Air Travel Routine For Outdoor Acts

By TOM PARKINSON

CHICAGO — Outdoor show business, these airplanes once were a tool for tricks, much like a trapeze, now it’s mainly the spectator commercial use of freight and private planes as well as the usual commercial airlines. In a business where flyers are the drawing young men on the flying trapeze and where an old-time Eyerly Aircraft makes Octopus amusement rides, the airplane is no longer an attraction or novelty. Time was that The Billboard carried full-page ads from Carters and other companies. Plane-makers who they saw the curved trade as one of their major businesses.

Now things are different. Airplanes still figure in the business but they are for transportation features not as features themselves. Numerous shows and individuals in the outdoor branches have their own planes. Many more of them box their stock in trade, ranging from a few seat charter flights to Merritt-Gat-

Big Top by Air

When a Central American circus ordered their aircraft from the Bess Meteor Tool Company shipped it by air to Havana. Eyerly Test Company used air freight to deliver a new-style big top to Havana. The Hunt Circus has a "Fighting Flamingos" riding around the country. The circus’s senior citizen, Charles T. Hunt, uses the helicopter to go visiting, sometimes landing on the show grounds of other circuses.

It was the Kelly-Miller Circus that pioneered in this use of planes. Eight years ago that show equipped a light plane with public-address system, and sent it over once a week to drop words and letters. All events are on the way the plane has become part of the show. This year, the plane is being used in Hawaii for the benefit of the Honolulu Red Cross.

National Amusement Device Company, another side builder, has its own plane. Its L’ocomotive on the road much of the time, the plane flies more accurately the airlines. L’ocomotive’s plane is one of the few left in the country.
NOT JUST TALK EITHER

Susskind Sticks to Exciting, Live Shows, Chides Inertia

NEW YORK—An era of stalling, confrontation and confusion about the future housing of his No. 1 hit label is ending rapidly, with the program planners for ABC's daytime show, "The Young and the Restless," jumping on the bandwagon to feature motion picture celebrities and replacing "The Young and the Restless" with a more appealing stereotypically attractive program.

That's the opinion of David Susskind, executive vp of Talent Associates and one of the few remaining producers left in Eastern TV. He is shaping here the six 90-minute live drama specials in the pilot series of 10 shows on CBS-TV this fall, among other activities. New York, once a cultural, literary, film, picture picture, is already becoming another Chicago. Susskind told The Billboard that he thinks New York show is fixed and it's replaced with a Hollywood show. In large measure this trend is tragic, because Hollywood TV right now is a deep-seated realization of the movie philosophy of imitating success, in which one needed Western, mysteries and comedies of last seasons are going to be imitated right into the ground. Some have grabbed the ball in treating themes now considered too electric for the current Billboards.

Program thinking, Susskind's frank comments seem to indicate. "Wonders'" Sets
Big Star Deals

NEW YORK—Jimmy Durante, Kermit Fobes, Jerry Maren and Eddie Mayhew have been signed to star and Paul Fegley has been named the host of the New Jersey 75th anniversary show "The Wonders of the World, and the Promise of Tomorrow." Miss Thompson also joins Rich and Ayres, Louis B. and George Bassman as the writing-producing staff. NTV TV coordinated the musical page October 30, 9-10:30 p.m.

Kupcinet Returns To WBBM Show

CHICAGO—Irv (Kup) Kupcinet returns to Chicago to WBBM-TV with an interview-gossip series starting September 21. It will succeed an earlier new feature, Jerry Dunphy's "Sports Stuff" starting at 10 p.m.

WBBM-TV's 10 to 11 p.m. format has grown into a powerful one, pulling ahead, competing lineup fashioned by NBC's WNQ

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of $15 to consider saving over single copy rates. Foreign rates: $15.00 per year.

Name

Address

City

State

Zip

Send to: The Billboard, 2160 Patterson St., Cincinnati 72, Ohio.
TV's Spenders OK, But More $ Needed

NEW YORK — TV's problem as well as its power are graphically illustrated in the list published on this page. It includes all advertisers who spent more than $1,000,000 in 1956 on network and spot TV advertising. All expenditures (network plus spot) represented at least 30 per cent of their total budgets. By concentrating on network and spot TV, magazines, newspapers, out- doors.

Interestingly enough trade sources do not include virtually all the advertisers on this list except Amana spending as much as $5,000,000 last year. If they did, it would have been much more than 30 per cent of their total budgets. The list makes the obvious point that making good advertisers in the food, drug, confectionery and tobacco fields spend a lot of money on TV. Most of the 21 advertisers who spent 75 per cent of their total budgets were in three fields. And only six out of the top 20 spent less than $1,000,000. CBS did not spend as much as $50 per cent of more of their budgets on TV in 1959, and thus are not represented on this list.

It is likely that the 30 advertisers whose names are printed here will spend several millions more next year. And probably many more will join them in the search for the answer to the complex problem of television advertising which faces the new business in its early days.

CBS Spends $1.465M. on TV

CBS is buying "Assignment America," a mystery series being produced by Richard Bong. It is estimated that CBS is carrying the financial load and, as bankrolls, is indicating that the Central Broadcasting Corporation and the old network continues to spend on network TV.

INFRINGE SUITE SLAPPED ON "BRIDE-GROOM"

NEW YORK — In the tycoon cases, apparently, everyone is not so cut off. "Brige-Groom" will probably switch to "Mystery" and "America's Mystery" to continue. The show was bought for $1,000,000 by CBS, according to a new source, but it is not expected that the show will run more than 20 weeks, unless it switches to another material than mysteries. The network, however, expects to sell the hour-long half-hour show in the same way. "My Friend Flicka" will probably carry on the NBC-NBC, Sundays 6:30.
ALL ABOARD... for TV's new SCREEN CASEY

For Information and Screening
WRITE! WIRE! CALL!
dimension in syndicated first-run 1/2 hour adventures!

GEMS

JONES

Starring ALAN HALE as CASEY
BOBBY CLARK as CASEY, JR.

... with a top supporting cast
including the "CANNONBALL EXPRESS!"

PRE-SOLD

IN THESE TOP TV MARKETS!

KOAT-TV Albuquerque, N. M.
KGNC-TV Amarillo, Texas
KERO-TV Bakersfield, Cal.
WAAM-TV Baltimore, Md.
WAFB-TV Baton Rouge, La.
KBOI-TV Boise, Idaho
WBZ-TV Boston, Mass.
WGN-TV Chicago, Ill.
KYW-TV Cleveland, Ohio
WWJ-TV Detroit, Mich.
KJEO-TV Fresno, Cal.
KLAS-TV Las Vegas, Nev.
KTTV-TV Los Angeles, Cal.
WPIX-TV New York, N. Y.
WPBH-TV Phila.-Wilmingon
KPHO-TV Phoenix, Ariz.
KDKA-TV Pittsburgh, Pa.
KGW-TV Portland, Ore.
KVIP-TV Redding, Cal.
KCRA-TV Sacramento, Cal.
KTNT-TV Tacoma, Wash.
KVOA-TV Tucson, Ariz.
WTOP-TV Washington, D. C.
NEW YORK—It’s only a twinkle in Sol Hurok’s eye at this point, but he is reported envisioning a live network spectacular of some sort, wholesale on NBC-TV, to showcase the leading ballet talent of the Soviet Union, the Bolshoi and the Mosaic Folk Ballet.

Such a deal would follow the pattern Hurok has set since 1955 of showcasing talent on Broadway and then on TV. So far, his track record has included the Sadler’s Wells (now Royal Ballet) company with “Sleeping Beauty” and “Cinderella,” the Old Vic Company with “Roméo et Juliette” and the “Festival of Music” spectacular with Christoff.

A time limit of two years to set up “enthusiastically satisfactory dates” was given Hurok by the Soviet Ministry of Culture, with whom Hurok struck up a deal for a “cultural exchange.” Which company to bring in the Bolshoi and Mosaic companies, while on his recent eight-week swing of European capitals.

A special band handles the two ballet companies, since—unlike individual Soviet artists who are on diplomatic status, the Soviet State Department requires that they be fingerprinted on masse when they arrive. Hurok is working with Washington contacts to try to get the visas expedited.

Other Problems

If this hurdle can be cleared by Congressional action, NBC-TV will strike a deal with NBC-TV for a network showcase for the Russian dancers, thus adding a fair amount of the arts imports from the Soviet Union. Hurok, of course, is also likely to write complaints to Saroyan.

Hurok has ether shots in the TV press, however. He reports that NBC’s labor agreement bars him from importing the as imports from the Soviet Union—Vassar Anzah Khachaturian, violinist; Vlado Spivakov; David Ostrakh, and pianist; Emil Gilels and Isaac Stern. Hurok is bringing George Melachroin’s orchestral, the Royal Ballet, the Pipes and Drum and Highland Fling, and the Bobbing Watch Third actor Emily Williams in Dylan Thomas readings and the Old Vic, etc. From Europe, Hurok is importing Polish pianist Andrej Tchaikovsky and French pianist Eric Heidsieck.

Nets, Filmers Plan For ATAS

NEW YORK—Eight forums produced by the three networks and TV film producers will be sponsored here this fall and winter by the Academy of Television Arts and Sciences.

ABC-TV will do special presentations on special and publicity-related programs, ABC-TV will do research and promotion, CBS-TV, CBC-TV, will do drama and news-public affairs.

A complete schedule follows the list of participating companies, as well as any information on the A.T.A.S.

WEBKO Plugs Zoom B.O. of Chi Theater

CHICAGO—A full force spot campaign squibbed around kid shows on WEBKO resulted Wednesday (14) in the Robert Wether having the biggest opening day of the year. The theater is a Balaban & Katz house. J. Flicker was “Twentieth Million Miles to Earth,” a horror opus beamed at kids.

The Roosevelt is BKB’s “action” house, usually attracting the leather jacket set. Somewhat surprised themselves at the continuous lineup outside of mothers and kids Wednesday and Thursday, BKB brass internally polled patrons on where they heard of the attraction.

“Every time you kid turned on WEBKO, mothers typically replied, according to a BKB spokesman, they were talking about this picture, so the kid made him miss it.

Forty trailers were scheduled in six days, 60-second and 20-second lengths, mostly in kid ad agencies. WEBKO is financially interlocked with BKB theaters, accounting for the choice of station.

Australies Clear For U.S. Film

SYDNEY, Australia—Removal of most of the restrictions on TV imports will bring a flood of U.S. properties here this winter, despite protests by Australian guilds and unions. Stations are no longer being required to pay the duty required for overseas material, nor are stations the only one permitted to buy black and white B&W films.

Government review of TV’s position has resulted in the “challenge to upgrade programming by eliminating second and third class material now forced on the air to fill available time.” Officials do not, however, wish to see “unnecessarily big blocks of programs in consecutive days.”

Some contracts with overseas suppliers must not extend beyond three years.

Scatter Buying Season Starts For TV Webs

NEW YORK — The networks have entered the scatter buying season. For the first time, four week orders for the fall on two or more shows. Presto toner anti-bouquet has bought four “Navy Log” on ABC-TV by U. S. Rubins for 35 and 13 more open, and three alternate half-hours of “Perry Mason” on CBS-TV, leaving 16 open. Presently there are already four weeks of John Daly newscasts and three half hours of “Sugartown” on ABC.

Some of the announced long term deals are reliably reported to be actually, 10-week deals for Christmas selling, ending December 31, but it is too soon to tell whether this fall will top last year’s scatter buying season.

Ford, Buick, Maybelline, Drackett, Max Factor, J. B. Williams and Revere solve the problem of Christmas advertising, with a choice of seasonal sponsors like Preston.

SAYS HYDE:

Congress Is Not Here to TV’s Import

HOLLYWOOD—“Congress is not the place to consider its important role in the public interest,” says FCC Commissioner Roger Hyde said. “It is the job of Congress to do the job that is being asked to do.”

However, it is clear that the FCC has not been able to maintain a sufficient staff for long range planning and must instead do advance research. He indicated that this is probably partially responsible for the VHF-HFM rate, and that under present FCC technological conditions, there is no hope for relief in the near future.

The report of the FCC study committee on network practices, particularly the determination of the four channel situation, is a reappraisal of the entire broadcast situation, he stated.

CBS-TV to Cancel ‘Stand Up,’ Return Time to Stations

NEW YORK — CBS-TV will cancel “Stand Up And Be Counted” September 6 and return the 1:10 p.m. slot to its affiliates. The show is currently occupying the 1:10 p.m. time for the problem of getting clearances. The CBS network last week, however, has halted these efforts by getting sponsors.

CBS-TV will re-launch the “Miss America” show as a local show by local stations CBS-TV Film Sales.

Anthony Quinn to Play Title Role

In ’Mr. Jellyroll’

NEW YORK — CBS-TV has signed Anthony Quinn to play the part of Jellyroll Morton on “Mr. Morton.” Quinn will be preparing in its “Seven Lively Arts” for NBC network telecasts beginning in late fall. Being considered to be the best of another big Sunday show, “Mr. Morton” is being described as “a circus,” “It is Eric Severin’s. The show will feature the time with “Arts.”

CBS-TV expects to move “Face the Nation” into the 6:30 time slot in the fall.

ABC Alters Plans Re Holding ‘Kukla’

CHICAGO — ABC apparently has dropped a plan to fashion a daytime format for its “Kukla and Ollie.” The reason now is that the current KFO” run expires, the new station of KUKLA which will be without a TV connection for the first time, is not a full 10 years.

Teletest is expected to concentrate on live appearances, following its success in an Ohio summer theater a few weeks ago.
**Pilots Readied For Fall of '58**

**HOLLYWOOD—** Pilot production plans for next season are already being formulated. In addition to MGM-TV's activity on such series as "Northwest Passage" and "Min and Bill," several independents are getting into the act.

Byron Productions, which is leasing a feature, "The Vikings," starring Kirk Douglas, will make the pilot for a teleweekly, "King of the Vikings," at the same time. (This technique has been successfully carried out in the past, as with "Long John Silver.") Writer on the show is Edward Lewis, with Ash-Leyster staging.

Agent James Supple has obtained rights to "Western Union," with company making 100-year-old film available for story material. King Bros., which previously TV CINDERELLA RAKES IN $100G

**NEW YORK—** It can still happen, tho the Arthur Godfrey era has waned. Tina Robe, a nine-store salerig until three months ago, will earn upwards of $100,000 this year in television. As a constant on NBC-TV's "Hold That Note" this spring, the won $30,000 and several nifty dates as a sort of up. Upcoming this summer--Guest shots on the Vic Damone, Arthur Murray and Steve Allen shows, followed by an acting debut on "Court of Last Resort." Says the 45-year-old, 5'-foott blonde, "I'm too shocked to feel humiliated."

They said they intend to shoot pilot titled "We Mean Business," with company making 100-year-old film available for story material. King Bros., which previously TV CINDERELLA RAKES IN $100G

**ABC Cops 10 Top Periods**

**NEW YORK —** ABC is averaging a 28.0 nighttime share of audience and capturing 10 of the 30 prime time periods which have three-network commercial programming, according to the latest Nielsen National report.

The week's newly-crowned candidates racked up healthy gains in audience share. "Date With the Angels," 30.8; "Telephone Time," 28.9; Mike Wallace, 24.8. All gave ABC new rating highs for the respective time periods.

**TULSA, Okla. —** George (Spanky) McFarland, former child star of the "Our Gang" comedies, has been signed by KOTV here as host for a new series, "Spanky's Little Rascals," combining the "Rascals" film package, with live audience participation.

The show will occupy the 5:30-6 p.m. strip.

**Nielsen Top Ten TV Web Shows**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program &amp; Network</th>
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<tbody>
<tr>
<td>1</td>
<td>&quot;All Star Baseball Game&quot; (CBS)</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Arrest Me, Miss Diggs&quot; (CBS)</td>
</tr>
<tr>
<td>3</td>
<td>&quot;The New Adventures of Old Christine&quot; (CBS)</td>
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<tr>
<td>4</td>
<td>&quot;The Good Wife&quot; (CBS)</td>
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<td>5</td>
<td>&quot;The Good Wife&quot; (CBS)</td>
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<td>6</td>
<td>&quot;Old Christine&quot; (CBS)</td>
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<td>7</td>
<td>&quot;The Good Wife&quot; (CBS)</td>
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<td>10</td>
<td>&quot;The Good Wife&quot; (CBS)</td>
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**NOW 5 of America's major TV markets are served by WBC**

**IN BOSTON**

WBZ-TV Channel 4, NBC

**IN CLEVELAND**

KYW-TV Channel 3, NBC

**IN SAN FRANCISCO**

KPIX Channel 5, CBS

**AND NOW, IN BALTIMORE!**

**WJZ (formerly WAAM), Channel 13, ABC**

— another big and growing sales arena!
JUST OUT... and already

starring TEX RITTER and THE COLLINS KIDS
SOLD IN 20 MARKETS
TO GRIESE DIECK BEER AND OTHER SPONSORS!

39 FILMED ½ HOURS OF
AMERICA'S FAVORITE NEW RHYTHM

...COUNTRY MUSIC!

FAMOUS GUEST STARS LIKE THESE IN EVERY SHOW!

For details contact your nearest office.

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
711 FIFTH AVENUE, NEW YORK, N.Y.
**Regional Buys Off a Shade, Nat'l Client Interest Grows**

NEW YORK — Twenty-two new companies have joined the list of regional sponsors since January 1, with the number of regional deals to date standing at 38 this year, a shade less than the same period in 1956. Including holders, there are about 60 advertisers running with 105 regional buys. The latter are defined as network purchase of three major markets or five minor markets.

Miles Labs took the plunge with “Price Is Right” and “Commando” for the fall, as did Preveco's $1,500, another drug firm. With 10 markets for “Charlie Chan” Corn Products made its first regional buy for 40 local markets with Annie Oakley.

Other sponsors in the region include Continental Oil, 47 markets; “Whirligigs”; “D.S. Fury” Sunday Oil, 40 markets; “Capt. David Craf”, Loblaw's Supermarkets, 4 markets; “Gray Ghost” — Chock Full O' Nut, 16; “Lobster Soup”, Habitual Soaps, upwards of 15; “Gray Ghost” — Abil.; 8, 26 “Whirlybirds” — Popeye Company, 4; “State Trooper” — Faultless Starch, 42; “O. Henry’s Flyaway” Fuller Paint, 14; “M. N. E. of America”, Nationwide Insurance; “Bowling for benefit”, and Agateles Soap, 9; “Sheriff of Cochise” and Laura Sennett Foods, 14; “Whirligigs”.

**Six Brews**

Six brews, including some regional buyers: Guinness Bros., 9; “Rasch Fatty”; West End, 7; “Sheridan” —-old; Foster's, 12; “New Adventures of Mark Twain” Schneider Brewing, 3; “Martin Kauflin” —Naugatuck Brewing, 5; “Captain Grif”. Flay-Starrc, Which steams from local spot to a 5-market buy for “Popeye” is moving on to network buys.

Wine-Dine bought it for two markets in Florida, and another Florida advertiser, Tarno Meat Pack, is in on the action in Orlando. Loblaw’s Supermarkets purchased the whirligig series in upper New York State, being local buy is being Rochester, Buffalo, Erie and Syracuse.

**NBC Refuses Sterling's Bid**

NEW YORK — The Sterling deal to place “My Three Sons” in the Tuesday 7:30-8 p.m. time slot was turned down by the network. The program is currently in the 12:30-1 p.m. slot on Saturday.

NBC has decided to give Nat “King” Cole the “Hollywood 2000” slot, instead of beginning September 24, as was reported for the showing he has made on NBC in his summer show, 10-10:30, the same evening as “Hollywood 2000.” Cole is interested in buying the singer in the Northeastern section of the country where it has distribution, but the network may not go for a regional sponsorship deal.

**NEW Agency “E-merging”**

NEW YORK — A new advertising agency may be born soon, with a deal for “$5,000,000,000” on it. Reported close to completion is a merger between two Ad Exec veterans, Rothruff & Ryan and Erwin, Wasey. Rothruff has lately been on a campaign to kill off “Stone and Haswell,” its main market. Reported close to completion is a merger between two Ad Exec veterans, Rothruff & Ryan and Erwin, Wasey.

**CBS Film Sells Pix to Arabsians**

RIYADH, Saudi Arabia — The tale of tales syndicated from the Middle East this week was featured in “Half a World Away,” by Dr. David Gil, an Arabian subject. The strip, which has some nice chunks of new business.

Key Rothruff accounts include Red Wings, General Electric, Boys' Home Stores, Tums and Du Maurier cigarettes, among others. The E.W. Holding Company owns Captain Marvel, Rhythm Watch, Roots Motors, Carling Brewing, Toumanian and Van Camp Sea Food.

**26 Men in 20 Markets With WABC Addition**

NEW YORK — The sale of 26 men to WABC-TV has put the ABC Film Syndication show in the top 20 markets, when it begins its first-run syndication schedule October 19. Baklaven has bought alternate weeks of the Western half, its fourth buy of the Western half.

**George T. (2-Gun) Shuppert Calls It a Western, Son!**

“It’s called a Western, a Western!” cried ABC Film Syndication's George T. Shuppert in a mannerist stilted enough to suggest his middle initial wasn’t “t.”

With the bravura air of Gary Cooper left to face the Bad Guys alone while scared neighbors huddle for the hills, Shuppert strutted through the last few weeks with gun-makers, actors, etc. who have recently tried to duck being linked with the maudling of hell flatliners (See The Billboard, July 29).

I, for one, am delighted that our newest TV film series, “26 Men,” is as innocent as you please. In fact, I can’t tell you how pleasant it is to see the most Western Western from every aspect, be mapped in his efforts.

Disclaiming that Westerns and duke films, Shuppert pointed out that the ABC film series is being issued on “disguised” channels, and that the key players of “26 Men” have over 1,000 Western credits for feature films, weeklies and features.

Further understating the West-of-the-Pecos purility of the half-hour film-view entry, Shuppert added that star Travis Conn comes from Utah, featured player Kalo Kele, from Colorado, the production team—producer Russell Hayden, director Reginald Le Borg, from down east, and the writing team—Evelyn Bliss, from California, and writer John Nibley hails from Oregon.

“The stories,” tensed Shuppert, who didn’t say where he was from, “have the horse flavor.”

**ALL FOR MUMMY**

**WABC-TV Ratings to Get Shock Therapy**

NEW YORK — In a $750,000 deal with Screen Gems flagship WABC-TV is enabling the air of Frankenstein, and the newly established Grand Cruais of celluloid mummies, which will be a $50,000,000 annual lagging ratings (ARF average 1:54:55 of its “Night Show” feature strip 11:35 p.m. on.

**GLOBAL TV**

CBS Film sells pix to Arabians

**RiyaDh, Saudi Arabia** — The tale of tales syndicated from the Middle East this week was featured in “Half a World Away,” by Dr. David Gil, an Arabian subject. The strip, which has some nice chunks of new business.

**NO TAKERS**

**Para May Have to Cut Sale Price**

NEW YORK — Considerable Cary resistance is said to be bound up against an average cut price of $50,000,000 for its back-run movies. The sale, which may have to cut its price to drive into new advertisers, is not so much a matter of carbon in a TV deal, which may force Paramount to trim its price sharply, as it wishes to get the most out of its back-runs, according to distributor sources.

The problem lies chiefly in the fact that the Paramount outlets, realizing that $80,000 per picture. This, most diverse agree, makes it difficult to obtain a profit on anything except a long-range basis, since even the top feature outlay of $375,000 and up, $80,000 apiece in a maximum exposure, is not enough, since no revenue from which must be deducted costs of sales distribution.

The distributor prices for a feature that TV is still “realistic,” according to one source, is around $50,000. Since many of the films in France do not have a distributor in this country, the film may drive the price to $30,000, according to distributor sources.

**Brewery Signs 'Cochise' for 7**

NEW YORK — West End Brewing has inked an agreement with “Cochise” for a 52-week run in seven top New York markets for its Ohio beer, and will train it with ABC Films’ “Code Three” television series.

The brewery also tied the “Little Detective” for Al.

“Cochise” replaces West End’s earlier syndicated Western syndicated “Crunch and Des” series; whose cycle is now finishing. The N.Y. outlet will be under a contract for Utra Club in some areas with “Cochise.”

The deal was signed here for October start thru the Cohen & Wolfe agency.
One April weekend, Warner Bros.' "The Story of Louis Pasteur," with Paul Muni, was slated twice on WWLP, Springfield, Mass. Same program... same station... Saturday at 11 P.M., and again on Sunday at 2 P.M.

Results? On Saturday night the Academy Award winning Warner Bros. feature had a 30.5 Pulse, with a 63% share of audience—highest rating ever for a feature film in the time period. Sunday? A 15.0 rating—with 66% share of audience—again, the highest ever for a feature film in the Sunday afternoon period.

Springfield audiences give dramatic evidence of the great pulling power of Warner Bros. features. To put them to work in your area, write or phone:

a.a.p. inc.

Distributors for Associated Artists

Productions Corp.

NEW YORK

CHICAGO

DALLAS

LOS ANGELES

www.americanradiohistory.com
TPA Fills Prescription With 78 'Chan' Sales

NEW YORK—Television Pro-
grams of America last week
wrapped up its 78th sale of
"Charlie Chan" which stars J.
Carrol Naish as the Oriental de-
tective. TPA landed a new re-
gional sponsor when Prescription
bought 10 markets for the mystery
series. Wallace C. Bremer agency,
Teer, Harbour, Ind., was the agency.
The vidfilm has also been
bought in such markets as Phila-
delphia, Los Angeles, Boston, New
Orleans, Cleveland, St. Louis,
Miami, Dallas-Fort Worth, Jack-
sville, Atlanta, Indianapolis,
Kansas City, Mo., and Louisville,
the last two being Prescription
1,500 markets. Other markets pur-
bred by Prescription 1,500 are
Cincinnati, Peoria and Cham-
per, III; Toledo, Memphis,
Louisville, Fort Wayne and Evans-
ville, Ind.

WTIC to Air News, Sports And Weather

HARTFORD, Conn.—WTIC
here, the new independent station
which debuts early in September,
is relying heavily on features plus
news, sports and weather to attract
viewers. The station will offer
three news, sports and weather
strips each day, 6:30 P.M., another
10-10:15 and the third, 11-11:15
to wind up the evening's teledis-
se.

The main bulk of the evening's
programming will, however, con-
tain of features. A different feature
will be seen each night at 7:30
and 10:15 plus one on Saturday
afternoons. The station has al-
ready purchased the Movietime
U.S.A. package, the United Art-
ists Award group, Screen Gems
Sales Added To Ziv Series

NEW YORK—Ziv's two latest
vidfilm entries, "Flacher Command"
and the revived "Martin Kane" se-
ries leaned abroad, have racked up
market sales totals of 122 and 138
respectively, according to sales
chief M. J. Rifkin.

Latest scores were reached
when "Command" was signed in
five markets (two of them in
Hamburg, including adding to its
multi-market spread) and "Kane" is
linked in three local deals.

Hollywood Premiere Parade and a number of smaller packages.

Syndicated shows will be tele-
cast 5-5:30, 7:30 and 9-9:30 and
across the board. Among the vid-
film series already acquired are
"Whirligirds," "O. Henry Play-
house," "Kingdom of the Sea" and
"Hawkeye."

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which debuts early in September,
is relying heavily on features plus
news, sports and weather to attract
viewers. The station will offer
three news, sports and weather
strips each day, 6:30 P.M., another
10-10:15 and the third, 11-11:15
to wind up the evening's teledis-
se.

The main bulk of the evening's
programming will, however, con-
tain of features. A different feature
will be seen each night at 7:30
and 10:15 plus one on Saturday
afternoons. The station has al-
ready purchased the Movietime
U.S.A. package, the United Art-
ists Award group, Screen Gems
Sales Added To Ziv Series

NEW YORK—Ziv's two latest
vidfilm entries, "Flacher Command"
and the revived "Martin Kane" se-
ries leaned abroad, have racked up
market sales totals of 122 and 138
respectively, according to sales
chief M. J. Rifkin.

Latest scores were reached
when "Command" was signed in
five markets (two of them in
Hamburg, including adding to its
multi-market spread) and "Kane" is
linked in three local deals.

Hollywood Premiere Parade and a number of smaller packages.

Syndicated shows will be tele-
cast 5-5:30, 7:30 and 9-9:30 and
across the board. Among the vid-
film series already acquired are
"Whirligirds," "O. Henry Play-
house," "Kingdom of the Sea" and
"Hawkeye."

Features on Upswing in L.A.
Total Now-115

HOLLYWOOD — The number
of programs being played in the
Los Angeles market continued to
increase. Seven stations now total
115, an increase of 15 since last May
when a special survey was made.
The most recent Los Angeles
market, TVF, has increased its
present rate of use, TV will have enhanced
the backlog of theatrical pix by 1967.

Partly as a result of this, the
price stations are paying for fea-
tures also continues to increase,
for instance, bought the Screen
Gems TV series "Mr. A." for
an average of $5,900 per picture.
A year or two ago this would have been
considered top price for the best pack-
eges then available.

KJH-TV, the General Teleradio
station, which to a great extent planes to play in Los Angeles,
is now running 30 pix a week (in-
cluding the six-week weekly stop
of its "Movie Theater"), the highest
in the history of the channel.

Of the other three independents,
KTLA has 22 play dates weekly,
KOCO TV and KTTV 13. KTV
strictly in tremendous M-C-M
buy, plus smaller ones from Co-
Lumia, Mutual, "Chateau" and others.
In finding itself running short of top
pix for class A time, and will cut
down to 11
features this fall, re-
placing these with first-run tele-
plays.

Even the network stations are
using a considerable number of theatrical properties. KNXT (CBS)
air the Screen Gems network of KABC-TV, 11, and KFRC (NBC), 7.

Wm. Cruikshank, Of 4 Star, Joins
Board at Official

NEW YORK—A closer link has
been forged between Official Films
and Four Star Films, already
blended in a stock interest ex-
change made when Official took
the distribution of "Four Star Theater" reruns in March, 1958,
with the naming of William A.
Cruikshank Jr., presy of Four
Star Films, as a board mem-
bership at Official.

He is the seventh member
of the distribution firm since
the Cruikshanks, with the of-
official holding of him, Dick Powell's
David Niven and Charles Boyer.

Kraike Moves to Gross-Krasne as
Vice-President

HOLLYWOOD—Mils Kraike,
former Screen Gems and TCF/TV prod. head, "Gross-
Krasne as a vice-president this
week. Gross-Krasne TV rights to
"Trader Horn," will produce the
series in conjunction with the Eng-
lish production, subsidiary of E.C.S.

Filming on the show will start
when this winter in London and
"Trader Horn."

As a result of this, the distrib-
ution firm intends to start selling
throughs of the mystery series which featured Ken Lynch.

Screencraft's top property is
"Judge Roy Bean."
These Words Mean Action! And that's what you'll get when NTA's "OFFICIAL DETECTIVE" comes to the TV Screen. Action on the rating front and Action at the cash register.

It's exciting...with some of the most blistering episodes that ever blazed from a TV screen.

It's authentic...based on the actual files of "Official Detective" Magazine, the Number One publication in the field.

It's made by Desilu...which tops its own list of big winners such as "I Love Lucy," "The Line-Up," "Wyatt Earp" and "The Sheriff of Cochise." When you deal with Desilu, you're putting your money on the favorite.

39 Big, New TV Half-Hours...are brought to you by Desilu and NTA, at a cost of over a million dollars. Call or write today for an audition print of...

"OFFICIAL DETECTIVE"

starring EVERETT SLOANE

Harold Goldman, Vice President in Charge of Sales
NATIONAL TELEFILM ASSOCIATES, INC.
60 West 55th Street, New York 19, N.Y.
PLaza 7-2100
COMPLETE CIRCLE?

NTA Eyes 2 Stations In Addition to KMGM

NEW YORK—National Tele-

tel Vision Associates is eyeing two more

stations—in addition to KMGM—as possible properties for a move to station operation which would 

complete the circle of creation, 

distribution and airing of NTA 

television.

The latest to be scrutinized 

by Landau's search for VHF 

properties in major markets, 

according to station broker sources, 

are KIVR, Denver—a Channel 2 

outlet in which Lowe's, Inc., has an 

interest — and WITI-TV, Milwau-

ke, a Channel 6 outlet in which 

such TV execs as Robert Strauss 

and Max Oros are substantial 

shareholders.

Both stations are well 

established in their communities, 

but neither has been anything of 

smash success with rates (and 

ratings) that have lagged behind 

such leaders in their respective 

markets as KLZ-TV and KOKY-TV, 

or WTMJ-TV and WISN-TV. Both 

have quietly had the “For Sale” 

sign up for the right price for 

several months.

No Secret

Altogether NTA sources would 

neither confirm nor deny possible 

deals for the two properties being 

contested in addition to KMGM. It's 

been no secret that Landau and 

NTA execs have wanted special 

VHF “showcase” outlets which 

would serve the double purpose 

of revenue producers and showcase 

for NTA film fare, whether syndicated product or that of the NTA Film Network.

