of confidence from Mercury Records last week thru a new plan designed to build dealer inventories. The company announced a 10 per cent discount on all tapes in its catalog, including 12 new January releases. The discount is effective until January 31. Only demo tapes were excluded from the sale.

While dealers will be encouraged to pass the cut on to consumers, *(Continued on page 25)*

"MAKE BELIEVE WEDDING BELLS"

Dick Glasser—ARGO #5283

"EVER SINCE I MET LUCY"

Mark Stone—KAPP #205

"I NEVER HAD A DREAM LIKE THIS BEFORE"

Les Baxter—CAPITOL #3842

BOURNE—ABC MUSIC

136 West 52 St. New York 19

From Sweden the captivating Ren Goodwin on Capitol.

SWEDISH POLKA

Gene Wisniewski on Dana.

LEROY ANDERSON'S

SLEIGH RIDE

100% Recorded

MILLS MUSIC, INC.

ASCAP Distrib Plan Offers Few Changes

NEW YORK—Publisher members of the American Society of Composers, Authors & Publishers received a new plan of distribution last week with few changes incorporated in the program.

For performances since July 1, 1957, the distinction between credits for night commercial rate programs and all other programs except network sustaining shows will be eliminated. Plan currently in effect gives night TV shows one point, while other commercial shows received 75 per cent of one point.

Background music which formerly received 12½ per cent of full credit, will henceforth receive 20 per cent of full credit for performance which began January 1, 1957, with fractions computed at 5 per *(Continued on page 25)*

Col. Sets New Club Posts

NEW YORK — Edward H. Helms and John R. Behorst have been appointed co-managers of the Terre Haute, Ind., Fulfillment Operation of the Columbia LP Record Club. At the same time, Paul A. McDonald has joined the club as manager of the general and statistical accounting department in New York City.

The creation of the two new posts at Terre Haute were explained by Willis Wardlow (assistant to general manager, administration) as a move to free Fulfillment Planning director Richard Brun to devote the bulk of his time to the planning phases of the operation.

Helms will handle the clerical

ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

One of the top line-ups of rock and roll talent in a long, long time, broke it up at the New York Paramount Theater this week. The Alan Freed assembled show has shattered every record the house ever knew, even going back to the palmy days of Frank Sinatra and the Tommy Dorsey band.

Really breaking it up for the Paramount audiences is Sun Records' phenomenal Jerry Lee Lewis. The Ferraday, La., rockabilly is one of the most dynamic chanters on the current scene, and according to Sam Phillips, chief of Sun: "He's the most sensational performer I've ever watched, bar none." This comes from the man who also developed Elvis Presley and Carl Perkins.

Lewis, in a dressing room interview, recalled how he would "hang around outside a negro night club in Ferraday," when he was 10 years old, listening to the music of B. B. King and other great rhythm and blues singers. "My friend Jimmy Swaggart and I would listen from out on the sidewalk to the singers and the juke box. Then we'd run right home and try to play the same kind of great blues music. I love any kind of blues," said Lewis.

Lewis, now 22, described

and accounting phases of Fulfillment, while Behorst's responsibilities include the entire IBM operation, plus warehousing, enclosing and shipping. McDonald will be responsible for all club accounting and budgets in New York.

how he first achieved local fame in Natchez, which lies across the river from Ferraday. "They were showing the new '49 Fords and they had a show going on, on a stand outside the showroom. They had me on the stand singing 'Hadaacol Boogie.' When I was thru they passed a hat and I got \$9. Man, I thought I was rich. But it took me years to get a record made." In fact, Lewis came close at one time to becoming a minister. He studied for the calling at the Bible Institute at Wauahatchie, Tex., in the Assembly-of-God faith.

Another important act on the Paramount bill was Fats Domino and his band. Domino disclosed that he no longer is afraid of flying tho he still travels between most of his one-nighters via one of his four cars, which stable now includes a Mark III Lincoln convertible as well as a '58 Cadillac.

Discussing his own tastes,

(Continued on page 49)

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

'KATSUMI LOVE THEME'

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

M. WITMARK & SONS

TOP TEEN TUNE!

FERLIN HUSKY



WHAT 'CHA DOIN AFTER SCHOOL

➔ Beat Rocker

C/W

WANG DANG DOO



Record No. 3862



ASKS ROYAL NOD TO JAZZ PKG.

HOLLYWOOD — Royalty may find its way into the super-markets shortly, if a current project by Tops a.&r. chief Dave Pell proves to be successful.

Pell is currently readying a jazz package featuring music of many countries, with an enthusiast of each country to narrate each track. Accordingly, he wired Princess Margaret Rose, asking that Her Royal Highness narrate the British jazz segment of the package. Royalties from the sale of the album would go to the Princess' favorite charity, according to Pell.

MU to Halve U. S.-British Band Exchange

LONDON — A stiffer attitude by the British Musicians' Union will cut the exchange of American and British bands by at least 50 per cent in 1958.

Explaining this move the MU's assistant secretary Harry Francis said: "The Executive Committee has decided that the number of Anglo-American band exchanges should be restricted and that the conditions of such exchanges should be more strictly observed. Some British promoters have complained that American bands have harmed concerts featuring British players. Moreover, in cer-

(Continued on page 46)

N. Y. TREK BY POLKA MAESTRO

DUSSELDORF, Germany — Will Glahe, famous maestro and polka specialist, left here by Swissair Sunday (5) for New York. Glahe, whose first major hit, "Beer Barrel Polka," dates back almost 20 years, now has another big one in America, the "Liechtensteiner Polka."

Glahe has been scheduled to appear on the famous American TV show, "The Big Record," which features Patti Page. On the show, he will direct the band in the playing of the new polka hit. It is believed here that London Records is setting up disk jockey appearances for Glahe in New York as well during the short visit. The only problem involved is one of semantics. Glahe does not speak English, which may be a poser for some of the glib talking American deejays.

now is artists and repertoire man for UA. He also has been accompanist for such as Peggy Lee, Billy Eckstine, Vic Damone and Gloria De Haven, and arranger for a long string of big pictures. He was at one time vocal coach to Marilyn Monroe.

Verve Sights Set on Quality

HOLLYWOOD — Verve Records will henceforth streamline the release of its pop single product, with the company to direct more emphasis behind quality, type of repertoire and promotion rather than on a quantity of releases in the coming year.

Norman Granz, Verve topper, revealed that reaction from distributors and their sales personnel at the recent company convention in Las Vegas was most enthusiastic to new plans and product outlined. Label expects to release a minimum of 100 LP's during 1958, with such projects as the recording of "Ella Fitzgerald Sings the Duke

Ellington Songbook," the sound-track recording of the Broadway play, "Long Day's Journey Into Night," and the release of a number of widely heralded British jazz imports on the upcoming schedule.

The Fitzgerald-Ellington package marks the debut of Ellington under Granz's aegis, and will be comprised of two volumes each containing

(Continued on page 25)

UA Names Schaefer MD

NEW YORK — Hal Schaefer, pianist - composer - arranger, has been retained by United Artists Records as musical director.

Schaefer, who works in both New York and Hollywood, will begin operating immediately for the pic-owned diskery.

As a pianist, Schaefer has recorded for Epic and RCA Victor. At the latter company, he recorded under the aegis of Jack Lewis, who

Westminster Sets Briefing

NEW YORK — Westminster Records has scheduled a series of meetings here next weekend, at which time the company's 1958 plans will be unveiled to all Westminster distributors.

Starting on Friday (10), representatives of more than 30 distributors will convene at the Westminster offices to hear talks and demonstrations by company execs. Sat-

(Continued on page 20)

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

RUSTY WELLINGTON
is the first man to reach the moon (locally, of course) and there he sits in his
"ROCKING CHAIR ON THE MOON"
b/w
"I LOST MY SOMEONE TO SOMEBODY ELSE"
and He's now on MCM Records
Valleybrook PUBLICATION, Inc. 1225 E. 5th Street Chester, Penna.

From the M-G-M Production "RAINTREE COUNTY"
THE SONG OF RAIN TREE COUNTY
ROBBINS MUSIC CORPORATION

DAVID ROSE
AND HIS ORCHESTRA
Best selling . . .
Fastest breaking . . .
Most played version!
SWINGING SHEPHERD BLUES K12608
M-G-M Records
PICKED BY THE BILLBOARD CASH BOX VARIETY

Columbia's 1958 Tee-Off

• Continued from page 15

other material. There are also Ravi Shankar's "The Sounds of India," a package of Greek folk dances, etc.

The Masterworks release contains cream product. There's a double set, with mounted covers, of the "Festival Casals De Puerto Rico"—chamber music performance by Stern, Serkin, Istomin, Schneider. Kurt Weill's "Mahagonny," starring Lotte Lenya, and "September Song," a package of American theater songs by Kurt Weill, sung by Lotte Lenya, are other masterworks product. Glenn Gould, big-selling pianist, is represented by a Bach package; Joseph

Szigete with a Busoni package, conducted by Eugene Ormandy in the "Unfinished Symphony" and "Midsummer's Night Dream" are included. January specials include "The Union" a sequel to "The Confederacy." This documentary, is a cantata based on music of the North during the Civil War period; the Philadelphia Orchestra with a package of Sibelius' Tone Poems; and packages by Isaac Stern, Sir Thomas Beecham and The Royal Philharmonic, and others. "The Union" has a suggested list of \$10 and is a book-record package, the 64-page book having an introduction by Goddard Lieberson.

Pop release includes such blockbuster product as the Dave Brubeck Quartet doing outstanding Disney material; "Texas! U.S.A." by the Rampart Street Paraders; "Modern Jazz Perspective" by Don Byrd and Gigi Gryce; "Teen Rock" by Boyd Raeburn; Marty Robbins' "Song of the Islands"; Vic Damone's "Angelia Mia"; "Vival" by Percy Faith; Andre Kostelanetz' "The Lure of France." "Hawaiian Music" by Ken Griffin and "Nursery Songs and Stories" by Gene Kelly.

The Harmony release contains 14 packages ranging from pop to jazz to classical, folk and country. Artists represented include the Clarence Williams Trio, Walt Solek's polka band, pianist Bernie Leighton, George Wettling's All-Stars, Hugo Winterhalter, etc., and on the classical side, packages by Erich Leinsdorf, Artur Rodzinski, Nathan Milstein and the Chicago Symphony, etc. Harmony release also has some notable country product as Roy Acuff's "Great Speckle Bird."

The Hall of Fame EP product includes a battery of sets by noted

Westminster

• Continued from page 19

Friday evening, as part of an "elaborate entertainment program," the guests will attend Broadway shows.

Details of the plans, to include expansion moves and a big increase in co-op advertising, will be outlined by president James Grayson, vice-president Henry Gage and treasurer Dr. Michael Naida. De. Kurt List, musical director, will give a demonstration of stereo recordings and talk about latest developments in Westminster recording techniques.

Claire Feit, publicity-promotion director, and Martin Solow, ad manager, will outline plans for their respective departments.

The conclave will be the first of its kind in Westminster history.

artists, as Johnny Mathis, Four Lads, Doris Day and Buddy Clark, Louis Armstrong, Norman Luboff Choir, Frank Sinatra, Dave Brubeck, Errol Garner, Count Basie, Duke Ellington, Michel Legrand, etc.

Top Tape Release

The stereophonic tape release leads off with the first stereo recordings of Percy Faith, Johnny Mathis, and Eugene Ormandy and Philadelphia Orchestra. Mathis and Faith packages have a suggested list of \$10.95, and the Philadelphia \$11.95. The "West Side Story" (\$23.95), and packages by Sammy Kaye, Leonard Bernstein, Andre Kostelanetz, Budapest String Quartet are included. There are 17 in the tape release.

In addition to outstanding talent and repertoire, the Columbia program will get large impetus from a heavy promotion and advertising campaign in national magazines, point of sale material, at the disk jockey level; thru special browser boxes, etc.

MUSIC AS WRITTEN

Lou Carter Forms Own Pubbing Firm . . .

Lou Carter, the singing pseudo-cab driver of Golden Crest Records and the Perry Como TV shows, has formed his own music publishing firm with Jerry Levy and Fred Amsel of Directional Enterprises. It is called Cab Music Publishing Company. Carter is writer of his own material, which includes such gems as "I Got a Rose Between My Toes," "Nose Full of Nickels," etc.

Capitol Preps

• Continued from page 15

its own. Despite the rapid takeover, Capitol sales personnel are being briefed and acquainted with the Angel line via a specially prepared sales presentation kit. Capitol will continue to merchandise Angel Records in much the same manner as they were prior to the sale of the label.

New works, "Turandot" by Callas and Schwarzkopf in a factory-sealed package, and in the red label "35,000 series," packages by the Berlin Philharmonic conducted by Von Karajan, the Deutsche Meister Band, Otto Klemperer conducting the Brahms Symphony No. 1, Milhaud's "Wedding Cantata" conducted by the composer, Chopin Etudes by Geza Anda, the Paris Conservatory Orchestra, the Beethoven Piano Concerto No. 4 by Emil Gilels, Claudie Arrau, Constantin Silvestri, and Paul Kletzki conducting Mahler's Symphony No. 4.

Two packages are included in the firm's 45,000 Library series, Beethoven Piano Sonatas by George Solchany and the play, "Virtues Di Roma."

New De' Besth Label Sets January Debut . . .

Sammel D. Starr has organized a new label, titled De' Besth Records, Inc. Outfit is headquartered in Hammond, Ind. Initial releases will appear after the first of the year.

Spanish Thrush Booked For Local Nitory . . .

Marisa Terol, one of Spain's leading nitory performers, has been booked into the El Chico club here for an indefinite engagement. Recently, the vocalist-guitarist was signed to an exclusive recording pact by Moutilla Records. The company plans to cut some sides with her while she is in the States.

Hollywood

World Pacific's album art for its "Chico Hamilton Quintet" package won top design honors in the recent competition by the Los Angeles Art Directors' Club.

David Rose is penning special arrangements for the new Nelson Eddy package for RCA Victor. . . . Margie Rayburn and Billy Ward will be presented with gold records by Liberty Records Presy Si Waronker for "I'm Available" and "Stardust," respectively.

A NEW SMASH!

FATS DOMINO

I WANT YOU TO KNOW—
THE BIG BEAT

5477

Imperial Records

6421 Hollywood Blvd. Hollywood 28, Calif.

"There'll be no backin' out"
'cause this one's goin' all the way!

MICKEY

AND

SYLVIA

"THERE'LL BE NO BACKIN' OUT"

b/w

"WHERE IS MY HONEY"

VIK X/4X-0297

Vik records



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING DECEMBER 28

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. Merry Christmas Bing Crosby, Decca DL 8128	3	6
2. Elvis' Christmas Album Elvis Presley, RCA Victor LOC 1035	1	6
3. My Fair Lady Original Cast, Columbia OL 5090	2	92
4. Hymns Tennessee Ernie Ford, Capitol T 756	8	53
5. Christmas Hymns and Carols Robert Shaw Chorus, RCA Victor LM-1711	9	3
6. Around the World in 80 Days Sound Track, Decca DL 9046	5	41
7. Christmas Carols Mantovani, London LL 913	4	5
8. Ricky Ricky Nelson, Imperial IMP 9048	7	9
9. Oklahoma! Sound Track, Capitol SAO 595	14	121
10. Pat's Great Hits Pat Boone, Dot DLP 3071	16	12
11. Perry Como Sings Merry Christmas Music RCA Victor 1243	10	4
12. Pal Joey Sound Track, Capitol W 912	15	9
13. Now Is the Caroling Season Fred Waring, Capitol T 896	6	3
14. The King and I Sound Track, Capitol W 740	12	78
15. Where Are You? Frank Sinatra, Capitol W 855	23	15
16. Loving You Elvis Presley, RCA Victor LPM 1515	17	25
17. Warm Johnny Mathis, Columbia CL 1078	11	3
18. A Jolly Christmas From Frank Sinatra Capitol W 894	22	2
19. Merry Christmas Various Artists, Coral EC 82003	24	2
20. 'S Marvelous Ray Conniff, Columbia CL 1074	13	3
21. Jingle Bells Lawrence Welk, Coral CRL 57186	18	3
22. Annie Get Your Gun TV Cast, Capitol W 913	19	2
23. Spirituals Tennessee Ernie Ford, Capitol T 818	20	25
24. Film Encores Mantovani, London LL 1706	21	23
25. April Love Sound Track, Dot DLP 9000	25	3

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

CHICAGO-AUSTIN HIGH SCHOOL JAZZ IN HI-FI (1-12")—Bud Freeman's Sonima Cum Laude Ork. RCA Victor LPM 1508

Vigorous, expressive performances by Chicago-styled traditionalists, obviously very much at home in each other's company. The set is in traditional vein, ensemble cohesion, solos by the enterprising Pee Wee Russell, "the supple and flexible" Jack Teagarden; facility and surge of trumpeter B. Butterfield and tenorist Bud Freeman, etc., erase stylistic reference. This is jazz that could attract buyer regardless of affiliation. Try "47th and State" as demo-track.

Spoken Word-Special Merit Album

ELEANOR ROOSEVELT IN CONVERSATION WITH ARNOLD MICHAELIS (1-12")—Recorded Communications RC 1-102

A wonderfully frank and thoroughly interesting word portrait of Mrs. Roosevelt is achieved thru Michaelis' engaging interview. Her early life, her life as the First Lady and her emergence as a public figure in her own right are discussed. Her views on many topics, ranging from politics to grandchildren are revealed. The set can have wide appeal. A really commendable production!

Special Merit Folk Album

SABICAS (1-12")—Montilla FM 108

Outstanding package by the great flamenco guitarist. This will satisfy the cognoscenti and fill the bourgeois with wonder. Performances are brilliant, full of fire, and the sound is

wonderful. A good album for the dealer to demonstrate. Material includes "Fantasia Inca," "Malaguena," "Gran Jota." Notes by Cynthia Gooding and a very attractive cover are good sales aids. Specialized material, but outstanding sales potential in its field.

Children's Albums

CINDERELLA & SLEEPING BEAUTY (1-12")—Children's Record Guild CRG 6001

These, as most dealers know, are something more than the usual fairy tale diskings. The "Cinderella" is a virtual operetta set to Prokofiev's ballet score, and the "Sleeping Beauty" is set to Tchaikowsky's beautiful terp work. These have sold in tremendous quantities on 78's, and have been heavily advertised as mail order come-ons. Conversion to LP should rocket them to a top position in the category. Results are ideal as to both entertainment and educational value.

ALADDIN & MIDSUMMER NIGHTS DREAM (1-12")—Young People's Records YPR 7001

Two highly popular and quality-packed double-78 packages have been combined for a sure-fire moppet LP entry. Like the CRG disk reviewed above, both titles have been heavily advertised in mass media. "Aladdin" is dramatized to "Scheherazade," and the Shakespeare story to Mendelssohn's delightful music. The colorful artistic packaging figures to give it a good edge in current kidish market.

— Album Cover of the Week —

NO SELECTION THIS WEEK.

Most Played by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 28

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

1. WARM
Johnny Mathis Columbia CL 1078
2. YOUNG IDEAS
Ray Anthony Orch. Capitol T 866
2. A JOLLY CHRISTMAS FROM FRANK SINATRA Capitol W 894
4. PAL JOEY
Sound Track Capitol W 912
5. 'S MARVELOUS
Ray Conniff Columbia CL 1074
5. JUST ONE OF THOSE THINGS
Nat King Cole Capitol W 903
7. RICKY
Ricky Nelson Imperial EP 153
8. ELVIS' CHRISTMAS ALBUM
Elvis Presley Victor LOC 1035
8. WHERE ARE YOU?
Frank Sinatra Capitol W 855
8. OTHER VOICES
Erroll Garner Columbia CL 1014



Best Selling Pop EP's

FOR SURVEY WEEK ENDING DECEMBER 28

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1. JAILHOUSE ROCK
Elvis Presley RCA Victor EPA 4114
2. ELVIS' CHRISTMAS ALBUM
Elvis Presley RCA Victor EPA 4108
3. RICKY
Ricky Nelson Imperial EP 153
4. AND A VERY MERRY CHRISTMAS
Pat Boone Dot DEF 1062
5. HYMNS
Tennessee Ernie Ford Capitol EAF 1-756
6. LOVING YOU
Elvis Presley RCA Victor EPA 1-1515
7. SPIRITUALS
Tennessee Ernie Ford Capitol 1-818
8. NOW IS THE CAROLING SEASON
Fred Waring Capitol EAF 10896
8. FOUR BY PAT
Pat Boone Dot DEF 1057
10. JUST A CLOSER WALK WITH THEE
Pat Boone Dot DEF 1046

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed Bill me

Name _____
 Occupation or Title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

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

Sylvania Promotion of the Month for January

Two Special Offers with the sale of SYLVANIA High Fidelity

Yours to offer *FREE!*
with new SYLVANIA portable
High Fidelity

Twenty 45 RPM Mercury popular recordings—
A "starter kit" of the latest hit tunes from a
long list of famous Mercury recording artists.

Valued at \$17.80*!



Portable High Fidelity Phonograph
Model 4406

And . . . yours to offer for only \$4.95

with the purchase of SYLVANIA
custom high fidelity consoles



Console
Model 4702

Ten long-playing 33 1/3 RPM custom High
Fidelity recordings—famous Mercury
"living presence"—a well-balanced
selection of vocalists, dance orchestras,
piano music, and mood music

**A sensational \$39.95*
value**

to begin your customers' record library.



*Manufacturer's suggested retail price

DON'T MISS OUT!—These sensational offers for a limited time only

Contact your SYLVANIA DISTRIBUTOR for complete information

SEE AND HEAR HIGH FIDELITY BY SYLVANIA—the most complete—most competitive—
fastest selling line in the industry. At Space 1155, Merchandise Mart, Chicago, January 6-17

Now's the time to be a SYLVANIA HIGH FIDELITY DEALER



"Papa really goes to pieces when they forget to bring JENSEN NEEDLES."



when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

• Reviews and Ratings of New Popular Albums

WILD IS THE WIND 76
(1-12")
Columbia CL 1090
Highly attractive score by Dimitri Tiomkin. The title song is a hit single by Johnny Mathis, who also sings the song during picture credits in the film. Themes range from light motifs to dramatic strains. It can appeal to the movie-goer. Good reviews that the picture has gotten could create interest.

RHONDA 77
Rhonda Fleming & Frank Comstock
Dk. (1-12")
Columbia CL 1090
Rhonda Fleming makes a solo LP debut in this selection of pleasant pop songs. Gal sings in a warm, sincere, unglamorous style to the attractive accompaniment of Comstock and band. On name value, this set, which includes "Around the World," and "Don't Take Your Love From Me," can win some juke support and receive attention, especially in view of the provocative color photo of the gal on the cover.

MINK IN HI-FI 76
Montique Van Vooten & Skitch Henderson
Dk. (1-12")
RCA Victor LPM 1553
Miss Van Vooten has a typically Continental husky throatiness in this selection of touchy tunes. Titles include "Red," "My Man," "My Man Is Good," and others of that ilk. Disk, which carries Henderson o.k. in the backing, is well enough made, but chances for this vocalist to move into the heavy seller set seem limited, despite the eye-catching cover photo of the gal swathed in mink.

SABICAS AND ESCUDERO 86
(1-12")
Mouillia FM 108
A virtuoso performance in duo flamenco guitar work. Agustin Castellon (Sabicas) is the star performer and he is supported by Mario Escudero on a brace of 10 flamenco songs of varying tempos. Disk has top quality sound and the advantage of a colorful and displayable cover. In its market, this can do very well.

FIESTA FLAMENCA 77
(1-12")
Mouillia FM 110
A lot for the money. Disk contains performances by an entire flamenco troupe, including dancer Faico, singers Portina De Badajoz, Chato De Malaga, Beni De Cadiz and Enrique Montoya, and guitarist Paco Aguilera. Andrews Heredia and Mario Escudero. Sound and performances are excellent. Disk may be merchandised as a companion piece in the new Mouillia Sabicas album. Cover is colorful.

AMERICAN FOLKSONGS FOR MEN 75
Bob Ryan (1-12")
Folkways FA 2334
Tho' the selections are either about chicks or are well-known love ballads, any lover of folk music will find this an attractive item. Ryan has a pleasant baritone and his guitar accompaniment adds greatly to his renditions. Highlights are "Greenback," "Go 'Way From My Window" and "Drink to Me Only."

Country & Western
JOHNNIE & JACK: THE TENNESSEE MOUNTAIN BOYS 75
(1-12")
RCA Victor LPM 1587
Here's a solid, old-fashioned package for the country market, with strong appeal for jocks of the traditional c.w. school. The boys warble with plaintive affectiveness on a group of well-known country ditties, including "You Are My Sunshine," "Slowly," "When My Blue Moon Turns to Gold Again," "No One Will Ever Know," etc.

Band
VIVA ESPANA! 76
Banda De Aviacion Espanola (De Arribal). (1-12")
Mouillia FM 106
Semi-classical and classical works by several of Spain's most noted contemporary composers are ably presented by this band. The sound is excellent and exposure could lure buys generally. Selections include works by Granados, Jota and Chapl.

International
VELD & BRUNO 74
(1-12")
Mouillia FM 113
The duo piano team, backed by rhythm accompaniment, serves up listenable instrumental helping of Latin, French and American tunes ("Around the World," "Holiday for Strings," etc.) of varying but always danceable tempos. The Cuban team utilizes a flashy, effective style, which should meet with favor in the LP's specialized market.

Children's
ON PARADE 88
(1-12")
Children's Record Guild CRG 4002
This imaginatively packaged LP has an unusually wide age range, in that even the youngest children are enchanted by a brass band. The disk introduces a child to band instruments, via amusing razzdances, particularly that of Frank Gallopy participation hits, and music performed by a full symphony orchestra for marching and listening—"March of the Tornadoes," etc. A solid entry in the small fry field.

Latin American
GRACIA DE TRIANA 74
Doris Motson Oik & Antonio De Linares: Jinto De Badajoz, Guitarr. (1-12")
Mouillia FM 109
Gracia de Triana, noted singer of Andalusian songs, sings a musical here—a razzuela with orchestral and guitar accompaniment. For specialty shops the package has good potential. Performances are well-recorded, and the cover is an eye-catcher. The show, performed in Madrid, is titled, "La Guitarray la Cepia."

Semi-Classical
ALFREDO KRAUS OF SPAIN 76
Orquesta De Camara De Madrid (Llorens). (1-12")
Mouillia FM 111
Kraus is a tenor of considerable distinction. He appears here in a dozen Spanish songs, which allow him a substantial showcase for his range, sensitivity and romantic inclinations. Such well-known tunes as "Granada," and "Ay Ay Ay" are included along with lesser known, but attractive

works. Strong talent well recorded and well packaged for the Spanish-minded market.

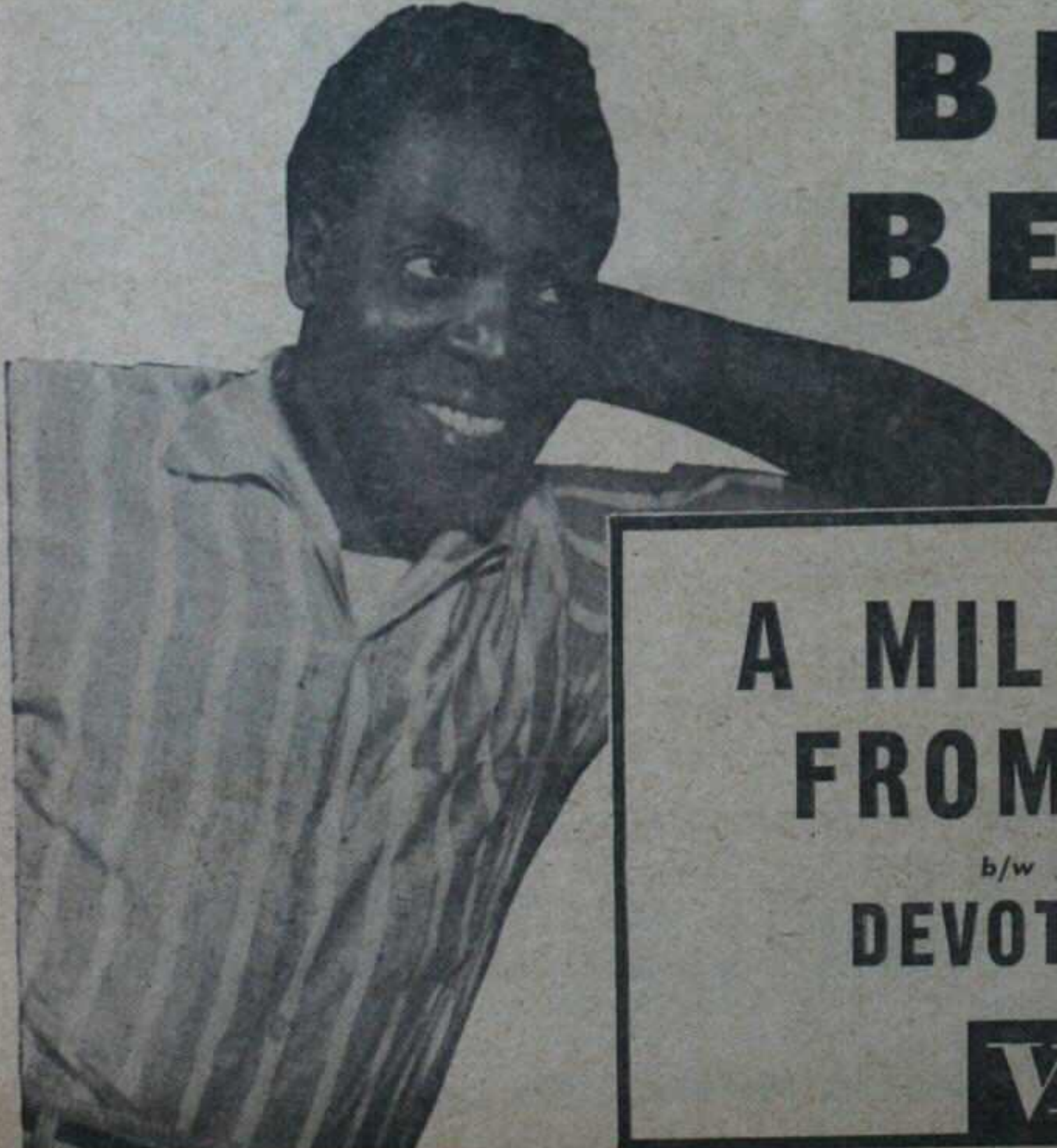
Low-Priced
THE BEST OF GOLDEN CREST 74
(1-12")
Golden Crest CBS 12
A sampling of instrumental performances from a dozen of the label's albums—including sales by the New York Woodwind Quintet, "And the Banjos Song," "Bill Bell and His Trio," "Distand Gons Progressive," "New York Philharmonic Brass Ensemble," etc. Good sound and interesting variety of material. Package is striking, the cover being glossy black, with gold lettering. Can do okay at \$1.98.



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• Reviews and Ratings of New Classical Albums

BEETHOVEN: PIANO CONCERTO NO. 2 (1-12)—Eraldo Kagan, Piano, and Philadelphia O.K. (Living), April 1957

These performances are just the kind of great playing and insight of the kind in which it is possible to give new life to old music. Competition is not even a word here.

BACH: VIOLIN CONCERTO NO. 1 (1-12)—Eraldo Kagan, Violin, and Philadelphia O.K. (Living), April 1957

Young Kagan's playing gives performance that shows off his great technique and ability to sustain a flowing melody line. His playing does not give the sense of excitement that others have produced, however, and his great technical skills are not fully exploited.

CHOPIN: ETUDES OP. 10 & BALLADE NO. 1 (1-12)—Eraldo Kagan, Piano, April 1957

Beautifully controlled playing by the young Hungarian artist. Kagan manages to keep technical quality to the fore while retaining feeling and vitality. His interpretations are individual without being eccentric, and he fully exploits the talent for the recording.

BEETHOVEN: "ARCHDUKE" TRIO (1-12)—Cello, Piano, Violin, Eraldo Kagan, Cello, Maudie MC 1918

A release that could join the leading contenders for this work. Individual excellence of performers are well blended here in richly textured, unforced reading. Progressive forces that find work for and maintain procedure, but atmosphere would be hard to sustain.

BEETHOVEN: SONATA NO. 7, MOURNING; SONATA NO. 27 (1-12)—Eraldo Kagan, Violin, Maudie MC 1911

Another release by the Russian violinist, in advance of his forthcoming American debut. His readings are musical, well-controlled and inclined to be straightforward. The Mourning Sonata has been recorded often, but the Mozart selection

has little merit. Recorded with a satisfactory.

THE ART OF ANDRE MARCELLO: VOLS. 1 & 2 (1-12)—London UNLP 1944-7

The second French record gives a good performance that shows some technical excellence. Volume 1 is devoted to Bach's "Klavierübung (Part III)"; Volume 2 contains "Mozart's French Organ Music," among other Couperin, Marcello and Debussy. The Bach works have a monumental quality; the French selections are interesting. General clarity of organ sound has been captured.

MEISSNER: SEPTUAGINTA CANTATA: FOUR SONGS OF BURNARD; THE FOUR ELEMENTS; TWO ARIAS FROM BOLIVAR; MOUNTAINS AND SPRINGS (1-12)—Jytte Michsen, Soprano & Fats Charminator Disk (MS-104), April 1944

Beautiful song program of works by Meissner, mostly new to long play. The French composer has a dramatic flair that perhaps is unappreciated among contemporaries, and he has a sensitivity of dramatic, impetuous in James Michsen. Disk is viable to the general public, but will find some enthusiastic admirers among vocalists.

BEETHOVEN: SONATA OP. 94, OP. 101 (1-12)—Eraldo Kagan, Piano, London UNLP 1951

Two late Beethoven Sonatas played with sensitive approach, but vigorous where required. These are important and attractive works that have escaped excessive duplication on disk, so present version can be said despite artist's relative lack of fame. Excellent recording.

BUXTEHUDE: CANTATA (1-12)—Helen Southworth & Janet Wheeler, Soprano; Russell Oberlin, Counter-Tenor; The Cantata Singers & Various Artists; Alfred Mann, Conductor, Urania CR 801

200th anniversary program announces works for voices, chorus and string or choral including two cantatas, a Mass and a Magnificat. Performances are scholarly without being dry, with emphasis on total effect rather than on soloists. Worthwhile material for a recording market.

Deejays Win

• Continued from page 18

Deejays were judged on the basis of originality in plugging the program, by the extent of co-operation they secured from retail outlets, etc.

Three follow-up deejays received an RCA Victor tape player. These were Jack Rattigan, WHOL, Allentown, Pa., Dale Fuller, WHOM, Bloomington, Pa., and Robert Vincent, WEOL, Loraine, O. An additional three were awarded portable TV sets. These were Blanche Bart Tolleson, KDTL, Salt Lake City; Howard Leonard, WLOB, Portland, Me., and Peter Buchan, W W C O, Waterbury, Conn.

Trade paper reps were the judges.

C&W Artists

• Continued from page 16

step to observe that, "You can burn out the greatest, authentic, Deep South blues and never get near the r.&b. charts today. The stores that once sold strictly r.&b. traditional stuff are trying to be all things to all buyers, pop, country and western and rhythm and blues alike. The rockabillys are taking over everywhere."

Rugulo Suit

• Continued from page 16

for musical compositions. The suit further declares that since the organization of BMI, it has attempted and at times succeeded in gaining control of the playing of music by broadcasters, and in that connection, a rivalry exists between ASCAP and BMI to the detriment of all songwriters. Suit also complains that BMI is owned by the broadcasters.

Plaintiff also charges that by the

ASCAP Plan

• Continued from page 18

out for each 45-second of these minutes.

The term "network survey" has been clearly defined in the new plan and is limited to performances on programs on NBC, CBS and ABC. Change in definition will affect the allocation of network and local station credits as of performances logged since July 1, 1957. The term "local survey" will henceforth be limited to local programs, network commercial shows not appearing on the network survey, and radio network sustaining programs.

Basically, the publisher distribution plan is similar to that currently in effect.

Verve Sights

• Continued from page 19

ing two 12-inch LP's to retail at a suggested list price of \$5.98 each. In addition, a bound set containing all four albums and a four-color 24-page biography of both artists will be available at \$19.92.

Final details of the recording of "Long Day's Journey" are yet to be completed, while the first two British imports are packages by Johnny Dankworth and Humphrey Lyttleton. Latter deal was worked out with EMI.

Grant revealed that he has recently completed the recording of three Dizzy Gillespie packages, and albums by Sonny Rollins and Sonny Stitt. He leaves for New York on January 18 where he'll record Josephine Premice, and later departs for the Continent again.

"willful intent to suppress" the composition, its value has decreased from \$175,000 to \$75,000. Action for Rugulo was filed by attorney Seymour Lazar.

10% Discount

• Continued from page 14

the main purpose of the plan is to sell new records on taking as large and to expand the study of others. Timing of the sale is designed to follow the Christmas purchase of expensive quantities of stereophonic equipment, each machine creating a new tape customer.

Interest in tape has quickened at Mercury after a sharp upturn in recent weeks. Biggest seller has been David Cassidy's "Let's Dance." Top classical item is Beethoven's "Carmen Suite" with the Detroit Symphony conducted by Paul Paray.

• Reviews and Ratings of New Jazz Albums

THE WOMAN'S TALK—14
Jack Morrison & His All Stars (1-12)
RCA Victor LP 94 1177

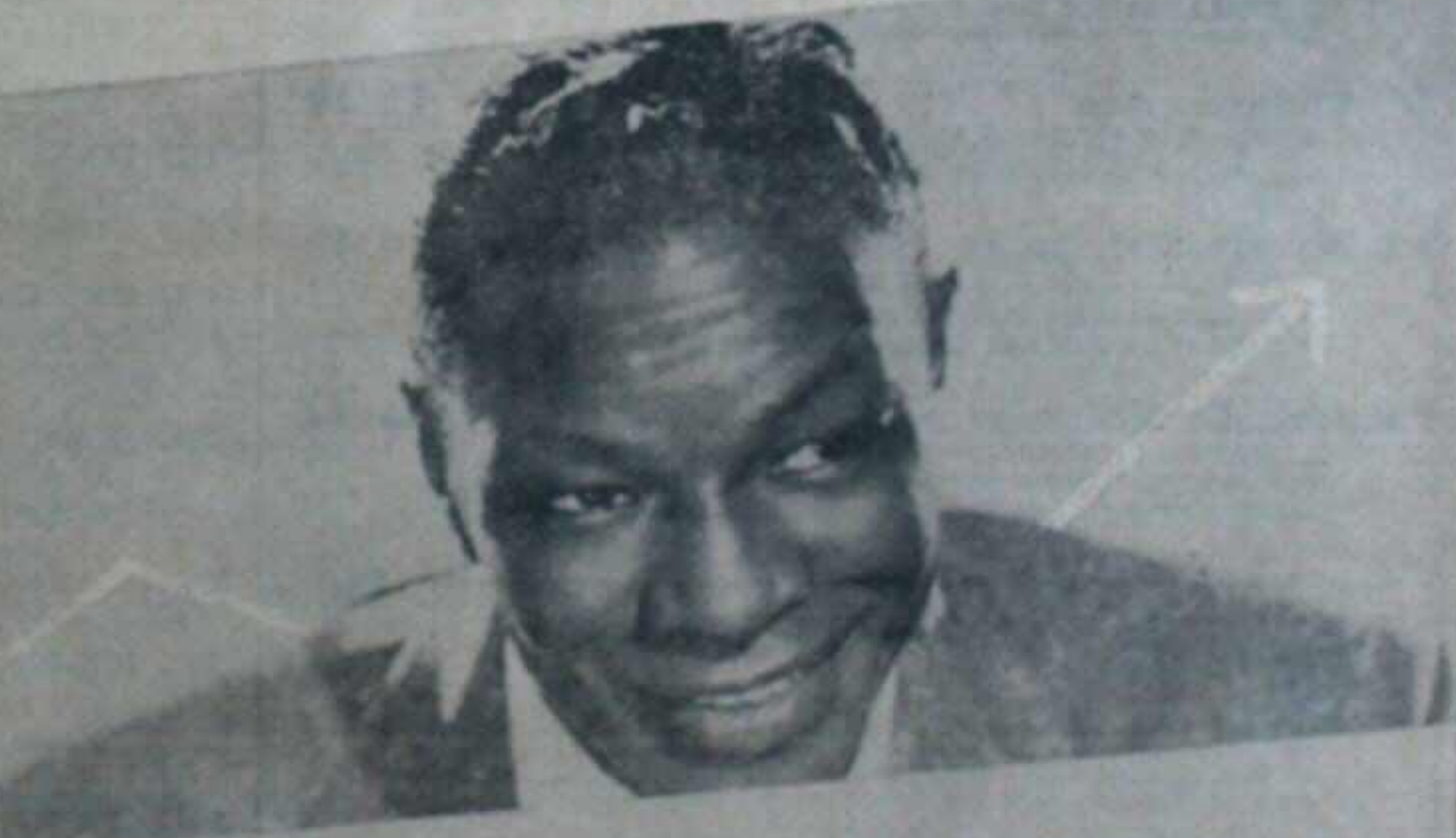
Soundly structured, well-timed swing by women jazz that is, at times, subtle and musically gratifying. Because of Morrison's decided inclination to the melodic in his writing, we're disappointed that in live playing, there is more depth and meaning with repeated hearings. Especially among players and generally without notes by James Morrison, guitarist R. Kendall and Red Pierce add to musical value and listening pleasure.

IVY LEAGUE JAZZ—14
Ivy's Choice Six (1-12)
Golden Crest CR 3018

Enthusiastically backed Dixie by a group of youngsters from Yale. For all the enthusiasm attached, we would like to suggest, without in any way detracting from the band's excellent playing, that the band's playing is somewhat limited by drummer Walt Gilford, who is more promising in some of his playing. Rhythmic vigor, familiar Dixie material may help sell it to Dixie aficionados. Sound could have been better.

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending December 28

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. April Love		2 11	6. Peggy Sue		7 7
By Fain & Webster—Published by Leo Feist (ASCAP)			By Jerry Allison & Norman Petty—Published by Not-Va-Jae Music.		
BEST SELLING RECORD: Pat Boone, Dot 15660.			BEST SELLING RECORD: Buddy Holly, Coral 61885.		
2. Raunchy		1 7	RECORDS AVAILABLE: Jackie Walker, Imperial 5473; Rusty York, King 5103.		
By Justis-Manker—Published by Hi-Lo Music (BMI)			7. At the Hop		9 5
BEST SELLING RECORDS: Ernie Freeman, Imperial 5474; Bill Justis, Phillips International 3519.			By Singer-Medora-White—Published by Singular (BMI)		
RECORDS AVAILABLE: Muvva (Guitar) Hubbard, ABC-Paramount 9869; Billy Vaughn, Dot 15661; Shady Wall, Dec 30519.			BEST SELLING RECORDS: Danny and the Juniors, ABC-Paramount 9871.		
3. You Send Me		3 11	RECORD AVAILABLE: Nick Todd, Dot 15675.		
By L. C. Cooke—Published by Higuera (BMI)			8. Great Balls of Fire		10 5
BEST SELLING RECORDS: Teresa Brewer, Coral 61898; Sam Cooke, Keen 34013.			By Jack Hammer-Otis Blackwell—Published by BRS-Hill & Range (BMI)		
RECORDS AVAILABLE: Jesse Belvin, Modern 1025; Flax Johnson, Cap 3835.			BEST SELLING RECORD: Jerry Lee Lewis, Sun 281.		
4. Kisses Sweeter Than Wine		5 7	RECORD AVAILABLE: Georgia Gibbs, Vic 7098.		
By Paul Campbell and Joel Newman—Published by Folkways (BMI)			9. Jingle Bell Rock		29 2
BEST SELLING RECORD: Jimmie Rodgers, Roulette 4031.			By Joe Beal-Jim Boothe—Published by Cornell Music (ASCAP)		
RECORDS AVAILABLE: Three-Thirds, AFS 301; Weavers, Decca 27670.			BEST SELLING RECORD: Bobby Helms, Dec 30513.		
5. All the Way		4 9	10. Jailhouse Rock		8 13
By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP)			By Jerry Lieber & Mike Stoller—Published by Elvis Presley Music (BMI)		
BEST SELLING RECORD: Frank Sinatra, Cap 3793.			BEST SELLING RECORD: Elvis Presley, Vic 7035.		
RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Dec 30453; Norville Reid/J. Fleis, Dec 30444; Walter Scharf, Jubilee 5300.			Second Ten		
11. Liechtensteiner Polka		13 7	16. Why Don't They Understand?		24 5
By Kotscher-Lindt—Published by Burlington (ASCAP)			By Joe Henderson-Jack Fishman—Published by Hollis Music (BMI)		
BEST SELLING RECORD: Will Glabe, London 1755.			BEST SELLING RECORD: George Hamilton IV, ABC-Paramount 9862.		
RECORDS AVAILABLE: Lawrence Welk, Coral 61900; L77 Wally Ork, Banana 510.			17. Around the World		17 30
12. Silhouettes		6 12	By Victor Young—Published by Victor Young Publications (ASCAP)		
By B. Crewe and F. Slay—Published by Regent Music (BMI)			BEST SELLING RECORD: Victor Young and Bing Crosby, Dec 30262.		
BEST SELLING RECORD: Rays, Cameo 117.			RECORDS AVAILABLE: Georgie Barnes, Dec 30398; Charlie Carl, Songbird 309;		
RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9856; Dean Jones, M-G-M 12580.			Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 6947; Jack Haskell, Thunderbird 1956;		
13. Chances Are		12 17	Manny Lopez, Vic 6853; Mantovani, London 1346; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Lawrence Welk, Coral 61741.		
By Stillman & R. Allen—Published by Korwin Music (ASCAP)			18. Wake Up Little Susie		18 15
BEST SELLING RECORD: Johnny Mathis, Col 40993.			By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI)		
14. My Special Angel		14 12	BEST SELLING RECORD: Everly Brothers, Cadence 1337.		
By Jimmy Duncan—Published by Merga (BMI)			19. Oh, Boy!		19 4
BEST SELLING RECORD: Bobby Helms, Dec 30423.			By Sunny West, Bill Tilghman, Norman Petty—Published by Not-Va-Jak (BMI)		
RECORDS AVAILABLE: Frank D'Rone, Mercury 71193; Sonny Land Trio, Prep 115.			BEST SELLING RECORD: Crickets, Brunswick 9-55035.		
15. Melodie D'Amour		15 14	20. Stood Up		- 1
By Leo John-Henri Salvador—Published by Rayven Music (BMI)			By D. Dickerson-E. Herrold—Published by Commodore Music (BMI)		
BEST SELLING RECORD: Ames Brothers, Vic 7046.			BEST SELLING RECORD: Ricky Nelson, Imperial 5483.		
RECORDS AVAILABLE: Marty Gold, Vik 0303; Edmundo Ros, London 1751.			Third Ten		
21. Fascination		11 21	26. Be-Bop Baby		22 14
By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP)			By P. Longhurst—Published by Travis Music (BMI)		
RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamilton, London 1755; Dick Jacobs, Coral 61864; Don Johnson, Kandy 111; Lee Lawrence, London 1266; Jane Morgan, Kapp 191; Big Al Sears, Jubilee 5239; Dinah Shore, Vic 6980; Ethel Smith, Dec 30421; Troubadours, Kapp 191.			RECORD AVAILABLE: Ricky Nelson, Imperial 5463.		
22. Put a Light in the Window		27 5	27. Buzz, Buzz, Buzz		28 3
By Rhoda Roberts-Kenny Jacobson—Published by Planetary (ASCAP)			By J. Gray & R. Byrd—Published by Cash (BMI)		
RECORD AVAILABLE: Four Lads, Col 41058.			RECORDS AVAILABLE: Rusty Draper, Mercury 71221; Hollywood Flames, Ebb 119.		
23. I'm Available		16 9	28. The Joker		23 6
By Dave Burgess—Published by Golden West (ASCAP)			By Billy Myles—Published by Angel Music (BMI)		
RECORDS AVAILABLE: Dave Burgess, Challenge 1008; Kendall Sisters, Argo 5278;			RECORDS AVAILABLE: Ronnie Gaylord, Kapp 158; Hilltoppers, Dot 15662; Billy Myles, Ember 1026.		
Bonnie Lou, King 5094; Margie Rayburn, Liberty 55102.			29. Bony Moronie		26 3
24. Rock and Roll Music		20 8	By Larry Williams—Published by Venice (BMI)		
By Chuck Berry—Published by Arc Music (BMI)			RECORD AVAILABLE: Larry Williams, Specialty 615.		
BEST SELLING RECORD: Chuck Berry, Chess 1671.			30. Teardrops		29 2
25. Tammy		21 25	By Charles Stanley-Calhoun-Golder—Published by G. & H. Music (BMI)		
By Jay Livingston-Ray Evans—Published by Northern (ASCAP)			RECORD AVAILABLE: Lee Andrews, Chess 1675.		
RECORDS AVAILABLE: Ames Brothers, Vic 6930; George Barnes, Dec 30398; Joseph Gershenson Ork, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317;			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.		
Debbie Reynolds, Coral 61851; Bill Snyder, Dec 30433.					

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 26, N. Y.

Dot's PARADE of BEST SELLERS

- 15661 **SAIL ALONG SILVERY MOON—RAUNCHY** —Billy Vaughn
 15660 **APRIL LOVE—WHEN THE SWALLOWS COME BACK TO CAPISTRANO** —Pat Boone
 15664 **HENRIETTA** —Jimmy Deo
 15662 **THE JOKER** —The Hilltoppers
 15683 **YELLOW DOG BLUES—SUGAR TRAIN** —Johnny Maddox
 15675 **AT THE HOP—I DO** —Nick Todd
 15682 **LOVE LIKE A FOOL—AIN'T IT THE TRUTH** —The Fontane Sisters
 15680 **I CAN'T HELP IT** —Margaret Whiting
 15666 **WINTER WARM—GO 'WAY FROM MY WINDOW** —Gale Storm
 15679 **GOLDEN BOY—ACORN** —Carol Jarvis
 15678 **MAKING BELIEVE—I SAW YOUR FACE IN THE MOON** —Bonnie Guitar
 15570 **LOVE LETTERS IN THE SAND** —Pat Boone
 15612 **MISTER FIRE EYES** —Bonnie Guitar
 15586 **REBEL** —Carol Jarvis
 15665 **THE BRIGHT LIGHT—ROC-A-CHICKA** —Jim Lowe
 15657 **I'M ALONE BECAUSE I LOVE YOU—DON'T LET IT GET AROUND** —Tab Hunter
 15649 **WHERE DID OUR YOUNG YEARS GO—COTTON-EYED JOE** —Don Reno-Red Smiley

NEW RELEASE

15686 **LOCKED IN THE ARMS OF LOVE—WHERE THE RIO DE ROSA FLOWS** —KEN COPELAND

BEST SELLING LP's

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

BEST SELLING EP's

- DEP-1056 **A CLOSER WALK WITH THEE** —Pat Boone
 DEP-1057 **"FOUR BY PAT"** —Pat Boone
 DEP-1055 **A DATE WITH PAT BOONE**
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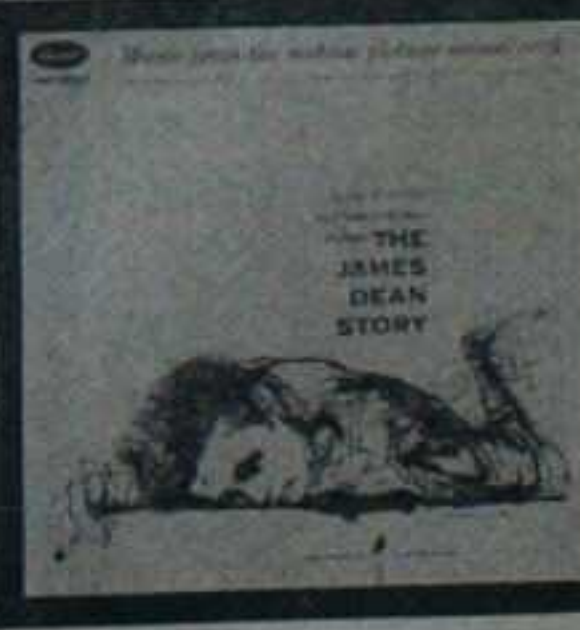
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The James Dean Story... W 881

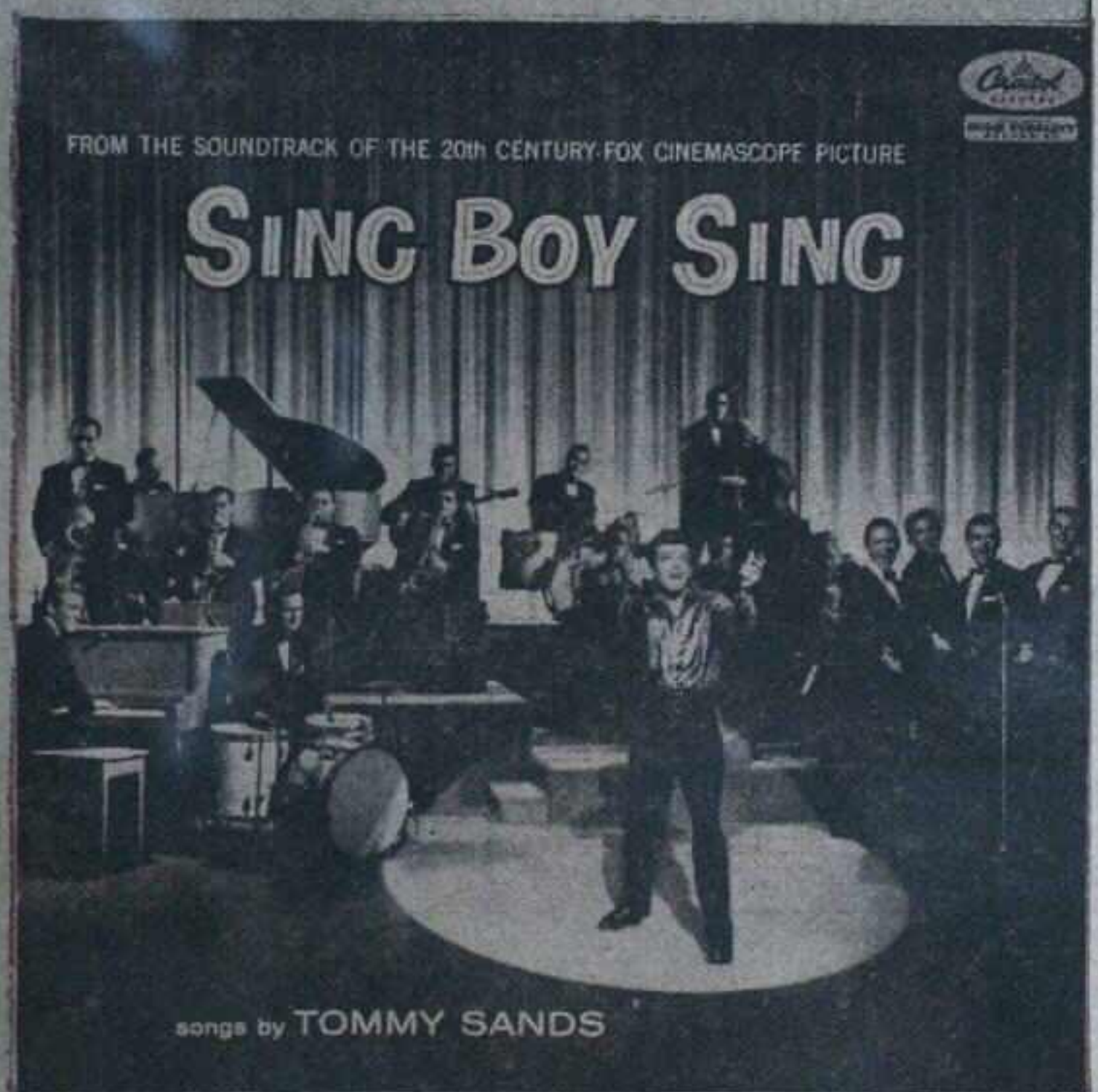
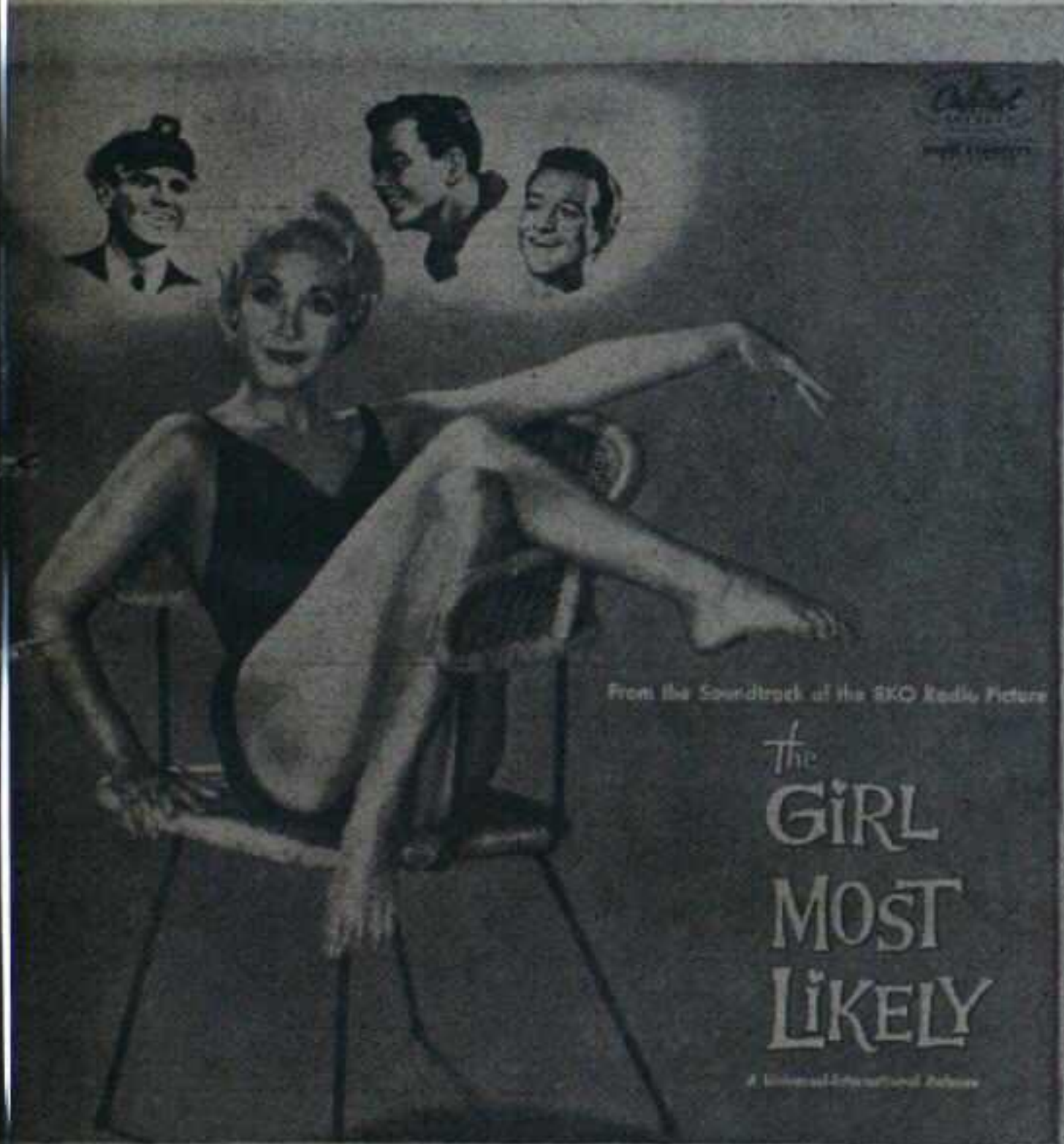
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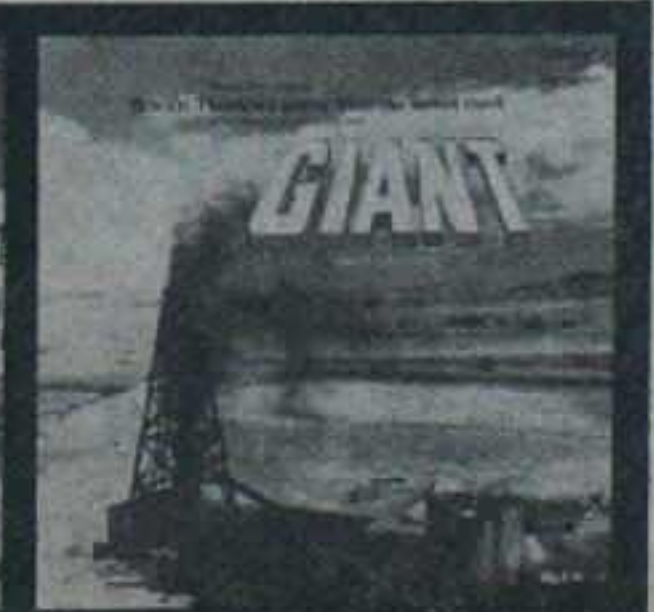
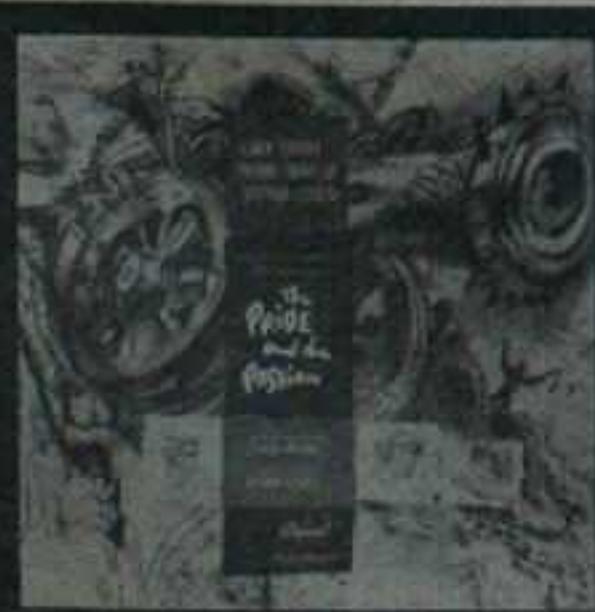
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The Pride And The Passion ... W 873

The King And I ... W 740

Carousel ... W 694

Giant ... T 773



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Best Sellers in Stores

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

FOR
SURVEY WEEK
ENDING
DECEMBER 28, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. AT THE HOP (BMI)— Danny and the Juniors	2	5	18. BONY MORONIE (BMI)— Larry Williams	14	9	34. THE STORY OF MY LIFE (ASCAP)— Marty Robbins	38	6
Sometimes (BMI)—ABC-Paramount 9871			YOU BUG ME, BABY (BMI)— Specialty 615			Once-a-Week Date (BMI)—Col 41013		
2. GREAT BALLS OF FIRE (BMI)— Jerry Lee Lewis	4	6	19. CHANCES ARE (ASCAP)— Johnny Mathis	11	16	35. I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke	30	3
You Win Again (BMI)—Sun 281			THE TWELFTH OF NEVER (ASCAP)—Col 40993			FOREVER (BMI)—Specialty 619		
3. APRIL LOVE (ASCAP)—Pat Boone	1	10	20. ALL THE WAY (ASCAP)— Frank Sinatra	15	9	36. FASCINATION (ASCAP)— Jane Morgan	34	18
When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660			CHICAGO (ASCAP)—Cap 3793			Fascination (Instrumental) (ASCAP)—Kapp 191		
4. STOOD UP (BMI)—Ricky Nelson	22	2	21. TEARDROPS (BMI)— Lee Andrews and the Hearts	20	6	37. LITTLE SANDY SLEIGHFOOT (ASCAP)—Jimmy Dean	44	2
WAITIN' IN SCHOOL (BMI)— Imperial 5483			Girl Around the Corner (BMI)—Chess 1475			When They Ring the Golden Bells—Col 41025		
5. PEGGY SUE (BMI)—Buddy Holly	3	9	22. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV	23	6	38. WHITE CHRISTMAS (ASCAP)— Bing Crosby	41	4
Everyday (BMI)—Coral 61885			Even Tho' (BMI)—ABC-Paramount 9862			God Rest Ye Merry, Gentlemen (ASCAP)— Dec 23778		
6. RAUNCHY (BMI)—Bill Justis	5	8	23. BUZZ, BUZZ, BUZZ (BMI)— Hollywood Flames	21	6	39. PUT A LIGHT IN THE WINDOW (ASCAP)—Four Lads	39	4
The Midnight Man (BMI)—Phillips International 3519			Crazy (BMI)—Ebb 119			The Things We Did Last Summer (ASCAP)— Col 41058		
7. JAILHOUSE ROCK (BMI)— Elvis Presley	6	13	24. MELODIE D'AMOUR (BMI)— Ames Brothers	19	13	40. THE STROLL (BMI)—Diamonds	—	1
TREAT ME NICE (BMI)—Vic 7035			So Little Time (BMI)—Vic 7046			Land of Beauty (BMI)—Mercury 71242		
8. KISSES SWEETER THAN WINE (BMI)— Jimmie Rodgers	8	7	25. RAUNCHY (BMI)—Billy Vaughn	33	3	41. SANTA AND THE SATELLITE (BMI)—Buchanan and Goodman	36	3
Better Loved You'll Never Be (ASCAP)— Roulette 4031			SAIL ALONG SILVERY MOON (ASCAP)—Dot 15661			Part 2 (BMI)—Luniverse 307		
9. JINGLE BELL ROCK (ASCAP)— Bobby Helms	25	3	26. HONEYCOMB (ASCAP)— Jimmie Rodgers	26	21	42. SUGARTIME (BMI)—McGuire Sisters	—	1
Captain Santa Claus (ASCAP)—Dec 30513			Their Hearts Were Full of Spring (ASCAP)— Roulette 4015			Banana Split (BMI)—Coral 61924		
10. YOU SEND ME (BMI)—Sam Cooke	7	11	27. LIECHTENSTEINER POLKA (ASCAP)—Will Glabe	27	8	43. TAMMY (ASCAP)—Debbie Reynolds	37	24
SUMMERTIME (ASCAP)—Keen 34013			Schweitzer Polka (BMI)—London 1755			French Heels (ASCAP)—Coral 61851		
11. SILHOUETTES (BMI)—The Rays	9	12	28. JUST BORN (BMI)—Perry Como	24	11	44. COULD THIS BE MAGIC? (BMI)— Dubs	40	9
Daddy Cool (BMI)—Cameo 117			IVY ROSE (ASCAP)—Vic 7050			Such Lovin' (BMI)—Gone 5011		
12. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers	12	15	29. THE BIG BEAT (BMI)—Fats Domino	29	3	45. THE JOKER (BMI)—Billy Myles	35	7
Maybe Tomorrow (BMI)—Cadence 1337			I WANT YOU TO KNOW (BMI)— Imperial 5477			Honey Bee (BMI)—Ember 1026		
13. ROCK AND ROLL MUSIC (BMI)— Chuck Berry	10	9	30. I'M AVAILABLE (BMI)— Margie Rayburn	28	9	46. THE JOKER (BMI)—Hilltoppers	43	3
Blue Feeling (BMI)—Chess 1671			If You Were (ASCAP)—Liberty 55102			Chicken, Chicken (ASCAP)—Dot 15662		
14. OH, BOY! (BMI)—Crickets	16	6	31. LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris	32	11	47. TILL (ASCAP)—Roger Williams	45	9
Not Fade Away (BMI)—Brunswick 55035			I Hope You Won't Hold It Against Me (ASCAP)—Aladdin 3398			Big Town (ASCAP)—Kapp 197		
15. BE-BOP BABY (BMI)—Ricky Nelson	17	14	32. (I LOVE YOU) FOR SENTIMENTAL REASONS (BMI)—Sam Cooke	50	2	48. HEY! LITTLE GIRL (BMI)— Techniques	48	2
HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)— Imperial 5463			DESIRE ME (BMI)—Keen 4002			In a Round About Way (BMI)—Roulette 4030		
16. MY SPECIAL ANGEL (BMI)— Bobby Helms	18	12	33. WILD IS THE WIND (ASCAP)— Johnny Mathis	31	4	49. HEY, SCHOOLGIRL (BMI)— Tom and Jerry	—	1
Standing at the End of My World (BMI)— Dec 30423			NO LOVE (BUT YOUR LOVE) (BMI)—Col 41060			Dancin' Wild (BMI)—Big 613		
17. RAUNCHY (BMI)—Ernie Freeman	13	8				50. DANCE TO THE BOP (BMI)— Gene Vincent	47	5
Puddin' (BMI)—Imperial 5474						I Got It (BMI)—Cap 3839		

THIS WEEK'S BEST BUYS

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

DON'T LET GO (Roosevelt, BMI)—Roy Hamilton—(Epic 9257)—
This is the strongest by the artist in recent tries. It's registering well in all markets. Flip is "The Right to Love" (Sheldon, BMI). A previous Billboard "Spotlight" pick.

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.



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING DECEMBER 28

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.