Both the Denver and the Mil-

waukee outlets are independent 

stations and are the fourth outlet 

in four-station markets. A build-up 

of such station properties then 

smart film programming would be 

a big sales plus for Landau in 

wrapping up film deals with any 

outlet.

Newest star in the 

television skies!

Presenting star-studded MGM and RKO features!

Great new syndicated shows!

The star-filled ABC Fall line-up!

Exciting new local personalities!

WATCH BALTIMORE SWITCH TO...

Effective September 6th...

WJZ-TV

The Star-Bright Station

BALTIMORE, MARYLAND

WESTINGHOUSE BROADCASTING COMPANY, INC.

Radio: BOSTON, WBM & WGBA - PITTSBURGH, WBS & CLEVELAND, WMJ

FM: WAVE, WIND - CHICAGO, WPPR - PORTLAND, KEX

Television: BOSTON, WJB & WJTV - BALTIMORE, WJZ TV

PITTSBURGH, WBS & WKBG - DALLAS, WFF - BAK FRANCE, WFFR

WJZ-TV is again represented by Allied Radio Stations. WJB & WJZ TV are represented by WJB.

KPEJ represented by the Katz Agency, Inc.

All other WJZ stations represented by News-Globe, Woodward, Inc.

39 'Hawkeyes' Set for Canada

HOLLYWOOD — Norwegian 

Productions, TPA's Canadian affil,

iate, plans to go into production 

on another 39 half-hour skein 

of "Hawkeye. Last of the Mohicans," in 

Canada, following the completion of 

shooting on "Treguard Auntie," 

presently being lensed at Allied 

Films Studio in Toronto. First 39 

episodes of "Mohicans" were placed in syndication by TPA this year. 

Two other properties are also 

under consideration for Canadian 

 filming. One would deal with the 

experiences of a Royal Canadian 

Mounted Police officer in Cana-

dian backwoods during the opening of 

the frontier there.

Caravel, ATV, MPO Involved 

In Big Moves

NEW YORK—Three New York 

producers—Caravel, ATV and MPO 

—are involved in major expansions and consolidations this 

season.

Caravel Films, a commercial producer for the past 37 years, is moving to September 15 to a brand-new studio operation being completed at 342 East Avenue and 96th Street, near the new Lin-

coln Square projects. New facilities 

give Caravel a large new facility, 

a main working stage 75 by 100 

feet for film commissires. Another 

stage is completed, and a third is 

planned.

The Caravel plant has been de-

signed as a unified, one-stop cen-

tral office, with facilities for cast-

ging, editing, animation and set construction. The older Caravel studios in Hen-

nepack, Long Island, will be kept open for industrial work with TV centered in the new plant.

A few blocks away, MPO Tele-

vision Films and Mickey Schwarz's ATV Productions have entered in a cash-and-stock exchange deal which makes MPO one of the larg-

est commercial film makers with 

estimated combined TV billings of 

nearly $3,000,000. Schwarz will 

function as a commercial producer-

director of the firm, along with 

MPO's Marvin Rehensberg and 

Joe Kohn.

WBKB to Try Out 'Pocket Billiards,' May Start Craze

CHICAGO—WBKB is winding 

up a trial balloon on a sports gam-

eshow, 'pocket billiards,' based 

on the lunch-hour feature "Bert 

Quinlan, ABC-veep, that it could 

set off a new craze as bowling did 

a few years back.

Quinlan gave the green light to 

Joe Wll's a p.m. commentator of 

WBKB's "Original Live Championship 

Bowling," to produce the one-

hour Sunday, September 8, 

from 10-11 p.m., after closed circuit tests 

certified the label of station execs. 

Trial will be called "Pocket Bill-

iards Stars." Wilson has altered the 

rules of conventional pocket 

billiards in order to emphasize com-

petition between players.

Sterling TV Sells Films to 'Romper'

BALTIMORE—A new king of 

multi-market film deal—selling 

films to a few markets in a few 

weeks—has been scored last week by Sterling Television. The firm sold a series of animal short subjects here to 

Bert Clatser Television Productions 

for distribution on the daily "Romper 

Room" package, now airing live in 60 markets.

Films will begin airing in the 

muppet-studded shows within a 

month.

Wig Big at WROC-TV

WASHINGTON — Transmont-

nent Television has named Gunner 

O. Wig as general manager of 

WROC-TV, Rochester. N. Y. 

Wig has been executive veep of 

Alhingly Broadcasting Corpora-

tion.
DO YOU NEED A COMMERCIAL IN A RUSH?

Do you have a last-minute TV spot problem? MGM-TV offers top quality and speed at budget prices. You can still meet your Fall production schedule thanks to the fabulous facilities of the Culver City studio!

ON A SPOT? JUST CALL LEO!

The nation's biggest agencies and most important advertisers are discovering MGM-TV!

To mention just a few...

RCA
Eastman Kodak
Helena Curtis
Knickerbocker Beer
Maybelline
Pure Oil Company
Schlitz Beer
Standard Oil of Indiana
Houbigant Perfumes
Balt & Howell
Richard Hudnut
Pillsbury

www.americanradiohistory.com
By CHARLOTTE SUMMERS

The Arlene Francis Show (No. 166)

CBS News (Net)

CBS News, Arlene Francis, Producer, Allen Reynolds, Director of Production, Karl Vinton, William, George Kirby and Mike Martin.

CBS-TV, 5:30-6:00 p.m., EDT, August 13.

There can be no argument with the thesis that an hour can be a lot of work hands on most any show currently on TV, since the fun long predates anything that could be called the personality. However, it does seem almost impossible for a new TV show, daytime or no, to debut without pre-determining its direction.

Thus, Miss Francis, who was confined to a wheel chair for four months due to an injury, made a homey little pitch asking for indulgence and explaining that her "little" capers were worse than first. And after viewing the fare served up, it was more understandable why this show was not on TV and special guest on many others, the unsatisfyingly unhappier the 30 minutes coming up.

David Hill

The mish mash included a "do it yourself" party theme. People selected from the studio audience asked to stand up and give reasons they couldn't return to work business. It just didn't come off in spite of Hugh Downs and Arlene.

Right Now (Local)

CBS-TV, New York, Saturday, 1:00-2:00 p.m., EDT (Captive again).

By LEON MOBSE

As an amusement magazine of the air, the series is a diamond in the rough, but the touch of professionalism that Lenny and Lenny are capable of is a real service delivered without enthusiasm.

A typical opening came in the form of a filmed interview with Neil McCoy, who is leaving his KDKA spot in the fall for a chance at the Explorers in De- fensive Secretary. While McCoy, understandably had little say on the new show, his pitch concluded with the old strain of the little-known excitable's quiet but likable personality.

Then, cameras jumped to Camp David's Hideout and back at the Board in training (with the Guard looking more like new recruits that seasoned, combat-ready veterans) with some close-ups of new weapons in use in.

SAVANOR News Special (Local)

WWW, New York, Saturday, 1:45-2:15 p.m., EDT (Captive again).

One of the oldest continuously sponsored programs in local TV, its main appeal has been the setting of its kind. News is presented briefly, effectively, without a minimum of fans and distraction. And attention getting is the smooth handling of unusual aspects of the general elements of news. Bob Wil- liams has a long tradition of quick, crisp talk, but the few news clips are well-integrated.

In the show, the program covered a good deal of ground. It included the opening of the Japanese culture scene and the Middle East, a brief interview with the President of the Jewish Academy, an interview with the President of the Middle East, a brief newspaper story on the President of the Middle East, and a short walk through the house. The few news clips are well-integrated.

The show, on the whole, was a good bet but needed a freshening up on copy approach. Leon Morris.

Todnight (Net)

NBC-TV, Tuesday, 1:00-2:00 p.m., EDT (Captive again).

NBC's troublesome late night spot continues slipping up in the battle against the advent of the Jack Paar Era. It's an enter- taining and fair game, despite the fact that the smart comment, the incidental, the interview with the President of the Middle East, and a short walk through the house. The few news clips are well-integrated.

The show, on the whole, was a good bet but needed a freshening up on copy approach. Leon Morris.

TODAY: Columbia Pictures

TODAY: Columbia Pictures

Vera Ellen to Do TV 

Plugs as Miss Tintar

NEW YORK — Vera Ellen has been named as hostess of "TODAY," a new daytime TV show to be filmed in June. "TODAY" will be seen in New York, and will be filmed in local market stations. The show will be produced by Allen Reynolds, director of production.

Eddie Sullivan (Net)

CBS-TV, Sunday, 11:30-12:30 p.m., EDT (Captive again).

Once a year, vaudeville veteran Ed Sullivan returns to the U. S. Army. The 1957 edition proved to be a lively and effective show, and Sullivan proved to have a good deal more than just a face to put on television.

The showcase was at its best when it stuck closely to the basic vaudeville format. Non-G. I. J. and J. Mandy, for instance, proved their desirable qualities, but Sullivan's brief guest appearances in tight-skirt costumes, delightfully pulled opening numbers, and an impromptu bridge for the boys to look at (but not to participate in) provided a sort of S. J. Perelman caricature of Marilyn Monroe. The other forms were, as always, spotty, and Sullivan's initial attempt to astound the show at as Miss Europe (she didn't even get a big look with her fantastic hairdo and red velvet coat) "I Made a Folly of Myself Over John Foster Dulles," Army acts were well staged and nicely handled. Outstanding were the work of Fred Allen, with a comedy routine, a broadcast, a Robert De Niro and the Ford Dit Dix, and a rendition by T. L. Biddle of "Kissin' Time." 

The Mras Major, who recently performed the smoothing seat of the Army, did a fine job of rounding up and transport with two engines, Ginsburg, who was raised by being thrust before the cameras for Sullivan's lackluster act and who, with his quality modestly rejected probably would have been the best part for the show, was let down by the unlikable guy alone. Charles Sinclair.

Sunday's show was a grand slam. The Ted Mushroom Award for top performance.
### ARB's Top 10 Films in 15 Key Markets

By Program Type for June

<table>
<thead>
<tr>
<th>Series (Distributor)</th>
<th>Chicago</th>
<th>Dallas</th>
<th>Denver</th>
<th>Detroit</th>
<th>Giant</th>
<th>Houston</th>
<th>New York</th>
<th>Philadelphia</th>
<th>San Francisco</th>
<th>Seattle</th>
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<tbody>
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<td><strong>ADVENTURE SERIES</strong></td>
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<td>Code 3—ARC</td>
<td>13.6</td>
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<td>Court of Marie Antoinette—SPA</td>
<td>12.7</td>
<td>12.5</td>
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<td>11.6</td>
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<td>Crusader—MCA</td>
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<td>Highway Patrol—IV</td>
<td>19.3</td>
<td>18.5</td>
<td>17.0</td>
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<td>15.7</td>
<td>14.9</td>
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<td>12.9</td>
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<td>I Led a Double Life—EY</td>
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<td>Jungle Jim—Kenne Rod</td>
<td>19.2</td>
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<td>Men of Apache—EY</td>
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<td>Randon of the Jungle—SPA</td>
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<td>Science Fiction Theatre—IV</td>
<td>19.0</td>
<td>18.3</td>
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<td>Search for Adventure—Baran</td>
<td>17.2</td>
<td>16.5</td>
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<td>Silent Service—ARC</td>
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<td>Soldiers of Fortune—MCA</td>
<td>14.3</td>
<td>13.4</td>
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<td>State Trooper—MCA</td>
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<td>Superman— Fleming</td>
<td>21.1</td>
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<td>Waterfront—MCA</td>
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<td>Whirlwind—EY</td>
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| **DRAMA SERIES**      |         |        |        |         |       |         |          |             |              |         |            |
| Life of Riley—HIC     |         |        |        |         |       |         |          |             |              |         |            |
| My Little Margie—Official | 15.2 | 14.7 | 13.5 | 12.6 | 11.9 | 11.2 | 10.8 | 9.9 | 9.2 | 7.8 | 7.2 |

| **MYSTERY SERIES**     |         |        |        |         |       |         |          |             |              |         |            |
| Range 17—HIC         | 15.8    | 15.5   | 15.0   | 14.7    | 14.4  | 13.8    | 13.5     | 12.8        | 12.5         | 11.4     | 10.7       |
| City Detective—MCA   | 15.3    | 15.0   | 14.5   | 14.2    | 13.9  | 13.3    | 12.7     | 11.7        | 11.3         | 10.2     | 9.5        |
| Ellery Queen—SPA     |         |        |        |         |       |         |          |             |              |         |            |
| The Falcon—HIC       | 16.3    | 15.7   | 15.2   | 14.8    | 14.4  | 13.9    | 13.5     | 12.8        | 12.5         | 11.4     | 10.7       |
| Lone Wolf—MCA        | 16.2    | 15.7   | 15.2   | 14.8    | 14.4  | 13.9    | 13.5     | 12.8        | 12.5         | 11.4     | 10.7       |
| Man Called X—IV     | 16.9    | 16.3   | 15.8   | 15.4    | 15.0  | 14.5    | 14.1     | 13.6        | 13.3         | 12.2     | 11.5       |
| Martin Kane—EY       | 17.4    | 16.8   | 16.3   | 15.9    | 15.5  | 15.0    | 14.5     | 14.0        | 13.7         | 12.6     | 11.9       |
| Mr. District Attorney—EY |        |        |        |         |       |         |          |             |              |         |            |
| Negro Hero—ARC       | 15.0    | 14.5   | 14.0   | 13.6    | 13.2  | 12.7    | 12.2     | 11.6        | 11.3         | 10.2     | 9.5        |

| **WESTERN SERIES**    |         |        |        |         |       |         |          |             |              |         |            |
| Annie Oakley—CBS     | 13.8    | 13.5   | 13.2   | 12.9    | 12.6  | 12.3    | 11.8     | 11.6        | 11.3         | 10.3     | 9.6        |
| Buffalo Bill Jr.—CBS | 13.9    | 13.6   | 13.3   | 13.0    | 12.7  | 12.4    | 11.9     | 11.7        | 11.4         | 10.4     | 9.7        |
| Cisco Kid—CBS        | 13.6    | 13.3   | 13.0   | 12.7    | 12.4  | 12.1    | 11.8     | 11.6        | 11.3         | 10.3     | 9.6        |
| Death Valley Days—MC | 18.0    | 17.5   | 17.0   | 16.5    | 16.2  | 15.9    | 15.2     | 14.9        | 14.7         | 13.7     | 13.0       |
| Frontier—CBS         |         |        |        |         |       |         |          |             |              |         |            |
| Frontier Trail—EY    | 17.1    | 16.6   | 16.1   | 15.7    | 15.3  | 15.0    | 14.5     | 14.2        | 13.9         | 12.8     | 12.1       |
| East of the Missisquoi—SPA | 16.5 | 15.7 | 15.0 | 14.5 | 14.1 | 13.7 | 13.3 | 12.9 | 12.5 | 11.9 | 11.2 |
| Range Rider—EY       | 12.8    | 12.7   | 12.6   | 12.5    | 12.4  | 12.3    | 12.0     | 11.7        | 11.5         | 10.5     | 9.8        |
| Sheriff of Cochise—MCA | 17.9    | 17.4   | 16.9   | 16.5    | 16.1  | 15.7    | 15.3     | 14.9        | 14.6         | 13.6     | 12.9       |

ZIV sets the pace with 4OUT OF 9top syndicated shows in CINCINNATI! #1 MAN CALLED X 21.5 #2 SCIENCE FICTION THEATRE 19.5 #3 HIGHWAY PATROL 17.4 #9 CISCO KID 15.9
HOLLYWOOD — Production of Ziv-TV shows has spread far and wide during the past season, with less filming being done now in the company's Hollywood studio, purchased two years ago, than elsewhere on location and abroad.

Of the series now in production, "Harbormaster" is being shot in Rockport, Mass.; "Harbor Command" in San Francisco; "Texas stone territory" in Arizona, and "Martin Kane" in England. Only "Highway Patrol" remains tied to Hollywood, the even a great deal of it is filmed on nearby locations.

Various projects in blueprint on pre-production stage also are mapped for location filming. "Sea Hunt," a Bridge Lifetime starring Ivan Tors, will have far-ranging sea locale.

"Mackenzie's Rangers," a Western adapted from the Bridge radio series, will call for Mexican border back-

NOW! J. Carroll Naish

The NEW adventures of CHARLIE CHAN

Brand-new half-hour TV series! Excitement — thrills and chills of Hollywood and exotic European locations captured on film. Veteran character actor, J. Carroll Naish, makes Charlie Chan live and breathe. James Hong is the Number One Sun. Beloved by millions, who've paid their dollars to match their cleverness with East Derrig's most famous detective! Wire or phone collect today to reserve your seat before our quick-thinking advertiser snaps it up.

STATION SIGNALS

Three Texas TV stations (KENS-TV, WOAI-TV, KONO-TV) will have an increased range of television this fall, thanks to the use of a 2,500-foot tower just approved by the Federal Communications Commission. The tower is the tallest in the state and will be used jointly by the three VHF stations now licensed for KENS at 12 miles southeast of San Antonio, Construction is expected to get under way in the very near future.

WBTZ, Boston, a new product of the Commonwealth Broadcasting System, has a new and impressive studio which will be on the air beginning August 15.

Baton Rouge, La.

The Louisiana State University Radio & Television Station, WLAE-TV (channel 5), will go on the air Aug. 15 following a long construction delay. WLAE is owned by the University of Louisiana, Baton Rouge.

WJSA-TV, Providence, has made arrangements with the jet flying Brothers Air Service whereby four Convair planes will be at the station's disposal at all times. These planes will not only be used for news coverage but also be available for transporting news film to the station for faster on-the-air presentation.

The station has expanded its news operation by providing regular-hour, day-by-day, basis and coverage and events. The operation also includes coverage of all important meetings of city councils, as well as lining up a staff of special reporters to cover news generation throughout the State.

PULSING LOCAL RATINGs for JUNE

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

ATLANTA

1. TV Stations — 117,001 TV Moms. 117,001 TV moms. 1. TV Stations — 117,001 TV Moms. 117,001 TV moms.

Baton Rouge, La.

1. TV Stations — 48,500 TV Moms. 1. TV Stations — 48,500 TV Moms.

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Olive E. Treva, ABC-TV vice-president, has been named chairman of the 15th celebration of Brand Names Week. The annual event, observed on national April 15 to 20, Brand Names Day, which is sponsored by the annual dinner at New York’s Waldorf-Astoria, Marga and Cover Champion have been set at "G.E. Theaters" to star in its first show of the season entitled "Mickey Mouse Club," which Crowe will also direct. John Wilkoff, who has been supervisor of TV sales promotion for NBC during the past five-plus years, joins Screen.
M-G-M Fall Package Plan Is Reprise of 'Baker's Dozen'

NEW YORK—M-G-M records have kick started a season package program under the tag, 'Baker’s Dozen Number 17, 18, 19, Plan.' Under the plan, the label follows the same distributor deal as set forth with the earlier 'Selling Divison' programs, started in 1955, which allows one album for every dozen ordered. The plan is applicable for both LP and EP orders.

The plan, which in September 30, covers catalogs as well as new releases. In the plan, the label has included such songs as "Melodies by Jerome Kern," "Dee's Dozen," "Key to My Heart," "My Little Sadie," and "My Heart's Car," all songs written by Jerome Kern. The plan also includes the song, "Blue Eyes," by Hank Williams, and "Bluebird," by Joe Piecey, as well as the song, "Bluebirds Are Singing," by Hank Williams.

(Continued on page 85)

FINN FLIPS TRADE SCRIBES

NEW YORK — The local trade press got what may have been for most the first look at a past-master record package in action last Tuesday (15). Dave Reisman, RCA Victor's album merchandiser, gave the special performance of his Best Buy distributor spiel that had been on run solving to the floor.

Finn opened by telling the assembled press that he wanted one simple basis we just lead the crowd to the desk where we find the promi-

(Continued on page 72)

WEB PROGRAMMING GUIDE

Disk Sales to CUR ABC Live Music Scheduling

By JUNE BUNDY

NEW YORK—Albro ABC Radio's new fall programming will highlight an "all live" music policy for the first time. The policy will be largely determined by the station's new Clear Channel. The station will have a double-ade day to air in the week of an album release.

Henri Satie is taking over the burden this year of a "sampler" disk that is purchased from Best Buy album which is an ABC release. The record, which is eight cuts from the Red Seal records, is on the Best Buy list. Henri Satie will offer this for four free soup labels plus. Once the record is purchased, the dealer will get the money with the enti-

(Continued on page 72)

Sholes Succeeds Carlson In Victor Pop A&R Slot

NEW YORK—Steve Sholes, Victor A&R man, will take over full responsibility for RCA Victor's writers, artists and repertoire operation. Joe Carlson, who shared the reins with Sholes, will continue as assistant producer of the new program, it is expected, to effect the change. Joe Carlson was named Victor's single- man Jack W. Berg, who excelled in the field of music distribution, to manage the pop disk as well as of country and specialty sides, which he handled for some time. Sholes takes over after 12 years as a Victor A&R with a list of some dozen A&R men who have discovered or developed such top country artists as Edith

(Continued on page 85)
No One's Buying—At Liberty

HOLLYWOOD—St Warner said that the company had not been satisfied with its record sales for the year, and that it was planning to introduce a new line of films for the coming year. The new line would include several major releases, including "The Searchers," " configs," and "The Ten Commandments." The company also announced plans to expand its production facilities and to acquire additional studios.

Radio Clinic Folded by Frugal BMI

NEW YORK—Broadcasting Today magazine is folding its radio research project. The project was launched last year by the American Business Radio Association (BMI) to study the radio industry's financial performance. The project was not profitable, and the magazine has decided to discontinue it. BMI is exploring other ways to support its research efforts.

Dancing, Discounts in Dot's Package Push

HOLLYWOOD—In what rep. Dot's major investment in a new advertising campaign, the company has introduced a new package of discounts and special offers to attract customers. The package includes free tickets to concerts, discounts on merchandise, and free parking at the Dot's theaters. The campaign has been well-received, and Dot's has seen a increase in attendance.

New Labels Take Disk Business Fling at the Rate of One a Day

I'll Cut It Myself! Attitude of Publishers Believed Partial Factor

By JEN GREYAT

NEW YORK—There is a new trend in publishing, as new labels are emerging on the scene. These labels are taking advantage of the new digital technology and are making a foray into the music industry. The new labels are being launched by independent artists and are focusing on niche markets.

Sees Phono Sales Up One-Third in Canada

TORONTO—According to the Canadian Phonograph Industry Association (CPIA), sales of phonographs and accessories in Canada have increased by one-third in the last year. The increase is attributed to the popularity of new artists and genres, as well as the expansion of the wireless industry.

ULP Cancels Blanket ASCAP License Set-Up

HOLLYWOOD—Universal-International Pictures Company has renewed its blanket ASCAP license, ending a previous dispute. The renewed license covers all ASCAP repertoire, including all songwriters and publishers.

Buy Four Albums, Get One Free From Westminster

NEW YORK — Westminster Records lists a new record of 53 new packages in its releases for the upcoming year. Among the releases, some new releases will be in the company's fall plans, and others will be included in the company's fall plans. The company is emphasizing the fifth album free in each released, and each purchased five purchases will apply.

'Barn Dance' Exits 8th St.

CHICAGO—WLS's National Barn Dance will be presented for the last time on 8th Street Theater Saturday night, August 31, terminating its 25-year run. The Barn Dance was one of the country's most popular programs.

Handy Story To Be Filmed

HOLLYWOOD—W.C. Handy, composer of "St. Louis Blues," has agreed to sell the rights to his famous composition to Paramount Pictures. Handy will receive $100,000 for the rights, and the film will be produced by D.W. Griffith.

Pay for 7 'Get' 8 in New Dana Deal

NEW YORK—Dana Records, one of the leading labels on the West Coast, has announced a new deal with Dana's parent firm, Jayce-Record Corporation. The deal covers the entire catalog of 42 LPs, which includes material by artists such as Johnny Roddy, Steve Adamczyk, and Bob Winstone.

'Can't Kick OFF' Deal

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BUSY JOCKEY

Freed to Set Deals in TV, Movie, Stage

NEW YORK — Desi Alderman Freed has ventured into film, and, to a lesser extent, television, with a vengeance. Freed, who has the Bookie Winson as a partner, has scheduled a talk show for the fall and early winter and a movie for the winter of an eight-weeks' stage tour of the Playhouse Theatre in New York. Meanwhile, Freed is negotiating with a major television network to produce a feature film. Freed is also in the early stages of negotiations with a major record company to produce a number of albums, some of which will be released within the next few weeks. Freed, who has a long history of success in the music industry, is expected to continue his diversification into other media.

KAM MUSIC FORMED BY POLLY BERGEN

NEW YORK — TV star and Columbia disk choral, Polly Bergen, has formed a record company, KAM Music. The company will be based in New York and will focus on the promotion and distribution of new talent in the music industry. Bergen has been active in the music business for many years and has a strong reputation for her abilities in the field.

PAYS FOR PLAY


HOLLYWOOD — Long plagued by the evils of payola, the music business at long last has a manager who not only admits that such a practice exists, but also who condones the practice. Mr. William Z. Miller, manager of the station KWIZ, has been quoted as saying, "I'm not saying it's right, but it's working." Miller is one of the most influential figures in the music industry, and his endorsement of payola is likely to have a significant impact on the business.

agency: TCM

AISM '57

Strike Move Foretold

HOLLYWOOD — In what we regarded as a moment of 1957's most important labor strikes, the American Federation of Musicians (A.F. M) Local 47 last week acknowledged that they had no authority to ask its musicians members to strike against defaulters until well after the strike deadline. Last week, local 47 headlined a sellout performance at the Willes-Barre, Pa., which also spotlighted Bill Haley and the Moonglow.

Desi Freed, who still main lines in the music business, will be back on show here along with his other activities, plans to make the British tour of his own, scheduled for late October. The jock said he dealt with English/German/French/Spanish/Italian/Sidney/Jansson, under the management of Desi Freed, known as "The Fabulous Freed." At his new show, Desi will have a free hand in lining up talent for the shows, and he has a list of over 500 names, according to his agent, George Galle. The name for the shows is "The Desi Freed's TV Record Hop, the series this week.

Brenda Wins Pact Hassle

NASHVILLE — Jdi of Neil Lea in Chancery Court here last week (11-26) won a temporary injunction at petitioned by Commodore TV Productions, of Springfield Mo., in contempt of court over Brenda Lee, young singing star of Bill Haley and the Comets.

The court stated in substance that, "If I grant the injunction it means that Lee's contractual agreement may be at the height of her career. 14 of the 19 women at the Tennessee Court of Appeals and cents angle but is in what is best for the little girl.

Freed to Set Deals in TV, Movie, Stage.

KAM Music Formed By Polly Bergen.

PAYS FOR PLAY.


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Golden Crest Pacts Eight

NEW YORK — Golden Crest Records has added eight artists to its roster, including Carl Clark, whose new album, "The Good, the Bad and the Ugly," is currently charting. The company has also announced that it will be releasing an album by folk singer Betty Anne Slate, "The White Wonder." The album is scheduled for release on September 8.

Pacific Set

O'Seas Deals

HOLLYWOOD — Complete arrangements were made during his recent trip to the Far East by the president of Pacific James, disclosed by the company's president, James Barren. The trip, which was to take place in the Near East, was intended to establish new distribution agreements and to promote the company's products in the region. Barren has also indicated his interest in expanding the company's operations in the Far East, where the company has a significant presence.

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CAROUSEL

Man, That Turntable Is Cool!

STAMFORD, Conn.—The music went round and round—real round—after Jonathan Goodman had his day in Stamford. Good music went around that town, received a special scroll and the keys to the city, prior to a special benediction by the mayor and his band.

The grandiose festival selected for the concert, the only one large enough to handle the 8,000-plus paid attendance, was oval in shape, and thereby hung a problem. How could all the fans get a good look at the band from the finest as the concert progressed? The solution was combing for a solution, too somebody different, one of the nation's leading turntable manufacturers was right here in Stamford.

Arrangements were swiftly made and presently a 20-foot turntable was rolled into the center of the stadium. During the entire concert the turntable rotated slowly, giving everybody the benefit of a front row seat. In the wind-up number, a fast-moving singer, the speed of the turntable was considerably stepped up.

Some thought the musicians might be in danger of falling off the stand or at least getting dizzy with the excessive speed, but every note reportedly was pure gold. When the audience finally rose to the end, one of the sidemen quipped: "No man, it was the column that turned round."
BLOCK OF BLOCKBUSTERS FOR A SALES-SIZZLING SUMMER!

9831
DIANA
c/w DON'T GAMBLE WITH LOVE
PAUL ANKA

9838
HIGH SCHOOL ROMANCE
c/w Everybody's Body
GEORGE HAMILTON IV

9837
BLACK SLACKS
c/w Boppin' Rock Boogie
THE SPARKLETONES

9844
I'LL WALK ALONE
c/w LADDER OF LOVE
JOHNNY NASH

9843
SOMEDAY SWEETHEART
c/w Roamin' Along With You
EARL WILLIAMS

9841
THAT'S RIGHT
c/w WHAT YOU'VE DONE TO ME
MICKI MARLO

9840
LATER BABY
c/w ALL THE TIME
JOHNNY JANIS

9842
DESERT FANTASY
c/w THE CAMEL'S JUMP
TOMMY STEPHENS and Orchestra

9832
THE FOUNTAIN OF YOUTH
c/w Oh, Boy
DICK ROMAN

Watch for
A GREAT NEW HIT
by
ALAN DALE

(Sure-Shot Follow-Up to "With All My Heart!"
C-1005

PLEASE DON'T SAY SAYONARA (Goodbye)
c/w IF YOU'RE NOT COMPLETELY SATISFIED
JODIE SANDS

Distributed by
AM-PAR Record Corp.

Hottest Thing
That's Happened All Summer—
Climbing Like The Temperature!

CR-435
1,000 CONCRETE BLOCKS
c/w In My Simple Way
JOHNNY DEE

Distributed in Canada by Source of Canada, Ltd.
Editorial

Here's the third Disk Jockey Quarterly for this year, designed to give the busy deejay a reference work to make his programming chores a lot easier.

The accent in this quarterly is on jazz. The stories for the most part explore the various aspects of this musical category with a view to giving the deejay plenty of background—again to facilitate programming.

In one article, we raise the question of whether or not radio, and the jockey in particular, is missing the boat by not programming more jazz. The degree or penetration of this American art form into cultures abroad is a pretty significant index of jazz popularity, with important repercussions on foreign disk markets and on the international diplomatic level. The story is an important one and appropriately begins on the Billboard's front page.

Jazz in the movies, on the concert level and with reference to the retail are still other aspects treated in this special section. And, finally, for anyone who thinks the many-faceted jazz story is a complicated one, we've included what might be called a "jazzology," with the underlying thesis that it's "not hard to be hip."

We hope that readers will find the section both valuable and informative. Let us know what you like or dislike, and why.

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INTERNATIONAL SCENE

Jazz Becomes America's Most Appealing Export

- Music's ability to bridge substantial barriers seen in popularity of jazz abroad
- Talent abroad reciprocates with plenty of their own musical product.

Continued from page 1

of those about to go overseas is quite imposing, just a few.

ERROLL GARNER, Jack Teagarden, Bix BOWLES, Bucky PIRNE

New Impetus Given

It would seem that appearance of American jazz musicians in bands across the sea lighted up an interest that was dormant, and needed a catalyst to really develop. "Hot" bands have been active all over the world, but the personal appearances, plus the records and radio exposure of jazz, have built the low lie to a full spreading flame.

In turn, the foreign jazz musicians have become a source of musical interest for the jazz fan. More than any time in the past, the foreign jazz musician is asserting himself, in a meaningful manner, to the idiom. Now, not so derivative and narrow in his tastes, he is rapidly learning his craft and, in spite of the fact that records are his chief and sometimes only source of inspiration and knowledge.

The British Way

England is coming on strong, with the Ted Heath orchestra its most widely known product. The interest in jazz in the British Isles is at a new high, and the evolution of its own musician is proceeding at a fast pace. A land heavily laden with traditions, its tastes in jazz lean to the older, more traditional jazz forms. Conversely, its most persuasive jazz voices are modernistic—Vic Flickman, vibist-drums-sax-trombonist, currently residing in this country; tenor Bill Renell, formerly of the Heath band; altoist-bandleader Johnny Dankworth, considered by many Britain's best jazz musician, and drummer Jack Parnell, who made some of the earliest recordings in the British tradition. George Shearing, his talent and success are universal knowledge.

Interest High in Sweden

Sweden ranks very high on the jazz interest barometer, since say the highest. All the musicians returning from there say there is interest and enthusiasm is unparalleled. There are many clubs in which the jazz musician may play, many concert halls. The problem of a good jazz player is almost non-existent in Sweden. Jazz interest and development is initiated in the school systems. For the Swedes, jazz is a serious business. Some of the finest European jazzmen are Swedish leaders—Lars Collin, winner of the Down Beat Critics Poll a year or ago, piano Rolf Einar Reinfold; Svennorg: trumpeter

GERTRUD W'allina; clarinetist Porta Wickman; altoist Aune Dam- men and others, all predominantly of the modern persuasion.

The French Experience

Next in the big three countries for jazz in France, Long a center of culture, it has taken to the more traditional format of jazz for years, but only recently, to the modern sound. There are a good number of places for the jazzman to express himself, and the general sense of freedom in this country has created the impetus for American musicians to take up residence there--i.e. Bill Coleman, Don Byas, Peanuts Holland, Gypsy guitarist, Django Reinhardt, the most influential of all French jazzmen, passed on a few years back, Currently influential are Andre Hider, composer-arranger-critic, who recently recorded his composition on Savoy Records here with help of top American musicians; Christiaaning Umberto, who made some fine big band recordings released in this country on Angel; pianist Bernell, and the rising guitarist

Sasha Distal.

These are the three most important foreign contributors, but the Low Countries are quite active, and have added four vital people to the jazz scene, namely singer Rita Reys, tenor-saxist Bobby Pasquar, and, most important, re- cordist Stu Mathews and guitarist-harmonica player Jean Thoma-

Germany, in the midst of newfound prosperity and long

(Continued on page 45)

RACE FOR RATINGS

Bigness Cues New Program Approach

- More at stake than ever for talent and management
- Which is bigger—jockey or program format?

BY JUNE BUNDY

NEW YORK—Local radio is bigger than ever this year, but its growth has created a fiercely competitive situation, which in turn has sparked a major upheaval in the programming and promotion field. No one is quite as yet, except for a new approach to the familiar music and news format.

Filling the Audience

The style is becoming more sophisticated, with more varied music, as well as more in the Top 40 format type of programming.

(Continued on page 47)

ERROLL GARNER'S early interest in music was guided by his father, a professional pianist, and at 16 Garner was playing local bands. Garner, who considers himself strictly a "rhythm man," decided to give up working in groups, and since moving out on his own has recorded for 25 or more different record labels. He was recently voted the winner at the 1957 Downbeat Critics Poll. His Columbia album, "Concert by the Sea," is No. 1 on the Top Jazz Album Chart for 1957.
### According to Best Sellers in Stores

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<th>Position &amp; Record</th>
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<td>1.</td>
<td>Elvis Presley, Victor</td>
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<td>Marty Robbins, Columbia</td>
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<td>3.</td>
<td>Patsy Cline, Decca</td>
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<td>Webb Pierce, Decca</td>
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### According to Most Played by Jockeys

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### Top Country and Western Records

#### According to C & W Best Sellers in Stores

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<tr>
<th>Position &amp; Record</th>
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<tr>
<td>2.</td>
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<td>Patsy Cline, Decca</td>
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#### According to C & W Most Played by Jockeys

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*Note: The list includes artists and labels for the top selling and played records of the period.*
Vik

extends Best Wishes to a "great guy"

HOWARD MILLER

and all the NBC-TV "Club 60 Gang"

CONGRATULATIONS AND CONTINUED SUCCESS WITH THE NEW SHOW
Discovered by the late Jim Cullum, she had a great talent when she was a young girl. Cullum, who works for WNED in Buffalo, discovered Ella and Chick offered her a job with his band. She accepted and went on to become one of the great jazz singers with her inimitable style.

"Ella Fitzgerald sings the Bridgets and Hard Times" is the title of the song she sings in the Cole Porter Songbook. She and Chick teamed with Satchmo, occupy about position at the Top Jazz Album Chart for 1957.
THE BEST JAZZ IS ON ATLANTIC BECAUSE ATLANTIC HAS THE GREATEST NAMES IN JAZZ

the ultimate in hi-fi & eye-appeal packaging

BUY LPs & EPs NOW UNDER ATLANTIC'S FALL PLAN!
For a limited time only all Atlantic LPs and EPs are available under the Fall Plan! Buy 8 different packages and get one free.

Atlantic
ATLANTIC RECORDING CORP.
407 West 87 St., New York 19, N.Y.

Other Artists on Atlantic Long Plays:

- Charles Mingus
- Lennie Tristano
- Mabel Mercer
- Bobby Short
- Joe Mooney
- Thomas Talbert
- Al Hibbler
- Patti McGovern
- Lars Gullin
- Phineas Newborn
- Don Pull
- Sylvia Sims
- Milt Jackson
- Shorty Rogers
- Cy Walter
- Teddy Charles
- Erroll Garner
- Jesse Stacy
- Bety Bennett
- Bob Gordon
- Jack Montrose
- Warren Marsh
- Paul Barbarin
- Joe Turner
- Bill Russo
- Wilbur de Paris
ATLANTIC AND ATLANTIC'S ARTISTS SALUTE THE DJ'S OF AMERICA AND CANADA FOR THE OUTSTANDING JOB THEY DO IN ENTERTAINING THE MUSIC-LOVING PUBLIC

RAY CHARLES
Get On The Right Track #1143

CLYDE MCPHATTER
Long Lonely Nights #1140

THE CLOVERS
I Love You #1139

THE BOBBETTES
Mr. Love #1144

RUTH BROWN
One More Time #1140

THE CLOVERS
I Love You #1139

THE BOBBETTES
Mr. Love #1144

RAY CHARLES
Get On The Right Track #1143

CLYDE MCPHATTER
Long Lonely Nights #1140

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Mr. Love #1144
Dear Disk Jockey:

Through the years, we have tried hard to develop artists and sounds that would both please the general public—and represent a standard of quality and imaginative effort of which we could be proud.

We can never thank you enough for the moral support you have given our ideas—and for the forum you have provided us to reach the music-loving millions in the United States and Canada.

Sincerely,

ATLANTIC RECORDING CORPORATION
and...

ATLANTIC'S LITTLE BROTHER ATCO GROWING UP FAST

...WATCH OUR SMOKE!

Other Artists Featured on ATCO:

- Ron Baxter
- The Drifters
- Jerry Grant
- Bette McLaurin
- The Sensations
- Buddy Thompson

*Watch for The Coasters New Hit Release Next Week

ATCO
Atco Recording Corp., 157 West 57 Street, New York 19, N.Y.

A Wholly Owned Subsidiary Of Atlantic Recording Corp.
### BEST SELLING ARTISTS ON SINGLES

**TOP RHYTHM & BLUES RECORDS**

A compilation of the Billboard's Top 50 R&B Best Sellers in Stores chart, for the period ending July 16, 1957. Positions and charts are based on sales in record stores across the United States.

#### POPULAR

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<td>NEXT TIME YOU SEE ME</td>
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<td>MISS SUE</td>
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<td>TIDELAND</td>
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<td>JAMBOREE</td>
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<td>JOHNNY CASH</td>
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| 5        | SONGS BY JAMES | Young Love, First Date, Fats |}

### RHYTHM AND BLUES

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**TOP RHYTHM & BLUES RECORDS according to R & B Best Sellers in Stores**

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**TOP RHYTHM & BLUES RECORDS Played by Jockeys**

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D. J.'s—Hot Tips on Hot Hits from Jubilee!

Nearing the million mark!
Don Rondo  
WHITE SILVER SANDS  
Jubilee 5288

Fastest breaking record in our history!
Della Reese  
AND THAT REMINDS ME  
Jubilee 5292

This one is making it!
Bill Darnel  
RAINBOW  
Jubilee 5290

A big instrumental—catching on in the East!
Dave Terry  
BAHAMIAN MERENGUE  
Jubilee 5291

A big one for The Cadillacs!
Don Lee  
ECHO, ECHO, ECHO  
Blue Chip 0013

Smash!—Our #1 best seller in New York, New Jersey, Philadelphia, Baltimore, Boston—
The Paragons  
LET'S START ALL OVER AGAIN  
Winley 220

Lots of excitement! In New York!
4 Haven Knights  
IN MY LONELY ROOM  
Josie 824

A great new singer! Sure hit!
Fay Simmons  
I CAN SEE THROUGH YOU  
Port 5002

Big Al Sears' Danceable  
AROUND THE WORLD IN 80 DAYS | FASCINATION

WHAT'S NEW?
The first version with a beat!!

Products of  
JAY-GEE RECORD CO., INC.
Jazz should be understood better here than anywhere else in the world

Do the Swallows have an edge on us? what makes 'em flip?

By BILL SIMON

Understanding jazz. What\'s its origin? It\'s a popular and vital art form. Every listener has a mobile for jazz. and buying and selling jazz and recording jazz on vinyl.}

Just how ridiculous this attitude is becomes apparent when one begins to accept the reception of jazz everywhere else in the world-in England, France, Germany, Australia, and Russia, even in some parts of the world that have never heard of jazz before. Jazz is understood better here than anywhere else in the world.

What makes \`em flip? It\'s the blues, and the feeling of music. One can appreciate the rhythm, the melody, and the feeling of music, but not the actual sound of the instrument itself. The blues is a unique form of jazz, and the feeling of music is a key element in understanding jazz.

A jazz is a musical form, and it\'s understood better here than anywhere else in the world. The feeling of music is a key element in understanding jazz.

Not Hard to Be Hip to Cool, Dixie, Bop, Swing

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A jazz is a musical form, and it\'s understood better here than anywhere else in the world. The feeling of music is a key element in understanding jazz.
...TOMORROW'S HITS ARE ON DECCA TODAY...

FLASH

JUST ANNOUNCED

RICHARD HAYES
SWINGING SWEETHEARTS
b/w
HANGIN' AROUND
Dec 9-30436

BILLY WARD
TO EACH HIS OWN
b/w
I DON'T STAND A GHOST OF A CHANCE
Dec 9-30420

WEBB PIERCE
HOLIDAY FOR LOVE
b/w
DON'T DO IT DARLIN'
Dec 9-30419

VICTOR YOUNG
INDIA COUNTRY SIDE
b/w
PASSEPARTOUT
(From the United Track...Michael Todd's
"Around the World in 80 Days")
Dec 9-30425

© ALSO AVAILABLE ON 78 RPM
..FLASH....COMING UP

THE FOUR ACES
HALF OF MY HEART
b/w
WHEN MY SUGAR WALKS DOWN THE STREET
Decca 9-30384*

JUDY SCOTT
THE PARLOR PIANO
b/w
A TENDER WORD
Decca 9-30395

JIMMY DONLEY
THE TRAIL OF THE LONESOME PINE
b/w
SOUTH OF THE BORDER
Decca 9-30392*

PATSY CLINE
THREE CIGARETTES IN AN ASHTRAY
Decca 9-30406*

RED FOLEY
WHY ASK FOR THE MOON
Decca 9-30243

KITTIE KALLEN
LASTING LOVE
Decca 9-30404

LEROY ANDERSON
FORGOTTEN DREAMS
Decca 9-30403

*A NEW

ALSO AVAILABLE ON 78 RPM
STRONG ON DECCA....

JERI SOUTHERN
FIRE DOWN BELOW
Decca 9-30343

BRENDA LEE
AIN'T THAT LOVE
b/w ONE TEENAGER TO ANOTHER
Decca 9-30411*

THE FLAMINGOS
THE LADDER OF LOVE
Decca 9-30335*

REX ALLEN
MONEY, MARBLES AND CHALK
Decca 9-30364*

AL HIBBLER
WHEN WILL I FORGET YOU
b/w BE FAIR
Decca 9-30397*

BILL HALEY AND HIS COMETS
THE DIPSY DOODLE
Decca 9-30394*

WARNER MACK
IS IT WRONG
Decca 9-30301*

KITTY WELLS
(I'LL ALWAYS BE YOUR) FRAULEIN
Decca 9-30415*

WORLD OF SOUND
DECCA RECORDS
STEADY GROWTH

Jazz '57 Blooms In the Open Air

• The jazz story in brief—It pays to be respectable.
• Tours, concerts, festivals, discs are big money-makers.

By BILL SIMON

NEW YORK—Jazz has come a long way in the past year, and its eyes have come wide open.

In the brothels of New Orleans, the white boys, watching hordes of black jazz bands and their devoted fans race by, had to come to terms with their own musical heritage.

In the jazz clubs of Paris, Copenhagen, and London, the big names were being hailed as the future of music.

In the concert halls of the world, jazz was being accepted as a major art form.

And in the studios of New York and Hollywood, jazz was being recorded and sold as never before.

The year 1957 was the year of jazz's flowering. It was the year in which jazz passed from the taverns and speakeasies of the 1920's to the concert halls of the world. It was the year in which jazz became a major art form, and in which jazz musicians were being hailed as the equals of any other musicians of their time.

The year 1957 was the year of jazz's blooming in the open air. It was the year in which jazz concerts were held in the open air, and in which jazz festivals were held in the open air. It was the year in which jazz was being enjoyed by people of all races and all ages, in all parts of the world.

The year 1957 was the year in which jazz was being accepted as a major art form, and in which jazz musicians were being hailed as the equals of any other musicians of their time.
Bound to be La Rosa's biggest ballad hit......

Julius La Rosa

sings

WORLDS APART

with Joe Reisman and his orchestra

b/w

FAMOUS LAST WORDS

47/20-6998
TOP ROLL OF

CHESS 1665
"LONG LONELY NIGHTS"
Lee Andrews

ARGO 5277
"FLATFOOT SAM"
Oscar Wills

ARGO 5275
"MAID OF THE MIST"
Johnny Kay's Aristocrats

CHESS-CHECKER-AR
2120 South Michigan Avenue, Chicago, Illinois  All Phones:

CHECKER 872
"HAPPY, HAPPY BIRTHDAY BABY"
The Tune Weavers

CHESS 1666
"A BROKEN HEART"
Bette Laine

CONSISTENTLY BETTER ALBUMS
ARGO 5276

"DEAR ONE"

b/w

'THAT'LL BE THE DAY'

The Ravens

ARGO 5273

"I FOUND A HOME"

Clarence Henry

POP-R&B
tagged for stardom...

Thanks DJ's Without your help it couldn't have happened Don

Riding High and Heading for a Million

WHITE SILVER SANDS
b/w STARS FELL ON ALABAMA

Jubilee 5288
JAZZ IN FILMS

Jazz Themes Give Films Big Assist

- Movie-disk tie is more than empty promotion move
- Film music rates high with disk buffs, movie audiences

By HOWARD COOK

Rival to three jazz groups that earn jazz emerge as an important source of theme music for some of Hollywood’s most interesting films. In many cases jazz backgrounds have figured prominently in plots and music is instrumental in developing the personality of the characters.

Clifford Ase Oscar Nominee “The Wild One,” a Marlo Brando starrer, focused on the activities of a group of adventurists and underdressed youths and was effectively paced by Leslie Stevens’ excellent score. Shorty Rogers headed the fire crew of West Coast jazz men who interpreted the music. The sound track recording is available on Decca DL 8349. Elmer Bernstein’s highly programmed score for “The Man with the Golden Arm” had a decidedly jazz flavor and was nominated for an Academy Award. The whole theme from the film became a hit pop instrumental with several recorded versions.

A serious score by Leonard Bernstein was used for “On the Waterfront,” voted the best picture of 1954. Bernstein’s score drew heavily from jazz origins with tempo, as evidenced by the caging fugue for drums, which is typical of the film and the action that followed. The composer was one of the five nominated to receive the Oscar that year for the best score for a film.

On the lighter side, “High Society,” set in Newport, and the Newport Jazz Festival was mentioned several times throughout the music. The big band under Kay Davis played himself, not only provided the musical highlights, but appeared in several sizzling scenes. (Capitol Records released the sound track record, R 790.)

MUSICAL SUBJECTS TREATED

In the story “Peter Kelly’s Blues,” a jazz nirvana, and important supporting role was given to two of the finest jazz vocalists, Ella Fitzgerald and Peggy Lee, in a jazzy setting and role. The music here assisted greatly in establishing the psychology of fast-moving Miss Lee and Miss Fitzgerald recorded their numbers from the film on the soundtrack “Peter Kelly’s Blues—Songs” (DL 8160). The sound track is on RCA Victor (LPM 1130), and Matty Matlock recorded some of the tunes on Columbia.

The orchestrations in “The Glenn Miller Story” and “The Benny Goodman Story” were authentically reproduced and some of the musicians playing the bands appeared in the film biography. In both plus the music was essential to story development.

The sound tracks are on Decca: “The Glenn Miller Story,” (DL 8172); and “The Benny Goodman Story, Vol. 1” (DL 8252); “The Benny Goodman Story, Vol. 2” (DL 8253). The latter is available in a special-sized record. The film is slated to be screened in the near future.

The score for “Streetcar Named Desire,” the dark, sultry blues-like themes designed against the rav, brassy motifs for Stanley Kowalski, and the soft, romantic score for the Mercedes, was as intriguing as the performance of the actors (F 572).

Jazz music has begun contributing to the movie music scene not only to provide backgrounds but as composers. Elmer Bernstein incorporates several themes written by his student but his moving score for “Sunset Smile of Success”, “Saito,” and “Lincoln” should find a place in the fine score for the film, which will be released nationally in the next few weeks. Atlantic Records will release the sound track album to coincide with the picture release.

Jazz an Appealing Export

Continued from page 35

STAN KENTON entered the music world at the age of 14, as a pianist with his father’s dance band. But he was not content, this was not enough. He decided to strike out on his own and he succeeded. He enjoyed great success on the West Coast, in the East, and with the American tourists abroad. His music is heard in many countries, and his latest endeavors are aimed at giving the world a better appreciation of the art of jazz.

Kenton, who has often been attributed his sincere dedication to the music which he loves, has contributed to it with his Top Jazz Album Chart for 1957.

THE BILLBOARD

NEW RECORD LABELS

A lot of relief tears that have spread in the wake of the past month or so will not be dried by the last Jedi. Quarterly roundup about March 25, 1957.

Gig Records, Inc. 6437 S. Western Ave. Chicago, Ill.

Gold Star Records 220 Broadway Huntington Station, L. I., N. Y.

Gonzo Records 1050 Broadway New York 18, N. Y.


Hep Records 1097 Broadway New York 19, N. Y.

Hippo Stomp 340 Deale St. Memphis, Tenn.

Hollywood 197 Broadway New York 18, N. Y.


Jaz Records P. O. Box 246 Asheville, N. C.

LHS Recording Co. 2115 Wesser Park Fort Worth, Texas

Main Line Records P.O. Box 1550 New York 21, N. Y.

Mark Records P.O. Box 775 New York 16, N. Y.

Mel-O-Tour Records 701 Folk Honolulu, Hawaii

Michelle Records 520 W. 39th St. New York 18, N. Y.

Mode Records 1040 La Palma Hollywood, Calif.

Mohawk Records 1672 Broadway New York, N. Y.

MOS-S records Division 119 W. 57th St. New York 19, N. Y.


Mark Records 624 Detroit Ave. Toledo, O.

Opal Records 144 S. Maple Dr. Beverly Hills, Calif.


Pal Records 27-726 Cucamonga, Calif.


Pendulum 45 W. 49th St. New York 36, N. Y.


Pendulum Records 624 Detroit Ave. Toledo, O.

Pendulum Records 144 S. Maple Dr. Beverly Hills, Calif.

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Pendulum Records 144 S. Maple Dr. Beverly Hills, Calif.

Pendulum Records 411 North Michigan Dr. Chicago, Illinois.
FRANKIE LAIN and JOHNNIE RAY

FRANKIE LAIN and JOHNNIE RAY

Up Above My Head
b/w
Good Evening Friends
with Ray Conniff
and His Orchestra
4—40976

ROSEMARY CLOONEY

ROSEMARY CLOONEY

Colors
with Frank DeVol
and His Orchestra
b/w
That's How It Is
with Joe Seymour
and His Orchestra
4—40981

SAMMY KAYE

SAMMY KAYE

Moonlight Swim
vocal by Barry Frank
and The Kaydets
b/w
Mary Lou
vocal by Sandi Summers
and The Kaydets
Swing and Sway
with Sammy Kaye
4—40986

THE FOUR LADS

THE FOUR LADS

The Eyes of God
b/w
His Invisible Hand
with Ray Ellis
and His Orchestra
4—40974

THE FOUR VOICES

THE FOUR VOICES

Sidewalk Bop
b/w
Kingdom of Love
with Ray Conniff
and His Orchestra
4—40983

BERNIE NEE

BERNIE NEE

What Would You Do
b/w
Sleepy Sunday
with Ray Conniff
and His Orchestra
4—40980

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A DIVISION OF CBS
© "Columbia" & Marca Reg.
It's Not Hard to Be Hip

**NEW RECORD LABELS**

- Continued from page 35

Five (Columbia, back-ranged) did long ing, everything and Stan Gerry Miles sounds. As may play Octet Dizzy modem even now the to they disembodied on 1957 There's that Turk on Orleans a point to George Mulligan's pensive quartet, with trombonist Bob Brookmeyer, picks up the pace of the group's succession of established, Columbia's, Stylistic, the various basses which has exposed it to New Orleans, and limpid, a feeling of pro-

**New Program Note**

**Continued from page 35**

- Continued from page 45

**MONITOR MUSICAL SURVEY**

According to a survey made by the NBC network radio department, here are the records which received the most airplay by NBC affiliated stations last week in the following areas:

**FOX JQX**

-BUNE BUNDY

**YESTERDAY'S TOPS**

- The monitor's top ten on record as reported in The Billboard

- 1. Porg O' My Heart
- 2. That's My Desire
- 3. I Wonder
- 4. I Wonder Who's Kissing Her Now
- 5. Chi-Baba, Chi-Baba
- 6. Why
- 7. Ask Anyone Who Knows
- 8. Penny and Johnny
- 9. The Lady From 29 Palms
- 10. I Wish I Didn't Love You So

**AUGUST 19, 1957**

THE BILLBOARD

DANNY MASEY, HARRY J. GUIFFRE, and JIMMY GIUFFRE, have the most of these new instruments into jazz, and that the long ing, everything and Stan Gerry Miles sounds. As may play Octet Dizzy modem even now the to they disembodied on 1957 There's that Turk on Orleans a point to George Mulligan's pensive quartet, with trombonist Bob Brookmeyer, picks up the pace of the group's succession of established, Columbia's, Stylistic, the various basses which has exposed it to New Orleans, and limpid, a feeling of pro-

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- 8. Penny and Johnny
- 9. The Lady From 29 Palms
- 10. I Wish I Didn't Love You So

**AUGUST 19, 1957**

THE BILLBOARD
Quick Exposure

Small Room Has Big Role
In Building New Talent

- Radio and TV tics give a big boost to fledgling jazzmen.
- Jazz acts find special favor with networks seeking a change of pace.

By REN GREVATT

NEW YORK—Jazz has become available in heavier doses ever, not only in stadiums and parks (see separate story) but in the vastly increased number of commercial smoke-filled, subterranean type clubs as well. The networks have sprung up to provide an especially valuable medium of promotion for fresh talent in music rich areas across the nation.

Advantage of Small Rooms

Whereas, the widely heralded Jamboree and festivals must rely heavily on names to grab the customers, the smaller indoor locations are in a far better position, along with record companies, to develop and exploit the new talent in the field. Interplay between club bookings and record exposure is, in fact, the primary method of getting new artists of the grooving vocabulary of the modern day. It's true, according to bookers, that these clubs can often be persuaded to expose a new performer free of charge in return for the booking of a test artist, in great competitive demand.

Unknowns Get Exposure

It is also true, however, that a recording session censuses the idea that, were a matter to do, that a talent or disc jockey man is ever able to get a hearing record on an artist of this nature or not. But record location owners can often be persuaded to expose a new performer free of charge in return for the booking of a test artist.

Unknowns get exposure.

The most important of the live front is Mutual Broadcast's upcoming Saturday night "Bandstand." S. & A, show, with remotes from clubs in several cities in the East. The show goes on for two hours, 15 and 25-minute remotes, between which a disc jockey comment on the performances is developed and is produced by R&M

The National Broadcasting Company's Mutual has also aired pick-ups from jazz clubs, primarily in New York. NBC's "Clubland" has also included remotes from jazz clubs. The Jockey's Book has also aired remotes from jazz clubs. The Jockey's Book has also aired remotes from jazz clubs.

The Jockey's Book.

Primarily, however, it's a two-hour run at the club spot and a new disk jockey gets the talent. Operators in this field are not merely interested in the promotion and publicity scene than those with the networks.

Radio clubs are trying to get good press appearances because of the jazz jocks. Naturally the help that the club is, the jazz jock who is on the other hand, generally their best with live visits by the networks. A jazz jock, perhaps the biggest beneficiary of the rub-down, is the entertainment in his personal picture, without any cost to him.

Jazz artists, according to Bert Grose's Associated Booking Corporation, are remarkably more aware of the value of radio exposure than any of us ever used to be. They make a real effort to make disk jockeys, instead of being on the program for the sake of the block that added them to the program. The radio clubs are discarding the studied talk about themselves, and instead talk on the program as they are doing about themselves.

Clubs Abound in Many Areas

Many clubs are playing a part in developing today's jazz talent. At the top of the list is Joe's New York Cafe Bohemia, Birdland, and The Club, all of which only recently switched from rhythm to an all-jazz art director. Other Mystery clubs include: Lower Basin Street, New Orleans, a division of the former upstart Barstow's; the Five Spot and Arthur's, also in New Orleans; The Companero, the Hickory House, the Voyage Room of the Henry Hudson Hotel, and a new club, the Saffron, being opened in the affluent midtown area and 63rd Street belt.

Dixieland is being offered on the usual New York in 1930 and has been in existence in the year's half a year.

Clubs are as numerous here, too. In Chicago, the Blue Note is a favorite of the city's" blue" jazz fans of all kinds, and the George Weir's Storyville that's been most successful.

Shelly Manne, considered one of the best drummers of the country, plus a past winner of Down Beat and Metronome talent contests, is considered to have "the voice of the year" in 1962 and has his 10.000 pounder in the fall of 1955 and prior to that he was a member of the group with Shelly Rogers, was a member of the group that included the Lighthouse All-Stars, played with Stan Kenton, and appeared in many movies, radio, TV and night club.

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The Blue Note, Pep's and the Shangri-La, all of Philadelphia, nearby the Philadelphia Cheesecake, and Cuts are considered to have the "Voice of the Year" in the European and the Fibonacci.

There's no doubt about it, jazz is a big act on a big stage, and it comes in a lot of different flavors. Some jazz has gone over the other edge, but there's no need for anyone to be concerned about it. There's no doubt about it, jazz is a big act on a big stage, and it comes in a lot of different flavors. Some jazz has gone over the other edge, but there's no need for anyone to be concerned about it.
It's New!
It's Terrific!
It's...

MICKEY & SYLVIA

"LOVE IS A TREASURE"
b/w
"LET'S HAVE A PICNIC"

VIK X/4X-0290

vik records
### Country & Western

<table>
<thead>
<tr>
<th>Artist</th>
<th>Song Title</th>
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<td>RON HARRISON</td>
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<td>JIM REEVES</td>
<td>&quot;When I Grow Too Old to Cry&quot;</td>
<td>CAPITOL 10107</td>
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<td>DON SMITH</td>
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JOHNNY HORTON
I'll Do It Every Time
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Let's Take the Long Way Home
4—40986-c

CARL SMITH
Why, Why
b/w
Emotions
4—40984-c

LEE EMERSON
Start All Over
b/w
Do You Think
4—40985-c

GEORGE MORGAN
Our Summer Vacation
b/w
It Always Ends Too Soon
4—40978-c

WAYNE WALKER
Sands of Gold
b/w
Just A'Walkin' Around
4—40979-c

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She's Young (ONLY 16)

She Sings (ONLY THE GREATEST)

Annie Alford

'I'VE GOT A LOVE'

b/w

'LOVIN' HONEY'

'TEMPORARILY BLUE'

b/w

'EASY EASY BABY'

Vik X/4X-0287

Vik X/4X-0288
Starr Sales Sky-high!

Kay Starr

sings her greatest hit since
"Rock and Roll Waltz"

MY HEART REMINDS ME

b/w FLIM FLAM FLOO

47/20-6981
ALBUMS

- Classical
- Continued from page 54

**THE BILLBOARD**

**AUGUST 19, 1957**

**AMERICAN RHYTHM & BLUES**

- Joe Tom Brown
- The Soul Brothers
- The Spinners
- The Drifters
- The Hi-Los
- The Comets
- The Platters
- The Crows
- The Teen Kings
- The Exciters
- The Skyliners
- The Four Shades
- The Roselandites
- The C & W Hi-ho's
- The Saddles
- The mirrored image
- The Teen Kings
- The Exciters
- The Skyliners
- The Four Shades
- The Roselandites
- The C & W Hi-ho's
- The Saddles

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-International Jazz
-International Rhythm
-International Blues
-International Country
-International Latin
-International Folk
-International Rock
-International Pop
-International Jazz
-International Rhythm
-International Blues
-International Country
-International Latin
-International Folk
-International Rock

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- "Are You A Hip Lover?"

**Cive To Damon Runyon Cancer Fund**

- "Humble Symphonies"
- "Peer Gynt"
- "Loki"
- "Young Wellington"
- "Young Marillac"
- "The Death of Joan of Arc"
- "The Messiah"
- "The Creation"
- "The Overtures"
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- "The Concertos"
- "The Oratorios"
Woody Herman takes the "square" out of Savoir-Faire!...
her first on Imperial . . . A SMASH!
Dorothy Shay
“ALWAYS”
and
“HUNKY DORY”
#5462

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NOTHING WILL KEEP ME FROM YOU
#5448

Ernie Freeman
BEAUTIFUL WEEKEND
DUMPLIN'S
#5461

Slim Whitman
I'LL TAKE YOU HOME AGAIN KATHLEEN
LOVESICK BLUES
#8310

Chuck Carbo
POOR BOY
THE BELLS ARE RINGING
#5452

Bob Luman
RED CADILLAC AND MUSTACHE
ALL NIGHT LONG
#8311

Fats Domino
WHEN I SEE YOU
WHAT WILL TELL MY HEART?
b/w
#5454

Faye Adams
JOHNNY LEE
YOU'RE CRAZY
#5456

IMPERIAL RECORDS
DENVER DEALER CUTS LOSS, UPS SALES WITH 45 RACK

- Colorful panel displaying top 40 45 singles in Denver market is real attention-getter.

By ROBERT LATIMER

A simple bit of showmanship in the display of 45 r.p.m. singles actually increased sales from an average of 125 per week to 700 per week, but has also eliminated some of the other drawbacks for Aber's End Rooler, merchant now in Boulder, Colorado.

Laser More Than Profit

Development of the single display was a result of a study by the owner of two large record shops in this Colorado university community, because he found that a slow turnover and high ratio of loss was a result of people playing around with the records. Aber has found that what was needed was a more emphatic type of display, which would catch more attention, remind shoppers of the product, and sell them by the same size and color, all in a compact space.

After giving the matter some thought, the Colorado record dealer decided it could be done, and went to work. The display, on a 4-foot shelf, would accommodate up to 10 records per slot, with the one he has found it wise to keep the display by the man. The display is a screen, and allows the consumer to look at the titles without lifting the records. The display is a screen, and allows the consumer to look at the titles without lifting the records. The display is a screen, and allows the consumer to look at the titles without lifting the records. The display is a screen, and allows the consumer to look at the titles without lifting the records.
CORAL PRESENTS

The World's Finest Music

THE SOUND OF HIGH FIDELITY

HEADLINING this sensational new program of 43 new hit albums is this great volume sales leader! Lawrence Welk captures the world's most loved melodies in a new large orchestra, High-Fidelity techniques that will thrill millions!

CRL 57113 • EC 82035—THE WORLD'S FINEST MUSIC AS INTERPRETED BY LAWRENCE WELK

Lawrence Welk

---

CRL 57119—MISS MUSIC
Teresa Brewer

CRL 57180—MUSICAL MAGIC
The McGuire Sisters

CRL 57138—ROMANTIC RENDEZVOUS
Steve Allen with Neal Hefti and His Orchestra

CRL 57146 • EC 81161—LAWRENCE WELK PLAYS DIXIELAND
Lawrence Welk and His Dixieland Boys

CRL 57133—FOR TEENAGERS ONLY
Don Cornell

CRL 57182 • EC 81158—SONGS BY STEVE LAWRENCE
Steve Lawrence

---

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The World's Finest... Vocal... "Mood"

FOR TEENAGERS IN LOVE

Teresa Brewer

TERESA BREWER

CRL 57113 - FOR TEENAGERS IN LOVE Teresa Brewer

RICHARD SCOTT

CRL 57143 - DICK MARX Dick Marx

here I am in love again

CRL 57175 - JOE BURTON at the piano Joe Burton

THE MAN WITH THE GOLDEN BATON

CRL 57127 - THE MAN WITH THE GOLDEN BATON Dick Jacobs and His Orchestra

BILLY WILLIAMS

CRL 57164 - BILLY WILLIAMS Billy Williams

MANNY ALBAM AND THE JAZZ GREATS OF OUR TIME vol. 1

CRL 57133 - MANNY ALBAM AND THE JAZZ GREATS OF OUR TIME Garry Mulligan, Joe Euse, Bob Brookmeyer, Al Cohn and Others

MUSIC FOR SUBURBAN LIVING

CRL 57156 - THE MUSIC OF JOHANN STRAUSS ARABEL

CRL 57159 - THE MUSIC OF JOHANN STRAUSS Aimable and His Viennese Muselles

PEARL BAILEY

CRL 57162 - CULTURED PEARL Pearl Bailey

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CRL 57124 - WAYNE SHANKLIN THE MODERN MIRACLE Wayne Shanklin

Coral brings you a new concept in integrated promotion... the "WORLD'S FINEST MUSIC"... featuring the world's finest artists. Starting with the great new Lawrence Welk album, you will find 40 terrific new releases, magnificently packaged in colorful style, backed by a complete all-around merchandising program including advertising, special display material, co-op and unprecedented radio exploitation, built

No Phonograph Should be Without
"Listening" ... Jazz ... and Movie Music!