- La De Dah **Billy & Lille**
(BMI) Swan 4002
- Oh, Julie **Crescendos**
(BMI) Nasco 6005
- A Very Special Love **Johnny Nash**
(ASCAP) ABC-Paramount 9874
- Get a Job **Silhouettes**
(BMI) Ember 1029



*A
DOUBLE-DECK
HIT . . .
in all Fields!*

**DON
GIBSON's**

**OH
LONESOME
ME**

c/w

**I CAN'T
STOP
LOVIN' YOU**

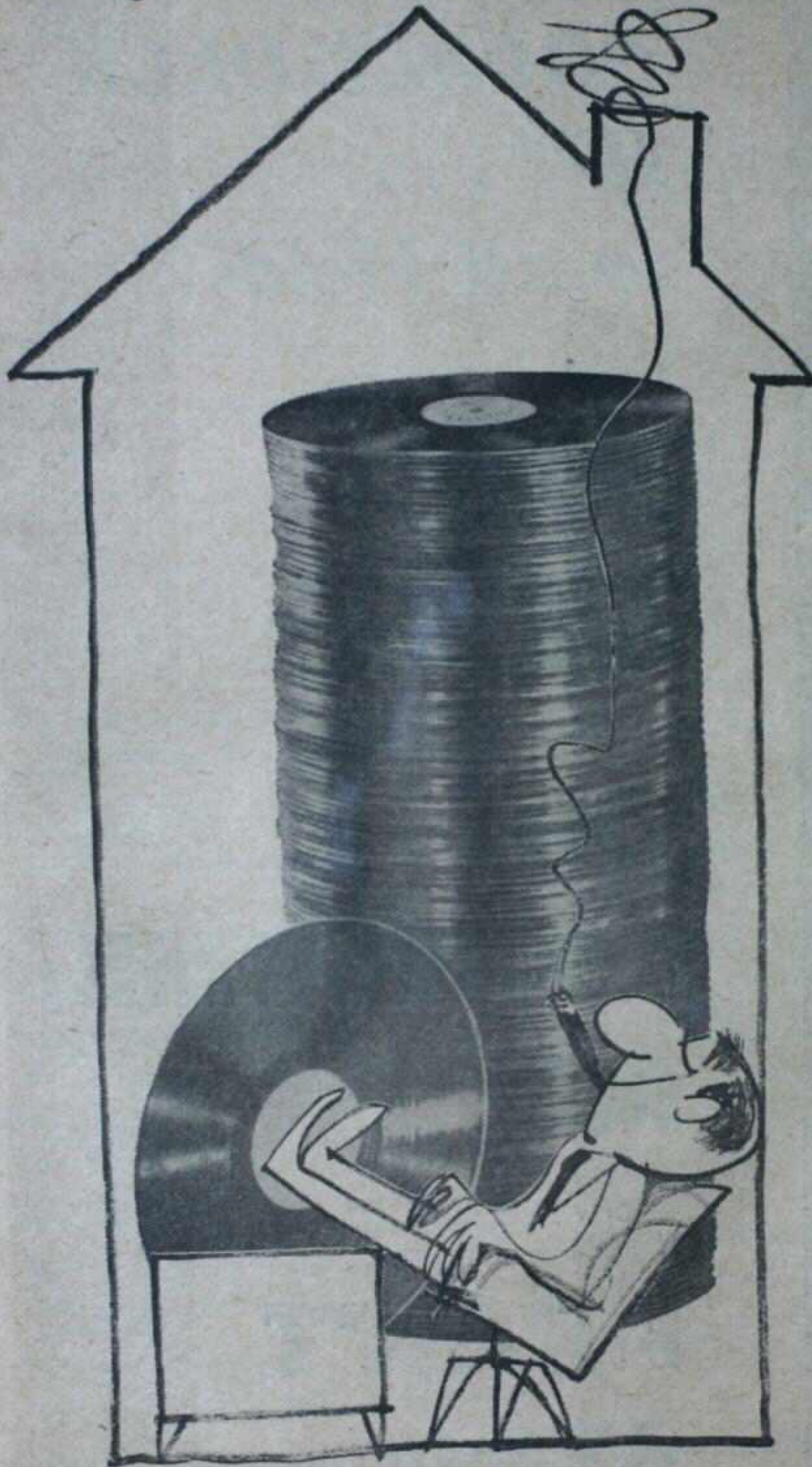
RCA VICTOR 47/20-7133



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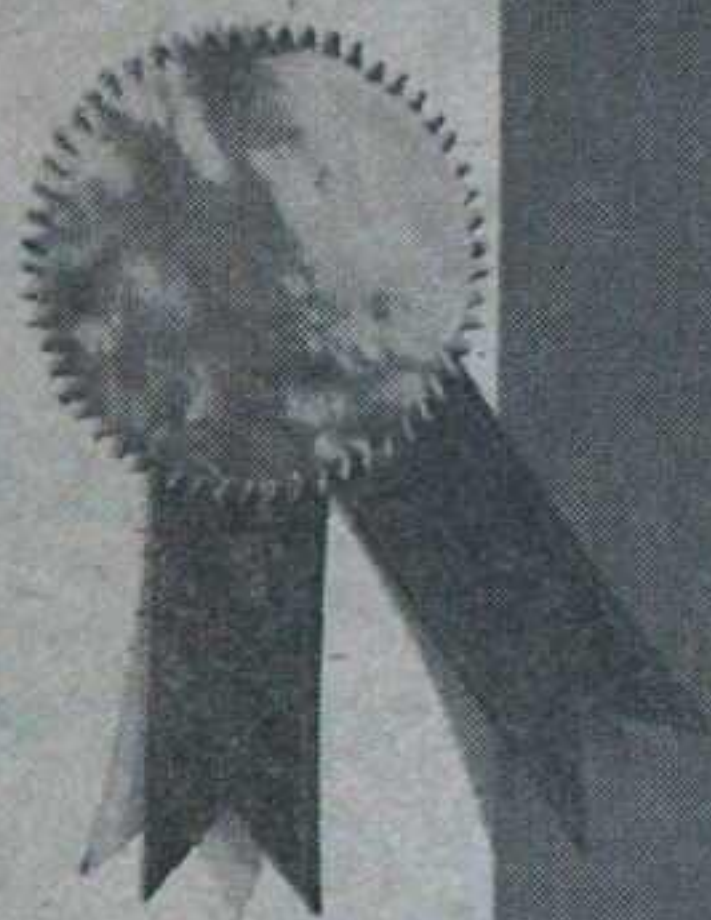
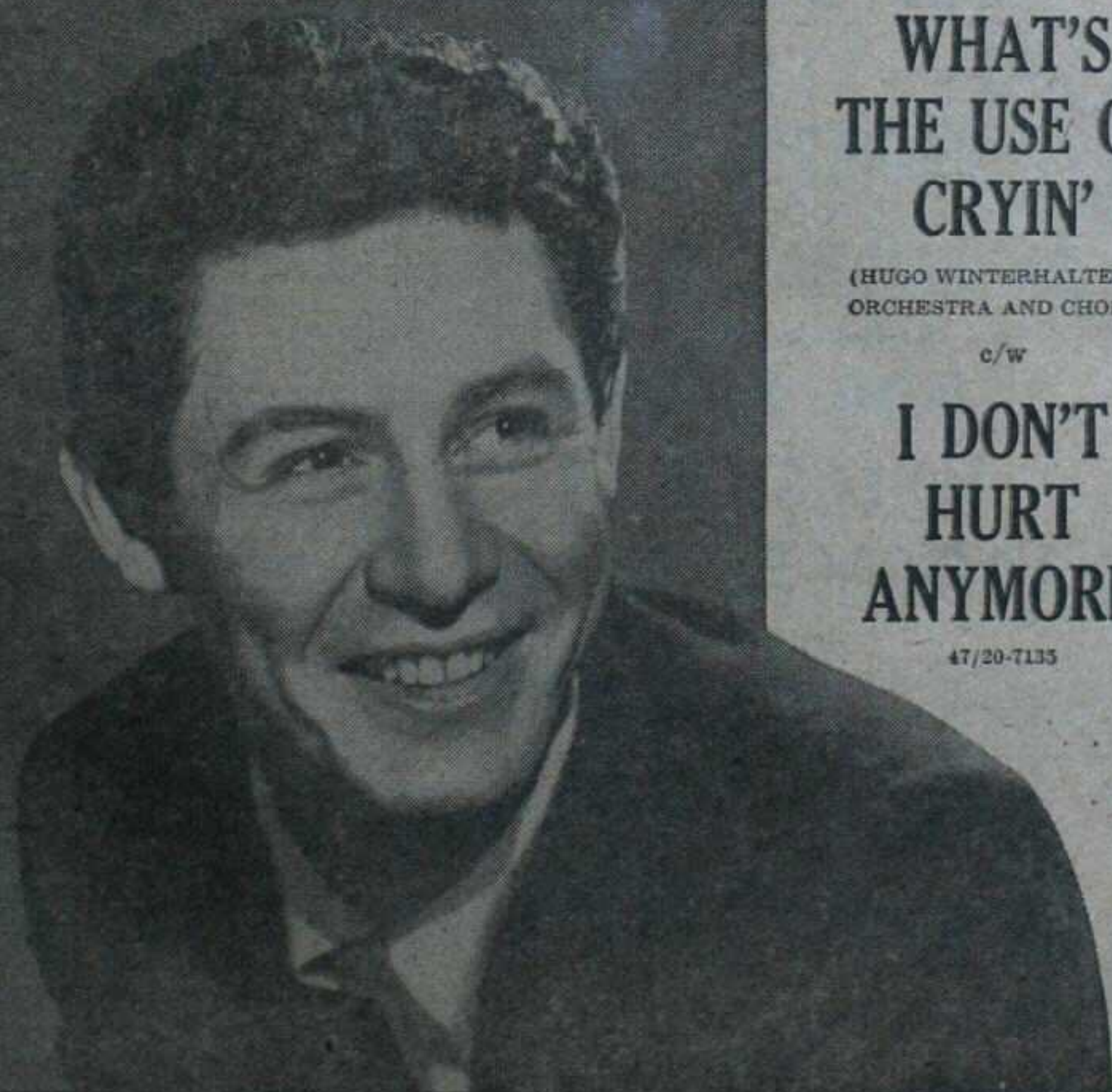
Most Played by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 28

NOTES are ranked in order of the greatest number of plays on disk jockey radio shows throughout 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	11
When the Swallows Come Back to Capistrano (ASCAP)—Dot 35660		
2. ALL THE WAY (ASCAP)—Frank Sinatra.....	3	11
Chicago (ASCAP)—Cap 3793		
3. YOU SEND ME (BMI)—Sam Cooke.....	2	10
Summertime (ASCAP)—Keen 34013		
4. KISSES SWEETER THAN WINE (BMI)— Jimmie Rodgers	4	8
Better Loved You'll Never Be (ASCAP)—Roulette 4611		
5. AT THE HOP (BMI)—Danny and the Juniors.....	15	3
Sometimes (BMI)—ABC-Paramount 9871		
6. RAUNCHY (BMI)—Ernie Freeman.....	7	6
Puddin' (BMI)—Imperial 5474		
7. PEGGY SUE (BMI)—Buddy Holly.....	8	8
Everyday (BMI)—Coral 61885		
8. PUT A LIGHT IN THE WINDOW (ASCAP)— Four Lads	12	5
The Things We Did Last Summer (ASCAP)—Col 41058		
9. RAUNCHY (BMI)—Bill Justis.....	5	7
The Middle Man (BMI)—Phillips International 3519		
10. YOU SEND ME (BMI)—Teresa Brewer.....	9	9
Would I Were (ASCAP)—Coral 61598		
11. JINGLE BELL ROCK (ASCAP)—Bobby Helms.....	—	1
Captain Santa Claus (ASCAP)—Dec 30513		
12. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis... 14	5	
You Win Again (BMI)—Sun 281		
13. CHANCES ARE (ASCAP)—Johnny Mathis.....	10	17
The Twelfth of Never (ASCAP)—Col 40993		
14. SUGARTIME (BMI)—McGuire Sisters.....	—	1
Banana Split (BMI)—Coral 61924		
15. JAILHOUSE ROCK (BMI)—Elvis Presley.....	6	13
Treat Me Nice (BMI)—Vic 7035		
16. RAUNCHY (BMI)—Billy Vaughn.....	11	4
Sail Along Silvery Moon (ASCAP)—Dot 15661		
17. I'M AVAILABLE (BMI)—Margie Rayburn.....	13	9
If You Were (ASCAP)—Liberty 55102		
18. WHY DON'T THEY UNDERSTAND? (BMI)— George Hamilton IV.....	—	1
Even Tho' (BMI)—ABC-Paramount 9862		
19. MY SPECIAL ANGEL (BMI)—Bobby Helms.....	19	11
Standing at the End of My World (BMI)—Dec 30423		
20. THE STORY OF MY LIFE (ASCAP)—Marty Robbins	22	4
Once-a-Week Date (BMI)—Col 41013		
21. NO LOVE (BUT YOUR LOVE) (BMI)—Johnny Mathis	—	1
Wild Is the Wind (ASCAP)—Col 41060		
22. THE TWELFTH OF NEVER (ASCAP)— Johnny Mathis	17	13
Chances Are (ASCAP)—Col 40993		
23. MELODIE D'AMOUR (BMI)—Ames Brothers.....	21	14
So Little Time (BMI)—Vic 7046		
24. LIECHTENSTEINER POLKA (ASCAP)—Will Glabe.	—	2
Schweitzer Polka (BMI)—London 1755		
25. OH, BOY! (BMI)—Crickets.....	20	3
Not Fade Away (BMI)—Brunswick 53015		

EDDIE FISHER
 CHALKS UP
 ANOTHER
 BIG ONE ON
 RCA VICTOR



WHAT'S
 THE USE OF
 CRYIN'

(HUGO WINTERHALTER'S
 ORCHESTRA AND CHORUS)

c/w

I DON'T
 HURT
 ANYMORE

47/20-7135

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DON RONDO
MADE FOR EACH OTHER
WHAT A SHAME

Jubilee 5313



Smash in All Markets
DELLA REESE
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Jubilee 5247



The Nation's #1 Hit Instrumental
Written and Played by
MOE KOFFMAN
The Original **THE SWINGING
SHEPHERD'S BLUES**

Jubilee 5311



The Happiest Hit of '58
BOB SMITH
MOLLY BY, GOLLY
3 O'CLOCK IN THE MORNING

Jubilee 5312

The Novelty Sensation of the Year
SUNNY AND HIS GANG
MEIN KLEINER
SPATZ



(PRONOUNCED MINE KLINER SHPATZ)

Jubilee 5310

jubilee records

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



Territorial Best Sellers

FOR SURVEY WEEK ENDING DECEMBER 28

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Bony Moronie/You Bug Me, Baby
Larry Williams, Spe.
Chances Are/Twelfth of Never
Johnny Mathis, Col.
Jingle Bell Rock, Bobby Helms, Dec.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rli.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.

CHICAGO

At the Hop
Danny and the Juniors, ABC-Para.
Be-Boop Baby, Ricky Nelson, Imp.
Burr, Burr, Burr, Hollywood Flames, Ebb
Jailhouse Rock, Elvis Presley, Vca.
Lichtensteiner Polka, Will Glabe, Lon.
My Special Angel, Bobby Helms, Dec.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.

DETROIT

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Great Balls of Fire, Jerry Lee Lewis, Sun
I'll Come Running Back to You/Forever
Sam Cooke, Spe.
Jingle Bell Rock, Bobby Helms, Dec.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rli.
Raunchy/Salt Along Silvery Moon
Billy Vaughn, Dot
You Send Me, Sam Cooke, Keen

EAST TEXAS

Bony Moronie, Larry Williams, Spe.
Great Balls of Fire, Jerry Lee Lewis, Sun
Hard Times (The Shop)
Nobel (This Man) Watts, Bm.
I'll Come Running Back to You
Sam Cooke, Spe.
Raunchy, Ernie Freeman, Imp.
Raunchy, Bill Justis, Phil. Intl.
Silhouettes, Rays, Cam.
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.
Could This Be Magic, Dubs, Gons
Honeycrush, Jimmie Rodgers, Rli.
Oh Boy! Crickets, Bk.
Tammy, Debbie Reynolds, Cor.
Wake Up Little Susie, Everly Brothers, Cde.

LOS ANGELES

April Love, Pat Boone, Dot
Bony Moronie/You Bug Me, Baby
Larry Williams, Spe.
Chances Are/Twelfth of Never
Johnny Mathis, Col.
Great Balls of Fire, Jerry Lee Lewis, Sun
Jailhouse Rock, Elvis Presley, Vca.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rli.
Raunchy, Ernie Freeman, Imp.
Silhouettes, Rays, Cam.

NEW YORK AND NEWARK

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Jailhouse Rock, Elvis Presley, Vca.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rli.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.
Teardrops
Lee Andrews and the Hearts, Cha.
Why Don't They Understand?
George Hamilton IV, ABC-Para.

NORTHERN NEW YORK STATE

Deep Blue Sea, Jimmy Dean, Col.
Fascination, Jane Morgan, Kapp

Home of the Blues, Johnny Cash, Sun
Jingle Bell Rock, Bobby Helms, Dec.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rli.
Raunchy, Bill Justis, Phil. Intl.
Stand Up, Ricky Nelson, Imp.
The Story of My Life, Marty Robbins, Col.

NORTHERN OHIO

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Great Balls of Fire, Jerry Lee Lewis, Sun
Oh Boy! Crickets, Bk.
Raunchy, Ernie Freeman, Imp.
Salt Along Silvery Moon/Raunchy
Billy Vaughn, Dot
Stand Up/Walkin' in School
Ricky Nelson, Imp.
The Story of My Life, Marty Robbins, Col.

NORTHWEST

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Be-Boop Baby, Ricky Nelson, Imp.
Chances Are/Twelfth of Never
Johnny Mathis, Col.
Great Balls of Fire, Jerry Lee Lewis, Sun
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.
Stand Up, Ricky Nelson, Imp.

PHILADELPHIA

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.
Jailhouse Rock, Elvis Presley, Vca.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rli.
Lichtensteiner Polka, Will Glabe, Lon.
Melodie D'Amour, Ames Brothers, Vca.

SAN FRANCISCO AND OAKLAND

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Great Balls of Fire, Jerry Lee Lewis, Sun
Kisses Sweeter Than Wine
Jimmie Rodgers, Rli.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
Stand Up, Ricky Nelson, Imp.
You Send Me, Sam Cooke, Keen

SOUTHERN OHIO

April Love, Pat Boone, Dot
Be-Boop Baby, Ricky Nelson, Imp.
Jailhouse Rock, Elvis Presley, Vca.
Let's Light the Christmas Tree
Ruby Wright, Fly.
My Special Angel, Bobby Helms, Dec.
Raunchy, Ernie Freeman, Imp.
Stand Up/Walkin' in School
Ricky Nelson, Imp.
Wake Up Little Susie, Everly Brothers, Cde.

ST. LOUIS AND KANSAS CITY

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Jailhouse Rock, Elvis Presley, Vca.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.
Rock and Roll Music, Chuck Berry, Cha.
The Joker, Hilltoppers, Dot
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.
Jingle Bell Rock, Bobby Helms, Dec.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rli.
Little Sandy Sleighfoot, Jimmy Dean, Col.
Oh Julie, Crescendos, Nuc.
Raunchy, Bill Justis, Phil. Intl.

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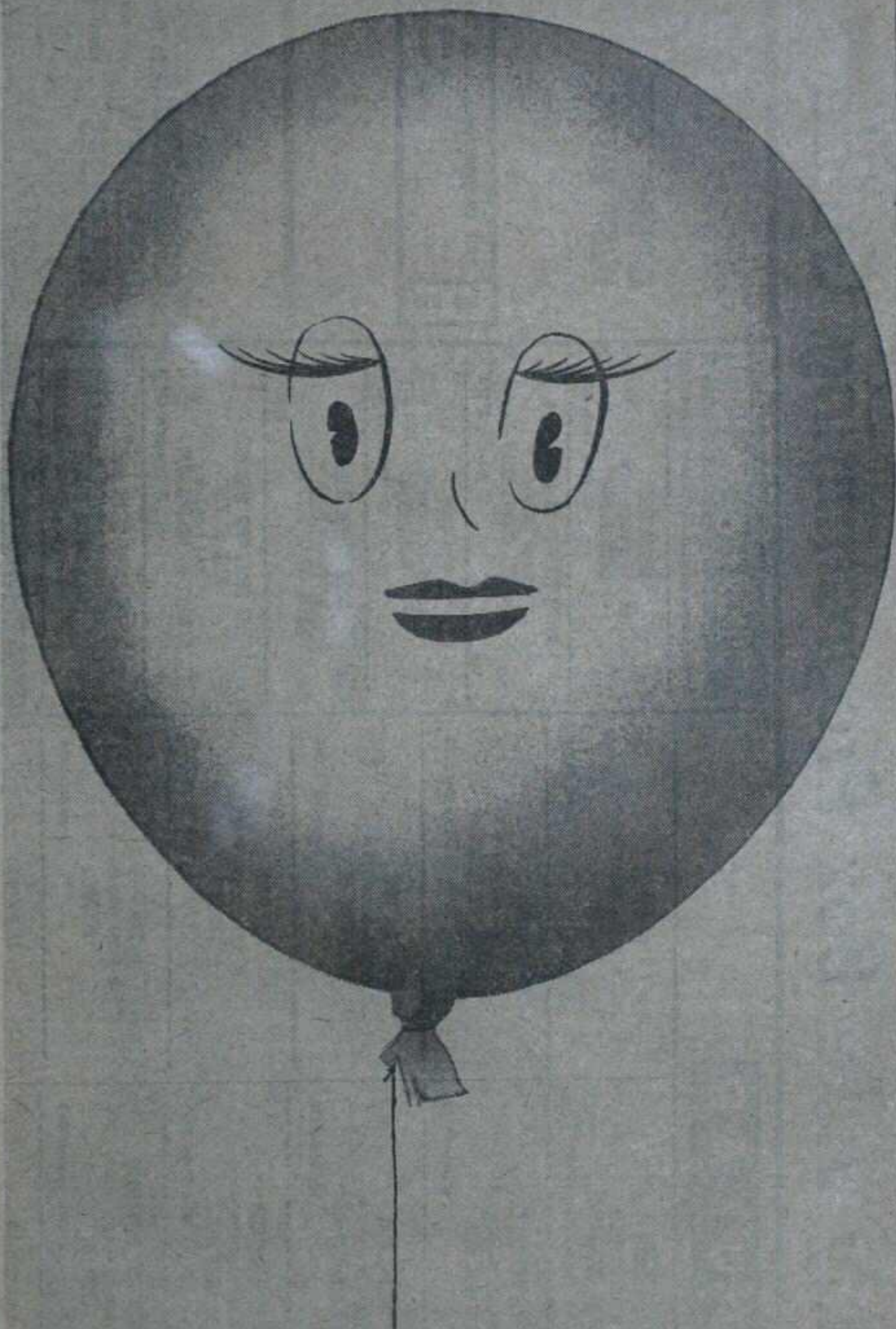
Top 100 Sides

FOR SURVEY WEEK ENDING DECEMBER 28

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist, Label	Last Week
1.	AT THE HOP, Danny and the Juniors, ABC-Paramount	2
2.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	4
3.	APRIL LOVE, Pat Boone, Dot	1
4.	PEGGY SUE, Buddy Holly, Coral	3
5.	RAUNCHY, Bill Justis, Phillips International	5
6.	JAILHOUSE ROCK, Elvis Presley, Victor	6
7.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	8
8.	JINGLE BELL ROCK, Bobby Helms, Decca	23
9.	YOU SEND ME, Sam Cooke, Keen	6
10.	STOOD UP, Ricky Nelson, Imperial	33
11.	SILHOUETTES, Rays, Camco	9
12.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	11
13.	ROCK AND ROLL MUSIC, Chuck Berry, Chess	16
14.	OH, BOY! Crickets, Brunswick	14
15.	MY SPECIAL ANGEL, Bobby Helms, Decca	15
16.	BE-BOP BABY, Ricky Nelson, Imperial	17
17.	RAUNCHY, Ernie Freeman, Imperial	12
18.	ALL THE WAY, Frank Sinatra, Capitol	15
19.	CHANCES ARE, Johnny Mathis, Columbia	13
20.	BONY MORONIE, Larry Williams, Specialty	18
21.	TEARDROPS, Lea Andrews and the Hearts, Chess	20
22.	WAITIN' IN SCHOOL, Ricky Nelson, Imperial	39
23.	WHY DON'T THEY UNDERSTAND? George Hamilton IV, ABC-Paramount	22
24.	BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	21
25.	MELODIE D'AMOUR, Ames Brothers, Victor	19
26.	HONEYCOMB, Jimmie Rodgers, Roulette	24
27.	LIECHTENSTEINER POLKA, Will Glabe, London	26
28.	I'M AVAILABLE, Margie Rayburn, Liberty	25
29.	LITTLE BITTY PRETTY ONE, Thurston Harris, Ataddin	27
30.	THE STORY OF MY LIFE, Marty Robbins, Columbia	34
31.	FASCINATION, Jane Morgan, Kapp	29
32.	LITTLE SANDY SLEIGHFOOT, Jimmy Dean, Columbia	45
33.	RAUNCHY, Billy Vaughn, Dot	42
34.	WHITE CHRISTMAS, Bing Crosby, Decca	41
35.	PUT A LIGHT IN THE WINDOW, Four Lads, Columbia	37
36.	I'LL COME RUNNING BACK TO YOU, Sam Cooke, Specialty	30
37.	JUST BORN, Perry Como, Victor	28
38.	SANTA AND THE SATELLITE, Buchanan and Goodman, Lunivrec	32
39.	THE STROLL, Diamonds, Mercury	47
40.	THE BIG BEAT, Fats Domino, Imperial	36
41.	SUGAR TIME, McGuire Sisters, Coral	78
42.	TAMMY, Debbie Reynolds, Coral	34
43.	WILD IS THE WIND, Johnny Mathis, Columbia	37
44.	COULD THIS BE MAGIC? Duha, Gone	40
45.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	60
46.	IVY ROSE, Perry Como, Victor	47
47.	THE JOKER, Billy Myles, Ember	31
48.	I WANT YOU TO KNOW, Fats Domino, Imperial	58
49.	(I LOVE YOU) FOR SENTIMENTAL REASONS, Sam Cooke, Keen	78
50.	DESIRE ME, Sam Cooke, Keen	92
51.	THE JOKER, Hilltoppers, Dot	43
52.	TILL, Roger Williams, Kapp	45
53.	HEY! LITTLE GIRL, Techniques, Roulette	51
54.	DANCE TO THE BOP, Gene Vincent, Capitol	49
55.	HEY, SCHOOLGIRL, Tom and Jerry, Big	—
56.	HAPPY, HAPPY BIRTHDAY, BABY, Tuna Weavers, Checker	59
57.	YOU BUG ME, BABY, Larry Williams, Specialty	57
58.	OH JULIE, Crescendos, Nasco	—
59.	PENNY LOAFERS AND BOBBY SOCKS, Joe Bennett and the Sparkletons, ABC-Paramount	43
60.	HULA LOVE, Buddy Knox, Roulette	78
61.	KEEP A' KNOCKIN', Little Richard, Specialty	57
62.	NO LOVE (BUT YOUR LOVE), Johnny Mathis, Columbia	81
63.	YOU SEND ME, Teresa Brewer, Coral	53
64.	A VERY SPECIAL LOVE, Johnny Nash, ABC-Paramount	74
65.	HENRIETTA, Jimmie Dee, Dot	—
66.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	87
67.	LET'S LIGHT THE CHRISTMAS TREE, Ruby Wright, Fraternity	54
68.	SILENT NIGHT, Bing Crosby, Decca	54
69.	THIS IS THE NIGHT, Valiants, Keen	73
70.	PRETEND YOU DON'T SEE HER, Jerry Vale, Columbia	74
71.	FRAULKIN, Bobby Helms, Decca	60
72.	RUDOLPH, THE RED-NOSED REINDEER, Gene Autry, Challenge	78
73.	ALONE, Shepherd Sisters, Lance	54
74.	DIANA, Paul Anka, ABC-Paramount	85
75.	LA DEE DAB, Billy and Lillie, Swan	—
76.	PEANUTS, Little Joe and the Thrillers, Club	78
77.	SILHOUETTES, Diamonds, Mercury	60
78.	THE TWELFTH OF NEVER, Johnny Mathis, Columbia	66
79.	AROUND THE WORLD, Mantovani, London	78
80.	BACK TO SCHOOL AGAIN, Timmy Rodgers, Camco	97
81.	SILVER BELLS, Bing Crosby, Decca	78
82.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	97
83.	SWANLE RIVER ROCK (TALKIN' 'BOUT THAT RIVER), Ray Charles, Atlantic	87
84.	THAT'LL BE THE DAY, Crickets, Brunswick	—
85.	WAIT AND SEE, Fats Domino, Imperial	78
86.	WUN'ERFUL, WUN'ERFUL, Stan Freberg, Capitol	66
87.	FOREVER, Sam Cooke, Specialty	60
88.	GEISHA GIRL, Hank Locklin, Victor	74
89.	JINGLE BELLS, Perry Como, Victor	74
90.	LIECHTENSTEINER POLKA, Lawrence Welk, Coral	71
91.	THAT'S WHY I WAS BORN, Janice Harper, Prop	83
92.	TEDDY BEAR, Elvis Presley, Victor	—
93.	AT THE HOP, Nick Todd, Dot	92
94.	I'LL REMEMBER TODAY, Patti Page, Mercury	74
95.	REMY PETITE, Jackie Wilson, Brunswick	66
96.	LOVING YOU, Jackie Wilson, Brunswick	97
97.	TREAT ME NICE, Elvis Presley, Victor	—
98.	LOVE ME FOREVER, Four Emperors, Paris	64
99.	LITTLE BITTY PRETTY ONE, Bobby Day, Class	64
100.	THE CREATURE, Buchanan and Goodman, Lunivrec	92

THEY TELL ME I'M GONNA BUST!



"JO-ANN"

by

THE PLAYMATES

R - 4037



FOR
SURVEY WEEK
ENDING
DECEMBER 28, 1957

Weekly Juke Box Programming Guide

The Billboard

POPULAR

COUNTRY & WESTERN

Records eliminated if duplicated to Pop List.

- SILHOUETTES**
★ THE RAYS ★
DADDY COOL
Cameo 117
- MY SPECIAL ANGEL**
★ BERRY 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 HOP**
★ DANNY AND THE JUNIORS ★
SOMETIMES
ABC-Paramount 2871
- JINGLE BELL ROCK**
★ BERRY HELMS ★
CAPTAIN SANTA CLAUS
Decca 30313
- APRIL LOVE**
★ PAT BOONE ★
WHEN THE SWALLOWS COME BACK
TO CAPISTRANO
Dot 15660
- I'LL COME RUNNING BACK TO YOU**
★ SAM COOKE ★
FOREVER
Specialty 619
- JAMHOUSE ROCK**
★ ELVIS PRESLEY ★
TREAT ME NICE
RCA Victor 7035
- RAUNCHY**
★ BILL JUSTIS ★
THE MIDNITE MAN
Phillips International 3319
- I'M AVAILABLE**
★ MARGIE RAYBURN ★
IF YOU WERE
Liberty 53102
- THE BIG BEAT**
★ FATS DOMINO ★
I WANT YOU TO KNOW
Imperial 5477
- MELODIE D'AMOUR**
★ AMES BROTHERS ★
SO LITTLE TIME
RCA Victor 7046
- WHY DON'T THEY UNDERSTAND**
★ GEORGE HAMILTON IV ★
EVEN THO'
ABC-Paramount 2862
- YOU SEND ME**
★ SAM COOKE ★
SUMMERTIME
Kash 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 MATHEIS ★
THE TWELFTH OF NEVER
Columbia 4993
- PEGGY SUE**
★ BUDDY HOLLY ★
EVERYDAY
Coral 61865
- STOOD UP**
★ RICKY NELSON ★
WAITIN' IN SCHOOL
Imperial 5483
- OH, BOY!**
★ THE CRICKETTS ★
NOT FADE AWAY
Brunswick 55033
- JUST BORN**
★ FERRY COMO ★
IVY ROSE
RCA Victor 7050
- RAUNCHY**
★ EENIE FREEMAN ★
PUDDIN'
Imperial 5474
- TEAR-DROPS**
★ 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
- LICHTENSTEINER POLKA**
★ WILL GLAHE ★
SCHWITZER POLKA
London 1755
- GREAT BALLS OF FIRE**
★ JERRY LEE LEWIS ★
YOU WIN AGAIN
Sun 281

RHYTHM & BLUES

Records eliminated if duplicated to Pop List.

- THE JOKER**
★ BILLY WYLES ★
HONEY BEE
Embar 7026
- COULD THIS BE MAGIC**
★ THE DUDES ★
SUCH LOVIN'
Gene 3011
- SWAHEE RIVER ROCK**
(TALKIN' 'BOUT THAT RIVER)
★ RAY CHARLES ★
I WANT A LITTLE GIRL
Atlantic 1154
- YOU CAN MAKE IT, IF YOU TRY**
★ JOHNNY MATHEIS ★
HEY, HEY I LOVE YOU
Yes Jay 713
- LITTLE BITTY PRETTY ONE**
★ THURSTON HARRIS ★
I HOPE YOU DON'T HOLD IT AGAINST ME
Aladdin 3308
- JOHNNY CASH**
Ballad of a Teen-Age Queen
Big River
Sun 253
- CAREL PERKINS Lead Me Your Cowboy**
Global All Over
Sun 301
- RAY CHARLES; MARY ANN FISHER**
Talkin' 'Bout You
What Kind of a Man Are You?
Atlantic 1172
- THE PLATTERS**
.....
Mercury 7026
- SAL MINO**
.....
Linda Pines
"Carnegie" In
Eric 9260
- MILHOUSES**
.....
Out & In
I Am Lately
Fantone 3021

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

BEST BUY THE CRESCENDOS..... Oh, Juke My Latch (C&W) Mason 4901

BEST BUY BOB HAMILTON..... Don't Let Me Be Satisfied (C&W) The Right to Love (C&W) This Note

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

OPINION JOHNNY CASH..... Ballad of a Teen-Age Queen (Big River) Sun 253

OPINION CAREL PERKINS Lead Me Your Cowboy (Global All Over) Sun 301

OPINION RAY CHARLES; MARY ANN FISHER Talkin' 'Bout You (Atlantic) 1172

OPINION THE PLATTERS..... (Mercury) 7026

OPINION SAL MINO..... Linda Pines "Carnegie" In (Eric) 9260

OPINION MILHOUSES..... Out & In (Fantone) 3021



**Starts The
New Year
With A**

**Sal
Mineo**
HIT!

His Latest and Greatest . . .

**“LITTLE
PIDGEON”**

and

“CUTTIN’ IN”

EPIC 5-9260

BURT TAYLOR BAGS A BIG ONE

Not long ago our undercover agents in Cleveland began sending frantic wires about a record called "I Can't Help It". It was reported to be making a big noise there and starting to take off in Detroit, Chicago and Pittsburgh.

Investigation showed that this was a recording of a great Hank Williams tune and that Burt Taylor was a singer whom we had known when he sang with The Tattlers and who later recorded as a soloist for Columbia. The sales reports also turned out to be fact and not fiction.

We scented a big one here and bought the master. Now we have distributed "I Can't Help It" all over the country and are glad to see that we latched on to a juicy plum. Eastern and Middle Western areas are off and away.



I CAN'T HELP IT BELIEVE IT OR NOT

Burt Taylor
105



A DIVISION OF ATLANTIC RECORDING CORP.
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Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.



• 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	9
2. AROUND THE WORLD (Young)	3	29
3. FASCINATION (Southern)	2	21
4. ALL THE WAY (Barton)	4	8
5. TAMMY (Northern)	5	25
6. LITTLE BITTY PRETTY ONE (Recordo)	—	1
7. KISSES SWEETER THAN WINE (Folkways)	8	5
8. MELODIE D'AMOUR (Rayven)	11	12
9. SILHOUETTES (Regent)	6	9
10. PEGGY SUE (Nor-Va-Jak)	—	1
11. PRETEND YOU DON'T SEE HER (Rosemeadow)	12	3
12. CHANCES ARE (Korwin)	—	14
13. YOU SEND ME (Higuera)	—	4
14. SUGARTIME (Nor-Va-Jak)	—	1
15. WHY DON'T THEY UNDERSTAND? (Hollis)	13	2

• Best Selling Sheet Music in Britain

(For week ending December 28)

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

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

• Best Selling Pop Records in Britain

(For week ending December 28)

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)	7
3. MY SPECIAL ANGEL—Malcolm Vaughan (HMV)	3
4. GREAT BALLS OF FIRE—Jerry Lee Lewis (London)	6
5. MA, HE'S MAKING EYES AT ME—Johnny Otis Show-Marie Adams (Capitol)	2
6. REET PETITE—Jackie Wilson (Coral)	10
7. I LOVE YOU BABY—Paul Anka (Columbia)	8
7. ALONE—Petula Clark (Pye-Nixa)	9
9. ALL THE WAY—Frank Sinatra (Capitol)	5
10. KISSES SWEETER THAN WINE—Frankie Vaughan (Phillips)	15
11. DIANA—Paul Anka (Columbia)	12
12. PEGGY SUE—Buddy Holly (Coral)	—
13. KISSES SWEETER THAN WINE—Jimmie Rodgers (Columbia)	17
14. LET'S HAVE A PARTY—Elvis Presley (RCA)	16
15. JACK O'DIAMONDS—Lonnie Donegan (Pye-Nixa)	14
15. APRIL LOVE—Pat Boone (London)	13
17. HE'S GOT THE WHOLE WORLD IN HIS HANDS—Laurie London (Parlophone)	19
18. ALONE—Southlanders (Decca)	—
19. LET'S HAVE A BALL—Winifred Atwell (Decca)	4
20. BE MY GIRL—Jim Dale (Parlophone)	11

• 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. Peasman's copyrighted Audience Coverage Index.

Radio	Television
A Very Special Love (R)—Korwin—ASCAP	A Very Special Love (R)—Korwin—ASCAP
All the Way (R)—Maraville—ASCAP	All the Way (R) (F)—Maraville—ASCAP
And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP	April Love (R) (F)—Feist—ASCAP
April Love (R) (F)—Feist—ASCAP	Around the World (R) (F)—Young—ASCAP
Around the World (R) (F)—Young—ASCAP	At the Top (F)—Singular—BMI
Ca C'Est L'Amour (R) (F)—Young—ASCAP	Belonging to Someone (R)—Lear—ASCAP
Chances Are (R)—Korwin—ASCAP	Bye Bye Love (R)—Acuff-Rose—BMI
Fascination (R) (F)—Southern—ASCAP	Catch a Falling Star (R)—Marvin—BMI
If I Can Help Somebody (R)—Leeds—ASCAP	Fascination (R) (F)—Southern—ASCAP
I'll Never Say Never Again (R)—Bregman, Vocco & Conn—ASCAP	Get a Job (R)—Bagby-Wildcat—BMI
I'll Remember Today (R)—Hollis—BMI	Hallelujah I Love Her So (R)—Progressive—BMI
I'm Gonna Sit Right Down and Write Myself a Letter (R)—De Silva, Brown & Henderson—ASCAP	Henryomb (R)—Hawthorne—ASCAP
Katsumi Love Theme (R) (F)—Witmark—ASCAP	I'm Gonna Sit Right Down and Write Myself a Letter (R)—De Silva, Brown & Henderson—ASCAP
Kisses Sweeter Than Wine (R)—Folkways—BMI	It Wasn't Much of a Town (R)—Watman—BMI
Liechtensteiner Polka (R) — Burlington—ASCAP	It's Not for Me to Say (R)—Korwin—ASCAP
Love Me Forever (R)—Greta—BMI	Kisses Sweeter Than Wine (R)—Folkway—BMI
Magic Moments (R)—Famous—ASCAP	La Dee Dah (R)—Conley—BMI
March From the River Kwai-Colonel Bogey (R) (F) — Columbia Pictures-Boosey & Hawkes—ASCAP	Love Theme From "Farewell to Arms" (R) (F)—Feist—ASCAP
Melodie D'Amour (R)—Rayven—BMI	Made for Each Other (R) (F) — Hecht-Lancaster & Buzzell—ASCAP
My Special Angel (R)—Mergo—BMI	March From the River Kwai-Colonel Bogey (R) (F) — Columbia Pictures-Boosey & Hawkes—ASCAP
No Love (But Your Love) (R)—Weiss & Barry—BMI	Peggy Sue (R)—Nor-Va-Jak—BMI
Pretend You Don't See Her (R)—Rosemeadow—ASCAP	Pretend You Don't See Her (R)—Rosemeadow—ASCAP
Put a Light in the Window (R)—Planetary—ASCAP	Raunchy (R)—Hi-Lo—BMI
Sayonara (R) (F)—Berlin—ASCAP	Silhouettes (R)—Regent—BMI
Story of My Life (R)—Famous—ASCAP	Sleigh Ride (R)—Mills—ASCAP
Sugartime (R)—Nor-Va-Jak—BMI	Up Above My Head (I Hear Music in the Air) (R)—Bechtold—BMI
Tummy (R) (F)—Northern—ASCAP	Walkin' With Mr. Lee (R)—Angel—BMI
That's Why I Was Born (R)—Jantra—ASCAP	Whole Lotta Shakin' Goin' On (R)—Marlin—BMI
Till (R)—Chappell—ASCAP	Wild Is the Wind (R) (F) — Jungnickel—ASCAP
Wild Is the Wind (R) (F)—Jungnickel—ASCAP	You Send Me (R)—Higuera—BMI
You Send Me (R)—Higuera—BMI	

Thrush Van Doren Switches to Cap

HOLLYWOOD—Chirp Mamle Van Doren joined hubby Ray Anthony last week, moving from Prep Records to the parent label, Capitol. Singer had one release on Prep. Miss Van Doren's sessions on Capitol will be produced by a.&c.r. staffer Lee Gillette. Singer is currently starring in "Born Reckless" for Warner Bros.

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

OTIS WILLIAMS and HIS CHARMS
COULD THIS BE MAGIC

b/w

OH JULIE

DeLuxe 6158

EARL BOSTIC
SOUTHERN FRIED

b/w

NO NAME JIVE

King 5106

THE "5" ROYALES
DEDICATED TO THE ONE I LOVE

b/w

DON'T BE ASHAMED

King 5098

KING RECORDS

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THE STORY:

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ABC-PARAMOUNT heads into the New Year
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THE GLORY:

goes to you DJ's, distributors, dealers, one-stops,
juke-box ops and salesmen without whose help
this would not have been possible! Thanks, gentlemen!

9880
YOU ARE MY DESTINY * PAUL ANKA**
Arranged and Conducted by Don Costa

9871
AT THE HOP *** DANNY and the JUNIORS**

9862
WHY DON'T THEY UNDERSTAND *****
GEORGE HAMILTON IV
Arranged and Conducted by Don Costa

9867
PENNY LOAFERS *** SPARKLETONES**
Arranged and Conducted by Don Costa

9874
A VERY SPECIAL LOVE *****
JOHNNY NASH
Arranged and Conducted by Don Costa

9863
LOVE ME FOREVER *** EYDIE GORME**
Arranged and Conducted by Don Costa

9878
BERTHA LOU *** CLINT MILLER**
Arranged and Conducted by Don Costa

9876
GIGI *** HOAK SIMPSON**
Arranged and Conducted by Don Costa



AUDITION ACCEPTANCE



Because of acceptance as a new vital selling force that boosts sales and profits for both record dealers and manufacturers, AUDITION'S third issue (opposite page) has more pages of color advertising and editorial features than its two previous issues.

- ▶ AUDITION helps sell more. This is its purpose. Only AUDITION uses full color illustrations, using the appeal of flashing color to stimulate additional purchases by the consumer.
- ▶ AUDITION gives listings of not only the newest album releases, but it also provides listings of new recorded tapes. AUDITION also prints reviews of 100 top albums. Thus, all the information in one place.
- ▶ AUDITION has helpful feature articles. This month, for instance, there are articles that tell about record care . . . needles, sleeves, wiping cloths, sprays . . . all items your customer should know about and should buy from you to get more mileage from his records.
- ▶ AUDITION looks ahead. This issue also has a feature on stereophony. The article explains what it is and what it does. The article not only tells about stereophonic tapes (that are here and selling) but also covers the stereophonic disk . . . and helps avoid confusion by stating that it is only in the experimental stage.

Over 1,100 dealers are now using AUDITION. If you're not one of them, why not give it a try. Charles Turner of The Melody Shop, Lufkin, Texas, did. He ordered 100 copies, mailed them out to customers and got such wonderful reaction that he immediately increased his order to 1,000 copies.

USE AUDITION TO SELL MORE TO YOUR CUSTOMERS... OLD AND NEW... HERE'S AN ORDER BLANK TO USE TO START YOUR COPIES COMING RIGHT AWAY!

40% of Phonograph Sales in 1956 were to New Owners! New Phonograph Owners spend an average of \$44 for records within the first three months.

Include a copy of Audition with every phonograph you sell and watch it bring in that additional business.

Enter your order now! Copies of this January Issue will be rushed to you to help you boost your sales higher than ever.

AUDITION
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Cincinnati 22, Ohio

BIC

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ADDRESS _____

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<input type="checkbox"/> 80	\$6.40	\$5.60
<input type="checkbox"/> 100	\$7.50	\$7.50

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(enter quantity)

AUDITION

THE MONTHLY MUSICAL SHOPPING GUIDE

REVIEWS of 100 Top Record Albums of the Month

COMPLETE LISTINGS of New Album Releases—on Disk and Tape

BEST SELLERS of Popular, Classical and Jazz Albums

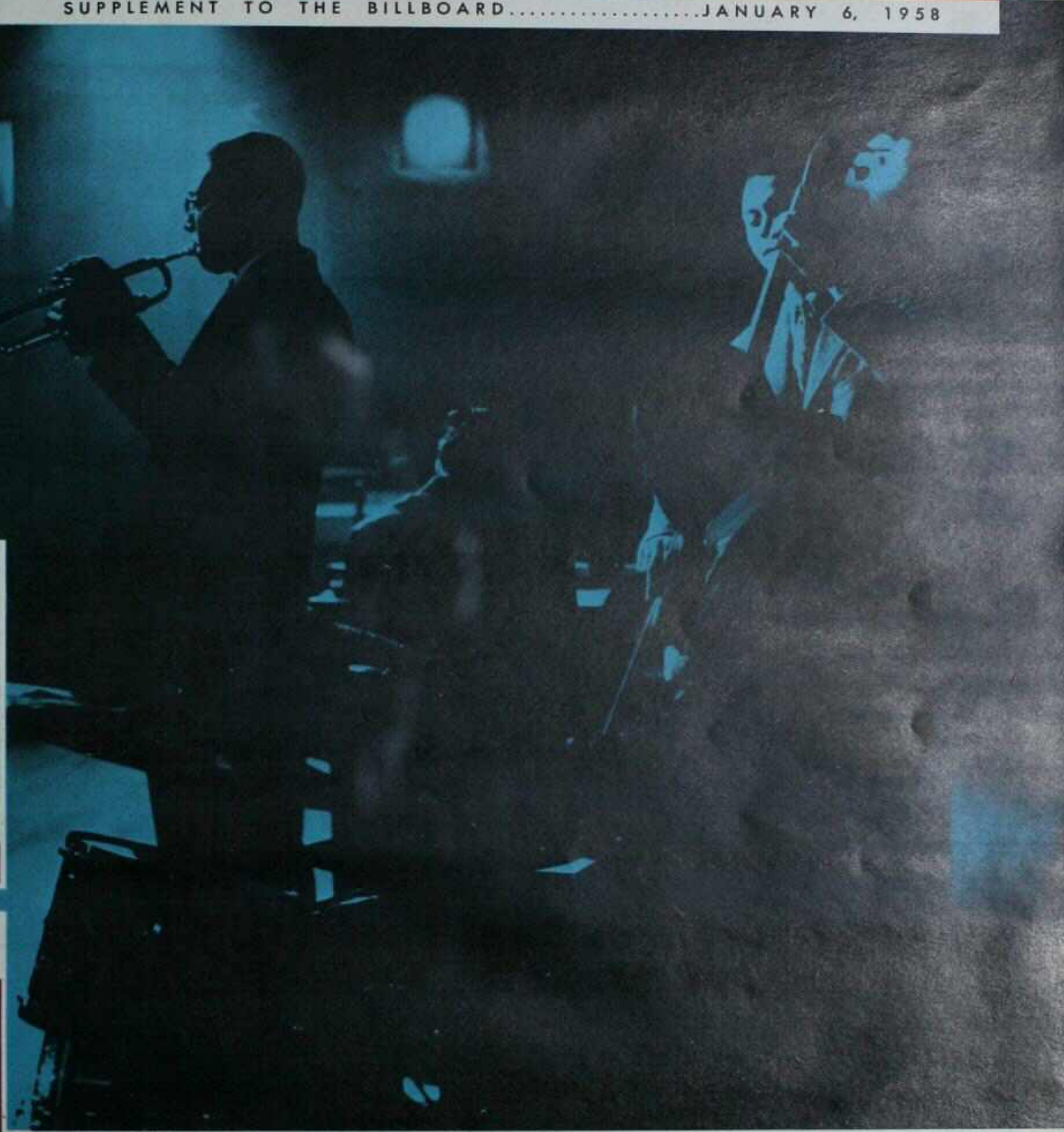
STEREOPHONY SIMPLIFIED

... see page 12

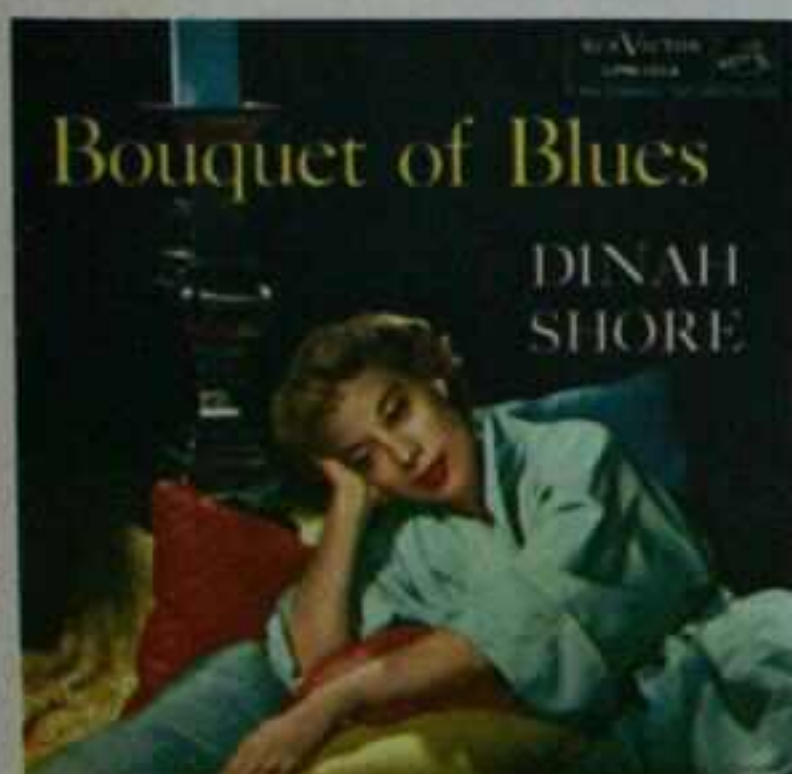
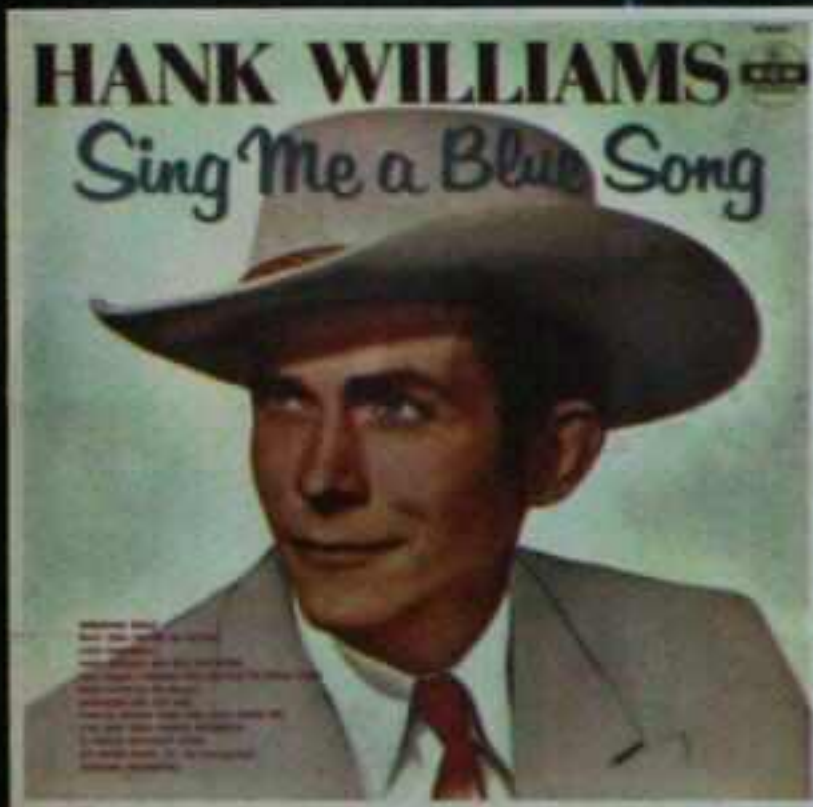
SO YOU GOT A NEW PHONOGRAPH FOR CHRISTMAS

... see page 12

SUPPLEMENT TO THE BILLBOARD.....JANUARY 6, 1958



The Jazz Messengers. (Robert Parent photo)



THE BLUES—poignant, down-to-earth, sometimes salty and occasionally gay—is today one of the most important American musical formats. Historically, of course, it is old hat that the blues is firmly embedded in the main stream of Musical Americana. But what is amazing, and what has thus far escaped critical notice, is that this old musical pattern is one of the basic elements of the modern song and record industry.

During recent panel-reviewing sessions of The Billboard Audition staff, it was estimated that fully 25 per cent of the single records released each week are blues—either of the standard 12-bar form, or various modifications. Album product, too, shows a remarkable amount of blues—leading to the inescapable conclusion that the lure of this material has never waned.

(Continued on page 6)

The Blues (Part I):

A LURE THAT NEVER WANES

By PAUL ACKERMAN

Editor, Music-Radio Division, The Billboard

NEW FACES



MUSIC FROM THE FILMS — Michel Legrand and his orchestra. Themes from prize winning Continental and American film favorites performed by France's most brilliant young conductor-arranger. WL 107

**COLUMBIA
CELEBRATES
A VERY
SPECIAL
YEAR WITH**



THE SOUNDS OF SPAIN — Folk and popular music featuring centuries-old instruments, top-flight popular artists, flamenco guitarists, student choirs, street organists... a breath-taking tour through Spain. WL 110



BIG BILL'S BLUES — Big Bill Broonzy. An informal recital by one of the great blues artists. Big Bill plays, sings and even talks the blues. An American documentary. WL 111

ADVENTURES

Columbia Records celebrates the tenth anniversary of the long-playing record, a mighty Columbia "first," with a fabulous program of new releases set to make 1958 the best year yet for the greatest name in sound! "Adventures in Sound" is the headliner of this program — a revolutionary concept in recording designed especially for the adventurous listener.

New Places! New Faces! New Sounds! The accent is on discovery! "Adventures in Sound" has all the romance and wonder of faraway places, plus the thrill that comes with the discovery of new and provocative talents! It's the excitement of the unusual, the rare, the unaccustomed. And hi-fi fans—"Adventures in Sound" was just plain made for you!



CARILLON IN HI-FI — Arthur Lynds Bigelow. The best carillon in the country (Jackson, Miss.) in a hi-fi treat including Bach, Stephen Foster and an unrehearsed accompaniment by the local bird population. Very exciting! WL 115



EL RODEO — Los Chilenos. Folk songs of Chile sung with great charm by Hilda Sour and Arturo Gatica, two artists, immensely popular both in South America and Europe. U.S.A. next! WL 104



SORCERY! — Sabu. Wild, uninhibited improvisations featuring oboe, 11 drums and other percussion instruments. In brilliant high-fidelity sound. WL 101



CABALLERO — Juan Manuel. The romantic Mexican with the big voice stirs up nostalgic old songs, in both Spanish and English. Romance plus! WL 102

A DIVISION OF CBS
© Columbia (S) ® "Merca" Reg. "CBS" T.M.
All prices are suggested list.

COLUMBIA RECORDS



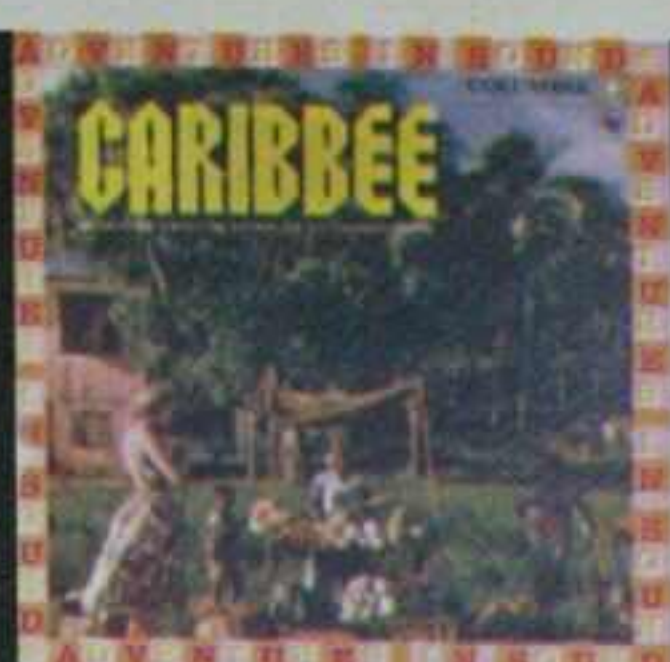
DELIRIUM IN HI-FI — Elsa Popping and Her Pixieland Band. A fascinating and hilarious musical expedition into the remoter world of sound—and the unsound.
WL 106



GRAND BAL MUSETTE — Jose Baselli. Paris dances! A collection of musette-flavored Continental favorites. Beautifully recorded in Paris by this popular instrumental group.
WL 109



A MOMENT OF LOVE — Trio Los Panchos. Spanish and Mexican ballads of love and romance by this famous Mexican vocal group.
WL 112



CARIBBEE — Juan Serrano. West Indian music isn't all calypso! This album of superbly flavored songs in Spanish and Papiamentu proves it delightfully.
WL 103



MANDOLINO — The San Domenico Barbers of Taormina. Sicilian folk songs and semi-classical favorites recorded by a top-notch "typical" mandolin group in Italy.
WL 116



NEAPOLITAN GOLD — Gianni Monese. An orchestral fantasy. Big sound, big orchestra on a sunny tour of Italy. Twenty selections ... recorded in Italy.
WL 117



THE SOUNDS OF INDIA — Ravi Shankar. Exciting and exotic improvisations on ancient Indian instruments. For folklore as well as hi-fi addicts!
WL 119

IN SOUND!



PORTRAIT OF LEDA — Leda Annest with Phil Moore and his orchestra. A lush and exotic musical experiment featuring the vocal pyrotechnics of Leda Annest. Experiment: successful!
WL 114



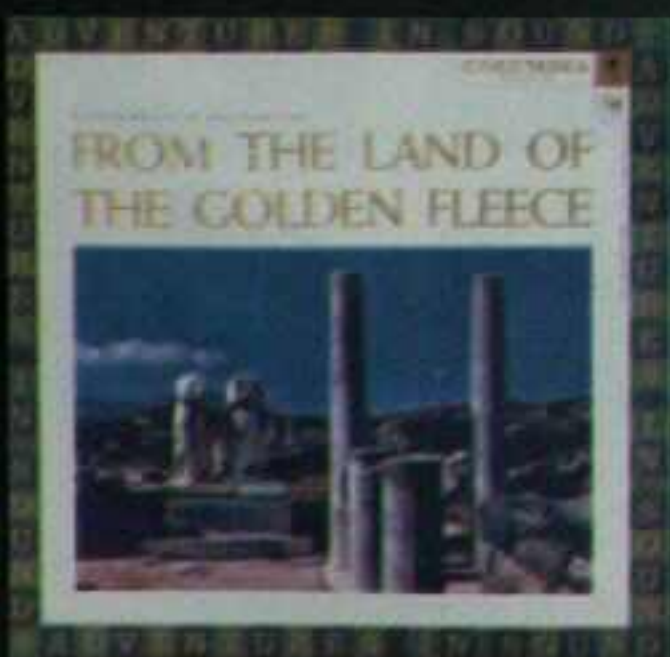
MUCHO GUSTO! — Typical folk songs of Mexico sung by the "Mariachi" (Mexico's colorful wandering minstrels). Instrumental and vocal. Recorded in Mexico.
WL 113



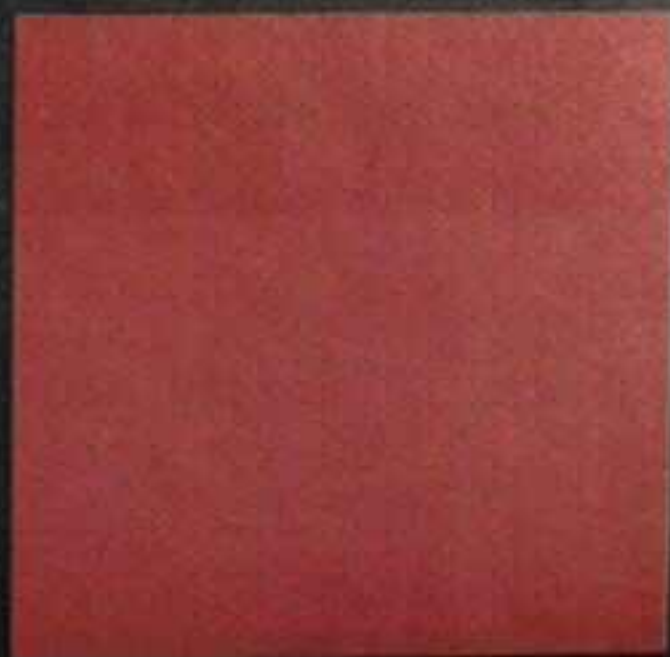
DARK EYES — Boris Sarbek. Russia can be disarming! Big orchestra with a big sound and repertoire which includes "Meadowland," "Bublitschki," "Volga Boatman," and "Two Guitars."
WL 118



JAMAICAN DRUMS — Authentic steel band excitement! A hi-fi delight recorded in Kingston, Jamaica, by one of the top groups to be found anywhere.
WL 121



FROM THE LAND OF THE GOLDEN FLEECE — The Greek Folk Dances and Songs Society. Unusual and unfamiliar, the modality and strange rhythms of the Ionian culture in excellent sound as played on traditional instruments. An ethnic "must!"
WL 123



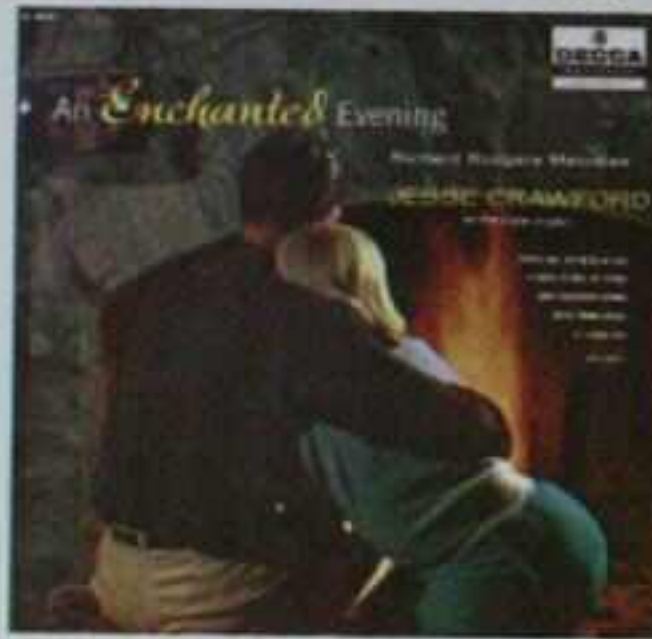
EACH RECORD JUST \$4.98!

FOR DREAMERS ONLY!



DREAM TIME • WAYNE KING AND HIS ORCH. • An Affair To Remember • Fascination • Around the World • Tammy • Star Dust • Till • & others DL 8663

TO FILL YOUR NIGHT WITH MELODY



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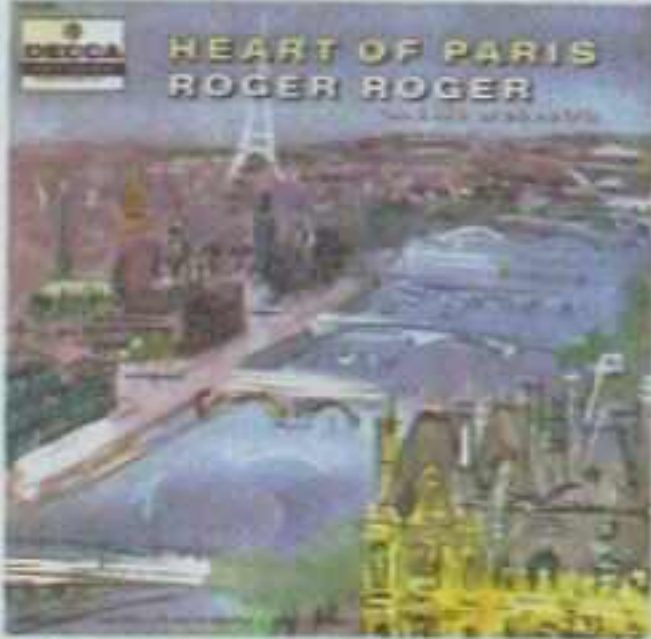


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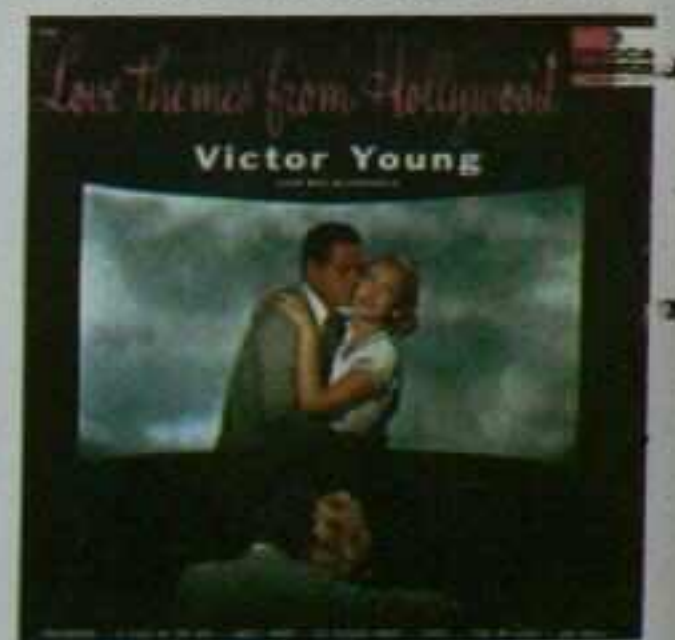
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ALBUM REVIEWS

POPULAR



LES & LARRY ELGART ORK. (1-12)—Columbia CL 1052—One more sure-shot in what is developing into an extremely successful series of Elgart dance albums. It's all instrumental, as usual, with marked beat, sophisticated, disciplined sound and ideal temp. Repertoire, except for some dullish originals, is smart, relatively untrammelled standards.

DANCE TIME (1-12)—Chauncey Gray Ork. Judson L 3001—A dance album by the well-known society orkster features 20 of Gershwin's great show tunes, as "Of Thee I Sing," "Embraceable You," etc. Style is smooth and the material flows in uninterrupted progression, as is the manner of dance packages today.

PLACE PIGALLE (1-12)—Stanley Black Ork. London LL 1742—Another in London's far-ranging armchair tours of famed tourist attractions conducted by Black. This one skillfully captures the mood and sounds of Montmartre with fresh instrumental arrangements of Parisian favorites like "At Last," "C'est Si Bon," "J'Attendrai," etc. Should do nicely with Francophiles, altho the mood music field is especially heavy with this kind of romantic fare. Sound is big and well-balanced.

A SMOOTH ONE (1-12)—Larry Sonn Ork. Coral CRL 57123—Smooth dance instrumentals by Sonn should click with the dance buyer. The band has a fresh, listenable sound. Vocals are handled by the Smooth Ones. Attractively styled selections include "Nice Work If You Can Get It," "My Heart Stood Still" and "Darn That Dream."

CHET ATKINS: HI-FI IN FOCUS (1-12)—RCA Victor LPM 1577—The cover steals the show; it's the prize winner (from some 30,000 entries) in the contest staged by RCA Victor with Canon Cameras to catch "the abstract idea of high fidelity" with a lens. As guitarist Chet Atkins' seventh album on this label, it should delight his fans with a versatile collection of numbers ranging from Bach's "Bourree" (on which Atkins' electric guitar sounds exactly like harpsichord) to a flamboyant, quick-fingered "Tiger Rag."

THE ROARING FLIRTY 30's (2-12)—Grand Award GA 33-601—Enoch Light's "Roaring Twenties" album enjoyed considerable success, and this follow-up should be equally big. Handsome two-pocket set features 24 nostalgic tunes—"Goody Goody," "That Old Feeling," "Music Maestro Please," etc.—played and sung with authentic feeling of the period. Vocalizing by various unbilled gals and guys is particularly effective.

DAY BY NIGHT (1-12)—Doris Day with Paul Weston Ork. Columbia CL 1053—Here's a fitting follow-up to Doris Day's "Day By Day" LP. This package spotlights the gal's silky vocal quality and sensitive phrasing on a group of nostalgic "night" songs—predominantly from the '30's—"Under a Blanket of Blue," "Moonglow," "Stars Fell on Alabama," etc. Lush backing by Weston.

FASCINATION (1-12)—Jane Morgan and the Troubadours. Kapp KL-1066—One of the creamiest vocal mood sets to come along, this features the glamorous thrush in a dozen Continental-type stylings of some lovely ballads. The instrumentation by the Troubadours has the same accordion and strings sound of the hit single, "Fascination." Among the bands are the previous singles, "Around the World" and "Two Different Worlds."

THE THINGS I LOVE IN HI-FI (1-12)—The Three Suns With Pipe Organ—RCA Victor LPM 1543—The regular Three Suns instrumentation (electric organ, electric guitar and accordion) is augmented here by Alfredo Mendez at the Wurlitzer Theater pipe organ, making this a provocative package for hi-fi addicts, as well as for fans of the Three Suns. Familiar, danceable tempo remains, as boys provide bright instrumental treatments to fine standards—"Carioca," "Linger Awhile," etc.

GEORGE FEYER & HIS ORK PLAYS COLE PORTER (1-12)—Vox VX 25,510—Pianist Feyer has built a good audience for his "Echoes" series and this is as appealing as any of the others. Set contains 14 of Porter's top tunes with an ork backing the Feyer piano very much as in a recent Feyer "Jerome Kern" package. A good package for show fans and for mood music fanciers.

LET'S HAVE A PARTY (1-12)—Decca DL 8655—This one's contents reflect the mood of the title. Package is made up of a broad range of material by many artists, ranging from "Star Dust" and "The Charleston" to "Rock Around the Clock," "Tavern in the Town," etc. Talent includes Four Aces, Bill Haley, Guy Lombardo, Eddie Condon, Wayne King, Russ Morgan, etc. There are rousing vocal solos and choruses to capture the party mood.

24 SHORT DANCES FOR THE TIRED BUSINESSMAN (1-12)—Hank D'Amico Ork—Golden Crest CR 3031—The veteran clarinet man leads a group of seven stars thru two dozen tastily arranged and unusually listenable or danceable tunes, mostly familiar. Concept of the album is good and in this case lives up to the billing. Sound is well produced and tracks average close to two minutes each which means it's more for the money than many competitors.

101 STRINGS PLAY THE WORLD'S GREAT STANDARDS (1-12)—Somerset P 4300

101 STRINGS IN A SYMPHONY FOR LOVERS (1-12)—Somerset P 4500

101 STRINGS: A NIGHT IN THE TROPICS (1-12)—Somerset P 4400—The first three of 24 scheduled packages by the bargain-priced label to feature an ork of close to 150 pieces. The emphasis is on the 101 strings on each of the three, which were made in Germany. Sound quality, in all cases, measures up with the best of current standard merchandise. First set features 10 pop standards; the second light versions of seven well-known classical themes, while the third is given over to nine numbers of Latin derivation.

DANCING UNDER THE STARS (1-12)—Ashley Adams Ork. Waldorf Music Hall MHK 33-1237—Adams' society band is a small group with rhythm plus sax and accordion, which comes across very well soundwise on this package. The set contains 20 numbers in the typical standard, society band type of repertoire and at the price of \$1.98 it's a good buy, superior to some society sets issued at the \$3.98 tag.

FRANKIE YANKOVIC'S TV POLKAS (1-12)—Columbia CL 1038—Lively, spirited renditions by the popular polka maestro are in a happy groove. The cheerful sounds should go well with polka buyers. Exuberantly delivered selections include "The Girl I Left Behind," "The One Note Polka" and "Sunset Valley Polka."

NO NEED TO DESCRIBE

Who can quarrel with our Audition reviewers' statement that Guy Lombardo's style needs no description. Folks have enjoyed dancing to music styled in the Lombardo manner for decades. And from the look of things, they and the maestro are going to go right on for some time to come. Lombardo's latest, reviewed on this page, is an album titled "Waltztime."



DANCING AT THE TAVERN-ON-THE-GREEN (1-12)—Milt Saunders Ork—Seeco CELP 408—There are 31 tunes in this "society" dance package and it's noteworthy for the variety of tempi and popular rhythms offered. Band and sound are good. Includes such as "Sweet Lorraine," "Moonglow," plus tango, cha cha, waltz, etc.

WARM (1-12)—Johnny Mathis with Percy Faith Ork—Columbia CL 1078—Highly attractive presentations in the smooth Mathis manner adds up to an attractive item. "Wonderful, Wonderful," his previous LP, won the singer many friends, and this features to add to their number. Excellent orking by Faith. Selections include "My One and Only Love," "While We're Young" and the pretty new album title tune.

THE ART OF MABEL MERCER (2-12)—Atlantic 2-602—This package may be called the definitive Mabel Mercer. The noted song interpreter and darling of East Side Cafe Society is represented here by a two-disk set, plush in appearance, with a print of Miss Mercer on the cover. There are scholarly notes by Gary Kramer covering Miss Mercer's career and talent; a resume of the songs and writers, and a special appreciation by Alec Wilder. Repertoire is typical Mercer—great show tunes, both noted and obscure, special material, etc. Much of it previously released on 10-inch LP's.

LESTER LANIN AT THE TIFFANY BALL (1-12)—Epic LN 3410—"Dance to the Music of Lester Lanin" continues to place on the best selling chart. The present set of over 40 "society" dance arrangements should go as well. The widely varied selection of tunes is pegged to one of the country's best publicized social events.

LIKE SOMEONE IN LOVE (1-12)—Ella Fitzgerald, Frank DeVol Ork—Verve MGV-4004—Miss Fitzgerald is at her velvety best in these quietly wonderful arrangements. There are 15 songs, all of the slow-paced, torchy school ("What's New," "Then I'll Be Tired of You," etc.) and the deeply sensitive thrashing, plus Stan Getz's weaving background sax, plus DeVol's use of string and woodwind accompaniments add up to strong merchandise.

GARY CROSBY (1-12)—World Pacific P 2006—This is young Crosby's first effort since Uncle Sam took him out of circulation, and it's quite likely that it will serve to focus the spotlight on him again. It's also one of the few bits of wax that Crosby has cut minus any gimmicks—he sells a song solely on his own ability. His voice has a sureness previously absent, the fabric is full-bodied and mellow, while the music backing by Bud Shank is admirable.

WONDERFUL SARAH (1-12)—Sarah Vaughan—Mercury MG 20219—A collection of numbers formerly released as singles. Most of the tunes are familiar, having been fairly popular. Attractive grouping should go well with the singer's many fans. Selections include "Mr. Wonderful," "Idle Gossip" and "Whatever Lola Wants."

LONDON AFTER DARK (1-12)—Norrie Paramor Ork—Capitol T 10052—Paramor's previous set, "In London, In Love," pleased a large audience. This similarly styled package with the emphasis on lush string settings could be a repeat. Vocals are by Patricia Clarke.

CARMEN CAVALLARO REMEMBERS EDDY DUCHIN (1-12)—Decca DL 8661—Cavallaro's sound track recording from "The Eddy Duchin Story" has been on the best selling list for many weeks. This set of standards is similarly styled. The former package had the advantages of a big promotional push from a hit film, however, this attractive item can stand on its own merit.

THE WILDEST SHOW AT TAHOE (1-12)—Louis Prima, Keely Smith & Sam Butera—Capitol T 908—Wonderfully wild, uninhibited and typical Prima fare for those who like but don't take too seriously their jazz or rock and roll. Behind all of this zaniness is excellent musicianship and a lot of rocking dance music. An audience—real or simulated—is on hand to yock it up with the gang. Prima faves are re-made here: "Angelina," "Robin Hood," etc., plus some fine "straight" chirping by Keely Smith. Duet on "Don't Worry About Me" is a panic.

JAZZ'N RAZZ MA TAZZ (1-12)—Georgie's Varsity 5—Hi Fi Record R 805—Another winner in the sound department from High Fidelity Records. Music is descriptive of twenties; jazz only in the periphery definition of the word. Set happily veers to the "corny" side and should beguile many latter-day fans of soundings of three decades ago. George Wright's pianola-like piano solos get to core of feeling of the time.

'S MARVELOUS (1-12)—Ray Conniff Ork—Columbia CL 1074—The orkster's previous set, "'S Wonderful," is still selling well, and it's still a big favorite on the air. This package of ork and chorus arrangements is in a similar dance groove. Nicely handled tunes include "The Way You Look Tonight," "As Time Goes By" and "I Love You." Tempos range from fox trots to be-guines.

WALTZTIME (1-12)—Guy Lombardo Ork—Decca DL 8256—A dozen danceable waltzes in the customary Lombardo style which scarcely needs description at this late date. Vocals are by the Quartet, Kenny Gardner, Tony Craig, Jimmy Brown and Bill Flanagan. "Stars in Your Eyes," "The River Seine," and "Missouri Waltz" are samples.

CLASSICAL



HOROWITZ PLAYS CHOPIN (1-12)—RCA Victor LM 2137—Superb playing by one of the keyboard masters of our time. Horowitz's phenomenal control, beauty of line and high musicianship would be difficult to match. This all-Chopin program includes two Scherz, four Nocturnes and a Barcarolle.

REY DE LA TORRE PLAYS CLASSICAL GUITAR (1-12)—Epic Le 3418—An uncommonly rewarding recital that should help establish the classical guitar as the equal of any musical medium. Rey de la Torre's interpretations show mature artistry in technique, tone, subtle coloration and phrasing. Varied repertoire ranges from 17th century works, thru folk song arrangements, to modern Spanish pieces. Live recording preserves intimacy of instrument.

PIANO CONCERTOS—GRIEG, TCHAIKOVSKY, RACHMANINOFF, LISZT, SCHUMANN, BEETHOVEN (3-12)—Novyvaes, Wuhrer, Frugoni, Bruchollerie, Soloists—Vox Box VBX-1—Vox innovation offers bargain package of popular standard piano concertos that should prove especially valuable for starting classical collectors. Some notable performances are included in the \$6.95 set priced at less than half cost of component disks.

THE POPULAR PIANO MUSIC OF RAVEL & DEBUSSY (1-12)—Robert Casadesu, Pianist. Columbia ML 5213—Elegant, tasteful performance of some of the more popular selections from Casadesu's comprehensive Ravel and Debussy collections. Disk represents unusual combination of refined music and performances together with broad appeal. Recorded sound sometimes rather thin.

BACH: CONCERTO FOR TWO VIOLINS; TRIO SONATA; TARTINI; TRIO SONATA; VIVALDI; CONCERTO GROSSO NO. 8 (1-12)—David & Igor Oistrakh, Violins. Decca DL 9950—Father and son blend their talents to good effect in these 18th century works that demand, and receive, beautifully integrated performances. Both violins play with a zest that is most infectious. Recording is altogether satisfactory in these German sessions.

CURTAIN TIME—VIENNA (1-12)—Vienna Broadcasting Ork (Silberman)—Columbia CL 1037—Contents are drawn from operettas by such Viennese favorites as Lehar, O. Straus, Kalman, Johann Strauss and Zeller. There is a nice balance between very familiar and less often played selections. In spite of the Viennese origin of performances, however, disk could use some additional sparkle and lilt.

BACH: CONCERTO IN D MINOR, FOR TWO VIOLINS SONATA NO. 6 IN G MAJOR; SARASATE: NAVARRA; HINDEMITH: SONATA NO. 1 FOR VIOLIN & PIANO (1-12)—David and Igor Oistrakh; David Oistrakh and Vladimir Yampolsky—Monitor 2009—Father and son join forces for first-rate performances in Bach Double Concerto and Sarasate's virtuosic "Navarra." David Oistrakh contributes fine playing in infrequently recorded works for violin and keyboard by Bach and Hindemith. Excellent additions to the Oistrakh repertory on disks.

MISHEL PIASTRO CONDUCTS GREAT PIANO MELODIES IN HIGH FIDELITY (1-12)—Decca 8619—Piaastro, veteran of the Longines Symphonette radio show, conducts a concert ensemble in a program of pop type vignettes of famous classical works for piano. In this case the three-to-five-minute segments are orchestral without piano. Selected works include "Moonlight Sonata," "Melodie in F," "Military Polonaise" and others calculated to catch those who want a smattering of classics. Good sound on a good packaging idea.

(Continued on page 6)

Album Reviews

• *Continued from page 5*

OFFENBACHIANA (1-12)—Heinz Sandauer—Vox VX 25.540—This potpourri of charming Offenbach tunes manages to qualify as attractive background music while retaining good taste and musical sense. Frothy orchestral settings with occasional piano sequences abound in good humor. Toulouse-Lautrec-inspired jacket successfully captures the mood.

PRODIGIOUS PIANIST

Columbia artist, Rudolph Serkin, is one of those rare musicians who began a career almost before he could read. At the age of five he was a full-fledged prodigy. He played the piano well and could read music at sight. Now, at 54, Serkin is at the height of his powers. His latest effort for Columbia is the Bach "Capriccio in B Flat Major." The disk is listing among the new releases this month.



VIVALDI: THE FOUR SEASONS (1-12)—I Solisti di Zagreb (Janigro)—Bach Guild BG 564—This is a splendid disk in all respects, presenting Vivaldi's always popular score in a performance that does not sacrifice suaveness while retaining energy and drive. Jan Tomasow's solo violin contribution is in keeping with general conception and recording is excellent.

BEETHOVEN: SYMPHONY NO. 5; SCHUBERT: "UNFINISHED" SYMPHONY (1-12)—Vienna State Opera Orch. (Prohaska)—Vanguard SRV 106—Combination of more than routine performance and fine audio qualifies this as a fine bargain at \$1.98. Many offerings of these selections at this price hold forth no virtue but low cost, and recordings are often stale, so present release provides effective contrast.

THE ART OF EZIO PINZA (1-12)—RCA Camden CAL 401—This disk turns the clock back as far as 30 years ago, in recapturing the magnificent voice and style of the late singer. In repertory from his Metropolitan period, the great basso has left a remarkable heritage in which his voice survives remarkably well. Would be outstanding value at twice the price.

SAINT-SAENS: SYMPHONY NO. 3 (1-12)—E. Power Biggs, Organist; Philadelphia Orch. (Ormandy). Columbia ML 5212—Excellent performance of melodic work receives spacious, well-balanced recording. Popular symphony has been covered in other versions, but this release is one of the most generally satisfying.

OFFENBACH: GAITE PARISIENNE; STRAUSS/DORATI: GRADUATION BALL (1-12)—Minneapolis Symphony Orch. (Dorati). Mercury MG 50152—Brilliant recording of favorite ballet scores by a conductor who commands an appropriately energetic approach. The sound here is exceptionally live, with remarkable definition of various instruments and real "bite" to the reproduction.

GILBERT & SULLIVAN: THE GONDOLIERS (2-12)—Pro Arte Orch. & Glyndebourne Festival Chorus (Sargent). Angel 3570 B/L—Much-performed but seldom-recorded G&S operetta is given sprightly refurbishing by Sir Malcolm Sargent, using virtually same cast, orchestra and chorus as in Angel's "The Mikado." Savoyards may find Sargent's stylings more personalized and less definite than older London label D'Oyly Carte version, but fine voices and updated sound make it a good running mate.

JAZZ



THE SOUND OF SONNY: SONNY ROLLINS (1-12)—Riverside RLP 12-241—The public has yet to catch up with musicians in their appreciation of this superb tenor saxophonist, who combines the best of Coleman Hawkins, Lester Young and Charlie Parker. This set is as good as most he has turned out lately, and especially illuminating in that his vehicles include eight quality standards. One of them, "Toot Toot Tootsie," shows the man's unusual musical wit.

THE CHARLIE PARKER STORY (3-12)—Verve MGV 8100-3—The definitive library of Charlie Parker works, culled from many previously released packages, i.e., "Parker With Strings," "Bird and Diz," "Charlie Parker With Machito." Most of the selections have already made their mark among jazz buffs, tho this three-volume set does represent the zenith for Parker collectors. Album is also available as single LP's; MGV 8000, 8001, 8002.

GERRY MULLIGAN-PAUL DESMOND QUARTET (1-12)—Verve MGV 8246—The clarity of Paul Desmond's alto and the warm intensity of Gerry Mulligan on baritone were never so richly captured as they are on this, their first package together. Desmond and Mulligan counter each other admirably, especially so on the humorous "Wintersong." "Battle Hymn of the Republic" is another clever piece and just a taste of the delights. Set is one that has appeal for all jazz fans.

THE AMAZING BUD POWELL VOL. 3 (1-12)—Blue Note 1571—Powell, perhaps the most influential and unswervingly modern pianist, in a return to form. The pianist shows great facility, roots in the older as well as newer formats of jazz. He is emotionally penetrating on the blues selections—"Some Soul," "Keepin' the Groove"—an experience on "Bud on Bach," completely satisfying thruout. The extremely sensitive support of drummer A. Taylor and bassist P. Chambers on side one; addition of trombonist C. Fuller on side two adds appeal.

THE JAZZ MAKERS (1-12)—Columbia CL 1036—Released simultaneously with the Hentoff/Shapiro jazz tome of the same name, set features imposing array of jazz figures of last two or three decades. Tho some of the tracks are quite old, i.e., the Bessie Smith, Armstrong Hot Five, Hines, etc., refurbished sound makes for facile listening. Jazz buyer has bargain here: Variety of styles, number of musicians exposed.

EDDIE VINSON SINGS: CLEANHEAD'S BACK IN TOWN (1-12)—Bethlehem BCP-5005—Vinson, one of the great jazz-blues shouters of the '40's, follows colleagues Joe Turner and Jimmy Witherspoon into the package field in his return to the national scene. Remade here are his old hits, "Kidney Stew," "Caldonia," etc., plus a Kansas City-influenced shout on "It Ain't Necessarily So." Distinctive style, with trademark wheezes and screams, will win a legion of new fans in jazz, pop and r.&b. audiences. All-star backing is definitely Basie-oriented.

HI-FI SALUTE TO BUNNY (1-12)—Ruby Braff & His Men—RCA Victor LPM 1510—Tunes closely associated with Bunny Berigan interpreted by an assemblage of musicians conversant with, highly notable within, traditional-swing style. Trumpeter Braff's full sound and emotionally penetrating solos recall Berigan, tho they are individual in their own right; clarinetist Pee Wee Russell's stints are straight-forward, while being quite personal. Strong, tasteful rhythm section is factor in set's musical success. Will please traditional and swing buyers.

THE PLAYBOY JAZZ ALL STARS (1-12)—Playboy PB 1957—Winners of the Playboy magazine jazz poll are all represented in this spectacular anthology. It differs from previous poll-winner disks in that no special dishing date was held; tracks have been made available to Playboy by various diskeries in a co-operative venture quite unprecedented in the industry. For example, tracks emanate from Victor, Columbia, Verve, MacGregor, Contemporary, Storyville and Pacific Jazz labels. Poll winners include Kenton, Armstrong, J. J. Johnson, Desmond Getz, Mulligan, Goodman, Brubeck, Kessel, R. Brown, Manne, Hampton, Sinatra, Ella Fitzgerald. Bound-in booklet by Leonard Feather has bios, pix, data and discographies of winners. Some tracks are newly issued, most are well-selected reissues. Outstanding gift offering at \$9 tag.

PHINEAS NEWBORN JR. PLAYS MUSIC FROM "JAMAICA" (1-12)—RCA Victor LPM 1589—Pianist Newborn shows taste, well-polished technique within small band textures created by arranger A. K. Salim, who mixes his musical colors in a beguiling manner. Much of the color and warmth of Caribbean setting of show permeates music, jazz dressing adds flavor. Trombonist J. Cleveland and man of many reeds, S. Shibab, are to be noted in solo.

PIANO A-LA-MODE (1-12)—Randy Weston. (Jubilee JLP 1060)—Another impressive set by the ever-improving Weston. Somewhat reminiscent of T. Monk, the pianist essays an angular, economic approach to developing his ideas and manages to project colorful thought content that is all the more provocative for its lack of adornment. Equally impressive on ballads and "up" tunes, tasteful support of drummer Connie Kay and bassist "Peck" Morrison adds a dimension of artistry. Modern coterie will go for this item.

(Continued on page 8)

BLUES BY BASIE



Count Basie and the blues have long been considered inseparable. This is "big band" blues at its best. The late Jimmy Rodgers had his own variety of blues—the "railroad blues." His death was a big loss to this musical form. The blues



aren't always sad. The Joe Turner album "The Boss of the Blues" has a roistering gay quality. The Peggy Lee album has several blues items, some by our most sophisticated writers.



The lure that never wanes

• *Continued from page 1*

Much of the appeal—and yes, the charm—of the blues derives from the lyrics. Tragedy, heartbreak and pathos may be well expressed in but a few phrases:

*"Your shoes ain't buttoned,
And your clothes don't fit you
right . . .
You didn't come home 'til the
sun was shining bright!"*

This brief word-picture is one of several in "C. C. Rider," also known as "See See Rider"—a traditional blues which is still proving a vehicle for great recording artists. About six months ago, Chuck Willis, on Atlantic, had a big pop hit with the tune. The same label more recently issued a wonderful reading of the song in an album of New Orleans blues by vocalist Jimmy Witherspoon, with an accompaniment by Wilbur De-Paris.

The lyrics of blues are not always sad. Joe Turner, one of the great blues artists of our day—with an experience which reaches back to the Kansas City tradition—has had many hits with blues of a roistering, gay quality. Record buyers will recall some of the lines of "Shake, Rattle and Roll" released about 18 months ago, containing the unabashed verses:

*"I'm like a one-eyed cat
Lookin' in a sea food store . . .
But I can look at you and see you're
no child no more!"*

Altho traditionally so much of the blues stems from the cultural contribution of the American Negro, it is obvious today that the market for blues is not restricted by racial or geographic lines. This musical genre has entered the broad pop stream at the creative level, and it is being appreciated and purchased at the consumer level.

The eminent Leonard Bernstein, conductor, composer and Columbia Records artist, in his "What Is Jazz" on "Omnibus" series about one year ago over CBS-TV, spent considerable time analyzing the blues. He discussed such factors as

blues tonality, structure, etc. He noted the relationship between blues metre and the iambic pentameter line in poetry, and Bernstein expressed much affection for the blues.

This is revealing. It indicates that the blues has scored a truly wide acceptance—not only among the masses who are relatively untutored in technical music knowledge, but also among those whose grasp of the general music field is profound.

The old names—Bessie Smith, who sang in tent shows, and Maimie Smith, and Julia Lee in the early days of the Capitol label, and Jimmy and Ma Yancey—some of whose sides have been released by Atlantic and Riverside—and such blues artists who are close to the folk idiom, as Blind Lemon Jefferson and Big Bill Broozny—are all finding new

The Albums on Our Cover

Blues has many faces. But no matter how it appears—country-style with a guitar accompaniment, smoky room or gilded salon—its appeal is the same. The albums on our cover express this idea very well. They represent the work of there great, but widely divergent talents: Hank Williams, Dinah Shore and LaVern Baker.

buyers who have sensed the import of the blues message.

It is notable that in today's song and record market, the primitive type of blues—as exemplified by Muddy Waters on the Chess label—is also holding its own, and selling well in regional areas.

Recently, Paul Cunningham, president of the American Society of Composers, Authors and Publishers, chaired a dinner for W. C. Handy, commemorating his years in the music business and honoring him as the Father of the Blues. The affair was held in the Waldorf, and drew an eminent gathering. The timing was auspicious, for it is, indeed, a Great Day for the Blues.

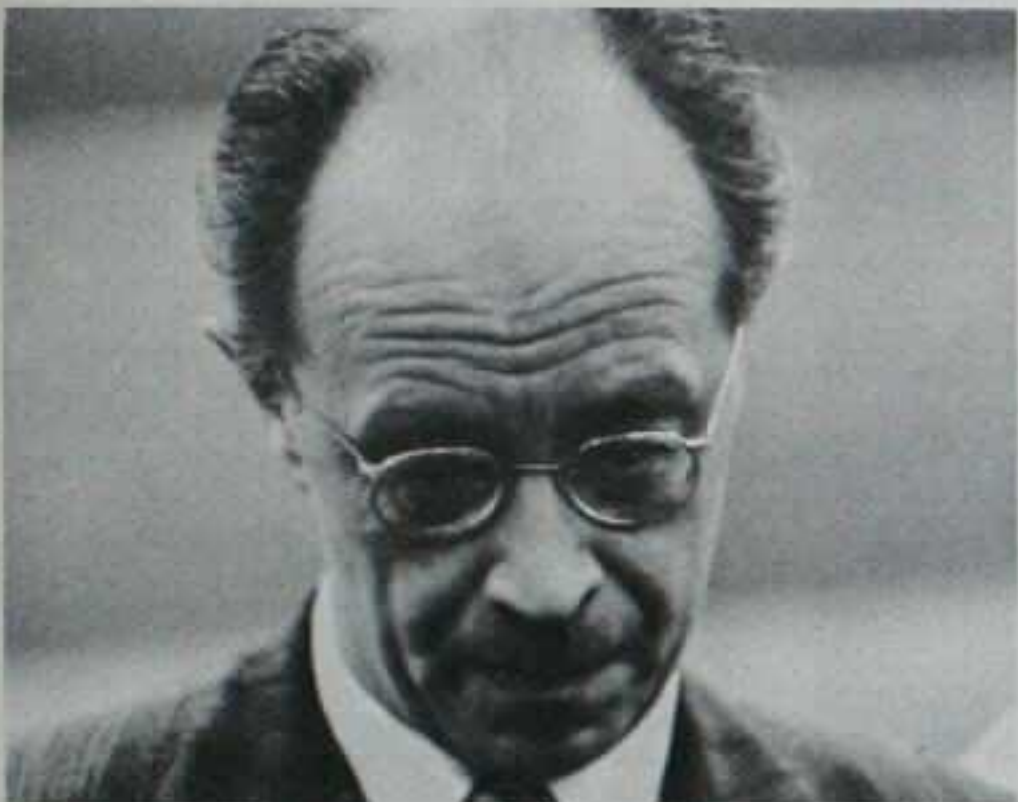
1948 **LP** ...THE FIRST **LP** RECORD



1949 33 1/2 becomes the speed, as all the other record companies follow Columbia's lead. Early successes are Edward R. Murrow's *I Can Hear It Now* (1933-45) (ML 4095) and the fabulous *South Pacific* (OL 4180).

1950 The first Casals festival is recorded on location and issued as an elaborate \$75 package. Goodman fans cheer as Benny's 1938 Carnegie Hall concert reappears on 4 records (OSL 160).

1951 Everybody loves Rosemary Clooney for singing "Come On-a My House." Louis Armstrong tells his life story on four records (CL 851-4). Critics flip over *Porgy and Bess* (OSL 162).



1952 Rudolf Serkin plays the "Moonlight" Sonata (ML 4432). The Philadelphia records a superb *Symphonic Fantastique* (ML 4467). Columbia switches on the revolutionary 360 phonograph: the whole world plays.

1953 Andre Kostelanetz serves up the first of his best-selling operas-for-orchestra, *La Boheme* (CL 797). \$100 buys the impressive "Literary Series" (DSL 190)—readings by Maugham, Huxley, Steinbeck and others.

1954 The year of *Dave Brubeck at Storyville* (CL 590), *The Confederacy* (DL 220), Michel Legrand's *I Love Paris* (CL 555), Bruno Walter's Brahms package (SL 200) and the Shostakovich 10th by Mitropoulos (ML 4959).



1955 A rehearsal on records of Mozart's "Linz" Symphony (DSL 224) intrigues Bruno Walter fans. Columbia mikes are present as Noel Coward debuts at Las Vegas (ML 5063). The fabulous *I Like Jazz* sells for 98c.

1956 *My Fair Lady* (OL 5090) sells almost a million albums its first year. Glenn Gould does the impossible and makes Bach a best-seller with his lively performance of the "Goldberg" Variations (ML 5060).

1957 Leonard Bernstein records a unique *Messiah* with the New York Philharmonic. Among the year's best: Joseph Szigeti's program of modern sonatas (ML 5178) and Erroll Garner's *The Most Happy Piano* (CL 939).

1958



10TH ANNIVERSARY OF
LONG PLAYING RECORDS
COLUMBIA RECORDS

... LISTEN FOR ALL THE WONDERFUL THINGS TO COME

COLUMBIA RECORDS

A DIVISION OF CBS © "Columbia" & ℗ Marces Pre

Album Reviews

• Continued from page 6

I MISS YOU (1-12)—Chris Connor—Atlantic 8014—Set follows the pattern of Miss Connor's last effort, the Gershwin album, which was highly rewarding in both pop and jazz fields. The thrush is in best form on the new selections and on those which were formerly released as singles.



SPOKEN WORD

POETRY OF TENNYSON (1-12)—Read by Dame Sybil Thorndike & Sir Lewis Casson—Caedmon TV 1080—A distinguished contribution to this label's impressive catalog of spoken word albums. Material includes some of the noblest poetry of the great Victorian—the scope ranging from tender lyrics to this fine delineation of the British martial spirit, "The Revenge," "The Lady of Shalott," "Ulysses," "In Memoriam," "Morte de'Arthur," "Crossing the Bar" are included. The interpretations can only be called superb. To use the language of another age, a Gasse! Cover is beautiful.

SHAKESPEARE: THE MERCHANT OF VENICE (2-12)—Michael Redgrave as Shylock & Various Artists—Caedmon TC 2013—Fine British cast in a sensitively directed (by R. D. Smith) production of famed Elizabethan comedy. Redgrave gives the Shylock role an eloquent and moving dimension, altho he occasionally sounds like Alec Guinness' film interpretation of Dickens' Fagin. Supporting cast is polished, with Nicolette Bernard as Portia, a standout. Real suspense is generated in famous Act IV. Should get high acceptance from Shakespeare fanciers, English and drama students, colleges.

A LINCOLN ALBUM (2-12)—Readings by Carl Sandburg—Caedmon TC 2015—Loving, tender, majestic portrait-in-words of the Civil War President by noted poet Carl Sandburg, who blends his own vigorous imagery with selections from Lincoln's speeches, letters and homespun wit. Two-disk album set, attractively boxed. Sandburg's gentle, craggy, sincere voice is well suited to the task. Current interest in Civil War in TV, movies, books finds suitable counterpart here. A "must" for Lincoln scholars.



CHILDREN'S

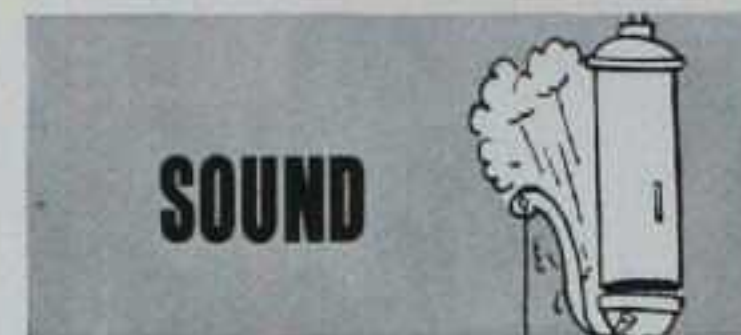
DUMBO (1-12)—Disneyland ST 3904—The delightful adventures of that perennial Walt Disney favorite, Dumbo, in a storyteller album that is exceptionally well packaged. Narrated by "Timothy Mouse," its appeal should be widespread, with the combination of story and song the telling factor.

TELL IT AGAIN (1-12)—Julie Andrews & Martyn Green—Angel 65041—Here is a thoroughly delightful package with strong appeal for both children and adults. Julie "My Fair Lady" Andrews and Martyn Green play songs, riddles and nonsense rhymes (complete text included in package) backed by the off-beat music of Moondog (he also wrote the tunes) and flutist Julius Baker.

FAVORITE STORIES FOR CHILDREN VOL. 2 (1-12)—Paul Wing & Ray Middleton—RCA Camden CAL 394—Another in the series of Camden merchandise for kiddies, this contains "More Adventures of Tubby the Tuba," the story of "Peter Churchmouse," "One-String Fiddle," and "The 500 Hats of Bartholomew Cubbins"—reissued from Victor material. Narrators are Paul Wing and Ray Middleton. Each story has plenty of music and sound effects and each runs to nearly 15 minutes. A terrific item at \$1.98.

ALICE'S ADVENTURES IN WONDERLAND (4-12)—Read and Sung by Cyril Ritchard; Played by the New York Woodwind Quintet—Riverside SDP 22—This de luxe (\$25) package is a prize gift item. Handsomely packaged, it spotlights a tasteful, lucid reading by famed legit actor Ritchard, enchanting background music by Alec Wilder and a facsimile volume of the 1865 first edition of the Lewis Carroll classic. Children will be delighted and many adults will buy it as a nostalgic collector's item.

ADVENTURES OF THE LONE RANGER (1-12)—Decca DL 8578—Rousing reissued fare for those for whom the opening bars of "William Tell" spells "Ranger" rather than "Rossini." Top-notch, de luxe radio-type production with full resources of sound effects, music and cast regulars. Two-gun action cover of Western hero is sure-fire attention-getter. Likely to ride again and again around turntables operated by small fry.



SOUND

TROPICAL CRUISE (1-12)—Pedro Garcia Ork. Audio Fidelity AFLP 1841—The striking cover says it all—a stuffy Ivy League type in a deckchair viewing with mixed alarm and interest the lush, sun-bronzed curves of a Bikini-clad blonde. Musically, the platter offers slick south-of-the-border instrumentals and occasional vocals tailored for the well-heeled male tourist. Sound, as usual from this label, is everything the woofer-and-tweeter crowd could want, particularly in brilliantly detailing the rhythm section of Garcia's fine Latin group.

DUKES OF DIXIELAND VOL. 5 (1-12)—Audio Fidelity AFLP 1861—Bright, brassy Dixieland. Collectors of "Dukes" albums will find the group has lost none of its magic in this latest volume—their fifth. From the opening drum tattoo of "Dixie" to the final cymbal shimmer of "Ragtime Band," the Dukes apply their special talent to full frequency renderings of such oldies as "Dinah," "Bill Bailey," "Swanee River." It's a wide-range gasser.

BREAKING THE SOUND BARRIER (1-12)—American Precussion Society (Price)—Urania UX 106—A tasty item with special appeal to hi-fi appetites. It contains no less than 48 separate percussion instruments, including such far-out noise-makers as pistols, brake drums, iron pipes, low siren and water-buffalo bells. Not to be considered strictly as a display piece, however, since the disk programs such serious, albeit avant-garde, compositions as "Ionization" of Varese and "Canticle No. 3" of Lou Harrison.

MAMMOTH FAIR ORGAN (1-12)—London LL 1644—Brass ring has been neatly grabbed by London on this sonic Merry-Go-Round, featuring the 50-year-old fair organ of Belgium's venerable Carrousel Beccuart. Mammoth monster has the ingratiating, imbecilic prankishness of a slightly looped elephant as it clanks, honks and drums its way in splendid frr sound thru A. Schollaert's arrangements of marches, waltzes and warhorse overtures. A real hi-fi joy; a vigorous workout for even the best audio components.

VERLYE MILLS HARP WITH A BILLY MAY BEAT (1-12)—Hi Fi Record R 606—An outstanding audio job, with a built-in musical double-take. Glittering, effortless harp of Verlye Mills is showcased by—of all things—the big, reedy drive, piledriver brass, leopard-like rhythm section of what sounds just like Billy May's ork. It should; May did the arrangements. Recording is absolutely first-rate, wide and clean. Disk is an ideal demonstration piece for hi-fi and should register with big-band jazz fanciers.

THE END ON BONGOS (1-12)—Jack (Bongo) Burger—Hi Fi Record R 804—"Hi-Fi," in the real sense of the word, best defines the basic appeal of this set. Variety of percussion sounds, which dominate and ring true, should be strongly appealing to hi-fi addicts. All of material treated is in Latin vein and is compelling for its authenticity, often for its danceability.



SACRED

HYMNS THAT LIVE (1-12)—George Wright at the Pipe Organ—Hi Fi Record R 714—Wright's musical theatrics are set aside here for an appealing and sensitive interpretation of 14 Protestant hymns. Wright dwells lovingly on such songs as "Sweet Hour of Prayer," whips up a firm, rousing march tempo in "Onward Christian Soldiers." Fine audio work gives Wurlitzer and carillon a spacious, somewhat distant perspective.

DEEP RIVER AND OTHER CLASSIC NEGRO SPIRITUALS, SUNG BY ROBERT MCFERRIN (1-12)—Riverside RLP 12-812—Outstanding package. McFerrin, who joined the Metropolitan Opera in 1955, sings 14 spirituals, including "His Name Is So Sweet," "Deep River," "Swing Low Sweet Chariot." The beautiful baritone voice is skillfully accompanied by pianist Norman Johnson.

SPEAK FOUR TRIO (1-12)—Presented by Paul Baker—Word W 4013 LP—Highly effective and dramatic presentations of passages from the Bible. The trio of girls interprets the Scripture with freshness and clarity, and builds moments of intensity and sweetness with excellent spoken tones and tempos. In its category it ranks among the most interesting. Readings include "The Creation," "The Lord Spoke to Jonah" and "Joshua."

THE WORLD IN REVIEW, VOL. 2 (1-12)—Word WLPD 2—A sampler of 16 selections from the growing Word catalog of sacred material. Artists represented include Calvary Baptist Radio Choir, Bill Pearce, Baylor University Chapel Choir, the Sere-naders Quartet, etc. Buyers of this category of material will find this second sampler volume a good buy at \$2.98. A worthwhile set.



FOLK

BOB GIBSON: CARNEGIE CONCERT (1-12)—Riverside RLP 12-816—This is an album that should rate high with lovers of folk music. Gibson has a commentary and introduction on his selections that describe the origins or circumstances that inspired the melodies. He encourages audience participation, and the appreciation of those attending the concert is evident. Includes "Day-O," "Good News" and "Go Down to Bimini."

MAD FOR MATHIS

Columbia artist, Johnny Mathis, is not just a top-selling singles artist. His album, "Wonderful, Wonderful" has found many friends among the fans who approved of his best selling "Chances Are." Now there's a new one they can add to their album collections. The title is "Warm." The contents include standard tunes in the romantic vein. Orchestral backing by Percy Faith is terrific.



THE WEAVERS ON TOUR (1-12)—Vanguard VRS 9013—The selections are divided into four sections: "Songs That Never Fade Away," "Tall Tales," "History and Geography" and "Of Peace and Good Will." The LP is patterned after the program presented by the group on its recent national tour. Each section has a standout number. Excellent fare for the folk buyer.



RHYTHM & BLUES

BOGGETT BEAT FOR DANCING FEET (1-12)—Bill Doggett, organ & ork.—King 557—This is Doggett's seventh package for the label. It has the striding rhythm and beat for which he's noted, and will not disappoint his fans. Tunes are a combination of standards and material derived from the jazz-rock and roll fields. Included are "And the Angels Sing," "Honey," "Hammer Head" and "Chloe."

HERALD THE BEAT (1-12)—Herald HLP 0110—Most of the selections were formerly released as singles. Several were hits. The roster of artists includes Faye Adams singing "Shake a Hand"; the Mello-Kings singing "Tonight, Tonight"; Tommy Ridgely singing "When I Meet My Girl," and the Turbons singing "When You Dance."



COUNTRY & WESTERN

BOBBY HELMS SINGS TO MY SPECIAL ANGEL (1-12)—Decca DL 8638—Helms is one of the brightest personalities to enter the c.&w. field this year. Having firmly established himself by way of hit singles, his first long-play is bound to please many pop buyers as well. Vocal assists are by the Anita Kerr Singers. Numbers include his pop and c.&w. hit, "My Special Angel," "My Shoes Keep Walking Back to You" and "Just a Little Lonesome."

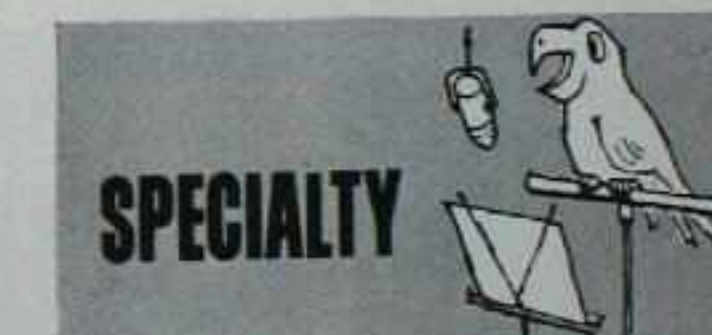


BAND

SCOTTISH SPLENDOR (1-12)—Pipes and Drums and Regimental Band of the Black Watch (Royal Highland Regiment)—RCA Victor LPM 1526—It's those leather-lunged Highlanders again, whose idea of auld lang syne is hardly Guy Lombardo's. Rousing, fiery piping and drumming is a Haggis-on-the-Hi-Fi encore to group's previous "Highland Pageantry," alternating with spirited band medleys of regimental favorites. First side finale of "Scotland the Brave," in which full band and pipers are joined, is audio standout that will probably leave most amplifiers wondering what hit them.

MUSIC BY SOUSA (1-12)—The Allentown Band (Meyers). WFB 1401-L—The third LP by this distinguished band. Selections are all by Sousa, but most will be intriguingly unfamiliar, including an 11-minute medley of highlights from the comic opera, "El Capitan." Should appeal to fanciers of the March King's music. The recording is well balanced.

MARCHING ALONG TOGETHER (1-12)—The Goldman Band (E. F. & R. F. Goldman). Decca DL 8471—A good "basic library" band disk vigorously conducted by the late Edwin Franko Goldman and his son, Richard Franko Goldman. Full of rousing military standards like "Anchors Aweigh," "Sabres and Spurs," "Marine's Hymn," "Army Air Corps" and even the National Anthem. Radio stations, theaters, stadiums, etc., will get plenty of mileage in sound system use. Recording quality of reissues is good but not exceptional.



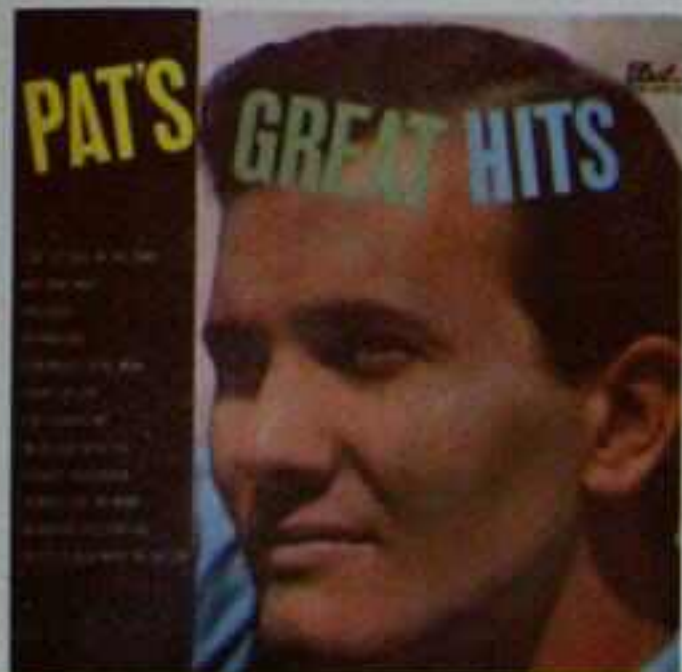
SPECIALTY

THE BASSO PROFUNDO, THE SILVER-THROATED TENOR, THE BARBERSHOP QUARTET (1-12)—The Summit Four, conducted by James Peterson—Epic LN 3396—This is a standout package in its field. There's a lot of the rich traditional fare here for quartet singing as well as solos for tenor Gordon Goodman and bass John Neher. These are definitely not amateur contest winners. There is a slick polish about the whole set, which also includes instrumental accompaniment, a rarity in this field. Sound and performances are tops thruout and it can be recommended highly to fans of the art.

A WINTER'S TALE (1-12)—Paul Winter—Offbeat 4010—This is really mad-ball material. The clever monologs and vocals are excellently backed with themes ranging in mood from calypso and folk to sentimental schmaltz. Winter satirizes just about everything possible in one LP. Prime appeal will probably be to the hip set. Selections include "Tired Blood," "Sing a Song of Schopenhauer" and "Actor's Studio (Tempo di Tennessee)."

ROCKING THE CLASSICS SUITE (1-12)—J. Gaines—Golden Crest CR 3935—Very amusing package could have wide appeal. Motifs from several favorite classical selections are presented in rocker tempo. As an added gimmick, some of the selections sound as tho the disk is off-center. Some of the strains are just barely recognizable. Imagine the meticulous Offenbach writing five and one-half beats to the measure. Well, that's how it comes out here. Mutations include "Liebestraum," "Romance" and "Traumerei."

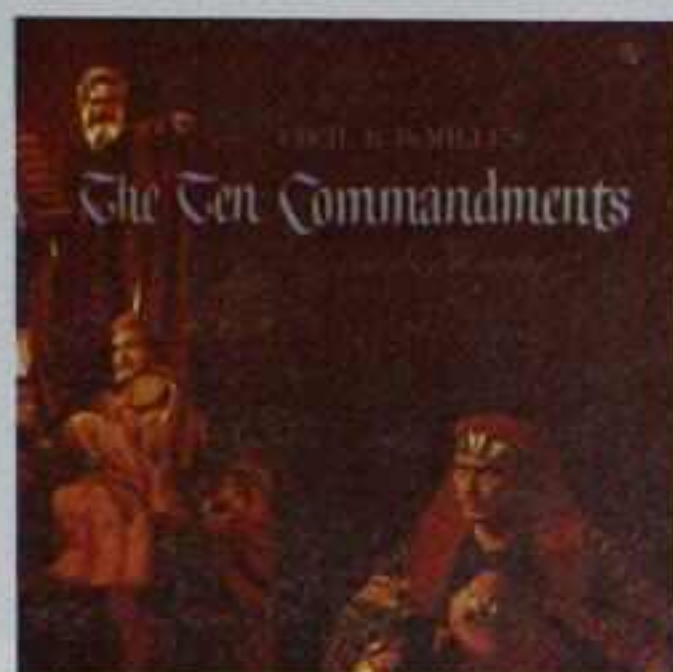
The *Dot* Parade of Best Selling Albums



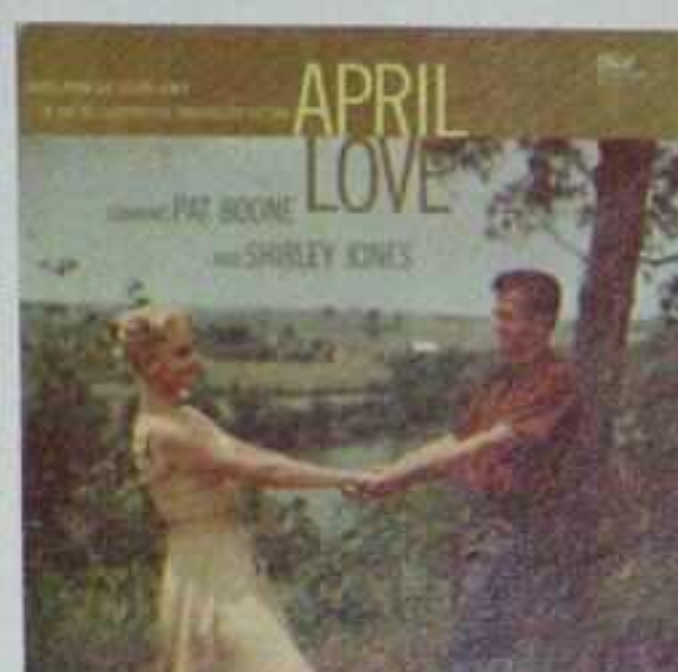
DLP-3071
Why Baby Why, Friendly Persuasion, Don't Forbid Me, Love Letters in the Sand, and others.



DLP-3017
I Cried for You, If I Had You, More Than You Know, Sentimental Me, and others.



DLP-3054-D
Music from the sound track of the magnificent Cecil B. DeMille film classic.



DLP-9000
Songs and music from the original sound track—April Love, Give Me a Gentle Girl, and others.



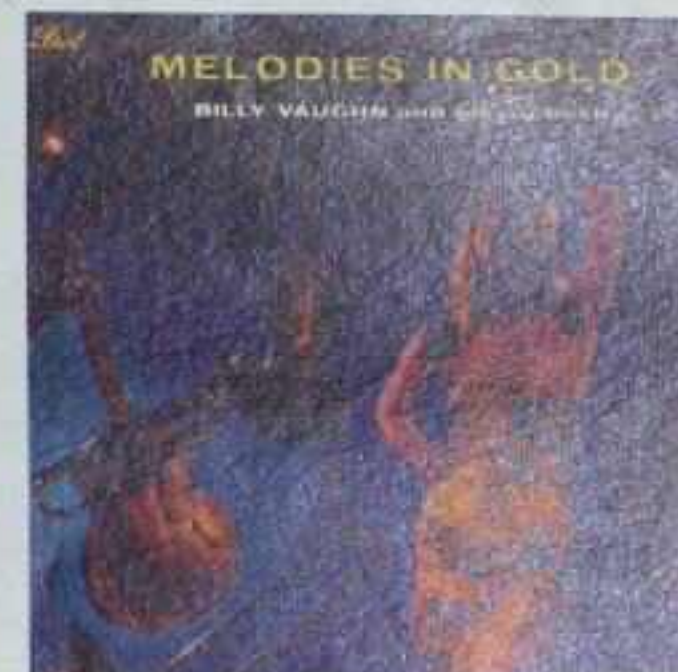
DLP-3075
Remarkable patter plus modern jazz plus hi-fi effects—a unique hit album!



DLP-3016
Blue Tango, Oh, My Papa, Lisbon Antigua, Poor People of Paris, and others.



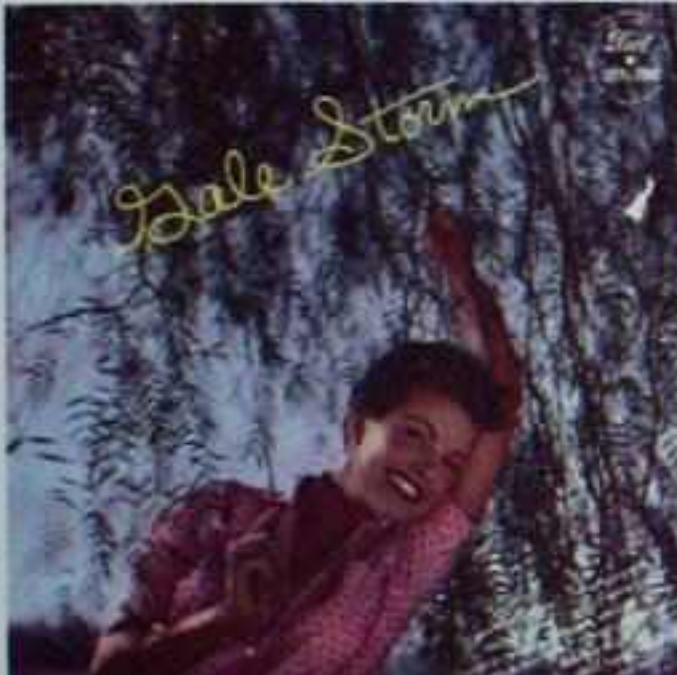
DLP-3077
All Alone, Be Careful It's My Heart, What'll I Do, The Girl That I Marry, and others.



DLP-3064
Indian Love Call, Sweet and Lovely, My Melancholy Baby, I'll Get By, and others.



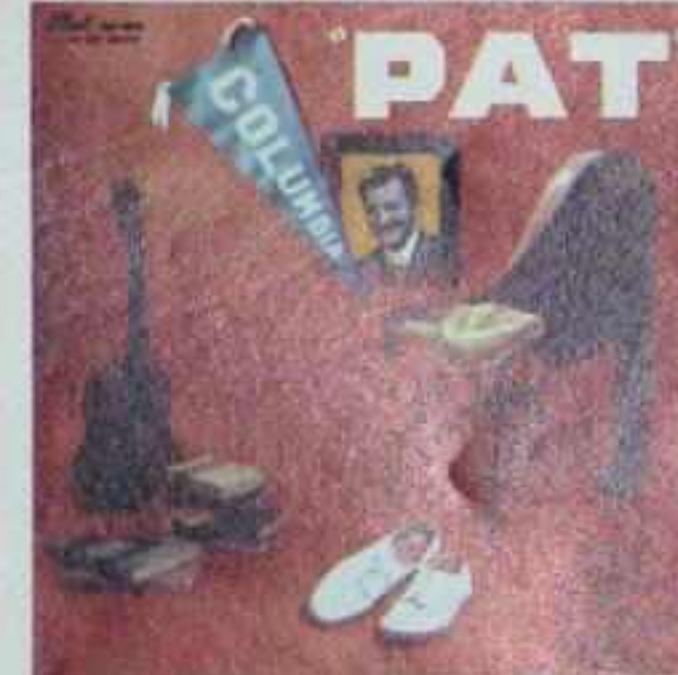
DLP-3068
The Old Rugged Cross, Sweet Hour of Prayer, In the Garden, Now the Day Is Over, and others.



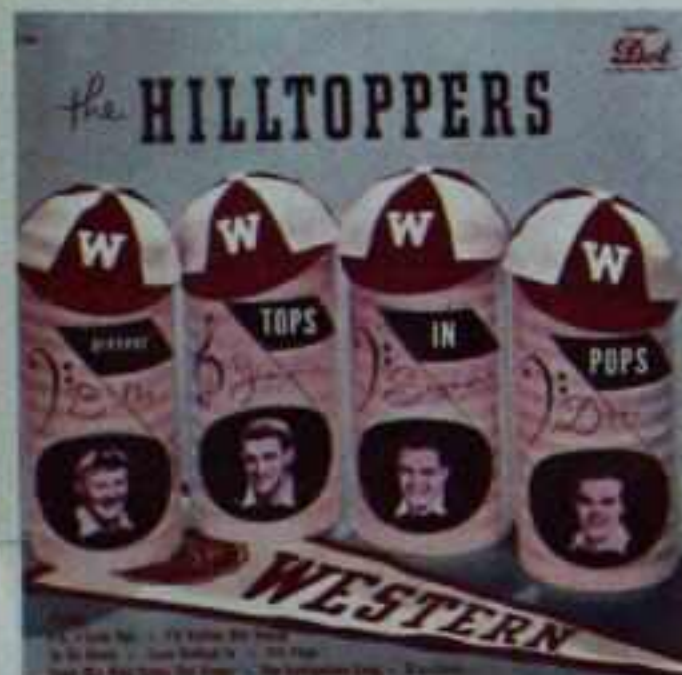
DLP-3011
I Hear You Knockin', That's My Desire, Sweet Georgia Brown, The Three Bells, and others.



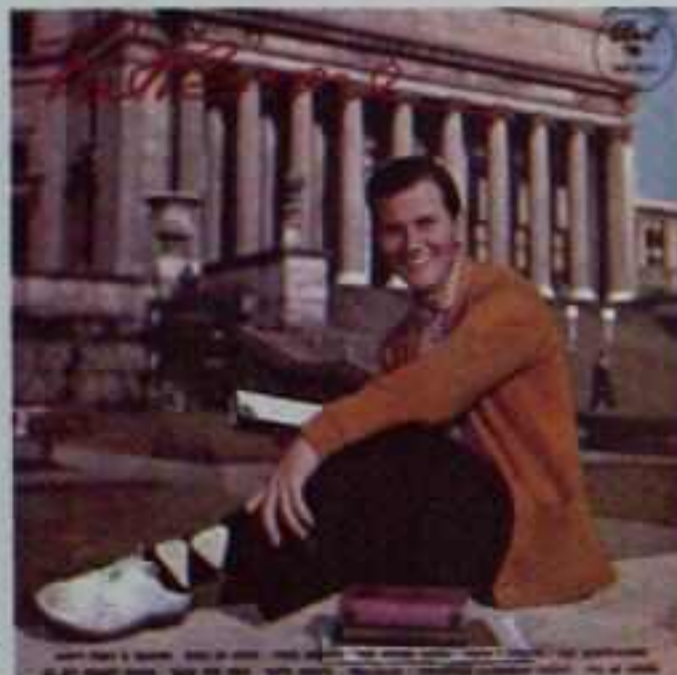
DLP-110
St. Louis Blues, Chinatown, My Chinatown, Tea for Two, Sweet Sue, and others.



DLP-3050
Pledging My Love, Tomorrow Night, I'm in Love Again, Rock Around the Clock, and others.



DLP-3003
P. S. I Love You, Love Walked In, The Kentuckian Song, Till Then, and others.



DLP-3012
Ain't That a Shame, No Other Arms, At My Front Door, I'll Be Home, and others.



DLP-3030
All I Do Is Dream of You, Beg Your Pardon, Ev'ry Little Thing, Sunday, and others.



DLP-3001
Melody of Love, Missouri Waltz, Tennessee Waltz, Silver Moon, and others.

Hits on
Extended
Play...



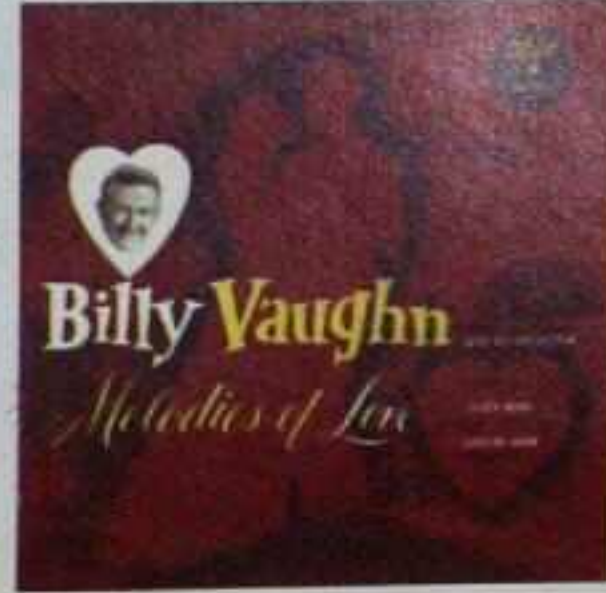
DEP-1057
Technique, Cathedral in the Pines, Louella, Without My Love.



DEP-1049
Ain't That a Shame, At My Front Door, Two Hearts, Tennessee Saturday Night.



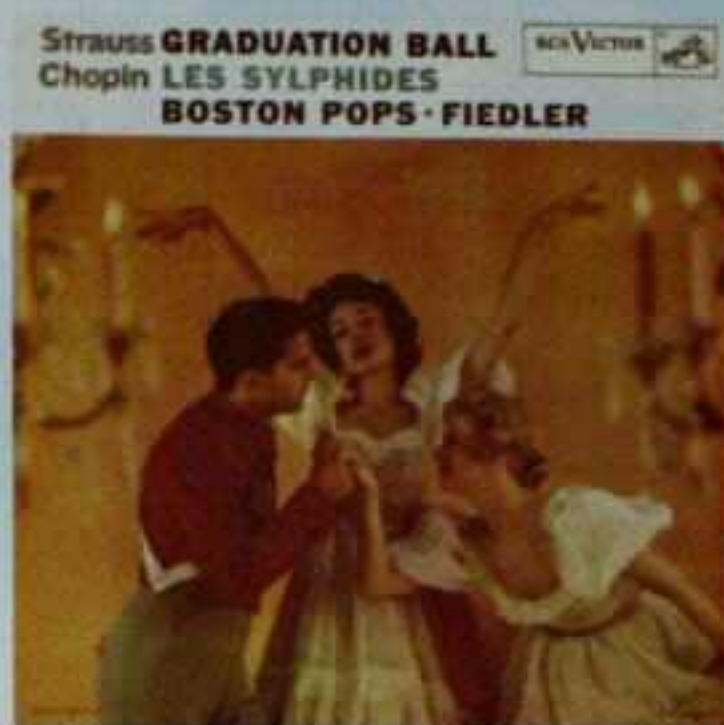
DEP-1056
Just a Closer Walk With Thee, Peace in the Valley, He'll Understand, Steal Away.



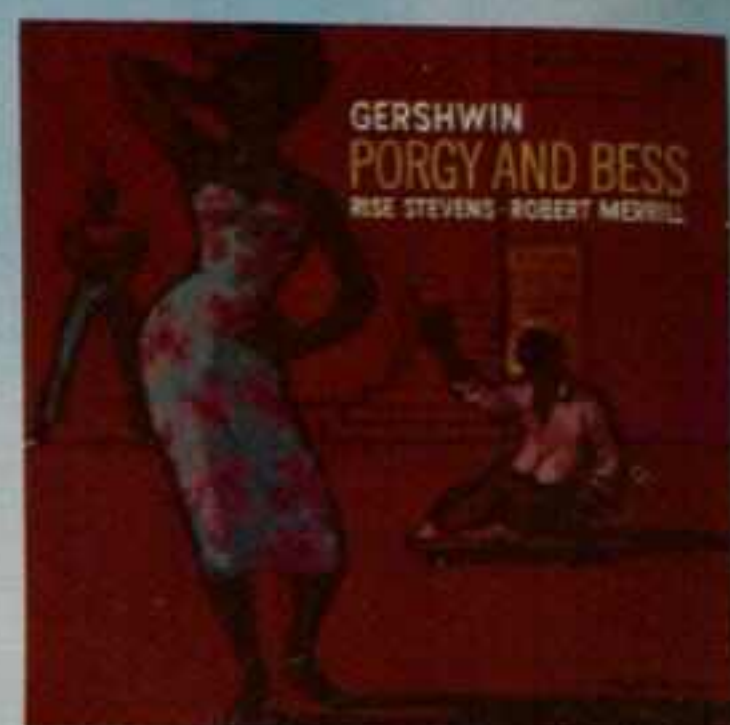
DEP-1022
Silver Moon, Beautiful Lady in Blue, Carolina Moon, Your Love.



LPM 1333



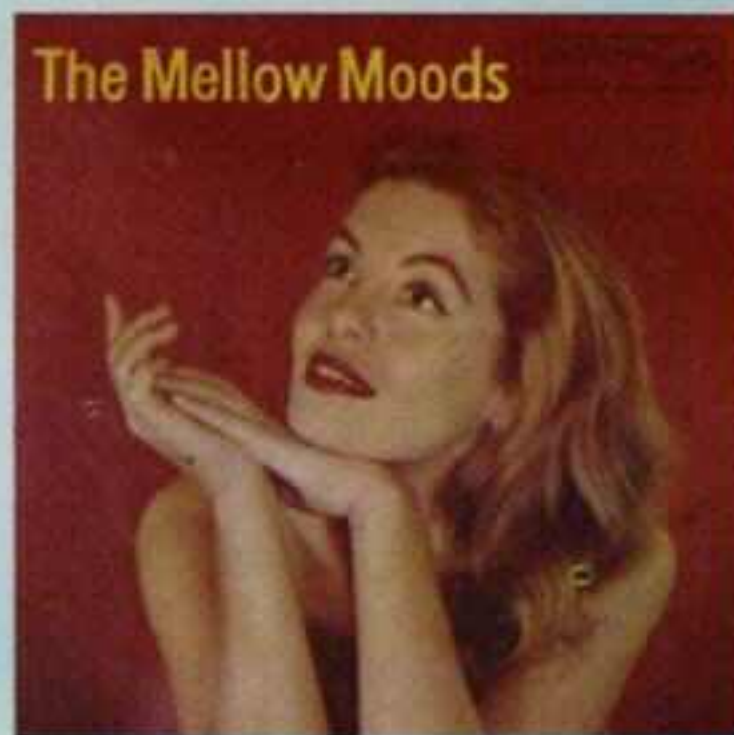
LM 1919



LM 1124



LM 1217



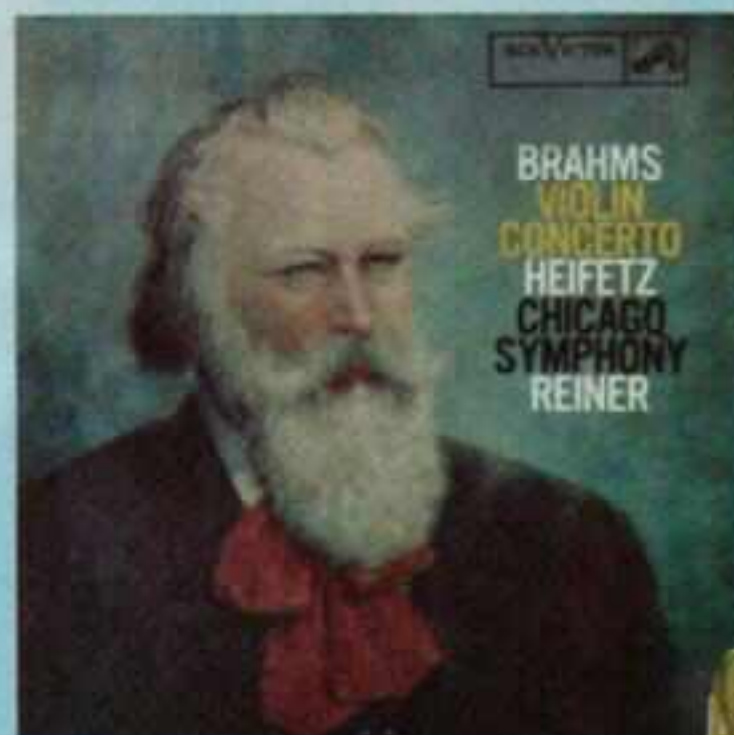
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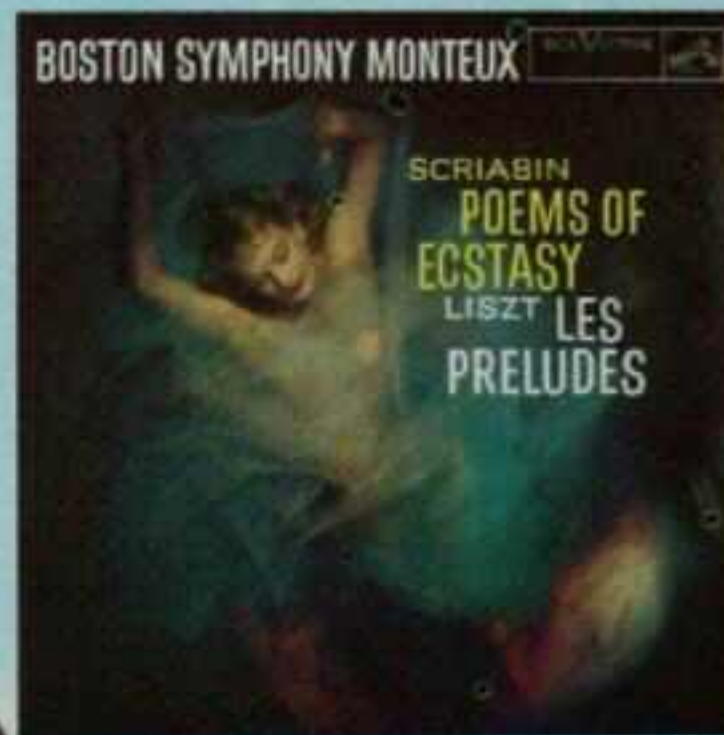
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LM 1994



LM 1903



LM 1775



LPM 1160



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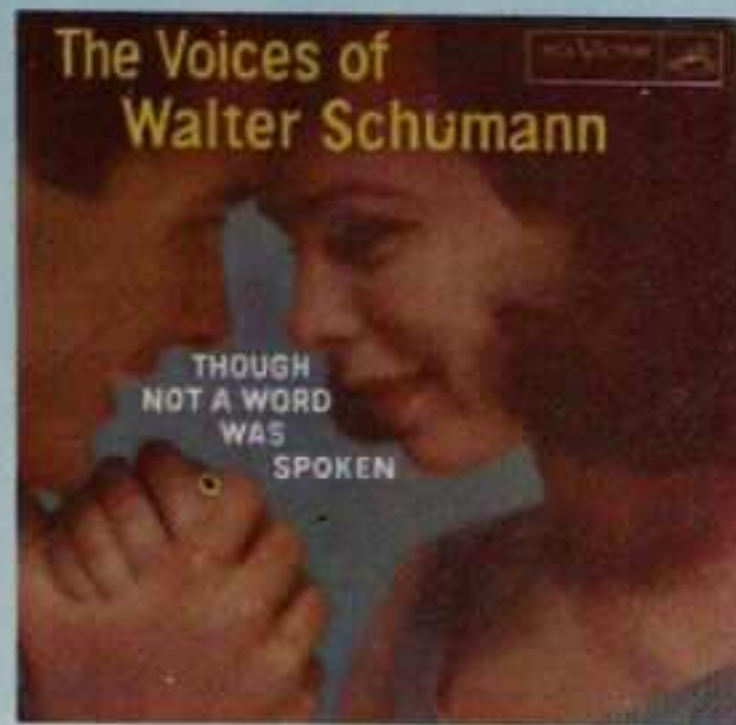
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LM 1768



LM 1984



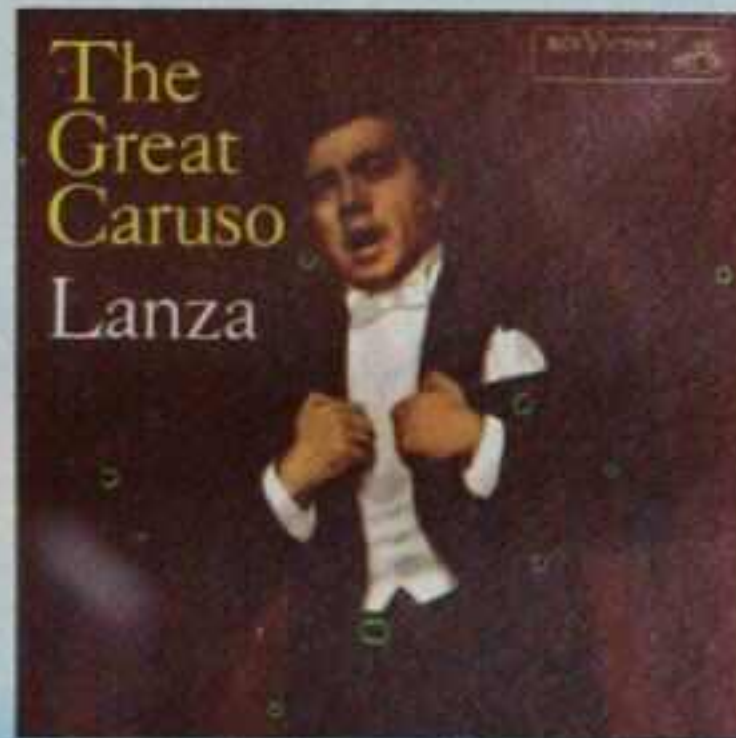
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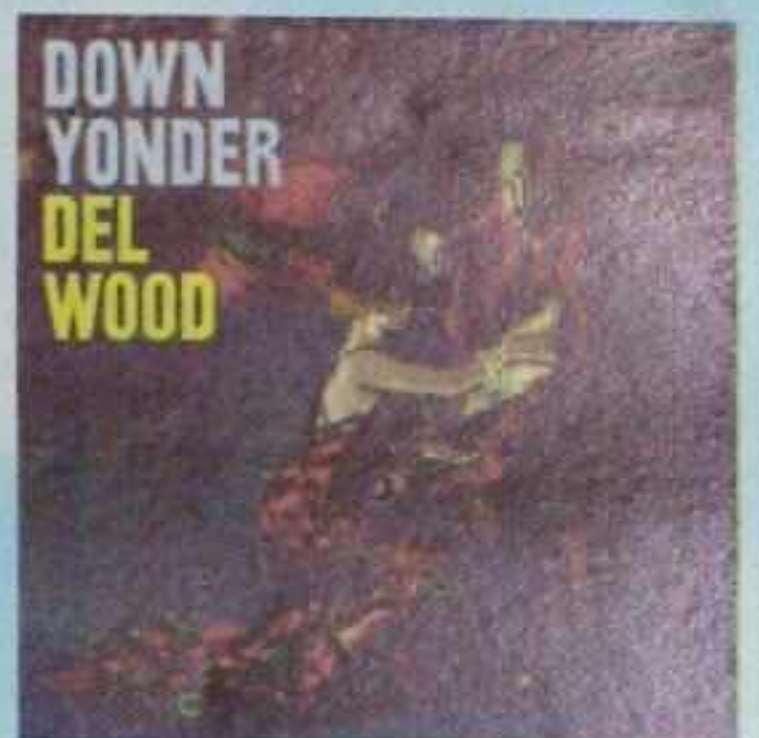
LPM 1251



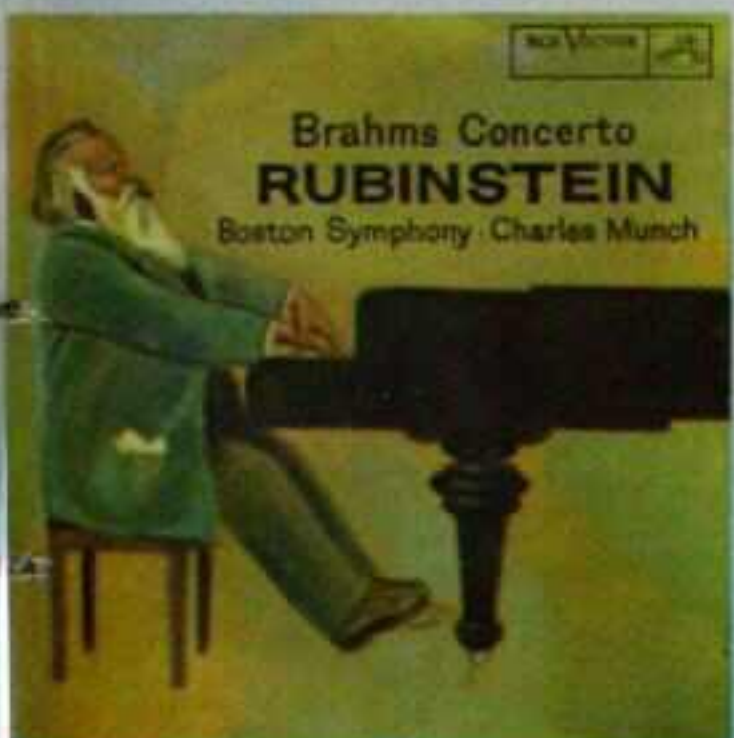
LM 1046



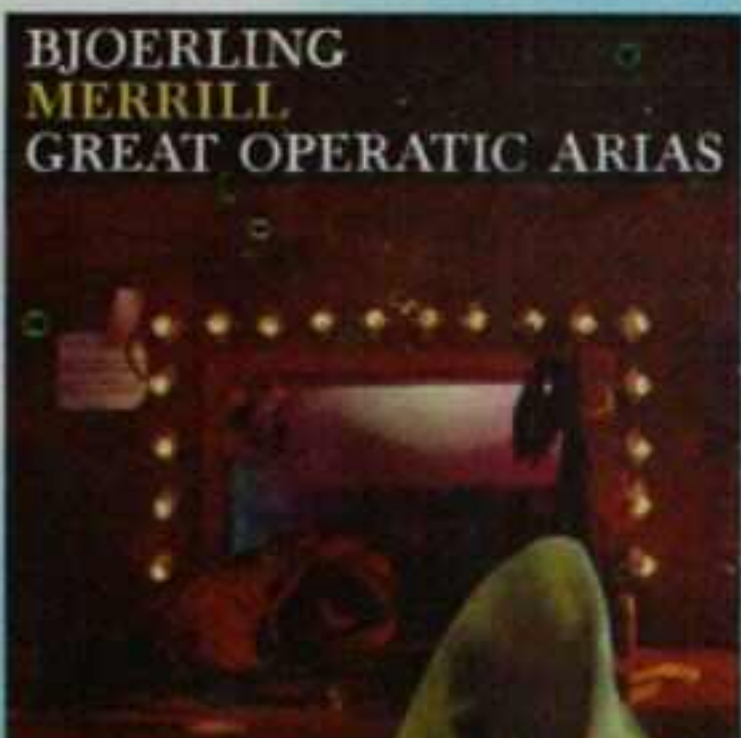
LM 1127



LPM 1129



LM 1728



LM 1841



LPM 1221



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Here's a home entertainment unit that has everything—included stereophonic sound. This V-M Corporation Stereo Fidelis has tape recorder, stereo tape playback, AM-FM radio, and phonograph console.