The World's Finest Music
**Best Selling Pop Albums**

For Survey Week Ending August 18

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE FABULOUS FIFTIES</td>
<td>Helena Rubenstein, Vesperettes</td>
<td>RCA Victor LPM 1462</td>
</tr>
<tr>
<td>DUKE OF STRAND, VOLUME 2</td>
<td>Duke Ellington</td>
<td>Decca DL 7160</td>
</tr>
<tr>
<td>DUKE OF STRAND, VOLUME 3</td>
<td>Duke Ellington</td>
<td>Decca DL 7164</td>
</tr>
<tr>
<td>JUST A CLOSEWUP WITH THESE</td>
<td>Pat Boone</td>
<td>Dot DL 1056</td>
</tr>
</tbody>
</table>

*Not available as a Pop Album. Available only on Dot DL 1056.

**Pop Albums**

For Survey Week Ending August 18

- **Dukes of Dixieland, Vol. 3**
  - Dukes of Dixieland

- **Lena Horne at the Waldorf Astoria**
  - Lena Horne

- **New Girl in Town**
  - Original Cast

**Most Played by Jockeys**

For Survey Week Ending August 18

- **Swingin' Affair**
- **Love Is the Thing**
- **Swingin'**
- **Wonderful**
- **Ring Around Boso**
- **Wonderful**
- **Oh Boy**
- **Let's Stay Together**
- **Lena Horne at the Waldorf**
- **A Boomerang World**

**Spotlight on Sound**


A stunning disk with qualities hard to surpass. Sound is captured with uncommon purity. Orchestrations playing is on top virtuoso plane. Ritchard's narration is adaptable for, poise and charm. Programming has strong appeal. Dealers will want to demonstrate for high values, sell to classical and kiddie masters as well.

**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. Those "Spotlight," in the opinion of The Billboard staff, merit prime consideration from dealers.

**Popular Albums**

WE GET LETTERS

Roger Hymns - Swingin' The Swingin' Film Loving Loving For Around Loskey Wonderfully customers sinn dealiga von klassi classical of iwc iih50,, sin Sinatra the rank of Dealers of Dealers of RCA ML 5183.

Decca DL 7160

WIDTHS OF DECCA and BACON's Capitol T 758

CAVALCY-Harry Belafonte RCA Victor LPM 1248

SONGS OF THE FABULOUS Fifties-Howie with Wilson Kapp XL 5001

THE EDY DUCHIN STORY-Sound Track-Decca DL 8289

OKLAHOMA-Sound Track-Capitol SSO 1301

LOVING YOU Elvis Presley RCA Victor LPM 1313

SARAH VAUGHAN SINGS GEORGE GERSHWIN Mercury M-2112

FABULOUS-CLAYTON-12.15.16

7 WUNDERFUL-OFBER-Natico Madonna.

'S BING AROUND Boso-

Rosemary Clooney & The Hi-Lies.

FABULOUS-CLAYTON-12.15.16

Lena Horne at the Waldorf Astoria-Decca Victor LPM 1307

ABOUD THE WORLD IN 80 DAYS-Decca DL 5046

- **Duke's of Dixieland**, Vol. 3.

- **Lena Horne at the Waldorf Astoria**

- **New Girl in Town**

- **Most Played by Jockeys**

- **Spotlight on Sound**

**Classical Special Merit Albums**

BLOCH, POEME MYSTIQUE, GRIEG, SONATA NO. 2 (1-12)-Jaquith Heifetz, Violinist; Brooklyn String, Piano. RCA Victor LM 2436.

Heifetz-incomparablechords are the best in the service of an unhackneyed choice of selections, both fresh to long play. Bloch's "Toine Music" (his Second Viola Sonata) will be an impassioned reading, appropriate to its stupendous, not-too-much nature. The vitality of Grieg's folk-inspired sonata is projected with the utmost verve and fervor.

**ZARATELA HARP SAMPLER (1-12) Etertique ES 1501**

At $1.98, this is a disk that connoisseurs will want to own for its play on the rare Zaretela, a virtuoso who might be compared to a Segovia. He doesn't indulge in impressionistic glissandos and fluctuating fingerings, but plays the music as though he were writing for the instrument. This program, extracted from a four LP series of rare literatures, starts with lovely 17th century piece and ends with a Hindemith sonata. Excellent recording.

**Special Merit Jazz Albums**

BAFFE, 1-12:-Ruby Braff, Electric LP 3377

Excellent small band tradition with traditional overtures filled by trumpeter Braff, who has never sounded better. Great deal of set's impact is due to emotional quality of the blowing and dynamic, logical, rhythmic support all the way. Such names as C. Hawkins, D. Elliott, L. Brunow should receive award of jazz benefits. If shown, both traditional and more modern forms could be sold.

**ZOOT SIMS PLAYS 4 ALTONS (1-12)-ABC-Farmhouse ABC 158**

Excellent jazz, musically interesting, this Sims set utilizes superimpositions, four times, in this case, to create illusion of four one. Writing of George Handy and simple Sims plus solid rhythm make this experiment a musical delight. But Sims' approach may be a novelty value of package, gauged by its musical content. Sims, long a significant figure on tenor, shows evidence here of becoming equally dominant on the smaller horn.

**International Album**

I'M IN THE MOOD FOR AMORE (1-12)-Kurt Elling, RCA Victor LPM 1430

Invaluable Italian soungtress demonstrates her usual international appeal, six times, in this case, to create illusion of four one. Writing of George Handy and simple Sims plus solid rhythm make this experiment a musical delight. But Sims' approach may be a novelty value of package, gauged by its musical content. Sims, long a significant figure on tenor, shows evidence here of becoming equally dominant on the smaller horn.

**Reviews and Ratings of New Albums**

**Popular**

**Classic**
Look to Brunswick for

"THE BEST!"

- The Swinging Herman Herd
- Woody Herman
- Make Room for Tiny
- Big "Tiny" Little
- Jackie Cain and Roy Kral
- That's Auld
- Tony Scott in Hi-Fi
- Here's Charlie
- Charlie Ventura
- Passion
- Herb Jeffries
- Concert Jazz
- Frances Wayne
- Skylark
- Jackie Paris

New "POP" Appeal! Great Names! Special "Discount Plan" Now in Effect!
FROM EPIC—OKEH

JUST OUT:

GOODNIGHT, MY LOVE b/w EVERYBODY'S BUDDY
Eileen Barton
Epic 5-9225

I'M NOT GOIN' STEADY b/w FALEROO
Alicia and the Rockaways
Ken Darwell and the Rockaways
Epic 5-9226

PEARL b/w CAROL
The Schoolboys
Okeh 4-7090

YOU SHOULDN'T DO THAT b/w LASTING LOVE
Sal Mineo
Epic 5-9227

START MOVIN' b/w LOVE AFFAIR
Sal Mineo
Epic 5-9216

YOU ALWAYS HURT THE ONE
YOU LOVE b/w MY MELANCHOLY BABY
Somethin' Smith and the Redheads
Epic 5-9221

THAT OLD FEELING b/w THE AISLE
Roy Hamilton
Epic 5-9224

DUMPLIN'S b/w SYLVIA'S CALLIN'
Doc Bagby
Okeh 4-7089

PEANUTS b/w LILLY LOU
Little Joe and the Thrillers
Okeh 4-7088

ALBUMS:

LESTER LANIN AND HIS ORCHESTRA
Lester Lanin
LN 3242

DANCE TO THE MUSIC OF LESTER LANIN
Lester Lanin
LN 3340

GENTLEMEN, BE SEATED!
The Merrill Staton Choir
LN 3238

BANJO AND 'BONES IN HI-FI
Mac Pollack and Allen Roth
Uptown Firehouse Brigade
LN 3360

THE GOLDEN BOY
Roy Hamilton
LN 3364

HONKY TONK IN SILK
Doc Bagby
LN 3347

SILVER'S BLUE
The Horace Silver Quintet
LN, 3326

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MEANS BUSINESS...FOR YOU!

From its modest beginnings as a minor label, EPIC has moved into a prominent position in the recording industry. Featuring talent of the highest calibre and the dazzling quality of Radial Sound, in both "pop" and classical entertainment EPIC has proved itself a label that means business...for you!

JUST PRESSED AND RARING TO GO:

DRUM AND BUCLE CORPS:
Skokie Indians
LN 3341

ALL STOPS OUT:
Ralph and Buddy, Bonds
LN 3309

SOUND OFF:
The Merrill Station Choir
LN 3370

JIMMY McPARTLAND’S DIXIELAND:
Jimmy McPartland
LN 3371

OPERETTA FOR THEATRE ORGAN:
Leonard MacClain
LN 3372

THE VIENNA OF ROBERT STOLZ:
Robert Stolz and His Viennese Orchestra
LN 3374

BENGT HALLBERG:
Bengt Hallberg
LN 3375

KENNY CLARKE PLAYS ANDRE HODEIR:
The Kenny Clarke Sextet
LN 3376

BRAFF:
Ruby Braff's All-Stars
LN 3377

UP ANCHOR:
The Merrill Station Choir
LN 3378

JAZZ ON THE LEFT BANK:
LN 3387

MOZART: The Marriage of Figaro, K. 492 (Complete Opera)—
Paul Schoofler, Sena Jurinac, Christa Ludwig, Walter Berry, Rita Streich, with other soloists, the Vienna State Opera Choir and the Vienna Symphony Orchestra, Karl Böhm, cond.
SC 6002—3.12"

MAHLER: Das Lied von der Erde (The Song of the Earth); Lieder eines Fahrenden Gesellen (Songs of a Wayfarer)—
Nan Merriman, mezzo-soprano; Ernst Hafliger, tenor; the Concertgebouw Orchestra of Amsterdam, Eduard van Beinum, cond.
SC 6003—3.12"

BRAHMS: Symphony No. 4 in C Minor, Op. 60—
The Cleveland Orchestra, George Szell, cond.
LC 3378

A. MARCELLO: Concerti “La Cetra” Nos. 2 in E Major, 3 in B Minor, 4 in E Minor, 6 in G Major; Concerto in D Minor for Oboe, Strings and Thorough Bass—
“Musiči” with Sabatino Cantuca, oboist
LC 3380

Arthur Crumiaux, violinist; Clara Haskil, pianist
LC 3381

BEETHOVEN: Variations on a Theme of Diabelli, Op. 28—
Leonard Shure, pianist
LC 3382

COUPERIN: L’Apothéose de Lully—
CORRETE: Concerto in G Major for Three Flutes and Orchestra, Op. 3, No. 6—
The Hewitt Chamber Orchestra, Maurice Hewitt, cond.
LC 3383

Selections from the Sacred Pontifical Liturgy of the Russian Orthodox Church—
Choice of the Russian Orthodox Cathedral of Paris, Piotr V. Spassky, cond.
LC 3384

MENDELSOHN: String Quartets Nos. 6 in F Minor, Op. 80, and 4 in E Minor, Op. 44, No. 2—
Manoukian Quartet
LC 3386

LOOK TO EPIC—THE LABEL THAT MEANS BUSINESS
**Reviews and Ratings of New Popular Albums**

*Continued from page 66*

- Reviews of special material records that recently arrived among the listings.

**NEW TRICKS**

Ring Crosby with Bobby Collins and Steve Turrell. Dec 3-27

Vocalist Crosby is an old dog, with the new bag of tricks and does a fast piano, gets the stick and the sharp sax. Cannonball Adderly is still the trumpet star of Southside, with his fast footnotes. A great vocalist and a sharp bestiality. Fans of note, see "Vocal," can get some nice back selections and sections of Crosby's trips. Overall, a great vocal performance.

**SILENT PARTY**

Van Morrison (7-12)

Some fine vocals, done by a service of old favorites with others. As such, the album carries you through familiar terrain featuring the usual walking and the Mountain and the Mountain. "Sweetheart," "Goodnight Sweetheart," "Thank Goodness," etc. Not a particularly party line, but has its own charm and enthusiasm.

**ONE DON ROSE**

The Mills Brothers (1-12)

Dec 13-25

Vocal group's spotlight, 12 best standards by America's most popular vocal group. It's not a big hit, but it's a great source of charm and enthusiasm.

**POET AT THE PIPE ORGAN**

Steve Cavens (8-12)

Dec 3-27

Vocal group's spotlight on a group of great vocal groups, doing a great work with the organ. It's not the best, but it's a great source of charm and enthusiasm.

**FOR TEN AGERS IN LOVE**

Tess Brewer (10-12)

Dec 2-25

This is a great group of vocal groups, doing a great work with the organ. It's not the best, but it's a great source of charm and enthusiasm.

**BAND OF ANGELS**

Armstrong (7-12)

Dec 13-25

This is a great group of vocal groups, doing a great work with the organ. It's not the best, but it's a great source of charm and enthusiasm.

**ENLIG.**

Vaughn Williams Shanghai Concert Band (11-2)

Dec 12-27

This is a great group of vocal groups, doing a great work with the organ. It's not the best, but it's a great source of charm and enthusiasm.

**ROSA PONZENELLE IN KÖLN**

RCA Victor (6-12)

Dec 1-7

This is a great group of vocal groups, doing a great work with the organ. It's not the best, but it's a great source of charm and enthusiasm.

**KASSER KINGS JUBILEE BOOK SUITE**

The Great Gatsby (11-25)

Dec 13-27

This is a great group of vocal groups, doing a great work with the organ. It's not the best, but it's a great source of charm and enthusiasm.

**IMPRESSIONS DO BRAZIL**

Vocals, Piano, Central Point (9-14)

Dec 5-27

This is a great group of vocal groups, doing a great work with the organ. It's not the best, but it's a great source of charm and enthusiasm.

**LAFF OF THE PARTY**

Red Fox LP 234 EP 230

Best Seller Everywhere!!!

Laff Fox, Vol. 2, 3, 4, 5, & 7

**STANDARD SELLERS**

LP 104 BEST VOCAL ORCHESTRA, 12" RCA Victor 209-40, 209-45

RHYTHM AND BLUES POPULAR標準デスクワーク

LP 214 BEST ROCK 'N ROLL, 12" RCA Victor 214-38, 214-42

RHYTHM AND BLUES POPULAR標準デスクワーク

**OUTSTANDING SINGLES**

EVERYBODY HAS A FOUL

Willie Haden #47

GREAT RHYTHM OR WORSE

Vernon Green #419

IT'S TOO LATE NOW

The Craft Links #422

**PHIL'S BOOGIE**

Rock and Roll Piano

Phill Goodman #423

**EARTH ANGEL**

The Penguins #438

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9512 So. Central Ave., Los Angeles, Calif.
TO: The Trade
FROM: Red Clyde

Your warm reception to our first releases has spurred our efforts to make MODE's second BIG 10 an equally saleable collection of great LPs. For your convenience, the second series is listed below together with our national distributors.

Thank you,
RED CLYDE
Natl. Sales Mgr.
MODE RECORDS

MODE RELEASES

A JAZZ BAND BALL
BOBBY SWINGS TENDERLY
PEPPER ADAMS QUINTET
JOANNE GRAUER TRIO
FLUTE FRATERNITY

MUSIC OF THE DAY

LUCKY LUCY ANN
(Lucy Ann Polk)
THE WIND-DON NELSON
BERNIE NEROW TRIO
EDDIE COSTA QUINTET
THE JAZZ PICKERS
(With special guest star)

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7460 North La Cienega Blvd., Hollywood 38, California
and spirit of the originals are clearly delineated, and Jack Ward has indeed done some serious work. He varies between numbers that are informative, realistic, functional, this plus avoids sound, compensation for option qualities of the Com- ponents, realism and individuality. The final results are very impressive, absolutely delicate, and Jack Ward has indeed done some serious work.
MANTOVANI

Best Selling Single

AROUND
THE WORLD

1746
from the film “Around the World in 80 Days”

MANTOVANI

Best Selling Album

My Foolish Heart
Unchained Melody
Over the Rainbow
Summertime in Venice
Intermezzo
Three Coins in the Fountain
Love is a Many Splendored Thing
Laura
High Noon
Hi-Lili, Hi-Lo
September Song
Theme from Limelight

1700

FILM ENCORES

Cyril Stapleton
Forgotten Dreams
1754

Edmundo Ros
Melodie D’Amour
1751

Dickie Valentine
Puttin’ On The Style
1756

Bob Sharples
By The Bend Of The River
1753

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In Six Years of Hit-Making . . .

the Hilltoppers

"MY CABIN OF DREAMS"
dedicated to you"

Dot · 15626
15602 REMEMBER YOU'RE MINE—THERE'S A GOLD MINE IN THE SKY—PAT BOONE
15570 BERNARDINE—LOVE LETTERS IN THE SAND—PAT BOONE
15592 WHISPERING BELLS—DON'T BE A FOOL—DEL VIKINGS
15606 LOVE BY THE JUKEBOX LIGHT—ON MY MIND AGAIN—GALE STORM
15611 FROM A JACK TO A KING—SLOW TRAIN—JIM LOWE
15612 MISTER FIRE EYES—THERE'S A NEW MOON OVER MY SHOULDER—BONNIE GUITAR
15594 A FALLEN STAR
15574  
15609 SO LONG—LONGING TO HOLD YOU AGAIN—DON ROBERTSON & LOU DINNING
15558 DARK MOON—A LITTLE TOO LATE—GALE STORM

DOT NEW RELEASES
15613 WHAT'S THE USE—UNDER THE DOUBLE EAGLE—LEON McALUFF
15614 ROCKIN' BOOGIE—MY FUNNY VALENTINE—THE BROTHERS CANDOLI
15615 GEE, I LOVE YOU—WHAT YOU'VE DONE TO ME—BRIGDA & EDDIE
15616 I LOVE YOU—HOME—BOB STEWART
15617 IT AIN'T ME—GIVE THAT LOVE TO ME—BIL CAMPB
15618 SHADOW OF A DOUBT—SINGLE—BIL CAREY
15619 OLD FASHIONED LOVE—YOU CAN'T GET LOVIN'—JOHNNY MADDOCK & THE RHYTHMMASTERS
15624 IF MY LOVE HAD WINGS—A WOUND TIME CAN'T ERASE—SKY JOHNSON
15621 DOODLE-DOO DOO—ALL DRESSED UP—HERB FELDMING
15622 LOVE ME, SO I'LL KNOW—I'M SENDING YOU THIS RECORD—BOB DENTON
15623 STEADY DATE—LOVE ME TONIGHT—THE SMITH SISTERS
15624 PLAIN WE LIVE—AUTUMN LOVE SONG—MALCOLM XEXK—PHIL KEE
15625 BABY SITTER—WITHOUT YOUR LOVE—BOB HICKY

BEST SELLING EP'S
DEP-1056 A CLOSER WALK WITH THEE  DEP-1057 "FOUR BY PAT"

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone MO 3-4181
THE NATION'S BEST SELLING RECORDS
<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Last Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tammy</td>
<td>24.</td>
<td>23.</td>
<td>-</td>
</tr>
<tr>
<td>2. Teddy Bear</td>
<td>8.</td>
<td>3.</td>
<td>-</td>
</tr>
<tr>
<td>3. Love Letters in the Sand</td>
<td>15.</td>
<td>10.</td>
<td>-</td>
</tr>
<tr>
<td>4. White Silver Sands</td>
<td>5.</td>
<td>5.</td>
<td>-</td>
</tr>
<tr>
<td>5. I'm Gonna Sit Right Down and Write Myself a Letter</td>
<td>8.</td>
<td>8.</td>
<td>-</td>
</tr>
<tr>
<td>11. Rainbow</td>
<td>3.</td>
<td>7.</td>
<td>-</td>
</tr>
<tr>
<td>11. Send for Me</td>
<td>7.</td>
<td>11.</td>
<td>-</td>
</tr>
<tr>
<td>13. Diana</td>
<td>4.</td>
<td>16.</td>
<td>-</td>
</tr>
<tr>
<td>14. Searchin'</td>
<td>12.</td>
<td>12.</td>
<td>-</td>
</tr>
<tr>
<td>15. Whole Lotta Shakin' Goin' On</td>
<td>2.</td>
<td>17.</td>
<td>-</td>
</tr>
<tr>
<td>21. Shangri-La</td>
<td>6.</td>
<td>22.</td>
<td>-</td>
</tr>
<tr>
<td>22. Fallen Star</td>
<td>6.</td>
<td>23.</td>
<td>-</td>
</tr>
<tr>
<td>23. Honeycomb</td>
<td>-</td>
<td>23.</td>
<td>-</td>
</tr>
<tr>
<td>24. Fascination</td>
<td>-</td>
<td>24.</td>
<td>-</td>
</tr>
<tr>
<td>24. FlyingSaucer</td>
<td>-</td>
<td>25.</td>
<td>-</td>
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**Second Ten**

<table>
<thead>
<tr>
<th>Title</th>
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<tr>
<td>16. Love Me to Pieces</td>
<td>2.</td>
<td>16.</td>
<td>-</td>
</tr>
<tr>
<td>18. In the Middle of an Island</td>
<td>2.</td>
<td>18.</td>
<td>-</td>
</tr>
<tr>
<td>18. Stardust</td>
<td>5.</td>
<td>19.</td>
<td>-</td>
</tr>
<tr>
<td>20. Short Fat Fannie</td>
<td>7.</td>
<td>13.</td>
<td>-</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Last Week</th>
<th>Chart</th>
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</thead>
<tbody>
<tr>
<td>26. Dark Moon</td>
<td>13.</td>
<td>17.</td>
<td>-</td>
</tr>
<tr>
<td>26. Long Lonely Nights</td>
<td>-</td>
<td>26.</td>
<td>-</td>
</tr>
<tr>
<td>26. That'll Be the Day</td>
<td>-</td>
<td>26.</td>
<td>-</td>
</tr>
<tr>
<td>29. Bernardine</td>
<td>8.</td>
<td>28.</td>
<td>-</td>
</tr>
<tr>
<td>29. Gonna Find Me a Bluebird</td>
<td>10.</td>
<td>25.</td>
<td>-</td>
</tr>
</tbody>
</table>

**Honor Roll of Hits**

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.
KAPP HAS THE BEST BUY ON "FASCINATION"

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KAPP RECORDS, INC., 119 WEST 57TH ST. NEW YORK 19
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 the preparation of this study of retail record sales are under the direct and continuing supervision and control of the School of Retailing at New York University.

FOR
SURVEY WEEK
ENDING
AUGUST 10, 1957

1. THAYLL BE THE DAY (BMI) - Creedence
2. JENNY, JENNY (BMI) - Little Richard
3. OLD CAPE COD (ASCAP) - Betti Page
4. TO THE AINLE (BMI) - Five Satins
5. AM I NOT RIGHT DOWN THERE (ASCAP) - Dinah Shore
6. I'M GONNA SIT RIGHT DOWN (ASCAP) - Billy Williams
7. WHITE SILVER SANDS (BMI) - Don Bonito
8. SO RARE (ASCAP) - Jimmy Darsey
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Most Played by Jockeys

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

FOR
SURVEY WEEK
ENDING
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3. I'M GONNA SIT RIGHT DOWN (ASCAP) - Billy Williams
4. OLD CAPE COD (ASCAP) - Betti Page
5. BYE BYE LOVE (BMI) - Everly Brothers
6. LOVE LETTERS IN THE SAND (ASCAP) - Pat Boone
7. TAMMY (ASCAP) - Annes Brothers
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<thead>
<tr>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Diamonds</td>
<td>Zip Zip</td>
<td>Mercury 71165</td>
</tr>
<tr>
<td>Rusty Draper</td>
<td>Oh, How I Wish</td>
<td></td>
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<tr>
<td>The Crew-Cuts</td>
<td>No Huhu</td>
<td>Mercury 71162</td>
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<tr>
<td>Sarah Vaughan</td>
<td>I Sit In My Window</td>
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<tr>
<td>Tony Williams</td>
<td>Hey, You Face</td>
<td>Mercury 71168</td>
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<tr>
<td>Band of Angels</td>
<td>Good Golly</td>
<td></td>
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<tr>
<td>Tony Williams</td>
<td>When You Return</td>
<td></td>
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<tr>
<td>Of the Platters</td>
<td>Poor Little Heart</td>
<td></td>
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<tr>
<td>All of My Life</td>
<td>Let's Start All Over Again</td>
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<tr>
<td>Arthur Godfrey's New Find</td>
<td>Moonlight Swim</td>
<td></td>
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<tr>
<td>Steve Karmen</td>
<td>We Belong Together</td>
<td></td>
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<tr>
<td>Arthur Godfrey's New Find</td>
<td>Wild Eyes and Tender Lips</td>
<td></td>
</tr>
</tbody>
</table>

www.americanradiohistory.com
The Magic of...

Joni James

singing

FLASH
BREAKING BIG IN
CLEVELAND AND
PHILADELPHIA, AND
SPREADING LIKE
WILDFIRE.

DAY
DREAMING

and

CRYING IN THE SHADOWS

K12531-45 RPM
MGM 12531-78 RPM

MGM Records
FROM THE SOUNDTRACK OF THE MGM MOTION PICTURE

RAINTREE COUNTY

NAT "KING" COLE

THE SONG OF RAIN TREE COUNTY

with Johnny Green's unusual new melody and an inspiring lyric by Paul Francis Webster

C/w WITH YOU ON MY MIND WITH THAT "SEND FOR ME" FEEL

Capitol

RECORD NO. 3782
a great follow-up to "SEND FOR ME!"

Nat King Cole

rockin' on

with you on my mind

record no. 3782

www.americanradiohistory.com
For just 50¢ a week these sales helps can mean MORE PROFIT DOLLARS FOR YOU!

Billboard's SALES BOOSTER KITS are helping dealers everywhere sell more singles, albums, phonos and accessories!

Twice a month, you get all these sales-ads mailed to you in a special SALES BOOSTER KIT.

- "HONOR ROLL OF HITS" POSTER - 17" x 22", flashy two colors. Lists the Top 10 tunes of the week plus the up-and-coming hits.
- "BIG PLAY" POP ALBUM POSTER - 17" x 22" in two colors. Lists the top selling albums. Great for self-selection displays.
- "BIG PLAY" CLASSICAL ALBUM POSTER (alternating with "BIG PLAY" JAZZ ALBUM POSTER), Giant, 17" x 22", two colors. Use 'em on counters and over self-service racks.
- "TODAY'S TOP TUNES" give-away folders listing the tops in pops, classical, jazz, R&B, C&W. Great for listening booths, direct mail selling, statement enclosures.
- NEW TITLES...NEW ARTISTS...NEW EQUIPMENT POSTERS—a big supply every kit, to dress up your windows, walls and counters. Real customer convinces at the point-of-sale!

MAIL THIS COUPON NOW AND SAVE UP TO 50%!

<table>
<thead>
<tr>
<th>Name</th>
<th>Store Name</th>
<th>Address</th>
<th>City</th>
<th>State</th>
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</thead>
</table>

For the special introductory offer that gives you six KITS for only $6.00 regular price, $1 per kit.

Special introductory offer:
- Please send me the next 6 SALES BOOSTER KITS. I enclose $6 in full payment.
- Please send my SALES BOOSTER KIT for one year and bill me for $24.

For the special introductory offer, please send to:
Merchandising Division, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

Special introductory offer:
- I enclose $6 in full payment.
- Please send my SALES BOOSTER KIT for one year and bill me for $24.

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey periods, explains variation between the top 30 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

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2. RUBBER LOVE, Brenda Lee, Coral
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4. TAMMY, Connie Francis-RCA
5. SEARCHIN', Connie, Alice
6. I'M GONNA SET RIGHT DOWN, Billy Williams, Coral
7. NO BABY, Jimmy Dean, Decca
8. SHORT FAT FANNY, Larry Williams, Specialty
9. WHISPERING BEAK, Del Vikings, Decca
10. WHITE SEVEN SANDS, Don Randi, Juliana
11. SEND FOR ME, Nat (King) Cole, Capitol
12. IT'S NOT FOR ME, Del Shannon, Mercury
13. DIANA, Paul Anka, ABC-Paramount
14. RAINBOW, Ray Mann, RCA
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19. FLYING SACCO, Roberta & Gracie, Louie
20. LOVE ME TO Pieces, Bill, Columbia
21. DARK MOON, Coca Carre, Dot
22. OVER THE MOUNTAIN, Johnny & Jeff, Columbia
23. SHANGRILA, Four Counts, Elektra
24. I LIKE YOUR KIND OF LOVE, Andy Williams
25. Gonna FIND ME, A BEEFORD, Merce Records, MG-M
26. TEENAGER'S ROMANCE, Ricky Nelson, Viva
27. WHITE SPORT WING, Bobbie Riddle, Columbia
28. BERNARDINE, Pat Boone, Decca
29. LOVING YOU, Elvi Fontaine, Mercury
30. TO THE Aisle, The Five Satins, Eyed

STORES RECORDED SALES
FOR SURVEY WEEK ENDED AUGUST 18

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This tabulation is a reflection of the specific sides recorded for the week ending August 18. A survey conducted by the Billboard, using the same techniques as for the weekly charts, reflects the same top 30 records.
Johnny Camacho-New York styler, Chet Atkins, and Charlie Gracie are among the artists featured on the new release, "Honeycombs," by the label. Mr. Atkins, who has recently formed his own record company, Reisman, Inc., will be one of the artists featured on this release. The label is promoting the release as a "blockbuster." The release will be available from most record stores.

Johnnie Ray's new album, "I'm Just Crazy About You," is now available from the label. This album is a departure from Ray's usual style and is being marketed as a "jazz" album. The label is promoting it as a "double album" and is offering it at a special price.

The label is also promoting a new release by the group, "The Four Preachers," which is described as a "soul" album. The label is promoting it as a "definite seller." The release will be available from most record stores.

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**POPULAR**

<table>
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<tr>
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**RAINY HILL & BLUES**

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**OPINION**

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**BEST new Releases**

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**BEST Buys**

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</tbody>
</table>
From the Fabulous...

Billy Ward

Conception that created "STARDUST"
Comes an even Bigger SMASH!

DEEP PURPLE

#55099

Also Featuring
The Most Unusual Spiritual Album Ever Made
"SEA OF GLASS"

#3056

Liberty Records Inc.
1556 No. La Brea, Hollywood, Calif.
LEN A H ORNE

Sweet Thing / That Old Feeling

47/20-6997

JIM REEVES

Young Hearts / Two Shadows on Your Window

47/20-6973

... means Big Business
DINAH SHORE

Till / Fascination

47/20-6980

HUGO WINTERHALTER

Swingin' / The Happy Sweethearts Cobbler

with his orchestra with his orchestra and chorus

47/20-6982

on RCA Victor!
RCA Victor's on top with Beat N' .... and sales are

Milton Allen

Love a, Love a Lover

Just Look, Don't Touch, She's Mine

Eddy Arnold

Crazy Dream

Open Your Heart

47/20-6994

47/20-6973

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47/20-6973

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Open Your Heart

47/20-6994

47/20-6973
sky-rocketing with these hits!...

PERRY COMO
Marching Along to the Blues
with Mitchell Ayres Orchestra
arrangement by Joe Reisman
47/20-6991

Dancing
with Mitchell Ayres Orchestra and the Ray Charles Singers,
arrangement by Joe Reisman

GOGI GRANT
It's a Wonderful Thing to Be Loved
47/20-6996

That's the Life for Me

...more BEAT 'N' BALLAD hits
Tips on Coming Tops

This Week's Best Buys

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

FASCINATION (Southern, ASCAP) — Dick Jacobs-Coral 61564-Jane Morgan-Kapp 191—These versions of the much recorded tune are competing for top coin. Both are strong in all markets and appear good bets to become best sellers. Flip of John's record is "Summertime in Venice" (Pickwick, ASCAP). Miss Morgan's coupling is "Midnight in Athens." (Gladall, ASCAP) by the Troubadours. Both are previous Billboard "Spotlight" picks.

MY HEART REMINDS ME (Symphony House, ASCAP) — Kay Starr—DEA Victor 6093—AND THAT REMINDS ME (Symphony House, ASCAP) — Della Reese—Jubilee 3592—Two strongly contending adaptations of "At Home Concerto." The two are about equal in strength at this point. Sales are jumping in all markets. Flip of Miss Reese's platter is "I Cried for You." (Miller, ASCAP). Flip of Miss Stat's" disk, which was a previous Billboard "Spotlight" pick, is "Film, Film, Film." (Starland, BMI).

IN THE MIDDLE OF AN ISLAND (Morsi, ASCAP) — Tennessee Ernie Ford—Capitol 3702—The Tony Bennett version has a big lead on this platter, but sales have been increasing consistently for the Ford disk in both pop and a&c.o. markets, and it now also appears certain to cop a lot of lost in this tune. Flip of "Ivy League." (Snyder, ASCAP). A previous Billboard "Spotlight" pick.

Recent Pop Releases

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<thead>
<tr>
<th>Field</th>
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<th>Artist</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
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<td>DECCA 39412 — Young thrush seeks out a fresh rendition of the Ray Charles r&amp;b hit. Fast flowing and rocking beat could score both pop and country. One sure-fire hit.</td>
<td>BRENDA LEE</td>
<td>DECCA</td>
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<td>DOT</td>
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<td>MCM 13534 — Country brings a new sophistication to pop music. Should kick up considerable decal play. (Hollywood, BMI).</td>
<td>JOHI JAMES</td>
<td>MCM</td>
</tr>
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<td>&quot;Socking in the Shadows&quot;</td>
<td>RCA 20293 — Soups wocker with country flavor is sold with some clever musical impact by thrush. (Redd Evans, ASCAP).</td>
<td>RUSBY HANSON</td>
<td>RCA</td>
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Reviews and Ratings

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Socking in the Shadows

RUSBY HANSON

Pattin' on the Style

DECCA 30409 — Lannie Donegan's British version is one of the big disks and is a strong competitor on the other side of the ocean. This lively, catchy country-accented version is likely to do business here, especially when the gang likes to join in on the chorus. Should do okay pop-wise. (Melody Trails, BMI).

Castaway

Vanguard

GUY MITCHELL — Columbus 49057 — CURE FOR THE BLUES

(Planetary, ASCAP)

CALL ROSIE ON THE PHONE

(Recknolle, ASCAP)

Sincere whistling by Mitchell, with horn chorus backing on "Cure," a medium-tempo, bluesy air with a strong country flavor and could also cop coin in that market. Especially attractive is the singer's top-notch job on "Rosie," a bright, catchy country-styled song of love and repentance. Solid delivery on both sides can click.

JODIE SANDS — Chancellor 1605 — IF YOU'RE NOT COMPLETELY SATISFIED

(Delmar, ASCAP)

Pretty, medium-tempo ballad is given a very appealing go by the thump. Smooth styling can be a smash follow-up to her highly successful "With All My Heart." Flip, "Sayonara (Geodey)," is an Oriental-type beguine which the artist does in the forthcoming pic, "Jamboree." (Delmar, ASCAP).

Reviews and Ratings

BRECK KNIGHT


DECCA 39426 — Good Junk of a rockabilly material, well sung, and could catch on. Well written disk can score if pushed. (Shadown, BMI)

HIGH SCHOOL DANDYS — 65 — "They Are the Best" (Debmar, BMI)

"Keep It in the family. No more tacky cover material to appeal to a broader market. (Lark, BMI)

SAMMY DAVIS JR. AND CARMEN MCRAE

Baby, It's Cold Outside

DECCA 29460 — Both sides of platter are from-pair's new Decca album "Boy Meets Girl." They exude effortless showmanship on amusing older folks. Jocks are strong for this side, which could fare well. (Frank, ASCAP)

Mama's Happy Feet

DELUXE 20369 — Good, easy long ballad which could catch on and be an answer to "I'll Be Seeing You." (Red jacket, BMI)

TERRY DEAN

Dream Boy

POPLAR 108 — 12-year-old thrush exhibits fresh vocal quality and sincerity on an intense rock and roll ballad. Could be deeper. Same tune that the Beatles scored with late in same title. (Chelwood, BMI)

IT'S JUST YOUR KISS

DECCA 39420 — Follow-up to "The Most Happy Fallen," accord a show-wise duo-talented flip, the flip side doesn't always come off. Nevertheless, a more than good jockey item. (Frank, ASCAP)

BERNIE WILLIAMS

Somewhere

ABC-PARAMOUNT 6848 — A strong reading of the old standard. Delightful arrangement which sounds good in a Domino groove, Williams swings on this one and the band backing inspirations strongly. Could step out. Watch it. (George Simon, BMI)

Fool In Love

DECCA 29449 — Middle-paced blues by the charter. Williams gives the mediocre material a good roll, could win action at the jukes, but flip has bigger overall chance. (Pamco, BMI)

(Continued on page 97)
READY TO SET THE CHARTS ON FIRE!

EARTHA KITT WITH HUGO WINTERHALTER ORCHESTRA AND CHORUS
Take My Love, Take My Love c/w Yomme, Yomme 45/20-7013

BOB JAXON
Gotta Have Something In The Bank Frank c/w Come On Down 45/20-7006

TERRI STEVENS WITH HUGO WINTERHALTER ORCHESTRA
Untouched Heart c/w Pin-Up Girl 47/20-7014

Now on NBC-TV every Monday 7:30-7:45 pm (EDT)
"Million Record Show," starring Georgia Gibbs!

America's favorite speed... 45 RPM
THE HIT BALLAD OF THE YEAR

1st - TILL I WALTZ AGAIN WITH YOU
2nd - A TEAR FELL
3rd - EMPTY ARMS

AND NOW

BORN TO LOVE

Teresa Brewer
SIDED SMASH!

CORAL® RECORDS

THE HITT NOVELTY OF THE YEAR

- 1st - MUSIC, MUSIC, MUSIC
- 2nd - RICOCHET
- 3rd - SWEET OLD FASHIONED GIRL

AND NOW

IT'S THE SAME OLD JAZZ (MOMMA!!)

Teresa Brewer

9-61878
**Best Selling Sheet Music in U.S.**

Tunes are ranked in order of their current chart-topping importance at the sheet music jobber level.

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Chart</th>
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</thead>
<tbody>
<tr>
<td>1. AROUND THE WORLD</td>
<td>(Young)</td>
<td>1</td>
</tr>
<tr>
<td>2. TAMMY</td>
<td>(Northern)</td>
<td>9</td>
</tr>
<tr>
<td>3. LOVE ME OR LEAVE ME</td>
<td>(Reynolds)</td>
<td>13</td>
</tr>
<tr>
<td>4. WHITE SILVER SANDS</td>
<td>(Fellows-Pearl)</td>
<td>4</td>
</tr>
<tr>
<td>5. OLD CAPE COD</td>
<td>(Petersen)</td>
<td>12</td>
</tr>
<tr>
<td>6. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER</td>
<td>(De Sylva-Brown-Henderson)</td>
<td>7</td>
</tr>
<tr>
<td>7. IT'S NOT FOR ME TO SAT</td>
<td>(Kerrin)</td>
<td>10</td>
</tr>
<tr>
<td>8. FASCINATION</td>
<td>(Shaw-Raynor)</td>
<td>8</td>
</tr>
<tr>
<td>9. TEDDY BEAR</td>
<td>(Glenn)</td>
<td>11</td>
</tr>
<tr>
<td>10. SEND ME FOR YOU</td>
<td>(Winstead)</td>
<td>10</td>
</tr>
<tr>
<td>11. IN THE MIDDLE OF AN ISLAND</td>
<td>(Morris)</td>
<td>14</td>
</tr>
<tr>
<td>12. HABERNIAKE</td>
<td>(Faison)</td>
<td>12</td>
</tr>
<tr>
<td>13. ISLAND IN THE SUN</td>
<td>(Clara)</td>
<td>9</td>
</tr>
<tr>
<td>14. BYE BYE LOVE</td>
<td>(Acuff-Rose)</td>
<td>9</td>
</tr>
<tr>
<td>15. SO SAD</td>
<td>(Hodgkins)</td>
<td>10</td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music in Britain**

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
</table>

**Singer One-Stop**

1912 West Chicago Ave., Chicago 32, Ill. All phonograph sellers.

**MINSTREL COSTUMES & ACCESSORIES**

Circulators from DANCE & CLOWN COSTUMES

**MINSTREL COSTUMES & ACCESSORIES**

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
</table>

**Radio**

1. ALL Shook Up (Cox) - ASCAP
2. LOVE LETTERS IN THE SAND (Dorothy) - ASCAP
3. THIS IS THE LAST RHYME (Lienemann, *New York Music*) - ASCAP
4. TEDDY BEAR (Glenn) - ASCAP
5. LITTLE DARLIN' (Mills) - ASCAP
6. ELVIS PRESLEY (Presley) - ASCAP
7. NEW MAN (Presley) - ASCAP
8. BYE BYE LOVE (Presley) - ASCAP
9. I'M IN THE MOOD (Presley) - ASCAP
10. AROUND THE WORLD (Presley) - ASCAP
11. BUTTERFLIES (Presley) - ASCAP
12. AROUND THE WORLD (Presley) - ASCAP
13. WHERE ALL MY BOYS ARE (Presley) - ASCAP
14. WHEN I FALL IN LOVE (Presley) - ASCAP
15. START MOVIN' (Presley) - ASCAP

**Television**

**Singer One-Stop**

1912 West Chicago Ave., Chicago 32, Ill. All phonograph sellers.

**MINSTREL COSTUMES & ACCESSORIES**

Circulators from DANCE & CLOWN COSTUMES

**Singer One-Stop**

1912 West Chicago Ave., Chicago 32, Ill. All phonograph sellers.

**MONEY-SAVING SUBSCRIPTION ORDER**

Enter your subscription to The Billboard for a full year ($15) at the rate of $12 (a considerable saving over single copy rates). Foreign rate $15.

**ONLY THE BILLBOARD**

among all entertainment weeklies— is a member of the AUDIT BUREAU OF CIRCULATIONS.
Get on the Bandwagon

Billy Leach

singing

"The Song of the Barefoot Mailman"

Bally 1039

Headed for another "Davey Crockett"

Bally Records

www.americanradiohistory.com
Climbing For A Hit!

"THE SONG YOU HEARD WHEN YOU FELL IN LOVE"
Betty Johnson ... (Bally 1041)

Moving Up Fast!

"ANGRY"
Frank Pizani ... (Bally 1040)

New Hit Instrumental!

"KISS BUBBLES"
"NIGHT BIRD"
Lew Douglas ... (Bally 1043)

A Fast Smash!

"JUST A LITTLE BIT MORE"
"MY LOVE FOR YOU"
Frank Deaton & The Mad Lads ... (Bally 1042)
America's Top Ranked Steel Guitarist... LEON MCAULIFF
in a SMASH Debut on

Dot 15613

Dot Records, Inc. • 570 Bway New York 19, N. Y.

America's Top Ranked Steel Guitarist... LEON MCAULIFF

in a SMASH Debut on

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America's Top Ranked Steel Guitarist... LEON MCAULIFF

in a SMASH Debut on

Dot 15613

Dot Records, Inc. • 570 Bway New York 19, N. Y.
**C&W Best Buys**

**JOHNNY CASH**

*Give My Love to Rose (Knox, BMI)*

Home of the Blues (Hi-Lo, BMI) — Sun 279

— Very strong reading of an instrumental piece of country material. The artist registers well with attractive "Sun" backing on "Rose," the philosophical tale about courtin' tune set against bluesy guitar support. The artist, who consistently scores, looks like a good bet to repeat here with both sides. Effort is less polished than previous clicks.

**LEE EMERSON**

*Do You Think (Arcuff-Rose, BMI)*

Start All Over (Arcuff-Rose, BMI) — Columbia 46095

— Think! a pretty waltz weeper, is sensitively rendered by the artist with chorus backing. Strong pop overtones make the side one to watch in pop markets, too. Flip is a rockabilly tune in a blues potential. Emerson is cleverer of both tunes. Flatter is stronger yet by the singer.

**C&W Territorial Best Sellers**

City-by-city listings are based on tape reports secured from top country and western deejays and show operators in each of the markets listed.

**Birmingham**

3. He's in Middle of It All, Tennessee Ernie Ford, Cap.

**Dallas-Fort Worth**

1. Frandle, Bobby Helms, Dec.
2. Get On Out, Marvin Rainwater, M-G-M.
5. Cash, Hank, Hank Lockin
7. Fellow Star, Fellow Handy, Cap.
8. My Love in Bankrupt, Marvin Rainwater, M-G-M.
10. My Amor Are a House, Johnnie Wright, Col.

**Houston**

1. Frandle, Bobby Helms, Dec.
2. My Love is Here, Marvin Rainwater, M-G-M.
5. Love Letter, Gene Vincent, Cas.

**Memphis**

1. Whole Love Sheds She's Gown On, Jerry Lee Lewis, Sun

**New Orleans**

2. prolific, Bobby Helms, Dec.
4. Nova Star, Johnny Cash, Sun
5. Teddy Bear, Elvis Presley, Vic.

**Richmond, Va.**

3. Franklin, Bobby Helms, Del.

**FOLK TALENT & TUNES**

By BILL SACHS

The personal management of Andy Griffith and other name artists.

Faron Young and Minnie Pearl will feature the August 24 telecast of "Country Music Jubilee" via the ABC-TV network from Springfield, Mo. . . . The first ever of the new Rustic Rhythm Club on NBC, the show will feature innovative acts, including Minnie Pearl, performing her own brand of country humor. The show will be taped and then aired for the network's syndication schedule.

**SENIOR 10' or 45 RECORDS**

**Press—Including labels, carton sleeves, etc.**

Write for full particulars.

**BEST PRESSING DEAL ANYWHERE**

ROYAL PLASTICS CORP.
1540 Brewer Ave., Cincinnati 2, Ohio

**SMASH HIT!**

"WHOLE LOT OF SHAKIN' GOING ON"

"I'LL BE ME"

JERRY LEE LEWIS

**WEBER RECORDS**

**for real country music it's**

HANK

THOMPSON

and His Brazos Valley Boys

TEARS ARE ONLY RAIN

UNDER THE DOUBLE EAGLE

RECORD NO. 3781

*FOR SURVEY WEEK ENDING AUGUST 10*

**BOISE**

2. Get On Out, Marvin Rainwater, M-G-M.
4. Mister Love, Faron Young, Del.
5. Teddy Bear, Elvis Presley, Vic.
7. Don't Make Me Go, Jerry Cas, Sun.

**NEW ORLEANS**

2. Faron Young, Del.
4. Nova Star, Johnny Cash, Sun
5. Teddy Bear, Elvis Presley, Vic.
6. Artistic, Lamb, Del.

**RICHMOND, VA.**

3. Franklin, Bobby Helms, Del.
5. Miss Elvira, Elvis Presley, Vic.

**CRABTREE'S**

"TATTLE TALE"

"SOMETHING TELLS ME"

**SMASH HIT!**

"WHOLE LOT OF SHAKIN' GOING ON"

"I'LL BE ME"

JERRY LEE LEWIS

**WEBER RECORDS**

**SCENERY**

**RILEY CRABTREE'S**

"TATTLE TALE"

"SOMETHING TELLS ME"

**Semen & Co. Music Corp.**

930 N. 15th St. Grand Str.

Dallas 2, Texas
R&B Territorial Best Sellers

Chicago
1. Send Me For—Nat (King) Cole
2. Send Me For—Billie Holiday
3. Theme, Ebony Brothers
4. Send Me, Nat (King) Cole
5. I'll Never Be Free

Detroit
1. Send Me, Nat (King) Cole
2. Send Me For, Billy Holiday
3. Send Me For, London
4. Send Me For, Billy Holiday
5. Send Me, Mr. Lucky

Los Angeles
1. Send Me, Nat (King) Cole
2. Send Me For, Billy Holiday
3. Send Me For, London
4. Send Me, Mr. Lucky
5. Send Me For, Mr. Lucky

Most Played R&B by Jockeys

Chicago
1. SEND ME—Nat (King) Cole
2. HUG ME—Lovers, Lovers
3. SEND ME—Billy Holiday
4. SEND ME—Nat (King) Cole
5. SEND ME—Lovers, Lovers

Detroit
1. SEND ME—Nat (King) Cole
2. HUG ME—Lovers, Lovers
3. SEND ME—Billy Holiday
4. SEND ME—Nat (King) Cole
5. SEND ME—Lovers, Lovers

Los Angeles
1. SEND ME—Nat (King) Cole
2. HUG ME—Lovers, Lovers
3. SEND ME—Billy Holiday
4. SEND ME—Nat (King) Cole
5. SEND ME—Lovers, Lovers

R&B Best Sellers in Stores

1. SEARCHIN'—Billie Holiday
2. YOUNG BLOOD—Billy Holiday
3. RED LIGHT—Billie Holiday
4. BUBBLY BLUE—Billy Holiday
5. STREET OF LOVE—Billie Holiday

All records are ranked in order of the number of times jockeys have played them through the Billboard's weekly survey of top R&B jockeys in all markets.

Weeks
This Week
Next Week
1. SEND ME—Nat (King) Cole
2. HUG ME—Lovers, Lovers
3. SEND ME—Billy Holiday
4. SEND ME—Nat (King) Cole
5. SEND ME—Lovers, Lovers

This Week
Next Week
1. SEARCHIN'—Billie Holiday
2. YOUNG BLOOD—Billy Holiday
3. RED LIGHT—Billie Holiday
4. BUBBLY BLUE—Billy Holiday
5. STREET OF LOVE—Billie Holiday

The Rhythm & Blues Records chart is based on reports from record retailers throughout the United States. The chart is updated weekly and is compiled to reflect the best-sellers in the R&B field.

The Billboard's Music Popularity Charts... R&B & BLUES RECORDS

AUGUST 19, 1957

Page 102

ERNE FRIEDMAN

Rhythm Weekender...

[Music charts and reviews]

TONY KNIGHT

STARK!—Knights... This week's top seller

BOBBY BROWN

LA VIDA—Brown... Top R&B record

JACK MCGARRITY

ANOTHER JEWISH... Black... Top R&B chart

LITTLE WALTER

FOOTLOOSE—Walter... Top R&B chart

COOGIE BENS

CLEVELAND—Bens... Top R&B chart

Folk Talent And Tunes

Continued from page 101

"Dream Big" b/w "This Younger Generation." . . . Nashville's new RCA recording studio, slated for completion in October, will house a modern and stereophonic recording and orchestration facility. .. Che St. Akin, RCA Victor musical director and recording artist, will have charge of a $4 million studio.
Early Rains Fail to Curt Shkowhagen

SKOWHEGAN, Me. — Rain fell Saturday and Sunday (10-11) without much effect. Several grandstand shows were completed and only one, that of the Turner Free School, was completed but a decline at the grandstand.

Saturday Night Show The Formers and the late six shows booked in on days previously devoted to skating were paraded to another day without a chance to prove his effectiveness because of the weather. One year.

Continued on page 1 (109)

Billings, Mont.,
Fair Runs Far Ahead of 1956

BILLINGS, Mont. — The Mid-Winter Empire Fair went into the third day of its six-day run on Thursday (15) with a sharp increase in the number of people attending.

Manager Robert Lammox, who reported that attendance at that point was up 10 per cent, piled on the heat and announced the fair was also up 10 per cent; Siebend Bros. Carnival showed a 20 per cent increase, and in the Majorettes, chaffed up a 5 per cent hike while the night grandstand receipts were up 15 per cent.

The night grandstand attraction, a James-Crumpers revue with acts, was hyped on Tuesday and Wednesday by the added attraction of the Lennon Sisters from the Lawrence Welk TV show. The fair youngsters packed the stand for both shows and drew the biggest crowds on these two usually weak nights in the past 12 years.

Also on the bill was the Larcy Rudi-Sandie Winter helicopter act which performed once in the afternoon of each day and twice each night. These Defltfelders were displayed by veterans Art Nelson.

The afternoon grandstand feature was the Ava Dunbar act and the Olim Zamboni ice resurfacer, both scheduled to increase their lodge by the end of the week.

E. G. Blessinger will provide the midway attractions at the Rattlesnake (Ind.) Fall Festival and at the Lion FAM, Ind. Labor Day celebration.

N. Y. Fair

HOLIDAY EYES RECORD GROSS; RIDES, SHOWS O.K., CONCESSIONS OFF

By HERB DOTTEN

SPRINGFIELD, Ill. — The Illinois State Fair here switched next year from its notoriously loose discipline that will be long remembered as "an everybody pays" policy. This change—a drastic departure — was the big conversational topic here Friday (16) as the 10-day event was brought to an end after 12 days run under the longest prevailing steam power.

Thus far the seven days, the weather was given much better weather than during the corresponding period last year. Only a shower, a short downpour Friday night (11) and scorching heat waves Sunday (10) and Thursday (15) marred otherwise perfect weather.

Total attendance, as in the past year, is a guess. A spokesman for the fair reported paid attendance up slightly over last year, but a lack of information in itself not too indicative.

Midway Gross Hits

Many visitors perhaps, was the ride and show business this week. Such units, again brought their "Ice Capades" to the fair for the first time, produced receipts about even with last year, which, from midway standpoint, was the second best in the fair's history.

Concessions of all kinds, however, reported business outside of the area to be much as 40 per cent. Generally, they reported receipts down about a third.

The hot weather Sunday and Monday caused some curtailment. Some games concession, however, reported that fairgoers had less to expend and that customers shopped around.

ILLOIS STATE FAIR GATE UP, STAND EVEN

Outdoor Men

Put Planes To Wide Use

Continued from page 1

Ice Capades’ to Keep Disputed Fountain Unit

NEW YORK—Ice Capades will open September 4th with its 1956-57 tour, this subject of a patent infringement suit brought by Duerring Water, Inc. The John Harris ice show is using the fountain display in the production which has been scheduled in Atlantic City for preparation for its 18th annual nation.

New York run will be in Madison Square Garden, the 85 top central box seats of the theatre will be auctioned off. The general admission will be 6 p.m. Sunday. Acrobats, illusionists, clowns, and street acts will also advance its Sunday night performance time at the Garden.

Additions to the show season are Herga, former German national figure skating Champion, who will have one of the featured acts, and Gay Steck, who will appear as Madge Macinlay in place of Terry Brent, who has withdrawn from the business. Well-known names repeating on the roster in include Tedd Haydon, Davy Crockett, Bobby Specht, Roscoe Maier, Billy Jackon and Larson, Freddie Treluer, the Masons, the Old Smoothies, Burrell and Gray, Jimmy Grogen and Eric Whyte.

Taped renditions by the Norman Wood Orchestra and camera men will accompany the "Carnival of Madness," a feature of the first number of the program. Preceding will be "Madame Butterfly" and various other features.

Caricatures taken from Walt Disney's "Pinocchio" and "Bambi" will be the "Schublach's Diner," "Salute to George Gershwin, "and "Hollywood to Broadway.

The show's engagement ends September 15. Dancing Water not only a

CANADA ICERS TO SHOR PORTAL RINKS

NEW YORK—Two rival ice shows, "Holiday on Ice" and "Ice Capades," completed an agreement here this week for cooperating with each other in use of portable rink equipment.

Merrill Christen, president of "Holiday," and John H. Harris, president of "Capades," said the agreement will permit each operation and savings on such items as travel time and transportation.

Basic plan in the agreement is for "Ice Capades" portable rinks to be used for the "Holiday" season in territory and for both shows to use "Holiday" rink equipment when playing Eastern stands.

There will be exceptions and places where the plan doesn't work out, but the general idea is to be followed.

Also provided is co-operating in renting each of the shows. Each, for now has and will keep its line-up of key stands. A spokesman for one of the shows said that those units will be rented to the other and the other will be provided with the show's name, its acts, artist, names that include the McGuire, Party, and the Tucker, for use.

Purpose of the agreement is to establish "Holiday" in Florida, on the East Coast and in the West where "Ice Capades" is already established.

Holiday on Ice played in Canada last year to be featured in the July-August issue of "Dancing World".

(Continued on page 119)
ARENAS & AUDITORIUMS

Key to Promotion Success Evaluates Easy Identification

By TOM PARKER

Some times promotion goes wrong and the building and promotion managers find they are making mistakes. The manager re-examines the attraction and its promotion and seeks to pin-point the cause for unsatisfactory results.

But with Nicholas George, manager of the Waterloo, Iowa, Hippodrome, the problem was reversed. George has had one promotion manager last year, and he is so impressed with the results that he himself why—why did this one event do so much better than the other?

The winning attraction was Gene Autry, with Rufe Davis. The date was played during the winter and was Autry's third appearance in the building. This time was better than the first by five years. It was a $2,000 better than Autry's appearance of three years ago.

IF IT TRUE, George notes, that there were several changes in the promotion, most of them increases over previous efforts. But no one of them seems to explain the increase.

For instance, the percentage of time ahead and they were spotted on a kids' show which uses films. For the promotion period, the program scheduled a number of Autry movies and at the same time made a photo offer. The first four brought 2,000 letters asking for pictures. Now also for this third Autry appearance was a tie-in with super-market advertising. Furthermore the overall advertising budget was up sharply, mostly, because of the addition of TV coverage.

All promotions, he feels, are positive moves, addition to the promotion. It would be easy, George agrees, to attribute the show's increase to any one or all of them. Yet, he isn't convinced that he has the answer. Perhaps he feels that he can account for the mass appeal evidenced this time.

IF THE DID, it would be simple to follow the same successful procedure. But unless, just as others have theorized, that there was that caused a failure. But what might at first appear to be easily determined proves to be evasive. It's the age-old question of what kind of advertising can get the most promotional exposure. This brought the customers.

If the answer were at hand, George would be glad to take the tip. For the Autry appearance was the most successful event in the building in some time and the first in several years that the building got its maximum rental based on a percentage of the gross.

Columbia Artist Sets 123 "Sergent's" Stands

Several Shrine auditoriums, with their advance shows, are preparing to set a new record. In all cases, a guarantee is being posted for at least the first night right up to the hour of the show. Overtures have been made to many locations where Columbia has operated concerts. Tickets along the route will be in the thousands.

The birchgrove is a creation of Imperial Scenic Studios, Pittsburgh, employs a particular scenic device. By using the scaffolding, the producers can trim the show's crew to 15 men in addition to 23 on the performing end. "Sergent's" national company has 30 city tours, plus performers, representing a payroll saving of over $1,000 weekly for the unit using the new scaffolding.

Perhaps, road shows acquired stands extended for a profitable engagement. Railroad moves were big factor in shipping scenery. The one-nighter will present similar scenes in the Jaffa Auditorium, Philadelphia, after the New York closing. The next two will be given in Jersey City, Youngstown, G. and Erie, Pa., containing which will have a half miles of scenery. The show, which week of September 30 will be spent in the auditorium, at the Public Assembly. Then the show's chartered bus and truck will move on such spots as Philadelphia, Wheeling, Va., Canton, O., and Pittsburgh.

In addition to the new method of staging, this is the method of billing. A new system is listed, ranging from individual contributors to the Atlanta Symphony Club. In Boston the sponsors will be the local music club.

Interest in the concert field since 1931, Columbia is making its entry into the music field. The concert will be being given by the National Outdoor. when answering ads...

"Say You Saw It In The Billboard"

Sno-Kone Flavor at No Cost!!

No once before has been as much made—more satisfied customers and more available. These flavorists have the finest for the business. The cost is no. Try Gold Medal Sno-Kone Concentrates. "Get a Sno-Kone with the way!"

SNO-KONE CONCENTRATES SNO-KONE PRINTED CUPS SNO-KONE METAL ICER SHIVER SNO-KONE ICER SHIVER SNO-KONE SIGNS AND HATS If you don't have one yet get your Sno-Kone Snap-on from

GOLD MEDAL PRODUCTS COMPANY 218 & 2nd St, Cleaveland, Ohio

SHOW TENTS CENTRAL Canas Company 516-518 East 18th St. Kansas City & Mole; Phone: Harvard 2062

SHOW TENTS KING AMUSEMENT CO. Mr. Clemens, Mich

SHOOTING GALLERIES MR. SMITH, AMERICANS


Shooting Galleries

And supplies for Eastern and Western Tents Donaldson for new casts. The Audubon

H. W. TERPENING

4733-135 Marinus St. Ocean Park, Calif.

Over 67,000 Active Buyers read

The Billboard clubbers almost every week.

AMERICA'S FINEST

SHOW TENTS

CONCESSION TENTS SHOW TENTS RIDE COVERS RIDE CONCESSIONS RIDE CAVES RIDE CARAVANS FRANK MILLER MENDENHALL 4626 N. CLARK ST. Phone: Anderson 1-1200 Chicago, Ill.

Cutout Tents RIDE CARAVANS RIDE CAVES ENTERPRISES 4626 N. CLARK ST. Phone: Anderson 1-1200 Chicago, Ill.

RIDE CONCESSIONS SHOW TENTS

BARGAINS IN GREEN & WHITE USED TENTS USED A VERY SHORT TIME— IN SPLENDID CONDITION

100.00 Round 2 Pieces $175.00 $340.00 Round Ends 3 Pieces $200.00

100.00 Square 2 Pieces $100.00 $300.00 Round Ends 2 Pieces $200.00 25.00 Round Ends 2 Pieces $200.00 $300.00 Round Ends 2 Pieces $200.00

50.00 Square Ends 4 Pieces $200.00 Round Ends 4 Pieces $200.00 Round Ends 4 Pieces $200.00 $300.00 Round Ends 4 Pieces $200.00 250.00 Round Ends 4 Pieces $200.00

All above are Pull Pole Tents. Wells and Poles extra.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

when answering ads...

"Say You Saw It In The Billboard"

104 THE BILLBOARD AUGUST 19, 1937

ROLL OF FOLDED JACkETS TACKETS DAILY & NIGHT SERVICE SPECIALTY PRINTED

CASH WITH ORDERED PRICE—WHY NOT?

GOLD MEDAL PRODUCTS COMPANY 218 & 2nd St, Cleaveland, Ohio

GOLD MEDAL PRODUCTS COMPANY 218 & 2nd St, Cleaveland, Ohio

GOLD MEDAL PRODUCTS COMPANY 218 & 2nd St, Cleaveland, Ohio

GOLD MEDAL PRODUCTS COMPANY 218 & 2nd St, Cleaveland, Ohio

GOLD MEDAL PRODUCTS COMPANY 218 & 2nd St, Cleaveland, Ohio
GARBRICK RIDES

MERRY MIXER
47 ft Wheel PETING CHAIR
36 ft Wheel SAUCER SWING
Trailer Mounted Kiddie Rides

GARBRICK MFG.
Lewis H. & Lewis A. Garbrick
Garbrick Hall, Penna.

ROUND-UP
WORLD'S MOST UNIQUE RIDES

FRANK HURBETZ & CO.
625 E. 27th St.

Leavenworth, Kansas

Phone: Ed 1-1417

HERB DOTTEN
Back in the Saddle Again

GEORGE AUBRY, working under a realistic financial arrangement, is back in the saddle again at county fairs. And, he says, he is causing a big money-making figure.

The motion picture, TV, and recording star ambushed out of his first stop on his county fair tour with about $6,000, and the face of the La Porte, Ind., engaged a healthy and lucrative mixture of day and night appearances.

What's more, other county fairs to follow report nothing advanced at least $3,000 grandstand admission ticket sales. And the advance sale for admission at this show was double.

Certainly, has of course, been playing some of the major fairs in tremendous terms, among them, the World's Fair at Shreveport and the Big Los Angeles County Fair at Pomona, Calif.

In writing of county fairs marks his first early in the 30's, when he took up residence in a top name. The guitar the film, "Baya Doo," which at the time was a powerful attraction at fairs because of its network radio shows in the pre-television years.

George Forgason, of WLS Attractions, Chicago, was the skipper of the National Barn Dance tours and over the years he and Gene formed a close friendship. It was George who induced Gene to return to county fairs.

In the midst, George knew where he spoke when it came to booking such fairs. He has been booking such fairs for many years. And, Gene, unlike many of the big names, is realistic when working out financial arrangements for personal appearances at county fairs.

Willing to Gamble With Weather

He does not limit on an outright buy at a whopping figure and is willing to take his own chances on the weather. The result was, with a reasonable first money envelope, a sure bet.

Bob Movie, the fair manager, was more than pleased with the results. Attendance for the day (Wednesday, August 14th) was up sharply over the same day last year. And, grandstand attendance both afternoon and night, was well ahead of last year. In fact, grandstand attendance was the best of any recent year.

The attendance was doubly impressive because the fair this year for the first time was run with a gate-agent plan (no cents) for all children over 5 years of age and also with a higher admission charge for the grandstand tickets, 50 cents against 40 cents.

The grandstand scale, both afternoon and night, carried a $1.50 box seat price, $1 for reserved seats, with general admission at 75 cents. The grandstand admissions were 2,550, as compared to 1,200 last year, and the main stand paid grandstand paid 1,531 as contrasted with 911 last year.