A popular stereo tape reproducer is this portable by Webcor. Each speaker system has three speakers. An "aural balance" remote unit allows setting volume level of two separate sound channels.

Stereophony Simplified

The record industry has taken giant strides in 10 years.

But more's to come. Biggest development is "stereophony"—realistic sound reproduction with a special lustre.

AUDITION finds new readers and new friends among record collectors every month because of the complete listing of new album releases. This listing is all that anyone needs to find out what's new. Not only does the list embrace all types of long-playing and extended-play albums, it includes recorded tapes as well.

There are undoubtedly some among our readers who have never heard a recorded tape. There may be many who wonder why recordings are put on tape. And if they have looked at the new tape listings at all, they will have seen the legend "all tapes are stereophonic, etc.," and be puzzled still more. Let's talk stereophonic tapes. As we do, we'll see how changes are taking place in the enjoyment of recorded music in the home. In fact, it's more than a change; it's a revolution.

Solidity and Depth

When Grandpa was a boy, the family spent evenings at home viewing pictures thru a stereoscope. Remember those? The eyeglasses of the viewer allowed the observer to combine the images of two pictures taken from points of view a little way apart. This gave the scene viewed an effect of solidity and depth. An ordinary picture, by comparison, seemed flat and uninteresting.

A stereophonic effect does the same thing for recorded sound as the stereoscope does for the picture. It gives depth to music and a heightened sense of realism. It gives what recording engineers call "presence" to the sound, and makes the orchestra seem to be in the same room with the listener. The opposite to this stereophonic effect is what most of us are accustomed to—the sound of music coming from a specific source, the loudspeaker of our phonograph or radio. In the case of a record collector with hundreds of dollars' worth of fine high fidelity equipment, this sound is pretty good. But, despite the quality of the equipment, it lacks a special lustre that only stereophony can impart.

Separate Channels

How is stereophonic sound achieved? It's quite simple. In the recording studios the sound of the orchestra is picked up by two microphones placed some distance apart. These separate

microphones channel the sound to separate tape recording machines. In playing back, the separation of the two sound tracks is maintained. Each track is played back thru a separate amplifier and separate speaker. The result is a type of sonic realism impossible to achieve any other way.

In the case of recording a large symphony orchestra, the left hand microphone picks up the string section on the left while the right hand microphone picks up the brass section on the right. In playing back, therefore, the listener hears these separate choirs of the orchestra in their proper spatial relationship. The strings are heard coming from the left and the brass is heard coming from the right.

Stereophonic sound then is "two channel" sound. It is listening to two distinct channels of sound simultaneously.

Tape Does It

How can this be done in the home? Recorded tape is the answer. On that narrow plastic ribbon of magnetic tape two separate recordings are made; one at the top and the other at the bottom of the tape. These are played simultaneously on a tape reproducer with a stereo playback head. That is to say, it is a playback head that takes the magnetic impulses from the separate sound tracks and feeds them into separate amplifiers, powering separate loudspeakers.

A tiny branch of the recording industry only two years ago, makers of stereophonic tapes and playback equipment, has grown steadily. Today, most of the big record companies have tape divisions. They produce stereophonic tapes on a regular monthly basis just as they do long playing records. And the tape recorder companies, whose biggest customers were hobbyists who liked to record baby's first words and other sounds dear to their hearts, turned their attention to the music listener and began producing relatively inexpensive equipment to play stereophonic tapes. A genuine stereo boom has begun. The most recent glad tidings for stereo sound enthusiasts was the news last fall that such prominent record companies as Capitol, Columbia, ABC-Paramount and Mercury were joining the ranks of stereo tape producers.

On Disks Too

What about stereophonic sound on disks? Is it possible? How? Disk collectors who follow such developments are aware that stereophonic disks were played at high fidelity shows as long ago as three years. The two separate channels were pressed separately on a single disk and playback was achieved by means of two cartridges riding tandem on a single tone arm. Each cartridge transmitted sound back thru separate amplifiers and speakers. This system never was regarded as more than a sonic curiosity, however. The ideal system, the industry agreed, was to record both channels in a single groove. This monogroove, stereophonic disk took a big step forward only last fall when two systems were introduced to the industry. Demonstrations were held in New York City and observers concurred in pronouncing them "excellent."

How It's Done

How can two sound channels be recorded in one groove? Visualize a standard phonograph needle which picks up sound from the record's groove in the form of tiny vibrations from side to side. That's one channel. Now, if an up and down motion could be introduced at the same time, two channels could be provided and stereophonic reproduction would be possible. Once this is done, all the listener needs is a cartridge that can unscramble the two different types of vibrations. Such cartridges have already been designed by one or two firms and most manufacturers are working on stereo cartridge designs.

The Future

It's a bit too early to predict when equipment and records will be available to the general public. It's known that all record companies are experimenting in this area. Perhaps, by this time next year, stereophonic disks will be available in quantity.

We can predict, tho, that stereophonic sound in the home is likely to be the rule rather than the exception 10 years from now. Record collectors can look forward to a future of dazzling sound, as distinct from the recordings of today as today's recordings are different from those of 30 years ago.

So you got
a new
phonograph
for
Christmas



IF YOU'RE a new phonograph owner, you're looking forward to years of listening pleasure. That being the case, there are a few things you have to know and a few precautions you'll have to take.

The most important thing to remember is this: There's no such thing as a permanent phonograph needle. No matter what it's made of, diamond, sapphire or metal, it wears.

Maybe your phonograph is equipped with a diamond needle. The sales clerk may have told you that you don't have to change the needle—or for a long time anyway. It's true that you won't have to change it as often as a sapphire or metal tip, but change it you will and perhaps sooner than you think.

What is a long time in terms of needle wear? That depends naturally enough on how often you use it. A person who plays a phonograph for a couple of hours a day will have to replace a diamond needle within a year, maybe sooner. Depending upon how the needle is used, the rate of wear varies.

But wait, you might say, a needle is a needle and a record groove is a record groove. Why should the rate of wear vary? The answer is "dust." As the needle moves over the vinyl surface of the record groove, an electrical charge—static electricity—is built up. This electricity attracts dust. Dust in the record groove acts as an abrasive. The abrasive action causes both needle and record to wear.

So we conclude—the rate of needle wear varies with the disk's cleanliness. Don't make the mistake of thinking that because you don't actually see the dust it isn't there. It's there alright and it's doing damage.

How can dust be minimized and how can it be removed? It can be minimized by keeping the record in the sleeve—the cardboard jacket with the fancy cover—and the inner sleeve—usually paper. An added precaution may be taken by placing the record—sleeve and all—in a heavy polyethylene cover. These can be bought for as little as a dollar per dozen. These "poly" covers will also keep the album covers clean and attractive.

Another way of minimizing dust is by treating the record with an anti-static solution. These can either be sprayed on (via aerosol container) or wiped on by means of a specially treated cloth. As for removing dust, there are many effective cloths and brushes on the market.

One more thing. You may think that the needle isn't worn because your records play. Not so. The record will play with a worn needle, but all the time it's "playing," it's gouging out the soft vinyl grooves and destroying it. The only way you can accurately tell whether or not the needle is worn is to submit it to microscopic examination. Your record dealer can check your needle and will be happy to do so.

NEW RELEASES

LONG PLAY ALBUMS

All releases are 12-inch long play records unless otherwise indicated. Suggested list prices are shown on a special listing on page 16.

POPULAR

- Acuff, Roy, & Smoky Mountain Boys**
Great Speckle Bird & Others
Columbia HL 7082
- Adderley, Cannonball**
Sophisticated Swing
Mercury MG 36110
- Alan, Gary**
When Lovers Meet
M-G-M E 3600
- Albani, Manny, & His Orchestra**
With All My Love
Mercury MG 20325
- Alda, Robert**
Romance of Rome
Tops 1589
- Alfaro, Xiamara**
Siboney
RCA Victor LPM 1533
- Allen, Steve**
Electrified Favorites
Coral 57195
- Ames, April**
Strike a Match
GNP 32
- Andrews, Julie**
The Lass With the Delicate Air
RCA Victor LPM 1403
- Annett, Leda**
Moore: Portrait of Leda
Columbia WL 114
- Anthony, Ray, & Ork**
Moments Together
Capitol T 917
- August, Jan**
Keyboard Waltzes
Mercury MG 20273
Fantasy 3253
- Austin, Sil**
Everything's Shakin'
Mercury MG 20320
- Bailey, Pearl**
The Intoxicating Pearl Bailey
Mercury MG 20277
- Baselli, Jess, & Band**
Grand Bal Musette
Columbia WL 109
- Bell, Freddie, & Bellboys**
Rock & Roll All Flavors
Mercury MG 20289
- Bennett, Tony**
The Beat of My Heart
Columbia CL 1079
- Bigelow, Arthur Lynds**
Carillon in Hi-Fi
Columbia WL 115
- Bivona, Gus**
Music for Swingers
Mercury MG 20304
- Blue Stars, The**
Pardon My English
Mercury MG 20329
- Braff, Ruby, & Men**
Hi-Fi Salute to Bunny
RCA Victor LPM 1510
- Bronzy, Big Bill**
Big Bill's Blues
Columbia WL 111
- Bruce, Carol**
Carol Bruce Sings
Tops 1574
Fantastic Mexico
Columbia HL 7077
- Cal Tjader Quintet**
Budzilek, Ray, and Band
Hey! Polka! Hey! Polka!
Capitol T 923
- Cabiate, Enrico, & Ork**
Camarata
Disneyland WDL 3021
- Carroll, David**
The Feathered Feeling
Mercury MG 20286
- Caton, Lanny**
Down Memory Lane
Regent RMG 6065
- Calkins, Babs**
Cadence 5009
- Chilenos, Los**
El Rodeo (Rodeo Songs of Chile)
Columbia WL 104
- Chardettes, The**
Cadence 3001
- Clarence Williams Trio**
30 Favorites for Listening & Dancing
Columbia HL 7030
- Clark, Buddy**
Girl of My Dreams
Columbia HL 7081
- Coltrane, John**
Blue Train
Bluenote BLP 1577
- Conlino, Dick**
It's Polka Time
Mercury MG 20289
- Dalley, Dan**
Mr. Musical Comedy
Tops 1598
- Damone, Vic**
Anvella Mia
Columbia CL 1088
- Devis, Maxwell**
Blue Tango
Score 4016
- Del Parana, Luis Alberto**
Latin Americana
Epic LN 3426
- Delta Rhythm Boys**
Sing Pop Standards and Folk Songs
Elektra EKL 138
- Dickie, Murray**
Italian Interlude
Vox VX 25.190
- Dickson, Joe**
Joe Dickson Boom Chicks
Golden Crest CR 3036
- Eckstine, Billy**
Billy's Best
Mercury MG 20333
The Duke, The Blues & Mr. "B"
Savoy MG 6053
I'm in the Mood for Love
Savoy MG 6058
My Deep Blue Dream
Savoy MG 6054
Prisoner of Love
Savoy MG 6052
- Erickson, Rolf, & All-American Stars**
Mercury MG 36106
- Eugster, Carl**
Songs for Bashful Lovers
M-G-M E 3598
- Evans, Marion, & His Orchestra**
Wish You Were Here
Mercury MG 20324

- Everly Brothers**
The Everly Brothers
Cadence 3003
- Faith, Percy**
Viva
Columbia CL 1075
- Fields, Shep**
Rippling Rhythm in Hi-Fi
Golden Crest CR 3037
- Five Satins, The**
The Five Satins Sing
Ember ELP 100
- Fleming, Rhonda (With Comstock Ork)**
Rhonda
Columbia CL 1080
- Four Coins**
Four Coins in Shangri-La
Epic LN 3445
Four Coins Sing
Epic EG 7196
- Four Grads, The**
Ain't We Got Fun?
Liberty 3079
- Fuller, Curtis**
Bone & Bari
Bluenote BLP 1572
- Garcia, Russ**
Sounds in the Night
Bethlehem BCP 5006
- Gene & Eunice**
Rock & Roll Sock Hop
Score 4018
- Green, Lloyd**
Far Away Places
M-G-M E 3604
- Griffin, Ken**
Hawaiian Magic
Columbia CL 1062
- Haines, Connie**
Connie Haines Sings Helen Morgan
Tops 1606
- Hall, Dickson, & Country All-Stars**
Fabulous Country Music
Kapp KL 1067
- Hibbler, Al**
Al Hibbler With the Ellingtonians
Brunswick 54036
I Surrender Dear
Score 4013
- Holiday, Billie**
Sings the Blues
Score 4014
- Holmes, Leroy**
Music for Crazy Mixed-Up People
M-G-M E 3608
- Homer & Jethro**
The Worst of Homer & Jethro
RCA Victor LPM 1560
- Honeydreamers**
Really Living
RKO-Unique ULP 121
- Hoppe, Lynn**
Tenderly
Score 4015
- Hyman, Dick**
Hi-Fi
M-G-M E 3606
- Ives, Burl**
In the Quiet of the Night
Decca DL 8247
- James, Joni**
Among My Souvenirs
M-G-M E 3602
- Jeffries, Herb**
Jamaica
RKO-Unique ULP 128
- King Sisters, The**
Imagination
Capitol T 919
- Kostelanetz, Andre**
The Lure of France
Columbia CL 1054
- La Porta, John**
The Clarinet Artistry
Fantasy 3248
- Lawrence, Steve**
Here's Steve Lawrence
Coral 57204
- Leighton, Bernie, & Group**
Dancing in Peacock Alley
Disneyland WDL 3022
- Lombardo, Guy**
Decade on Broadway (1935-1945)
Capitol T 916
- London, Julie**
Julie Swings Gently
Liberty 3096
- London Pops Orchestra**
The Last Time I Saw Paris
Jerome Kerne Favorites
Regent RMG 6059
- Long, Johnny**
Johnny Long Plays for Dancing
Tops 1575
- Lou Stein's Happy Band**
Sing Around the Piano
Coral 57201
- Louvin Brothers, The**
Ira and Charles
Capitol T 910
- Luybaerts, Guy**
Y Ad'la Joie
M-G-M E 3595
- McGuire Sisters, The**
While the Lights Are Low
Coral 57145
- Manuel, Juan**
Songs of Old Mexico
Columbia WL 102
- Mariachi**
Mucho Gusto
Columbia WL 113
- Martin, Freddy, and His Ork**
Freddy Martin in Hi-Fi
Capitol W 900
- Martinelli, Dino**
Glorious Italy
Columbia HL 7079
- May, Billy, and His Ork.**
Jimmy Lunceford in Hi-Fi
Capitol TAO 924
- Mercer, Johnny**
Ac-cent-tchu-ate the Positive
Capitol T 907
- Miller, Glenn, & Ork**
The Glenn Miller Carnegie Hall Concert
RCA Victor LPM 1506
- Mineo, Attilio, & Ork**
Styled for You by Attilio
Epic LN 3429
- Mineo, Sal**
Sal
Epic EG 7194
- Modernaires, The**
Harmony Is the Thing
Coral 57141
- Monese, Gianni**
Neapolitan Gold
A Fantasy for Orchestra
Columbia WL 117
- Mentrose, Jack, & Quintet**
The Horn's Full
RCA Victor LPM 1572
- Morgan, Lee**
The Cooker
Bluenote BLP 1578
- Murphy, Lyle**
New Orbits in Sound
Gene Norman Presents
GNP 33
- Music Maestro, The**
Time for Dancing
Brunswick 54040
- National Gallery Orchestra**
The Union
Columbia DL 244

- Oliver, Sy, and His Ork**
The Original Arrangements of Jimmie Lunceford in Hi-Fi
Decca DL 8636
- Phillips, Teddy, and His Ork**
Variety Show—Vocals by the Phillipaires, Nancy Wright, Richard Hayes, Lynn Hoyt
Decca DL 8561
- Popping, Elsa, & Band**
Delirium in Hi-Fi
Columbia WL 104
- Parot, Luc**
A Frenchman in New York
Riverside 12-818
Capitol T 10126
- Pourcel, Franck, Parisian Strings**
French Sax
Capitol T 10126
- Previn, Andre**
Mad About the Boy
Camden CAL 406
- Prez Prado & Ork**
"Prez" Prado
RCA Victor LPM 1556
- Raeburn, Boyd**
Teen Rock
Columbia CL 1073
- Rampart Street Paraders**
Texas U. S. A.
Columbia CL 1061
- Ravens**
Write Me a Letter
Regent RMG 6062
- Reed, Susan**
Sings Old Airs
Elektra EKL 126
- Reisman, Joe, & Ork**
Walt Disney Songs for the Family
RCA Victor LPM 1119
- Robbins, Marty**
Song of the Islands
Columbia CL 1087
- Roger Wagner Chorale**
Songs of Latin America
Capitol PAO 8408
- Rosner, George**
Imported From France
Coral 57199
- Royal Netherlands Navy Band**
Parade of the Champions
Conductor Gijbert Nieuwland
Epic LN 3428
- Royal Steel Band (Kingston)**
Jamaica Drums
Columbia WL 121
- Rugolo, Pete**
Out on a Limb
Mercury MG 36115
- Sabu**
Sorcery
Columbia WL 101
- San Domenico Barbers of Taormina**
Mandolino (recorded in Sicily)
Columbia WL 116
- Sarbek, Boris**
Dark Eyes
Columbia WL 118
- Savino**
Mediterranean Serenade
M-G-M E 3599
- Selinsky, Wladimir**
Music from the Kraft TV Theater
RKO Unique ULP 127
- Serrano, Juan**
Caribbee
Columbia WL 103
- Shankar, Ravi**
The Sounds of India
Columbia WL 119
- Shea, George Beverly**
George Beverly Shea
RCA Victor 1564
- Silberman, Benedict**
Hungarian Moods
Capitol T 10107
- Simonetti & Ensemble**
Dancing in Paris
Columbia HL 7076
- Sinatra, Frank**
Come Fly With Me
Capitol W 920
- Siravo, George**
Darling, Please Forgive Me
Mercury MG 20327
- Smith, Keely**
I Wish You Love
Capitol T 914
- Solek, Walt**
My Girl Friend Julayda
Columbia HL 7069
- Sophomores, The**
Dawn
DLP 2001

ALL ABOUT APRIL LOVE

Here's the singer who knows all about "April Love." That's not only the title of Pat Boone's best selling song—number one on the best seller charts—it's also the title of Pat's latest picture in which he stars with Shirley Jones. A sound track recording of the picture, just released on Dot, has the title—you guessed it, "April Love."



- Stabile, Dick**
Dick Stabile at the Statler
Tops 1590
- Steele, Ted**
Let's Go Dancin'
Bethlehem BCP 5004
- Taube, Ellie**
Popular Jewish Melodies
Mercury MG 20257
- Tennessee Mountain Boys**
Johnnie & Jack
RCA Victor LPM 1587
- Thomas, Jon**
Big Beat on the Organ
Mercury MG 20303
- Todd, Peter**
Berlin After Dark
M-G-M E 3574
- Trio Los Panchos**
A Moment of Love
Columbia WL 112
- Troubadors**
Troubadors in Hawaii
Kapp KL 1071
Troubadors in the Land of the Gypsies
Kapp KL 1070
Troubadors in Rome
Kapp KL 1068
Troubadors in Spain
Kapp KL 1069
- Turner, Joe**
Joe Turner
Savoy MG 14012
- Van Vooren, Monique**
Mink in Hi-Fi
RCA Victor LPM 1553
- Vaughan, Sarah, & Trio**
Sarah Vaughan at Mister Kelly's
Mercury MG 20326
- Wails, Chuck**
Chuck Wails the Blues
Epic LN 3425

- Wettling, George, All-Stars**
Dixieland in Hi-Fi
Columbia HL 7080
- Williams, Andy**
Andy Williams
Cadence 3002
Sings Rodgers & Hammerstein
Cadence 3005
- Williams, Hank**
The Immortal Hank Williams
M-G-M E 3605
- Winterhalter, Hugo**
Music, Music, Music!
Columbia HL 7078
- Wright's, George**
Impressions of My Fair Lady
Hifirecord R 715
- ZaBach, Florian**
'Til the End of Time
Mercury MG 20305

Pop-Misc.

- Banjo Bash**
Big Ben at the Banjo
Regent RMG 6067
- Blues for Night People**
Various Artists
Savoy MG 12116
- Cooks Tour of the Caribbean**
Various Artists
Vox VX 25.550
- Dagenham Girl Pipers**
Capitol T 10125
- Dance Craze**
Capitol T 927
- Dizzy Atmosphere**
Al Grey and Billy Mitchell Specialty
5001
- Duets With the Spanish Guitar**
L. Almeida, M. Ruderman, S. Terri
Capitol PAO 8406
- East of Suez**
Charley Ventura & other artists
Regent RMG 6064
- English Medieval Songs**
Various Artists
Hifirecord EA 0029
- Herald the Beat**
Various Artists
Herald HLP 0110
- I'm Forever Blowing Bubbles**
Charley Ventura, Bennie Green, Jackie and the Roy Vocals
- Let's Have a Party**
Various Artists
Decca DL 8655
- Music for Dancing**
All-Stars
Mercury MG 20167
- Pepper Adams, Bernard McKinney, Hank Jones, George Duvivier, Elvin Jones**
Regent RMG 6066
- Pretty for the People**
Various Artists
Savoy MG 12118
- Reflections in the Water**
M-G-M E 3603
- Sounds of Spain**
Various Artists
Columbia WL 110
- Stablemates**
Various Artists
Savoy MG 12115
- Station Breaks**
Various Artists
Golden Crest CR 3034
- Tenors Anyone**
Stan Getz, Zoot Sims, Paul Quinichette, Wardell Gray
Dawn DLP 1126
- Viennese Zithers**
Karl Jancik & F. Brandhofer
Capitol T 10076
- Waltzing While We Are Young**
Regent RMG 6060

CLASSICAL

- ALBINONI**
Oboe Concerto in D Major, Op. 7, No. 6;
Sonata in A Major, Op. 2, No. 3; Vivaldi:
Concerto for Two Oboes, Strings and
Harp; Concerto in C; Pergolesi: Concertino
in G—
Virtuosi di Roma (Fasano) Angel 45019
- BACH, J. S.**
Capriccio in B Flat Major. On the Departure
of His Beloved Mother. Serkin, piano;
Suite No. 1 in G Major for Ork. Schubert:
Symphony No. 8 in B Minor, Rehearsal of
First Movement—
Pablo Casals conducting the Festival
Casals Ork. of Puerto Rico
Columbia ML 5236
- Inventions: Two and Three Parts—**
Borovsky, piano Vox PL 10.550
- Partita No. 5 in G Major; Fugue in F
Sharp Minor; Fugue in E Major, from
"The Well-Tempered Clavier," Book 2;
Partita No. 6 in E Minor—**
Gould, piano Columbia ML 5186
- BETHOVEN**
Piano Concerto No. 4—
Gilels, Philharmonia Ork. (Ludwig)
Angel 35511
- Concerto for Violin in D, Opus 61—**
German Radio Sym. Ork. (Roether)
Regent RMG 6063
- Sonata No. 23 in F Minor, Op. 57, "Appas-
sionata"; Sonata No. 21 in C Major, Op.
53, "Waldstein"—**
Kempner, piano Capitol PAO 8409
- Sonatas: No. 30 in E, Op. 109; No. 31 in
A Flat, Op. 110; No. 32 in C Minor,
Op. 111—**
Solchany, pianist Angel 45014
- Symphony No. 3 in E Flat, Op. 55
"Eroica"—**
Boston Sym. Ork. (Koussevitzky)
Camden CAL 404
- Third Symphony; Coriolanus Overture—**
Promenade Orchestra of London (Boult)
Vanuaird VRS 1012
- Fifth Symphony and Leonora Overture No. 3—**
Promenade Orchestra of London (Boult)
Vanguard VRS 1013
- Symphony No. 5 in C Minor, Op. 67;
Egmont Overture, Op. 84—**
Boston Sym. Ork. (Koussevitzky)
Camden CAL 405
- Sixth Symphony; Fidelio Overture—**
Promenade Orchestra of London (Boult)
Vanguard VRS 1014
- Seventh Symphony; Egmont Overture—**
Promenade Orchestra of London (Boult)
Vanguard VRS 1015
- Symphony No. 7 in A Major, Op. 92—**
Rochester Phil. Ork. (Leinsdorf)
Columbia HL 7074
- BERLIOZ**
Requiem, Op. 5 (Grande Messe des Morts)—
Rochester Oratorio Society Chorus &
Orch. (Hollenbach) Columbia H-2L 501
- BRAMMS**
Concerto in D Major, Op. 77—
Berlin Phil. (Kempel); Menuhin, violin
Capitol PAO 8410
- PANIC BY PRIMA**
Louis Prima stirs up quite a fuss and a lot of solid musicianship in his latest album for Capitol "The Wildest Show at Tahoe." He's joined in the proceedings by Keely Smith and Sam Butera. About that "panic"—that's the way your Audition reviewer terms the Prima version of "Don't Worry About Me."
- Symphony No. 1—**
Philharmonia Ork. (Klemperer)
Angel 34581
- Variations on a Theme of Paganini (Books 1 & 2), Op. 35; Scriabin: Sonata No. 5, Op. 53; 4 Etudes from Op. 8 & 42—**
Victor Merzhanov, piano
Monitor MC 2013
- BRUCH**
Concerto No. 1 in G Minor (Violin), Op. 26;
Miltstein—
New York Philharmonic (Barbirolli)
- Tchaikovsky: Concerto in D Major (Violin), Op. 35; Miltstein—**
Chicago Symph. Ork. (Stock)
Columbia HL 7083
- BUSONI**
Concerto for Violin and Orchestra, Op. 35a;
Sonata No. 2 in E Minor for Violin and
Piano, Op. 36a—
Szigeti, violin; Horowitz, piano; Little
Orch. Society (Scherchen)
Columbia ML 5224
- CHOPIN**
Etudes, Op. 25; Ballade No. 1 in G Minor—
Geza Anda, piano Angel 34520
- Norowitz Plays Chopin—**
RCA Victor LM 2137
- DEBUSSY**
La Mer; Ravel: Rapsodie Espagnole; Satie:
Gymnopedies Nos. 1 and 2—
Boston Symphony Ork. (Koussevitzky)
Camden CAL 376
- GRIEG**
Concerto in A Minor for Piano, Op. 16;
Schumann: Concerto in A Minor for
Piano, Op. 54—
Arrau, Philharmonia Ork. (Galliera)
Angel 35561
- LISZT**
3 Grand Etudes After Paganini (Nos. 3,
4, 5); Merzhanov; Rachmaninoff: Con-
certo No. 3 in D Minor, Op. 30 for
Piano—
State Orchestra of the USSR (Merzhanov);
Anosov, piano Monitor MC 2012
- Transcriptions from Operas—**
Bendel, piano Vox PL 10.580
- LOCATELLI**
Sonata in F Minor; Tchaikovsky: Violin
Concerto; Vivaldi: Concerto in G Minor—
Paris Conservatoire Ork. (Kogan)
Angel 35444
- MAHLER**
Symphony No. 4—
Philharmonia Ork. (Kletzki); Soloist:
Emmy Loose Angel 35570
- MENDELSSOHN**
A Midsummer Night's Dream; Overture and
Incidental Music; Schubert: Symphony
No. 8 in B Minor (unfinished)—
Philadelphia Ork. (Ormandy)
Columbia HL 5221
- MILHAUD**
Nuptial Cantata from the Song of Songs;
Four Songs of Ronsard, The Four Ele-
ments (poems by Desnos); Arias from
the opera Bolivar, Fountains and Springs
(4 poems by Francis James)—
Paris Conservatoire Ork. (Milhaud)
Angel 35441

(Continued on page 14)

BEST SELLING

CLASSICAL ALBUMS

1. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN—Minneapolis Symphony (Dorati) Mercury MG 50054
2. BEETHOVEN: SYMPHONY NO. 9—Soloists; The Westminster Choir (Williamson); New York Philharmonic (Walter) Columbia ML 5200
3. RACHMANINOFF: PIANO CONCERTO NO. 2; LISZT: PIANO CONCERTO NO. 1—Rubenstein, Chicago Symphony Orch. (Reiner); RCA Victor Symphony Orch. (Wallenstein) RCA Victor LM 2068
4. BEETHOVEN: SYMPHONIES 1 AND 9—NBC Symphony Orch. (Toscanini) RCA Victor LM 6009
5. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops (Fiedler) RCA Victor LM 1817
6. LANDMARKS OF A DISTINGUISHED CAREER—Leopold Stokowski Capitol P 8399
7. THE FIVE BEETHOVEN CONCERTOS—Rubenstein, Symphony of the Air (Krips) RCA Victor LM 6702
8. STARLIGHT CHORALE—Hollywood Bowl Symphony; Robert Wagner Chorale (Wagner) Capitol P 8390

9. THE STRINGS OF THE PHILADELPHIA ORCHESTRA—The Philadelphia Orch. (Ormandy) Columbia ML 5187
10. HANDEL: MESSIAH—Soloists; The Westminster Choir (Williamson); New York Philharmonic (Bernstein) Columbia MZL-242
11. BEETHOVEN: PIANO CONCERTO NO. 2; BACH: PIANO CONCERTO NO. 1—Gould, The Columbia Symphony Orch. (Bernstein) Columbia ML 5211
12. BEETHOVEN: PIANO CONCERTO NO. 5—Rubenstein, Symphony of the Air (Krips) RCA Victor LM 2124
13. MOZART: SYMPHONIE CONCERTANTE IN E-FLAT; BENJAMIN: ROMANTIC FANTASY FOR VIOLIN AND VIOLA—Heifetz; Primrose; RCA Victor Orch. (Solomon) RCA Victor LM 2149
14. STRAUSS: DON JUAN; WALTZES FROM "DER ROSENKAVALIER"; TILL EULEN-SPIEGEL'S MERRY PRANKS; LOVE SCENE FROM "FEURSHOT"—The Philadelphia Orch. (Ormandy) Columbia ML 5177
15. TCHAIKOVSKY: NUTCRACKER SUITE; CHABRIER: ESPANA—The Royal Philharmonic Orch. (Beecham) Columbia ML 5171

POPULAR ALBUMS

1. AROUND THE WORLD IN 80 DAYS—Sound Track Decca DL 9046
2. MY FAIR LADY—Original Cast Columbia OL 5090
3. RICKY—Ricky Nelson Imperial IMP 9048
4. PAL JOEY—Sound Track Capitol W 912
5. PAT'S GREAT HITS—Pat Boone Dot DLP 3071
6. LOVING YOU—Elvis Presley RCA Victor LPM 1515
7. WHERE ARE YOU!—Frank Sinatra Capitol W 855
8. THE KING AND I—Sound Track Capitol W 740
9. OKLAHOMA!—Sound Track Capitol SAO 595

10. MERRY CHRISTMAS—Bing Crosby Decca DL 8128
11. ELVIS' CHRISTMAS ALBUM—Elvis Presley RCA Victor LOC 1035
12. FILM ENCORES—Mantovani London LL 1700
13. CHRISTMAS CAROLS—Mantovani London LL 913
14. LOVE IS THE THING—Nat King Cole Capitol W 824
15. FASCINATION—Jane Morgan Kapp KL 1066
15. SMOKE DREAMS—Ronnie Deauville Era EL 20002

JAZZ ALBUMS

1. CONCERT BY THE SEA—Erroll Garner Columbia CL 833
2. MY FAIR LADY—Shelly Manne & His Friends Contemporary C 3527
3. DUKES OF DIXIELAND, VOL. 3—Audio Fidelity AFLP 1851
4. MODERN JAZZ QUARTET—Atlantic 1265
5. JAZZ GOES TO JR. COLLEGE—Dave Brubeck Columbia CL 1034

6. BLACK SATIN—George Shearing Capitol T 858
6. OTHER VOICES—Erroll Garner Columbia CL 1014
8. KENTON WITH VOICES—Stan Kenton Capitol T 810
9. LI'L ABNER—Shelly Manne & His Friends Contemporary C 3533
10. ELLINGTON AT NEWPORT—Duke Ellington Ork. Columbia CL 934

CONCERTO ALBUMS

1. RACHMANINOFF: PIANO CONCERTO NO. 2; LISZT: PIANO CONCERTO NO. 1—Rubenstein, Chicago Symphony Orch. (Reiner); RCA Victor Symphony Orch. (Wallenstein) RCA Victor LM 2068
2. THE FIVE BEETHOVEN CONCERTOS—Rubenstein, Symphony of the Air (Krips) RCA Victor LM 6702
3. BEETHOVEN: PIANO CONCERTO NO. 2; BACH: PIANO CONCERTO NO. 1—Gould, The Columbia Symphony Orch. (Bernstein) Columbia ML 5211
4. BEETHOVEN: PIANO CONCERTO NO. 5—Rubenstein, Symphony of the Air (Krips) RCA Victor LM 2124
5. MOZART: SYMPHONIE CONCERTANTE IN E-FLAT; BENJAMIN: ROMANTIC FANTASY FOR VIOLIN AND VIOLA—Heifetz; Primrose; RCA Victor Orch. (Solomon) RCA Victor LM 2149

6. TCHAIKOVSKY: PIANO CONCERTO NO. 1—Gilels, Chicago Symphony (Reiner) RCA Victor LM 1969
7. DVORAK: CONCERTO IN A MINOR; GLAZOUNOV: CONCERTO IN A MINOR—Milstein, The Pittsburgh Symphony Orch. (Steinberg) Capitol P 8382
8. GRIEG: CONCERTO IN A MINOR—Rubenstein, RCA Victor Symphony Orch. (Wallenstein) RCA Victor LM 2087
9. BEETHOVEN: PIANO CONCERTO NO. 4—Rubenstein, Symphony of the Air (Krips) RCA Victor LM 2123
10. VIEUXTEMPS: CONCERTO NO. 4 FOR VIOLIN AND ORCHESTRA—Francescatti, The Philadelphia Orch. (Ormandy) Columbia ML 5184

MOOD ALBUMS

1. FILM ENCORES—Mantovani London LL 1700
2. JACKIE GLEASON PRESENTS VELVET BRASS—Capitol W 859
3. SONGS OF THE FABULOUS 'FIFTIES—Roger Williams Kapp KXL 5000
4. ALMOST PARADISE—Roger Williams Kapp KL 1063
5. EXOTICA—Martin Denny Liberty LRP 3077
6. DANCE TO THE MUSIC OF LESTER LANIN—Epic LN 3340

7. MARVELOUS MILLER MOODS—Glenn Miller Army Air Force Band RCA Victor LPM 1837
8. COLUMBIA ALBUM OF GEORGE GERSHWIN—Percy Faith Columbia C2L-1
9. THE WORLD'S FAVORITE LOVE SONGS—Mantovani London LL 1748
10. COLUMBIA ALBUM OF RICHARD RODGERS—Andre Kostelanetz Columbia C2L-3

New LP Releases

• Continued from page 13

MOUSSORGSKY
Pictures at an Exhibition (Orchestrated by Ravel) (Rosinski); Rimsky-Korsakov: Capriccio Espagnol, Op. 34; Ravel: La Valse (A Choreographic Poem)—New York Philharmonic (Barbirolli) Columbia HL 7075

MOZART
Symphony No. 32, Symphony No. 35 (Haffner), Symphony No. 36 (Linz)—Pro Musica Symphony of Vienna (Perlea) Vox PL 10.140

Symphony No. 41 in C Major (K. 551) (Jupiter); Symphony No. 35 in D Major (K. 385) (Haffner)—Rochester Philharmonic (Leinsdorf) Columbia HL 7072

Quartet No. 2 in E Flat Major for Piano and Strings—Isaac Stern, violin; Milton Katims, viola; Mischa Schneider, cello; Eugene Istanin, piano

Schubert: Sonata in A Minor for Violin and Piano, Op. 137, No. 2—Alexander Schneider, violin; Mieczyslaw Horszowski, piano Columbia ML 5237

OFFENBACH
Gaité Parisienne—Hollywood Bowl Symp. (Slatkin) Capitol PAO 8405

PAGANINI
Violin Concerto No. 1; Cantile in D—Paris Conservatoire Orch., Mitnik, Pianist, (Vandermoot and Bruck, Cond.) Angel 35502

PUCCINI
Turandot, Maria Callas, Elisabeth Schwarzkopf, Eugenio Fernandi—Tullio Serafin, Cond. Angel 3571 C/L

RACHMANINOFF
Concerto No. 3 in D Minor, Op. 30 (Piano)—State Orchestra of the USSR (Anosov) Liszt: 3 Grand Etudes After Paganini (Nos. 3, 4, 5)—Victor Merzhanov, piano Monitor MC 2012

RAVEL
Rhapsodie Espagnol; Satie: Gymnopédies Nos. 1 and 2; Debussy: La Mer—Boston Symphony Orch. (Koussevitzky) Camden CAL 376

La Valse (A Choreographic Poem); Moussorgsky: Pictures at an Exhibition (Orchestrated by Ravel); Rimsky-Korsakov: Capriccio Espagnol, Op. 34—New York Phil. (Rodzinski) (Barbirolli) Columbia HL 7075

SATIE
Gymnopédies Nos. 1 and 2; Debussy: La Mer; Ravel: Rapsodie Espagnol—Boston Symphony Orch. (Koussevitzky) Camden CAL 376

SCHUBERT
Sonata in A Minor for Violin and Piano, Op. 137, No. 2—Alexander Schneider, violin; Mieczyslaw Horszowski, piano

Mozart: Quartet No. 2 in E Flat Major for Piano and Strings (K. 493)—Isaac Stern, violin; Milton Katims, viola; Mischa Schneider, cello; Eugene Istanin, piano Columbia ML 5237

Symphony No. 8 in B Minor (unfinished); Mendelssohn: A Midsummer Night's Dream, Overture and Incidental Music—Phila. Orch. (Ormandy) Columbia ML 5221

CHICAGO BOSS

Fritz Reiner, conductor of the Chicago Symphony Orchestra, is very much at home with the music of Richard Strauss. His most notable efforts for the Metropolitan Opera include their revivals of "Der Rosenkavalier" and "Salome." His most recent recording for RCA-Victor is another Strauss work, the "Domestic Symphony." Another recent recording is "Richard Strauss in High Fidelity."

Symphony No. 8 in B Minor, Rehearsal of First Movement; Allegro Moderato—Pablo Casals Conducting the Festival Casals Orchestra of Puerto Rico

Bach: Capriccio in B Flat Major; on the Departure of His Beloved Mother—Rudolf Serkin, piano

Bach: Suite No. 1 in C Major; for Orchestra—Alexander Schneider conducting the Festival Casals Orchestra of Puerto Rico Columbia ML 5236

SCHUMANN
Concerto in A Minor for Piano, Op. 54; Grieg: Concerto in A Minor for Piano, Op. 16—Arrau—Philharmonia Orch. (Galliera) Angel 35561

SCRIABIN
Sonata No. 5, Op. 53; 4 Etudes for Op. B & 42; Brahms: Variations on a Theme of Paganini (Books 1 & 2), Op. 35—Victor Merzhanov, piano Monitor MC 2013

SMETANA

Dances from "The Bartered Bride"; Weber: Invitation to the Dance; R. Strauss: Der Rosenkavalier; Tchaikovsky: Eugen Onegin Waltzes; Polonaise and Waltzes; Weinberger: Polka and "Surlent from Schwanda"—Bamberg Symphony Orch. (Hollreiser) Vox PL 10.590

MILES' MILESTONES

Miles Davis marks a milestone in jazz with his newest album, "Miles Davis and the Modern Jazz Giants." Recording sessions on this one date from 1954 and includes such presently notables as T. Monk, M. Jackson, S. Rollins and H. Silver. The album itself is a milestone because it turns at half the speed of a regular LP—a longer long play disk. Requires an adaptor to standard long play machine.



R. STRAUSS

Der Rosenkavalier; Tchaikovsky: Eugen Onegin Waltzes; Polonaise and Waltzes; Weinberger: Polka and "Surlent from Schwanda"; Smetana: Dances from "The Bartered Bride"; Weber: Invitation to the Dance—Bamberg Symphony Orchestra, H. Hollreiser conducting Vox PL 10.590

STRAVINSKY

Suite from "The Firebird"; Suite from "Petrouchka"—Berlin Phil. Orch. (Stokowski) Capitol PAO 8407

TCHAIKOVSKY

Concerto in D Major for Violin and Orchestra, Op. 35; Bruch: Concerto No. 1 in G Minor for Violin and Orchestra, Op. 26—Nathan Milstein, violin; New York Philharmonic (Stock, Barbirolli) Columbia HL 7083

Eugen Onegin Waltzes; Polonaise and Waltzes; Weinberger: Polka and "Surlent from Schwanda"; Smetana: Dances from "The Bartered Bride"; Weber: Invitation to the Dance; R. Strauss: Der Rosenkavalier—The Bamberg Symphony Orch., Hollreiser Vox PL 10.590

Symphony No. 5—Philharmonia Orch. (Silvestri) Angel 35566

Violin Concerto; Vivaldi: Concerto in G Minor; Locatelli: Sonata in F Minor—Paris Conservatoire Orch. (Leonid Kogan) Angel 35444

TOSCANINI, ARTURO

The Orchestra That Refused to Die—The Symphony Orchestra of the Air Roulette RSP 1

VIVALDI

Concerto in G Minor; Tchaikovsky: Violin Concerto; Locatelli: Sonata in F Minor—Paris Conservatoire Orch. (Kogan) Angel 35444

Concerto for Two Oboes, Strings and Harpsichord in C; Pergolesi: Concertino in G; Albinoni: Oboe Concerto in D Major, Op. 7, No. 6; Sonata in A Major, Op. 2, No. 3—Virtuosi di Roma (Fasano) Angel 45019

WAGNER

The Sound of Wagner—Concert Arts Symphony (Leinsdorf) Capitol PAO 8411
Tristan and Isolde: Prelude to Liebestod; Overtures: Meistersinger and Tannhauser—Berlin Philharmonic Orch. (von Karajan) Angel 35482

WEBER

Invitation to the Dance; R. Strauss: Der Rosenkavalier; Tchaikovsky: Eugen Onegin Waltzes; Polonaise and Waltzes; Weinberger: Polka and "Surlent from Schwanda"; Smetana: Dances from "The Bartered Bride"—Bamberg Symphony Orchestra (Hollreiser) Vox PL 10.590

Weinberger: Polka and "Surlent from Schwanda"; Smetana: Dances from "The Bartered Bride"; Weber: Invitation to the Dance; R. Strauss: Der Rosenkavalier; Tchaikovsky: Eugen Onegin Waltzes, Polonaise and Waltzes—Bamberg Symphony Orchestra (Hollreiser) Vox PL 10.590

WEINBERGER
Polka and "Surlent from Schwanda"; Smetana: Dances from "The Bartered Bride"; Weber: Invitation to the Dance; R. Strauss: Der Rosenkavalier; Tchaikovsky: Eugen Onegin Waltzes, Polonaise and Waltzes—Bamberg Symphony Orchestra (Hollreiser) Vox PL 10.590

Classical-Misc.

Cvarden Princes Highlights—Soloists, Orchestra and Chorus of the Vienna State People's Opera (Sagen) Vox VX 21.500

Frances Archer and Beverly Gile—Community Concert Disneyland WDL 3023

Haydn—Harpichord Sonatas in C Major and in F Major; ProMusica Orch. of Stuttgart, Rolf Reinhardt, Conducting; Helma Elsner, Harpsichord Vox PL 10.300

Hollywood "Pops" Symphony—David Forester, conductor Fantasy FANTASY 9001

Parisian Life—Highlights of Offenbach Operettas. Jany Sylvaire and AimeDoniat, soloists Disneyland WDL 3018

Vienna On Parade—Various Artists Angel 35499

JAZZ

- Alban, Manny**
Manny Alban and the Jazz Greats of Our Time, Vol 2 Coral 57142
- Allison, Moss**
Local Color Prestige 7121
- Armstrong, Louis & All Stars**
New Orleans Nights Decca DL 8329
- Australian Jazz Quintet**
Selections of Rogers and Hammerstein interpreted by the Australian Jazz Quintet Bethlehem BCP 6022
- Brubeck, Dave**
Dave Digs Disney Columbia CL 1059
Solo Piano Fantasy 3259
- Byrd, Don & Gryce, Gigi**
Modern Jazz Perspective Columbia CL 1058
- Count Basie & Ork**
Basie Roulette R 52003
- Dave Pell Octet**
I Had the Craziest Dream Capitol T 925
- De Franco, Buddy**
Buddy De Franco Plays Artie Shaw Verve MGV 2090
Buddy De Franco Plays Benny Goodman Verve MGV 2089
- Dixieland Band of Yale**
Eli's Chosen Six Play Ivy League Jazz Golden Crest CR 3039
- Ernie Henry Quartet**
Seven Standards and a Blues Riverside 12-248
- Feldman, Victor**
Suite Sixteen Contemporary C 3541
- Getz, Stan**
Stockholm Verve MGV 8213
- Gil Evans and Ten**
Prestige 7120
- Gillespie, Dizzie**
The Dizzie Gillespie Story
New Savoy & Regent MG 12110
- Hampton Lian-I Quintet**
The High and Mighty Verve MGV 8228
- Herbie Brock Trio, The**
Herbie's Room Criteria CRR LP 2

MORE THAN AN ARTIST



Norrie Paramour's second LP for Capitol is "London After Dark." This is a subject Mr. Paramour should know well for London is where he is headquartered. He's more than a recording artist; he guides the pop music destiny of the EMI recording firm as A & R man. The emphasis in "London After Dark" is on lush string settings. Patricia Clarke is the vocalist.

- Herbie Mann's Californians**
The Great Ideas of Western Mann Riverside 12-245
- Herman, Woody, & Ork**
The Preacher Verve MGV 8255
- Hyman, Dick, Trio**
The Swingin' Seasons M-G-M E 3613
- Johnson, Dick**
Most Likley Riverside 12253
- Konitz, Lee**
Very Cool Verve MGV 8209
- Lacy, Steve**
Soprano Sax Prestige 7125
- Lawson Haggert Jazz Band**
South of the Mason-Dixon Line Decca DL 8197
- Le Roy Vinnegar Sextette**
Le Roy Walks Contemporary C 3542
- Lincoln, Abbey**
Than's Him Riverside 12-251
- Lon Norman Sextet, The**
Gold Coast Jazz CRR LP 3
- Mann, Herbie**
Mann Alone Savoy MG 12107
The Jazz We Heard Last Summer Savoy MG 12112
Savoy MG 12108
- McLean, Jackie, & Jenkins, John**
Alto Madness Prestige Records 7114
- Mehegan, John**
How I Play Jazz Piano Savoy MG 12076
- Mitchell, Red**
Presenting Red Mitchell Contemporary C 3538
- Mooney, Art**
Hi-Fi Dixieland M-G-M E 3616
- Octet, The**
Gold Coast Jazz Criteria CRR LP 1
- Patchen, Kenneth**
Kenneth Patchen With the Chamber Jazz Sextet Cadence 3004
- Peterson, Oscar**
Soft Sands Verve MGV 2079
- Pomroy, Herb, Ork**
Life Is a Many-Splendored Gig Roulette R 52001
- Powell, Bud**
Bud Plays Bird Roulette R 52006
- Powell, Specs**
Movin' In Roulette R 52004
- Redd, Freddie**
San Francisco Suite Riverside 12-250
- Shertzer, Hymie**
All the King's Saxes Disneyland WDL 3017
- Stitt, Sonny, Quartet**
New York Jazz Verve MGV 8219
- Wiggins, Gerald**
Around the World in 80 Days Specialty 2101
- Wilbur Ware Quartet, The**
The Chicago Sound Riverside 12-252
- Williams, Joe**
A Man Ain't Supposed to Cry Roulette R 52005
- Williams, John Towers**
World on a String Bethlehem BCP 6025

DUCHIN VIA CAVALLARO



Remember the movie "The Eddie Duchin Story?" The keyboard work for the picture was handled, and nicely, too, by Carmen Cavallaro. The soundtrack from the picture was one of the best sellers, reason enough for a repeat performance by Mr. Cavallaro. The album is called "Carmen Cavallaro Remembers Eddie Duchin."

Jazz-Misc.

- Afro Cool**
Various Artists GNP WLP 704
- Blues for Tomorrow**
Various Artists Riverside 12-243
- Cats vs. Chicks**
Clark Terry Septet and Terry Pollard Septet M-G-M E 3614
- Changing the Jazz at Buckingham Palace**
Various Artists Savoy MG 12111
- Come Out Swinging**
Various Artists Regent RMG 6061
- Dixieland Jubilee**
Frank Bull and Gene Norman Decca DL 8622
- EmArcy Jazz**
Various Artists Mercury MG 36087
- Forty-Eight Stars of American Jazz**
Various Artists M-G-M E 3611
- Great Blues Singers**
Various Artists Riverside 12-121
Hot Club of America in Hi-Fi Coral 57206
- In the Beginning—Bebop**
Various Artists Savoy MG 12119
- It's Magic**
Various Artists Regent MG 6054
- Jazz & the Sounds of Nature**
Various Artists Savoy MG 12120
- Jazz at Hotchkiss**
Various Artists Savoy MG 12122
- Jazz Cornucopia**
All-Stars Coral 57149
- Jazz Eyes**
Various Artists Regent RMG 6056
- Jazz for Lovers**
Various Artists Riverside 12-244
- Jazz for Thinkers**
Various Artists Savoy MG 12109
- J. J. Johnson's Jazz Quintets**
Various Artists Savoy MG 12106
- Le Jazz Group of Paris**
Various Artists
Conducted by Andre Hodiier Savoy MG 12113
- Mitchell Ruff Duo**
Mitchell and Ruff Roulette R 52002
- Opus De Op**
Various Artists Savoy MG 12114
- Pretty for the People**
Various Artists Savoy MG 12118
- Settin' the Pace**
Various Artists Savoy MG 12117
- Sittin' In**
Dizzy Gillespie, Stan Getz, Coleman Hawkins & Paul Gonsalves Verve MGV 8225
- Tour de Force**
The trumpets of Roy Eldridge, Dizzy Gillespie & Harry Edison Verve MGV 8212
- Two Guitars**
Various Artists Prestige 7119
- When the Saints Go Marchin' In**
Various Artists Savoy MG 6026
- Winner's Circle**
Various Artists Bethlehem BCP 6024

CHILDREN'S

- Disney, Walt**
Favorite Hymns with Jimmie Dodd Disneyland WDL 3014
Old Yeller Disneyland WDL 3042
Stories of Uncle Remus Disneyland ST 3907
Story of Snow White and the Seven Dwarfs Disneyland ST 3906
We're the Mousketeers Disneyland MM 18
- Kelly, Gene**
Nursery Songs and Stories Columbia CL 1063
- Woody Woodpecker's Family Album**
Grace Stafford as Walter Lantz's Woody Woodpecker Decca DL 8659

SPOKEN WORD

- Cocteau, Jean**
reading in French from his poetry and prose Caedmon TC 1083
- William Faulkner Reads**
"Light in August," "The Sound and the Fury" M-G-M E 3617 ARC
- Great American Speeches**
read by Melvyn Douglas, Vincent Price, Ed Begley and Jason Robards Jr. Caedmon TC 2016
- Guinness, Alec**
Reads Jonathan Swift M-G-M E 3620 ARC
- McCullers, Carson**
Reads selections from "The Ballad of the Sad Cafe," "The Member of the Wedding," "The Heart Is a Lonely Hunter" and Poems M-G-M E 3619 ARC
- Poetry of Love**
Narration by Steve Allen with music accompaniment Coral 5719B
- The Reluctant Dragon**
read by Boris Karloff Caedmon TC 1074
- Richardson, Sir Ralph**
Reads from Joseph Conrad M-G-M E 3618 ARC

- Sounds of Holland, The**
Conreid, Hans, narrator Capitol T 10133
- Tales of Hans Christian Anderson**
read by Michael Redgrave Caedmon TC 1073
- Thomas, Dylan**
Vol. 4-A Caedmon TC 1061
- The Song of Songs**
Read in English and Hebrew HiFirecord EA 211

FOLK

- Clayton, Paul**
Timber (Lumberjack Songs) Riverside 12-648
- Faier, Billy**
Art of the Five String Banjo Riverside 12-813
- Greek Folk Dance & Songs Society**
From the Land of the Golden Fleece Columbia WL 123
- Henry, Ray, & Ork**
Polka Date With Ray Dana 1253
- Lee, Katie**
Spicy Songs for Cool Knights Specialty 5000
- MacNiles, Calypso**
Calypso Score 4017
- McCurdy, Ed**
The Folksinger Dawn DLP 1127
- Ramsay, Obray**
Banjo Songs of the Blue Ridge and Smoky Mountains Riverside 12-649
- Runge, John**
Man Is for the Woman Made (Elizabethan Songs) Riverside 12-817
- Walter Dana Chorus, The**
Tanga I Piosenki (Tango and Songs) Dana 1252
- Wisniewski, Gene, & Ork**
Dla Polonji Dana 1255
- Wojnarowski, Frank, & Ork**
Folkas, Czardasz, Obereks Dana 1254
- Armenian Folk Songs**
Armenian State Chorus and Armenian Song and Dance Ensemble Monitor MF 303
- Pickin' and Blowin' (Banjo and Harmonica)**
George Pegram & Walter Parham Riverside 12-650
- Russian Folk Songs**
Various Artists Monitor MF 302

SACRED

- Caton, Larry**
Beloved Hymns (Organ) Herald HLP 0111
- Conley, Eugene**
Sings in Church Request R 8030

MOVIE—SHOW

- A Farewell to Arms**
Sound Track Capitol W 918
- Desire Under the Elms**
Sound Track Dot DLP 3095
- Girl Most Likely, The—Sound Track**
Jane Powell & Cliff Robertson Capitol W 930
- King & I, The**
The Mastersounds World Pacific PJM 405
- Pal Joey**
Andre Previn & Pals Contemporary C 3543
- Pal Joey**
Words and Music Crown CLP 5053
- Pal Joey**
Featuring Martha Tilton, June Hutton, Marilyn Maxwell, Curt Massey, Clark Dennis, Bob McKendrick & Betty Baker Tops 1607
- Satchmo The Great**
Sound Track Columbia CL 1077
- September Song**
And other American Theater Songs of Kurt Weill Sung by Lotte Lenya Columbia KL 5229
- Sing Boy Sing—Sound Track**
Tommy Sands Capitol T 929
- Slaughter on Tenth Avenue—Sound Track**
Music by Richard Rodgers Decca DL 8657
- South Pacific**
Words and Music Crown CLP 5054
- Wild Is the Wind**
Music composed and conducted by Dimitri Tiomkin Columbia CL 1090

- Clark, Buddy**
Hall of Fame Series Columbia B 2544
- Clark, Buddy, with Doris Day**
Hall of Fame Series Columbia B 2541
- Clooney, Rosemary**
Hall of Fame Series Columbia B 2550
- Crickets**
The Sound of the Crickets Brunswick 71038
- Day, Doris**
Hall of Fame Series Columbia B 2545
- Day, Doris, With Buddy Clark**
Hall of Fame Series Columbia B 2541
- Everly Brothers**
Vol. I Cadence 104
- Everly Brothers**
Vol. II Cadence 105
- Faith, Percy, & Ork**
Vivaldi Columbia B 10751
- Farrall Sisters, The**
Liechtensteiner Folka With Ray Martin's Ork RCA Victor EPA 4195
- Five Satins, The**
The Five Satins Sing Ember EEP 100
The Five Satins Sing, Vol. II Ember EEP 101
The Five Satins Sing, Vol. III Ember EEP 102

ANGEL WITH A GUITAR



Bobby Helms is one of the brightest young recording stars to come along in a while. Who hasn't heard "My Special Angel," his big Decca hit. Now Decca has released an LP album by Bobby with an assist by the Anita Kerr Singers. "Special Angel" is included in the set.

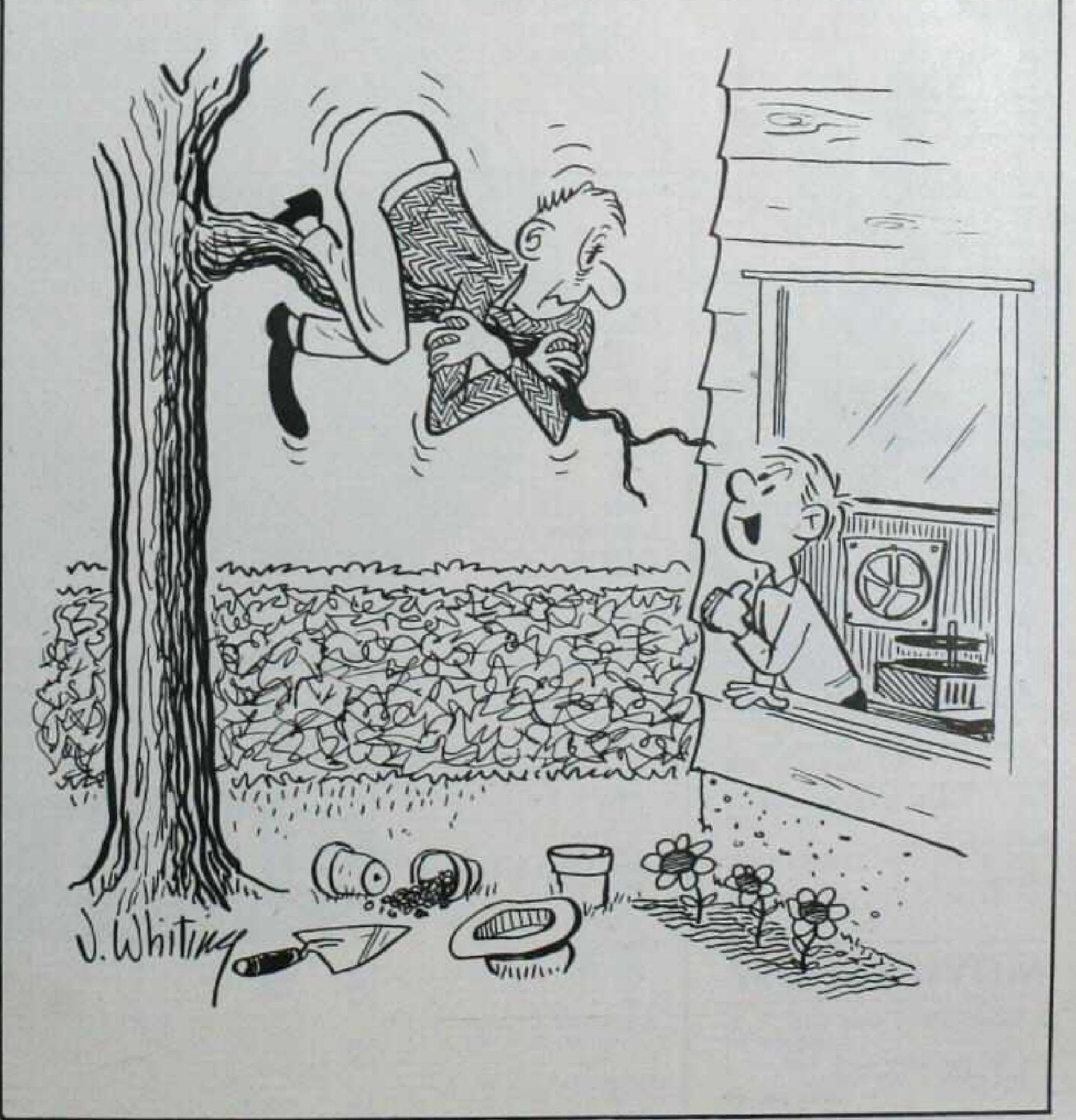
- Four Lads, The**
Hall of Fame Series Columbia B 2538
- Homer & Jethro**
The Worst of Homer & Jethro RCA Victor EPA 1-1560
- James, Harry, with Frank Sinatra and Pearl Bailey**
Hall of Fame Series Columbia B 2542
- Johnnie & Jack**
The Tennessee Mountain Boys RCA Victor EPA 1-1587
- Kaye, Sammy**
Swing and Sway With Hall of Fame Series Columbia B 2546
- King Sisters**
Imagination Capitol 919
- LeGrand, Michel, & Ork**
Hall of Fame Series Columbia B 2554

(Continued on page 16)

EXTENDED PLAY ALBUMS

POPULAR

- Andrews, Julie**
The Lass With the Delicate Air—Arr. and Cond. by I. Kostal RCA Victor EPA 1-1403
- Anthony, Ray, & Ork**
Moments Together Capitol 917
- Bailey, Pearl, with Frank Sinatra & Harry James**
Hall of Fame Series Columbia B 2542
- Big Tiny Little**
Make Room for Tiny Tons, Ralph & Buddy Brunswick 71037
- All Stops Out**
Epic EG 7191
- Bruff, Ruby, & His Men**
Hi-Fi Salute to Bunny RCA Victor EPA 1-1510
- Budzilek, Ray**
Hey! Polskiel Hey! Polkal Capitol 923
- Chordettes, The**
Vol. I Cadence 101
- Chordettes, The**
Vol. II Cadence 102



"THAT'S THE NEW 'JUNGLE SOUNDS IN HI-FI.' LIKE IT, DAD?"

New EP Releases

• Continued from page 15

Lombardo, Guy, & Royal Canadians Decade on Broadway Capitol 916	Louvin Brothers Ira and Charlie Capitol 910	Norman Luboff Choir Hall of Fame Series Columbia B 2547	Martin Freddie, & Ork Freddie Martin in Hi-Fi Capitol 900
Mathis, Johnny Hall of Fame Series Columbia B 2537	May, Billy, & Ork Jimmie Lunceford in Hi-Fi Capitol 924	Noble, Ray, & Ork We Danced All Night Camden CAE 422	Pourcel, Franck Parisian Strings Capitol EAP 1-10126
Prado, Perez, & His Ork "Prez" Prado RCA Victor EPA 1-1556	Self, Ronnie Sings Ain't I'm a Dog Columbia B 2149	Shea, George Beverly George Beverly Shea RCA Victor EPA 1-1564	Shore, Dinah Hall of Fame Series Columbia B 2539
Sinatra, Frank Come Fly With Me Capitol 920	Sinatra, Frank, With Harry James and Pearl Bailey Hall of Fame Series Columbia B 2547	Smith, Keely I Wish You Love Capitol 1-914	Tiny, Little Make Room for Tiny Coral B1165
Van Vooren, Monique Mink in Hi-Fi—Ork conducted by Skitch Henderson RCA EPA 1-1553	Vaughan, Sarah Hall of Fame Series Columbia B 2551	Williams, Andy Andy Williams Cadence 103	Winterhalter, Hugo, & Ork The Magic Touch Camden CAE 422
Yankovic, Frankie, & Yanks Hall of Fame Series Columbia B 2548			

Pop-Misc.

Dance Craze Various Artists Capitol 927	Junior Miss Vic Damone, Jo Stafford, Norman Luboff Choir Columbia B 2142	Viennese Zithers Karl Jancik & Franz Bradlhofer Capitol EAP 1-10076
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JAZZ

Armstrong, Louis, & All-Stars Hall of Fame Series Columbia B 2540	Baker, Chet-Art Pepper Sextette Playboys World Pacific 1234	Basie, Count, & Ork Hall of Fame Series Columbia B 2555	Brubeck, Dave, Quartet Hall of Fame Series Columbia B 2552
Cooper, Bob Coop Contemporary C 3544	Ellington, Duke, & Ork Hall of Fame Series Columbia B 2553		



FAMILIAR, DANCEABLE

The Three Suns are perennial favorites of collectors of familiar, danceable music. Their latest effort for RCA-Victor is called "The Things I Love in Hi-Fi." Your Audition reviewer points out that this is "a provocative package for hi-fi fans" because the trio is augmented by a Wurlitzer Theater pipe organ. It gives the record a "big" sound.

Firehouse Five Plus Two Goes to Sea Good Time Jazz L 12028	Goodman, Benny, & Sextet Hall of Fame Series With Peggy Lee Columbia B 2556	Krupa, Gene, & Ork Hall of Fame Series Columbia B 2543	Jazzville—Vol. IV Various Artists Dawn DLP 1122
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MOVIE—SHOW

A Farewell to Arms—Sound Track Capitol EDM 918	The Girl Most Likely—Sound Track Jane Powell & Cliff Robertson Capitol ECM 930	Sing Boy Sing—Sound Track Tommy Sands Capitol 929
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RECORDED TAPES

All recorded tapes are stereophonic tapes, 7 1/2-inch per second speed, in-line (stacked) heads unless otherwise indicated.