Actually, the paid attendance count for the entire season was not as big as the paid outside gate on the same afternoon last year, with a notable seasonal difference between those who paid to see the Aubry show this year and the total of those who paid at the outside gate last year.

Barbaric Ideal for County Fairs

The impact of the Aubry show was a boon to the midway. The Hay Sugar Cane, which the Blue Grass Shores topped over for the first time on the corresponding day last year, and, significantly, the show even had drawn considerable numbers of children on the Blue Grass Shores. They, too, wanted to see Aubry and his troupe. Owner C. W. Kensington shield them in a group to view the midway performances.

We caught the midway show and we were struck by the enthusiastic reception. Spontaneous, hearty applause punctuated the performance, and our impression was that everyone left extremely well pleased.

The show is ideal for a county fair. Besides Gene, his homecoming (he works two homes), his singing and his child-like enthusiasm, the show offers F.A. Ollie's Big Bad Wolf, his new ride, and the latest and slugging, the motley of the Sixth Sense, plus the expert rope-twirling and rope tricks of C.W. Gowan, a young good-looking who is in a new addition to the Aubry show.

With this show, all a county fair has to provide is a stage and a p.t. system. The unit provides the rest—scene, props and the performance. Gene and his men take the entire arrangements with the fair. Also on deck at La Porte was Herb Aubry, his personal booking manager.

Aubry himself is enthused about county fair appearances. He showed it at La Porte. Before he went on in his own show, he served as an aide for the kids' parade, thus familiarizing himself with the impression of enjoying it.

In county fairs he sees a real opportunity to make good money with his show. He feels that the prices might be a little high for the class, but he feels that the price might be taken in low. Such a concept might be not only to the benefit of either complete rain-outs or rain be is believes will be more than offset by good weather at other fairs.

Gene also says that personal appearances enable him to stimulate the sales of his records and of the merchandise to which he gives his personal appearance. And, he says, he is the late interest in his personal appearances for his songs in the TV properties, the Annie Oakley series among them.

The whole "ball of wax," he says, is a good one. And, it is also a good one for county fairs. We have been hearing about the success of county fairs next year. It would be a boon to many county fairs.
Ringing Losses Second Trainer For Tiger Act

SYRACUSE — The Ringling circus again was without a tiger trainer as it made a three-day stand here Aug. 8-11. Vincent Durr, trainer who replaced Trevor Bie a few months ago, was found walking near MacArthur Stadium Friday (10) in an unlicensed condition.

Bill Reindl, circus security mana, said he found Durr near the arena site and decided the animal man was not in condition to work. Reindl reported police officers, who took Durr to Syracuse Psychiatric Hospital for examination and observation, and according to police report.

Durr, a former trainer, had worked in Columbus and Albany stands.


Wall, Alfred, Am.; Royal Center, Ind.; 21, Ebaro, 25-27; Westmoreland Sept 1 2.

Wallace Bros.: Manitowoc, Wis., 24.

West Coast No. 1, Anderson, Calif.

West Coast No. 2, (Fair) Montery, Calif.; (Fair) Sacrament 20-Sept.

Western (Fair) Burbank, Wash., 22-25; (Fair) Monroe Sept. 27.

Wright's Wolverine: (Fair) Atlanta, Ga.; 23, Decatur, 20-21; (Fair) Dayton 20-22; (Fair) Muncie 20-22.

Wilson, Dick: Dover-Forrest, Md., 30-25.

Wynn, Franklin: Marion, Ill.; 28, Athens 20-25; Streator 30-Sept.


World of Pleasure: Coldwater, Mich.; 28, 30; (Fair) Peoria 20-25.

World's Finest: (Fair) Three Rivers, Que.; 12, 19; Scrubhroke 20-29.

Young, Moster; Buckley, Idaho; Payson, Utah, 27-Sept.

**Circus Routes**

Bessie, Clyde: North Tonawanda, N.Y., 19, Dunkirk 20; Ashtabula 20-26; (Fair) Estacada 22, 24; (Fair) Portland 22-24; (Fair) Prince George 23.

Bombaro, Tito; Point, N. Y., 19; Danvers 20, St. Regina Falls 21; Winthrop 22; Canton 22; Carnegie 24; Fort Louden 26; North Chiltegno 27; Canastota 28, Honon, 20; Mogro 20; Canton 26; Cassow.

Casson & Barnes: Hurley, Idaho; 19, Coeur d'Alene 20; 21; (Fair) Slam 20; Downey 22.

**Miscellaneous**

Astry, Gene; (Fair) Wellington, O.; 22, (Fair) Freeport, Ill., 25; (Fair) Monroona, Ill., 24-28; (Fair) Fairport, 28-29; (Fair) Germania 26, 28, 30, 31.

Damon, Drake, Magic; Dixon, Ill., 21; Marquette, 21; (Fair) Fontana, 21, 24; (Fair) Cleveland 27; Galesburg 27.

Rabbot Foot: Minneapolis, Greenb., Minn.; 20, Roseville 20; Cleveland 21; Alligator 22; Mound 22; Barnum 23; Benefit 22; Crables 26.

Schaffner Players: Perry, Mo., 10, 19, 20, 22-Sept.

**Ice Shows**


In Memory of Our Friend and Pal

Phil G. Little

Who Passed Away
August 21, 1949

Margaret Pugh

Joe and Sally Murphy

---

**FOR SALE** BUBBLE BOUNCE

In excellent condition, operating nightly at Edgewater Park. $8,000.00

Would consider Caterpillar Ride as part payment. Contact

**HARRY STAHL - JEFFERSON BEACH AMUSEMENT PARK**
2440 E. Jefferson Ave., PR 3-3100, St. Clair Shores, Michigan.
PR 5-3100, St. Clair Shores, Michigan.

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**WANT TO BUY**

New or Used
SCRAMBLER

Write KENNYWOOD PARK
1444 RANKERS BARNES BLDG., PITTSBURGH 39, PA.
Cedar Rapids, Ia., Eye's New Gate Mark

Attendance Up 10% First 5 Days; Icer Scores, Collins Up 10%

CEDAR RAPIDS, Ia. — The All-Iowa Fair went into the fifth day of today's fair with a head-on steam heading to push to it a new attendance record and a new night record.

After a calm fourth day, manager Lee Gove, reported that as of Thursday the turnout was up to a sturdy 10% per cent and given good weather the rest of the run, he expects to top the 55. Attendance-wise, Holiday in Ie., in for its first appearance in the grandstand, was drawing strong crowds. Advance rate for the Ie.'s big and Hanson predicted the fair would set a new night-show record.

Weakest part of the fair was the attendance record and a modest 1000 paid attendance. The Ie.'s management program for the big car sprint drew an estimated 5000, down from a year ago. An estimated 3000 attended the grandstand show following the fair's blemish record for the fair's most important fair. The smaller figure included estimated blemishes of 1000 persons on the last two days figured at three per adult.

Grandstand Grand Ill.

MASON CITY, Ia. — The Iowa State Fair closed its seven-day run here Sunday (11) with a big-time paid attendance of 10,000,000, 96,000,000 of which was paid for the show. This makes the Ie. the grandstand record holder for the show.

Among the events which contributed to the grandstand shows, the show was a outstanding success. The daily average was 10,000,000 last year. The smaller figure included estimates blemishes of 1000 persons on the last two days figured at three per adult.

Attendance and receipts were up at the grandstand during the four days of the fair, which closed Saturday (10). Attendance figures were revealed in the aggregate. The Iowa Agriculture and Home Demonstration fair and the railroads and trails show at $1.50 and auto races at $1.25. Reserve seats, however, were upper 30 to 30 cents and shows increased 75 cents to 81.

Despite the increased charge for tickets, the fair reported that youngsters were turning out in droves and were running well ahead of 1946.avl.

Pittsburgh
Pacts Ranger, Four Preps

PITTSBURGH—The 25th Allegheny County Fair, to be held at Turtle Creek, will be a4-26, will have a program of basic attractions as part of its show program. The Grandstand performs an announced last week.

New buildings on the two-year-old fairgrounds here this year have been built by the Hertel Shows, here for the first time. The show and grounds were opened for the 28,000 per cent ahead of last year.

Biggest construction project this year has been the $147,000 grandstand. In addition, new cattle barn and two restrooms were built, all financed through a bond issue.

MINN. STATE SETS BOXERS

ST. PAUL—The Minnesota State Fair has closed its 91st year for its list of fairs—this year will present the first professional fight it has ever scheduled.

The night on August 24, Del Finigan, local pugilist, met Jack Young, 200-lb. Yorkie, to the big Hippodrome. Buck is being promoted by Jack Reaugh, St. Paul. Young, who has been prominent in television fights during the past couple of years.

Lakehead Ex-Up 15% For New Gate Mark

FORT WILLIAM, Ont.—The Canadian Lakehead Exhibition opened its 600th anniversary week Tuesday (10) after establishing a new all-time attendance record and bringing in a whopping carnival at a new stand. The advance sale has been particularly successful in rural communities.

Willfred Walker, manager, reported the gate count was a 15 per cent ahead of last year, and Royal American Show was up 16 cents per evening and on rides, and the night grandstand attraction was about even with 1946. Previous attendance record was 153,000, set in 1927. The Dream Horse promotion was turned by manager and his staff along with the the nightly carriage way.

The weather was good, with the exception of a week-end thunderstorm. In addition to the grandstand show which was grossed $10,000 from $30,000, Hamil, included square dancing and dog show, and the White Hand Fireworks Company attended one
AUGUST 19, 1957

HEFTY BUDGET

CNE Spending $200,000 on Ads, Publicity

TORONTO The Canadian National Exhibition will spend an estimated $200,000 to publicize its radio and newspaper advertising to the millions of people residing within a 150-mile radius of the city why the Ex is Canada's biggest outdoor show.

Apart from the distribution of publicity materials, programs, brochures and leaflets, a special system of radio overtures mailing totaling some 60,000 postcards is being mailed by the director of publicity, is personally signing media in both countries.

In addition each day of the Ex sees a deal to bring Dave Garway and his NBC "Today" show to the CNE during the run of the fair. At present it is expected that the show will be able to spend only one day here but hopes are that Garway will be in for the full run in 1958.

The publicity department is now located in the Anglo-American Eliza

beth Building, which houses all administration offices, a large au-

ditory, a press room, the stage of the annual Powel has set up facilities of tele-

phone, radio and recording equipment, the public up this year include expansion of foreign government exhibits from several of the countries which have no foreign countries will be in the building, and the pub-

licity department has also added its insti-

tution's exhibits to a building of its own, and the CNA's new office of publicity, will give its first public showing of the year. Its use of atomic energy, the great power of publicizing this fiesty at the Ex, is expected to exceed last year's 700 plus.

Holiday, Capades

Continued from page 103

dates. And dates already are expected to be made for several events.

Recent moves of races, however, serve to point up the aim of the management in moving trucking trucks from the West Coast to Pittsburgh. "Holiday" has been having a trouble-free week, and the trip from the North to the West. If the new idea of moving trucking trucks from the North to the West is successful, the CNE would share rights that were in the Northwest and West on the one hand and the East on the other.

Holiday has currently transplanted a risk from south to north, moving thus Kansas City, "Capades" happened to have a risk stored there, and under the trend it must have the show to the "Holiday" in its place as a matter of course.

Make Time Available

The plan does not cut the number one unit of "Tee Capades" shows, since it usually plays in buildings where the show will be permanent ice rinks. But it does affect everything from the point of view of the show and it involves companies in all the Holiday line-up.

One can see the travel time saved by doubling up on ice every 10 weeks "Tee Capades" shows. It does not affect the regular ice rinks because it is left for the regular shows. On the other hand, it involves every other show in the Holiday line-up.

One can see the travel time saved by doubling up on ice every 10 weeks per unit per year. That is because some of it will be available to add on the play-at-home games as well. He believes that the plan will involve a great deal of additional time is saved in the Holiday line-up.

On the other hand, if the plan is not involved in the agreement is "Folks" and "Capades" have doubled up for weeks per unit per year. That is because some of it will be available to add on the play-at-home games. He believes that the plan will involve a great deal of additional time is saved in the Holiday line-up.

Improvements to Great Ron White Fair City

RONEYER, Va. — A

storm on Thursday (15) caused an

out of control event for West Virginia State Fair, but fair goers weathered the days and minimized the chances of such being kicked up.

Crowds at the fair, which attracted 250,000 into the still aftermath attendance class, will be greeted by a number of improvements on the grounds. Included is a reas-

ning of the track and the new fencing construction of a plan for the sheep show and avine, and a rabbit-

sheep show and avine, and a rabbit-
Ringling Reveals Mexico City Plans

Dube Books Arena for 32-Day Stand; Tickets to Be Scaled 32s Up

NEW YORK—Plans for Ringling Bros. and Barnum & Bailey Circus to visit Mexico City for 32 days starting December 5, were announced here by Harry Dube, Ringling advance manager, who returned recently from Mexico.

The circus will enter Mexico via El Paso, Texas, after it plays San Antonio. It will appear at the 1,000-seat Arena del Mexico. Sched-
ded for shows daily except for Christmas Day, New Years and the final performance on January 5, when it will leave the city.

The reason for the long engagement was explained by Dube.

"We return annually to Mexico," he said. "Our terms are very liberal and the shows are always well received."

The day's performance will be $1.00 for adults, $0.50 for children.

Clyde Beatty's Quebec Stands Pen Out Well

MONTREAL — Appearance of the Clyde Beatty Circus here started off with two near-capacity houses on Friday (9), Saturday and Sunday, packing the place well.

On Monday, the circus played in Quebec, where a good crowd was in attendance.

The circus praised the local management for the show's success.

The circus closed in Montreal on Monday and will play in Quebec before closing for the season.

Kelly-Miller Finds Minnesota Spotty

ADA, Minn. — Al G. Kelly, owner of the Kelly-Miller Circus, this week discovered that the bloomers and big ones in Minnesota were not on schedule.

The circus, which has been in the state for three weeks, was due to return to the United States last week.

CIRCUSES

King Creditors To Get Nothing, Judge Reveals

MACON, Ga. — Performers and other employees of the defunct Buck Showman, Inc. in distress, creditors will receive no payment in the final liquidation of the circus assets, judges E. Johnson, U. S. referee in bankruptcy, ruled.

The partnership of Floyd King and Arnold F. Maley was forced into involuntary bankruptcy more than a year ago, and liabilities aggregated slightly more than $400,000.

In a notice sent to all creditors, Judge Johnson ruled that Du-
ward P. McKee, as trustee, has filed a final report showing he realized a total of $24,012.10 from the sale of circus assets, once the property had passed to a new firm. BUck Showman's original sum on hand includes about $22,000 realized from the sale of the company's buildings.

A meeting has been called for 9 a.m. Monday (19) in the federal building here, for final decision on distribution of the funds.

2 Seek $10,000 Merchants foralendar for the court to set his fine at $10,000 and have him placed in prison. The court, in the case of W. J. Bailey, operating the Ringling Bros. and Barnum & Bailey Circus, ordered him to pay $10,000 for services as attorney for petitioners.

T. Baldwin Martin Jr. and Dennis Genovez Jr., attorneys for the creditors, tendered the $10,000 check as attorney fees. The court granted the petition.

Several other legal claims have been filed against the Better Show, including a $50,000 claim for fees of $10,000 plus expenses.

G. Guttier, attorneys for King and Maley, have filed their application for the appointment of a receiver for the legal services rendered the bankrupts.

Mills Attracts N. Y. Crowds: Closes Today

LEVITTOWN, Pa. — Mills Bros. Circus is scheduled to play Lower Bucks County here on its final tour. It will then return to New York, O., quarters.

Circus officials for the show had been good.

In Camden, N. J. (5), the show had been in homes. Chamber of Commerce sponsored special refreshments for the kids. The parade was strong.

In Lewiston, N. Y. (4), there was a full afternoon and near-full night, with five department agencies.

Strathmore, Pa. (3), gave two capacity houses in Jaycee arena.

Ringling's Syracuse Stand Loses in Rain

SYRACUSE, N. Y. — A three-day stand, scheduled by Ringling Bros. and Barnum & Bailey Circus in MacArthur Stadium here was a failure when it was revealed, said a source here, that it had given early encouragement for the show.

The show had been held under threat of rain or threat of rain at four of the performances.

The source said it was $7,500, while the total gross was $10,000, it was reported.

A source said tickets were $1,189 on Friday afternoon and $2,517 that night. On Saturday night, gross was $1,250 and $1,002 at night.

The Saturday show played full, $2,183 and $679 respectively. Final show had rain before and during the show.

Standing was presented by Robert Sexton for the National B-Shell and Mack Avenue Stadium, 9000 seats. Estimated the circuit loss at $18,000. The show paid all expenses for promotion here, he said, and the hall would be acting only as agent for the company.

He said the show would pull out of town and make an attempt to book it for a September 24 or October date in Ogdensburg, N. Y., and for a night stand next year.

The auditorium seats was 9,000. The auditorium seats was 9,000. The show paid all expenses for promotion here, he said, and the hall would be acting only as agent for the company.

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Visiting Operators See Bob-Lo Imports

DETROIT — A procession of leading park operators and other outdoor showmen has been visiting Bob-Lo Park here since the installation of the new German-made rides, the Wilde Maus and the Nadian. Among those who have visited the park were Eric Wedemann and the first of their type in this country.

Visitors have included: Patty Cosklin and Mickey Hughes, Canadian National Exposition; C. F. Krynees, Luna Park, Caensy Island, N. Y.; William de Lorraine; National Amusement Device Company, Dayton, O.; the Price Brothers, Govey Oasis Park, Baltimore; George M. Barton, Westview Park, Pittsburgh; Fred W. Pearce, Yume ride builder, Waunded Lake Park, Mich. and Harry Batt, Metropolitan Recreation Equipment.

These units and the new Scrambler give Bob-Lo a total of 37 rides — 31 rides and eight kiddie units and ponies. None of the older rides was removed, but were remodelled to make a more effective midway layout when the new units were brought in a few weeks ago.

FOR SALE

MOON ROCKET

Excellent condition. Can be seen in current running ride at permanent location.

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TO BUY SELL LEASE PARKS AMUSEMENTS WANT LOCATIONS for BINGO LOTTERY LOCATIONS Contact:

PRESTIGE AND PROFIT

A HOLMES MINIATURE GOLF COURSE

Add prestige to your location and make additional income with 200 per hour rates per hour. 

BINGO LEAGUE LOCATIONS

47th Avenue, N. Y. St. V. Phone "V" 9804.

PRICED TO SELL

A. B. G. Miniature Golf Course

All borrows, equipment and training.

GRIFFIN AMUSEMENT PARK

P.O. Box 1717

WHITTLE WINGLE

FOR SALE OR TRADE

For Sale: 13 park buildings and 12 rides. Complete package deal. Complete amusement park. For Sale: Six rides, 750 ft. 950 ft. 10 rides, 1,000 ft. 15 rides, 1,500 ft. 20 rides, 2,000 ft. 25 rides, 2,500 ft. 30 rides, 3,000 ft. PIDDDINGTON MANI Local Amusement Parks

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FOR SALE

WONDERLAND PARK

Adirondack, N. Y.

KIDDEE CAR RAILROADS

ROO Whip — Kiddie Whip — Speed Boots — Pony Carts — Gallowship Horse Carrousel Illustrated Circular Free

W. F. MANCELS CO., Conley Island, Brooklyn 24, N. Y.

High Quality

KIDDEE RIDES

TOO WHIP — AROLO WHIP — SPED BOOTS — PONT CARTS — GALLOWSHIP CARROUSEL

illustrated Circular Free

W. F. MANCELS CO., Conley Island, Brooklyn 24, N. Y.
Heth Gross Up 28% First Time at U. S. Fair At Ozark Empire

Wild Mouse Ride Set for Louisville; Olson Gross Holds Up at Springfield

Rides, Shows Score Early; 15 Major Devices, 9 Show Up

SPRINGFIELD, Ill. — The first Wild Mouse ride to operate at a U. S. fair will be featured at the Kentucky State Fair, Louisville, under management of the Olson Shows.

The ride, made by Schill of Miami, is not designed for a grand ride, while the ride, explained why the design, location and development of the Olson Shows. Recent service and regularly manufactured had never before appeared at a U. S. fair. Before the sale of the ride at Louisville, according to Paul Olson, manager of the show bearing his name.

Separate Location

Because of the unique nature of the ride, Olson gross will be given a special location at the Kentucky Fair. It will be spotted at the entry to the Exposition Building, a considerable distance from the main midway.

Special往下内容...

RAS Continues Big At First U. S. Fair
Superior Gives Rides, Shows Big Increase Over Last Year

SUPERIOR, Wis. — Royal American Shows continued to hit another week's record opening at the State Fair here last week, find that the show will be a successful tour of the Midwest.

Aided by good weather and higher attendance, Royal and rides and shows had piled up a 20 per cent increase by Thursday. The seventh week of this summer's shows was closed out by another near record.

The show's opening line was a failure, but its front end took up the slack in Superior and in any of its periods that followed.

In addition to continuing its good business, the show raided here on the run, said the move. Walter De Vosne, secretary, reported that all年底前 crossing papers in the show's camps were turned in for delay. Show arrived here early Monday and was set up by late afternoon after the fair didn't open until the following day.

New Units Add Earning Capacity for Vivosas

ALEXANDER, N. Y. — A good start at the Genesee County Fair here was enjoyed Monday (12) by American machine. One of the attractions was the new TRA-White which was delivered and set up on opening day.

A fast stir device was experienced by the Vivosa operation, and several units were added during the later weeks. The new R. F. Vivosa of Fairport, N. Y., and Danny Dell, was received and set up in Fulkerson. It opened and was doing well.

Robert Vivosa, the show's manager, has purchased a couple of trailers, in addition to the Vivosa's own trailer. Robert owned the trailer and was added by the show for another purpose. He and his trailer were given a good portion of the fair.

Owner Dan Cook, who owns the Vivosa, has added some extra capacity to the fair equipment. The trailer was a success in past years.

(Continued on page 118)

Brockville So-So for March Unit

BROCKVILLE, Ont. — A just fair week here was experienced by the Peter March Show for the week ending April 17. Location was at the foot of the overpass in the National Airport

Three weeks earlier, while in Brockville, the show's president, Fred Dell, was received and set up in Fulkerson. It opened and was doing well.

In Brockville, the show's manager, has purchased a couple of trailers, in addition to the Vivosa's own trailer. Robert owned the trailer and was added by the show for another purpose. He and his trailer were given a good portion of the fair.

(Continued on page 118)

Emler Cote Running 40% Below 956

DETOUR — The Cote Amusement Company, which played the 4th at St. Louis, Mich., last week, is running a 25 per cent below last year, according to Emmer Cote, manager of the company, and Mr. Swenson is now filling that spot on the calendar.

The Cote organization sprang early in May at its Utica, Mich., quarters and gained. From there the show moved to a series of week-long stands of its outstanding and most

Carnivals, Communications to 187 W. Randolph St., Ill., 111.

Mason now has a crew of nearly 30 men, including the Fair Time Shows, Midway of the Los Angeles County Fair for 17 days on September 13.

Elmer Cote has contracted with Oliver Walstrom, president of Fair Time Shows, Inc, to supply the portable

POMONA, Calif. — Henry A. Helfgott has added a crew of nearly 30 men, including the Fair Time Shows, Midway of the Los Angeles County Fair for 17 days on September 13.

Elmer Cote has contracted with Oliver Walstrom, president of Fair Time Shows, Inc, to supply the portable

and Ferris Wheel in the main amusement section. In the area

known as the No. 2 Kiddieland, Mrs. Walstrom has another kiddie ride which is the area.

On the main midway, Illinois, is the second best of all rides at that fair.

A few of the attractions are the new TRA-White which was delivered and set up on opening day.

A fast stir device was experienced by the Vivosa operation, and several units were added during the later weeks. The new R. F. Vivosa of Fairport, N. Y., and Danny Dell, was received and set up in Fulkerson. It opened and was doing well.

Robert Vivosa, the show's manager, has purchased a couple of trailers, in addition to the Vivosa's own trailer. Robert owned the trailer and was added by the show for another purpose. He and his trailer were given a good portion of the fair.

Other than the trailer, the fair was a success in past years.

(Continued on page 118)

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BUFF HOTTE SHOWS UNIT No. 1
Want for balance of season

CONCESSIONS THAT WORK FOR STOCK. Especially want Penny Arcade, Glass Pitch, Bear Pitch, Bird Pitch, etc.


ATTENTION FAIR COMMITTEES AND CARNIVAL PEOPLE!
Contrary to unfounded rumors, there is nothing wrong with my health and I am not running any blind on the details of this balance of season. Here is the FACT IS, I HAVE NO EQUIPMENT FOR SALE AND AM STILL VERY MUCH IN BUSINESS. AM planning to present an EASY SHOW NEXT SEASON.

BUFF HOTTE
SET 3-WK. DELAY FOR NSA TITLE POSSESSION

NEW YORK—A three-week delay had been decided on by the
National Showmen's Association when it met in Atlantic City recently. The delay is due to the fact that the
June 26 meeting of the association was postponed for the following reasons:
1. The National Yacht Club was not available to host the meeting at that time.
2. The association needed more time to review the entries for the event.
3. The coronavirus pandemic continued to impact travel and attendance.

The next meeting of the association is scheduled for August 23 in Atlantic City.

87,000 Week Building at Hagerstown

New Buildings, Free Grandstand Combat Hot Week

HAGERSTOWN, Md. — The combination of a free grandstand and
show新技术 has been a major factor in the success of the Hagerstown Fair. It was
was held on the historic grounds in the center of the city. The fair
was attended by thousands of spectators from all over the region.

The fair featured various entertainment acts, including
a variety of performers and attractions.

The fair lasted for five days, with
a total attendance of about 30,000 people.

Burr Season Big, Weymouth Open Strong

SOUTH WEYMOUTH, Mass.—Spending at fairs in the Bay
State area appears to be as good as last year, which was
a banner one. Source of this evaluation is Eugene W. Burr,
operator of Weymouth Amusement Company, of Quincy, who has the mid-
way for the first time here. Burr reported fine business this week, with a total gross of over
$25,000.

Many old-timers were here Kelly the Mule was on the midway on the afternoon of the first day, and his popularity was
as great as ever. He was running in the same location as last year, and the
fair officials were pleased with his performance.

A MOUTH RUNNING AT PACE EQUAL TO 1956

SOUTH WEYMOUTH, Mass.—Weymouth Fair started off big on Sunday (13) and kept
up for the first four days of a seven-day meeting. This is the Bay State
area's busiest fall season, and the fair is the second year under the
management of Tom Luce.

Attendance figures for the first four days totaled
better than 83,000. If the crowds and the weather hold up for the
next three days, the four days total will be
likely to exceed 100,000. Best figure ever hit was the pre-war peak of
86,000 in 1914. Whereas there are more people in attendance at the fair now, the weather
has been much better. Thus far, the weather has been
favorable for the fair, with temperatures in the
70s and 80s.

Joe Chittwood's thrill show drew crowds to the midway and the grand-
stand was doing a good business among other rides.

A free children's day Tuesday
provided one of the best days for business in the
past week, with large crowds drawn to the various midway rides.

and food stands plenty of action. The crowd Wednesday was
about 35,000, and had been over the
Rhine Island, where "V-J Day" gave everyone a
boost. The parade was attended by the crowd also and
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2,000 new visitors are expected at the fair.

Joe Chittwood's thrill show drew crowds to the midway and the grand-
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Baker United Shows

New London, Ohio, Annual Labor Day Celebration

September 1-2
West Shore and Chambers, Poppens, Apple, French Fries, Pot Long, Waffles, Soft Drinks, Pop, Cotton Candy, Wagon Rides, Corn Dogs, Corn Hole, Rodeo, Big Wheel, Floats, Raffle, Quality Bobs and Penny Parler at All Rinks.

Nolan Amusement Co.
Perryville, Ohio, Street Fair, Aug. 23-27.

Draco Shows #2

Now booking for Big Messen, Fair, and Labor Day Celebration, Aug. 29-Sept. 1
Want Glass, Rid and Bear Pitches. Also Novelties, Prints, String, Fish-in-Win, Derby, Ink Cross, Roll Games, Add-Em-Smily Darts, Cat Battles, Arcade, Prize Peeps and Lemon Shakes. Any good family type show. Tommy Lee contact us.

All replies CHEST PIERCE
Maryland, Ind., this week. Messen, Ind. east week.

Beam's Attractions

Fulton County Fair, Middletown, Pa., Next Week
The Fair Where People Spend Money.
Can book all shows and attractions in one call. No additional expense to book a small show or a national name.
Contact STVE DECKER, Fairgrounds, Galosomes, Md.

Lacrall

Last Call
CHESTER FAIR, CHESTER, CONN., Aug. 23-25
Connecticuts best concession fair.
Can sell all shows and novelties in one call. No additional expense to book a small show or a national name.
Deluxe Shows Want

ROCKVILLE, CONN., Thursday, Sept. 22.

Imperial Shows Want

CHAFFIN'SWorld Conundrum, Fast Loog, Pronge Pons, Photo, Businey, Rider, Rider and others not prohibited.
HELP: Want Rice Pomerans and Seeing Eye dog delve.
Parbur, Fair, Fair, Fair, at Kankakee, Ill. Last 30-45 Big Labor Day and Tri-County Fair, Hammond, Ind., Aug. 21-25, St. menorah, Ind., Prime Beef Horse Fair.

Wanted

Good, reliable Jam man for Austin.
All replies

MAXIE SHARP
L&P Prod.’s Broadway Shows, Cambridge, Md.

Bingo Help—Norm’s Bingo

Two men. Complete crew for 2 flat units. Delta State Fair, Aug. 25-28, & Fall Festival. Booking same as Moe and Co. Delaware, Waukesha Ponds and Delmarva Ponds. Do not pay for shows. You must be up to date and able to man the show.

Norm Anderson, Joe Curtis or Jim Pona

Vets Wanted

Veterans of Foreign Wars
At Catholic, At Catholic
Good clean Shows, Carnivals, Circuses on a percentage basis.
Can use at various fairs. Contact Manager, Fair, Fair, Fair, 1931.
Address all communications to
Kirk Saltz, Committee
832 W. Main, Committee
Cleveland, Md

Searchlight Carbons

75¢ each, 25¢ each. All prices F.o.B. Columbus.
All prices in U.S. dollars.
Terms: 10% on each $1 order.

Publicity Searchlight Co.
292 West 31st St.
New York, N.Y.

Novelty Agents

One bnded and 1 bnded Openings six of each Rko. 830 R. M. 25x25, 25x25, 25x25, 25x25, 25x25.

Claude Jones
Win’s Bros. Circus, Aurora, Ill. 10, 4-3.

Acts Augment Circus At Palisades Park

PALISADES, N. J. — Extra acts were added to bring busy to Rntains Entrance at Palisades Amusement Park. The show opened Saturday (17) and is scheduled to run through Labor Day and possibly beyond.

All bands and organists present Saturday and Sunday. Also the Al Hahn Tenor, existing for many years, and the Al Hahn Tenor, existing for many years, are of a provided free act during the season.

Under the Marquee

Continental

Champagne Recuperates; Fairs Begin

WESTPORT, N. Y.—First fair date for the Continental Shows began here on Tuesday (13) following a disappointing July 4 week.

The fair was conducted by H. C. Potts, who owns the 2.2 acres the show was operated on.

They will be open for the rest of the fair at 3.2 acres, which L. W. Walker, the manager, has at 5,000.

Ernie Farrow Starts Strong At Wausau Fair

WAUSAU, Wis. — Ernie Farrow’s Waller Bros. Shows got off to an excellent start at the Wausau Valley Fair.

Ernie was in charge of the fair, which was open for the first time in 1938.

He and his workers were already on the ground, setting up for the first day of the fair.

The fair was expected to draw large crowds, and Ernie was pleased with the start.

He said that he was looking forward to a successful fair season.

Souls Concert, Baby Event, Hyde Olympic

IRVINGTON, N. J. — Olympic took over the Lyceum on Sunday (17) and held Sunday (17) with cash prizes for the best baby, the best baby of each division, and a best baby of all.

On Sunday (16), the park presented a special event, the first ever of its kind. It was held late March, and it was the first time that such an event had been held in the park.

A new event is in the works for Monday (18), following Tell-Tale’s "Back Home," which was held last month.

Thank you

HARRY HADDON, Larkin Street, Brooklyn, N. Y.

Say "Thank You" to your Customer.

"Ask Harry about S.H.

Turner Scott

Publicity

Attorney. (S.C., Fla.)

Thank You

HARRY HADDON, Larkin Street, Brooklyn, N. Y.

THANK YOU

HARRY HADDON, Larkin Street, Brooklyn, N. Y.

"Ask Harry about S.H.

Buddie Whyte

JOHNNY CAROL

ALTOONA - 2-4-5-8"
CATERPILLAR FOREMAN
And Second wanted at once, also Crew for Rides-O
Also want to hear from Howard Ingram Jr.