COLUMBIA	Viva Percy Faith and His Orchestra GCB 15	Mendelssohn: "A Midsummer Night's Dream" Overture and Incidental Music Philadelphia Orch. (Ormandy) HMB 16	Warm Johnny Mathis with Percy Faith and His Ork GCB 17	Solitude Duke Ellington and His Ork GCB 18
CONCERT HALL	Wagner: Die Meistersinger von Nurnberg (Opera in 3 acts concert version) Frankfort Opera Orch. and Chorus (Bamberger) RX 62	Beethoven: The Missa Solemnis in D Major North German Philharmonic Orch. and Chorus (Goehr) RX 63	Poulenc: Sonata for Violin and Piano Louis Kaufman, violin; Helen Pigneri, piano EX 64	Palestrina Mass: Assumpta Est Maria Dessoff Choirs (Beopple) RX 65
J. C. Bach: Simfonia in B Flat, No. 4 Winterthur Symphony Orch. (Dahinden) DX 66	The Beethoven Leonore Overture, No. 3 Frankfort Opera Orch. (Bamberger) DX 67	Suzanne Block—Lutist EX 68	Divertimento—Music for a Lighter Mood EX 69	CRITERIA
Gold Coast Jazz Featuring The Octet CRT 1				

Merbie's Room Featuring The Herbie Brock Trio Gold Coast Jazz Featuring The Lon Norman Sextet CRT 3	EXPERIENCES ANONYMES	English Medieval Songs (Music of the Middle Ages, Vol. V) Russell Oberlin, Countertenor; Seymour Barab, Viol EA 0029	GRAND AWARD	The Roaring 20's (Vol. 1) Enoch Light & His Charleston City All-Stars G. A. ST 1
The Roaring 20's (Vol. 2) Enoch Light and His Charleston City All-Stars G. A. ST 2	The Roaring Flirty 30's (Vol. 1) Enoch Light and the Light Brigade G. A. ST 3	The Roaring Flirty 30's (Vol. 2) Enoch Light and the Light Brigade G. A. ST 4	Polka Party Charles Magnante and His Ork G. A. ST 5	Hawaiian Magic Paul Whiteman G. A. ST 6
Around the World in 80 Days G. A. ST 8	Society Dance Party Rod Gregory and His Ork G. A. ST 7	Knuckles O'Toole Honky-Tonk Piano (Vol. 1) G. A. ST 9	Knuckles O'Toole Honky-Tonk Piano (Vol. 2) G. A. ST 10	HIFITAPE
Joe Enos Plays Two Pianos R 201	Stan Seltzer Piano R 202	The Mitchell Boys Choir Sings R 301	Dick Stewart Sings R 401	Terrea Lea Folk Songs & Ballads R 404
George Wright Plays the Mighty Wurlitzer Pipe Organ R 701	George Wright Encores at the Mighty Wurlitzer Pipe Organ R 702			

JAZZTONE TAPE	Fletcher Henderson's All Stars DX 71
MANHATTAN TAPES	Central Park South Joe Rene & Ork MRC 101
All That Jazz Johnny Guarneri & Group MRC 102	Soda and Pop Joe Rene and Ork MRC 103
Chac-Cha in Nueva York MRC 104	MERCURY
Dolls, Dolls, Dolls Jerry Murad's Harmonicats MS 28	It's Dance Time Dick Contino & Ork MS 212
Stereo Dance Party Ralph Marterie—Trumpet and Ork MS 213	Pal Joey Vivian Blaine MS 215
Sarah Vaughan Sings George Gershwin MS 217	Jazz in 3/4 Time The Max Roach Quintet MS 33
Ruffles and Flourishes Eastman Symphonic Wind Ensemble (Fennell) MS 513	Offenbach Jacques: Gaité Parisienne Minneapolis Symph. Orch. (Dorati) MCS 515
Sessions Roger: The Black Maskers Suite Eastman-Rochester Symph. Orch. (Hanson) MS 516	Rachmaninoff, Sergei: Symphony No. 2 in E Minor, Op. 27 The Detroit Symph. Orch. (Paray) MJS 517
Albeniz, Isaac: Iberia The Minneapolis Symph. Orch. (Dorati) MBS 519	Prokofiev, Serge: Love for Three Oranpas Minneapolis Symph. (Dorati) MWS 518
PENTAPES	Brandon Swings (Vol. 1) Henry Brandon & Ork AUS 101
Brandon Swings (Vol. 2) Henry Brandon & Ork AUS 102	Dut Mike Simpson & Ork AUS 301
We Bring You Love (Vol. 1) Sarah McLawler & Richard Otto AUS 901	We Bring You Love (Vol. 2) Sarah McLawler & Richard Otto AUS 902
Magnificence (Vol. 1) Margie Meinert AUS 903	Magnificence (Vol. 2) Margie Meinert AUS 904
PHONOTAPES	Sounds of the Air Force SC 411
Cole Porter Cameo George Feyer and Ork SC 412	Jerome Kern Cameo George Feyer and Ork SC 413
Stravinsky: Capriccio Zelker, piano (Byrns) S 714	Tchaikovsky: Symphony No. 4 Bamberg Symph. Orch. (Hollreiser) S 904
Brahms: Symphony No. 3 Southwest German Radio Orch. (Horenstein) S 905	Music of Cole Porter George Feyer and Ork S 906
RCA VICTOR	We Get Letters Perry Como with Mitchell Ayres and Ork (Monaural) AP 59
The Lass With the Delicate Air Julie Andrews BPS 85	STEREOPHONY
Doc Evans' Dixieland Encore A 123	Stereophony Sampler Vol. 11 B 81
Club Stereo With Mack Sheppard and His Ork B 126	Glory Land With the Watchmen (revival singers) B 135
Champagne for Two B 150	Right There With Sam Sonahue (jazz) C 125
Showcase for Symphonic Band C 141	Variations for Vocestra C 151
Strings by Starlight With Stereophony String Orch. C 155	VANGUARD
Bach: Magnificat in D With Soloists, Chorus and Vienna State Opera Orch. (Rossi) VRT 3022	German University Songs With Erich Kunz VRT 3015
VERVE	Caribe Josephine Premice VST 10007
Dance A'Top Nob Hill Ernie Heckscher & Ork VST 10009	You Go to My Head Billy Daniels VST 10010
Ella and Louie Again, Vol. 1 VST 10011	Ella and Louie Again, Vol. 2 VST 10012
Ella and Louie Again, Vol. 3 VST 10013	Swinging Kicks Buddy Bregman & His Ork VST 10014
Verve Stereo Showcase VST 10015	

DISK PRICES INCHING UPWARDS

Keep your eye on disk prices. It may be too early to call recent price changes a trend, but the signs point unmistakably in the direction of more money for certain kinds of disks.

The most recent notice of a price increase doesn't affect LP albums but it's hard to predict the ultimate effect; RCA-Victor just boosted 45 rpm and 78 rpm singles prices from 89 to 98 cents. Earlier, RCA-Victor hiked the classical long play tag to \$4.98 from \$3.98.

Mercury's classical long play line, the "Olympian Living Presence" series, is due for a price boost beginning February 1. Under the new structure, all albums in the MG-50000 and MG-40000 will be \$4.98 instead of \$3.98. If you plan to add to your Mercury collection, do it before February 1.

While Columbia hasn't announced plans of a price hike, the firm has gone on record against the special "buys" they featured last year. These "buys" were, in effect, lower than regular LP prices. If a customer bought one LP at the regular price, they were entitled to buy another at \$1 off in certain classes of merchandise.

The Capitol "Full Dimensional Sound" series went up to \$4.98 on January 1. Decca recently set a \$4.98 price on a new 9400 series and London also raised an important section of its catalog to the \$4.98 level.

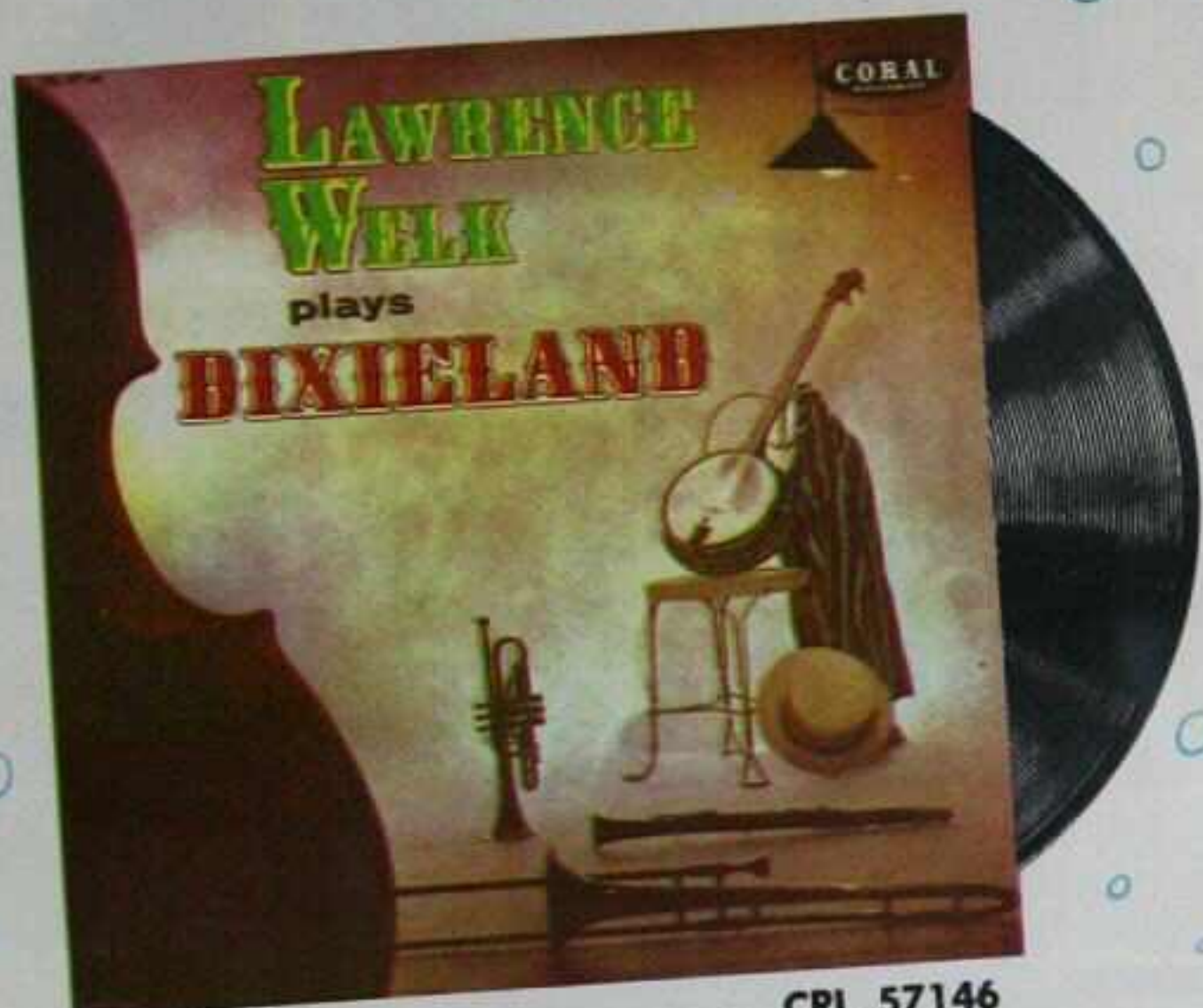
The pattern being established is that of a \$4.98 tag on the classical merchandise while pop items remain at the \$3.98 price. Even at the higher prices, it's a lot of music for the money.

SUGGESTED LIST PRICES

ABC-Paramount \$ 3.98	Decca	Pacific Jazz (World)
Angel	9000 4.98	500 3.98
30000, 35000 F.S. 4.98	ARC 5.98	1200 4.98
45000, 60000, 65000, 64000 3.98	All others 3.98	Period 4.98
35000 S.P. 3.48	Disneyland	FRL, SLP 600 5.95
35000 (single side) 2.98	ST, ST-EP 2.98	Prestige 4.98
(Opera libretti—\$1 extra charge)	WDL-3000 3.98	RCA Victor
Atlantic	EP-3000 1.29	LOC, LPMX, LM-1802, 1835.. 4.98
1200 4.98	EP-4000 1.29	LE, LM-6015, 6016 10.50
8000 3.98	WDL-4000 4.98	LM-6113 13.98
2-600 9.96	Dot 3.98	Riverside 5.95
Audio Fidelity 5.95	Electra 4.98	12 Series 4.98
Bethlehem 4.98	CC-1 3.50	Roulette 3.98
5000 3.98	Folkways 5.95	Score 3.98
Blue Note 4.98	FP-8002 37.50	San Francisco 4.98
Cadence	Fantasy 3.98	Savoy 4.98
3000 3.98	Fraternity 3.98	Southland 3.98
5000 4.98	Gene Norman Presents 3.98	Specialty 3.98
EP's—100 1.29	Goodtime Jazz 4.98	Storyville 4.98
Caedmon 5.95	Grand Award	Seeco 3.98
Camden 1.98	33-300, 33-400 3.98	Tops 1.49
Capitol	33-500, AAS-700 4.98	Toreador 2.98
H 1.47	33-600 7.98	Vanguard
L 2.98	33-900 9.95	400, 500, 1000, 6000, 8500,
LAL, P, T 3.98	EP-2000 1.29	9000 4.98
TAO, W 4.98	Imperial 3.98	SRV 100 1.98
S, SAO 5.95	9032 4.98	BG 527/8 5.95
PBR, TBO 7.96	Jubilee 3.98	BG 540/42 9.96
SAL 6.75	2000 4.98	VRS 466/7 11.90
PCR 11.97	LP-1000 7.95	VRS 491/93 15.94
PER 19.90	Judson	Verve
WDX 24.95	Key 3.98	4000, 2000 3.98
Columbia	Liberty 3.98	8000, 1000, 15000 4.98
ML, CL 3.98	London	4000-2 9.96
KL 5.98	LL, LS, LB, LD 3.98	Vik LX 3.98
OL 4.98	Operas, XLL 4.98	Vox 4.98
Concert Hall & Jazztone	Mercury	2000, 3000, 25000 3.98
CHS, FH, G, H, RG 3.98	20049 10.00	500 2.99
P, X 4.98	50048 5.95	Whippet 3.98
Contemporary 4.98	OL2-100 7.96	Westminster
Coral 3.98	OL2-101 9.96	100 5.75
Criterion 4.98	OL3-102, 103 19.95	6000, XWN 18000 3.98
	M-G-M 3.98	18000 Deluxe 4.98
	Sound Track 4.98	7000 (W-F Lab) 7.50
	Deluxe 6.95	8000 (W-Lab) 11.25
	Montilla 4.98	WFB
		1200 3.98
		1400 4.98

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AMERICA'S FAVORITE ORCHESTRA BRINGS YOU A RANGE OF MUSIC FROM CARNEGIE HALL TO HOLLYWOOD, FROM BROADWAY TO NEW ORLEANS—



WALTZ WITH WELK

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THE WORLD'S FINEST MUSIC CRL 57113
Clair De Lune—Full Moon and Empty Arms—Till the End of Time—Tonight We Love—Our Love—My Reverie—Moon Love and Others.



PICK-A-POLKA!

CRL 57067



SAY IT WITH MUSIC

CRL 57041



WELK FAVORITES

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HIGH FIDELITY

I LOVE MUSIC ON CAPITOL



*Capitol Phonographs tool Pictured above is Model 732.

NEW FULL DIMENSIONAL SOUND CLASSICAL ALBUMS



GAITE PARISIENNE
Hollywood Bowl Symphony Orchestra PAO-8405

STRAVINSKY
PETROUSHKA
FIREBIRD
STOKOWSKI

FIREBIRD SUITE-PETROUCHKA
Leopold Stokowski PAO-8407



THE SOUND OF WAGNER
Erich Leinsdorf Cond.
Concerts Arts Sym. Orch. PAO-8411



BRAHMS CONCERTO IN D MAJOR
Yehudi Menuhin PAO-8410



SONGS OF LATIN AMERICA
Roger Wagner Chorale PAO-8408



BEETHOVEN: "APPASSIONATA,"
"WALDSTEIN" SONATAS
Louis Kentner PAO-8409



DUETS FOR SPANISH GUITAR
Laurindo Almeida PAO-8406

NEW POPULAR ALBUMS



FLY WITH ME
Sinatra W-920



SING BOY SING
Tommy Sands Soundtrack T-929



A FAREWELL TO ARMS
Soundtrack W-918



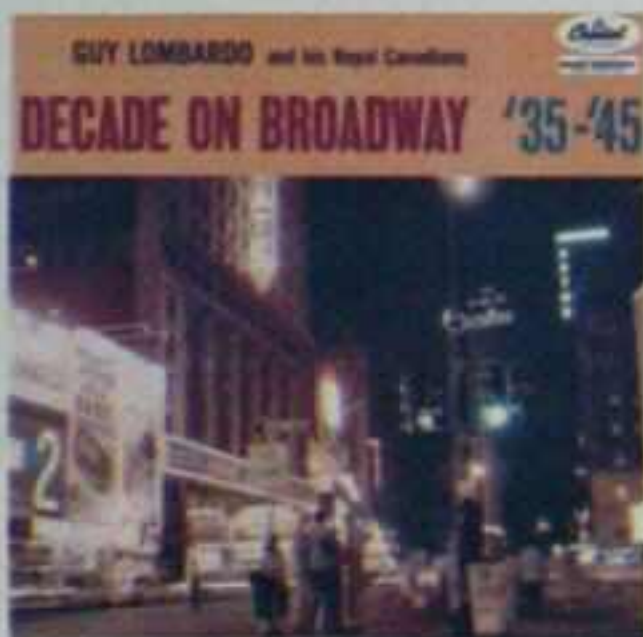
THE GIRL MOST LIKELY
Jane Powell—Soundtrack W-930



FREDDY MARTIN IN HI-FI W-900



WISH YOU LOVE
Peppy Smith T-914



DECADE ON BROADWAY '35-'45
Guy Lombardo T-916



MOMENTS TOGETHER
Ray Anthony T-917



IMAGINATION
King Sisters T-919



JIMMIE LUNCEFORD IN HI-FI
Billy May TAO-924



THE CRAZIEST DREAM
Pell T-925



DANCE CRAZE
Various Artists T-927



HEY! POLSKIE! HEY! POLKA!
Ray Budzilek T-923



ACCENTUATE THE POSITIVE
Johnny Mercer T-907



IRA AND CHARLIE
The Louvin Brothers T-910

NEW 'CAPITOL' OF THE WORLD ALBUMS



FRENCH SAX
Paucel's Orchestra T-10126



THE SOUNDS OF HOLLAND T-10133



HUNGARIAN MOODS
Benedict Sliberman's Chorus & Orchestra T-10107



DAGENHAM GIRL PIPERS T-10125



VIENNESE ZITHERS
Karl Jancik and Franz Brandhofer T-10076

BRILLIANT NEW STEREO TAPES



POPULAR

- STARS IN STEREO—Various Artists
- WHERE ARE YOU?—Frank Sinatra
- VELVET BRASS—Jackie Gleason
- PORTS OF PLEASURE—Les Baxter
- STOLEN HOURS—Gordon Jenkins
- WIDE RANGE—Johnny Richards

- ZD-21
- ZD-17
- ZD-19
- ZC-20
- ZC-18
- ZC-16

CLASSICS

- ILYA MOUROMETZ—Leopold Stokowski
- LA MER DAPHNIS ET CHLOE, SUITE NO. 2—
Los Angeles Philharmonic Orchestra, Erich Leinsdorf
conducting
- RUSSKAYA!—Hollywood Bowl Symphony Orchestra,
Carmen Dragon conducting
- YOUNG PERSON'S GUIDE TO THE ORCHESTRA—
VARIATIONS ON A NURSERY TUNE—Felix
Slatkin conducting
- BEETHOVEN: SYMPHONY NO. 7—The Pittsburgh
Symphony Orchestra, William Steinberg con-
ducting
- DVORAK: CONCERTO FOR VIOLIN AND ORCHES-
TRA—Nathan Milstein and Pittsburgh Symphony
Orchestra, William Steinberg conducting

- ZF-27
- ZF-25
- ZF-24
- ZF-23
- ZF-22
- ZF-26

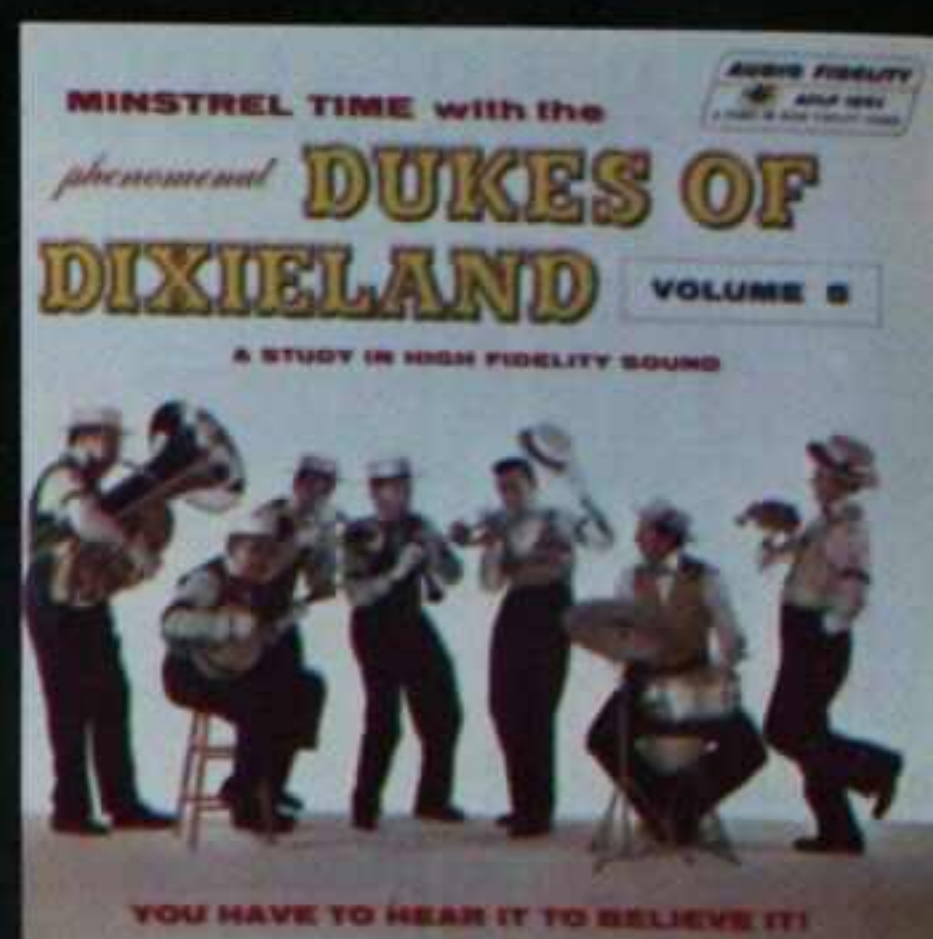




Let's take a musical tour thru Rome . . . accompanied by Jo Basile, his Italian accordion and orchestra. AFLP 1822



Exotic, tantalizing, authentic Middle Eastern music featuring Mohammed El-Bakkar and his Oriental Ensemble. AFLP 1833



A carefully culled collection of the best in minstrel history . . . leading off with an exciting rendition of "Dixie". Volume 5 AFLP 1861

the highest standards in high fidelity . . .

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TOTAL FREQUENCY RANGE RECORDINGS

each 12 inch LP—\$5.95



All the drama, thrills and excitement of the world's most moving spectacle . . . the Bullfight! Luxuriously packaged. Volume 1 AFLP 1801



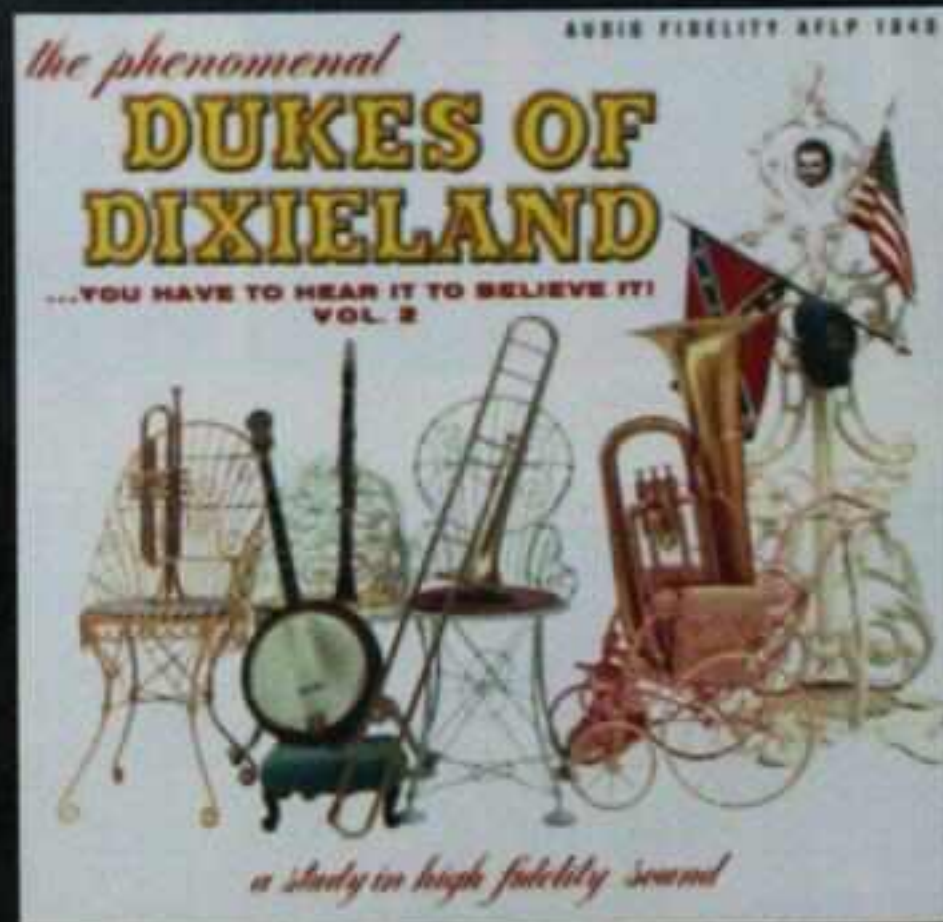
An exciting array of novelty tunes specially arranged for marimba, xylophone, glockenspiel and vibes . . . and backed by assorted 'clap-trap'. AFLP 1825



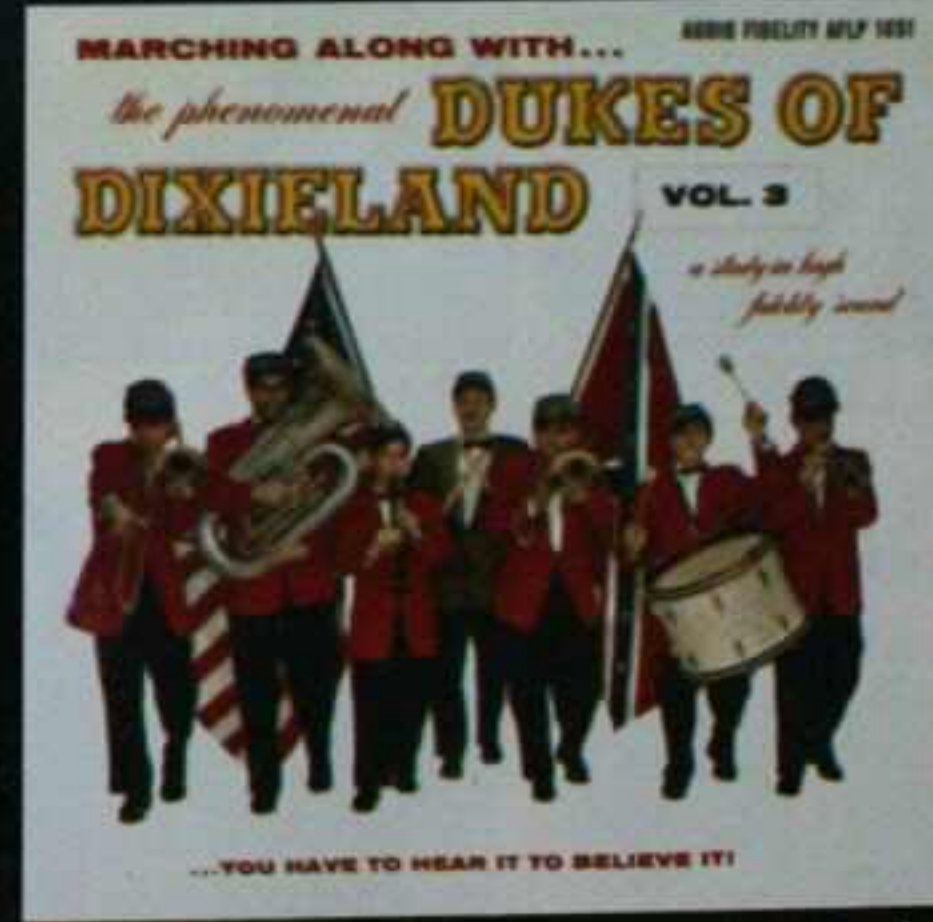
Music for dancing . . . romancing . . . a polpouri of torrid Latin melodies that glitter with nostalgia of colorful romantic places. Pedro Garcia. AFLP 1842



Hot trumpets, cool clarinets, low-down trombones and a big fat tuba . . . in the most exciting performance of true New Orleans Dixie ever recorded! AFLP 1823



This time the Dukes whip up the swingiest, low-down Dixie in the most earth-shaking kind of musical spontaneous combustion never before recorded! Volume 2 AFLP 1840



It's real Rebel music . . . the kind you don' hardly hear no more! Top honors in sound suspense go to When Johnny Reb Comes Marching Home! Volume 3 AFLP 1851

**Record Dealers!
Disk Jockeys!**

➤AARDELL TO ZORA!!

Horoscopes? No! Record Labels! Yes!

Did you ever wonder who makes that record that your customers and listeners inquire about? Where's the company located? Who distributes their records in your area?

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There are 1,567 different record labels listed in this Guide. Labels are listed alphabetically for easy reference with complete addresses. In addition, this 100-page booklet also contains a directory of record distributors, arranged by state and city, and tells you what labels they handle plus

For record programming ideas for disk jockeys
For window display ideas for dealers

The top song hits by year for every year since 1900. The top record hits by artist and label for the past five years. Order your copy now!

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VOX JOX

By JUNE BUNDY

CHANGE OF THEME: Bob Holliday, formerly with KTKT, Tucson, Ariz., has joined KELP, El Paso, Tex., while ex-KELP staffers Chuck Blore and Bob Cole have moved on to Hollywood, the former to KFVB as program director, the latter to KABC. . . . Robert Townsend (known on the air as Rob Randall) has been appointed program director of KRIZ, Phoenix, Ariz. . . . New program director at KAKC, Tulsa, Okla., is Chris Lane.

Bob Furry, KTAB, Phoenix, Ariz., has started a feature on his daily show, whereby he spotlights big band wax by a

different ork each day—Dorsey, Brown, Goodman, etc. . . . Lew Russell, formerly with WJW, Cleveland, now airs his "Moon Dog" show over KGFJ, Los Angeles. . . . Ex-L.A. deejay Harry Kaye is setting up his own music firm. . . . Dave Drew is now spinning 'em over WJEM, Valdosta, Ga. Buddy Webber has left KOWH, Omaha, for a wax berth with KGO, San Francisco.

Dick Dewitt, former member of the Armed Forces radio and TV service, is new staffer at KDLK, Del Rio, Tex., and would like to receive "slides of singing stars to be used at sox-hops around the area high schools." . . . Bill Ward has moved from KTRN, Wichita Falls, Tex., to WRR, Dallas, where he is now doing the midnight to dawn swing-shift show. . . . Leigh Kaman and Steve Cannon, WLOL, Minneapolis, shared emcee chores on the Ralph Maw "Jazz for Moderns" package at St. Paul's Auditorium Theater.

Dave Teig, WILK, Wilkes-Barre, Pa., is now scheduled from 3 to 6 p.m. . . . Fred Garrett, WAMM, Flint, Mich., is producing and programming five hours a day of disks, plus acting as the station's musical director. . . . Harry Gaines, new manager at KTET, Livingston, Tex., is in need of wax to build up the new outlet's library.

Mickey Ellis is returning to radio with a two-hour daily show over KSD, St. Louis. . . . Robb Busse, ex-assistant producer at WXYZ-TV, Detroit, has joined WSNY, Schenectady, N. Y. . . . Herman C.

YESTERYEAR'S TOPS—

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

JANUARY 3, 1948

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

JANUARY 3, 1953

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

YESTERYEAR'S TOPS—

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

JANUARY 10, 1948

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

JANUARY 10, 1953

1. Why Don't You Believe Me?
2. Don't Let the Stars Get in Your Eyes
3. Glow Worm
4. Keep It a Secret
5. You Belong to Me
6. Because You're Mine
7. Lady of Spain
8. Till I Waltz Again With You
9. I Went to Your Wedding
10. It's in the Book

Hall, manager of WMDE, Greensboro, N. C. (a new station going on the air this month), is scouting around for disk material, in keeping with station's policy of programming pop concert, mood and classical platters exclusively.

New staffer at KUZN, West Monroe, La., is Chuck Lay, who formerly labored at KNOE, Monroe, La. His new show is aired from the window of a local record shop from 3 to 5 p.m., and he also spins 'em in the morning from 6:30 to 8:30 a.m. Lay is looking for disk donations to give away at his record hops which he is staging in co-operation with Coca-Cola. He plays one a week, with gate receipts going to the hop's local high school co-sponsors. . . . Jack Stockton, a junior at Hanover College, Ind., also emcees a two-

hour daily teen-age pop show over WORN, Madison, Ind.

CAMEO'S BIGGEST RECORD OF ALL TIME
"SHAKE A HAND"
MIKE PEDICIN QUINTET
CAMEO 125
CAMEO RECORDS

DECCA RECORDS
America's Fastest Selling Records!

TRUE HIGH FIDELITY
LONDON RECORDS
GIVE TO DAMON RUNYON CANCER FUND

**SALES SORCERY!
FRANK SINATRA**

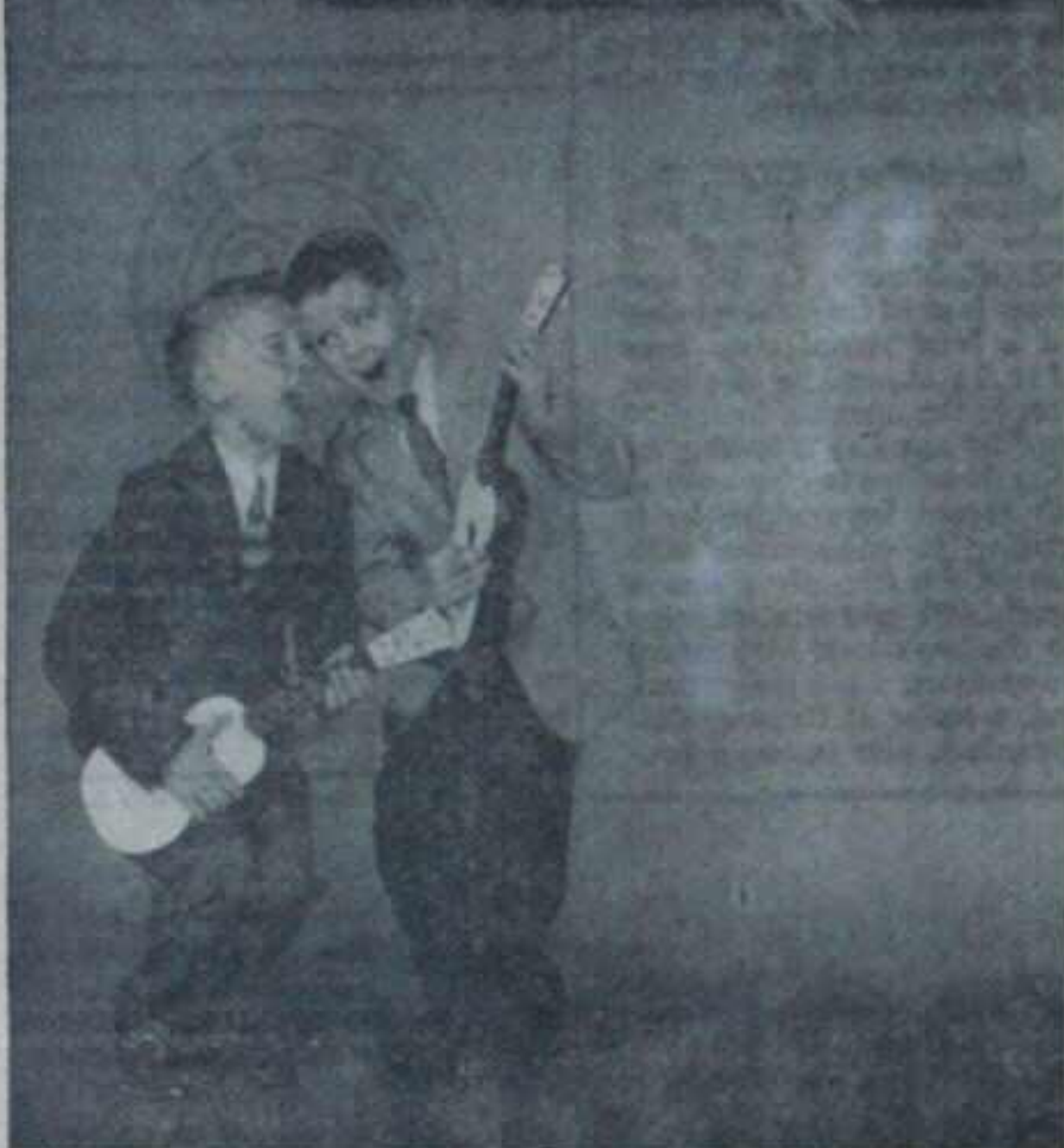
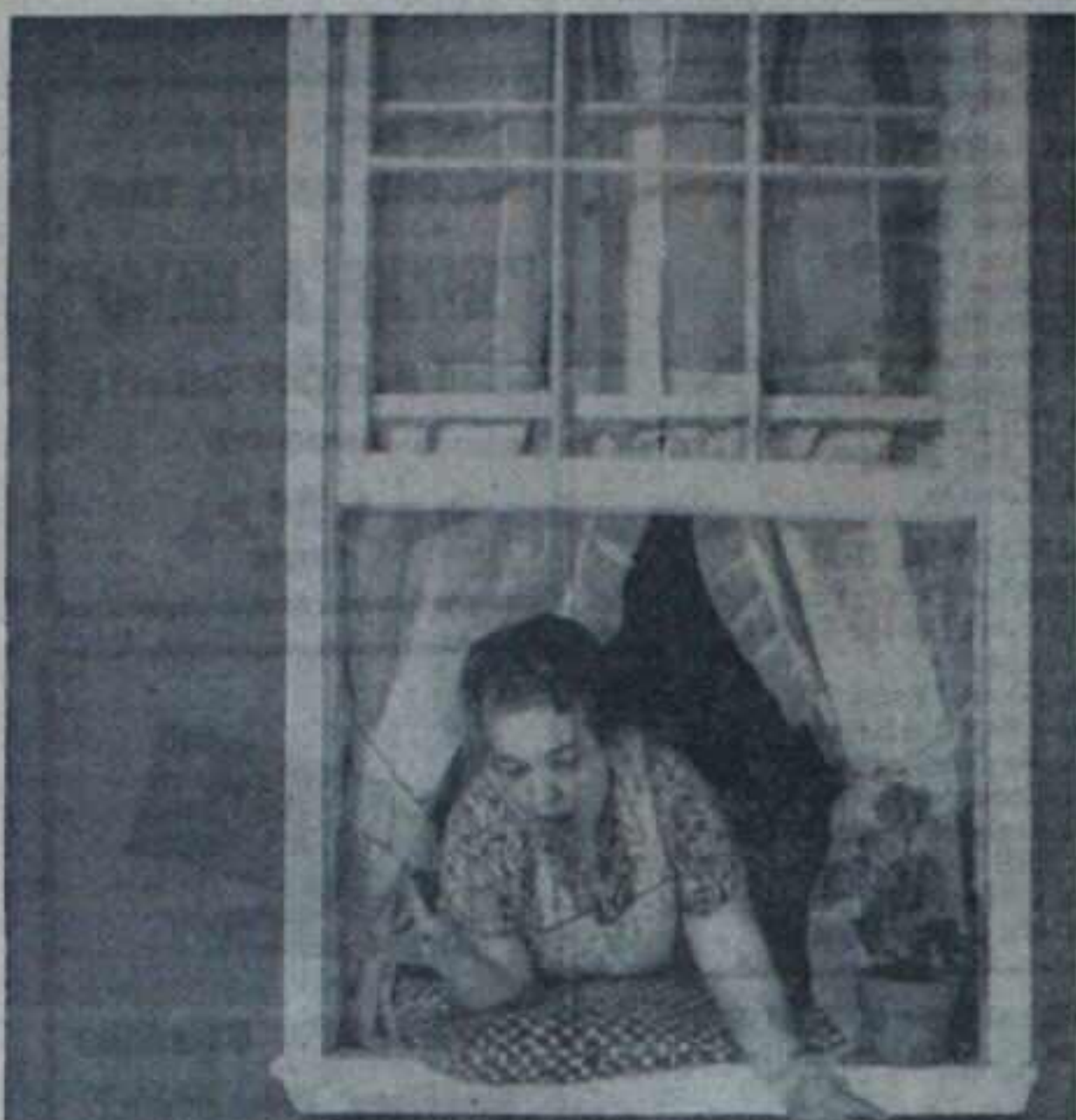
and a bewitching new ballad

WITCHCRAFT

C/W TELL HER YOU LOVE HER

Featured in Capitol's "Hit Slate For 58"





"SO IF YOU'RE THE EVERLY BROS., HOW COME ARCHIE DIDN'T PUT YOU ON A CADENCE LP?" The kids in question aren't big enough, but the Everly Brothers are. In fact, they're as big as singers can be. That's why Archie brings you a new Everly LP: ringin' with the good brothers' brand of pickin' and singin'. Get it in. Watch the sales begin.

THE EVERLY BROTHERS, CLP 3003 — \$3.98. This Little Girl Of Mine, Rip It Up, Maybe Tomorrow, I Wonder If I Care, Bye-Bye Love, Wake Up Little Susie, Brand New Heartache, Leave My Woman Alone, Keep A Knockin', Should We Tell Him, Be Bop A-Lula, Hey Doll Baby.

EVERLY BROTHERS, VOL. 1 CEP 104 — \$1.29. Wake Up Little Susie, Maybe Tomorrow, Bye Bye Love, I Wonder If I Care

EVERLY BROTHERS, VOL. 2 CEP 105 — \$1.29. This Little Girl Of Mine, Should We Tell Him, Leave My Woman Alone, Be Bop A-Lula.



CADENCE, 119 WEST 57th STREET, NEW YORK, N.Y.

Potent Program at Capitol

• Continued from page 15

Laurindo Almeida, pianist Louis Kentner performing the Beethoven "Appassionata," the debut of Yehudi Menuhin in the Brahms Concerto, Stokowski conducting the Berlin Philharmonic Orchestra in "The Firebird Suite," and "Petruska," and the Hollywood Bowl Symphony Orchestra performing "Cairo Parisienne." Latter package will carry a gold banner across it, as a "High Fidelity Showpiece," and will be sold as an exceptional hi-fi demonstration album.

Label has been lavish in the amount of point-of-sale material it is offering dealers in its longhair line. Giant three-dimensional display pieces, full-color photo displays mounted in decorator frames, a jumbo EDS de luxe display, a specially prepared "Buyers Guide to Hollywood Bowl Albums," miniature FDS pieces, FDS divider cards, a new FDS catalog, heavy promotion to classical reviewers and disk jockeys and an intensified national consumer ad campaign are all included.

To further place special emphasis on its classical output, the entire longhair campaign has been specially boxed and is being sent separately to dealers thruout the nation.

Pop album release is topped by the firm's "Artist of the Month" program, and the release of three new motion picture soundtracks. First artist to get kudos is Frank Sinatra, with the label designing a special browser box to hold 120 albums, a Sinatra "ad pad," full-color window display pieces and a counter display.

Pop albums are by Keely Smith, Billy May, Freddy Martin, Ray Budzilek, the Louvin Brothers, Dave Pell Octet, "Dance Craze," Ray Anthony; Johnny Mercer, Guy Lombardo, the King Sisters and a new Sinatra package titled "Come Fly With Me." Soundtrack sets are "The Girl Most Likely," "A Farewell to Arms" and "Sing, Boy, Sing."

New Selling Aids

In addition to previously mentioned selling aids for dealers, label has a new disk jockey preview album, "I Love Music," miniature display pieces, full-color window units, a new inner sleeve, and new pop and Capitol of the World catalogs. Firm will handle the soundtrack sets in a special merchandising campaign, with the three albums to have specially prepared display pieces, press kits, ad mats and a consumer ad campaign of its own.

Capitol of the World wax includes "Hungarian Moods," "Dagenham Girl Pipers," Viennese Zithers, the Sounds of Holland and "French Sax." The Holland set is the first of a future series that will feature sounds of various countries.

The entire program, complete with all selling aids, is being shipped to dealers in a carton that subsequently can be used as a centerpiece display.

Firm is also releasing 12 stereo-tape packages, a new stereo catalog and appropriate display material for the tape line. All of the new tape releases were previously released on disks.

BELIEVE IT OR NOT!
I Pay 5¢ Extra per Record and Make MORE Money!

"I NEVER MISS A SALE WITH UPTOWN 1-STOP SERVICE"

GET ALL THE SMASH HITS NOW!

WE SHIP ALL LABELS WITHIN 24 HOURS

ALL THE POP RECORDS • RHYTHM AND BLUES

COUNTRY AND WESTERN

OPERATORS: Printed title strips furnished at no charge with best sellers.

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Get all the hot numbers while they're hot! Uptown's faster service pays off in additional sales, bigger volume! Try our convenient one-stop service... get all labels... all speeds in one order... one shipment. Save on freight charges... save time and aggravation. No substitutions, no back orders, no delays. Why don't you start making more money with Uptown's service?

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47/20-7097



The One That's Really Selling In . . .

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CHARLOTTE
MEMPHIS
ATLANTA



AMERICA'S NO. 1 GIRL SINGER

PATTI PAGE



WINNER
BILLBOARD
DISC JOCKEY
POLL 1957



WINNER
CASH BOX
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POLL 1957

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NO. 1 SONG FOR 1958

"Belonging To Someone"

AND "BRING US TOGETHER" MERCURY 71247

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

JOHNNY MATHIS . . . Columbia 41082 . . . **COME TO ME**
(Korwin, ASCAP)

WHEN I AM WITH YOU . . . (Johnny Mathis Music, ASCAP)

Mathis, the one-man answer to rock and roll, is batting 1,000 to date, and this entry is quite likely to lengthen his string. Top side, from the TV production of the same name, is one of those simple, melodious, heartfelt ballads that his fans have come to expect. The flip has much of the quality of "It's Not for Me to Say." Mathis himself sounds better than ever.

SAL MINEO . . . Epic 9260 . . . **LITTLE PIGEON**
(Nash, BMI)

CUTTIN' IN . . . (Salmin, BMI)

Mineo's strong cover of "Little Pigeon," a teen-slanted rockabilly with good backing, makes for a potent contender. "Cuttin' In," the flip, is in a calypso-rocker vein and can also score.

THE SILHOUETTES . . . Ember 1020 . . . **GET A JOB**
(Ulysses & Bagby, BMI)

Very strong selling by the group on a rocker. The lead is supported by confused group sounds, but side is highly salable effort which has already picked up action in the short time it has been out. Flip, "I Am Lonely," is a rockaballad that is capably presented (Ulysses & Bagby, BMI).

JOHNNY CASH . . . Sun 283 . . . **BALLAD OF A TEENAGE QUEEN**
(Knox, BMI)

BIG RIVER . . . (Hi Lo, BMI)

This is the most poppish try for Cash in a while. "Teenage Queen" tells a cute story that can appeal to teens, and the artist's approach is highly attractive. Flip, "Big River," has more of a traditional c.&w. flavor, but the rhythmic presentation can also appeal in pop marts. A dual-market contender.

THE PLATTERS . . . Mercury 71246 . . . **HELPLESS**
(A.M.C., ASCAP)

Sock emotion-packed vocalizing by lead Tony Williams on the powerful rockaballad can find favor with the kids. The group lends fine support. The side has the feel of past Platters' hits and could put them up there again. Flip, "Indifferent," is a ballad with a strong beat (A.M.C., BMI).

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

CHUCK SIMS

Little Pigeon . . . 82
TREND 000X—Good sound by the new artist on a cute rockabilly. Cover by Sal Mineo appears more likely to top top coin, but this can make a good showing. (Nash, BMI)
Life Isn't Long Enough . . . 78
The rockaballad is pleasantly delivered by Sims. Light accompaniment is effective. Good coupling. (Nash, BMI)

JONI JAMES

Dancers . . . 81
M-G-M 12607—Vivid, rich backing and colorful piping highlight this version of the exotic Latin standard, Meris spin. (R.&F., BMI)
Love Works Miracles . . . 75
Canary contributes her usual stylized reading to appealing ballad with lilting tempo. (Grank, ASCAP)

THE BEY SISTERS

Sugar Cookie . . . 80
FLIP 328—The sisters kick up a crazy-type degenerate sound on this boogie blues. A wild side, vocally and instrumentally, that could kick up some action. (Conley-Charill, BMI)
Sentimental Journey . . . 80
A slow, triplet version of the standard, popularized by Les Brown. More of the crazy sound on this side. Spin appeal here too, the flip might have more impact. (Maerks, ASCAP)

RICKY SHAW

I Got a Girl . . . 80
GOLDEN CREST 124 — Infectious backing marks this otherwise mild rockabilly ditty, thereby giving it spin appeal. (Gibralter, ASCAP)
Starlight Starbright . . . 70
Okay vocalizing on an attractive rockaballad item. Flip the is better side. (Robinson, BMI)

THE COLLINS KIDS

Hot Hot . . . 78
COLUMBIA 41087—A snappy, swinging rocker by the young pair. Rockabilly blues features strong shouted chanting by the chick with fancy guitar pickin' by both. Side can move in both pop and country markets. Watch it. (Progressive, BMI)
Mama Worries . . . 75
The gal sounds something like a juvenile edition of Kay Starr on this slower-paced tune which has a good idea close to the teen-age mind. The more country slanted of the two, this has good potential too. (Tannen, BMI)

PATTI PAGE

Belonging to Someone . . . 77
MERCURY 71247—A ballad, done with delicate sensitivity by Patti Page. Quality wax. (Lear, ASCAP)
Bring Us Together . . . 75
Suave performance of a rhythmic tune. Vocal is multi-tracked, and backed by a bouncing arrangement. A minor Page effort. (Marks, BMI)

LEROY HOLMES ORK

The Arms of Your Lover . . . 74
M-G-M 12602—Dreamy interpretation of misty theme with lush orchestration and excellent choral work on backing. Fine jockey wax. (Diana, ASCAP)
The Green Cat . . . 74
Vibrant Latin instrumental spotlights amusing feline "meow" gimmick and graceful tempo. Another good deejay side. (Ross Jungnickel, ASCAP)

JIMMY DONLEY

Baby How Long . . . 74
DECCA 30519—An interpretation of the old "How Long Blues" finds good authentic chanting by Donley with intro and close-out passages by strange far-off sounding male soprano yelping. Good rhythmic side with a good sound. Worth spins. (Singing River & Copar, BMI)
I Gotta Go . . . 72
A modified blues with a clink-clink piano in the backing finds Donley singing in down-home style that could reach both country and r.&b. markets. Side features horn as well as guitar breaks. Could generate some interest. (Singing River & Copar, BMI)

LOU GRAHAM

Wee Willie Brown . . . 74
CORAL 61931—Good selling by the artist on a rockabilly. Bright guitar and chorus support enhance chances. (Seabreeze, BMI)
You Were Mean Baby . . . 72
Snappy vocal by Graham on the

medium-beat rockabilly tune is supported by a chorus and country guitar. Piano trippers give the side a poppish sound, tho c.&w. coin is also possible. (Miami, BMI)

ART LUND

Rough Tough Cream Puff . . . 74
BRUNSWICK 55046 — Very salable sound by the Lund on the rockaballad that is very much in line with current tastes. A chick with a sexy voice confirms that she's his cream puff through the side. Some action possible. (Rebs, BMI)
Laguna Moon . . . 70
One of the sides left over from the summer's Hawaiian-rocker trend. Lund's vocal is superior to the material. Flip appears top side. (Planetary, ASCAP)

THE FORTUNES

Tarnished Angel . . . 73
DECCA 30541 — Rather profound message, in the pretty rockaballad. The new group has a good sound, and their effort is nicely backed. Possible coin in both pop and r.&b. markets. (Northern, ASCAP)
Who Cares . . . 73
The lead has a sound that is somewhat reminiscent of Bill Kenny's. The ballad is presented with light rhythm support. It can top both pop and r.&b. lists. (Fairway & Malabar, BMI)

THE RAY CHARLES SINGERS

Let It Snow! Let It Snow! . . . 73
M-G-M 12606—Tasteful reading by chorus on seasonal standard from an LP. Timely spin material. (Cahn, ASCAP)
You're My Girl . . . 72
Feelingful interpretation of the lovely oldie. Class wax for mood music segs. (Stryer & Chan, ASCAP)

BUDDY HOLLY

You Are My One Desire . . . 72
DECCA 30543 — An interesting, stylized vocal by Holly, with a triplet-marked arrangement. Performance has an intense quality. (Copar, BMI)
Love Me . . . 72
Country blues. Holly's performance is in the authentic groove, with a country-styled string backing. As with flip, side was cut some time ago. (Cedarwood, BMI)

TERRY GILKYSON & THE EASY RIDERS

Shorty Joe . . . 72
COLUMBIA 41088 — Blues by the group has a country flavor, with many verses about the doings of Shorty Joe. Interesting guitar backing for the effort. Moderate potential. (Montclare, BMI)
Blue Mountain . . . 70
This side has a minor keyed folkish flavor with a slight feeling of "Ghost Riders in the Sky." Nice performance (to the reading lacks commercial potential. (Montclare, BMI)

MINDY CARSON

Just My Luck . . . 72
COLUMBIA 41091 — A rhythmic ditty, belted with enthusiasm by Mindy Carson. Tune is from the upcoming legit tuner, "Body Beautiful," in which the thrush will star. Good performance with limited possibilities for the tune. (Sunbeam, BMI)
Hidden in My Heart . . . 71
Attractive, slow motion ballad is also from the score of the new show, "Body Beautiful." Attractive thrashing which could garner some spins. (Sunbeam, BMI)

LARRY SONN ORK & CHORUS

Madrid . . . 69
CORAL 61927—Cats effecting South American accents present this cute, bouncy ditty. Jocks might find it worth spinning. Tune is a big Latin standard by A. Lara. (Peer, BMI)
Cha, Chig, Chu for Gix . . . 69
The sprightly cha cha is delivered by a chorus. Very danceable side. Also a good jockey item. (Northern, ASCAP)

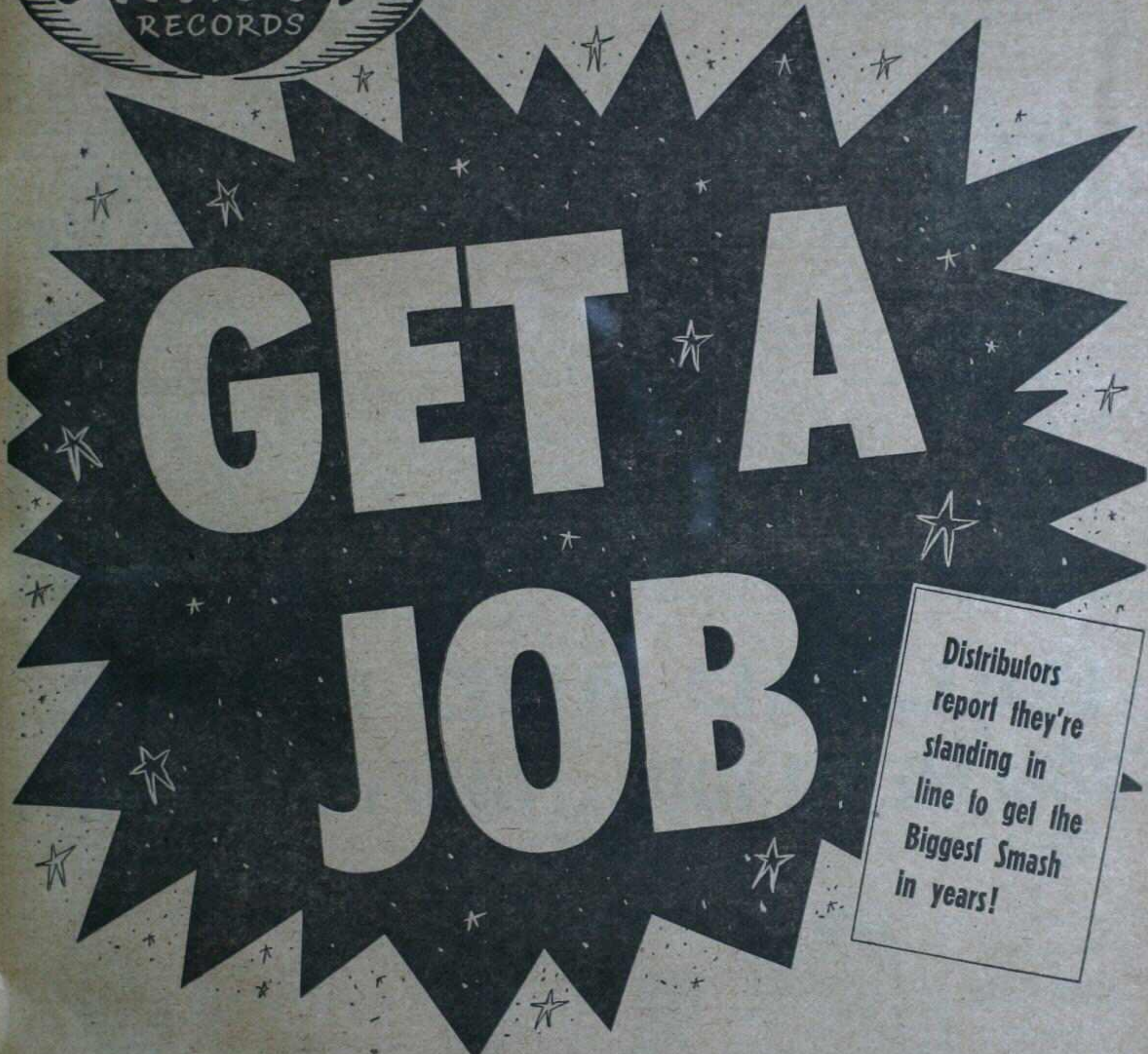
THE PHILHARMONICS

Teen Town Hop . . . 67
FUTURE 2200—A rock and roller. The vocal group is backed with lively instrumentation, with a beat that goes right along. (Bartow, BMI)

(Continued on page 46)



HAS 1958'S FIRST AND BIGGEST SMASH!



Distributors report they're standing in line to get the Biggest Smash in years!

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BIG IN ALL
MARKETS**

WALKIN' WITH MR. LEE

LEE ALLEN #1027

1958's First Really Big Instrumental!



RECORDS, 1697 BROADWAY, N. Y.

Reviews of New Pop Records

Continued from page 44

Why Don't You Write Me? . . . 67
A ballad, tearful in content. Performance is competent. (Golden State, BMI)

SANDY COKER

Honky Tonk Freeze . . . 67
DECCA 30534 — Coker renders an electric guitar solo with rhythmic accompaniment. Tune is a moderate-paced blues that could win some juke support. Payoff chances appear slim, however. (Old Charter, BMI)

Under Cover . . . 65
Mournful, minor key blues instrumental with Coker in the spotlight with electric guitar soloing. Side has a boogie woogie framework. Possible juke fare. (Trans World, BMI)

BOBBY LEWIS

Mumbles Blues . . . 67
MERCURY 71245—A snappy, fairly swinging upbeat blues by the new artist. Material is no great shakes but the artist could get attention with later sides. He has energy and enthusiasm anyway. (Farsday, BMI)

Oh Baby . . . 65
A slow shouter-keeper in a modified Southern style. More doubtful material on this side is a handicap, tho Lewis does well enough under the conditions. (Merriam, BMI)

RITA WILLIAMS

A Penny for Your Dreams . . . 66
DOVE 234—Intense thrashing hint on poignant ballad with lush backing. Moderate spin appeal. (Merriam, ASCAP)

Don't Burn Me Up . . . 66
Swing rhythm item is handed exuberant vocal by cabaret and chorus. Excellent backing by Bob Mersey and. (Merriam, ASCAP)

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

- DON ANTHONY: Only God Knows/It's Time to Wait Again—AMP 12001
- CECIL CAMPBELL: I Got the Blues on the Prado—M-G-M 12695
- PAUL HAMPTON: Rockin' Doll/Please Love Me—Columbia 41019
- REGGIE JAMES: I Am Lost/Careless Me—Mark-X 7008
- THE SERENADERS: Never Let Me Go/I Wrote a Letter—Chock 101

Religious

THE GATEWAY SINGERS
Roving Gambler . . . 77
DECCA 30510—Folksy song, done with style and enthusiasm by the singers. Songs tell a story, and disk picks up interest as it goes along. (Champion, BMI)

This Little Light of Mine . . . 76
Fetchin' gospel chanting. There's a good beat and a happy sound and feeling to this side. (Champion, BMI)

Lengsfelder Case
Continued from page 18

leged royalty losses suffered because of the ASCAP distribution system.

In a brief filed December 31, it was declared that "less than one per cent of publisher members and less than five per cent of writer members of the ASCAP board contr. l the majority vote." According to the charge, it is thus "impossible to displace board members." The entire set-up has been called "unconscionable, undemocratic, against the interest of members at large, contrary to public policy, unlawful and void." It was also pointed out that in the English performing rights society, there is no weighted vote.

The latest brief also sought to have set aside in their entirety, the statements set forth in the most recent ASCAP brief. In this, it was declared that Lengsfelder became a member of the Society after the present bylaws were placed in effect and thus could not have joined without accepting the rules as written. Further, ASCAP held, Lengsfelder "slept on his rights" for 16 years, thus diluting his own case, and that he had failed to follow thru on recourses available to him within the structure of the Society.

Judge Owen McGivern is expected to render a decision within a few weeks. The decision will be concerned only with whether or not the charges justify the case going into trial and will not in itself rule on the validity of the ASCAP weighted vote.

Dave Horowitz of Schwartz and Frolich is counsel for ASCAP, while Frank Weinstein of Weinstein and Lecinson represents the plaintiff.

Mercury 98 Cents
Continued from page 15

a 100 per cent exchange guarantee on all 45 singles. The change, effective immediately, provides that records must be returned within 90 days of release date to be eligible for exchange, thus virtually the entire Mercury catalog is on a full exchange basis, since the label was the first to offer all its LP's on a lifetime exchange guarantee.

Irving B. Green, Mercury prez, said that singles shipped during the six-month period ending December 31 will be accepted under the old 5 per cent return plan. Of records bought under the new full exchange set-up, a credit based on the old list price of 89 cents will apply to records up to catalog number 71240X. Those numbered 71241X or higher — which means the company's December release or later — will be accepted for exchange based on the new 98-cent price.

All shipments moving after January 1, Green said, will be billed at the higher price structure, regardless of the date of the order. Commenting on Mercury's new policy, Green said the move is "better for all concerned" because it helps alleviate the pressure on retailers caused by what he called "an over abundance of product."

Band Exchange
Continued from page 19

tain instances the Executive feels that bands sent from America have not always come up to expected standards.

So far the only known American bands booked to come here are the Glenn Miller Band and the Dave Brubeck Quartet. Both deals have been set by Harold Davison who is negotiating one more topline American import, as yet unnamed.

Number of Releases This Week

Label	Pop	R&B	C&W
AMP	1	—	—
BRUNSWICK	1	—	—
CHOCK	1	—	—
COLUMBIA	4	—	—
CORAL	2	—	—
DECCA	4	—	—
DOVE	1	—	1
EMBER	—	1	—
EPIC	1	—	—
FLIP	1	—	—
FOUR STAR	—	—	2
FUTURE	1	—	—
GOLDEN CREST	1	—	—
GONG	—	1	—
MARK-X	1	—	—
MERCURY	3	—	—
M-G-M	4	—	2
TOTALS	26	2	5

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A SMASH!
RICKY NELSON
STOOD UP
WAITIN' IN SCHOOL
5483
Imperial Records
5425 Hollywood Blvd Hollywood 28, Calif

BALLAD AND BEAT!
FROM ME TO YOU THE WHIPPETY WHIRL

beautiful ballad lead vocal by Rudy West

Maryland Pierce steps out for the lead on this up-tempo flyin' rocker

THE FIVE KEYS



Capitol RECORDS
Record No. 3861

featured in Capitol's "Hit Slate For 58"

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING DECEMBER 28

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.

Week	This Week	Last Week	Chart
1.	GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis . . . 5	6	6
	You Win Again (BMI)—Sun 281		
2.	MY SPECIAL ANGEL (BMI)—Bobby Helms 1	13	13
	Standing at the End of My World (BMI)—Dec 30423		
3.	JAILHOUSE ROCK (BMI)—Elvis Presley 4	13	13
	TREAT ME NICE (BMI)—Vic 7035		
4.	THE STORY OF MY LIFE (ASCAP)—Marty Robbins 2	7	7
	Once-a-Week Date (BMI)—Col 41013		
5.	WAKE UP LITTLE SUSIE (BMI)—Everly Brothers . . 3	15	15
	Maybe Tomorrow (BMI)—Cadence 1337		
6.	RAUNCHY (BMI)—Bill Justis 9	7	7
	The Midnight Man (BMI)—Phillips International 3519		
7.	KISSES SWEETER THAN WINE (BMI)—		
	Jimmie Rodgers 6	5	5
	Better Loved You'll Never Be (ASCAP)—Roulette 4031		
8.	GEISHA GIRL (BMI)—Hank Locklin 7	20	20
	Living Alone (BMI)—Vic 6984		
9.	FRAULEIN (BMI)—Bobby Helms 8	41	41
	Heartick Fealing (BMI)—Dec 30194		
10.	I FOUND MY GIRL IN THE U. S. A. (BMI)—		
	Jimmie Skinner 11	7	7
	Carroll County Blues (BMI)—Mercury 71192		
11.	IS-IT WRONG? (BMI)—Warner Mack 15	21	21
	Baby Squeeze Me (BMI)—Dec 30301		
12.	MY SHOES KEEP WALKING BACK TO YOU—		
	Ray Price 10	22	22
	Don't Do This to Me (BMI)—Col 40951		
13.	HONEYCOMB (ASCAP)—Jimmie Rodgers 11		
	Their Hearts Were Full of Spring (ASCAP)—Roulette 4015		
14.	HOME OF THE BLUES (BMI)—Johnny Cash 12	17	17
	GIVE MY LOVE TO ROSE (BMI)—Sun 279		
15.	WHY, WHY? (BMI)—Carl Smith 14	15	15
	Emotions (BMI)—Col 40984		

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 28

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.

Week	This Week	Last Week	Chart
1.	THE STORY OF MY LIFE—Marty Robbins 3	6	6
	Col 41013—ASCAP		
2.	MY SPECIAL ANGEL—Bobby Helms 1	13	13
	Dec 30423—BMI		
3.	MY SHOES KEEP WALKING BACK TO YOU—		
	Ray Price 9	23	23
	Col 40951—BMI		
4.	WHY, WHY?—Carl Smith 4	16	16
	Col 40984—BMI		
5.	WAKE UP LITTLE SUSIE—Everly Brothers 2	14	14
	Cadence 1337—BMI		
6.	I FOUND MY GIRL IN THE U. S. A.—		
	Jimmie Skinner 13	7	7
	Mercury 71192—BMI		
7.	HOME OF THE BLUES—Johnny Cash 5	15	15
	Sun 279—BMI		
8.	ANNA MARIE—Jim Reeves 6	5	5
	Vic 7070—BMI		
9.	JAILHOUSE ROCK—Elvis Presley 8	12	12
	Vic 7035—BMI		
10.	KISSES SWEETER THAN WINE—Jimmie Rodgers 10	3	3
	Roulette 4031—BMI		
11.	GEISHA GIRL—Hank Locklin 7	18	18
	Vic 6984—BMI		
12.	IS IT WRONG?—Warner Mack 13		
	Dec 30301—BMI		
13.	GREAT BALLS OF FIRE—Jerry Lee Lewis 11	3	3
	Sun 281—BMI		
14.	PLEASE PASS THE BISCUITS—Gene Sullivan 3		
	Col 40971—BMI		
15.	UH HUH—Sonny James 1		
	Cap 3840—ASCAP		

Reviews of New C&W Records

JACK TURNER

Weary Blues From Waitin' 75
M-G-M 12603—Tony Bennett has also recently recorded the old Hank Williams ballad. This version is taken at a faster clip, and the arrangement has more of a country flavor. It can move. (Acuff-Rose, BMI)

Got a Heart (That Wants a Home) . . . 74
The c.w. ballad is presented at a medium-beat shuffling pace. Fine rhythmic country string support is effective. If exposed, it could start something. (Acuff-Rose, BMI)

REX ALLEN

The Blue Light Waltz 75
DECCA 30511—A fine vocal by Allen of this pretty waltz. Arrangement is simple, and in a nostalgic groove. Disc jays will find it good programming and out of the common groove. (Shapiro-Bernstein, ASCAP)

Blue Dream 73
A dreamy ballad, country-flavored. Arrangement is artful, with a mandolin (by Nudie) providing a Mediterranean touch. Allen's vocal is solid. (Acuff-Rose, BMI)

JIMMY WOLFORD

My Name Is Jimmy 74
4 STAR 174—Pleasing performance

by Wolford on rockabilly tune with teenbit lyrics, artist's refusal to copy other r.&r. artists' styles. Good chatter angle for jocks. (4 Star, BMI)

Teener Weener Man 72
Amusing novelty with science fiction theme and catchy beat. Interesting jockey side. (Fowler, BMI)

CARL BELEV

Stop the World (and Let Me Off) . . . 72
4 STAR 1715—Sock title should help this side grab off initial disc jay play. Belev warbles merrily on melodic wrepper with strong r.&r.-type backing. (4 Star, BMI)

I Can't Forget 71
Plaintive reading of wistful ditty with country flavor but rockabilly backing. (4 Star, BMI)

THE ANDREWS BROTHERS

What've I Gotta Do 72
M-G-M 12604—Country rhythm side. Good tune gets a nice vocal reading by the Brothers. (Acuff-Rose, BMI)

Baby, Baby 70
Duetting by the brothers, with honky tonk piano and the lilting rhythm, has a nostalgic flavor. (Acuff-Rose, BMI)

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Eddie Ruton, owner-manager of Hillbilly Park, Newark, O., suffered a heart attack December 16 while working his dog act at Johnstown, Pa., and is confined to Room 309, Memorial Hospital, in that city. His wife, who is at his bedside, reports that he is improving but that it will be another 10 days before he will be permitted to return to his home in Newark. A week prior to the attack, Eddie was forced to cancel a number of Christmas dates when one of his balancing dogs slipped from his grasp, the dog's paw striking Eddie in the eye causing a serious infection.

Hank Thompson and His Brazos Valley Boys head westward late this month, with stops skedded for El Paso, Tex.; Phoenix and Tucson, Ariz., and San Diego, Calif., arriving in Los Angeles January 25 for appearances on two of the areas' top TV shows, "Country America," on ABC-TV, and "Town Hall Party," emanating from Compton, Calif. . . . Herb Shucher has sold his interest in the Emerson-Shucher Agency, Nashville, to his partner, Lee Emerson, to again take over the personal management of Jim Reeves. Herb and Jim celebrated the business remarriage with a party for the trade at the Andrew Jackson Hotel, Nashville, last Monday (30).

The show presented for Royal & Bell Furniture Company customers at the 1,700-seat Emery Auditorium, Cincinnati, Sunday, December 29, by Jimmie Skinner, Cincy music merchant and entertainer, and his manager, Lou Epstein, attracted three full houses. On the show were George Jones, Justin Tubb, Jimmie Williams, the Hometowners, Skeeter Davis, Ray Lunsford, Al Runyon, and Rusty York, a new rock 'n' roll artist on the King label. . . . Ferlin Husky and his manager, Hubert Long, are in New York, where the former is winding up work on a picture he is making with Zsa Zsa Gabor at a Long Island studio.

Jack Turner's newest M-G-M release, due out this week, couples "Weary Blues From Waitin'," one of the late Hank Williams' tunes, and "Got a Heart That Wants a Home," penned by Turner himself. Tony Bennett (Columbia) has covered the latter ditty in the pop field. Meanwhile, Turner continues with his own show each Tuesday and Thursday over WSPA-TV, Montgomery, Ala., where he's held forth the last two and a half years. Since its inception, his program has been rated in the top 10, multi-weekly shows on TV in the area. Currently it ranks No. 4. . . . Jimmy Stephen and Slim Coxx (Event) recently appeared on Ernst Tubb's show over WSM, Nashville, to plug their new release, "Oh, Golly, Gosh, Oh, Gee."

Betty Luther and Wally Lewis have left Jubilee Ballroom, Baldwin Park, Calif., to work personals in the area. Betty had been at the spot three years. Don Deal moved his band into the jubilee New Year's Day for a limited stay. . . . Glen Troutman and Garry Lambert, who toured for several years as the Missouri Mountain Boys and recently have been working West Coast dates for Fred Maddox, have received their invitation from Uncle Sam and report for induction January 20. . . . Cathy Taylor, 13-year-old singer from Morgan Hill, Calif., is working dates set up by J. E.

This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . . C&W RECORDS

JOHNNY CASH

Ballad of a Teenage Queen (Knox, BMI)—Sun 283
Big River (Hi Lo, BMI)
See review in Pop Spotlight section.

CARL PERKINS

Lend Me Your Comb (Daniels, ASCAP)
Glad All Over (Magnificent, ASCAP)—Sun 287—Two strong sides. "Lend Me Your Comb" has other versions, but this could be tops in this market, and it also has pop appeal. "Glad," the flip, is also in a rockabilly vein. Perkins does this in the film, "Jamboree." Either can make it.

CARL SMITH

You're So Easy to Love (Cedarwood, BMI)
Your Name Is Beautiful (Denny, ASCAP)—Columbia 41092—Smith should have another sure-fire smash in this coupling, which is aimed at a broad market. Topside is a bouncy, straightforward traditional-type country opus, infectious happy in spirit. The flip, however, is very pop-styled, with chorus and a piano of the type associated with Johnny Mathis hits.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING DECEMBER 28

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

Birmingham

1. Great Balls of Fire, Jerry Lee Lewis, Sun
2. Kisses Sweeter Than Wine, Jimmie Rodgers, RH
3. Uh Huh, Sonny James, Cap
4. Jailhouse Rock, Elvis Presley, Vic
5. My Special Angel, Bobby Helms, Dec
6. Raunchy, Bill Justis, Phil Intl
7. You Win Again, Jerry Lee Lewis, Sun

Dallas-Fort Worth

1. My Special Angel, Bobby Helms, Dec
2. Fraulein, Bobby Helms, Dec
3. Is It Wrong? Warner Mack, Dec
4. Jailhouse Rock, Elvis Presley, Vic
5. The Story of My Life, Marty Robbins, Col
6. Geisha Girl, Hank Locklin, Vic
7. Wake Up Little Susie, Everly Brothers, Cdc
8. I Found My Girl in The U. S. A., Jimmie Skinner, Mer
9. Raunchy, Bill Justis, Phil Intl
10. Honeycomb, Jimmie Rodgers, RH

Swarr in the Los Angeles area. Meanwhile, Cathy continues with her own radio show over KPER, Gilroy, Calif.

Joe Allison scotches the rumor that has been making the rounds to the effect that he is heading up a group to organize a country music convention to be held on the West Coast. "I am always happy to see country music deejays and trade people gather to celebrate and trade ideas," Joe typewrites, "and I believe the convention held each year in Nashville is one of the highlights of the showbiz industry. If someone does form a deejay association on the West Coast and holds a convention, I more than likely will attend and be happy to. However, I would like to reiterate that I in no way have made any overtures in that direction and have never entertained any thought of taking this project on myself."

Billy Gray, Decca artist and for the last three years leader of his own Western swing band, the Western Okies, has rejoined Hank Thompson and His Brazos Valley Boys. . . . Country music singer and musician, Jimmie Osborne, of Winchester, Ky., was found fatally wounded in hi. trailer

(Continued on page 49)

Houston

1. I Found My Girl in The U. S. A., Jimmie Skinner, Mer
2. Great Balls of Fire, Jerry Lee Lewis, Sun
3. Wake Up Little Susie, Everly Brothers, Cdc
4. Is It Wrong? Warner Mack, Dec
5. My Special Angel, Bobby Helms, Dec
6. Love Bug Crawls, Jimmy Edwards, Mer

Memphis

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

Nashville

1. The Story of My Life, Marty Robbins, Col
2. Great Balls of Fire, Jerry Lee Lewis, Sun
3. Geisha Girl, Hank Locklin, Vic
4. My Special Angel, Bobby Helms, Dec
5. Home of the Blues, Johnny Cash, Sun
6. Raunchy, Bill Justis, Phil Intl

New Orleans

1. My Special Angel, Bobby Helms, Dec
2. Jailhouse Rock, Elvis Presley, Vic
3. Wake Up Little Susie, Everly Brothers, Cdc
4. Fraulein, Bobby Helms, Dec
5. Is It Wrong? Warner Mack, Dec
6. The Story of My Life, Marty Robbins, Col
7. Great Balls of Fire, Jerry Lee Lewis, Sun

St. Louis

1. Great Balls of Fire, Jerry Lee Lewis, Sun
2. Kisses Sweeter Than Wine, Jimmie Rodgers, RH
3. Raunchy, Bill Justis, Phil Intl
4. The Story of My Life, Marty Robbins, Col
5. My Special Angel, Bobby Helms, Dec

SENSATIONAL "GREAT BALLS OF FIRE" JERRY LEE LEWIS

Sun 5281

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See Jay 258

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The Falcons

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"ROAD HOUSE"

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• This Week's R&B Best Buys

OH JULIE (Excellence, BMI)—The Crescendos—NASC0 8005—This has been out for a while, but has now started moving well in most markets. Flip is "My Little Girl" (Excellence, BMI).

• Review Spotlight on . . .

R&B RECORDS

THE SILHOUETTES

Get a Job (Ulysses & Bagby, BMI)—Ember 1029
See review in Pop Spotlight section.

RAY CHARLES, MARY ANN FISHER

Talkin' Bout You (Progressive, BMI)
What Kind of Man Are You? (Progressive, BMI)—Atlanta 1172—Charles is at his best on "Talkin'." The tune has a gospel-blues flavor, and the artist presents it with his usual artistry. The flip, "What Kind of Man?" introduces a fine new fem artist, a real gasser, who belts the bluesy ballad in a style similar to Charles. Strong sides.

THE PLATTERS

Helpless (A.M.C., BMI)—Mercury 71246
See review in Pop Spotlight section.

SOUTHERN TERRITORIAL

OTIS RUSH

Three Times a Fool (Armel, BMI)
She's a Good 'Un (Armel & Ghana, BMI)—Cobra 5023—Two great sides that rate as strong contenders for Southern coin. Both are blues and are told in similar gutbucket fashion. The earthy vocals are effectively backed by good guitar and piano work.

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING DECEMBER 28

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. Buzz, Buzz, Buzz—Hollywood Flames, Ebb
2. At the Hop—Danny and the Juniors, ABC-Para.
3. Bony Moronie, Larry Williams, Spa.
4. Great Balls of Fire—Jerry Lee Lewis, Sun
5. Rock and Roll Music, Chuck Berry, Cha.
6. Peggy Sue, Buddy Holly, Cor.
7. I'll Come Running Back to You—Sam Cooke, Spe.
8. Jailhouse Rock, Elvis Presley, Via.
9. The Big Beat, Fats Domino, Imp.
10. Raunchy, Ernie Freeman, Imp.

Charlotte

1. Raunchy, Ernie Freeman, Imp.
2. Peggy Sue, Buddy Holly, Cor.
3. Great Balls of Fire—Jerry Lee Lewis, Sun
4. You Send Me, Sam Cooke, Keen
5. Raunchy, Bill Justis, Phil. Intl.
6. Jailhouse Rock, Elvis Presley, Via.
7. At the Hop—Danny and the Juniors, ABC-Para.
8. Kisses Sweeter Than Wine—Jimmie Rodgers, Rlt.
9. Rock and Roll Music, Chuck Berry, Cha.
10. Bony Moronie, Larry Williams, Spa.

Chicago

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

Cincinnati

1. You Can Make It If You Try—Gene Allison, V J
2. Don't Let Go, Roy Hamilton, Epla
3. Raunchy, Ernie Freeman, Imp.
4. I'll Come Running Back to You—Sam Cooke, Spe.
5. Leaps and Bounds, Bill Doggett, King
6. Blues Down Home—Dinah Washington, Mer.

Detroit

1. At the Hop—Danny and the Juniors, ABC-Para.
2. I'll Come Running Back to You—Sam Cooke, Spe.
3. Great Balls of Fire—Jerry Lee Lewis, Sun
4. Raunchy, Bill Justis, Phil. Intl.

5. Raunchy, Ernie Freeman, Imp.
6. You Send Me, Sam Cooke, Keen
7. Kisses Sweeter Than Wine—Jimmie Rodgers, Rlt.
8. Don't Let Go, Roy Hamilton, Epla
9. You Can Make It If You Try—Gene Allison, V J
10. Peggy Sue, Buddy Holly, Cor.

Los Angeles

1. Raunchy, Ernie Freeman, Imp.
2. I'll Come Running Back to You—Sam Cooke, Spe.
3. You Send Me, Sam Cooke, Keen
4. Kisses Sweeter Than Wine—Jimmie Rodgers, Rlt.
5. Buzz, Buzz, Buzz—Hollywood Flames, Ebb
6. Silhouettes, Rays, Cam.
7. At the Hop—Danny and the Juniors, ABC-Para.
8. Great Balls of Fire—Jerry Lee Lewis, Sun
9. Wake Up Little Susie—Everly Brothers, Cdc.
10. Chances Are, Johnny Mathis, Col.

New Orleans

1. Raunchy, Ernie Freeman, Imp.
2. You Send Me, Sam Cooke, Keen
3. Bony Moronie, Larry Williams, Spa.
4. That's All Right—Ella J. Baker, Duke
5. I'll Come Running Back to You—Sam Cooke, Spe.
6. Great Balls of Fire—Jerry Lee Lewis, Sun
7. Teardrops—Lee Andrews and the Hearts, Cha.
8. Jailhouse Rock, Elvis Presley, Via.
9. Little Bitty Pretty One—Thurston Harris, Ala.

New York

1. At the Hop—Danny and the Juniors, ABC-Para.
2. Rock and Roll Music, Chuck Berry, Cha.
3. The Stroll, Diamonds, Mer.
4. Chances Are, Johnny Mathis, Col.
5. Silhouettes, Rays, Cam.
6. Wake Up Little Susie—Everly Brothers, Cdc.
7. Raunchy, Bill Justis, Phil. Intl.
8. You Send Me, Sam Cooke, Keen
9. Jailhouse Rock, Elvis Presley, Via.
10. La Dee Dah, Billy and Lillie, Swan

Philadelphia

1. At the Hop—Danny and the Juniors, ABC-Para.
2. You Send Me, Sam Cooke, Keen
3. The Joker, Billy Myles, Ember
4. I'll Come Running Back to You—Sam Cooke, Spe.
5. Rock and Roll Music, Chuck Berry, Cha.
6. Great Balls of Fire—Jerry Lee Lewis, Sun

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING DECEMBER 28

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 through 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 first. Weeks on top.

This Week	Weeks on Top	Chart
1. AT THE HOP (BMI)—Danny and the Juniors	2	4
Sometimes (BMI)—ABC-Paramount 9887L		
2. YOU SEND ME (BMI)—Sam Cooke	1	11
Summertime (ASCAP)—Keen 34013		
3. PEGGY SUE (BMI)—Buddy Holly	4	6
Everyday (BMI)—Coral 5183		
4. RAUNCHY (BMI)—Ernie Freeman	3	6
Puddin' (BMI)—Imperial 5474		
5. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	8	5
You Won Again (BMI)—Sun 281		
6. RAUNCHY (BMI)—Bill Justis	5	7
The Middle Man (BMI)—Phillips International 3519		
7. I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke	7	3
Forever (BMI)—Specialty 619		
8. JAILHOUSE ROCK (BMI)—Elvis Presley	6	13
Treat Me Nice (BMI)—Vic 7035		
9. ROCK AND ROLL MUSIC (BMI)—Chuck Berry	11	8
Blue Feeling (BMI)—Chess 1671		
10. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	10	4
Better Loved You'll Never Be (ASCAP)—Roulette 4031		
11. BUZZ, BUZZ, BUZZ (BMI)—Hollywood Flames	14	7
Crazy (BMI)—Ebb 119		
12. BONY MORONIE (BMI)—Larry Williams	14	7
You Bug Me, Baby (BMI)—Specialty 615		
13. SILHOUETTES (BMI)—The Rays	9	11
Daddy Cool (BMI)—Cameo 117		
14. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers	—	14
Maybe Tomorrow (BMI)—Cadence 1337		
15. TEARDROPS (BMI)—Lee Andrews and the Hearts	—	1
Girl Around the Corner (BMI)—Chess 1875		

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 28

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

This Week	Weeks on Top	Chart
1. RAUNCHY—Ernie Freeman	2	7
Imperial 5474—BMI		
2. YOU SEND ME—Sam Cooke	1	12
Keen 34013—BMI		
3. LITTLE BITTY PRETTY ONE—Thurston Harris	5	9
Ataddin 3398—BMI		
4. PEGGY SUE—Buddy Holly	8	5
Coral 5183—BMI		
5. YOU CAN MAKE IT IF YOU TRY—Gene Allison	9	3
See Jay 256—BMI		
6. I'LL COME RUNNING BACK TO YOU—Sam Cooke	10	2
Specialty 619—BMI		
7. AT THE HOP—Danny and the Juniors	3	3
ABC-Paramount 9871—BMI		
8. GREAT BALLS OF FIRE—Jerry Lee Lewis	15	4
Sun 281—BMI		
9. JAILHOUSE ROCK—Elvis Presley	7	12
Vic 7035—BMI		
10. TEARDROPS—Lee Andrews and the Hearts	—	1
Chess 1675—BMI		
11. SILHOUETTES—The Rays	13	11
Cameo 117—BMI		
12. ROCK AND ROLL MUSIC—Chuck Berry	11	6
Chess 1671—BMI		
13. DANCE TO THE BOP—Gene Vincent	—	1
Cap 3439—BMI		
14. OH, BOY!—Crickets	14	3
Bronswick 55035—BMI		
15. THE STROLL—Diamonds	—	1
Mercury 71242—BMI		

7. Raunchy, Bill Justis, Phil. Intl.
8. Teardrops—Lee Andrews and the Hearts, Cha.
9. The Stroll, Diamonds, Mer.
10. Bony Moronie, Larry Williams, Spa.

St. Louis

1. At the Hop—Danny and the Juniors, ABC-Para.
2. I'll Come Running Back to You—Sam Cooke, Spe.
3. You Can Make It If You Try—Gene Allison, V J
4. Raunchy, Bill Justis, Phil. Intl.
5. You Send Me, Sam Cooke, Keen
6. Bony Moronie, Larry Williams, Spa.

7. Great Balls of Fire—Jerry Lee Lewis, Sun

Washington, D. C.

1. You Send Me, Sam Cooke, Keen
2. At the Hop—Danny and the Juniors, ABC-Para.
3. Raunchy, Ernie Freeman, Imp.
4. I'll Come Running Back to You—Sam Cooke, Spe.
5. Be-Bop Baby, Ricky Nelson, Imp.
6. Don't Let Go, Roy Hamilton, Epla
7. Oh, Boy! Crickets, Bk.
8. Silhouettes, Rays, Cam.
9. Buzz, Buzz, Buzz—Hollywood Flames, Ebb
10. Jailhouse Rock, Elvis Presley, Via.

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JACKIE CARBONE . . .

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"Faith Reaches Out"—No. 31-42

"Lord, I'm Coming Home to Thee"—No. 31-41

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'57 Big for All Victor Subsidiaries

Continued from page 18

Marty Gold's "Wired for Sound." Other big items were "The Best of Eddie Cantor" and Helen O'Connell's "Green Eyes."

Camden, the low-priced line, scored its biggest sales in the month of October, according to Dave Finn, manager of planning and marketing. In that month alone, sales totalled 50 per cent of the entire billing of the previous year. November was the second biggest month. Vastly enlarged catalog, conversion to recognized artists' names and full-color specials accounted for much of the increase.

The increase in Bluebird sales hit a phenomenal 184 per cent over 1956, according to Harry Jenkins, manager of Victor's singles division. This is attributed to a four-way program initiated about one year ago: 1) Introduction of 12-inch kidisk LPs at \$1.98, with four-color covers. 2) Release of Victor pop hits on the Bluebird 49-cent line. This included such as Perry Como's "Round and Round" and Vaughan Monroe's "Wringle Wrangle." 3) Music from favorite moppet TV shows. 4) Personalities and name artists — as Como, Monroe, Roy Rogers, Dorothy Olsen.

Eight per cent of total Bluebird sales were accounted for by LP's and 45 r.p.m. disks. Over 60 per cent of the kidisk volume was done thru rack jobbers.

Vik's plans for '58 were sketched by Rosner. Artists and repertoire will be taken over by Herman Diaz, who was responsible for most of the albums produced last year. A "Vik Sound Festival" campaign will kick off the new year, with 12 albums included. Releases thruout the year will be in "programs," rather than on a monthly basis. Each will offer special discount and dating privileges. Singles will be released on a flexible basis, with approximately four a month, plus purchased masters.

Bluebird's 1958 program will continue the patterns set in '57, with three singles per month and 10 LP's thruout the year. Highlight of the first quarter will be "Shari-Land," featuring the hot new TV property, Shari Lewis. Also scheduled are an original picture cast album of "Peter Pan," and the first full-disk production of "Black Beauty." The line also will get a number of re-packaged and re-issued items from the catalog.

FOLK TALENT & TUNES

Continued from page 47

home near Louisville December 26. Police say the wound was self-inflicted. A native of Winchester, Ky., Osborne had worked at WLEX, Lexington, Ky., and KWKF, Shreveport, La. He had also appeared on several Cincinnati stations as well as on "Grand Ole Opry" in Nashville. He was a writer of the tune, "Song of Kathy Fiscus," which is reported to have sold nearly a million records.

The gospel-singing Blackwood Brothers Quartet is set as follows thru January: Philadelphia, Miss., January 8; Houston, Tex., 9; Abilene, Tex., 10; Fort Worth, Tex., 11; Lubbock, Tex., 13; Wichita Falls, Tex., 14; Tulsa, Okla., 15; Springfield, Mo., 16; Oklahoma City, 17; Little Rock, Ark., 18; Rome, Ga., 23; Greenville, S. C., 24; Asheville, N. C., 25; Arab, Ala., 28; Orlando, Fla., 31. . . . Jackie Dee, country singer turned rock 'n' roller, opened Christmas night in Elka, Nev., with a unit which also included Bob Crosby and Dick Contino.

Marty Robbins guests on "Country Music Jubilee" from Springfield, Mo., this Saturday (11), while on the same day the Dow show on NBC radio will feature guests Porter Wagoner and Leroy Van Dyke. . . . "Country Music Jubilee's" Uncle Cyp (Boob) and Aunt Sap Brasfield are well under way with the filming of the new 52-program series in which Cyp is co-starred with brother Rod Brasfield. The program is designed as a once-weekly quarter-hour, with the comedy sketches written by Cyp himself.

With the Jockeys

After a year's absence from the country and western music field, Jim Carroll is spinning c.&w. wax for the Texas-East-

ern Network via KTLU, Rusk, Tex., and KTET, Livingston, Tex. "We plan to increase our c.&w. programming on both stations as soon as we are able to expand our library," writes Carroll. "I'd appreciate receiving deejay samples from my many old friends in the industry." Jim says he's also making show dates thru East Texas with Bob Musgrave and the Cherokee Ramblers. . . . Gene (Country Boy) Springer is holding forth at KGCX, 5,000-watt Mutual outlet in Sidney, Mont., daily from 8:05-8:30 p.m., MST, and on Saturdays 12:05-3 p.m., 4:05-4:30 p.m. and 5:30-11 p.m., MST. KGCX also maintains studios in Williston, N. D.

Lee Moore, all-night disk jockey on WWVA, Wheeling, W. Va., the last eight years, returns to his nocturnal duties there January 6 after having toured Canada and the New England States the last five months. . . . Tom Reeder, newest voice at WARL, Arlington, Va., heads up the "Tom's Tunes" program, 5:15-7 p.m., Monday thru Saturday, featuring country and western music. Don Owens continues to spin c.&w. wax on the same station, including his Sunday afternoon "Hillbilly Hit Parade." . . . Paul Ruhle, program director at WGRC, Louisville, is bringing Carl Shook back to that city January 20 to conduct "Cornbread With Carl Shook," Monday thru Friday, 12 noon to 3 p.m. Shook worked for Ruhle when the latter was program director at WKYW, Louisville. After leaving there, Shook went to Lansing, Mich.; then to WCAR, Detroit.

Eddie Foote is now with WFOR, Hattiesburg, Miss., after a year of spinning c.&w. for WSSO, Starkville, Miss. "Sure could use some of those disks," typewrites Eddie. . . . "Bobby Hill and I are running one of the two big country

and western Saturday night deejay shows here in Canada's metropolis," writes Ron Scott, of CFCF, Montreal. "We devote about one night in four to Blue Grass music. The response to the latter has been terrific, considering this is Canada. Some of this 'rank' stuff is hard to get, tho, as it's not released in Canada. We welcome promotion platters from Blue Grass bands across the South. My Sparton disk, 'When the Bees Are in Their Hives,' is doing quite well."

Reviews of New R&B Records

THE CHANNELS
Altar of Love . . . 75
 GONE 5019—Nice group harmonies on a better than average rockballad. Piano triplets in support are effective. It can do biz. (Wemar, BMI)
All Alone . . . 75
 Falsetto vocal by the lead on a rhythm-backed ballad. Fine group assistance and good backing help put this in line for loot. (Real Gone, BMI)

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ON THE BEAT

Continued from page 18

Domino said he likes Dixieland jazz, but not the modern stuff. "It's got to have some kind of melody for me," he said. "I just don't understand the modern kind of jazz." Rhythm and blues, New Orleans style, is still Domino's first love, and "as long as it stays pure rhythm and blues, it'll always last," he added. Fats disclosed a deep personal admiration for Perry Como, as singer and as a person. "I'd work on his show for nothing anytime, if he wanted me," he said.

Promoter Lee Gordon, Australian based, transplanted American, was in New York this week, lining up new American pop attractions for the "down under" circuit. Gordon indicated that rock and roll is very big in his territory. Accordingly, he is setting up a week of appearances in late January for a package headed by Jerry Lee Lewis, the Crickets and others, to play Melbourne, Brisbane and Sydney. Gordon reported that Nat Cole did very well on his recent dates in Melbourne and Sydney. "Jazz however is strictly dead in Australia," says Gordon.


Shaw office reports that Bill Doggett will be the first Negro artist ever to play a white night club in Fort Lauderdale, Fla., when he does a

one-week stint at Porky's Club there starting February 10. The preceding week, he'll do a week at the Palms in nearby Hallandale, Fla. . . . Milt Shaw has accompanied Ray Charles to the West Coast, to help the singer purchase a home in the Apple Valley region of California.

Specializing in rock and roll and r.&b. material is the new Planet X label, which is part of the Planet Music operation. Initial pactees include Henry Sawyer and the Jupiters and Bernie Moore and the Rockets. The latter will feature instrumental sides with electric guitars and mandolins. . . . ABC-Paramount had two of its acts, Paul Anka and Danny and the Juniors, working the record-breaking Alan Freed rock and roll show at the New York Paramount Theater last week.

Della Reese continues her round of TV slottings on the Dick Clark American Bandstand Show (9) and the Big Record Show (15). Engagements will follow at Mister Kellys, Chicago, and the Copa, Pittsburgh. . . . Al Hibbler will do a minimum of six weeks in Europe, commencing in early March. . . . R. & D. Distributing Company, New Orleans, has joined the ABC-Paramount network of distributors.

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 RISING STAR
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LITTLE BITTY PRETTY ONE
 AL. #3398

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Mass. Safety Dept. Seeks Ride Licenses

BOSTON — The Massachusetts Department of Public Safety has announced that it will seek legislation that would require State licenses for amusement parks and amusement rides including those brought in by carnivals.

Under the department's recommended program, permanent amusement parks, beach resorts and other such areas would be required to obtain an annual license at \$50 each. Each license application would be accompanied by an affidavit of safety for each amusement ride or device issued by a structural or mechanical engineer, registered under State law. In addition, evidence of compliance with State insurance laws would be required.

The recommendation by the safety department results from a legislative mandate that the de-

partment make a thoro survey of safety conditions in the amusement ride field and recommend necessary legislation to provide greater public safety.

Under the recommendation, no municipality could issue a local permit authorizing the use, assembly or construction of an amusement ride unless the device owner presented a certificate of inspection issued by the district inspector or the State Department of Public Safety. The inspection certificate would be issued for each ride and each location.

The department, in its report, stated: "Each year these rides become more complicated and unusual and provide more thrills than the year before."

The department said that the records of one large insurance company covering the majority of permanent parks and beaches for a period of two to five years, show 202 reported accidents, no fatalities. Most of the accidents were minor and were caused by carelessness and patrons' faults.

Parkmen reportedly take a dim view of the campaign. The New England Association of Parks & Beaches is on record with the

(Continued on page 51)

Brussels Fair Sets Nursery; Appoints Stern

BRUSSELS — A 20-cent daily charge has been established for the Brussels World's Fair day nursery. A section of the Children's Kingdom area, the nursery will be staffed with English-speaking nurses, showers, rest rooms, games, puppet shows and mid-day meals.

Lunches will be served for 50 cents in a dining room opening on a covered terrace. Patrons will provide particulars of the children's diet and health when leaving them at the nursery.

It is announced that Alfred Stern has been named special consultant on industrial participation by Howard S. Cullman, U. S. commissioner general for the fair. Stern is director of the department of community and industrial showmanship of the American National Theatre and Academy. He developed U. S. participation in the international trade fairs in Zagreb, Yugoslavia, and in Vienna for the Department of Commerce.

Denver Hosts Four-Day RCA Rodeo Session

DENVER — The annual convention of the Rodeo Cowboys' Association begins a four-day session Monday (6) in the Brown Palace Hotel here. On opening day, directors meet all day in the Gold Room and there will be cocktails in the reception room from 4-6 p.m.

Directors also meet all day Tuesday and Wednesday. Stock contractors meet with the board from 1-2:45 p.m., Tuesday, and by themselves from 9-4 Wednesday.

Other Tuesday sessions are by arena secretaries, rodeo announcers and rodeo information commission. On Wednesday there are lectures and panels. Harley May, RCA president, will open with a 9:45 a.m. address, followed by talks by Dr. E. J. Leach, of the California Rodeo, Salinas, and Harry Nelson, of J. Bar H Rodeo, Camdenton, Mo.

Hetzer Signs Cedar Rapids Fair Contract

Iowa Spot Makes Entry Point for Canada 'A' Revue

HUNTINGTON, W. Va. — The All-Iowa Fair in Cedar Rapids has been signed as a post-Canada date for Jimmy Hetzer's "International Spectacular," Hetzer announced here last week. Contract was awarded December 30 by Andy Hanson, he said.

The show was awarded the Western Canada A Circuit fair's contract at the recent Chicago conventions. August 2 marks the end of its Canadian tour and the agency has been lining up American dates to follow. Cedar Rapids will run August 12-17.

"International Spectacular" is produced by Russell Markert of New York's Radio City Music Hall. It includes 30 dancers, seven variety acts, the Larry Ruhl-Sandy Winters helicopter act, Ochsenshirt Singers, Walker Dick's International Diving Champions and the Acapulco Cliff Divers. The combined stage-variety-swimming show includes quick-changing scenery, utilizing three-sided revolving flats.

Houston Rodeo Severs RCA Ties

HOUSTON — One of the nation's largest sanctioned rodeos, the Houston Fat Stock Show and Rodeo, has severed with the Rodeo Cowboys' Association for its 1958 run, over a dispute on competitors' purses.

Houston will hold its event on a non-RCA basis offering the same total of \$38,000 in prize money for 19 performances. The association has been urging an increase of \$100 per event per performance, a total of \$9,500.

Association officials, among them Harley May, RCA president, stated the RCA board of directors might have settled for a lesser increase, but the Houston committee has refused to negotiate the matter. The rodeo grosses more than \$500,000 annually and nets some \$300,000. This profit, however, must support the stock show.

Offer Same Terms

Herman Engle, secretary-manager of the rodeo, asked in June whether the same prize money as 1957 would be acceptable, it is reported, and was told at the board meeting in Phoenix that a raise

would be requested. Houston did not send a representative to RCA board meetings in Cheyenne, Wyo., and Pendleton, Ore.

In October, it is added, Houston was informed of the RCA terms. It replied in the negative. RCA is withholding approval, and member participants who take part in the event risk blacklisting by other sanctioned rodeos.

Moore Funeral in Rain Attended by Hundreds

MIAMI — A funeral described as one of the largest ever held in Miami was conducted in a day-long downpour Monday (23) when the show world tendered its final respects to William B. Moore, business manager of the Cetlin & Wilson Shows.

An estimated 600 persons crowded into the Miami Showmen's Association for services, which were led by Rabbi Narot of Temple Israel. Phil Cook offered a eulogy.

Moore passed away Wednesday (18) after being stricken at the club the previous day. There was no advance warning or case history that would have indicated a failing condition, it was noted.

In the rain about 200 cars formed the longest funeral procession in Miami history. The motorcade had an escort of six motorcycle policemen and two patrol cars, and its 10-mile route went unaltered thru all intersections.

At Showmen's Rest in Southern Memorial Cemetery, Moore was laid to rest to the immediate right of the huge club monument for which he had conducted an outstanding fund drive.

Many show people came from other parts of the country expressly for the funeral, and the floral of-

ROOFED STAGE CLICKS

York Nets 58G in Week-Long Rains

YORK, Pa. — Last season's York Inter-State Fair edged ahead of the previous year in net profits, despite the rough handicap of not drawing a single rainless day all week. The annual audit shows a surplus of \$58,183 from the 1957 operation, compared with the \$54,227 of 1956. The roofed stage and grandstand produced \$71,740 in admission money.

Samuel Lewis, veteran president and general manager of the sponsoring York County Agricultural Society, noted the reduction of the Memorial Hall construction debt by \$80,000 and the use of the hall for other-than-exhibition purposes for the first time.

Admission money rose last year from \$68,043 to \$70,659, for an

attendance of 273,340 persons. Other income—autos, grandstand, exhibitors' tickets—provided a total admission revenue of \$165,853. The grandstand talent budget was again the largest outlay, amounting to \$48,548.

Premiums paid out last season totaled \$22,460. Other major expenses include \$22,245 for police and attendants, \$13,559 for advertising, \$15,406 for electric current installation and materials, and \$12,440 for general labor. Office and administrative expenses came to \$64,590, and racetrack purses to \$13,200.

Total Income Higher

Total income of the fair was \$314,961, which was \$6,000 higher than in 1956, and total expenditures amounted to \$256,778, some \$2,000 over the previous year.

Exhibit and concession money accruing to the fair came to \$138,338, broken down as follows: Grandstand, \$21,848; other than grandstand, \$5,892; general concessions, \$87,065; machinery exhibits, \$6,198, and new exhibition building, \$17,335. The James E. Strates Shows provided the mid-way.

Lewis termed the report an agreeable surprise in view of the daily rain that hit the fair. Bob Hope was one of the grandstand

(Continued on page 51)

Report North Seeks Fields As Press Chief

NEW YORK — It is understood talks have begun between John Ringling North and Bill Fields with the aim of having Fields head up the press department of the Ringling circus next season. Fields represented the Big Show for years in this city but this would be his initial effort to head the press effort over an entire season.

Confirmation is expected to be announced this week upon Fields' return from a trip to New England. Among the issues to be settled, it is understood, is Fields' desire for complete autonomy in handling press. Names mentioned unofficially for the reset of the department include Frank Braden and Bev Kelley.

Christmas Fete At Strates Hqs.

ORLANDO, Fla. — More than 90 guests attended the annual Christmas dinner and party for personnel of the James E. Strates Shows staged December 26 by the management at show winter quarters here.

A big top was erected for the occasion. In one portion of the top was a large Christmas tree with gifts for show children and employees beneath it. Pop and Mom Garrett, cookhouse operators, prepared the turkey dinner. Mike Olsen, show superintendent, handled the bar and dispensed cigars and cigarettes.

As the event is always an open house affair, many showmen not connected with the Strates organization, and their families, attended. In attendance was James Thompson, recently released from the hospital after undergoing a successful eye operation.

Hurok Office Tells Plans For Russian Dancers' Tour

NEW YORK — Partial plans for the tour of the Moiseyev folk dance group from Russia have been made known by Hurok Attractions. The 106-person company will open April 14 for three weeks at the Metropolitan Opera House here, and its projected itinerary includes American and Canadian dates lasting roughly 11 additional weeks.

The dancers will be augmented by a symphony orchestra, bringing the total touring to more than 150 persons.

Several cities are tentatively listed but precise locations in each city are not yet signed. This will be essentially an auditorium tour, it is stated, with only two coliseums

or arenas being considered. These are the Montreal Forum and Toronto Maple Leaf Gardens.

Cities projected are New York, Boston, Philadelphia, Washington, Cleveland, Toronto, Detroit, Chicago, San Francisco, Los Angeles and the Canadian cities.

S. Hurok's initial agreement for the tour was made with the Soviet Ministry of Culture early in 1956 in Moscow. The State Department recently granted clearance for the Moiseyev company's spring visit.

This will be the largest dance group ever to visit this country from abroad. It works permanently in Moscow at the Teatroyent-

(Continued on page 51)

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This will also interest you. One day my wheel man was sick and I got me two local kids and the three of us put it up in about 55 minutes.

With kindest personal regards to you, Madeline and the children,
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Mass. Safety Dept.
• Continued from page 50

suggestion that inspection be left to the insurance firms.

The operators feel that the insurance people are competent in checking on safety and point out that no company is going to insure any equipment which they consider in any way below the standards of safety. They further point out that it would be folly to have equipment that didn't meet high standards of safety since theirs are permanent installations and they must live with the people with whom they do business.

Local authorities are at present the only agencies exacting fees and licenses for a m u s e m e n t rides. These range from \$25 to \$100 depending on the type ride.

York Nets 58G
• Continued from page 50

features, and the talent income was more than ample justification of York's renowned covered grandstand and stage area which permits holding of shows in virtually any inclemency short of a hurricane.

As anticipated in the 1956 report to life members, Lewis said, several roads were relocated, widened and paved; additional lighting standards erected and up-to-date lounge and comfort stations were constructed in Memorial Hall. Off-season use of the hall was proven feasible, he added, by the events of one night last year when 1,000 persons were served dinner, moved to theater seats for a stage show, and proceeded to a dance floor. All was accomplished without moving a single chair or table.

'57 Fair Season
• Continued from page 1

most fairs played. They were featured at Burlington and Davenport, Ia.; Austin and Alexandria, Minn.; Morrison, Ill., and Marshfield, Wis., among others.

The 1957 season has been called the year of the names by many. This could conceivably be bigger in 1958.

RICHMOND, Va.—A drive for State aid will be one of the prime items at the 41st annual meeting of the Virginia Association of Fairs, in the John Marshall Hotel. The Legislature is meeting this year and several fairs are expected to bring their Senate and House representatives to the Monday (20) banquet.

Heth Fills Fair Route

LOS ANGELES—Much of the 1958 routing of Heth Shows has already been completed, Al Kunz, owner-manager, announced here last week. Kunz was here to spend the holidays with his son.

In addition to fairs at Springfield, Mo., and Laurel, Miss., previously announced, the show has been signed to provide the midway attractions at fairs in Jackson, Miss.; Mobile and Tuscaloosa, Ala.; Carrollton and Coredale, Ga.; Mayfield, Ky.; Mount Vernon and Olney, Ill.; Sturgis, Ky., and Dickson, Tenn.

Hurok Office
• Continued from page 50

sky Theater. The company performs native dances of dozens of Russian and European regions, and has a wide costume range and repertory. It visited London and Paris in 1955, playing to 210,000 persons in 56 performances. . . . The Hurok office is handling the New York promotion itself, but the attraction is offered thru local concert promoters along the route.

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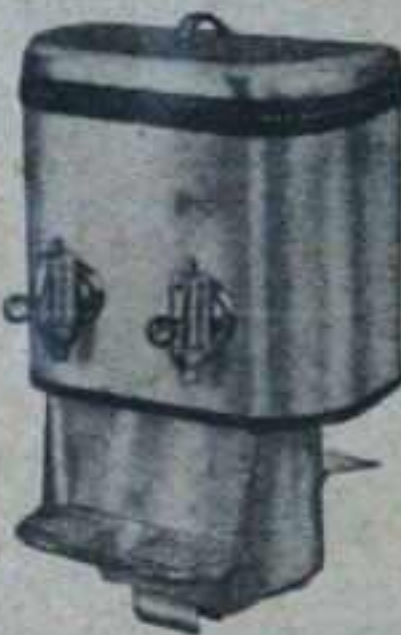
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THE FINAL CURTAIN

BARTHMAN—Mary E., 63, mother of Edward L. Barthman, carnival talker and show manager who is known professionally as Eddie Lloyd, January 1 in White Cross Hospital, Columbus, O. Also surviving is her husband, Ralph. Burial in Greenlawn Cemetery, Columbus.

BROWNE—Harry A., 72, for many years associated in the building of amusement rides, December 27 in Detroit follow-

Carnival Routes

Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 6-25.

Circus Routes

Davenport, Orrin: Grand Rapids, Mich., 20-25; Saginaw 26-31. Packs, Tom: Havana, Cuba, 6-12. Ringling Bros. and Barnum & Bailey: Mexico City, Mex., 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

Philip Morris Country Music Show: Pittsburg, Kan., 6; Joplin, Mo., 7; Ponca City, Okla., 8; Enid 9; Lawton 10; Shawnee 11; Oklahoma City 13; Sherman, Tex., 14; Ardmore, Okla., 15. Royal Ballet (Sadler's Wells): Detroit, Mich., 7-11; Toronto, Ont., 13-15; Cleveland, O., 17-19; Montreal, Que., 21-24.

Ice Shows

Ice Capades, 17th Edition: Seattle, Wash., 6-12; Vancouver, B. C., 13-18; Edmonton, Alta., 20-25; Calgary 27-Feb. J. Ice Capades, 18th Edition: Boston, Mass., 6-12; Providence, R. I., 13-22; New Haven, Conn., 23-29; Washington, D. C., 30-Feb. 12. Shipstads & Johnson's Ice Follies: Philadelphia, Pa., 6-12; New York 14-26; Syracuse, 28-Feb. 2.

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ing a stroke. He participated in the construction of a number of Roller Coasters and was associated for some time with Charles Rose of State Fair Park, Milwaukee. Survivors include his widow, Ruth; two sons, Harry A. and William; and two daughters, Mrs. Janice Gage and June Browne. He was a member of the Showmen's League of America.

COATES—Jim, former outdoor showman, December 20 at Jackson (Tenn.) General Hospital. In recent years he had been associated with a funeral home in that city.

HOPKINS—C. W., former owner of a carnival bearing his name, recently in Decatur, Ga. His widow survives.

HUTCHINS—Drew Coe, 68, former musician with Murphy's Comedians, the Paul English Players and with circuses, December 26 in the Naval Hospital, Pensacola, Fla. Survived by his widow, Angela, and three sisters, all of Pensacola. Body was shipped to Alexandria, La., for services and burial in National Cemetery there.

MacFARLAND—Andrew, 66, a circus man for 51 years, December 19 in Ventura County Hospital, Thousand Oaks, Calif., shortly after suffering a brain hemorrhage and stroke. Known as Sweaters, he had spent a good portion of his career in the office of Christie Bros. Circus. Later he worked with the Al G. Barnes and other shows as boss canvasser and ticket seller. He had been with the Pan American Shows for four years and more recently with the Jungland in Thousand Oaks as ticket seller. Services December 27, with burial in the Catholic Cemetery in Santa Clara.

NICKLAS—Henry (Hentze), 88, former bareback rider and tumbler and retired restaurant-bar owner, at Belleville, Ill., December 20. Surviving is his widow, Mrs. Lu Nicklas.

FERRIN—C. D. (Don), 54, rodeo contestant of the 1920-'40 era and producer of rodeos, December 4 in Swift Current, Sask. In 1924 he was on the Canadian cowboy team at the International rodeo in Wembley, England, and in 1932 he held the Saskatchewan bronk riding title. He was producer and manager of the Frontier Days rodeo in Swift Current for 13 years and handled a rodeo at the Regina Exhibition for three seasons. Survived by his widow, a son, a daughter, his father, five brothers and two sisters. Burial in Swift Current.

STEVENS—Clarence J., 67, former vaude performer who took his balancing act twice around the world, December 27 in Atlanta. He retired from the stage in 1936 and entered the insurance business. Surviving are his widow, daughter and son. Burial in Westview Abbey, Atlanta.

WILSON—Roy O., longtime carnival concessionaire, pitchman and coil worker, December 17 near Mount Laurel, N. J. It was reported that death was due to a heart attack. Survivors include his widow, Babe, and a stepsister.

IN MEMORY

Of my beloved Husband
JACK HALSTEAD

Who passed away January 11, 1954. Two years have passed away since you said goodbye. You left me here to grieve and live as all alone. I pray to meet again some day, only to hear you say, Time has passed away, we'll have a brighter day. Your Wife
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ROLLER RUMBLINGS

Mass. Ops Knicked for \$1,375 in Damage Suit . . .

FALL RIVER, Mass. — The owners of a North Dartmouth, Mass., roller skating rink must pay \$1,375 to a Westport girl who was injured when the lacing snapped on one of the rented shoe skates, the Massachusetts Supreme Court ruled last week.

The court upheld the verdict of a Fall River jury which found against Louis D. Prince, Thomas F. Collins and Max Zand, owners of the Lincoln Park Recreation Center, North Dartmouth, in a suit brought by Lorraine Ducas, 16. The girl suffered a twisted ankle and broken wrist March 28, 1953, when the shoe lace broke and she fell.

The court decision, written by Justice Edward A. Conahan Jr., declared . . . the attendant should have observed the condition of the shoe laces when he handed them

to the plaintiff; that it was apparent that the laces had become so weakened by age and wear to become defective.

The court found no merit in the rink owners' contention that the girl assumed the risk of injury. Miss Ducas, in lower court, had testified that the shoe laces were knotted in several places and one broke while she was putting the shoes on prior to the accident.

RSROA Adds Members; William T. Brown Retires . . .

DETROIT — The addition of nine operators, representing six rinks, to the membership roll of the Roller Skating Rink Operators' Association of America was announced last week by Robert D. Martin, RSROA secretary-treasurer. The new members and the rinks are Mr. and Mrs. Albert H. Bates Sr., and J. R. Bates, Sunland Roller Rink, Miami; Mr. and Mrs. Albert L. Steele, Diamond State Rink, Felton, Del.; Harold H. Cooper, Brockport (Ill.) Roller Rink; Mr. and Mrs. Donald N. Lanz, Lanz's Rollerway, South Deerfield, Mass., and Henry Scherer, Coliseum Roller bowl, San Francisco, and Marine Skateland, San Rafael, Calif.

At the same time it was announced that William T. Brown, veteran West Coast operator and a past president of the RSROA, was retiring. Brown formerly operated Imperial Roller Rink, Portland, Ore. He was elected RSROA president in 1944 and served four terms. He is now on the Advisory Committee to the RSROA Board of Control and is president of the World Roller Skating Congress.

USFARS Appoints 1958 Committees . . .

DETROIT — Official committee appointments of the United States Federation of Amateur Roller Skaters were announced at national headquarters here by Robert D. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association of America, governing body for USFARS.

Amateur Board of Governors—Frank Barlik, Elizabeth, N. J., chairman; William Gilbart, Summit, N. J.; William Brunner, Peter Poland, Cincinnati; Gladys Salsinger, Detroit; Robert Irwin, Chicago; Noel Pion, Dayton, O.; Pat Hodous, Cleveland; Arthur Bowsher, Bellingham, Wash.

American Judges' Council—Eastern Region, Frank Barlik, Elizabeth, N. J.; Northeastern, Mrs. Cynthia Berg Rocci, Pittsburgh, Pa.; Great Lakes, Robert Irwin, Chicago; Southern, William Mickles, Miami, North Central, Guy Payer, Springfield, Mo.; Southwest Pacific and Hawaii, Darryl Schiemauer, Redwood City, Calif.; Northwest Pacific and Alaska, Mrs. Ross Henderickson, Portland, Ore.; South Central, Tom Wells, Tulsa, Okla.

Amateur Statua—Peter Poland, Cincinnati, chairman; Henry W. Kuester, Elmhurst, N. Y.; Arthur Bowsher, Bellingham, Wash.

Scores Commission Examination—Robert Irwin, Chicago, chairman; Noel Pion, Dayton, O.; Edward J. Kempf, St. Petersburg, Fla.

Amateur Skate Dancing—Robert Irwin, Chicago, chairman; Noel Pion, Dayton, O.; Mary Gardner, Atlanta.

Amateur Speed—William Gilbart, Summit, N. J., chairman; Herbert Eng, Detroit; Bert Wild, Chicago; James Rice, Holly Oak, Del.; Richard Waltz, San Pablo, Calif.

Amateur Free Skating—Joe Juchemich, Portland, Ore., chairman; Ronald Jellie, Peoria, Ill.; Mrs. Nola Ross, Silver Springs, Md.

Amateur Figure Skating—Mrs. Lorysne Baker, Elkton, Md., chairman; John Christen, Cleveland; Charles Schroeder, St. Louis.

Rec Parley On Facilities In Connecticut

HARTFORD, CONN. — The eighth annual Connecticut Conservation Conference, slated for January 14 at the Hotel Bond, Hartford, will discuss outdoor recreation facilities in the State.

In announcing the conference, Paul V. Hayden, chairman of the National Resources Council of Connecticut, noted increasing concern over future needs of the State's booming population.

Hayden is stressing the urgency of planning for the future and formulating a program for acquisition of both land and water acreage for recreation use. The council membership is apprehensive over two inevitable developments — rising prices and decreasing availability of potential recreation facilities.

596G Wedemeyer Gross Claimed in Chi Sales

NEW YORK — Sales totaling \$596,000 are reported to have been closed at the recent Chicago convention by Eric Wedemeyer, importer of European riding devices. Included are 13 units, numbering seven of the 10 types he represented, and other deals are pending.

The Meteor Monorail Coaster was purchased by Rainbow Garden Park, McKeesport, Pa. A two-

NAAPPB Executives Plan 1958 Projects

CHICAGO — National Association of Amusement Parks, Pools and Beaches this week was on the threshold of a new year's program under guidance of a new president and new executive secretary.

President William B. Schmidt, of Riverview Park, said he and Executive Secretary John Bowman had met recently to outline plans for the year. Meeting with them was Paul Huedepohl, consulting secretary.

Schmidt said that he anticipates the NAAPPB this year will work with trade associations to stimulate business for member parks. A survey of this field is to be started shortly.

He pointed to the successful co-operation between NAAPPB and the National Industrial Recreation Association over the past 10 years and said the NAAPPB hoped to continue that trend.

The association with NIRA has stirred good will for NAAPPB, he said, and the park association is better accepted among industrial recreation groups than previously.

The park organization will participate strongly in the NIRA convention. This will be at Fort Worth in May, and Bowman probably will attend it.

Schmidt said that he has been at work on the make-up of various committees within the NAAPPB and he expects to have them ready for announcement in a few weeks.

SCHMIDT SEES PARKS' POWER; 'SURVIVED TV'

CHICAGO — NAAPPB President Bill Schmidt, sizing up the outlook for park business, declared last week there is great opportunity in amusement parks and allied fields.

"We have survived the TV age," he said in pointing up the industry's strength. Last season was profitable for most parks, he noted. Ahead, is great potential in providing amusement with rides and other devices, he added.

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Asbury Projecting Annual Miniature Golf Tournament

ASBURY PARK, N. J. — The promotion department of this resort city is organizing an international miniature golf tournament which is projected as an annual affair encompassing courses from all over the Americas.

There are five miniature golf courses operated on the beachfront. George Zukerman, who mans the publicity and promotion office in Convention Hall, envisions the contest as a worthwhile business-build-

ing promotion for local course operators.

Under the projected plan, local courses would stage season-long tournaments culminating in national championship finals in Asbury Park. Course operators would underwrite expenses for their entrants. Zukerman has been soliciting all the course operators he can, and would like to hear from any who are interested in participating in a first international miniature golf tournament.

A. C. Outlook Good for 1958

ATLANTIC CITY—The new year starts a busy convention schedule for this resort. The closing year has been one of the busiest in the city's history and the new one is expected to be an even better 12 months.

All business indicators—parking meters, luxury taxes, bank deposits, utility installations and even the spirits of hotel, restaurant and amusement men—are up for 1957 and pointing toward more good things in 1958. Twelve new motels are under construction, with others on the drawing boards, and many improvements, both public and private, will get under way in the near future.

A number of conventions are slated for January, including the big meeting and exhibition by the National Cannery Association. About 150 organizations already have arranged to hold conventions here during the next six months. The largest anticipated attend-

level dark ride, the Phantom Express, and a Sun Valley Cortina Bob ride will go to Bob-Lo Island Park, Amherstburg, Can. Wilde Maus Coasters were ordered by Gwynn Oak Park, Baltimore, and Playland at Rye Beach, N. Y.

Pacific Ocean Park, Santa Monica, Calif., ordered a three-level dark ride, the Globe Trotter, and a Sun Valley Cortina Bob unit.

Wedemeyer said Super Roto-Jets are going to Nantasket Beach, Boston; F. Cerbini, Brooklyn, and Wedgewood Park, Oklahoma City Satellite Jets are on order for Lakeside Park, Denver; Hunt's Pier, Wildwood, N. J., and Pontchartrain Beach, New Orleans.

Wedemeyer also represented the Tot-Jet, Devils Coach and Alpina Turpike.

ance is that of the Super Market Institute next May when some 12,000 are expected. There are numerous organizations which will be here in the meantime with an attendance in excess of 5,000. Each year has brought heavier pressure for floor space at the various expositions so that it is hoped work will get under way in late summer to provide an additional 40,000 square feet of space. This will bring the total exhibit space to approximately 260,000 square feet at Convention Hall.

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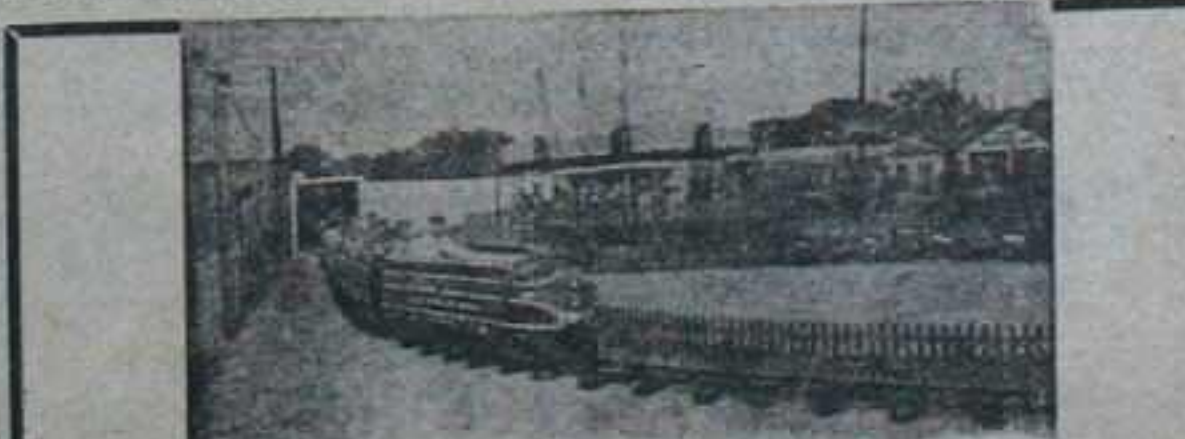
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JANUARY 6, 1958

Big Animal Display Taking Shape For Cristiani-Diano Combination

Cristiani Sees Parade Need; To Tour Fla.

SARASOTA, Fla. — Cristiani Bros.' Circus opens January 14 for a three-week winter tour of Southern Florida.

General Manager Lucio Cristiani said last week that the show will close after the three weeks and reopen in April for its regular long-term season and national tour.

Cristiani also revealed that his 1958 show will feature its wild ani-

mal collection and that the animals will be paraded regularly in downtown streets.

Cristiani said this type of street bally has become necessary because of the statement by John Ringling North that he thought the day of the tent circus was ended.

"Since Johnny North's statement," Cristiani pointed out, "people think there are no big circuses. So you must show the people what you have."

Set Indian Troupe

In that connection, the Cristiani show will be displaying from 15 to 18 elephants, including giant Africans, Cristiani stated. It also will have the Diano Menagerie's rhino, hippo, giraffe and numerous caged animals plus the Jorgen Christiansen mixed animal group and others of Cristiani's own animals.

The show also is planning to feature a group of 10 American Indians. The Cristiani Family itself will be prominent in the program, and other acts will be included.

While these plans for the summer show still are taking shape, the winter show will be making territory around Miami and elsewhere in Florida. It opens at Punta Gorda (14). The winter unit will include Diano's rhino and hippo plus four of his elephants and five Norma Davenport Cristiani Elephants.

The enlarged show will start its tour out of Sarasota winter quarters in April.

Diano Tours To Locate Big Elephant

CANTON, O.—Animal owner Tony Diano flew to Europe Sunday (29) with plans for buying one or more large elephants and to scout for other features which he could place with Cristiani Bros.' Circus this season.

Diano said he would go first to Rome. Plans are to fly from there to Africa to meet with big game hunter Carr Hartley at Bumuruti. There Diano expects to discuss plans "for shipping a very large elephant or any other rare specimen to the States."

Diano and Lucio Cristiani, general manager of the Cristiani Bros. Circus, said that Hartley has a giant elephant in the interior of Africa. It is reputed to be larger than Jumbo, and this is the one Diano will seek.

To Scottish Zoo

Working out of his Rome hotel headquarters, Diano will catch the Togni circus in Italy and the D'Hiver and Medrano circuses in Paris.

Hopping to Scotland, Diano will visit Glasgow, where part of the Cristiani Family is appearing with the Kelvin Hall Circus. Diano will visit that show. He also will go to the Glasgow Zoo, which is reported to have an extra large elephant.

Acquisitions from this trip will be added to Diano's already large menagerie. The menagerie is to be a part of the Cristiani circus this coming season.

The animals Diano already has in the States for the show include one African elephant that will be billed as Tusko II.

by the lodge from Twelve Mile, Ind., Jacobs' home.

Pallbearers were Walter Jennier, Roland Webber, Herb Howard, Warren Harding, Dr. Sam Ferrara and Dr. Don Ferrara.

Several hundred persons attended the rites, and the two-mile cortege was one of the longest seen here. Among those attending were Mr. and Mrs. Walter Jennier, Mr. and Mrs. Roland Webber, Mr. and Mrs. Chalmer Condon, Mr. and Mrs. Don F. Smith, Joe Hodgini, Bob Printy, Paul Kelly, Dick Kelly, Emil Schram, Mike Wissinger, Robert King, Mr. and Mrs. John Pack, Mr. and Mrs. Jess Murden, Mr. and Mrs. Ollie Miller, Mr. and Mrs. Carl Solt, Jules Jacot, Bob Helvie, George Piercy, Eva Mae Lewis, Ruby Haag, Grace McIntosh, Mickey King, Charles Ballard, Herbie Head, Mr. and Mrs. Walter Rairdon, Bobbie DeLochte, Khari, Fred Beecher, John Costello, Dick Miller and Hugh Enjeart.

Floral pieces were received from many of those attending plus Orrin Davenport, the Wong Troupe, Mills Bros. Circus, Fisher Bros. Circus, Peru (Ind.) Elks, several Masonic groups, Circus Historical Society, Bluch Landolph Tent of CBA, Joe Hodgini Family, George DaDeppo, Flo and Deacon McIntosh, Grace and Dave McIntosh, General Tire & Rubber Company and the Wabash Trust Company.

It was indicated that Mrs. Jean Jacobs and Terrell Jacobs Jr. will retain the show property and continue with the elephant and lion acts. The acts are in care of an assistant in Houston at present.

Services were at the McGain Funeral Home, with burial in Falls Cemetery, Wabash, Ind.

Scores Attend Jacobs Rites

DENVER, Ind.—Funeral services for Terrell M. Jacobs, wild animal trainer, were conducted here Friday (17). Jacobs, headliner on circus billing for many years, died December 24.

The Rev. Lee Jackson officiated. His sermon was based on the Biblical story of Daniel in the lion's den. Masonic services were conducted

Havana Okay for Packs; Block Sell-Outs Help

HAVANA — Tom Packs Circus has been playing to much-improved business at the Sports Palace here. The Cuban stand opened December 20 with a house sold in advance to a television station. Other sell-outs have followed.

The TV deal did not involve broadcasting, but the station used the circus to good promotional advantage.

Shortly after the opening day, 18 performances had been sold in advance to business and civic groups as well as to various government offices and bureaus. The latter included the army, navy, interior and agriculture ministries and the national lottery organization.

Business was termed far above last year's show, which was produced by personnel from the Packs organization. This year the advance sale was good and some mail-order business developed.

Jack Leontini, Packs spokesman, said the show was being well received. It runs 2:45 hours, with a 15-minute intermission. Scale is \$1 general admission to \$3 box seats.

Outside the Sports Palace building is spotted a 125 by 25 tent

housing the Hall-Leonard Side Show and the circus animals.

The show's initial engagement ends Monday (6), but it is anticipated that a six-day option will be taken up.

Tom Packs, C. W. Hoerber and Leontini were received at the Presidential Palace by Gen. Roberto Fernandez Miranda. They were accompanied by Emilio de Armas, Havana impresario, who is presenting the circus, and Ernesto Azua, national director of sports and spectacles.

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FAIR MEETINGS

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 Park-hill, 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, Boston, January 20-21. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 22-23. Roy E. Symons, Skowhegan, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 23-24. L. Doc Cassidy, Kentucky State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 23-25. A. D. Scott, Fargo, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 26-28. C. C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 26-28. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 27-28. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 27-28. H. C. McClellan, Arlington, secretary.

Western Canada Fairs Association, Bessborough Hotel, Saskatoon, Sask., January 27-28. George K. Ross, Prince Albert, Sask., secretary-treasurer.

South Dakota Fair & Exposition Association, Pierre, January 29. Kenneth E. Johnson, Colome, secretary-treasurer.

Pennsylvania State Association of County Fairs, Americus Hotel, Allentown, January 29-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Association of Fairs, Youngblood Hotel, Enid, February 2-4. Roy Davis, Enid, president.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 5. N. S. Hand, Jackson, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 8-8. Bob Murdoch, 102 East Locust Street, Tyler, secretary.

Louisiana Fair and Festival Association, Bentley Hotel, Alexandria, February 9-10. Adolph Netter, Donaldsonville, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 10-11. Clyde E. Byrd, Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Berlin High School, Berlin, Conn., April 12. J. C. Bartlett, North Haven, Conn., secretary.

Winter Fairs

Arizona
Mesa-Maricopa Co. Fair, March 27-30.

Florida
Armadillo-DeSoto Co. Fair & Livestock Expo, Jan. 13-14. A. G. Erickson.
Bradenton-Manatee Co. Fair, Jan. 27-Feb. 3. Harper Kendrick.
Clewiston-Sugarland Expo, Jan. 25-Feb. 1. D. G. Feary.
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 16-18. Karl Lehmann.
Fanning Springs-Suwannee River Cattle Show, Feb. 19-21. L. C. Cobb, Trenton.
Fort Lauderdale-Broward Co. Fair, March 7-15. Jack Finch, Gen. Mgr.
Fort Myers-Southwest Fla. Fair, Feb. 3-8. Robert Hippelheuser.
Kissimmee - Kissimmee Valley Livestock Show, Feb. 19-23. O. L. Partin.
LaBelle-Hendry Co. Fair, Jan. 26-Feb. 2. Frank Polhill.
Largo-Pinellas Co. Fair & Horse Show, Feb. 25-March 1. J. H. Logan.
Madison-North Fla. Livestock Show & Sale, Feb. 24-25. O. R. Hamrick Jr.
Miami-Southeast Fla. & Dade Co. Youth Show, Jan. 18-26. Ralph E. Huffaker.
Ocala-Southeastern Pat Stock Show & Sale, March 3-7. Louis Gilbreath.
Orlando-Central Fla. Fair, Feb. 24-March 1. C. T. Bickford.
Plant City-Fla. Strawberry Festival, Feb. 17-22. Fred W. Muller.
Sarasota-Sarasota Co. Agri. Fair, March 10-15. K. A. Clark.
Sebring-Highlands Co. Fair, Feb. 24-March 1. B. J. Harris Jr.
Tampa-Fla. State Fair, Feb. 4-15. J. C. Huskisson.
West Palm Beach-Palm Beach Co. Fair, Jan. 24-Feb. 1. Lamar Allen.
Winter Haven-Fla. Citrus Expo, Feb. 16-22. Robert J. Eastman.

Palmyra Gross 47G; Re-Elects Two Directors

PALMYRA, N. Y.—The fair here showed a total of \$47,879 from admissions, concessions, State aid and other receipts, according to Secretary W. Ray Converse.

Converse read the report at the annual meeting of the Palmyra Union Society held in the Trustee Room in Village Hall. Converse and Russell Fisk, directors, were named to succeed themselves for three years.

Expenditures included \$10,277 for premiums, \$2,000 for harness race purses and \$7,143 for attractions and music. Converse reported this balance as exceptionally favorable in comparison with prior years.

Directors and stockholders discussed plans for the 1958 fair, dates for which were set at August 12-16

Conn. Annual Re-Elects Pres.

WOODSTOCK, Conn. — Sen. Henry J. Dunleavy, Thompson, has been re-elected president of the Woodstock Agricultural Society, sponsor of the annual Woodstock Fair.

Serving with him for 1958 are Erwin G. Neumann, vice-president; Donald B. Williams, secretary; Walter N. King, treasurer, and C. Alfred Kallgren and Wilbur D. Neumann, directors.

MUTNIK IN APPEAL TO GA. FAIRMEN

MACON, Ga.—If Georgia fairmen can be appealed to in print, they will flock to the January 13 annual meeting in Atlanta's Dinkler Plaza Hotel. A "Muttnik" is association Secretary Joe Pruett's latest appeal for attendance. The latter bears a metal disk and plastic bubble containing a dog sketch, and is written as a message from the dog. The "dog-gram from out of this world" urges fair operators not to lead a dog's life but to "catch a satellite and join your fellow fairmen" at the meeting. Pruett's live-wire tactics prevented the meeting from being dropped last year for lack of interest.

Bloomsburg Audit Shows 53G Profit

BLOOMSBURG, Pa.—A profit of \$53,732 made the 1957 Bloomsburg Fair one of the most lucrative ones ever held here. The figure was much higher than most previous years but \$4,000 below the 1956 event, when expenditures were lower. Total receipts of \$289,762 were \$26,000 higher than last year's, but outlay was up \$30,000.

Maynard Morden, fair president, noted the improvement project undertaken since the 1956 fair. Included were new entrances, drive-ways and parking lot improvements which cost \$17,934, and remodeling of two lavatories and construction of a third at \$17,343. More than \$7,000 went into the grandstand stage, hobby show, arts and crafts building and a new lock system.

Nearly a quarter of the profit comes from income other than that of fair week. The fair took in \$12,700 from rent of horse barns, storage rental from other buildings, sale of manure and interest from

government bonds and on time depositions.

An indication of the fair's success is the increase it paid in town amusement taxes. This year's payment was \$12,213, which was more than \$1,000 higher than last year.

The fair drew 123,904 paid gate admissions at 55 cents each and 29,833 auto admissions at 50 cents. Other major income sources were \$12,000 from the midway, \$51,603 from rentals of ground and building space, \$38,000 from daytime grandstand operations and \$27,678 in night grandstand receipts.

On the expense side, there was \$29,925 for grandstand entertainment and night show, \$13,800 in race purses, more than \$20,000 in premiums, \$11,000 in printing and advertising, \$11,000 in officers' salaries, and \$7,882 in insurance premiums. The association has \$275,000 invested in various U. S. Treasury bonds.

Reithoffer Shows occupied the midway last season, and Willard Alexander of New York provided the grandstand entertainment.

Orland, Calif., Cuts to Four Days

ORLAND, Calif. — The 1958 Glenn County Fair will run only four instead of five days when it opens September 4.

There will be no opening-day parade. Several classes are being eliminated from the premium list, cutting down awards approximately \$5,000. Also cut was the entertainment budget, which will be down some \$2,000 from previous years.

Grundy Center, Ia., Reskeds 1958 Run

GRUNDY CENTER, Ia. — The Grundy County Fair has been set for August 4-7, moved to the first part of the week instead of the latter part as in previous years.

The move was made because merchants complained having the fair on Saturday interfered with their business and many of them could not close to attend. The fair has booked the Foster Follies ice show.

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Shreveport Adds 4 New Directors, Re-Elects Seven

SHREVEPORT — The Louisiana State Fair has added four new members to its board of directors, Joe T. Monsour, secretary-manager, announced.

New to the board are A. J. Hodges Jr., J. Robert Welsh, J. E. Heston and Travis White, who will serve three-year terms. Re-elected, also for three years, were W. J. Clark, John McW. Ford, R. McL. Jeter, Hoyte McCrary, G. H. Sherman, J. B. Snell and Dr. A. V. Young.

KANSAS CITY, Mo. — Hazel Randall will produce, direct and emcee the night grandstand show on the Western Canadian B circuit of fairs, Tom Drake, of the agency bearing his name, announced. Miss Randall is also producer of the Hazel Randall Jack Pot Show.

J. Lantz Wins PCSA Election by 12 Votes

LOS ANGELES — Matthew (Jimmy) Lantz, regular ticket candidate for the presidency of the Pacific Coast Showmen's Association, was elected to that post, topping Steve Vaughn, independent nominee, by 12 votes. Total count was 163 to 151 in the election held last week in the clubrooms here.

The top office was the only one contested. Other regular ticket candidates that won unopposed were Arthur E. Anderson, first vice-president; Joseph B. (Red) Dauer, second vice-president, and Matthew (Matt) Herman, third vice-president. H. D. (Bob) Matthews and Al Weber were re-elected secretary and treasurer respectively. Joe Glacy was named to the cemetery board for five years and Edward J. Harris to the board of trustees for the same number of years.

Elected to the board of directors

were John T. Backman, Bob Barnard, Joe Blash, M. M. Buckley, L. G. Chapman, Tom Condon, Al Cohn, William Davis, Dan Dix, Sam Dolman, M. H. Ellison, Al Freedman, Charles Goss, Arthur Hockwald, Eddie Hellwig, Harry A. Illinois, Rudy Jacobi, Sam Landexman, G. C. Loomis, William Meyer, Tony Martone, Joe Mead, Harry Lewis, Fred Mortensen, C. E. Moore, Harry Myers, Harry Phillips, Maurice Schiller, Dick Seacree, Jack Shaffer, Newton Stone, James D. Smith, Lee Smith, John Snobar, Sam Steffin, Joe Steinberg, Elmer Velare, George Surtees, Charles Walpert and Fred Donnelly.

Keef Pacts Valdosta Fair

VALDOSTA, Ga.—The South Georgia Fair has signed Johnny Keef's Capitol City Shows to provide its midway attractions this year, Howard Hall, fair manager, announced. The fair will be held November 10-15 and marks the fifth consecutive year that Capitol will play the date.

Goulds, Fla., Event To Open February 7

GOULDS, Fla. — The South Florida Mardi Gras and Home Show will be held here February 7-16, not January 31-February 9, as recently stated. Amusements of America will provide the midway attractions for the event which is under the direction of Harry E. Wilson.

SECHREST FRONT END C&W BOSS

20 Years on Same Show; Succeeds Late Bill Moore

PETERSBURG, Va.—The concession department of the Cetlin & Wilson Shows will be fronted next season by Claude Sechrest, it was announced by co-owner Jack Wilson. Speculation about the operation has been widespread in Eastern show circles since the December 18 death of William B. Moore, the railroad show's concession manager.

Sechrest has been assisting on the front end for some 20 years, and has been with only one show, Cetlin & Wilson.

Wilson emphasized that the show will debut as usual on Decoration Day, its 20th annual opening here. The show winters in Petersburg.