KING REID
Union, Maine, this week, Phone STATE 5-9561

THOMAS JOYLAND SHOWS
WANT FOR SOUTHERN WEST VIRGINIA FAIR, CHARLESTON, W. VA. ALSO CHASE CITY, VA.; CONCORD, N. C.; REDSVILLE, N. C., AND LEXINGTON, N. C.

SHOWS: Want Shows of all kinds. Snake, Ubbink, White Fur Button,ウィット, 3rd Class, Elephant Show and Organized Midget Show with or without equipment. A real proposition with guarantee.

CONCESSIONS: Can place Concessions of all kinds, Photos, Arcade, Long Range and Jugglery.

HELP: Can place Rides on all Rides.

AGENTS WANTED
Per 6-7 Cat. Buckets and 8-10. Strong Route of Southern Fairs. Out until mid-December. Those with me before contract at once. All replies

FAIRGROUNDS
FRANK DUNCAN
FRANKFORT, IND.

WANT RIDES—SHOWS & CONCESSIONS
For 1st, Ohio Community Fair and a long route of Street Celebrations. Will book June thru Sept. 30th, 1957. Orchard-Barn or any Thistle Ride. Concession or Rides only. Phone first. Good rates that make both us and agent happy. Concessionier must be good and straight. Contact

CENTRAL KAN.
1655 S. Mayfield Ave., Oakland, Illinois. Phone Garden 3-1557.

WANT—STAR AMUSEMENT CO.—WANT
Wilber, Iowa, this week. Rides and Concessions. West of Council Bluffs and Louisiana. Long season.

FRANK BRIGGS SHOWS
WANT—STAR AMUSEMENT CO.—WANT
Kerrville, Texas, for Rides and Concessions. Ride only.

Schafer’s Just for Fun Shows

Harkey, Show...

Pennington Gap, Lee County, Va., August 28-31; followed by Sissonville, Tenn. and...
Indianapolis, Ind., Aug. 28 thru Sept. 6

INDIANA STATE FAIR

Reading, Pa., Sept. 9 thru 15

All Fairs until Nov. 23 at Jacksonville, Fla.
CAN PLACE HELICOPTER RIDE at any fair immediately.

WANT: Experienced Working Men in all departments. We furnish Un ions for all employees.
CAN PLACE: Most legitimate Send application, can place all existing and Driving Stunts.

CETLIN & WILSON SHOWS

Missouri State Fair, Sedalia, Mo.

WANT

FOR M. PLEASANT, PA., AMERICAN LUGO MARDI GRAS — AUGUST 26-31

Rides and Fair games.

SMILEY’S AMUSEMENTS

General Delivery—Westmoreland County Fair, Lonaconing, Pa.

GEOGE CLYDE SMITH SHOWS

WANT

Ball Games, Conundrum, Pharo, Pitch-500-Year-Old, Card Gallery, Duck Pond, Bean Pick, Spot the Spot, High Briker, Oarks, Novelities, Spin Spins, Penny Arcade, Girl Show, Monkey Show, Illusion Show. General Ride Help, Truck and Trucker Drivers, Agents for Home Parks, Maryland, Pennsylvania and Ohio.

All replies George Clyde Smith Shows, Louis, Virginia Fair this week. Winchester, Virginia, next week.

KING BROS.’ SHOWS

Want Wheel Foremen. Positively top pay if you can get it up and down. Also other dependable help. Due to circumstances who cannot mind their own business, want Ball Games, Card Gallery, People or any other Hurky Parks not conflicting. This show is now booked solid for the season. Oct. 1, 1921. Grant, Maine.

H. V. PETERSEN

Greenup, Ill. Fair this week. Georgetown, Ill., Fair next week.

STAR AMUSEMENT CO.


PARKS: Want shows with good bills. want shows with the Epme and κακάμοσις not conflicting. What have you yet?

PARKS: Want Shows. want Shows.

TIVOLI EXPOSITION SHOWS

Largest and best show to the South. 10 Big Rides, 3 Arm Rides including Loco-Dump and the Pies, and 35 Shows, and lots of games. ALL CONCESSIONS. Can place Hurky Parks of all kinds, including Prince Avento Rides. Hurky Parks, Yankee Rides, Dance Rides, and games. Can take care of anyone. call any time.

H. V. PETERSEN

Greenup, Ill. Fair this week. Georgetown, Ill., Fair next week.

GEORGIA VIRGINIA SHOWS

Mail or wires to WM. C. (BILL) MURRAY

Snow Hill, Maryland this week. Suffolk, Virginia Aug. 26-27.

VIRGINIA GREATER SHOWS

Want At Once. Machinist for International Trucks and Diesel Electric Rides. Help. Loco Runs, keeps cars and trucks in good order. Also good man to take care of Griddle Man for Cook Houses, Girl Show Manager with 2 or more Girls. P. C. Dodds wanted. will take good man able to keep his plates.

Mall or wires to WM. C. (BILL) MURRAY

WANTED

Want One or Two Girl Shows

For Army Payday, Manhattan, Kansas, Aug. 5-9. The High School Dance, Minneapolis, Minn. Call A. E. RAINES, Eureka, Kansas.

Contact BOBBY DECKER

P. 0. BOX 182, St. Louis, Mo.

COLEMAN TAKES

Martin acts, and at Norwich, where there was a Barthe-Cathons talent and several elements booked in by成 and Beach, including the Jack Kuchmier thrill show, a two day tea show, and one day ride. Coleman and Martin also had the grand talent here.

Add Meriden, Conn.

New York fairs remaining are Altamont, Ballston Spa, and Troy. Meriden, Conn., was inaugurated in Meriden, Conn., the last week in September, and the same will be repeated here. Meriden is in the center of the most unusual Concessions. The Meriden show is under the management of the Coleman Bros., and it is the only show in the state that has a Smoking Tent at the fair, where the guests can purchase cigarettes and tobacco as usual.

OREGON SHOWS

ORIS A. DRAKE, Portland, Ore.

ILLINOIS STATE FAIR GATE UP

Continued from page 103

Before spending and a considerable number of them decided to spend their money on other games.

The fair was held the last five days of the fair the first seven days were "Holiday on First of 57." In for the mile National championship races on the last day of the first five appeared heated to the same record for the closest fair ever. The U-shaped temporary bleachers were used to up seating capacity by about 1,000 and thus provided seating for an additional 2,229, and the area played to good, capacity crowds of onlookers. "Holiday on First of 57," on the second night basis, with an averaged attendance of 6,500, was followed by a regular full-length performance running about two and a half hours. The early early was priced at $1 for adults, 50 cents for children, and the fair was said to have been at $1.50 for adults, $1.00 for children.

BARN DANCE BUILD

Grand National Grandstand, a spokesman for the fair said, was about even with last year. Opening night was not a good one. It was held last night of Keel, Russell Arne, Brenda Lee, the Viking, and the singing people. It was sold out to 2,000 to 3,000 persons, fair officials said, and should do well for opening night. The following offer the grandstand and admission box the WLS Barn Dance, with Gene Autry, and following will be announced.

The show reportedly played to 8,000, also about par for the night. Sunday night was put over to a free "fors" show. "West-O-Rama," was popular in the following night for five nights. Rain hit before the first second act, and the show was cancelled. Turnouts the following nights were about 8,000 to 10,000, approximately as the same for the corresponding nights last year.

Strong promotion was put behind the show, and the crowds behind other grandstand attractions was either nil or very small. Shows to offer a grandstand show heavy in names on its final day. There was a night that program were Dennis James, James Arnes, Don Collins, a few rambles, the Diamonds, and Dick Shaw. Fireworks were by the Illinois Fireworks Company, Danville, Ill.

 ICE CAPADES

Continued from page 101

the John Harrs ice, but re- mained the only man against Morris Chalpin, of "Holla-

The Coney Island "Ice Capades" were selved with its "Rhythmic Waters" unit in Atlantic City, one of all fair and price was unchanged for the final four days. Opening here, opening day was to be performed by Harry's° ence. The" pseudo." The man was not violating the Water patent. Sth was filed in Federal Court, Tren-

HARRIS, N. J.

Dancing Water unit not being the John Harrs test, but reports intended for the fair against Morris Chalpin, at "Holiday-

harris, and Harold Stein- man, of the Dancing Water fair, notified to the theaters that last spring wash, and in all the fair in Trench, it held patents.

"Ice Capades" included its "Rhythmic Waters" unit in Atlantic City, one of all fair and price was unchanged for the final four days. Opening here, opening day was to be performed by Harry's° ence. The" pseudo." The man was not violating the Water patent. Sth was filed in Federal Court, Tren-

BARGE'S SHOW ACTS

Gull Thyme, School of 1921, Madison, Minn., and Madison, Minn., 1922. In an enlarged house, has been paid to the Gull Thyme School.

All replies to Bob Robinson, 104 W. Michigan Ave., Grand Rapids, Mich.

UNITED EXPOSITION SHOWS

6701 Fair Rd. St. Louis, Mo.

AGENTS WANTED


RED BURTON


COLORADO BEACH

Will conduct Concessions to persons with or without watercraft. Location.

E. E. PRICE, 324, 5th Ave., Findlay, Ohio.

HUTCHINS MODERN MUSEUM

Waste in June. Survey June 1, 1925. The show May 23, 1925.

Red Burton

Clarence W. Burton

Clarence W. Burton

New York, Aug. 3-25. Shows in a large car, also in other cars. 1921.

BARSHAW, N. E.

Mail or wires to WM. C. (BILL) MURRAY

Snow Hill, Maryland this week. Suffolk, Virginia Aug. 26-27.
**WORLD OF PLEASURE SHOWS**


Can place Hanky Panks of all kinds, also Straight Sales. Can also place Grind Shows.

**Long season South Fair starts at Jamestown, Tenn.** Followed by Fayetteville, Tenn.

**Contact:** C. W. (Rud) Davis, Mgr. Coldwater, Mich., new.

**GOLD MEDAL SHOWS**

**WANT**

For Maryville, Tenn., Blount County Fair

**Week Aug. 26-31**

**CONCESSIONS:** All Hanky Panks open.

**Wire** JOHNNY DENTON, Ranceverete, W. Va.

**WANT RIDE HELP NOW**

Second Men who drive, sober, no cars, no bees, for Tilt-a-Whirl, Octopus, Merry-Go-Round and Kid Rides. Want #1 Wheel Forever. This is year-round work. Salary way above average.

Now at Meadows Shopping Center, 38th Sr. & Meadows Drive, Indianapolis, Indiana, until August 31.

Come in. I am short six men. No tickets.

Ask for BILL GEREH

---

**WILLIAM HAMES SHOWS**

**WANT SHOWS NOT CONFICTING EACH OTHER MORE HELP**

**WILL BOOK LEGITIMATE CONCESSIONS**

**FREE ACT WANTED FOR DATES IN SEPTEMBER**

**FOLLOWING ARE ALL FAIRS**

PARIS, TEXAS, AUG. 17-24

ABILENE, TEXAS, SEPT. 9-14

GARNETT, TEXAS, AUG. 27-31

AMARILLO, TEXAS, SEPT. 16-21

MARSHALL, TEXAS, SEPT. 7-17

LOBBY, TEXAS, SEPT. 23-28

PALESTINE, TEXAS, SEPT. 30-OCT. 5

Contact BILL HAMES, Paris, Texas, this week.

---

**TENNESSEE VALLEY AMUSEMENTS**

Greatest Colored Fair in America, Knoxville, Tenn. Most week-long festival followed by County Fair.

Want Hanky Panks of all kinds. Also Rides and Men please. Deluxe Drive, Rides, Concession. Concessionaire will own all equipment. Will tow, will operate, will work. Will operate 14, 16, 18, 20, or 25 rides. Will work anywhere. If you are interested, write or phone.

**Contact** W. Martin, Knoxville, Tenn.

---

**MOTOR SHOWS**

**WANT—CARPENTER BROS. SHOWS—WANT**

Milk Bottle, Cell Phone, Add-a-Ball, Nucleus Dart, Bear Flick, Glass Flick, Mirror, Horse, and Dog. Contact NORMAN CARPENTER

Deerway, Ohio, Homecoming, Aug. 22-24; Paramus, Ohio, 4-H Fair, Aug. 28-30; White Lake, Ohio, Labor Day Sept. 1

---

**KEY CITY SHOWS**

Can book for the following dates: Paramount, June 19-31; Los Angeles, July 1-15; West Coast, July 1-15; Seattle, July 15-25; Fairmount, Fairmont, Cal. Bus. counter, ticket desk, and all equipment.

**Contact** NORMAN CARPENTER

Deerway, Ohio, Homecoming, Aug. 22-24; Paramus, Ohio, 4-H Fair, Aug. 28-30; White Lake, Ohio, Labor Day Sept. 1

---

**WOODSTOCK, VIRGINIA, FAIR**

August 26-31

**CONCESSIONS:** Novelties, Ball Games, Scale and Age, Rides and Drinks, Huckey Ponds, Penny Arcade, Hi-Striker, Short Range, Photo, Glass Flick, Bear and 3rd Fish.

**Rides:** Scrambler, Flying Scooter, Roundup, Kid Rides or any Rides that do not conflict.

Leslie can place working Acts for Side Show. Can place Girls for Side Show; salary out of fixed.

Write or wire ROSS MANNING, Woodstock, Virginia, Fairgrounds.

---

**GOLD MEDAL SHOWS**

**WANT**

For Maryville, Tenn., Blount County Fair

**Week Aug. 26-31**

**CONCESSIONS:** All Hanky Panks open.

**Wire** JOHNNY DENTON, Ranceverete, W. Va.

---

**RUSH MANNING SHOWS**

**WOODSTOCK, VIRGINIA, FAIR**

August 26-31

**BURLINGTON, N. C., Fair**

**September 2-7**

**RUTHERFORDTON, N. C., Fair**

**September 1-4**

**LAMAR, N. C., Fair**

**September 17-23**

**CONCESSIONS:** Novelties, Ball Games, Scale and Age, Rides and Drinks, Huckey Ponds, Penny Arcade, Hi-Striker, Short Range, Photo, Glass Flick, Bear and 3rd Fish.

**RIDES:** Scrambler, Flying Scooter, Roundup, Kid Rides or any Rides that do not conflict.

Leslie can place working Acts for Side Show. Can place Girls for Side Show; salary out of fixed.

Write or wire ROSS MANNING, Woodstock, Virginia, Fairgrounds.
WANT DELIVERY all Oreonist air...
**ADVERTISMENT**

**MERCHANDISE**

**COMMUNICATIONS TO 2160 PATERSON ST., CINCINNATI 22, O.**

**BIGGER SELLER THAN EVER!**

**A GOOD JOINT:**

- PRE-SOLD THRU TV
- OFFICIAL CLUB-BALLOON

**NOW WITH RED EARS AND NOSE**

No. H-44-Meant for bigger value at the hand of the retailer!

**HIT THE STREET FOR BIG DOUGH WITH THIS HOT OX EXCLUSIVE SEE YOUR JOBBER TODAY!**

---

**MERCHANDISE TOPICS**

**Universal Plastic Laminating Company**

3656 W. Main St., Chicago, Ill. (Route 66)

- Its a
- is a
- is a

**R Mickey Mouse Nose BALLOON**

- **New Mickey Mouse Nose BALLOON**
- **New Mickey Mouse Nose BALLOON**
- **New Mickey Mouse Nose BALLOON**

**Bigger Seller than ever!**

A Good Joint:

- Pre-Sold Thru TV
- Official Club-Balloon

Now With Red Ears and Nose

No. H-44 - Meant for bigger value at the hand of the retailer!

Hit the Street for Big Dough with this Hot Ox Exclusive

see your jobber today!

---

**Pipes for Pitchmen**

By BILL BAKER

George F. Davis... of Wilmington, Del., writes in to say that Donald Ed Fitzgerald, whose death recently was listed here and in the Final Curtain, Faz noted that the latter had written his will and

**Pipe**

In her... and later making his own pipes.

In later years he made a hobby of making pipes, especially among the ladies who sold his tobacco at various prices.

He had supplied the field with pipe with a history since 1922.

**PITCHMEN...**

Will be featured in the new $350,000-plus Farmer's Market and Auction, now under construction on Route 80, near the west end of the Salt Lake area.

On October 2, and Dudley Cooper, assistant secretary-treasurer,

In the event that you're interested, Dudley's address is

F. W. 1-2559. His number is 1807 1st Street.

**Five Years Ago**

Pitchdom

Little Charlie's White Eagle was pitching heros in Los Angeles after a jaunt thru the Midwest with the Royal Marine Band. Joe Known, sheet worker, abandoned the field to be with the three winners.

He's a Kansas City.

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CLASSIFIED SECTION
A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style; one paragraph, no display. First line $1 per word, $5 per pg, unless in regular 2 pg. upper and lower rates.

DISPLAY-CLASSIFIED ADS
attract more attention and produce quicker and greater returns than the use of larger type and white space. Type up to 14 point generally, but use reverse plates, logos or other decorative material. 

IMPORTANT
In determining cost, be sure to count your name and address. When answering number in care of want-ad, please use six words for the address. 

Your listing may be repeated additional to cover cost of reply service. 

RATE: 25c a word—Minimum $4. 

CASH WITH COPY 
Refund credits cannot be established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 Patterson St., Cincinnati, Ohio.

Ladies Rhinestone WATCH SET
$7.95

ACTS, SONGS & PARODIES


ATTENTION HOBBY! LOW PRICES FOR ALL MUSIC LOVERS.


ATTENTION, HOBBY! LOW PRICES FOR ALL MUSIC LOVERS.

APRIL 15, 1957

ADVERTISER'S DIRECTORY


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ADVERTISER'S DIRECTORY


ATTENTION, HOBBY! LOW PRICES FOR ALL MUSIC LOVERS.
FOR SALE - SECONDHAND SHOW PROPERTY

BROADWAY THEATRE PROPERTIES CONCEIVED FROM TRUE PRODUCTIONS OF MANY OF OUR TIMELESS STANDARDS.

CANDY FLOSS, COMPLETE WITH BAGS, 
CANDY BAR, ETC.

SHOES, BOOTS, COSTUMES, DELUXE HOBBLE STICKS, 
GANTS, TRAVELING BAGS, CLOVER JACQUARDS, 
MINIATURE BAGS, BEADS, etc.

ALL Kinds OF PROFESSIONAL LIMITED EDITION EXHIBITS, 
ASSESSMENTS, WITH SPECIAL EMBLEMS.

PERSONALS

DAN HAGERTY MUST LOCATE HIS ROOMMATE. LOOKING FOR OFFICE OR STUDIO THAT WOULD LIKE A FRIENDLY 
AND Cable INFORMATION - WRITE BOX 130 FA, TIDAL." .

PHOTO SUPPLIES DEVELOPING - PRINTING

CONVERTING, PRODUCTIONS, AND BASE

PRINTING

$49.00 PER BAG

$14.00 PER BAG

$1.50 PER BAG

$1.50 PER BAG

SILVER TOP REFILLS, 60-1826, 
50c PER 1/2 DOZEN

MODERN PEN MFG. CO., INC.
1231 MAIN AVE., CLEVELAND, OHIO

FOR SALE - PICTURE PRIVATE

FOR SALE - SPOTTED, GOOD CONDITION, 
BY ALL HANDS, ANYWHERE, $25.00

CHAS. W. JOYCE.

SALES MEN WANTED

ANYONE CAN SELL BRAND HOOVER

SALES GETS ANYWHERE, CHRISTIE ANDERSON, 
NEW YORK CITY, ANYWHERE, ANYTIME.

MISCELLANEOUS

POSTERS

OF ALL DESCRIPTIONS.

IN, AN AD OUT, TO DEAL WITH 
A COMPLETE LIST, IT Saur.

WINDUX SHOW PRINT CO.


PARKS & FAIRS

ANIMALS, ANIMALS & VARIOUS NOVES

BALLOONS, ANIMAL FIGURES,

NEW ON THE WORLD'S FAIR SCENE 
NEW ON THE WORLD'S FAIR SCENE

FOR SALE - CART, GOOD CONDITION, 
$50.00

FOR SALE - FINE CASTLE, 
$15.00

FOR SALE - PICTURE, PRIVATE

FOR SALE - SPOTTED, GOOD CONDITION, 
BY ALL HANDS, ANYWHERE, $25.00

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BY ALL HANDS, ANYWHERE, $25.00

CHAS. W. JOYCE.

SALES MEN WANTED

ANYONE CAN SELL BRAND HOOVER

SALES GETS ANYWHERE, CHRISTIE ANDERSON, 
NEW YORK CITY, ANYWHERE, ANYTIME.
MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

MAIL ON HAND AT CHICAGO OFFICE
180 W. Randolph St.
Chicago 1, Ill.

COMING EVENTS
- Continued from page 129

Jefferson, Dana C.
Jockey.

Johnston, L. W.
Jockey.

Kiner, Mike
Jockey.

Kuhar, K.
Jockey.

Kuhl, C.
Jockey.

Ladd, W.
Jockey.

Leininger, S.
Jockey.

Leitner, W.
Jockey.

Lundy, E.
Jockey.

Montez, M.
Jockey.

Morse, Jack
Jockey.

Morse, John
Jockey.

Nelson, J.
Jockey.

O'Young, Bob
Jockey.

O'Young, John
Jockey.

O'Young, Jerry
Jockey.

O'Young, John
Jockey.

Palmer, J.
Jockey.

Parker, J.
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Parker, J. D.
Jockey.

Parker, S.
Jockey.

Parker, T.
Jockey.

Parker, W.
Jockey.

Parks, F.
Jockey.

Pepper, L.
Jockey.

Phillips, A.
Jockey.

Phillips, A. L.
Jockey.

Phillips, J.
Jockey.

Phillips, J. F.
Jockey.

Pine, J.
Jockey.

Pine, J. H.
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Pine, J. W.
Jockey.
EDITORIAL

Let’s Settle It

Both manufacturers and distributors in their fight over direct sales have presented the views of many. Now we think the time has come for both sides to ask the salesmen who have been busy this week meeting and meeting just a meeting for the purpose of repeating their grievances such as meetings held in the past. This time both sides must come to the meeting with concrete demands and solutions. Only then can the representatives of all agree to envisage the meeting will accomplish any more than any previous ones.

Issues Plain

For both sides, the issues are plain and most of them are simple: To settle the dispute as quickly as possible. Distributors must be able to show manufacturers how they are paying their existing distributors and manufacturers themselves can be in the new business areas without function. On this end, we think the joint-point program outlined by members of the distributor association is a sound one which cannot fail in achieving that goal. Manufacturers must consult the answer to these questions: Under the most ideal circumstances, what would I offer to this program and what would I expect in return.

Operator Relations

An important part of any lasting settlement to this whole controversy revolves around defining the relationship of each manufacturer and distributor to the operator. Such a definition is of the utmost importance at the very start of the discussion. By all means, the value of the current full discussion of the question should be very high. The question must not be left in a state of confusion at any time that the industry can now settle this problem.

FOR PARTS, SERVICING

CAVA Head Calls for

Closer Op-Mfr. Ties

LOS ANGELES—Close liaison between vending operators and manufacturers is called for in a two-weeks (plus) head of the operator association and head of his own Distributing Co. The man also desires to see the future in the new more complex machines, with the operators becoming more responsible for the upkeep and feeding costs as the machines are more complex.

The manufacturers will be the ones to watch. They have developed their complete equipment and can be left by operators, Cunem and others. If there is more co-operation be-

FINNS IMPORT SELF-BREW

DETROIT—Self-brew coffee vending was introduced for the first time in Finland, according to a report in a Finnish newspaper. The Finnish Co. Company here from Valo Eino, imported coffee vending machines in Helsinki.

According to John Girard, sales development director of King, this represents a big step forward and a new service. The King Co., which is a major manufacturer of vending machines and other products in Michigan and Ohio, has installed these machines in this type of machine, and held an extensive exhibition of them in the market last spring.

The coffee vending machine has a limited market over here, Fox says. Self-brew machines are the new machines that are being sold. They are designed to be used in the vending machine for the corner.
STANDARD SPECIALTY CO.

OAKLAND, CALIFORNIA

"Growing With The West"

WILL HOLD OPEN HOUSE IN THEIR NEW HEADQUARTERS

August 23, 24, 25

Our thanks to you operators who have made this steady growth possible, and to our suppliers whose quality merchandise we proudly represent.

★ Atlas Mfg. & Sales Co., Cleveland, Ohio
★ American Chicle Co., Long Island City, N. Y.
★ Beech-Nut Life Savers, Inc., Port Chester, N. Y.
★ L. M. Becker Co., Brillion, Wisc.
★ Samuel Eppy & Co., Jamaica, Long Island, N. Y.
★ Green Duck Co., Chicago, Illinois
★ Karl Guggenheim, Inc., New York, N. Y.
★ Hardfield Corp., Puerto Rico
★ Northwestern Corp., Morris, Illinois
★ Oak Mfg. Co., Calver City, Calif.
★ Oak Sales Co., Pittsburgh, Penna.
★ Peanut Specialty Co., Chicago, Illinois
★ Paul Price Co., Inc., New York, N. Y.
★ Shipman Mfg. Co., Los Angeles, Calif.
★ Victor Vending Corp., Chicago, Illinois

STANDARD SPECIALTY CO.

1028 44th Avenue,
Oakland, California
Delay Action On Ala. Cig Price Bill

MONTGOMERY, Ala. — Repeal of the State's controversial "Cadillac Cigarettes Sales Act" was delayed for another week, as opponents of the measure threatened to vote it down in the House when supporters sought to bring it up for consideration.

The move is known to be opposed by vending machine operators, who are opposed to the act, which prohibited retail stores from selling cigarettes at a price less than 77 cents per carton. Repeal of the bill, they feel, would put them in a competitive position with the retail outlets.

The hotly contested repeal measure has been brought to the House Ways and Means committee for weeks. It reached a vote once, with the committee deadlocked 7-7. At the time it was sent to a subcommittee for further study but no meeting of that group has ever been called by its chairman. Representative Charles Ramsey of Akron. He opposes the repealer.

Coast Ops Adopt Decals To Improve Servicing

LOS ANGELES—Bulk vending operators have agreed generally to adopt the decals in their offices when he has finished his day's servicing and before he starts for home base.

Harry McKinney, Billboard division manager, says the sales calls to "Most trouble calls are from new locations. Maybe the machines are rusty. I think it behooves an operator to take care that his machines are as neat as possible."

While there was general agreement that service calls are important and should be attended, none of the operators for quick action could answer one big question, "When are you going to keep people from calling us in the middle of the night to report a machine out of order?"

FOR SALE

EASTERN ELECTRIC

Cigarette Vending Machines

25¢ $35 F.O.B. Newark, N. J.

Excellent Condition

STRAFORD VENDING CO.

504 Clinton Ave., Newark 8, N. J.

Billbox 3-5665

POPPETE

Fully Automatic

Popcorn Machine

10c Hi Profit %

$159.00

TERM$; 3/ Deposit With Order, Balance C.O.D.

WRITE, WIRE OR PHONE

Mayflower Distributing Co.,

2227 University Ave.,

St. Paul 4, Minn.

Midway 6-7001

In DENTON, TEXAS

oak's famous

ACORN

all-purpose vendor

The newest most versatile vending machines. Vend all 1¢ and 5¢ bulk merchandise. Taxpayer proof with a check against each 1¢. Flips three high with wide globe opening - dispensers from bottom. Economically the most perfect. The one machine with virtually no depreciation — today's Acorn looks the same as the original.

Contact your distributor or

Western Vending Supply Co.

1510 Olive Ave., Los Angeles, Calif.

or Oak Manufacturing Co., Inc.,

11411 Northridge Blvd., Canoga Park, Calif.

J. SCHÖNENBACH

Distributor

oak Manufacturing Co., Inc.

1848 Reynolds Ave., Riverside 7, Calif.

Merchant C.O.D.

PHONE OR WRITE FOR PRICES

THE BILLBOARD
BULK DISTRIBUTORS MAP PLAN

"I. Increase personal calls thru salesmen in outlying areas to show the manufacturer's line.

"2. Offer the manufacturer better service thru faster delivery since most items would be in stock."

NVA ACTION

Commenting further, another group spokesman called on National Vendors' Association to take same action in the controversy. Asked specifically what action he advocated, he said 'NVA should appoint a membership committee to see why memberships in the association is at such a low level."

"Ask if NVA's existing membership committee would be adequate for what he had in mind, be answered, "The board of directors would be the ones to determine that."

One group member's comment indicated that at least several of the distributors were ready for a break with the national group if a settlement of the current battle was not effected.

Sounding up his views, he challenged 'manufacturers to recognize the distributor as the man who services and has contact with most operators in a local area and can bring hundreds of members into a national organization.

Another Association

"The importance of this fact to a strong industry is apparent," he said.

"If the manufacturers don't consider this important, they don't get importance on a strong national association," he added.

"The only outcome of this is that someone else will, form a national association."

"Ask if the distributors would contemplate such a move, be answered that as far as he as an individual was concerned, the outcome would be the same," he added.

Speaking for the group he added, "we as distributors are only here to get together with the manufacturers and work out a compromise. Whether the manufacturer is willing, we don't know."

"Ask to elaborate on the comment that a settlement of the current dispute could swell NVA membership, the group estimated that at least 1,000 people could be added to NVA by distributors if they (the distributors) were assured of not being cut out by the chartie people."

NVA EXHIBITS

One group member went so far as to suggest there be no merchandise exhibited at the NVA conventions, and that activity be confined to business sessions. He felt the manufacturer would still have reason to belong to belong to build up the operator by offering a constructive business program. In this way, he said, the whole industry-operator, distributor and manufacturer would benefit. Would he object to convention exhibits being displayed by the manufacturer? No—but that's a long range goal," he commented. "For the immediate future, we'd be better off without exhibits under any kind of arrangement."

He suggested a close manufacturer-distributor-cooperation policy with regional shows to acquaint operators with merchandise. These shows should be handled cooperatively with the distributor bringing all his customers to view the manufacturer's line, but the manufacturer on the other hand, allowing the distributor to write the orders.

MECHANISATION

Key to Candy Sales: Lobbell

CHICAGO—A sleeping giant that can be awakened thru alert merchandising. Thus was the candy industry characterized by Bob Lobbell, vice-president in charge of sales at Leaf Brands, Inc. in an address delivered to the National Candy Wholesalers' Association convention here, last week.

He said that according to an exhaustive Dupont survey, 50 per cent of all candy is bought on impulse, and that impulse is excited by seeing candy on display.

His suggestions, while aimed primarily at the candy wholesaler, carry good advice to the vending machine operator as well.

Sales Tips

1. Emphasis on proper display of merchandise is paramount. Help dealer (for the vending machine operator, this means location owner) with weekly or seasonal promotions. Look for new outlets as potential sellers of confections. In making the sale, be sure to talk customers and other visual aids to help promote unseen products.

He suggested that many wholesalers (that could well include the vending machine operator) buy products not just immediately new and noticed locations. The underlining of supermarkets in our sale economy was cited as our example.

He pointed out that extensive manufacturer advertising as well as the inherent nature of the product has whetted the customers' appetite for candy. It remains for the merchandiser to make the sale.

Coke Head to Talk At Bottler Confab

NEW YORK—William E. Robins, president of the Coca-Cola Company, will be the keynote speaker at the 50th annual convention of the National Vending Operators of Carbonated Beverages to be held November 11-14 in Washing-

ton.

More than 200 exhibitors have signed up for the 1957 International Soft Drink Industry Exposition, which runs in conjunction with the convention. Over 7,500 bottles, suppliers and guests are expected to attend the show.
SCHOENBACH STAMP VENDORS
Folder Type

**ATTRACTION ALABAMA RAILWAY**

Built on cars and on trucks. Par- ticularly for the use of large truck lines, public utilities, etc.

$2.00 per Vender.

$2.450 ea.

200 Vender.

$32.50 ea.

STERLING VENDORS

35-Car Vender

$49.50 ea.

3-Color Vender

$1.60 ea.

STAMP FOLDERS

Very Low Cost

5/8 With Gear, Balance C.O.D.

10/8 With Gear, Balance C.O.D.

1/2 With Gear, Balance C.O.D.

J. SCHOENBACH

Manufacturer and Distributor of Stamp Vending Machines

1407 South Ave., Brooklyn 19, N. Y.

Phone Faber 5-1420

MARCH 20, 1957

THE BILLBOARD

129

VENDING MACHINES

CAVA Head Calls for Op-Mfr. Ties

Continued from page 125

the latest work. The operators will be faced into buying new equipment. The vending industry is going to be involving more than just soft drinks, coffee, candy, cigarettes, and, to some extent, the beer line. And, as we call them, the larger locations, competition is the key. A top operator is going to have to compete. One of the strongest tools that an operator can find in competing is being able to offer the newest type of equipment in addition to his service and collection arrangements.

The purchase of new equipment. Cervera believes, will, in a way, affect the used machine market.

Used Equipment

"I feel that the manufacturers of new equipment will be taking quite a bit of this old equipment on trade. And, then, in turn, be faced with having to move it. They probably will use their sales force to move this as well as new equipment.

"There is a spot for used equipment. How much of it will be used will depend upon how many new operators come into the business, and, secondly, the demand for equipment, new or used, by the members to continue to grow. We will know that in-plant financing, for example, and that is the equivalent of the total volume done in the entire vending industry today. If there is a $2 billion market this has not been reached, it only figures, as far as the obvious is concerned, that equipment is going to be developed along low food lines that will cash in on this market. But, in order to have equipment that will do the job of in-plant feeding, the operator will have to have equipment. Quality service will serve the best as cabinetry or similar arrangements can do. Food will have to be cooked and it will have to be tasty and well prepared as it is being done today in the cafeteria. A machine to vend hot food in this manner will certainly be simple. As the machine will have to keep the perishable food frozen until it is ready to be consumed. The food will also have to be instantaneously heated and served. A piece of equipment that will do this job will be very complex. So, complexities will be greater in that field than ever before in vending.

"This change will be the vending operators' set-up completely. Today we are faced to find our way into other lines of vending—such as ice cream and knives—with a problem of how to improve the present settles in the warehouse, refrigerated cabinets, truck handling, extra service, and it is becoming more of a catering business. The operator of tomorrow will be more of a specialized dealer than ever before."

"We thought at first that a servant woman could handle several items. We find now that he has to handle too many different kinds of equipment. A machine requiring extra service is neglected. For example, the refreshment type vending machine requires much attention than the ice cream. It is considered that the different kinds of equipment to take care of. He is not going to do the work of one of the many, and a different kind of equipment. The ice cream machine requires much attention than the ice cream. It is considered that the different kinds of equipment to take care of. He is not going to do the work of one of the many, and a different kind of equipment. The ice cream machine requires much attention than the ice cream. It is considered that the different kinds of equipment to take care of. He is not going to do the work of one of the many, and a different kind of equipment.

"We are developing all the time and becoming specialists. I can remember years ago, when we could operate out of your garage and from the back of your automobile. Along with the development of machines and industry, that has to have some more stringent health requirements. Industry is developing. Naturally, as it develops, it is going to require more special attention. Operators are approaching this field in a haphazard manner and get away with it. We cannot do this today. The problem 20 years ago. Business knows that it can demand and get proper service, equipment or what-have-not, as far as vending is concerned. Customers are bought this about. It has, however, done a lot of good. It has made a lot of operators change the way they do business in order to survive."

"The future of the vending field is a bright one, however, according to Cervera. "Management is going to welcome open arms the operator who can replace the cafe- teria set-up. In the vending industry there is still a great number of dollars each month to feed the employees." Cervera continued. "It would help the industrial management of a vender could step in and take that responsibility from him. In some cases, the operators would be probably he will pay them for the opportunity. If the operator can feel the employees on a competitive basis, the vender will be more of a specialist than ever before."

"We’ve had some cases in vending. Easy to work with is not a set of rules. We will work with you, with that sensation."

CONTINUED ON PAGE 127
Jazz Gets Cold Shoulder In Juke Box Programming

By Bob Dietmeier

This is the first in a series on how operators are solving their programming problems. Programming tunes in other-than-current-hit classifications.

Most operators, in making their first moves, has not yet caught up with the juke box. A good number of the listeners is not as profitable as standard programming fare is important, other-than-current-hit categories by stores of juke box operators.

And even operators who do program music to release it to an asset for an exorbitant fee and not to the content of the juke box.

Jazz Not Alone

As this series will explain, music is like any other business, and not all operators understand the limitations of juke box operators.

1. The operator omitted in the first location, thus remaining or not, as well as others in the second.

Jazz numbers are not requested, either by location-owners or by consumers.

2. Either the operator himself, or the location-owner, not interested.

3. Most of the best jazz artists do not appear on the juke box, or on extended plays.

It is possible that numbers, when programmed, will be released as a special type location, even the requested.

Does jazz go on boxes payoffs?

Les Brown, Corbey Davis, and other groups are playing songs that have not been requested.

Urges Op's Diversify In Rack Jobbing

Boston—The general opportunity for music operators lies today in diversification into distributing as well as operating.

Boston's two successes are the result of this operator's claim. He is James C. and his 55 operators have created another angle on the Music Machine, a company veteran who claims to have boosted his business in the past two years.

The plan urges music operators to set up their shops with records and phonographs for sale to the public.

250 at All-Music Fete in Milwaukee

Hailed By All Segments Attending: Op's, D's, Distributors, Dealers, Executives

MILWAUKEE—Two hundred and thirty-four people representing all segments of the recorded music business met here for the second annual Milwaukee Music Industry Party, a unique and successful venture, considered by many as the only one of its kind in existence.

Juke box operators, juke box distributors, disk jockeys, record buyers, stations, record executives, radio, record phonographs—all attended the event, held at the Midland, a new location for the Milwaukee Electric Company.

Social Affairs

It was generally agreed that this was a successful meeting. Basic purpose of the meeting: Directly a social affair to permit an easier contact among peers and a better understanding of the industry.

A representative of people present were juke box and record firm, elated by Beni Olma, Milwaukee Correspondent, for The Billboard, said the Milwaukee "Mills". The "Mills" is the widget piece of serious business for the Milwaukee Music Industry. It is true that the music industry people to the disk jockeys, are directly the taste makers of the cut-off for the upcoming season.

The Mills, of Michael's, of radio station WOKY received his "Mills" from the regular guest of honor, Norman Kuehn, President of the Milky Music Company, who made the presentation.

Both the record deejays and the jule box operators were pleased with the Mills reception.

(Continued on page 152)

MUSIC MACHINES

THE BILLBOARD

130

Communications to 1280 W. Randolph St., Chicago 21, Ill.

AUGUST 19, 1957

NEW FBB FORUM SERIES BEGINS NEXT WEEK

CHICAGO—A new Music Operator Forum series will begin July 20 on juke box programming.

Like the series which begins in this issue (see separate article elsewhere in this section), the new Forum series will be devoted to a study of the politics of programming.

They will kick off this week, however, the more practical problem of installing new pop hits.

Unlike the series kicking off this week, however, the new Forum series will be devoted to a study of current pop hits.

There's a new hit, Urban Legend, which has been circulating for some time, and is a great deal, but by no means a simple little song about what's happening.

(Continued on page 144)

Finalize Chi RMSA Fete Program

CHICAGO—Entertainment plans are crystallizing for Record Music Service Association's dinner dance, which will be held at the Terrace Room of the Drake Hotel.

Entertainment committee chairman Earl Kuehn, Jr., and Jack Filete announced that Bob Evening and a 15-piece band have been engaged for the event, which will be held in the Palm Court and will also be attended by the board of directors.

(Continued on page 135)

BOSTON Juke Ops Map Tax Bill Fight

MOAA to Contest $110 Tax on Jukes With Equity Bill

BOSTON—MOAA, the special emergency meeting of the Music Operators Association of Massachusetts, held Monday (14) in the Beacon Hotel, Boston, according to an announcement by President David J. Baker, Judge of the special meeting will center on the association's move to file a bill in equity to determine the validity of the local ordinances and State statutes dealing with the licensing of juke boxes "at any time and under any conditions before which the juke boxes have been purchased.

Since December of 1956, music operators in the City of Boston have been required to pay a total of $100 per machine for the cost of checking down a set of juke boxes, to the city, for a weekday license, and $50 for a weekend license.

There are 350 music boxes in the city, with a set of juke box licenses amounting to $17,500.

Additional recording talent, not yet announced, will be drawn from the 400 juke box operators in the Boston area, all of whom are members of the MOAA.

'There's a Knock When to Trade In That Old Juke Box

FEBRUARY: Colu—In these days of high program costs, nothing is more important to the operator than a well-planned inventory schedule on all of his equipment.

That's the feeling of Colu Hall, owner of Rocky Mountain Coin Machine Company, who says that he'll need to spend $150,000 on new phonograph and to the new phonograph and to the new phonograph.

Colu believes that the high point in machine programming, is just as important as the high point of the music industry.

...and in the case of machine programming, is a matter of the music industry.

(Continued on page 131)
Jazz Gets Cold

Even in Memphis, a jazz birthplace, this medium is being side-stepped on juke boxes. Why? People apparently don't listen to it. Some operators who are passing it up. Adults want something quiet, teen-agers want rock 'n' roll. Some operators in Memphis who do report using some jazz record say it gets little play.

In Memphis it's the same old tune. Most jazz tunes are programmed in Memphis, virtually an all-black market is used.

Operators report again that there are simply no requests for jazz in most locations other than the special ones, so why buy and program it?

There's a Knack

"We keep an extremely close check on this subject," he says, "always keeping an eye on operators and circulation in demand, legal situations, and other points to keep in mind."

It may be that a particular model phonograph has a heavy maintenance cost due to bugs in its design, more than another. Consequently, such a machine should be traded in anywhere from two to three years ahead of more dependable models simply because its resale value will drop more and more as the machine gets older."

Gradual Cut-Off

A typical example of a trade-in balance which Hall maintains is his gradual elimination of 78 r.p.m. phonographs. With more than 50 of these on location at one time, he gradually cut down the entire stock by shifting them to lower-volume points as new machines came in, setting up a depreciation point, and moving the machines constantly in terms of income earning power until the predetermined trade-in point was reached.

As soon as the point arrived every machine was listed in, to the point that over the space of 18 months every phonograph went in on a new 45 r.p.m. model because there were any serious defects to correct. Pin games are a more serious degradation problem than phonographs at any time, according to Hall. He points out that the earning life of a pinball may extend anywhere from six months to five years, depending on its popularity, while the phonograph's trade-in value is of much shorter life. Just before trading in a pin game, Hall has tested at several varied locations to see whether earning power can be increased by relocation, and has found that income remains approximately the same at almost any location at the time when the machine is nearing its trade-in point.

EXTRA PROFITS from EXTRA PERFORMANCE

with the new United PHONOGRAPH

its mechanical simplicity assures continuous, trouble-free operation

UNITED MUSIC CORPORATION

WRITE FOR DETAILS...MODEL UPA-100
## Coin Machine Price Index

### How to Use the Index

HiGH AND LOWS: Equipment and prices listed below are average quotations to The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period stated. They are subject to change and reflect the general trend of what prices should be used on used equipment.

Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously out of line with the condition of the 30-day old, time on location, the territory and other related factors.

(For 10-week period ending with Issue No. 1250, dated August 19, 1957)

### PRICES

PRICES given in the Index are in no way intended to be all inclusive, "what you will get" for a machine, or a reflection of what prices should be used on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously out of line with the condition of the equipment, time on location, the territory and other related factors.

### MEAN AVERAGE

The mean average is a computation based on the highest and lowest price advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average of high and low; it is a weighted average of high and low with each weighted in proportion to the amount of business advertised for. Therefore, when the mean average is near the "high" it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

### MUSIC MACHINES

#### CHICAGO COIN

![Table of music machines with prices in dollars and cents]

#### SHUFFLE GAMES

![Table of shuffle games with prices in dollars and cents]

### PINBALL GAMES

![Table of pinball games with prices in dollars and cents]

### BALLY

![Table of Bally machines with prices in dollars and cents]

### WILLIAMSON & NAVY (10/55)

![Table of Williamson & Navy machines with prices in dollars and cents]

### ARENA GAME

![Table of arena games with prices in dollars and cents]
250 at All-Music Fete in Milwaukee

close-up co-operation in producing the Annual Milwaukee Music Industry Party is a worldwide public relations success story.

Besides enabling the dealers, operators and designers to mingle socially for an evening, it enabled the recording artists to meet the entire record community in one place and plug their wares.

Public relations-wise it is as good as to the entire local music business and receives considerable press coverage.

Joe Louis, former heavyweight boxing champ, now on the Mercury Recording Corporation, was present among those at the head table. He relates that it was difficult to make his choice between violins and fonning lessons as a youngster. "I might have been in the music business a lot earlier than this," he said if I had stock with my violin then.

A galaxy of recording artists attended the party, including the following, who acted as master of ceremonies: "This may develop into a "Jimmy Dorsey" type of record release. All were well received.

List of artists and label reps, including: Alex B. Amster, David Carroll, Kenny Myers, Joe Dorf and Don Thor, Mercury Records; Jimmy Bowen, Stan Fat, Roulette Records; Louis Basile, CBS Records; Bob P. Arta, Ronny Holzlay, Window Records; Bob Laine, Chess Records; Bob F. Artino, Joe Paras and Beach Goods, Paramount, and Bobby Christian and Barney Fields, Keith Music.

First on the program, the event was: All States Distributing Company; Coral Records; Imperial Records; Capitol Records; Columbia Records; Decca Records; and National Recording Company, S. L. London Music Company; March Radio Supply Company; Mercury Records, Past Distributing Company; RCA Victor Phonograph Company; and Telefunken.
**BYE, BYE TV BLUES**

Gotham Ops Shed No Tears Over Departure of Giants and Dodgers

NEW YORK — While several million New Yorkers aren’t too happy about the imminence of the New York Giants and Brooklyn Dodgers to the West Coast, the city’s juke box and amusement machine operators aren't shedding any tears.

It isn’t that the two National League teams have been drawing fans away from the locals; it’s just that they aren't patronizing the stores and arcades that populate the buses and hunt machines. It’s a problem that is bound to get worse when the teams are seen getting their heavy play when the action is from 8:30 to 11 in the evening, when the coin machines are stilled while the athletic exhibition is in progress.

Operators of amusement games suffer, but not as much. Some of the more purely shuffle-alley pool players will perform while the game is on, but few dare tangle with the all-rock-and-roll players.

The transfer of the two National League clubs won’t mean too much to the many mid-town bars, where the trade is largely transient and televisions aren’t on too often. While a few local operators are sorry to see the Giants and Dodgers move off premises unsold, most of them feel sorrier for the Los Angeles and San Francisco operators.

Baseball has hurt both juke box and amusement game play here. The season lasts from mid-April to early October, and most of the action is from 8:30 to 11 in the evening, when the coin machines should be getting their heaviest play.

The problem is the most acute in neighborhood bars, where the steady patinaustic gambling machine and auxiliary legislation have made music machines still like the athletic exhibition is in progress.

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### Mfrs. Introduce 54 New 1957 Models

**Year’s Crop on Par With 1955 to Date, But Far Behind 1956; 5-Balls, Pool High**

**CHICAGO** — Fifty-four new coin game models have been introduced in past year by various manufacturers. The total is running about even with 1955’s first seven months, but not compared to 1955’s mid-year pre- pool period. Output is on an even keel.

So far, manufacturers have turned out a 1957 total of 13 five- ball pits, 12 pool models, 9 ball bowlers, 4 games, 5 kiddy rides, 3 in-line pits, 4 vertical roll-downs, 6 sports bowling, and several novelty games.

**5-Year Boom**

For the past several years, many kiddy rides were unusable, industry spokesmen have denied the charges, citing an out- standing amusement of number to machines are automatically ground to a boil by a survey of 73 machines tested; 19 were hazardous, causing 18.22 safety violations. According to the survey, 73 machines tested, 19 were hazardous, making 18.22 safety violations.

**N.Y. Op Group To Organize On State Level**

**ALBANY, N.Y.—** The Albany New York State coin machine group will hold an organizing meeting here either Tuesday, Wednesday or Thursday, August 20, 21 or 22.

On the agenda is picking a name for the group, electing officers and designating a full-time salaried managing director. The state has the largest coin machine score of prominent operators, most of their offices and most of their local organizations.

However, it will not be an improvement in any way going.

The group will operate independently, but will conduct itself and closely with associations.

Primary purpose of the group is to organize, promote legislation and to question the authority of enforcement officers who allege that there are new amusement games without due process of law.

The insurance is new money that is required to be held. He may also deposit up to $2.50 in charge for future sending.

**50% More $250 Stamps In N. Ill.**

**WAUKESHA, Ill. —** Gaming stamps purchased in the 25 Northern Illinois counties last season brought in almost 50 per cent increase over the whole period. H. Alan Long, district director of Internal Revenue, said he be- lieved that the law was being sufficiently followed by the new chief federal rule that the games are required for business purposes as slot machines.

In any event, since no distinction is made in the records between gaming pinballs and the machines, the reason for the increase is not ascertained.

**Bally Preems Circus, First Of 1-Ball Line**

**CHICAGO—** Circus, the first of a new line of Bally Manufacturing Corporation coin-operated pinball games, is scheduled to be distributed last week. The game is a two-player model, which can be played by either one or two players. It has score cards and is a single player model, with regulation scores.

**United Introns Jumbo Alley, Ball Bowler**

**CHICAGO —** Jumbo Bowling Alley, a new Manufacturing Company ball bowler in 16-foot by 32-foot size, is being meshed for shipment.

Features the realistic pin features, with 4-inch bowling pins actually making contact with the ball bowl.

While the 16-foot popular size is standard, the game is available in several sizes. Jumbo utilizes a lightweight, streamlined cabinet. Mechanism is located in the backbar. Game has a National St. Club Rejeter coin chutes and the new steel door, first introduced on the previous Deluxe model. The game is a single player model, with regulation scores.

**Glasco, N.Y. Op Tells Of Dealings With Getlan**

**GLASCO, N.Y. —** Sam Getlan, union organizer in the coin machine industry for the counties north of New York City, said he had a recent meeting with a New York City, Green, local operator. (The Billboard, August 12.)

Glasco, N.Y., has had a Getlan local 2, calling for monthly dues of $5 and for a $100 initiation fee for any new man.

The move follows a recommendation made by a grand jury that the Getlan local be terminated, and as a result the Getlan local is. The case was overturned by the board and as a result the Getlan local is.

Emmett Mowery, board chair- man, said that because pinball is legal under both state and federal law, the group is merely following the action in the state assembly as it is, but that he would support any action by the state assembly.

An additional $33 gaming stamp issues brings the total to $45 in the 26 counties since July 1. A little bit of work was done for all of the previous fiscal year, but it was purchased the year before that.

Gottlieb Ships World Clown, Match Play Pin

**CHICAGO—** World Clown, a new Gottlieb & Company single-player, five-ball pin game with match play, was shipped to distributors last week.

It is the second single-player game introduced by the company, which had Royal flush first. All of the firm’s multiple-player models are equipped with match play features.

The match play permits the player to try to match his score with a number that flowers on the playing field. The player who gets the highest score in each game matches entitles him to free games.

**Bally Play**

**Bally." Playing the same line of coin-operated pinball game machines, Bally has”, has been announced when the machines are ready for production sometime in late August.

**Kaye to Make 2 New Games**

**Irvine, Calif. Kaye local game manufacturer, an- nounces that he will build production on a two-player table game and a counter game. Details of the games will be announced when the machines are ready for production sometime in late August.

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FTC Attacks
- Continued from page 725

mode available to all competing
collectors on proportionally equal
terms.

Cigarette Allowances
As an example of the "individual
allowance of treatment of customers," the
Commission cites the following exam-
ple of payments by Reynolds to
iitizens: In 1935 a payment of
$1,000 to Mystic Automatic Sales
Company, Medford, Mass. Mystic also
paid $3,802 during the
first six months of 1936. FTC al-
leges.

A $1,055 payment of $1,000 to
Cigarette Service Company, Inc.,
Cambridge, Mass., with a payment
made to Winsted for $511 for the
first half of 1935.

Self Service Sales Corporation,
Hartford, Conn., allegedly received
$347 in 1935 and $250 in the first
six months of last year. New Haven
Tobacco Company, New Haven,
Conn., was paid $335 in 1935,
plus $200 for the first half of
last year.

I-Display
FTC further charges that Reyon-
olds offers allowances conditioned
on the use of advertising materials
paid for by Reynolds. The al-
leged demands (which are used
by a restricted number of customers
as additions to the company's
selling efforts) individually
negotiate with the
receiving allowances, resulting in
unequal, different and arbitrary
prices.

The company is granted 30 days
to file an answer to the complaint. A
hearing was held October 19 in
Winston-Salem, N. C., before an
FTC hearing examiner.

MOA'S Goal
- Continued from page 130

The government had originally
requested the "interested parties
"to submit recommendations to the
Internal Revenue Service on avail-
able depreciation and write-off
schedules for tax purposes.

At present, IRS has no hard and
fast rules. An umpire is guided by
so-called "suggested rates" that are
known to vary throughout the
country, the Warren report on the
federal district is
involved.

The subject was presented at
the recent MOA convention, with
the matter referred to a committee
for further action. Miller stated
that numerous parties were in-
volved in the investigations which
led to the study, and the final recommenda-
tions would express the combined
efforts and conclusions of the
MOA membership.

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What We Have
in Stock
ALL MACHINES 100% CLEAN AND CHECKED
Refund in 19 Days
If Not Satisfied

MUSIC
Special! Special! Special! Special!
Rock-Ola 45-045, 1956's $59.95
Don't be fooled.
SEEBURG
Model 720: New, $175.00
Model 450: Like new, $130.00
Model B-45 RPM: $95.00
AMO
Model A converted to AM, $50.00
Model B converted to FM, $175.00
Model C converted to FM, $175.00
Model E, $225.00
Model E4: $250.00
Model E6: $350.00
Model E7: $550.00
Model E60: $750.00
Model E10: $1,200.00

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1 word order balance C.O.D.
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PHONE: STEVENS 2-2683

Better Tone at Less Cost
NEW CoMo Hi-Fi SPEAKERS
Hi-Fi Corner Model...$125.95
Hi-Fi Wall Model...$197.95
CoMo Extended Range SPEAKERS
Wall, $119.95; Corner, $147.50; Ceiling, $191.95

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themes

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COIN MACHINES 135

15.45 R.P.M. $150.00
2. SEEBURG "R" with Royal 50 Units 725.00
3. 1435 ROCK-OLA...395.00
4. 1454 ROCK-OLA...$650.00

1446 ROCK-OLA, Like New...$650.00

SEEBURG 2300, Like New...$650.00
SEEBURG 2200, Like New...$650.00
SEEBURG 1300, Like New...$650.00
SEEBURG 1100, Like New...$650.00
SEEBURG 1000, Like New...$650.00
SEEBURG 2500, Like New...$650.00
SEEBURG 1500...$650.00
SEEBURG 1400...$650.00

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WORLD WIDE...Headquarters for Value, Quality, Service!

FISCHER
6-POCKET POOLS
LIKE NEW
SALE
10 up to 250
Chubs
$175

WANT TO BUY
5 BALLS
DERBY DAY
1210
PICKET ADD A LINE
LADY LUCK
115
QUEEN OF HEARTS
CHINATOWN
105
HINDU
100
TIMES SQUARE
COINS & BOLLS
BINGOS-ARCADE
145

ALL GAMES IN STOCK—IMMEDIATE DELIVERY.

Cable Address: "GAMES"
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WORLD WIDE DISTRIBUTION

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QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN

If you are a coin-operated machine operator, consider...BINGOS—MUSIC—CIGARETTE, CANDY & DRINK MACHINES—PHONE OR WRITE.

SHUFFLE ALLEYS
UNITED
125th ST., SPECIAL 85.66
125th ST., SPECIAL 85.66

PIN GAMES
BROOKLYN
446
19690
380
400
300
360
360
295
285
150
150
150
150

ARCADE EQUIPMENT
19690
380
360
295
285
150
150
150
380
150
150
150

BINGOS—Write for Our Special Low Prices

Erickson Ups Production on Fortune Units

NORTH SACRAMENTO, Calif. — Deliveries for the Swing and Madame X fortune-telling napkin holders are increasing and production has been expanded to give immediate delivery, F. E. Erickson, president of the corporation, said last week.

The Swing, Erickson said, has been in steady production since 1950. Madame X is designed to hold fortune-telling napkins.

The new model, which is 7 inches wide, 9½ inches tall and up to 3½ inches thick, as many as five napkins as a regular dispenser holder. The unit also includes 800 different cards that are available upon insertion of a penny. On the reverse side of the answer ticket the fortune is printed.

Services for Herb Klein

NEW YORK—Funeral services for Herb Klein, former sales manager for the International Mutoscope Corporation, were held Thursday (15) at the Clinton Funeral Home, Jamaica, N. Y. He was 52.

Klein joined Mutoscope in 1943 and served as export sales manager for three years. He had been sales manager until six months ago, when he resigned for poor health. He was a bachelor and is survived by his mother.

Dakota Cigarette Revenue Increases

DICKINSON, N. D.—Cigarette and snack tax collections in July were $3,077,305, reports State Tax Commissioner J. Arthur Eagles. Collections are up 5 per cent from last year. The cumulative year total shows a 3 per cent increase over last year.

CONVERSION
FOR SEEUBG M-100 H-100 A
FOR $24.50 TO $69.50

WANTED
5 BALLS & GUNS!

CALCOIN CORP.
11167 West Pico Blvd.
Los Angeles 51, Calif.

Bally Preems

Bally Preems, who is the new Bally sales manager, has been associated with Bally for years. He is the son of the late Bally founder, E. H. Bally, who started the business in the 1930s.

Mora Moore, Gabe Forman

BUYING

- PIN BALL GAMES
- JUKE BOXES
- ARCADE EQUIPMENT

HIGHEST PRICES PAID

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GUARANTEED CLEAN MACHINES

One-half certified deposit received, balance C.O.D.

HEATH SALES COMPANY
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SEEBURG

Wall-o-matic WALLBOXES

$49.50

CHROME COVERS

100 SELECTIONS

Special Volume Prices
Reconditioned—Davis Guaranteed
New Selection Buttons—New Instruction Plates
Income can be doubled in many locations by adding 100-selection wallboxes

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World Export

Davis

Corps.

Exclusive SEEBURG Distributors

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NCWA Explains

Continued from page 126

one manufacturer exhibited machines.

Manufacturers find maximum effectiveness in machine displays at National Automatic Merchandising Association conventions, and concentrate their efforts there, he said. NCWA conventions are primarily candy exhibits, he repeated.

NCWA has the only "complete candy show in the country," he said, which is why so many operators turn up. At NAMA conventions the candy displays are "lost in the shuffle." The many other larger shows, however, still maintain the candy display. It is there that Delegate often have difficulty finding the candy counter, he said. The operator fears worse at a National Confectioners Association convention, for there it is the raw materials and not the finished products that are put on display. Only NCWA conventions show the operator all candy displays he wants to see, he said.

Asked whether future conventions would cater to the larger turn-out of operators, McMillan thought they probably wouldn't. He said that operators are increasing the traffic at the conventions, but that as long as membership in NCWA is confined to distributors, he foresees little change in policy.

McMillan consistently referred to the operator as "parallel" to the distributor. He buys from the manufacturer. "I don't know of a single operator who doesn't buy directly from the manufacturer," he said.

Thus, the operator is competitive but McMillan insists it is "friendly" competition. The vending and rental spheres are as far as clearly marked, he said, that more competition exists between different manufacturers than between operator and distributor. Also, he pointed out, most of the wholesale distribution in NCWA themselves have subsidiary companies. Manufacturers do not give a quantity discount, said McMillan.

All put them out at the same price. Each one advertises the Vend-Pack, the "Fellini" of the machine operation, but they come slightly cheaper because of economies of packaging. At a matter of fact, said McMillan, sitting comfortably and gradually being forced to switch to Vend-Packs themselves.

Operators will always be welcome at NCWA conventions, said McMillan. They are good for the show and it is good for them.

LOWEST PRICES

BEST CONDITION

Wurlitzer Model 2000 . . . 5995
Wurlitzer Model 1900 . . . 875
Wurlitzer Model 1800 . . . 745
Wurlitzer Model 1700 . . . 695

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SEEBURG S 3W1

100 Wall Box

$49.50

SEEBURG V-200

(200 Selection)

LOOK! Shaffer

$849-50 Special

COMPLETELY RECONDITIONED AND REFURBISHED BY FACTORY-TRAINED MECHANICS AND ELECTRONIC SPECIALISTS.
MRS. INTRODUCES

the large number of low-priced pool games bowed.

In terms of dollar value, this year's output may well equal that of last year. The difference would be in the high-priced ball bowlers. With the number of ball bowlers today, it is reasonable to suppose that the number of pool games marketed, dollar volume of pool buyers sales is high.

Last year's total of 133 models was made on 10-in-line pins, 21 five-ball pins, 4 four-ball bowlers (none of which were bowed so far this year), 8 guns, 7 kiddle rides, 3 baseballs, 6 target bowlers, and 24 other novelty types.

 variasing Games

Notable thus far in the year, is the absence of shuffleboards, the dearth of new baseball games, and the lack of a variety of novelty games. The fall season, however, is expected to turn up more novelty games, as manufacturers try out new products in hope of finding new all-around and location game. Unusual too, is the dearth of new in-line pinballs. Their relative absence however, can be traced to unfavorable legal climate. A greater output of the above type is expected to at least partially replace in-line production.

The trend to target bowlers, roll-over-type games, began late in 1956 and carrying over into early 1957, appears halted with the new ball bowlers replacing them as a standard item. Top production month of this year, to date, was April, when 13 new models appeared, all standard types, including pool, gun, pins and bowlers.

The most quiet month on the production lines was January, when only three new items were bowed.

The BILLBOARD

JUNE 1957

THE COIN MACHINE SECTION

MRS. INTRODUCES

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NEW EQUIPMENT

BALLY

5-BALLS

Bally-a-Popple Scramble

$25.00

Basketball

$15.00

Skyway

$15.00

Times Square

$12.50

Sin City

$12.50

Bally Bull's-Eye

$225.00

All games and phones thoroughly reconditioned.

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BINGO'S 5-BALLS

POOL GAMES

Largest selection of FIRST-CLASS EQUIPMENT. Write for listings and prices.

GUNS

GENCO

New Davy Crockett...Write STATE FAIR...$295

Sky Rocket...$275

Night Fighter...$125

Jungle Hunt...$385

Jet Gun...$110

Jet Fighter...$185

SHOOT THE BEAR...$125

IMPORTERS!

Write for your FREE Copy!

WANTED!

Gottlieb and Williams 5-BALL GAMES Also Lalo Shuffle Games Cash or Trade

Write or Phone Today for BEST DEALS!

The COIN MACHINE SECTION

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POOL GAMES

Largest selection of FIRST-CLASS EQUIPMENT. Write for listings and prices.

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Night Fighter...$125

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IMPORTERS!

Write for your FREE Copy!

WANTED!

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Write or Phone Today for BEST DEALS!
Rack Jobbing
Continued from page 130
public. In a six-month period Geracos reports he has placed some 52,000 records of all labels in super markets, drug stores, variety stores and even hardware stores.

He contends that the rack-jobbing business rightfully belongs to the music operator. They are in constant contact with the public and its need for music and they are the men who know from experience what the public taste is in records. Geracos feels it possible to get good prices from the distributors by demonstrating that he can handle a good record volume.

The rack-jobbing business is now by Geracos as a patent opportunity for the music operator because of the great number of new labels being brought out. The music operator is an expert on records and is much more able to cater to the public's desires than a man who runs a super market or a druggist who is concerned with drug articles, claims.

With many operators complaining of lower collections and increased licenses making the profit margin smaller, Geracos sees rack jobbing as the future salvation of the music operator.

ROUTE FOR SALE
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REJECTOR

WILLIAMS

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COINMEN YOU KNOW

Jackson, Miss.
Three Clarklilc, Miss, operators who changed to disco play recently on numerous reports said the conversion was well received and their collections are up.

They are Joe Lavine, Lavine Music Company; Frank Stied, Stied & Herron Amusement Company, and John Diamond, Diamond Music Company.

Clarence Spain, Spain Amusement Company at Tunica, converted to disco play on some of his locations and is "satisfied" with it. Lea Trett, Delta Music Company, Cleveland, says his business is off some because of the hot weather, but he expects a pick up in the fall.

A. S. Kelso, game operator at Cleveland, is disturbed over the Supreme Court ruling putting bingo pin games in the same category with slot machines. He reports his cigarette machine business is going well.

Johnny Allegrazza, Arc Music Company at Shaw, has had a rushing business recently. He says tourists have brought about the increase.

Henry Smith, Smith Music Company, Cleveland, reports an increased business recently from reactivated units at the nearby air base.

Best Shives, Yazoo Novelty Company, Yazoo City, recently went to disco play and reports it is going well. Said he had to because of increased costs. Clint, his brother and route manager, recently returned from vacation at Panama City, Fla., and reported making a nice catch of fish.

Paul Mauzella, owner of Paul's Music Company, Greenville, recently completed his new $50,000 home. He's back at work now, saying he's got to make the money to pay for it. He spent the last two months supervising work on the ultra-modern house.

Chester Richardson, music and games operator at Greenville, is also a carnival owner. He recently hit the road with his carnival, Joyland Shows. He travels Arkansas, Mississippi and Louisiana.

Bush Taylor, Holmes Amusement Company, Tchula, Miss, recently bought two new tractor-trailers for diversification. He will haul soybeans to grain elevators and

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