Slate January 8 NSA Officers' Installation

NEW YORK—Jeff Harris will be installed as president of the National Showmen's Association, together with his supporting slate of officers and board of governors, Wednesday (8) in the new clubrooms at 123 West 56th Street.

The club's members-only New Year's Eve party drew upward of 75 persons and was considered the most orderly in years. There was dancing to a five-piece orchestra, noise-makers, favors, decorations and acts, all without charge. A nominal charge was levied for buffet-style food.

Hot Springs Fems' Prexy Appoints Committee Heads

HOT SPRINGS — June Reynolds, new president of the Ladies' Auxiliary of the Hot Springs Showmen's Association, last week named chairmen of various committees.

Named were: Virginia Gamble, chairman of the board; Shirley Bazinet, membership screening; Alice Hennies, finance; Irene Ogle, house; Pearl Weydt, good will; Evelyn Rinaldi, ways and means; Elsie Powell, birthday and open house; Ollie Shelford, Thanksgiving and Christmas party; Vivian Zimdars, New Year's Eve; Caroline Holt, tacky party; Marion Shuford, hit-the-road party, and Billie Owens, Oaklawn party.

Other appointments included Ollie Glasser, official greeter; Fred Sorenson, carver; Kay Rocco, meeting buffets; Vivian Zimdars, welfare; Jackie Wilcox, publicity; Lucille Donoflio, birthday cards; Marion Shuford, telephone. Named to the cemetery committee were Carolyn McJunks and Peggy Waldron; bazaar, Bonnie Wheatley and Rose Marie Stein; membership, Betty Hardy, and year book, Ida Lee Knight.

The Auxiliary and the men's club presented 25 underprivileged families with turkeys and complete trimming for a Christmas dinner.

Cold Cuts Turnout At K.C. Club Banquet

KANSAS CITY, Mo.—A cold wave, accompanied by bad weather, was credited with cutting down attendance at the 38th annual banquet and ball of the Heart of America Showmen's Club here last week. The event was held in the Hotel Pickwick on New Year's Eve.

F. W. Warfield served as toastmaster and read a large number of congratulatory wires from other clubs and friends.

Favors and noisemakers were distributed and all joined in to sing in the new year at midnight. Music was provided by the Milo Finley orchestra.

Among those who braved the elements to turn out for the event included President and Mrs. George T. Gordon, Mr. and Mrs. Henry (Al) Campbell, Mr. and Mrs. Al C. Wilson, Mr. and Mrs. E. H. (Captain) Hugo, Mr. and Mrs. Jess Wrigley, Mr. and Mrs. John Jasso, Mr. and Mrs. Chester I. Levin, Mr. and Mrs. Harry Altshuler, Mr. and Mrs. James Morrissey, Marie J. Slater, Ned J. Fortney, Irene Fortney, Lola Harle Marie Johnson, George Sargent, Maude Miller, Mr. and Mrs. R. W. Watkins.

Also Mr. and Mrs. George Kimbrell, Mr. and Mrs. John P. Wyatt, Claude and Irma Lee Cessna, Alfred and Claudia Krikorian, Dorothy Brown, C. J. Qualls, Janice Baumgartner, Henry Baumgartner, Mr. and Mrs. Blackie Campbell, Ginger Sickler, Joseph M. Dracic, Mrs. Fern Hale, Ivan Mikaelson, Mr. and Mrs. George A. Campbell, Weldon (Tubby) Hale, Mr. and Mrs. Warfield, Mr. and Mrs. Leon Harley, Mr. and Mrs. Lewis

Baumgartner, Ruby Harding, Donald and Ruth Montgomery, and Harry Hogue.

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MERCHANDISE TOPICS

Joseph Finkus, of Best Values Company, 403 Market Street, Newark, N. J., offers one of the buys of a lifetime—one million dollars cash (in confederate money) for only \$2.98. You can do everything with this money but spend it. You get one million dollars in denominations of \$10, \$20, \$50, \$100, etc.—enough to keep your friends laughing for months. However, this offer is limited, so Best Values suggests you rush your order now.

Currently being featured by Acme Premiums Supply Corporation, 2201 Washington, St. Louis, is a wide variety of merchandise, including lamps, clocks, enamelware, aluminum goods, decorated tinware, toys, all kinds of glassware, blankets, hampers, hassocks, plaster slum, flying birds, whips, balloons, hats, canes, ball gum and

special bingo articles. Officials report their catalog is now ready for distribution.

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M. K. Brody, 1014 South Halsted, Chicago 7, is offering its 86-page catalog free. Featured in the catalog are complete lines of electrical appliances, household goods, glassware, clocks, lamps, novelties, dolls, boudoir dolls, plush animals, plastic goods, carnival merchandise, premium goods and special auction articles.

PIPES FOR PITCHMEN

By BILL BAKER

WRITING . . . from Greensboro, N. C., Harry R. Day takes note of a recent report in the column that his friend, C. E. Horton, is seriously thinking of going out with a carnival in the spring. "Horton's pipe sought advice on the soundness of such a move from those who have worked with carnivals in the past," wrote Day, "so here is my honest opinion: First of all, those still dates don't bring out the people, and of those who do come out fully 50 per cent are teen-agers. It must also be considered that you only have a couple of hours to get it and that you may blow a couple of nights because of inclement weather. Unless you can set on a big show like James E. Strates of World of Mirth, you are sunk for a tip. It must also be considered that if you book onto a big show the nut will eat you up. However, there is a

ray of hope because you can get a job with one of the concessionaires and play a few surrounding towns during the day. Also, there is always the chance of finding a spot to work on Sundays." Day expressed disappointment at not having read any pipes recently from Harry Greinstein, the Mighty Atom's boy. Day bumped into the Mighty Atom last summer in York, Pa., and cut up a flock of jackpots with him. He quoted the latter as saying Greinstein is now operating a diner in New Jersey. Day would also like to read pipes from Thundercloud and Ethel Beam. "The lathstring is always out to you, along with the rest of the boys and girls," he said. Harry, who plans to frame a new joint soon, also notes the long-time silence of Madeline Ragan and some of the other old-timers, and urges that they send in pipes.

COMING EVENTS

Arizona

Chandler—Chandler Rodeo, Feb. 15-16.
Phoenix—Phoenix Rodeo, March 23.
Phoenix—Phoenix Rodeo, March 13-16.
Phoenix—Parade Del Sol, Jan. 31-Feb. 2.
Scottsdale Jr. Chamber of Commerce.
Phoenix—All-Western Stampede, Feb. 8-10. Western Saddle Club.
Phoenix—Phoenix Automobile Show (Coliseum), Jan. 21-24.
Phoenix—Arizona Sports, Vacation & Boat Show (State Fairgrounds), Feb. 16-23.
Phoenix—World Championship Rodeo (Fairgrounds), March 13-14. Jaycees.
Tucson—Tucson Rodeo, Feb. 28-29.
Tucson—Tucson Rodeo, March 28-30.
Yuma—Silver Spur Rodeo, Feb. 4-9.

California

Los Angeles—Great Western Boat Show (Great Western Exhibit Bldg.), Jan. 16-19. H. Werner Buck.
San Francisco—San Francisco Natl. Sports & Boat Show (Cow Palace), Feb. 14-16.
Stockton—Do-It-Yourself and Hi-Fi Stereo Show (Civic Aud.), March 7-8. George Westcott.

Colorado

Denver—Denver Automobile Show (Coliseum), Feb. 10-15.
Denver—Natl. Western Stock Show, Jan. 6-11.

Connecticut

Hartford—Connecticut Sportsmen & Boat Show (Armory), Jan. 18-25. R. E. Albrecht.
Hartford—8th Annual National Automobile Expo, Feb. 19-23 (Conn. State Armory). Joe Kline.
Hartford—Greater Hartford Fair (Armory), March 15-22.
New Haven—Connecticut Boat Show (Arena), March 28-29. Milton Oelster.

District of Columbia

Washington—National Capital Area Auto Show (Natl. Guard Armory), Jan. 11-14.

Florida

Daytona Beach—Volusia Co. Home Show, March 12-19.
Fort Pierce—St. Louis Co. Home Show, Feb. 18-19. Al Stern, Pilot Club, Arcade Bldg.
Gainesville—Fla. Mardi Gras & Home Show, Feb. 7-14. Kiwanis Club.
Hollywood—Hollywood Home Show, Jan. 25-30. Al Stern, Box 202.
Huntsville—Huntsville Rodeo, Feb. 1-2.
Jacksonville—Jacksonville Boat Show (Civic Bldg.), March 6-9. John Oranson.
Miami—International Air Show & Expo (Maxter Field), Jan. 22-26.
Miami—Charity Horse Show, Jan. 30-Feb. 2.

Plant City—Junior Agr. Fair, Jan. 8-11.

Tampa—Tampa Auto Show (Fort History Armory), Jan. 23-28.

Georgia

Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 28-March 17. Atlanta Marine Trades Assn.

Illinois

Chicago—Chicago Auto Show (Intl. Amphitheater), Jan. 4-12.
Chicago—Chicago National Boat Show (Intl. Amphitheater), Feb. 7-16. Guy Hughes.
Chicago—Chicago Sportsmen's & Vacation Show (Intl. Amphitheater), Feb. 21-March 2. Mel R. Morrison.
Chicago—Modern Living Expo & Flower Show, March 22-30.
Peoria—Peoria Area Sports, Boat, Home & Vacation Show (Robertson Field House), March 25-30. Sidney J. Faye.

Indiana

Fort Wayne—Fort Wayne Sports, Vacation & Boat Show (Coliseum), Jan. 25-28. E. M. Berg.
Indianapolis—Indianapolis Automobile Show (State Fairgrounds), Jan. 17-25.
Indianapolis—Indianapolis Sports Show (Fairgrounds Coliseum), March 7-16. Melvin T. Ross.

Iowa

Des Moines—Des Moines Home & Flower Show, Feb. 22-March 2.
Des Moines—Iowa Sports & Vacation Show (Veterans' Memorial Aud.), March 27-April 1. Des Moines Register & Tribune.
Ottumwa—Iowa-Missouri Outdoor America Show (Coliseum), March 28-30. John Underwood.
Waterloo—Northeast Ia. Sports, Vacation & Travel Show (Hippodrome Aud.), March 13-16. Jaycees.

Kansas

Wichita—Kansas Sports, Boat & Travel Show (Forum), Feb. 12-16. R. G. Langenwaller.

Kentucky

Louisville—Louisville Automobile Show (Fairgrounds), Feb. 1-9.
Louisville—Central America Sports, Vacation, Outdoor & Boat Show (Fairgrounds), March 2-8. W. Arthur Sorrell.

Louisiana

Baton Rouge—E. Baton Rouge Parish Fair, Feb. 22-25. C. L. Flowers.
St. Francisville—West Feliciana Parish Fair, Feb. 23-24. W. D. Magee.
Cameron—La. Fair & Wildlife Festival, Jan. 17-18. Mrs. Marie Vaughan.

Massachusetts

Boston—New England Poultry Show (Mechanics Hall), Jan. 23-25.

(Continued on page 59)

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MIKE WITH STRAITS, CLEARFIELD calling. Remember me! Please contact me this column. Give address if I may write.—G.

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Allen, Chas. & Mrs.
Allen, Diana
Allen, H. S.
Allen, Roy & Mildred
Ains, Fred
Ains, Edw.
Anderson, Andy
Anderson, Sig
Andrews, Guy C.
Andrews, Raymond
Armstrong, M. & Mrs.
Augustine, Louis Kay
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Baddley, Bill
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Barnick, Don
Barns, Dan
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Bentley, Tommy
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Bright, James & A.
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Carey, Lee
Carlyle, Hank
Carney, W. J. (Bill & Bea)
Cartwright, Carl
Case, James & Mrs.
Casey, Timmy
Catalano, Peter
Chandler, Grant & Mrs.
Chapman, Edna
Chisholm, John
Clark, Ernestine
Clarke, Lou & Mrs. (From Canada)
Clayton, Duke
Clouse, Moses W.
Cohen, Murray
Coe, Robert & Mrs.
Conklin, Lola
Conley, Yvonne
Converse, Art
Cooper, Richard
Cortis, Ella
Cotta, Mary
Cottine, Arnold & Mrs.
Courtney, Art
Covart, T. M. (Curley)
Crumm, Max
Crawford, Dorothy
Crawford, Elizabeth
Crew, Tom
Crooks, J. C.
Crows, Jr., Clyde
Crows, Jess
Cummings, Glen
Curtis, James Les
Daley, Pop
Daley, Chas.
Dairnville, Marcelyn
Dameron, Al (Rocky's Hides)
Daniels, Grace
Dartley, Betty
Davies, Arve
Davies, Col. Ches (Cupid)
Davis, Clarence
Davis, Chas. (Bimbo)
Davis, E. & R.
Davis, John
Davis, Hazel Marie
Day, Denny
DeCobb, James
Dean, Jack
DeLewster, John W.
Detock, David
DeKerckh, Ed
Dennis, Jack (Whitby)
Dion, Ted
Dickerson, Andrew
Dickson, Jack, Jr.
Dock, Clarence
Dohmen, Wm.
Doran, Francis
Dorner, Louise, M.
Douglas, Jimmie
Dove, Henry M.
Durbane, Lewis P.
Dunlap, Patricia
Dunlap, Sam (Orlando)
Dunn, Harold & Mrs.
Eagle, Crawford
Ebesly, Bob or Ray
Eddy, Samuel D.
Edson, Brod
Edwards, John
Elmer, Ralph & Mrs.
Emmery, Albert & Mrs.
Eudy, Ralph
Evans, Thomas & Mrs.
Evans, Ed & Mrs.

- Lynch, Bud
McCormick, Jack
McCormick, Fawcett
McCush, Samuel
McElroy, James
McGee, Jimmie
Mulligh, Jerry & Mrs.
McKorie, Arthur L.
McLennan, M. H.
McLendon, Leon
McSpadden, Dick & Mrs.
McSpadden, Mortie
McSpadden, John H.
Mace, Herbert
Mabey, Jr., Joe
Mansuza, Tom & Mrs.
Marble, R. A.
Marion, Betty
Marshall, George
Martel, Pierre
Mason, V. L. & Mrs.
Mathis, Roy & Mrs.
Maynard, Gaylord
Mead, Johnny
Medema, Jr. S.
Miller, Frank
Miller, Don & Mrs.
Mills, R. C. & Mrs.
Mitchell, Gus
Mitchell, Mike
Mitchell, Pete & Mrs.
Mitchell, Tennis
Monroe, Geo. & Mrs.
Montana, Don
Mooney, Thos. J.
Moore, Harvey E. & Mrs.
Moran, Chet
Moran, Mrs. Evelyn
Moran, Rene
Morgan, Joseph
Morris, Ed & Barbara
Moss, Al
Moyer, Edward
Murray, Wm. (Preacher)
Murphy, E. J.
Murray, R. E. & Mrs.
Napier, Bill
Narmann, Mrs.
Nelson, Walter D.
Neil, Leonard
Nippo, William M.
Norris, William H.
Nottingham, Rex
O'Connor, J.
O'Dea, James H.
O'Neil, Ed (Phone)
Owens, Jack
Owens, Ben & Mrs.
Orlando, Mrs. Margaret
Ormeaux, Joseph G.
Orton, Texas (Tex)
Osborn, Mrs. A. J.
Osborne, Bill
Owens, Buck
Owens, Faye
Owens, Ralph
Palkovic, Joseph F.
Pardue, Tony & Mrs.
Park, Franklin L.
Park, Ora O.
Parker, Mrs. Fatty
Parnell, Allen & Mrs.
Patrick, Bobby
Patt, Thomas
Patterson, Brownie
Pezzi, Joe
Penny, George
Perkins, John Erwin
Perrin, George
Peter, Joseph
Peterson, Frank A.
Peters, Frank (Detroit)
Phillips, Connie & Mr.
Phillips, Mrs. Joe
Phillips, Wm. & Mrs.
Phillipson, G.
Phinney, Margaret
Phlips, Mrs. Lili
Pierce, George
Piotrowski, Hubert
Piotrowski, Raymond M.
Piant, Theodore
Pleasant, Bob Lee
Poe, Duncann & Mrs.
Poole, Betsy
Poplin, Clarence & Mrs.
Powers, Mrs. Nellie E.
Prashel, A.
Price, Arthur & Mrs.
Pringle, Prescott
Prinner, Charley
Raley, Harold
Ramsay, J. T.
Randl, Robert J.
Rapp, Ted
Rasch, John (Sonny)
Ratcliff, James
Ray, Jimmie
Ray, Ginger
Reddy, Harry
Reid, Elmer
Reuter, Bud & Mrs.
Reynolds, O. E. (Henn)
Rhodes, Elmer, C.
Richardson, Pete
Richardson, Edward
Rieder, Mickey
Riffe, Lewis
Riglin, George & Mrs.
Rizzo, Augustine
Rosen, Thomas & Mrs.
Rochman, Albert
Roehrs, J. C. & Mrs.
Roberts, Jack Jay
Roberts, Lester
Roberts, Pearl
Ronde, Rhonda
Roper, Thomas
Roper, Jack (Greek)
Roster, Roy
Ross, Diane & Pat
Royal, Jack
Rowell, Ben & Mrs.
Ryan, Ralph W.
Sabonie, James
Sales, Chuck
Sanna, Mrs. Hazel
Sargent, Roy E.
Saunders, J. C.
Schadewald, Rocky
Schaefer, Lou
Schneppel, W.
Schreiber, Harry
Schumacher, Hoyt & Pat
Seever, Lewis H.
Seaton, Tony
Shaffer, Bill & Mrs.
Shaffer, Walter & Mrs.
Sharp, Max
Sheehan, Jack & Mrs.
Showalter, Harold H.
Shumake, Roy & Mrs.
Shunk, Jimmy & Mrs.
Siegrist, Bebe
Simmons, Millie & J. H. Jr.
Simon, W. L.
Siskonen, Don
Sistrank, Johnnie
Skidmore, Jay A.
Smith, Bert & Mrs.
Smith, Harold C.
Smith, Harry Dee
Smith, L. P.
Smith, Melvin R.
Smith, Robert W.
Smith, William A. & K. M.
Snooks, Shirley
Soller, Stanley & Mrs.
Specht, C. F.
Spencer, Art
Spence, Bill
Spillars, Marion & Mrs.
Spinnier, Irene F.
Star, Faith
Starr, Gwendolyn
Steele, Tony
Stevens, Bill Bob
Stevens, Iona
Stevens, Joe
Stevens, Mary
Stevens, Wm.
Stevenson, Louis E.
Stoddard, Lucie June
Stoeffel, Walter (Animal Exhibit)
Stoltz, L. F.
Stutz, Jim
Summers, Jimmy
Surren, Frank H.
Swank, Harry & Mrs.
Swartz, J. D. & Mrs.
Sylvester, The (Shorty & Peggy)
Tate, June
Tatham, Kermit
Taylor, Charles & Vivian
Taylor, Gilbert
Taylor, James & Mrs.
Taylor, Jasper & Mrs.
Taylor, Shirley
Thomas, Harry & Mrs.
Thompson, Eugene
Tiemann, Lawrence
Timberlake, Billy
Tomb, Doc
Troutman, Ross
Turner, Albert & Marie
Varell, Mickey & Mrs.
Van Cise, Jimmie
Vance, Robert & Mrs.
Vargo, Margaret
Vick, Steve Le Roy
Vilco, Paul
Vinson, Jack
Walker, Johnny
Walker, Bill
Walkers, Dallas (Tex)
Wanda, Walter & Mrs.
Warren, Terri
Warrick, Birman
Warrick, Stanley & Mrs.
Watkins, Louis
Watkins, William H.
Watson, Harry Taft
Welsh, Lewis
West, George
Whitehead, Walter
Whitefield, Harry & Mrs.
Whitmore, Ruben
Whitman, Lloyd
Wilkinson, Al & Mrs.
Williams, Mrs. Bernard J.
Williams, Lawrence L.
Williams, Jay & Mrs.
Wilson, Jack
Wilson, Ted & Mrs.
Wilson, Wayne
Winters, Barbara & Wiseman, Wesley & Mrs.
Wisniski, Joe
Wojaszek, Bronislaw
Woods, J. B.
Woodward, Ted
Wright, Joseph W.
Wright, Otho & Mrs.
Wright, Jewel
Wurster, Arthur E.
Yarbrough, Red
Yarvor, Jack & Mrs.

MAIL ON HAND AT NEW YORK OFFICE

- Backery, A.
Beppier, Kenneth
Beasmer, Ray D.
Brown, Hugh Le Roy
Buckman, Fred
Chapp, Francis
Chapman, Edward
Chandler, Bob
Choieman, Max
Davessport, Jimmy
Davis, Sr. Bob
Decker, Ralph
Demetry, Peter
Drigo, Ennio
Earle, Beatrice
Eddy, C.
Edwards, Lew
Lucas or Lucas, Mrs.
Loren, Nick & Mrs.
McCarthy, Richard
Goldie, Billy
Hagen, Billy
Hall, A.
Harris, Irving
Hastings, Margaret
Jackson, Dixie
Klima, Fred
Koch, Howard
Koch, Lotie
Lee, Sig
Leonard, Carol
Levy, Shirley
Littenman, Irving
Lorraine, Blanche
McQue, John
McNeill, James
Martin, Jerry D.
Meech, A. C.
Mitchell, Frank & Dorothy

COMING EVENTS

Continued from page 37

Boston—New England Sportsmen's & Boat Show (Mechanics Bldg.), Feb. 1-9, Albert C. Rag.

Boston—New England Home Show (Mechanics Hall), Feb. 14-19.
Boston—Eastern Dog Show (Mechanics Hall), Feb. 22-23.
Boston—New England Spring Flower Show, March 9-16.

Michigan

Detroit—Detroit Automobile Show (Artillery Armory), Jan. 18-24.
Detroit—Detroit Boat Show (Artillery Armory), Feb. 22-March 2, Frank Jenkins.
Detroit—Detroit Builders Show, March 8-16.
Detroit—Michigan Flower & Home Show, March 22-30.
Grand Rapids—Greater Mich. Home Show, March 18-19.
Grand Rapids—West Mich. Sports & Boat Show (Civic Aud.), March 24-29, J. D. Locks.

Minnesota

Minneapolis—Upper Midwest Auto Show (Municipal Aud.), Jan. 3-11.
Minneapolis—Northwest Builders' Show, March 18-25.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

- Boyle, Ruth & Chuck
Bordman, Tony
Cutsinger, Mr. & Mrs. Curley
Dorchester, The
Fluff, Tubbs
Golden, Mr. & Mrs. George
Kutney, Steve
Kamaka, Mrs. Doast Klippel, Jack
Moran, Mrs. Evie
Palmer, Helen
Pottier, Henry
Powers, Babe
Royster, Nate
Smith, Robert L.
Theodore, Leonard
Woody, Mr. & Mrs. Ralph
Wall, Jim

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

- Ackley, Mr. & Mrs. J. W.
Albert, E. J.
Allison, Tex J. & Penny
Ames, Jack Sr.
Andrews, Effie Ester
Arbilly, Mrs. Doris
Baer, John (Dutch)
Baker, Watson V.
Barnett, Mr. & Mrs. Junior
Barnett, Mr. & Mrs. Albert
Bernstein, Joe
Bishop, Mr. & Mrs. Brownie
Black, Joe
Boudreau, Mrs. Gill
Brown, August
Burns, W. J.
Burto, Leon H.
Calkins, Fred
Cameron, Jay
Carpenter, C. H.
Carpenter, Keith L.
Chidester, William
Coleman, Leonard
Collins, Ann Bailey
Collins, Roy Howell
Converse, Art
Creighton, Mrs.
Crown, Peggy
Cudney, Charles L.
Decker, Jim
DeLap, Mr. & Mrs. Robert
Dillinger, Maurine
Eckard, Brad
Fahou, Dancy
Fekrunn, Danny
Fedor, C. G.
Finley, Mrs. Evelyn
Fletcher, Charles E.
Fortner, Mr. & Mrs. Buck
Forster, Gus & Mrs. Froy, Russell J.
Gaby, Joe (Miller)
Gaskill, Mr. & Mrs. Berry
Goode, Oble
Gonzales, James J.
Gray, Mrs. Jaci
Grutel, James
Guyon, Mr. B. H.
Hackett, Mr. & Mrs. Eddie
Hardman, Mr. & Mrs. John
Harman, Bill Roy
Hewitt, Roy M.
Hicks, C. C.
Howells, Harold
Jesoup, Harold
Johnson, F. J.
Johnson, R. & M.
Jurden, Regina M.
Kelly, Dave
Kelly, Mr. & Mrs. Lloyd
Kennedy, W. H.
Kerpes, Jim
Koch, Lindy
Korman, Carroll
Krieger, Albert
Kohlman, Ed
Lamb, Lloyd W.
Lee, Robert
Leeper, Jerry
Lenson, Mr. & Mrs. Edson
Lewis, Frank
Lewis, Hershey
Light, June
Littlefield, Jack
Loe, James
McDonald, Kathie
McHenry, M. F. & B.
McManus, Mr. & Mrs. T. J.
McPherson, Mr. & Mrs. Ralph
McNamara, Red
McSparron, Bill
MacDonald, Mr. & Mrs. Mack
Mabin, Edward
Malvin, H. D.
Nessina, Philip
Miller, Paul H.
Miller, Tommy
Mitchell, William
Mizer, Ruth & Mrs.
Miner, Mr. & Mrs. Joe
Moore, Raymond C.
Morgan, Dan G.
Morgan, Mr. & Mrs. Lorna
Murray, Melvin M.
Neal, Mr. & Mrs. Jimmie
Neill, Mr. & Mrs. Leonard K.
Nelson, Joe
O'Sullivan, Pat H.
Pendleton, C. T.
Pelen, Charles W.
Peyton, William A.
Phifer, Ellis
Phillips, John W.
Phinney, Margaret M.
Price, Mr. & Mrs. Art
Rader, Kenneth
Ragan, Mary
Regan, Mr. & Mrs. George
Reynolds, Duke
Rose, Louis
Rosen, Mr. & Mrs. Joe
Rosenfeld, Saul
Rosenber, Bill Bo
Rothrock, Ralph
Rudolph, Chas. M.
Sailor, Bob
Sanderson, B. E.
Scott, John H.
Shadel, Digger Dick
Shipley, Leonard L.
Shirley, Joe & Vic
Shricks in the Night
Smith, E. L.
Starker, John
Steele, Robert W.
Stevens, Jackie
Strickland, Mrs.
Stutz, Mr. & Mrs. Jim
Swan, John L.
Thomson, Mr. & Mrs. C. F.
Thurman, Brad
Tracy, Gene
Travis, Cliff
Ulmer, Jay
Vinson, Zack
Walker, J. V. & S.
Warwick, Stanley & Olga
Webb, Mrs. Mary
Wells, Mr. & Mrs. Izzy
Wells, Marie & Bill
Wells, Marie & Rose
Weltherbe, Harold
Whithouse, Doc
Williams, Bruce E.
Wilson, R. C.
Wilson, Tom
Woods, Mr. & Mrs. Gene
Wright, Donald
Wright, F. L. (Duke)
Wright, Mr. & Mrs. Huzzo
Worick, Bruce
York, Carl
Zetrick, Mr. & Mrs. Albert

St. Paul—Lang-O-Lakes Boat, Marine & Tackle Show (Auditorium), March 14-23.

Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 31-Feb. 8, F. W. Kahler.
Springfield—Springfield Sports Show, March 1-8, Metro Club, Wesley Brazel.
St. Louis—Builders Home Show (Arena), Feb. 8-16, Mel Doornhoefer.
St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 21-March 2, Wendell Enzick.

Nebraska

Omaha—Omaha Sports, Vacation & Boat Show (Civic Aud.), March 4-9, F. W. Kahler.

New York

Buffalo—Buffalo Auto Show (Masten Ave. Armory), Jan. 4-11.
Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb. 22-March 2, Marine Trades Assn. of Western New York.
Hempstead—Marine Recreational Show of Long Island (Eahn Bldg.), Feb. 8-16.
Jamaica—Long Island Boat & Sportsmen's Show (Armory), Albert J. Chase.
New York—National Motor Boat Show (Coliseum), Jan. 17-26, Joseph C. Choate.
New York—New York Outdoor Exposition (Coliseum), Feb. 22-March 2, New York Mirror.
Rochester—Rochester Automobile Show (War Memorial Hall), Feb. 1-8.
Syracuse—Syracuse Auto Show, Feb. 16-22.

Ohio

Cincinnati—Cincinnati Auto Show (Music Hall), Jan. 18-26.
Cincinnati—Tri-State Garden & Modern Living Expo, Feb. 8-16.
Cleveland—Cleveland Mid-America Boat Show (Public Hall), Jan. 25-Feb. 2, Irving Gray.
Cleveland—American & Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 14-23, A. W. Newmann.
Cleveland—Cleveland Home & Flower Show, March 1-8.
Columbus—Columbus Auto Show (Veterans' Memorial Bldg.), Feb. 15-24.
Columbus—Garden & Outdoor Living Show, Feb. 22-March 2.
Columbus—Columbus Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), March 22-30, Ben Cowell.
Toledo—Toledo Sports, Home, Boat & Auto Show (Civic Aud.), Feb. 1-9, Paul Spor.
Toledo—Toledo Home & Travel Show (Civic Aud.), March 8-16, Mill H. Tarloff.
Toledo—Northwest Ohio Garden & Flower Show, March 25-30.

Oklahoma

Oklahoma City—Midwest Boat, Sports, Travel & Vacation Show (Municipal Aud.), March 9-16, Jack Wright.

Pennsylvania

Harrisburg—Farm Show, Jan. 13-17.
Harrisburg—Central Pa. Builders' Show, March 3-8.
Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 24-29, J. W. G. Altland.
Pittsburgh—Pittsburgh Automobile Show (Hunt Natl Guard Armory), Jan. 18-25.
Philadelphia—Philadelphia Home Show, Feb. 10-15.
Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 25-March 8, Clinton W. Smullen.
Reading—Greater Reading Home & Building Show, March 22-28.

Tennessee

Nashville—Great Lakes of the South Outdoors Show (Fairgrounds Coliseum), March 11-18, Amon C. Evans.

Texas

Brownsville—Chastro Days, Feb. 13-16, M. G. Dennis, 1096 Van Buren St.
Dallas—Southwest Boat Show (Aud.), Feb. 25-March 2, Ira W. Curry.
El Paso—Southwest Livestock Show & Rodeo (Coliseum), Feb. 1-8, Chamber of Commerce.
Fort Worth—Southwestern Expo & Fat Stock Show, Jan. 24-Feb. 2, Wm. R. Wait.
Fort Worth—Fort Worth Boat Show (Will Rogers Annex), Feb. 19-23, Fort Worth Marine Trades Assn.
Houston—Houston Automobile Show, Jan. 25-Feb. 2.
Houston—Houston Fat Stock Show, Feb. 15-March 2, Herman Engle.
Houston—Houston Boat, Sports & Vacation Show (Coliseum), March 15-22, Variety Club of Houston.
Laredo—Washington Birthday Celebration, Feb. 18-March 2, J. George Loos, Box 455.
Mission—Tex Citrus Fiesta, Jan. 25-Feb. 2, Don M. Brasher, Box 1471.
San Antonio—San Antonio Auto Show (Bexar Co Coliseum), Jan. 17-23, Auto Dealers' Assn.
San Antonio—Livestock Expo & Rodeo, Feb. 7-16.
San Antonio—San Antonio Sports & Boat Show (Bexar Co Coliseum), March 4-8, Charles Coffin.
Uvalde—Uvalde Co. Jr. Stock Show & Sale, Jan. 31-Feb. 1, W. B. Sherrill.

Virginia

Richmond—Virginia Motor Boat & Sportsmen's Show (Arena), March 18-23, John E. Raine.

Washington

Spokane—Spokane Sports Show (Coliseum), March 18-22, Tom O'Loughlin.

West Virginia

Huntington—Huntington Automobile Show (Memorial Field House), Jan. 27-28.

Wisconsin

Milwaukee—Milwaukee Auto Show, Feb. 8-16.
Milwaukee—Milwaukee Home Show, March 8-16.
Milwaukee—Milwaukee Sentinel Sports & Vacation Show and Great Lakes Boat Show (Arena), March 22-30, Charles D. Collins.
Milwaukee—Milwaukee Sentinel Sports & Vacation Show and Great Lakes Boat Show (Arena), March 22-30, Charles D. Collins.

Wyoming

Cheyenne—Cheyenne Auto Show (Frontier Pavilion), Feb. 21-23.

CANADA

Ontario

Toronto—Canadian National Sportsmen's Show (Coliseum), March 14-22, Loyd M. Kelly.

Quebec

Montreal—Montreal Sportsmen's Show (Show Mart Bldg.), March 21-26, Ted Glendening.

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1.00 English Soldier Set \$4.50 Dz.
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Gotham Coin Unions Set for Jurisdictional Battle Royal

Teamster Unions Eye Game, Juke Fields; Local 1690 Set for Games

NEW YORK—A jurisdictional battle royal among local coin machine unions is in the offing. Last week, two more unions threw their hats into the amusement machine ring, with a third union trying to get a foothold in the juke box field and a fourth attempting to regain a position it once had in games.

Contributing to the "who's on first" situation is the announcement that Local 202 of the Teamsters will soon attempt to organize game mechanics and then go after juke box route employees.

Simultaneously comes the announcement from Barney Schlang and Drew Calland, officials of 1690, RCIA-AFL-CIO, that the union, which heretofore had been in the juke box field exclusively, is now organizing game mechanics and routemen.

Third Factor

Further complicating the picture is Local 19, Cigarette and Coin Vending Machine Employees' Union, Federated Service Workers' Union, which is busy picketing locations serviced by Local 1690 after the New York Supreme Court

failed to grant a temporary injunction against that union.

To complete the picture, James Caggiano, head of Local 465, an independent, is attempting to regain the position he once held in the coin machine field before his union, as Local 433, was suspended and later expelled from the RCIA. Local 465 was the original union which preceded Local 433.

The entry of Local 202 and the attempt of Local 1690 to enter the game field are regarded here as two phases of an important national labor struggle—the attempt of the AFL-CIO to clean house and the struggle between the national labor organization and the Teamsters.

Teamster Local

Local 202 is a member of the Teamsters' International, which was suspended by the parent organization when it refused to oust James Hoffa as president. Local

1690 is a member of the RCIA, which is, in turn, a member of the AFL-CIO. Neither union is expected to give much ground to the other.

Currently, the Amusement Machine Operators of New York, representing most of the game operators here, has no collective bargaining agreement with any union. The association did have a contract with Caggiano's union, but that contract has expired. Caggiano had been enjoined from organizing in the coin machine field and he also had been named in a conspiracy indictment as a co-conspirator. The indictment, naming Al Cohen as conspirator, had been in regard to the alleged activities of Local 531, still another union, in the juke box field.

As a result of the injunction, Local 531 is no longer a factor in the union picture here. Neither is (Continued on page 67)

JUKE STARS IN BRITISH TV KID SHOW

CHICAGO — Television seems to be getting worldwide acknowledgment as a public relations medium for the juke box industry.

A variety-type kid show was started in Great Britain, early in December, in which a juke box played an important part on the scene, providing music for dancing teen-agers. The show is the "Six-Five Special," a Saturday BBC spectacular for youngsters.

The World's Fair, trade paper for the British coin machine industry, noted: "The influence for good (in creating good will and establishing the business as a fully normal, moral and respectable one) that such television tie-ins can create is enormous."

The TV tie-in idea has been fully explored by Music Operators of America, which will shortly sponsor a show in conjunction with Peter Potter's "Juke Box Jury" in Hollywood, slated for nationwide presentation.

Du Parquet Sells Seeburg Philly Outlet

Solow, Stein and Adair Partners In New Firm

NEW YORK—Straus Du Parquet has sold the fixed assets and inventory of the Atlantic-Pennsylvania Corporation, Seeburg distributor for Pennsylvania, to Eastern Music Distributors, which becomes the franchised Seeburg distributor for the area.

Equal partners in Eastern Music are Nat Solow, Marvin Stein and William F. Adair Jr. Solow, who has been vice-president of Atlantic-Pennsylvania since 1956, had been controller of the Atlantic-New York Corporation for the previous 10 years.

Stein had been with the Philadelphia Seeburg outlet for 16 years. (Continued on page 73)

MOA, ASCAP Prep for January 15-17 Hearings on Senate Copyright Bill

Miller, Carter to Meet, Prepare Briefs; Ask Ops to Contact Committee Members

By NICK BIRO

CHICAGO — The battle lines are being formed by ASCAP and the Music Operators of America (MOA) as the date for the hearings on the Senate copyright bill (January 15-17) draws near.

MOA President George Miller will be leaving Los Angeles Monday evening (6) en route to Washington, where he will meet with his legal counsel, Chauncey Carter, to make final preparations for the hearings on the bill which would amend the 1907 copyright statute and make coin-operated phonograph music liable as public performance for profit.

Witnesses

Miller stated that witnesses for the MOA side had been notified to

2-WAY VIEW OF JUKE HEARINGS

As the date for the Senate copyright hearings approaches tension mounts in the camps of Music Operators of America and ASCAP, as well as among operators and local associations throughout the country.

Here are reports from Mildred Hall, Chief of the Billboard Washington News Bureau and Nick Biro, Billboard Coin-Music Editor, Chicago.

be in Washington by January 13 to give Miller and Carter ample time to prepare their briefs.

Miller also asked all operators to (Continued on page 74)

By MILDRED HALL

WASHINGTON — With hearings on the O'Mahoney anti-juke exemption bill only nine days away, both sides are lining up their arguments on the controversial bill to make juke music a public performance for profit.

As of last week (2) the hearing date of January 15-17 stood firm according to spokesmen on the Senate Judiciary Subcommittee on Patents and Copyright. However, juke box spokesmen were still hoping for more time to assemble witnesses and statements from the (Continued on page 70)

CMMA Names Earl Elliott Bus. Manager

LOS ANGELES—Earl Elliott has been named business manager of the local California Music Merchants Association succeeding Harry M. (Mike) Gosen, who resigned.

Elliott, who was appointed by the local's directors, is a native of Ohio and resided in Pennsylvania, where he was a bandleader, radio announcer, television writer and actor, and director of his own advertising agency. Now residing in California at Norwalk, Elliott is married and has four children.

Miller, Potter to Meet; Discuss MOA TV Fete

LOS ANGELES — With the coming of the new year, prospects brightened for Music Operators of America presenting their nationwide television show, sometime in the near future.

MOA President George Miller said he planned to meet with Peter Potter this week, during a stopover on Miller's trip to Washington for the Senate copyright hearings.

Potter leads up the Juke Box

N. Y. State Assn. To Meet in N. Y.

NEW YORK—The New York State Coin Machine Association will meet at the Bermuda Room of the Henry Hudson Hotel Wednesday (8) at 5 p.m.

Purpose of the meeting is to recruit membership in the State organization among members of the (Continued on page 73)

Jury show, bearing his name, which was approved by the MOA board of directors last November at their Miami meeting for affiliation with the operator group.

Negotiations

The Peter Potter Juke Box Jury, which has appeared for seven years in California, is now presented on a State-wide basis only. Negotiations with the network to expand to nation-wide coverage are under way, and Miller states it is only a matter of settling "details."

Miller also stated that several prospective sponsors for the fete were being considered, but as yet, no final arrangements had been made.

Under MOA auspices, the show's name will be changed to Music Operators of America's Juke Box Jury, or possibly just, MOA's JBJ, or something bearing a resemblance thereto.

Format

The show's current format, which may or may not be changed, calls (Continued on page 73)

Conn. Ops Plan First Dinner-Dance: Feb. 28

HARTFORD, Conn.—Music Operators of Connecticut will hold their first annual banquet and show at the Hotel Statler here Thursday, February 28, President James Tolisano advised that the fete would be an "all industry function," open to all members of the music fraternity.

"By having this affair," stated Tolisano, "we feel we will promote good will and a closer relationship between manufacturer, distributor, operator and location owner."

Chairman for the banquet committee will be Paul Reichtshafer, assisted by Glen Klopfenstein, Jerry Lambert, Israel Resnick, Pat Montana and Abe Fish.

The group will also publish a souvenir journal, deadline for which will be January 28.

Route Transactions Hit Impasse in N. Y.

Gap Exists Between Buying and Selling Prices Based on Weekly Route Takes

NEW YORK—The buying and selling of amusement machine and juke box routes has come to a virtual standstill in the New York metropolitan area. The situation, however, isn't the result of a dearth of potential buyers or sellers. It has come into being mainly because a fairly wide gap exists between the buying and selling prices.

A rule of thumb exists in the selling price of a route. Juke box operations generally go for from 50 to 60 times the operator's weekly end. On game routes, where equipment depreciates at a much more rapid rate than it does on juke box routes, the normal selling price is from 25 to 35 times the weekly take, again computed from the operator's end after commissions.

Collections during the last few months have been considerably below what they should be. Hence, the selling prices of routes, based on weekly averages, would be

much lower than they were last spring.

Point in Case

Take the hypothetical case of a juke box operator with 100 pieces of equipment. In May, the machines may have averaged \$15. At 60 times his weekly take, the route was worth \$90,000.

In December, the average may have dropped to \$10. At \$10, the route is computed on a 50-time, not a 60-time basis. Therefore, the route is worth only \$50,000.

The operator feels that in a couple of months the average will climb up to what it was. He further reasons that if he sells now, he may take a \$40,000 beating on the transaction.

Smaller Scale

Of course, there are no 100-machine routes for sale. But on a smaller scale, the same forces which prevent the owner of the (Continued on page 67)

AMI Names Ted Parker Midwest Rep

GRAND RAPIDS, Mich.—Ted L. Parker was named Midwestern district sales representative for AMI, Inc., last week, according to an announcement by Edward H. Ratajack, director of sales for the juke box manufacturing firm.

Ratajack stated that Parker would succeed Eric J. Dyer, who formerly handled the territory. Dyer is being transferred to other sales duties.

Parker, a 20-year veteran in juke box operating, distributing and manufacturing circles, was formerly East Coast sales representative for Wulitzer. He lives in the Detroit suburb of Royal Oak, is married and has one daughter now attending Michigan State University.

USED EQUIPMENT LISTS PROVE IT

**WURLITZER CAROUSEL
PHONOGRAPHS RETAIN
HIGHEST VALUE**



TRADE YOURS IN ON NEW WURLITZER 200- SELECTION, 50-CENT PLAY PHONOGRAPHS



**"GET AN
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**GET HIGHER
EARNINGS
FROM YOUR
PRESENT
LOCATIONS**



YOUR WURLITZER DISTRIBUTOR IS WHEELING AND DEALING AT TOP SPEED THIS WEEK

SEE HIM TODAY

THE WURLITZER COMPANY, NORTH TONAWANDA, N.Y.
Established 1856

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!

AMi Incorporated 1500 Union Ave. S. E., Grand Rapids 2, Michigan originator of the automatic selective juke box in 1909.

oldest ONE-STOP record service

DISTRIBUTOR-WHOLESALE • NOTHING OVER • ALL LABELS

MOST EP'S 80¢
78 RPM 60-71¢
45 RPM LP'S: 55¢ \$2.47 & 60¢ \$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



MORE THAN 700 MEMBERS AND GUESTS attended the second annual banquet thrown by Music Operators of Massachusetts at the Hotel Bradford in Boston (The Billboard, November 18). Besides operators, the affair was attended by record stars, juke box and record distributors, manufacturers and many in vending and allied fields. More than a score of acts were presented.



PRESIDENT David J. Baker, addressing members and guests of Music Operators' Association of Massachusetts at the group's annual banquet last November. Baker was presented a traveling case by the association in appreciation for his third consecutive year of service as president.

WRONG CHECK

Operator Uses Stunt to Land Stubborn Locations

DENVER — The great showman, P. T. Barnum, once said, "You can fool some of the people some of the time. . . ." And he could have added, but you have a tough time making them believe the truth. One local operator, William Storey, found this out. He often ran into sales resistance from potential location owners when he tried to place a juke box.

Many liked the idea of music, but weren't too impressed by the prospect of collection from the machine. So Storey came up with a stunt using a bit of psychology which has been highly effective. He would make out a check to one of his existing accounts in the same neighborhood marked plainly phonograph commissions. Then, folded into a plain sheet of white paper, the check was mailed to the

reluctant potential location owner. When the prospect opened the letter and found the check which belonged to someone else he invariably mailed it on or at least telephoned the proper party that the check has been inadvertently mailed to the wrong address. In doing so, of course, he noticed the amount and realized, it was a percentage of phonograph profits. Invariably, Storey found, the owner of a new location who was really hard put to meet all of his initial expenses kept thinking about the matter until he called Storey to ask what the commission arrangements were and invited him to put in the phonograph after all.

Milwaukee Distrib To Open Facilities 3 Nights a Week

MILWAUKEE — United, Inc., has initiated a policy of keeping open three evenings each week, on Mondays, Wednesdays and Fridays. According to Harry Jacobs Jr., head man of the Wurlitzer distributing firm: "We had been getting a lot of calls for parts and equipment during the evening hours, so we decided to stay open to see how it would work out." A lot of the operators apparently like the idea of being able to do late evening shopping at the distributor after they have finished their daily runs. "It also gives us a chance to catch up on our work around here while it is relatively quiet," says Harry Jacobs Jr.

For Permanent Prosperity equip every location with the new, trouble-free United Phonograph

"It's entirely new from the floor up" Write for complete information today!

UNITED MUSIC CORPORATION 3401 NORTH CALIFORNIA AVENUE CHICAGO 18, ILLINOIS CABLE ADDRESS: UMCORP



Model UPA-100



The Emblem of Dependability

and your Rock-Ola Distributor bring you the

- 200 Selection, Model 1455 Deluxe
- 120 Selection, Model 1458
- 50 Selection, Model 1462

- ... all with 50c coin chute*
- ... all with automatic volume compensator
- ... all with the proven, dependable-mechanism
- ... all with the original revolving record magazine
- ... all smaller in size than any other multi-selection phonograph

*optional

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Pennsylvania

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Pennsylvania

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Rochester
New York

New York
New York

ASSOCIATED AMUSEMENTS, INC.
H Rugg Road Stadium 2-4010
SEACOAST DISTRIBUTORS, INC.
1200 North Avenue 3-1776

SCOTT-CROSSE COMPANY
1423 Spring Garden Street
Rittenhouse 6-7112

SCOTT-CROSSE COMPANY
819 W. Lackawanna Ave.
DI 4-3301

E. B. LAZAR COMPANY
1635 Fifth Avenue Grant 1-7818
FLOWER CITY AMUSEMENT CO. INC.
620 Main Street, East
Hamilton 6-4910

CAPITOL PROJECTOR CORP.
580 10th Avenue
LO 3-7940

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California

Santa Rosa
California
Portland
Oregon

Seattle
Washington
Tucson
Arizona

Salt Lake City
Utah

Butte
Montana
Denver
Colorado

Albuquerque
New Mexico

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Illinois

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Wisconsin
Indianapolis
Indiana

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Missouri

Omaha
Nebraska
St. Paul
Minnesota

Kansas City
Missouri
Madison
Illinois

Bloomington
Illinois

Deshon
Michigan
Cleveland
Ohio

Cincinnati
Ohio
Youngstown
Ohio

PAUL A. LAYTON, INC.
1429 31 West Pice Boulevard
Richmond 3-7351

COIN MACHINE SERVICE, INC.
422 Wilson Street Liberty 2-1125
WESTERN DISTRIBUTORS
1226 Southwest 16th Avenue
Capitol 8-7565

PUGET SOUND NOVELTY CO., INC.
114 Elliott Ave. West Metlock 8018
PAUL W. HAWKINS
325 East 7th Street Main 3-4503

DAW STEWART COMPANY, INC.
145 East Second South Street
Davis 2-7473

H. B. BRINCK
825 East Front Street 6726
MODERN DISTRIBUTING COMPANY
3272 Tejon Street Grand 7-6834

BORDER SUNSHINE NOVELTY CO.
2919 4th Street, N. W. 4-1626

WORLD WIDE DISTRIBUTORS INC.
2320 N. Western Avenue
Everglade 4-2300

BADGER NOVELTY COMPANY, INC.
2546 N. 30th St. Altap 2-3020
CRIDERON DISTRIBUTING CO. INC.
450 Massachusetts Avenue
Mekota 4-8468

J. ROSENFIELD COMPANY
4101 Washington Blvd.
Forest 7-6730

H. J. VENDING & SALES CO., INC.
1205 Douglas Street Atlantic 1121
AUTOMATIC GAMES SUPPLY CO.
302 University Ave Capitol 6-1037

UNI COIN DISTRIBUTING COMPANY
3410 Main St. Jefferson 1-1205
HALLGREN DISTRIBUTORS INC.
1626 Third Avenue 4-6703

GILBERT MUSIC COMPANY
108 South Center Street 4-4090
FABIANO AMUSEMENT COMPANY
109 Liberty Ave. Globe 5-5131

LAKE CITY AMUSEMENT CO., INC.
4533 Payne Ave. Henderson 1-7577
ROYAL DISTRIBUTING, INC.
3725 Kazan Ave Montana 1-5008

J. M. NOVELTY COMPANY
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Sweetbriar 3-8256

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Oklahoma

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Texas
San Antonio
Texas

Houston
Texas

Memphis
Tennessee
Jackson
Mississippi

New Orleans
Louisiana
Montgomery
Alabama

Nashville
Tennessee
Louisville
Kentucky

Jackson City
Tennessee
Charlotte
North Carolina

Atlanta
Georgia

Miami
Florida

Jacksonville
Florida

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N.Y.
Montreal
Quebec

Toronto
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Winnipeg
Man.
Edmonton
Alberta

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Calgary
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AUTOMATIC MUSIC COMPANY
1214 W. Archer St. Luther 4-4125
WALBOX DISTRIBUTING COMPANY
2929 Main Street Taylor 4-1611

PHN AMERICAN SALES CO., INC.
323 S. Alamo St. Capitol 7-8371
AMUSEMENT DISTRIBUTORS INC.
1615 St. Emanuel Capitol 7-3347

S. & M. DISTRIBUTING CO., INC.
1614 Union Ave. Broadway 5-1133
CAPITOL MUSIC DISTRIBUTING CO.
135 E. Amie St. 7-1822

HUEY DISTRIBUTING COMPANY
3760 Kiline Highway Forest 8-2101
FRANCO DISTRIBUTING CO., INC.
24 N. Perry St. Anshurst 3-6463

SANDERS DISTRIBUTING COMPANY
415 Fourth Ave., S. Alamo 5-4119
H. M. BRANSON DISTRIBUTING CO.
811 E. Broadway Jungus 7-1343

COIN AUTOMATIC MUSIC CO.
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1-4STOURGION DISTRIBUTING CO.
2828 S. Boulevard Edson 2-0437

ROBINSON DISTRIBUTING CO.
335 Edgewood Ave. S. E.
Jackson 4-5707

ROSS DISTRIBUTING COMPANY
3401 N. W. 36th St.
Newton 5-2531

ROSS DISTRIBUTING COMPANY
90 Riverside Ave. Elgin 6-1551

WILLIAM POUND AGENCIES
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LAWRENCE NOVELTY COMPANY
540 Boucher Street
Phone: CAlmet 1001

TORONTO TRADING POST LTD.
738 Yonge Street
Phone: WAlnut 7-8186

B. FULLER COMPANY
145 Scotia Street Phone: 50 1056
VAN DUSEN BROTHERS
10123 117th Street Phone: 28112

SELECT MUSIC COMPANY
1803 Commercial Drive
Phone: HAtings 3046

VAN DUSEN BROTHERS
906 2th Ave. East Phone: 55452

ROCK-OLA MFG. CORP.
800 N. Kedzie Ave., Chicago

TOO BULKY

Ops Say Tenn. Tax Law Complicated

MEMPHIS—Tennessee operators are disgruntled with a State law enacted July 1, 1955, which alleviated excessive taxation of the State's bulk vending industry.

They complain that even though they save around \$4.50 in taxes for every \$100 of gross receipts, the newer law has proved too complicated in its administration as well as often causing inequities to the operator.

An operator can avoid the prohibitive Gross Receipts Privilege Tax by paying to the Department of Finance and Taxation a flat 1½ per cent of gross receipts from all of his machines. To do this he must register each machine separately, the cost of which is one dollar per vender.

Complicated Administration
Operators save quite a bit of money under this arrangement. Their complaint centers around the administration of the law. Said Russ Thomas, Vendor Distributing Company and secretary of National Vending Machine Distributors Inc., an operator receives a decal for each machine registered, each decal having a separate license number.

Machines are stolen, decals are often picked off by children, or a decal will eventually wear off.

Thomas said the State makes no provision for the replacement of decals and wonders, "What is the operator to do when the State agent challenges him on not having a registration seal?"

He feels it would be much better if a single license number were issued each operator, every machine carrying this number. He thinks such an arrangement would eliminate most of the paper work and worry that Tennessee operators complain of under the present law.

Payment of Tax
Another complication, said Thomas, is the manner in which the 1½ per cent tax is paid. Each July 1 and operator pays for his license on the basis of the 1½ per cent tax levied on receipts of the previous year. Thus the larger an operator is, the more he must pay. Thomas feels the arrangement is often inequitable since the operator whose business goes into a slump is doubly hurt by having already paid for a license which is not geared to actual business volume, which actually runs counter to the spirit of the law.

Stated Thomas: "There is nothing practical about the law. It is too technical. It seems that the

(Continued on page 65)

Manikin Used In Gaylord Bulk Vender

DETROIT—Availability of a 5-cent bulk vender featuring a manikin that dispenses merchandise was announced last week by Harris Gaylord, who will be sole distributor.

According to Gaylord, the animated manikin drops any kind of bulk merchandise, including jelly beans and marbles, into the delivery chute.

Dubbed the Lucky, the machine can be converted to penny operation, said Gaylord.

He said further that the vender is in full production at Columbia Manufacturing Company and is available for immediate delivery. The basic nickel vender retails for \$19.95. The penny version, identical except for a different coin control, sells for the same price.

A special model, the Lucky Variety, differs from the basic unit in that it has three separate columns for merchandise. It retails for \$39.50.

Venders are available in red, white, green, yellow and several other colors. All models come with chrome trim.

BULK BANTER

Write your likes and dislikes, news and views of bulk vending to the Bulk Banter editor, The Billboard, 188 West Randolph, Chicago 1.

By FRANK SHIRAS

E. B. Holder, Shiprock, N. M., operator, is disgruntled with bulk vending. He says it has gotten rough in his area and that location owners have recently begun demanding commission of 50 per cent, to which Holder answers that he can't afford to make less money than the location. The increasing cost of machines and supplies makes bulk vending difficult enough, says Holder, and the demand for higher commissions gives him a pretty dismal outlook.

Operators in Detroit feel that bulk vending in industrial locations will be particularly hard hit for the next several months because of factory lay-offs. One thinks it may last up to five months. . . . Harold Schaefer, Victor Vending Corporation, Chicago, arrived in Los Angeles last week aboard the Matsonia after his vacation in the Hawaiian Islands. While in L.A., he visited with Bill Evangeloff, Ace Vending Company, distributors for the Victor line in Southern California.

Operators Vending Machine Supply Company, Los Angeles, had an open house during the holidays. A buffet lunch with beverages was served to operators coming in to buy. . . . Bob Gladstone, one of the largest Los Angeles operators, added more machines to his route last week. . . . J. Wheeler, also of L.A., is out of the hospital and recuperating at his home. . . . Sid Bloom, Operators Vending Machine Supply Company and Oak Manufacturing Company, is expecting his seventh grandchild.

Lane Weitzman, son of Sam Weitzman, co-partner in Operators Vending Machine Supply Company and president of Oak Manufacturing Company, is having a vacation in the Hawaiian Islands. . . . Oak Manufacturing Company,



LEONARD QUINN

five years younger, making it even harder to get a job in those days. He was earning \$12 a week and the future seemed bleak at times. Quinn had a brother in bulk vending in Cleveland, and it was he who gave him a start in the field. Since then Quinn has built up his business, Confection Products Company, to a profitable route of 1 and 5-cent machines.

Born July 24, 1917, in Chicago, he attend Crane Tech High School in the city. He married his wife, Ruth, in 1941 and took up residence in her native city of Columbus, O. They now have three chil-

(Continued on page 66)

News in Brief

Mass. Vend Assn. Celebrates Twenty-Fifth Anniversary . . .

Massachusetts Automatic Merchandising Council will celebrate 25th anniversary of automatic merchandising in State with a banquet, March 29, in Sheraton Plaza Hotel. From 400 to 500 are expected to attend fete, which will include entertainment and dancing, said Alfred Sharenow, chairman of banquet. Council itself was founded in 1956 and concentrates on legislative aspects of vending industry.

John E. Mitchell Co. Takes Over Own Distribution . . .

John E. Mitchell Company, Dallas, took over sales of its pre-brew coffee vender line from previous distributor, S. & L. Sales, Inc., Omaha, Neb. Along with marketing own machines, company announced its vender line would be added to as need for special new machines develops.

Dr. Pepper Plant Destroyed By Blast From Arsonist . . .

Entire plant of Big Chief-Dr. Pepper Bottling Company in Denver was destroyed by alleged arsonist's blast recently. Close to 30 Vendo bottle machines, most brand new, were ruined. Police discovered that gasoline had been poured around interior of building, and a foreman of firm was held by police. Damage estimated at \$150,000.

Denver Brokers and Factory Repe Form Candy Assn. . . .

Candy brokers and direct factory representatives in Denver announced last month formation of Denver Mile Hi Candy Club. Purpose of group is to serve candy industry as a whole and promote favorable publicity for candy. Club members are in Colorado, Wyoming, Montana, Utah, Idaho, New Mexico and Arizona as well as Black Hills area of Nebraska and South Dakota.

Canco-Marathon Merger Plans Approved By Both Firms . . .

Stockholders of both firms approved last month merger plans of Canco and Marathon Corporation. Canco will increase common stock by 10 million shares, elect five new directors, and acquire all of Marathon's assets and subsidiaries. Marathon is major producer of pulp paper, paperboard and fabricated paper products. As part of merger, former Marathon president John Stevens was elected a vice-president of Canco.

30 Health Agency Officials Attended NAMA Confab . . .

More than 30 health agency officials were at National Automatic Merchandising Convention in connection with NAMA public health program. Officials came from military, U. S. Public Health Service and local health agencies. Favorable comments included those of S. E. Taylor, Florida health official, who said he found evidence at convention that NAMA wants to solve problems thru "research, education and co-operation with public health groups."

Major Soft-Drink Makers Had Profitable 1957 . . .

Beginning of final 1957 tabulations show major soft drink makers reporting uptrends in sales. Coca-Cola, Canada Dry, Nehi, Pepsi-Cola all report better sales in 1957 compared to previous year. The final figures are not yet in, nine-month reports suggest that '57 will be a record year in both sales and profits.

Pepsi-Cola Uses 5-Story Bottle for Promotion . . .

New product-identification device is being employed by Pepsi-Cola at press conferences and public events. It's a five-and-a-half story high replica of the Pepsi bottle. Inflated with gas-driven air blower, the bottle can be stowed in a station wagon after deflation.

Mars, Inc., to Have Sixth Annual Talent Search . . .

Mars, Inc., will sponsor sixth annual Milky Way Gold Star Awards to select country's 12 most talented juvenile performers in show business. Winners of competition will be announced late in March. Around 15,000 people in entertainment field will be polled on national scale.

Miscellaneous News From Around the Country . . .

Charles H. Candler Jr. was elected to board of directors of Coca-Cola Company recently. . . . Connecticut Manufacturers of Carbonated Beverages re-elected William L. Leader to second term as president. . . . Alan Merritt, Phoenix, Ariz., has formed Chilled Fruit Service to operate juice vending machines. . . . Alan W. Finley named executive assistant in charge of promotion and display for Pepsi-Cola. . . . Bunte Bros' Chase Candy Company appointed Oscar Widmer district sales manager for Southeastern Division.

Culver City, Calif., was closed from Christmas Eve to the day after New Year's to give employees an opportunity to enjoy the holidays.

Mr. and Mrs. Sidney Weinstein, he of Sidmor Vending Company, Pittsburgh, had a baby recently. So did Mr. and Mrs. Edwin Leaf in New York, while H. B. Hutchinson, Atlanta, Ga., expects to be a grandfather shortly. . . . Paul Cris-

man, King & Company, Chicago, and Norman Solvrod, Specialty Sales, Green Bay, Wis., are going to Florida shortly for a vacation. . . . Marvin Maddox, Maddox Sales & Service, moved from Washington, D. C., to Florida. . . . Jack Nelson, Logan Distributing Company, Chicago, just finished going thru a hectic holiday season only to come back and face the annual job of taking his year's-end inventory.

PROFILE OF THE WEEK

. . . NVA's Youthful Leader

The presidency of National Vendors Association was not a plum which happened to fall into Leonard Quinn's lap, but rather represented the membership's belief in what Quinn could do for NVA in terms of his past performance.

From the beginning Quinn had shown a deep interest in NVA and capably handled responsibilities delegated to him. While his own successful operation demonstrated his basic grasp of the problems of bulk vending, he consistently showed the stable type of personality necessary in a president.

States Quinn: "There have been countless things NVA has done to keep the operators in business. If I could but convey my enthusiasm for NVA not only for what it has done, but for the great things it will be doing in the future, each and every operator in the country would sign up without hesitation."

"As automation becomes stronger, the need for vending equipment will increase. As for bulk vending, it is being accepted more and more as the silent salesman.

BEGIN NEW 'PROFILE OF WEEK' SERIES

Beginning this issue is the first of a series of personality sketches entitled Profile of the Week.

Like Bulk Banter, it will be a weekly feature and will present what is so often missing in straight news coverage—the human side of men who are important to the bulk vending industry.

Elsewhere in this section will be found the first profile in the series, fittingly devoted to the president of National Vendors Association, Leonard Quinn.

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N.W. DeLuxe 1r & 5r Comb.	12.00
N.W. #39 1r Parc.	7.95
N.W. Model #32, 1r Parc. Converter for 100 ct. B.G.	6.50
Silver King 1r B.G. or Mide.	8.00
ABT Guns	30.00
Acorn, 1r or 5r	9.50

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	.88
Pistachio Nuts, Jumbo Queen	.48
Pistachio Nuts, Large Tulip	.48
Pistachio Nuts, Vendor's Mix	.37
Pistachio Nuts, Sheik	.43
Cashew Whole	.44
Cashew Butte	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gems	.38
Leaflets, 450 ct.	.40
M & M, 550 ct.	.50
Hershey-ets.	.47

Rain-Blo Gum, 40 ct.	1.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Blo Ball Gum, 100 ct.	.32
300 lb. minimum, prepaid on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrinkley's Gum, all flavors, 100 ct.	.45
Besch-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
 1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

There Are Big Profits in

GUM
 Get Your Share With
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 You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. Quick Change™ merchandise drum cuts servicing time in half.



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Northwestern VENDERS
 are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

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 2811 ARMSTRONG ST. MORRIS, ILL.

PM Promotes Five To Board, V-P's
 NEW YORK—Philip Morris, Inc., has elected three new directors and two vice-presidents. Named to the board were Chandler H. Kibbee, who was also elected vice-president; Robert P. Roper and J. Harvey Wilkinson.
 Paul D. Smith, who has served as general counsel, was elected vice-president and general counsel.

Tenn. Tax Law
 • Continued from page 64

legislators who wrote the law didn't discuss it with anyone in the vending field before passing it.
 "There is too much paper work. There is a lot of confusion about it. One fellow in the State Finance and Taxation Department will rule one way and another fellow another way."
 Harry Scruggs Jr., field agent for the State department in charge of vending machines, feels differently. "I think it is a good law and is working out all right. The main purpose of the law was to eliminate the 3 per cent sales tax. Now an operator can pay 1 1/2 per cent of gross receipts instead."

Lorillard Names Tausig
 NEW YORK—Tom Tausig has been named to the newly created post of assistant director of advertising of the P. Lorillard Company. He had previously served with a radio station and advertising agency.

Op Puts Two Cig Machines In Locations

PHOENIX, Ariz.—Many of his locations now have two cigarette machines, reports Talman Andress, Andress Cigarette Company here.
 As population has almost doubled in Phoenix over the past few years, Andress has waged a continuous and successful campaign to persuade location owners of the advisability of a second machine.
 Said Andress, "When we point out to the location owner that his machine delivers only 25 packs per button, and that he is certainly losing sales because the machine can run out at a moment's notice, we can usually get the location owner to see things our way."

Another factor, the predominance of low height among the new machines, makes it possible to fit them beneath wall telephone installations and into recesses between wall cabinets and counters. In almost all of his 75 two-machine locations, at least one of the venders is of this low height, said Andress.
 He prefers doubling up at locations to investing in the new, expensive machines which deliver 45 packs per button. Generally he merely duplicates the nine best-selling cigarettes in each machine. A tag is put on both venders that points out the location of the other machine, should one of them sell out.

INSIST ON STAR-BRITE BALL GUM
Save Money!
 IN 1958... BE RIGHT with "STAR-BRITE"
 Beats All Others "All Hollow" COLORS FLAVORS
 9 210-170-140 BALL GUM
 Also Cramer's "KING" 7/8" SIZE SOLID BALL

Ask your distributor to stock Cramer's "Star-Brite" for you!
 • Uniform Size • Better Chew
 • Brilliant Colors, and save money, too!

CRAMER GUM CO. INC.
 150 Orleans Street
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 Member of National Vendors' Assn.

THIS WEEK'S SPECIAL
NATIONAL 9ML
 Only **\$135.00**
 Limited Quantity at This Price
GUARANTEED SAME AS NEW
 Write, wire or phone
 Telephone: 20592
T. O. THOMAS CO.
 1572 JEFFERSON
 PADUCAH, KENTUCKY

DATE DAGGER PINS
 Wear them Crossed if you're going steady. Wear them side by side if you're unattached.



VACUUM PLATED WITH PINS
 LOTS OF 1,000.....\$15.00 M
 LOTS OF 5,000.....13.50 M
 FEATURE LABELS INCLUDED FREE
 SOLD ONLY THROUGH DISTRIBUTORS
MILLER-NEWMARK DIST. 42 Fairbanks, N.W. Grand Rapids, Mich.

CANDY & COOKIE MACHINES
 5r models or 10r 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.

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



Great Time-Saving PENNY WEIGHING SCALE
 CAPACITY \$10.00
 SPRINGS ARE PRECISION CALIBRATED.
 HEAVY SHEET METAL BASE.
 TIN SCOOP.
 DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
 Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.
 There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.
\$19.00
ORDER TODAY
 1/3 Dep., Bal. C.O.D., F.O.R. N. Y. Distributors, Write for Prices.
J. SCHOENBACH
 Distributors of Advance Vending Machines
 1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900

the new OAK'S "PREMIERE"
 vends Ball Gum and Picture Card both for 1c
 Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Venders.
oak
oak's "GOLD MINE" tab gum selector
 Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refunded when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.
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OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, California




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10c and 25c Capsule Vending Gives You Greater Profits.

Holds 200 of the New 1½" x 1½" V1 Capsules

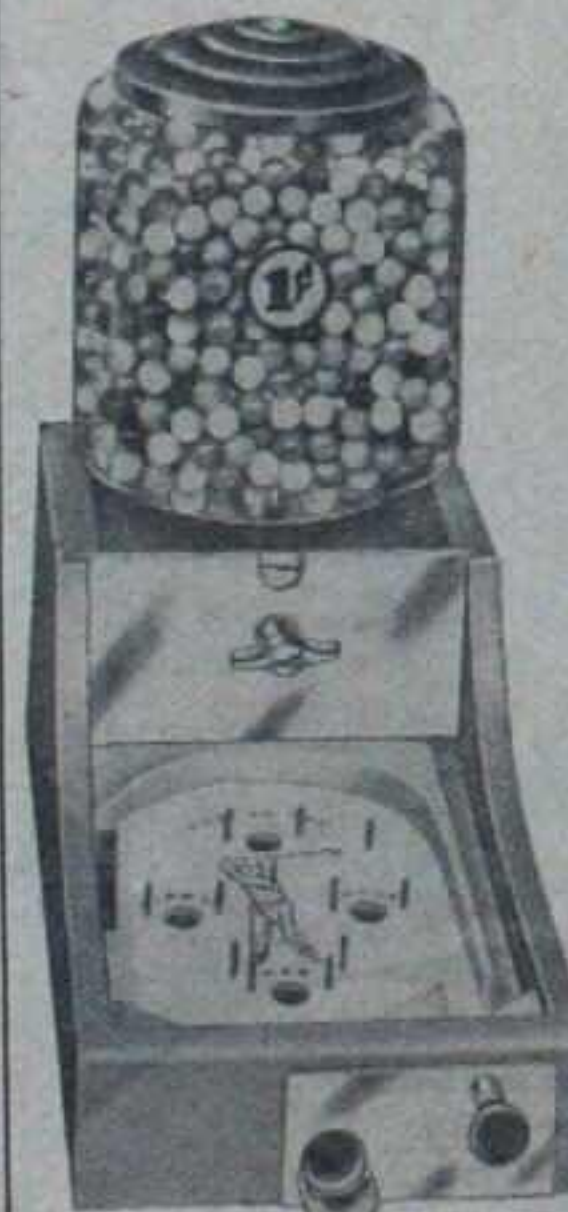
Be first in your territory with this tested and proven outstanding Money-Maker.



V1—1½"x1½"

PLAY

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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

COINMEN YOU KNOW

Denver

By BOB LATIMER

Pat Ryan, owner of Bell Music Company, has announced the sale of the firm to Denver Amusement Company, operated by Ralph McMichaels. McMichaels is a Denverite, who married Mrs. Merle Bradshaw, widow of the Denver Amusement Company founder, a year after Bradshaw's death in Alabama. In buying the Bell Music Company, Denver Amusement Company is taking over one of the largest phonograph routes in the Colorado capital.

A new 200-record phonograph, cigarette vending machine and several wall boxes were casualties of Midwest Music Company here, when the Loop Cafe and Bar in downtown Denver was burned to the ground on December 5.

Members of the Colorado Music Merchants' Association concentrated on ways and means to curb "fantastic prices" in buying locations at the December meeting of the group. Members admittedly have no real solution for this rapidly growing evil, according to Jack Arnold, association president.

An even half dozen Denver phonograph and amusement machine operating organizations planned Christmas parties, most of which were scheduled at company headquarters.

Losses in beverage vending equipment during the recent fire at D. Pepper Bottling Company here are the heaviest ever reported

in a single instance in Colorado. More than \$150,000 worth of new vendors and an equal amount of other equipment went to the scrap heap, following the disastrous blaze which destroyed 90 per cent of the Denver bottling plant, its offices and truck equipment.

Amino Bros. Vending Company is the title of a new vending organization in suburb Lakewood, Colo. Ralph and Paul Amino, partners, will concentrate on merchandise vending, including combs, handkerchiefs, ballpoint pens and similar items rather than the food or confections field, it was announced.

Glen Pierce, head of Century-Supreme Music Company, took an unusual economy step recently, when the firm traded in full-size U. S. automobiles on miniature German-made station wagons. Century-Supreme has found that it can service its routes at around one-third of the gasoline and oil costs of the bigger vehicles and that the miniature station wagons are large enough to accommodate the average-size phonograph, vending machine and other equipment efficiently.

Leonard Quinn

Continued from page 64

dren: David, 11; Susan, 9, and Gary, 7.

With an abiding interest in the welfare of others, Quinn says one of his creeds is a day-by-day attempt to give some relief to another's personal problems. Basically optimistic, he feels that even a gesture of help or sympathy does something toward changing another's outlook. In the business situation, he believes customers should be treated fairly, with respect, and in a pleasant fashion.

Quinn has hobbies of photography and wood-working, altho during the past few years he has found it necessary to spend more time in his business. He has done portrait work with a Crown Graphic and is interested in 8mm. movie photography. He has made a few continuities, doing the editing and titling himself.

He has his own shop with power equipment in which to do wood-working. He enjoys making knick-knack shelves for the children as well as small items for school and the Cub Scouts. He also prefers to personally do as much plumbing and electrical repair of the house as possible.

AT BIG SAVINGS

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LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 &	210 ct.	37¢ lb.
Chicle Ball Gum, 120 ct.	33¢ lb.	
Clor-o-Vend Ball Gum, 40¢ lb.	40¢ lb.	
Clor-o-Vend Chicks, 320 ct.	40¢ lb.	
Chicle Chicks, 320 & 520 ct.	34¢ lb.	
Bubble Chicks, 320 & 520 ct.	27¢ lb.	
Tab (short stick), 100 ct.	26¢ box	
5-Stick Gum, 100 packs	\$1.70	

F.O.B. Factory 150 Lb. Lots

AMERICAN CHEWING PRODUCTS

34 YEARS OF MANUFACTURING EXPERIENCE

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CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER, 8-COLUMN CANDY, 160 capacity, prewar model...	\$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar 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.

108 Furman St., Brooklyn, N. Y.
Triangle 5-1857

FINEST RECONDITIONED VENDORS

N. W. Jet Capsule Mach.	\$ 9.95
Topper Cabinet, 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-More 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. Hal Nut	22.50
DuGranier, 6-Col., 1c Tab	14.50
Mills 6-Col., 1c Tab	17.50
Factory Reconditioned "Popcorn Snr" Machines	100.00

MEMBER NATL. VENDING MACH. DIST., INC.

Send for 1957 Catalog-Mfrs. List! All Machines Completely Checked and Ready for Location. Order With Complete Confidence. 1/3 Dep., Bal. C.O.D.

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Bring 7-Way Profits!

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- 4-Way Cold Drinks
- 4-Way Auto-Maid Milks and Fruit Juices

Write for Full Details, Prices and Easy Payment Terms

J. H. KEENEY & CO., Inc.
2600 W. 50th St., Chicago 32, Ill.

DON'T PERMIT YOUR MACHINES TO SLEEP DURING WINTER MONTHS

Wake 'Em Up With MUTTNICK!

It's a timely gimmick that will give your machines some real action. This cute little dog sits on a platform, looking sadly through the crystal dome, actually begging for the customers to feed the machine so he can be taken out. Vends one at a time in all machines. Ass'd. colors.

\$7.50 per 500 Pieces

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157 W. 42nd St., N. Y. 36, N. Y. CH 7-5123

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE

COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES.

Invented and Made Only by

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GIMMICKS CHARMS CHARMS GIMMICKS

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5,000 Lots & Up—FREE LABELS

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WE HAVE

OAK'S "PREMIERE"

STANDARD SPECIALTY CO.

1028 44th Avenue
Oakland, Calif.

1958 CAN BE YOUR BEST YEAR YET!

if you get a good start NOW with these NEW items!

- ★ TEXAS SPUR Action Feature!
- ★ HORSE'S WHOSIT Just for Laughs!
- ★ FOUNTAIN PEN
- ★ BABY BOTTLE New!
- ★ CRAZY PIN Color Plated!

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

"World's Largest Selection of Miniature Charms"

NEW! ATLAS MASTER MACHINE

Hall Sales Agents

NATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES

PENNY KING COMPANY

2538 MISSION ST. PITTSBURGH 3, PA.

BOW 93 GAMES MODELS IN 1957; 5 BALLS LEAD

CHICAGO—A final total of 93 new game and kiddie ride models were introduced last year. Pacing the game field in terms of new models were 24 five-ball pin games, 13 ball bowlers and 14 pool games. Thirteen kiddie rides were premed. There were four rolldown models, four gun games, three in-line pins, two shuffle bowlers, three new-type novelty bowlers, one baseball unit, and 12 assorted types of Arcade and novelty games (see The Billboard, December 16, for detailed report). Following is the list of new 1957 attractions:

GAME	MANUFACTURER	TYPE
Shamrock	Williams	five-ball pin
Slee Roll	Chicago Coin	rolldown
Flagship	Gottlieb	five-ball pin
Bowlette	Keeney	rolldown
Deluxe Skill Ball	Genco	rolldown
Voice-O-Graph 1957	Int. Mutoscope	voice recorder
Valley Six-Pocket	Valley	pool
Ace High	Gottlieb	five-ball pin
Circus Rifle Gallery	Genco	gun
Marvel Six-Pocket	Marvel	pool
True Score	Keeney	ball bowler
Crossfire	Williams	gun
Starfire	Williams	five-ball pin
Bowling League	Chicago Coin	ball bowler
Billy T-Jeep	United Kiddie Rides	kiddie ride
Shetland Bronc	United Kiddie Rides	kiddie ride
Exhibit Six-Pocket	Exhibit Supply	pool
Bang-o-Rama	Int. Mutoscope	gun
El Dorado	Irving Kaye	pool
Show-Time	Bally	in-line pin
Majestic	Gottlieb	five-ball pin
State Top Six-Pocket	Exhibit Supply	pool
Rotation Pool	Genco	pool
Team Bowling Alley	United	ball bowler
1957 Baseball	Williams	baseball
Williams Six-Pocket	Williams	pool
Acme Six-Pocket	Acme Billiard Supply	pool
Official Pool	Bally	pool
Valley Vue Six-Pocket	Valley	pool
Cue Ball	Williams	five-ball pin
Royal Flush	Gottlieb	five-ball pin
Super Deluxe Bumper Pool	Irving Kaye	pool
Bowl-o-Rama	Keeney	ball-bowler
Toonerville Trolley	Bally	kiddie ride
Elephant Ride	Tusko Corporation	kiddie ride
Squirts Water Polo	Aquatic Products	water polo game
Burr Gun	Dale Engineering	gun
Sweet 21	Genco	rolldown
Imperial Six-Pocket	Fischer	pool
Bank Pool	Blinks	novelty pool
Rodeo Pony	Hawkins	pool
Hi-Score	United	ball bowler
Gay Parade	Williams	five-ball pin
Hi-Hand	Williams	five-ball pin
Plastime	United	in-line pin
ABC Tournament	Bally	ball bowler
Sun Valley	Bally	in-line pin
Arrowhead	Williams	five-ball pin
Classic Bowling League	Chicago Coin	ball bowler
Continental Cafe	Gottlieb	five-ball pin
Deluxe Bowling Alley	United	ball bowler
World Champ	Gottlieb	five-ball pin
Jumbo Bowling Alley	United	ball bowler
Circus	Bally	five-ball pin
Kings	Williams	five-ball pin
Grandma Horoscope	Genco	fortune-teller
ABC Super Deluxe Bowler	Bally	ball bowler
Naples	Williams	five-ball pin
Super Circus	Gottlieb	five-ball pin
ABC Champion	Bally	ball bowler
Competition Pool	Irving Kaye	pool
Train Ride	King-Pin	kiddie ride
Fire Engine	King-Pin	kiddie ride
Jet Auto	King-Pin	kiddie ride
Tug Boat	King-Pin	kiddie ride
Carnival	Bally	five-ball pin
Motorama	Genco	auto game
Eeno	Williams	five-ball pin
Silver	Gottlieb	five-ball pin
Six-Star	United	shuffle-bowler
Steepie-Chase	Williams	five-ball pin
Strike-Bowler	Bally	ball-bowler
TV Bowling League	Chicago Coin	ball-bowler
Falstaff	Gottlieb	five-ball pin
Hockey	Irving Kaye	hockey game
Nine-Ball	Fischer	pool
Royal Bowling Alley	United	ball-bowler
Jig Saw	Williams	five-ball pin
Showboat	Genco	five-ball pin
Trot Pilot	Capitol Projectors	drive machine
Base Horse	Capitol Projectors	kiddie ride
Stage Coach	Capitol Projectors	kiddie ride
Vibrator Chair	Capitol Projectors	relax machine
10 Commandments	Int. Mutoscope	inscriber machine
Roadracer	Dale Engineering	auto game
Comic Viewers	Mike Munves	view machine
Softball League	Exhibit Supply	ball thrower unit
Lion-Elephant	King-Pin	kiddie ride
Amey Cart	King-Pin	kiddie ride
All-Star Bowler	Bally	novelty bowler
Ten Pins	Williams	novelty bowler
Ten Strike	Williams	novelty bowler
Straight Flush	Gottlieb	five-ball pin

Ohio High Court Rule Perils Pin Operations Thruout State

Expect Case to Go to U. S. Supreme Court; Backs Columbus Ordinances

COLUMBUS, O.—The State Supreme Court, in a decision that could affect pinball operations thruout Ohio, upheld ordinances of the City of Columbus in wind-up of cases brought by operators to test the city's pinball ban.

Assistant City Attorney John C. Young, who successfully defended the Columbus ordinances thru the Ohio high court, said he expects the litigation to go on to the U. S. Supreme Court.

The ordinances, two framed in 1953 and one in 1954, ban ownership and exhibition, possessions and operation of pinballs in Columbus. The Ohio Supreme Court voted

6-to-1 to uphold the ordinances. The decision came in two declaratory judgment actions filed by pinball operators to test validity of the ordinances and to enjoin city officials from interfering with machine operations.

The operators had contended that the city lacked power to ban the machines absolutely, and that the city could only reasonably regulate their operation.

Court's Comments

The court commented, "A municipality may validly enact an ordinance that not only regulates but prohibits the operation of amusement devices if it bears a real and

substantial relation to the public health, safety, morals or general welfare, and is not unreasonable. . .

"While pinball games may provide only the amusement of playing them, with nothing more in the way of a prize, they are so designed that they may readily be put to an unlawful use in gambling. . .

"The Columbus ordinances, making the possession of pinball games

(Continued on page 72)

Gotham Hoists 'No Sale' Signs On Coin Routes

(Continued from page 60)

hypothetical 100-unit route from selling prevent the man with 10 or 20 pieces from unloading.

But the potential buyer has a different viewpoint. He feels that if a juke box takes in \$10 a week for the operator, the worth of the route should be calculated on the \$10 basis. What the machine did a couple of months ago, or what it might do a couple of months from now is not the point, as far as the buyer is concerned.

Generally, a juke box route with a \$10 average or less goes for 50 times the weekly take. Routes with a \$10 to \$15 average are apt to go for 55 times the weekly take. Those with averages over \$15 might go for 20 times the weekly take.

Rough Guide

These rules are not inflexible, but are merely a rough guide. Condition of equipment on location, contracts, compactness of route and a dozen other factors—tangible and intangible—determine the eventual selling price.

As games depreciate much more quickly than juke boxes, the amusement machine route prices are

(Continued on page 69)

Union Fireworks to Greet N. Y. Coin Yr.

(Continued from page 60)

Sam Getlan, a Westchester County and up-State operator who recently testified before a Senate investigating committee.

AAMONY Meet

The Associated Amusement Machine Operators of New York meet here Thursday (9) to vote on union affiliation. While the action to be taken by the group is unknown, indications are that some AAMONY powers favor Local 202, which was called into the picture by Ted Blatt, AAMONY attorney.

Charles W. Ulrich, a Local 202 spokesman, said he had offered a plan whereby the union members would be assessed at the rate of \$4 a month an employee, rather than the 50 cents a machine which had been prevalent.

He added that the union offers a pension and welfare fund for employees and that wages and hours will be subject to negotiations. The union itself has a membership composed mainly of drivers of trucks carrying perishable goods, but

Ulrich said that some vending machine route employees belong to the local.

Juke Expansion

According to Ulrich, Local 202 will start with games, but it also plans to organize juke box service employees. In this field, Local 202 is sure to buck heads with Local 1690, which has a contract with the Music Operators of New York. The MONY contract doesn't expire until 1959.

What will happen at the AAMONY meeting to vote on union affiliation is anyone's guess. However, many AAMONY members are also MONY members, and as such are organized by Local 1690. Whether they will favor bringing another union in the picture—a union which will attempt to organize music as well as games—is doubtful.

An informed industry source who cannot be quoted said the effort of Local 1690 to enter the game field was prompted by the threat of Local 202 to enter the juke box field.

Barney Schlang and Drew Calland, officials of Local 1690, said their group would welcome a contract with the AAMONY provided the pact was drawn up along the

(Continued on page 76)

Ohio Court Rule To Affect Toledo Pinball Business

TOLEDO, O. — An Ohio Supreme Court decision backing Columbus anti-pinball ordinances, upheld, in effect, a ban on display or possession of pinballs in Toledo. The city moved to reinstate criminal proceedings against two persons arrested in 1956 in a test case.

Enforcement of the ban, however, was to be withheld pending receipt by the courts here of official notice of the high court decision.

While the city has actually not been under restraining order since the Sixth District Court of Appeals ruled the ordinance valid, the appeals court had advised the city not to seize additional pinballs pending the Ohio Supreme Court decision. Operators have, however, in many instances removed or unplugged their machines since the decision was made.

JUSTICE DEPT. TO SIT TIGHT ON PIN RULING

WASHINGTON — The U. S. Justice Department is not planning to issue a directive requiring all federal districts to look upon in-line pinballs as gambling devices, per se.

Altho a federal district court in Illinois ruled recently that such machines are gambling devices without proof of pay-offs, (The Billboard, Nov. 4) government attorneys here do not consider it a test case. They say that such cases are not necessarily "followed in detail." Unless a question of appeal from the Internal Revenue Service comes up, the Justice Department won't pore over the case or issue a directive.

The Illinois decision has not caused a flurry at the Internal Revenue Service. Spokesmen for the Service say their policy is one of "watch and see." Cases of this type will be looked at, they say, and action taken when necessary. Indications are that there will be little activity on the pinball front at IRS in the near future.

Mississippi Code: Free Play Legal, Payoffs Out

This is the final of a series of nine articles on the effects of the U. S. Supreme Court ruling subjecting payoff pinballs to the \$250 gambling tax. JACKSON, Miss. — Mississippi has strict anti-gambling laws, has taken a strong stand against locations with pinballs that pay off since the Supreme Court decision which classifies them as a

gaming device on which a \$250 annual tax must be paid.

The result: There will be no payoffs on pin games, the State says. Violators will be prosecuted.

Taking the lead in the enforcement since the machines have been ruled to be a gaming device is Gov. J. P. Coleman. He has said he would not tolerate payoff pin

(Continued on page 69)

	High	Low	Mean Avg.
Mercury Deluxe 11th Frame (U)	\$295.00	\$235.00	\$245.00
Name Bowler (CC) (1/54)	50.00	50.00	50.00
Official (U) (5/52)	85.00	60.00	75.00
Olympic (U) (8/54)	135.00	70.00	75.00
Original	95.00	50.00	70.00
Pacemaker (K) (9/53)	149.50	50.00	85.00
Palisade (K)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54)	255.00	125.00	125.00
Rocket (B) (8/54)	275.00	175.00	275.00
Royal (U) (8/54)	190.00	75.00	110.00
Score-A-Line (CC) (9/55)	475.00	425.00	425.00
Shuffle Alley Deluxe 6 Player (U) (10/51)	85.00	30.00	60.00
Shuffle Alley 6 Player (K)	85.00	45.00	55.00
Shuffle Alley 10 Player (K)	95.00	50.00	60.00
Shuffle Alley 11th Frame	335.00	150.00	195.00
Shuffle Alley Deluxe 11th Frame (U)	325.00	175.00	255.00
Shuffle Pool (Ce) (11/53)	99.50	39.50	85.00
Six Player (CC)	50.00	45.00	45.00
Six Player Deluxe (K)	65.00	40.00	45.00
Six Player Deluxe (U)	65.00	40.00	45.00
Six Player 10th Frame (U)	75.00	55.00	70.00
Speedlane Bowler (K)	275.00	275.00	275.00
Speedy (U) (8/54)	135.00	135.00	135.00
Star, 5 Player (U) (7/52)	95.00	34.50	45.00
Star, 10th Frame (U) (9/52)	110.00	29.50	60.00
Starlite (CC) (5/54)	295.00	145.00	195.00
Super Bonus Deluxe (U)	425.00	345.00	375.00
Super Frame (CC) (5/54)	295.00	95.00	165.00
Super Match Bowler (CC) (10/52)	75.00	50.00	55.00
Super Six (U) (3/52)	100.00	29.50	75.00
Targette (U)	100.00	100.00	100.00
Targette Deluxe (U) (8/54)	320.00	95.00	195.00
Team Bowler (U) (1/54)	295.00	100.00	165.00
Team Bowler (K) (10/52)	75.00	49.50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC)	95.00	40.00	60.00
Thunderbolt (CC)	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
Virus 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; Muto—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
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

	High	Low	Mean Avg.
Auto Photo (AP)	\$1995.00	\$1795.00	\$1795.00
Balloonamat Capitol P (1/55)	295.00	295.00	295.00
Baseball (Sc)	79.50	79.50	79.50
Baseball, 2 Player (G)	175.00	125.00	145.00
Basketball (G)	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)	144.00	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	135.00	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	150.00
Dale Gun (Ex)	65.00	50.00	65.00
Defender (B) ('40)	150.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	195.00	95.00	135.00
Drivemobile (M) (7/54)	195.00	150.00	195.00
500-Shooting Gallery (Ex) (3/55)	175.00	85.00	110.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	350.00	60.00	125.00
Football (M)	275.00	275.00	275.00
Goatee (CC) (1/46)	95.00	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	110.00	225.00
Jet Gun (Ex) (12/51)	75.00	75.00	75.00
Jumping Jack (G) (11/52)	85.00	35.00	75.00
Jungle Gun (U) (7/54)	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
Lovometer (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
Panoram (Mills)	395.00	325.00	325.00
Pennant Baseball (W)	100.00	95.00	100.00
Periscope (CC)	100.00	95.00	95.00

	High	Low	Mean Avg.
Photomatic (M) (1/50)	\$395.00	\$245.00	\$350.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (1/49)	75.00	75.00	75.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	195.00	125.00	175.00
Polar Hunt (W)	395.00	325.00	345.00
Pop Up	20.00	20.00	20.00
Quarterbacks (G) (9/55)	195.00	140.00	185.00
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	224.00	313.00
Set Shot Basketball (Munves) (6/52)	295.00	225.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	195.00	65.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	195.00	99.50	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	195.00	125.00	175.00
Six Shooter (Ex)	75.00	75.00	75.00
S K Grip Vue	30.00	20.00	20.00
Sky Fighter (M) (9/53)	125.00	125.00	125.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	195.00	175.00	195.00
Smiley (Pioneer) (8/46)	525.00	495.00	495.00
Space Gun (Ex)	125.00	85.00	95.00
Space Ranger (Decol)	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)	140.00	120.00	140.00
Sportsman (K) (11/54)	185.00	175.00	175.00
Standard Metal Typer, F. S.	275.00	275.00	275.00
Star Series (W) (4/49)	85.00	85.00	85.00
Star Shooting Gallery (EX) (9/54)	120.00	100.00	120.00
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 (1/40) (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 (Cb)	25.00	25.00	25.00
Treasure Cove (EX) (6/55)	225.00	225.00	225.00
Trigger Horse (E) (7/53)	395.00	395.00	395.00
Undersea Raider (2/46)	125.00	125.00	125.00
Voice-O-Graph (M) (4/46)	395.00	295.00	325.00
Wild West (G) (2/55)	65.00	65.00	65.00
Wizard 5c	20.00	19.50	19.50
Wizzard Whiz	25.00	18.00	20.00
World Series (W) (4/51)	50.00	50.00	50.00
Zingo (1/51) (U)	65.00	65.00	65.00

Mississippi Pinball Code

Continued from page 67

games in Mississippi. State and local officials have taken the lead from him and are enforcing the law stringently.

Bingos Fade

Generally, the payoff pins, mostly the bingo game, are on their way out in Mississippi. That trend started shortly after the decision was handed down.

In Mississippi, State officials keep a close watch on the Internal Revenue office and if they find an operator who has bought the \$250 gaming tax (there haven't been many yet) they say they will arrest and prosecute him for violating the State gaming law.

The U. S. Internal Revenue district office director here, mean-

while, has men checking locations thruout the State. If they find a payoff on pins which does not have the stamp, they confiscate the machines.

The federal government, if they can find out who the owner is, says it will prosecute. If they can't determine the owner of the machines, they will auction them off.

Two-Way Warning

Thus the operator is warned on both sides and the result has been that he is taking up his pin games on which there were payoffs and selling them to distributors.

Distributors are shipping them to selling points in other States or exporting them. The change in the pin game business as a result of

the Supreme Court ruling has cut down the operator's income a good bit, but he is still able to make a living using the machines as amusement games.

In Mississippi free plays are legal. Federal tax is \$10, State tax is \$40, considerably high for the play some of them get, and the city and county tax varies.

Distributors in Mississippi, New Orleans, Jackson and Memphis, all of which do business with Mississippi operators, depending on what section they are in, say the sale of games on which there were payoffs has dropped to almost nothing.

Other Games Up

Because of the drop-off on that type of pin, there has been a little pick up in other amusement games which operators have put in locations to replace the pins. Usually these are bowling games.

The State law allows free play pins and operators feel they will not be curtailed any further on pins than the Supreme Court ruling on payoff pins. The law in Mississippi allows anyone over 18 to play pins.

It will go hard on a location owner, and consequently the operator, however, who oversteps the free play and pays off a customer if he wins or a pin.

An example of this occurred in Greenville, Miss., shortly after the Supreme Court ruling. The Internal Revenue office at Jackson had its agents notify all game operators in the field about the change in the law and the need for them to purchase a \$250 gaming tax on pin games on which there were payoffs.

Most of the operators didn't know what to do then because it was so soon after the decision.

They decided on a wait-and-see attitude for a time until they could see what the trend would be.

While they were waiting to see how the wind blew, however, agents making a check of Greenville after the new ruling went into effect found payoffs at 11 different spots on bingo pin games.

They promptly confiscated the games and had them carted off to a warehouse in Jackson. Since this was the first case of enforcement, no prosecution was made by the government and the example was used as a warning.

It had the desired effect. Operators, knowing the situation now with relation to State and federal governments, picked up their machines at locations where they knew there would be payoffs. At other locations they were left there with agreement with the location owner that there would be free plays only.

The surplus pin games were sold and shipped to other States or exported to foreign countries.

A few months later the government auctioned off the 11 bingo games at Jackson. The operator who had lost them went over and bought them at auction, re-sold them and got some of their money back. But they had suffered a loss by having to buy them at auction.

The situation is clear in Mississippi—no payoff pins but free play pins are legal.

Gotham Hoists

Continued from page 67

much lower. Again, only as a rough rule of thumb, game locations doing \$10 a week or less go for 25 times the weekly take. Routes averaging \$15 will sell for 30 times the operator's end, while routes averaging \$20 or more are worth 35 times the weekly take.

Long bowlers have kept the game average from dipping too low. Currently, the long bowler average here is somewhat between \$15 and \$18, altho the older shuffle alleys are doing considerably less. Some of the newer shuffle alleys are doing as well as long bowlers.

The juke box picture has been brightened somewhat by the slow but steady growth of dime play. Currently, an estimated 55 per cent of the New York area juke boxes are set for 10 cents, with the great majority of tavern locations having been converted. Those stops still on nickel play are luncheonettes and candy stores.

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MOA Girds for Hearings

Continued from page 60

far-flung juke box operators across the country. ASCAP spokesmen said they hope to hold strategy meetings in Washington in the near future.

Witnesses

Neither side has a firm witness list, but familiar faces are expected at the hearings. Hammond Chaffetz, who featured strongly in 1952 and 1953 juke bill hearings, will again be a star witness for the Automatic Phonograph Manufacturers' association, according to association counsel Perry Patterson. Chaffetz is a member of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis which represents four of the top coin-operated music machine makers.

George Miller, president of

MOA, and Chauncey Carter, who became Music Operators' legal counsel on the death of Sidney Levine last year, are expected to put up a strong fight against any form of anti-exemption bill. They will be backed by representative operators, location owners, beverage, tavern and hotel association spokesmen.

Compromise

ASCAP spokesmen are expected to emphasize their willingness to admit compromise features in the O'Mahoney (D., Wyo.) or any other bill to end the juke exemption from performance royalty. The opponents will reject any idea of compromise because juke spokesmen claim that the majority of operators are on marginal profit

COINMEN YOU KNOW

New York

By AARON STERNFIELD

Perry Wachtel's daughter, Stephanie, recently became Mrs. Peter M. Commaday. The bride is a student at the University of Rochester and is studying voice at the Eastman School of Music. The groom is a student at the Rochester School of Technology. After a Virgin Islands honeymoon, the couple will make their home in Rochester.

Arnold Cortell, Ameropa Shipping Trading Corporation, returned from a skiing vacation. . . Sid Rubenstein, Pioneer Vending, is vacationing in Florida. . . Abe Witsen, International Scott Crosse, is on a European business trip. . . Joe Madden, Old Reliable Music, recently became a grandfather.

Moe Mandell, Northwestern

Sales and Service, reports that he is selling a lot of Sputnik gun. . . Morris Rood, Runyon Sales, is sending questionnaires to servicemen to determine the best day to hold the weekly service schools which will get under way soon. . . Murray Kaye, Atlantic New York, reports that the company will begin its weekly service schools Monday, 6.

Little Rock

By ELTON WHISENHUNT

Little Rock operators report good, brisk business, a nice change from some months ago when the integration trouble at Central High School cut collections tremendously. Among those reporting increased business were: J. D. Ashley, Globe Amusement Company; Bob Franklin, Southern Amusement Company; Jeep Thomas, Thomas Amusement Company; Pete Gurley, Ace Amusement Company, and George Scheck, George Scheck Amusement Company.

E. J. Mahfouz, Mahfouz Amusement Company at Stuttgart, reports the conversion of his route to 200 machines is upping the take considerably. . . Red Bokker, Bokker Amusement Company at Forrest City, says his sideline of rice farming paid off well this year. . . Melvin Lapides, Osceola Amusement Company, Osceola, is another of the many operators who are putting the 200-phonographs on their routes.

Morris Berger, Berger Amusement Company in West Memphis, (Continued on page 71)

which would be wiped out by any additional royalty charges. The National Licensed Beverage Association has proposed possible royalty ceilings, should a bill be reported out of committee, but this group will put its main strength against any alteration of the present copyright law.

The juke box spokesmen also take a dim view of the O'Mahoney bill's proposal to exempt the location owner from the additional costs and infringement. All costs must be shared eventually, say the operators, and even the smallest of the candy store location owners

would eventually feel the bite. The effect could be to make operators and location owners decide against adding any more music machines or drive them to some other non-royalty form of machine, is the juke claim.

Spokesmen for the coin-operated music machines are also expected to point out the wide variation in regional income, which would make any "blanket" type royalty scale unrealistic. They will also point out the differing local tax angles with machines heavily taxed in cities like Boston, where taxes up to \$160 a machine are incurred.

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DAVID J. BAKER, PRESIDENT of Music Operators of Massachusetts (right) with guests (l. to r.) Joseph Barnes, Mrs. Muriel Barnes, Deputy Commissioner of Insurance for Massachusetts; Mrs. David Baker, Reverend Norman O'Conner.



TED BLATT, COUNSEL for the Associated Amusement Machine Operators of New York (right), shown on a recent trip to Haiti with (l. to r.) Fritz Thebaud, Haiti's minister of finance; Joe Bernstein, New York realtor, and Jean Magloire, country's secretary of state for tourism. Blatt and Bernstein made the trip to arrange for the construction of a large, modern hotel with swimming pools, gambling casino and golf course, which was approved by the government. Blatt plans to invite members of the coin machine industry to the opening and has made arrangements with an air line for round trip tickets from New York for \$90.

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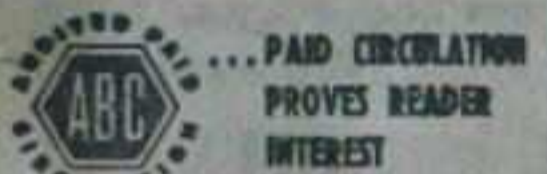
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MIAMI BEACH	125.00	PALM SPRINGS	60.00
VARIETY	70.00		

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- ★ Bally Circus, The Bike, The Champion, Model T and Toomerville Trolley
- ★ Rock-Ola Phonos—50-120-200 Selection

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1432 Rock-Ola, 50 Selection, 78 or 45 R.P.M. \$ 95.00	Gayety
1434 Rock-Ola, 50 Selection, 45 R.P.M. 145.00	Gaytime
Like new A.B.C. Bally Bowling Lanes, 11 ft. 495.00	Yacht Club
14 ft. 545.00	Palm Beach
Bally King Pin Bowler	Variety
ChiCoin Ske Bowl	Miami Beach
	Parade
	Dude Ranch
	Bia Time
	5 BALLS
	Snapu
	Capri
	Blondie
	Grand Slam
	Balls-a-Poppin'

All machines have been checked, cleaned and ready for location.

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: ME1rose 4-8468 Indianapolis, Indiana

COINMEN YOU KNOW

Continued from page 70

also owns a Mexican restaurant there. He is planning to put one in Memphis but met opposition on his application for a beer license. After a hearing a few weeks ago and another last week, the City Licensing Commission granted the license and he will go ahead with plans. . . . Sam Torjusen, B & T Amusement Company at Blytheville, who lost business some weeks back because of heavy rains, reports a pick-up in business.

J. W. Singleton, Singleton Music Company, Marked Tree, is still converting his route to 200 juke, hopes someday to have all 200's. . . . John and Frank Bruner, John & Frank, Inc., Marked Tree, have a cigarette vending route in addition to their music and games.

Nathan Wheless, Service Amusement Company, Jonesboro, also going in for cigarette vending, reports the 25 new machines he put out recently are doing great. . . . The excessive rains hurt business for Charles Cole, Melody Music Company at Paragould, a month or so ago, but he says now business is good again.

Walter Day, Day Amusement Company at Blytheville, whose hobby is raising Shetland ponies, was seen at the pony sale recently at Morrilton. . . . George Sammons, president of Sammons-Pennington Company at Memphis, Seeburg distributor, seen

(Continued on page 72)

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DISTRIBUTING INC.

- BIG SHOWS \$275.00 each
- NITE CLUBS 205.00 each
- BROADWAYS 175.00 each
- BIG TIMES 100.00 each

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LOW PRICES .. HIGH QUALITY

WILLIAMS MAJOR LEAGUE 6 PLAYER BASEBALL	\$160	SEEBURG MODEL C PHONOGRAPH ..	\$425
UNITED SUPER SLUGGER 2 PLAYER ..	225	SEEBURG MODEL B PHONOGRAPH ..	325
GENCO HI FLY	175	AMI 80 SELECTION WALL BOX ..	45
GENCO BASKETBALL 2 PLAYER ..	150	SEEBURG 100 SELECTION WALL BOX	40

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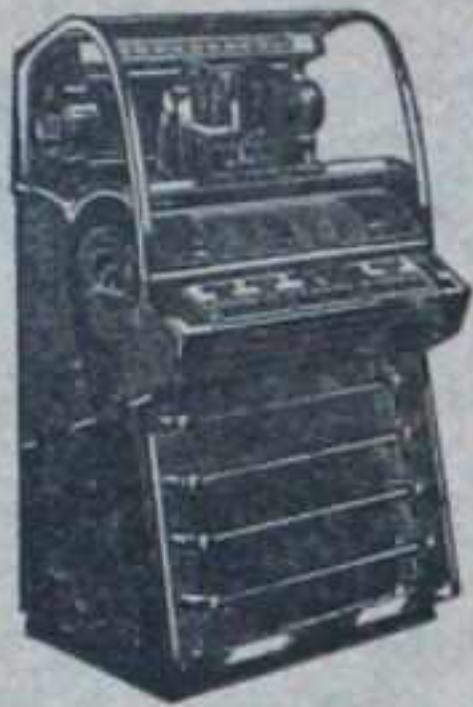
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PHONO
SEEBURG
V-200 200
Selection**

Completely Reconditioned and Guaranteed **\$849.50**

SEEBURG

HF100R	\$695.00
HF100C	595.00
M100C	499.50

WURLITZER

Model 2000 (200 Selections)	\$695.00
Model 1900 (104 Selections)	675.00
Model 1800	595.00

AMI

G-200	\$695.00
G-120	595.00
E-120	350.00

ROCK-OLA

1448	\$595.00
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3W1—Wall Box **\$49.50**
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COINMEN YOU KNOW

Continued from page 71

huddling with some operators last week.

Memphis

Most Memphis operators were busy last week renting out juke boxes and getting phonographs ready for Christmas parties, usually a big business in mid and late December. Operators seen in the throes of this phase of the business included: Eddie Bodenheimer, Shelby Amusement Company; Guy Canipe, Canipe Amusement Company; Edward H. Newell, Ormatt Amusement Company; Allen Dixon, S & M Sales Company; Jack

Emory, Central Amusement Company.

George Heard, operator and partner in Heard Amusement Company, Newport, Ark., has sold out his holdings to his partners and moved to Memphis. He is now a partner with Parker Henderson in Automatic Laundry Sales, a distributing company which sells automatic laundry vending equipment to operators. Henderson and Heard opened up seven automatic laundry vending operators in Memphis last week.

Ohio High Court Pin Ruling

Continued from page 67

operated by coins a misdemeanor are valid."

Columbus officials believe a long fight is still ahead on the ordinances. Pinball operators who fought the city laws thru the Ohio Supreme Court, have not made a decision as yet on their future course. They have 14 days to ask for a rehearing on the decision. This would be in the nature of a delaying action since the court seldom grants such requests.

Would Delay Enforcement

Taking the fight to the U. S. Supreme Court would probably mean a delay of a year before a final decision. If the matter goes to the highest court, the law, according to local law enforcement agents, could not be enforced until a final decision is reached. Police spokesmen said they will not move on pinballs until all injunctions filed with lower courts are dissolved by Supreme Court action.

Columbus attorney W. B. McLeskey, representing pinball operators, said that no decision has been reached whether to carry the matter to the high court of the land.

The Columbus codes have been described by sources outside the trade as model ordinances for municipalities seeking to ban such games.

The cases went to the State Supreme Court on appeal from the local Court of Appeals, which had held the ordinances valid after the Franklin County Common Pleas Court ruled them unconstitutional and granted injunctions against city officials.

The two 1953 ordinances pro-

hibiting exhibition of any game tending to encourage gambling, which registers odds or a score or which may readily be converted into a gambling device, were attacked by a group of operators

A third ordinance was passed in December, 1954, banning ownership, possession or operation of pinballs, and Ray M. Benjamin filed suit. The two cases were grouped together.

Leo Phillips, safety director in Columbus, said the ordinances, altho now validated by the State high court, will not be enforced for a "reasonable length of time" to give operators time to dispose of or store their equipment.

Phillips will huddle with City Attorney Russell Leach, his assistant, John C. Young, and Police Chief George Scholer to determine when enforcement should begin.

Said Young, referring to operators: "We won't want to work any undue hardship on them, since the pinball machine operations have been regarded as legitimate business enterprises."

Finance House Names Bushnell And Greenspan

NEW YORK — S. George Greenspan has been elected president, and S. R. Bushnell named executive vice-president of Funds for Business, Inc., a finance company which is active in the coin machine field.

Greenspan, a certified public accountant, is head of a public accounting firm. Bushnell, a veteran coin machine finance expert, has been associated with the Credit Utility Corporation, James Talcott, Inc., the Standard Financial Corporation, and Jones & Company.

H. F. Levin, a partner in the law firm of Delson, Levin & Gordon, was elected chairman of the board. In addition to the officers, the board consists of Daniel Kappel, Thomas R. Finn, Jack Grossman, Edward Langer, Samuel Stern, Joseph Gagliano, Alfred Specht, Sidney Melty and Samuel Bernstein.

COIN MACHINE PARTS

Bowling Game Parts

Balls, 2 1/2", Black 55¢ ea.
1st Grade 3", Black 75¢ ea.
Balls, 4 1/2" Write
Wooden Balls, 3 1/16" 80¢ ea.
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Steppers — Relays — Transformers
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Balls, 2 1/2", std. weight \$.75
Balls, 2 1/2", lgt. weight55
Cue Sticks, 48", wood std., ea. 1.75
Cue Sticks, 48", plastic std., ea. 1.75
Coin Chutes, A.B.T., double
dimo. for pool table, ea. 7.95
Plastic Cup Liners, doz. 2.75
Lite-Up Bumpers, red or white, ea. .35
Slate Tops, complete and top
quality, best made, ea. 47.50
For any Pool Table Supplies not
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OTHER SUPPLIES:
#77 Shuffleboard Wax, 24
cans per case, 6 cases \$31.68
Precision Pucks, smooth or
window, per set of eight 7.00
Jumbo Pucks, each 1.95
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Brand, per thousand80

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577 Tenth Ave., New York 36, N. Y.

George Sammons, president of Sammons-Pennington Company, seen selling a background music unit to a supermarket at Hot Springs, Ark. . . . Bob Goad, president. (Continued on page 73)

"DECOR DESIGN" POOL TABLES

by **Fischer**

GET and HOLD the CHOICE LOCATIONS



Now, the location's own choice of finish, "customized" to location decor, gives you quick, easy entry to the top spots! 3 IMPERIAL beauties in Dark Mahogany (illustrated), Blond Hardwood and Color-Flex, plus the multi-toned Color-Flex SPECIAL, to satisfy location decor requirements. Fischer quality construction, dependable performance and low, low prices help meet your profit expectations!

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1800	595.00
1900	695.00
2000	795.00
1400	155.00

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MODEL D-40	\$115.00
MODEL D-80	225.00

WALL BOXES

WURLITZER 5205	\$39.50
AMI 40 SEL	1.95

BINGOS

MANHATTAN	\$ 55.00
CIRCUS	25.00
RIOS	25.00
SOUTH SEA	155.00
PIXIES	70.00
CARAVAN	125.00
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ARCADE

SEEBURG COON GUN	\$ 85.00
CHGO. COIN PISTOL	25.00

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ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

Miller, Potter

Continued from page 60

for four persons appearing to judge whether a tune played by an orchestra will be a "hit" or "miss."

One innovation planned by MOA is to have a juke box operator appear each week as a member of the panel, a different operator each week.

Also to simulate the juke box flavor, the show will probably have representative models of each manufacturer's phonographs on the stage as a prop. Operators will be furnished decals and other location promotion material to plug the program.

Du Parquet

Continued from page 60

serving as general manager for the last few years. Adair had been with the Seeburg outlet for 12 years, serving as sales manager for the last few years.

Straus Du Parquet is a publicly owned, controlled affiliate of the Standard Financial Corporation. However, the two firms are separate entities.

The Philadelphia distributorship had been operated by Straus Du Parquet for two years. Before that, it was operated by Oscar Parkoff, brother of Meyer Parkoff of the Atlantic-New York Corporation.

N. Y. State Assn.

Continued from page 60

Music Operators of New York and the Associated Amusement Machine Operators of New York.

Currently, membership in the NYSCMA is mainly among up-State operators. The group wishes to bring city operators into the fold to make the group a representative State organization.

Officials and key men of local organizations, as well as officers of the State group, are expected to attend.

COINMEN YOU KNOW

Continued from page 72

dent of Games Sales, Inc., reports business is good. . . Clarence A. Camp, president of Southern Amusement Company, and Parker Henderson, general manager, are building a zinc and lead mill at Yellville, Ark., in the Ozark mountains. . . Memphis Music Association met December 17. All Memphis operators are members and the meetings are well attended.

John D. H. Meyer, owner of Meyer Sales Company, who recently leased the busi-

(Continued on page 75)

BB Corrects Capitol Offense

CHICAGO—According to a letter received from Raymond Maher, the Peel-a-Peach Shooting Gallery, shown recently at the National Association of Amusement Parks, Pools & Beaches convention here December 1-4, was exhibited in the name of Capitol Shooting Gallery, Inc., formerly of 580 10th Avenue, New York.

According to Maher, this corporation "has nothing to do directly or indirectly with Capitol Projector Corporation," 580 10th Avenue, New York, as suggested in the December 9 issue of The Billboard. The two Capitols exhibited side by side at the convention. Capitol Shooting Gallery, Inc., now is located at 152 W. 42d Street, New York.

"QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN"

VENDORS Cigarette

12 brand new, 4 slightly used, Electro, 12 col. Sweepstyle, Ea. \$175.00
15 Keeney Electric, 9 col. Ea. 95.00
Eastern, 22 col., new 320.00
Mercury, 11 col., 30c 175.00
Mercury, 9 col. 150.00
National 900 110.00
National 950 125.00
Lehigh, 12 col. 200.00
Lehigh, 8 col. 85.00
Lehigh, 10 col. 125.00

CANDY & MISC.

Mills, 5 col. \$ 45.00
U-Select 35.00
Vendall, 8 col. 95.00
DuGrenier, 8 col., new Write
National, 9 col. 95.00
Ship, 2 col. Gum 18.00
N.W. 2 col. Roll 74.50
Stamp 35.00
U.S., 1 col. 39.50
Ship, 3 col. Stamp 20.00
Kleenex 17.95
Harmon Comb 35.00
Harmon Kotex 35.00
Harmon General 240.00
Frigid Fruit 175.00
4 col. Film Vendors 225.00
Andica Coffee, cup 325.00
Colespa Coffee, cup 295.00
Keeney Coffee, cup 335.00
Spacarb 3 flavor Cup 125.00
Mills Coca-Cola 165.00
Mills Chocolate 150.00
Craig Ice Cream Bar 125.00
Revco Cup 125.00
Wittenburg 24 sel. and Rowe 5 sel. Sandwich Refrigerated Vendors. Write

BINGOS

Big Show \$295.00
Beach Beauty 175.00
Big Time 135.00
Gavely 75.00
Key West 345.00
Nite Club 245.00

RIDES

Donald Duck \$275.00
Elsie 275.00
Lancer Horse 495.00
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Band Wagon 200.00
Circus Wagon 215.00
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Chicago
 • Continued from page 60

wire or write any or all of the members of the Senate Judiciary Subcommittee on Patents, Royalties and Copyright which will be hearing the bill (S. 1870) originally proposed by subcommittee Chairman Sen. Joseph O'Mahoney (D., Wyo.). Besides O'Mahoney, subcommittee members are Sen. Alexander Wiley (R., Wis.) and Sen. Olin B. Johnston (D., S. C.).

Seeks Help

Miller has also sought the co-operation of State and local associations and trade groups to contact subcommittee members as well as their individual congressmen and senators in urging defeat of the bill.

MOA is in favor of increasing the mechanical royalty payments from 2 to 3 cents a side per disk, but is opposed to any other fees.

Besides MOA, the bill will be opposed by the juke box Manufacturers' Association, represented by their attorney, Hammond Chaffetz. Both MOA and the Manufacturers' Association have been working in close co-operation in preparing the opposition side to the measure.

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STARLET 125	ICE FROLIC 65
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TRIPLE PLAY 85	YACHT CLUB 55
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TROPICS 55	BBITE LITE 45
NEVADA 55	SPOTLITE 45

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CAPITOL \$225	JET \$110
LIGHTNING 155	ADVANCE 90
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CHIEF 110	A.S.C. 290
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HOLLYWOOD 75	Wm. & Pl. ROLLABALL 295
HOLIDAY 125	Un FIFTH INNING 125
MAGIC 155	

5-BALL GAMES

WORLD CHAMP WRITE	2 Pl. CIRCUS \$225
ROYAL FLUSH \$275	2 Pl. BALLS-A-POPPIN 175
ACE HIGH 275	2 Pl. FLAGSHIP 250
RAINBOW 255	2 Pl. SEA BELLES 290
AUTO RACES 245	HAWAIIAN BEAUTY 125
CLASSY BOWLER 225	DIAMOND LILL 115
DERRY DAY 195	CAPRI 145
HARBOR LITES 175	CUE TEE 55
4 Pl. MAJESTIC 610	MARBLE QUEEN 55
4 Pl. REGISTERS 310	LULU 55
4 Pl. SCOREBOARD 190	BIG BEN 55
3 Pl. GLADIATOR 245	TIMES SQUARE 65

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 All Type BINGO GAMES—BASEBALL GAMES
 Will Trade Shuffles or 5-Balls
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ROCK-OLA 1454 \$675
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SEEBURG M100B 345
A.M.I. D 40 135
A.M.I. C 40 95
ROCK-OLA 1428 75

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LET'S LOOK at the RECORD on POOL TABLES


Since Valley introduced coin-operated Bumper Pool® more than 2 years ago, Pool Tables have won a permanent place in operating. By virtue of originality, quality, craftsmanship, pre-tested public acceptance and absolute legality, Valley Tables have helped stabilize operating, and Valley has maintained leadership throughout Pool Table history.

Look at the record: During early manufacturing competition, many tables blossomed with lights, automatic scoring racks, roll-overs, automatic play and other electronic phenomena. Valley then predicted that original Valley conventional manual play would survive as the final choice of operator and public. It has, and practically every Valley Table made is still in profitable operation! At the same time, Valley defined a manufacturing policy that calls for changes *only when you must have them!* Valley's popular Bumper Pool® and 6-Pockets are current results of this policy.

Now, in our considered opinion, it is time to advance Pool Table operating even farther along its prosperous way. To that end, Valley will soon release new 6-Pocket models for 1958, including an "Economy" unit . . . all built to Valley's standard of "Cadillac Quality" . . . all with new, tested performance and design features, as demanded by *your* experience and needs!

VALLEY SALES COMPANY
 (Sales Affiliate, Valley Mfg. Co.)
 333 MORTON ST., BAY CITY, MICH. • TWinbrook 5-8587

Watch for VALLEY'S
3 New 6-POCKETS
for '58 . . .
OUT SOON!



WANTED

GOOD BINGO MECHANIC!

GOOD PAY!

STEADY WORK!

NO DRIFTERS!

WRITE TO BOX 912

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

COINMEN YOU KNOW

Continued from page 73

ness, reports that retirement is fine. . . . Joe Guoghi, partner in Poplar Tunes, a one-stop and also a music route, has a piece of a recording company whose first record is doing well locally, may spread.

Los Angeles

By SAM ABBOTT

Mr. and Mrs. Roy Garrison of Garrison Sales, AMI distributors in Arizona, took time off last week to attend the annual Arizona Showmen's Association banquet and ball in Phoenix. They were the guests of Norman Prather and wife. . . . Bob Portale of Advance Automatic Sales in San Francisco and his family spent the Christmas holidays here. In addition to joining in the yuletide festivities, they took their children to Disneyland to see "Christmas the World Over."

Associated Distributors, Inc., has been formed here to take over Sierra Distributors for sales and service of Wurlitzer phonographs in this and four other counties. Gabe Orland is the secretary-treasurer and Wayne Copeland is in charge of sales. Lenny Hicks Jr., who was with Sierra, stays on to handle the parts department. . . . The many friends of Bill Yedlin, local operator, will be glad to hear that he is out of the hospital following a recent illness. . . . George D'Arcy of Long Beach was in town shopping.

BRAND NEW FOR '58

Williams TEN STRIKE Bally ALL STAR BOWLER

United ROYAL BOWLING ALLEY
Williams JIGSAW
Genco MOTORAMA
Genco SHOWBOAT
Bally STRIKE BOWLER

USED EQUIPMENT SPECIALS

United 11' Bowling Alleys	\$495.00
United 14' Bowling Alleys	475.00
Genco 6-Pl. Skill-Ball	199.50
Wms. 6-Pl. Roll-a-Ball	199.50
Chicoin 6-Pl. Ski-Bowl	199.50

PHONOGRAPHS

United UPA-100

SEEBURG	AMI	WURLITZER
M100A \$195	E-120 \$375	1650 \$325
M100B 385	F-120 565	1800 595
M100C 475	G-120 665	1900 675
HF100C 575	C-200 (new) 775	1700 545
M100W 575		
HF100R 675		
V200 695		



EXCLUSIVE FACTORY DISTRIBUTORS AMI-CHICAGO COIN-GENCO-EXHIBIT

Genco Motorama	Write	Evans Bat-A-Score	\$125.00
Genco Horoscope	Write	K.O. Champ (late model)	325.00
Ex. Pop Gun	Write	Ringer Ball	100.00
Genco Grandma	\$295.00	Pokerinos	95.00
Auto Photo M9	1,750.00	C.C. Pistol	75.00
Standard Metal Typewriter	375.00	Astro-Scope Astrology	95.00
Ex. Jungle Gun	325.00	Super Jet	175.00
Prairie King Horse	325.00	Super Home Run	125.00
Bert Lane Merry-Go-Round	275.00	Rifle Gallery	150.00
Un. Star Slugger	245.00	Carnival Gun	150.00
Bull's-Eye Baseball	225.00	Speedway Bombsight	125.00
Scientific Pitchem & Bat Em	125.00	Tokyo Raider (Drivemobile)	100.00
Hayburner	75.00	Voice-O-Graph	325.00
Sparkplug	75.00	Super Pennant Baseball	125.00
Atomic Bomber	110.00	Ex. Ant Colony	149.50
Hi Fly Baseball	195.00	Blow Ball	125.00
Kirk Astrology Scale	69.50	Shuffle Pool	95.00

MONROE

COIN MACHINE EXCHANGE INC

2423 Payne Ave. Cleveland 14, Ohio SUPERIOR 1-4600

WANTED

UNITED-BALLY
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SHUFFLE ALLEYS

TOP PRICES PAID

Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600
DETROIT BRANCH - 14344 Fenkell, Detroit, Mich. Tel.: VERMONT 6-7249



LOW PRICE **BIG APPEAL** SMALL SIZE **HIGH PROFITS**

NOW YOU CAN EQUIP EVERY LOCATION

ONLY 59" LONG X 22" WIDE

1 or 2
CAN
PLAY

Williams BRAND NEW WINNER

Williams TEN STRIKE
REPLAY AND
SINGLE NUMBER
MATCH FEATURE

Twin National
Slug Rejectors
with adjustment
to 3-4-5 or
6 plays for 25¢

Williams TEN PINS
NOVELTY
No Match • No Replays

Single National
Rejector
Adjustable to
5¢ or 10¢ play
or
2 players for 25¢.

**AUTOMATIC
PIN RESET**



TURN
TO
AIM

PUSH
TO
BOWL



SEE IT
AT YOUR
DISTRIBUTOR

"KLEER-VUE" 1-piece HOOD
"STRONGER THAN GLASS"
FORMICA Playfield and Rails

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.



TO RATE
FIRST-Class
WITH LOCATIONS,
OPERATE
FIRST-Class
EQUIPMENT FROM
FIRST!

Chicago Coin's

TV BOWLING LEAGUE!

QUIETEST BOWLER EVER
MANUFACTURED!

NO CONTACTS ANYWHERE ON
PLAYING FIELD!

• More Realism Than Ever Before! •
Real Pin Action—100% Bowling Ball
Impact! No Contacts Under Pins! • Rubber
Lined Ball Return—Sound-Proof
Playfield and Back Stop! • Giant 4 1/2-
Inch, 2 1/2-Lb. Balls! • Giant Realistic Size
Pins—Larger Than Ever!

NOW SHIPPING!

Exclusive Distributor for Chicago
Coin in N. Illinois and Indiana

**WE NEED ALL TYPES
ARCADE
EQUIPMENT**

Send List for Best Prices

POOL GAMES

A Brand New Model
KAYE'S
"COMPETITOR"
6-POCKET POOL

Greatest Value in
the Industry!

**NEW VALLEY
6-POCKET POOL GAMES**

Slate or Regular Tops
Write for Price

**FIRST-Conditioned
14-FT. BOWLERS**

Chi Coin BOWLING LEAGUES
United BOWLING ALLEYS
Bally BOWLING LAMES
Keeney TRUE-SCORE BOWLER
Exh. TRU-BOWLERS
Write, Phone for
SPECIAL PRICES!

Cable Address:

"FIRSTCOIN"—Chicago

**COIN MACHINE
EXCHANGE, INC.**

100 North & Wells Streets

1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

ARCADE

FIRST-Conditioned

Genco CHAMPION BASE-
BALL \$175
Keeney CROSS COUNTRY .. 210
Genco HI-FLY BASEBALL .. 195
United DERBY ROLL 145
Wms. BIG LEAGUE BASE-
BALL 145
Capital MIDGET MOVIES ... 125
Wms. STAR SERIES 85
Hulton ROCK 'N' ROLL 75
Chgo. Coin MIAMI SHUFFLE 45

GUNS

FIRST-Conditioned

Genco CIRCUS Write
Exh. JUNGLE HUNT \$325
Wms. JET FIGHTER 150
Exh. SPORTLAND GUN 140
Exh. STAR SHOOTING 130
GALLERY 110
Exh. SHOOTING GALLERY 110
Seaburg COON HUNT 150

WANTED!

200

8' SHUFFLE ALLEYS

Chicago Coin—United—Bally

Write or Call
for Best Prices!

**56-PAGE CATALOG
for IMPORTERS**

Fully
Illustrated

Send for
FREE
Copy
Today!



Union Fireworks

• Continued from page 67

same lines as the one with the
MONY.

Schlang said that "good, clean
unionism" is needed in the game
field. He pointed out that most
joke box employees also service
games, and that one union should
serve the field.

Calland said that Local 1690 will
seek the same benefits for game
employees as for joke box em-
ployees, with probably a slightly
different salary and commission ar-
rangement for games. He said that
Local 1690 had made its move in
the game field on the advice of
Fred Ammond, RCIA international
vice-president.

Meeting Planned

Meanwhile, Local 1690 has been
sending letters to operators in the
New York area, informing them of
the union's decision. In the next
couple of weeks an organizational
meeting of servicemen, to be spon-
sored by Local 1690, is scheduled.

Another union, Local 19, is still
in the picture following the de-
cision of Justice Owen McGivern
against a temporary injunction
sought by the MONY. Joe God-
man, MONY counsel, has filed for
a rehearing on the temporary in-
junction motion, but, to date, no
decision on the rehearing has been
handed down.

Local 19 had attempted to or-
ganize locations serviced by Local
1690. As soon as the injunction
decision was handed down, it re-
sumed picketing.

But the main battle probably
will be between Local 1690 and
Local 202, with the power of the
AFL-CIO behind the former and
the might of the Teamsters back-
ing up the latter.

The operators are anticipating
this struggle with little relish. Most
of the joke box operators are un-
der contract with Local 1690. If,
as game operators, they join Local
202, they could very likely find

themselves picketed by members of
both unions—or they could be
picketed if they fail to join Local
202.

If the game operators vote for
Local 202 next week, the battle
will have been joined.

**EASTERN ELECTRIC
CIGARETTE MACHINE**

• COLUMN \$75.00

W. B. Distributors, Inc.

1012 Market St. St. Louis, Mo.

W. B. a Service to the Operator
for over 25 years

WILLIAMS

JIG SAW

In Stock
No waiting.

**THE YEAR'S
GREATEST GAME**

Call us today
for delivery.

UNIVERSITY Coin
Machin
Exchange

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Now! Gottlieb's

STRAIGHT FLUSH

combines new wide-open roto-targets
with the universal appeal of playing cards



- ♥ Wide-Open Roto-Targets Bring 3 Targets Up to Scoring Position at All Times, Allowing One Skill Shot to Lite 2 Cards with A Single Hit
- ♥ Special Score For:
 - Lighting Any Five Cards in a Row
 - Hitting Red and Green Targets After Row is Made
 - Making Special Rollover on 5th Ball After Straight is Lit
- ♥ Red and Green Targets Light Pop Bumpers and Cyclonic Kickers for Added High Score
- ♥ Total of 18 Ways to Score Specials Including Match Feature and High Score to 7,000,000
- ♥ Four Places to Spin Roto-Targets

See your distributor today!

D. Gottlieb & Co.

1140-50 NORTH KOSTNER AVENUE • CHICAGO 51, ILL.

Amusement Pinballs
as American as Baseball and Hot Dogs!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

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TV BOWLING LEAGUE

**PLAYS LIKE
REAL BOWLING!**

Now **NO ROLL-OVER
SWITCHES ON
PLAYFIELD!**

Now
**REAL
PIN
IMPACT**

Available
in 3 Sizes
13' - 16' - 20'



**QUIETEST Bowler
Ever Manufactured!!!**

- ✓ Entire Ball Return Runway is Rubber Lined!
- ✓ Playfield Sound-proofed with Cork Backing!
- ✓ Back Stop is Sound-proofed with Cork!

**REAL BOWLING ACTION!
NO MORE ROLL-OVER
SWITCHES UNDER PINS!**

**NEW PROFIT
MAKING FEATURE!**

2 Games for 25c

Also available as
One Game for 25c
Easily convertible
to regular 10c play!

**GIANT
BALLS**

4½ in.
DIAMETER
2½ POUNDS

**GIANT
PINS**

REALISTIC SIZE
Larger Than
Ever Before!

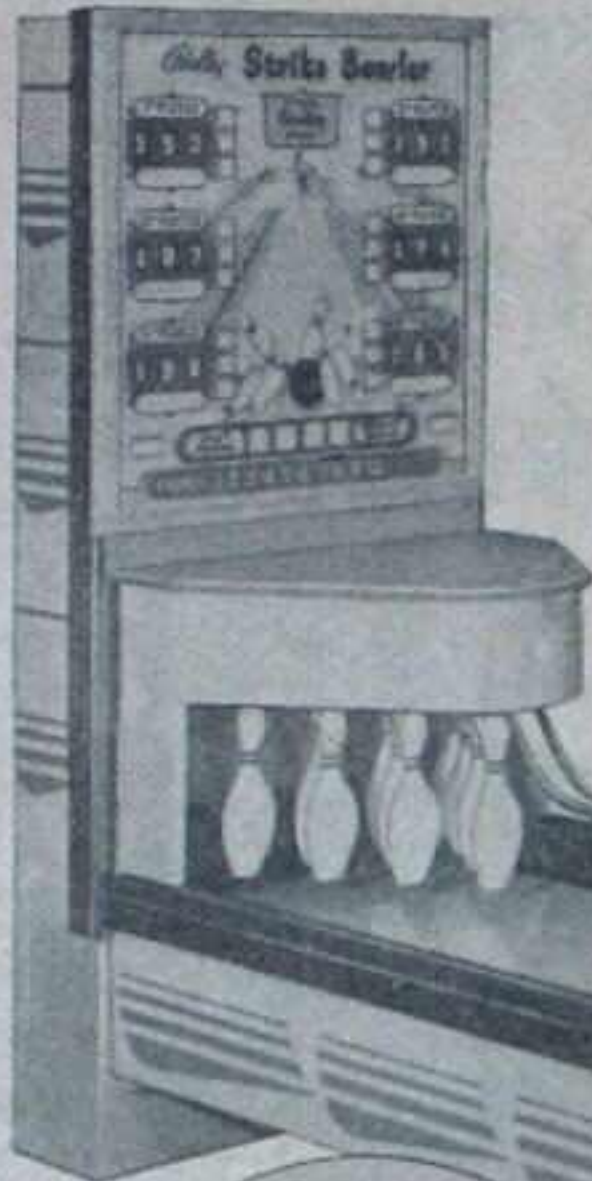
chicago coin machine

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
**Chicago Dynamic
Industries, Inc.**

Bally Strike-Bowler

Smooth-alley bowling realism attracts new players, opens new locations, injects new life into present locations, boosts bowling profits to new highs. Get in on the ground floor of the real bowling boom. Get Bally STRIKE-BOWLER today.



NO SWITCH-ACTUATORS ON ALLEY
 Strikes... Spares... Blows scored by hitting pins with ball... exactly like real bowling

New
 extra-profit coin-chutes
2 games 25¢
1 GAME 15¢
 player not forced to buy 2 games but gets bargain when he does
 ALSO AVAILABLE WITH DIME-A-GAME CHUTE

Free
 TOURNAMENT PROMOTION KIT WITH EACH GAME

1 to 6 can play

OFFICIAL BOWLING RULES
4-INCH BALLS
 QUIET RUBBER BALLS
HARD BALLS AVAILABLE IF DESIRED
GIANT PINS
 11 ft., 14 ft., 18 ft. long
SECTIONAL CONSTRUCTION

Bally All-Star Bowler



all the thrills of real bowling in 5 1/2 ft. by 2 ft. space

NO SWITCHES ON SMOOTH ALLEY
BALL HITS PINS
OFFICIAL BOWLING RULES
FAST AUTOMATIC PIN-SETTER, BALL-RETURN AND ROTARY TOTALIZERS
1 OR 2 CAN PLAY
 10 FRAMES PER PLAYER—10 CENTS

When bowler ball goes back and forth, Player tries ball by light pressure or force, when pin is struck or missed direction is given. Strike if to pin, no ball, strike only ball, repeat motion continues to spin round etc.

Now you can collect bowling-alley cash from the busy crowded locations where you've never been able to square in a big bowler... earn big bowling profits in pinball space! Get ALL-STAR BOWLER, buy for you now!

Boost profits in SHUFFLE spots with new

Bally ABC SUPER DELUXE BOWLER

SUPER-SIZE PUCK
SUPER-SIZE PINS
OFFICIAL BOWLING SCORES
 DE LUXE CLUB-STYLED CABINET
 BOWLING BEAUTY BACKGLASS
 LIGHT-UP TOTALIZERS
 SPEEDY PIN-SET



CASH IN ON THE **BIG SWITCH** TO NO SWITCHES!

EQUIP EVERY LOCATION WITH **UNITED'S NEW**

ROYAL

BOWLING ALLEY

**REALISTIC BOWLING
REGULATION SCORING**

BALL HITS PINS JUST AS IN REGULATION BOWLING

NO PLAYBOARD SWITCHES ON SMOOTH ALLEY

BIG 4½ INCH BALL

EXTRA QUIET ... EXTRA FAST

1 TO 6 CAN PLAY

**BIG, DURABLE
PINS**

2 GAMES FOR 25¢
CREDIT UNIT
ACCEPTS UP TO 20 QUARTERS
AT ONE TIME FOR FUTURE PLAY
•
ALSO AVAILABLE IN ONE PLAY FOR 25¢
•
CONVERTS EASILY TO 10¢ PLAY



**New
DROP CHUTE
MECHANISM**

with NATIONAL REJECTOR
on Pull-Out Drawer for Easier Servicing

UNITED MANUFACTURING COMPANY
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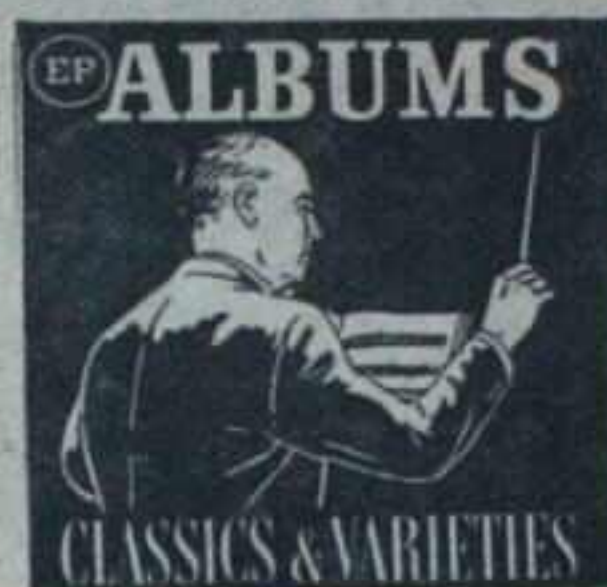
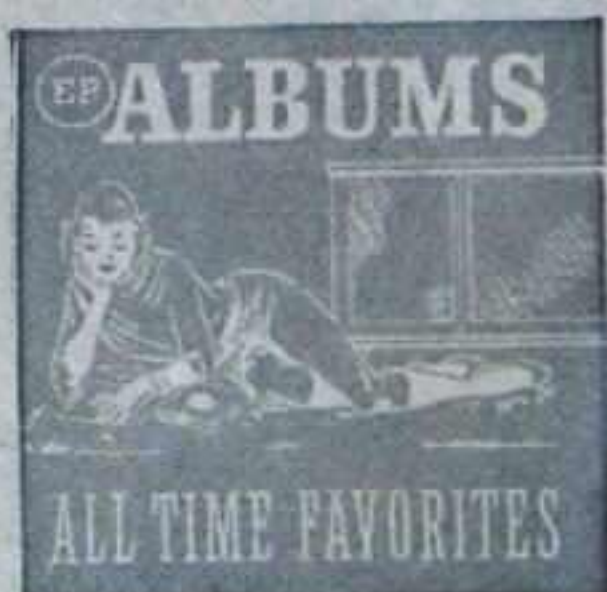
**ALL MECHANISM
LOCATED IN BACK-BOX**
with Hinged Insert for Easier Servicing



**EXTRA STURDY CONSTRUCTION
THROUGHOUT**

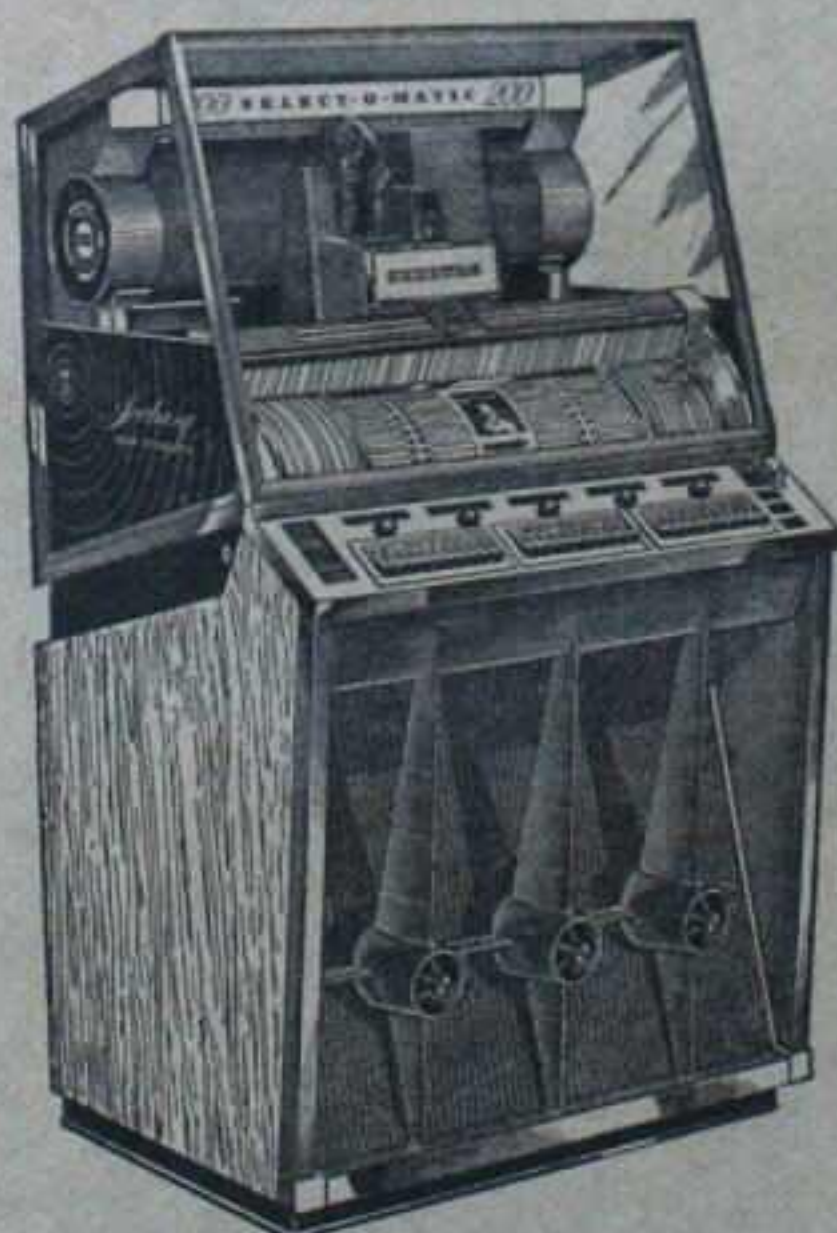
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4 ALL-LOCATION SIZES
13 FT. LONG . . . 16 FT. LONG
EXPANDABLE WITH 4 FT. SECTIONS TO
17 FT. LONG . . . 20 FT. LONG



PROGRAM BOTH SINGLES AND ALBUMS PROFITABLY WITH

DUAL PRICING



The tremendously increased sale of album records has created an entirely new concept of programming. Because, today, much of the fine music the public wants to hear—standards, show tunes, jazz and classics—is available principally on albums. This type of music is as essential to proper programming as current hit tunes on singles.

Dual Pricing permits taking full advantage of both kinds of records because dual pricing makes it possible to:

- Program singles at one price
- Program EP album records (2 tunes per side) at a proportionately higher price.

America's Finest and Most Complete Music Systems

Seeburg
 DEPENDABLE MUSIC SYSTEMS SINCE 1902
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 Division of Fort Pitt Industries, Incorporated